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## **HSBC AND TRADELINK OFFER FASTER AND MORE CONVENIENT INTERNATIONAL TRADE SERVICES FOR SMEs**

The Hong Kong and Shanghai Banking Corporation Limited and Tradelink Electronic Commerce Limited ("Tradelink") today announced the opening of the new Tradelink Service Centre at HSBC's main Trade Services Centre in Mongkok. The new Tradelink Service Centre, a joint initiative between HSBC and Tradelink, is the first "one-stop" trade service of its kind in Hong Kong.

Speaking at the new Tradelink Service Centre opening, Stuart Nivison, HSBC's Senior Manager for Trade Services in Asia-Pacific said: "Our SME customers are asking for our help to simplify their international trade process. We are delighted to be joining forces with Tradelink, the leading provider of trade declaration services in Hong Kong, to make this happen. Together we share many mutual customers, and we can now offer a one-stop-shop service for everything from trade declarations, trade finance and trade insurance to trade documentation handling."

With the opening of the new service centre, HSBC aims to further demonstrate its 'Partnership with SMEs'. The new service centre will provide paper-to-electronic services for import and export trade declarations, helping traders meet the Hong Kong Government's mandatory trade declaration requirements.

Justin Yue, Chief Executive Officer of Tradelink said: "I am so pleased that Tradelink could partner with HSBC to further extend our reach to our customers. HSBC is one of the founding shareholders of Tradelink. The opening of this new Tradelink Service Centre heralds the beginning of much closer cooperation between the two organisations. We believe, with this new cooperation, the two partners will enhance their services further by jointly delivering one-stop-shop convenience for customers."

## **HSBC and tradelink offer faster and more convenient international trade services for SMEs/2**

The main HSBC Trade Services Centre in Mongkok also comprises an SME Centre. With a total workforce of over 700 staff, the Trade Service Centre provides a full range of commercial banking services to its trade customers, including expert advice and training, diverse and comprehensive suite of products and services, online services as well as pre and post shipment finance.

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### **Notes to editors:**

#### **1. Photo caption**

Stuart Nivison, HSBC's Senior Manager for Trade Services in Asia-Pacific and Justin Yue, Chief Executive Officer of Tradelink officiating and toasting at the opening ceremony of the new Tradelink Service Centre at HSBC's main Trade Services Centre in Mongkok.

#### **2. The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the largest incorporated bank in Hong Kong, with about 70% of the adult population holding an account with HSBC. It is one of the territory's three note-issuing banks, accounting for 65.2% of its banknotes and has been appointed Settlement Institution for the US dollar clearing system in Hong Kong, the first non-American bank in the world to win US dollar clearing business. It is the founding and a principal member of the HSBC Group which, with around 10,000 offices in 82 countries and territories and assets of US\$1,861 billion as at 31 Dec 2006, is one of the world's largest banking and financial services organisations.

#### **3. Tradelink Electronic Commerce Limited**

Established in 1988, Tradelink Electronic Commerce Limited, a joint venture between the Hong Kong SAR Government and private sector shareholders, is a leading provider of trade-related electronic services for both Hong Kong and international business communities. Over the years, by perfecting its infrastructure and developing services that meet users' practical needs, Tradelink has earned the trust of the trading community and built a superb reputation that underscores its dominance in the public e-trading services sector. It offers a unique range of customer support solutions, designed specifically to help customers gain maximum benefits from e-commerce. Tradelink was listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code:0536). For more information about Tradelink, please visit [www.tradelink.com.hk](http://www.tradelink.com.hk).

