

press release

FOR IMMEDIATE RELEASE

7 Nov, 2007

Standard Chartered launches Global Supply Chain Guide

Guide shares industry best practice for Asia, Africa and the Middle East

7 Nov 2007, Shanghai – Standard Chartered Bank (China) Limited recently announced the launch of ‘*Standard Chartered – Global Perspectives; Asia, Africa and the Middle East: The World of Supply Chain Management and Logistics 2007/2008,*’ to promote best industry practices and share the Bank’s expertise in the supply chain and logistics industry in the emerging trade corridors of Asia, Africa and the Middle East.

Standard Chartered has a history of over 150 years in banking and operates in many of the world’s fastest growing markets. The Bank has an extensive global network of over 1,400 branches in over 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. Standard Chartered’s Wholesale Banking business provides corporate and institutional clients with trade finance, cash management, securities services, foreign exchange and risk management, capital raising and corporate finance solutions. The Wholesale Banking team is noted in the industry for its unmatched networks and on-the-ground expertise. This guide is a reflection of this market leadership position and the Bank’s continual drive to develop innovative customer centric products and services, especially in providing information and solutions on supply chain financing.

The Guide is the second edition in a series covering a key business sector in today’s global economy. Last year, as the leading supply chain bank in China, Standard

Chartered Bank published '*Standard Chartered – China: The Guide to Supply Chain Management and Logistics 2006/2007*,' to promote best industry practices and share the Bank's expertise in the China supply chain and logistics industry.

Karen Fawcett, Global Head of Transaction Banking, Standard Chartered Bank said:

“As the demand for international trade continues to grow, the need for comprehensive information has never been stronger. For companies who wish to know more about supply chain financing, the regulatory environment or even trade routes between China and the rest of the world, this Guide is an essential reference point. Standard Chartered is a forerunner in Supply Chain Management and has a strong footprint in Asia, Africa and the Middle East. We are therefore truly well-positioned to offer our expertise and guidance in this area. “

The Guide comprises 50 articles covering expert insights and commentary into macroeconomic and regulatory issues, international case studies, global supply chain instruments as well as market trends and international trade flows.

As part of the Bank's Wholesale Banking business for Corporates and Institutions, Transaction Banking provides Cash Management, Securities Services and Trade Services through the Bank's network in Asia, Africa and the Middle East. The business provides a full suite of transactional products and serves as a bridge to these markets for clients from the U.S, Latin America and Europe.

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Note to editors:

Transaction Banking, Standard Chartered Bank

As part of the Bank's Wholesale Banking business for Corporates and Institutions, **Transaction Banking** provides Cash Management, Securities Services and Trade Services to clients for and in Asia, Africa and the Middle East. The business provides a full suite of transactional products and also serves as a bridge to these markets for clients from the U.S and Europe. A leading provider of Transaction Banking services, some highlights of the Bank's external recognition are as follows:

- Top 3 Cash Management Bank globally in *Euromoney's* Cash Management Poll
- Top-Rated Sub-Custodian by *Global Custodian* magazine
- Best Structured Trade Finance Bank by *The Asset* magazine
- Best Bank for Liquidity Management in Africa by *Global Finance*

Standard Chartered – leading the way in Asia, Africa and the Middle East

Standard Chartered PLC is listed on both the London Stock Exchange and the Hong Kong Stock Exchange and is consistently ranked in the top 25 among FTSE-100 companies by market capitalisation.

Standard Chartered has a history of over 150 years in banking and operates in many of the world's fastest-growing markets with an extensive global network of over 1,400 branches (including subsidiaries, associates and joint ventures) in 56 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

As one of the world's most international banks, Standard Chartered employs almost 60,000 people, representing over 100 nationalities, worldwide. This diversity lies at the heart of the Bank's values and supports the Bank's growth as the world increasingly becomes one market.

With strong organic growth supported by strategic alliances and acquisitions and driven by its strengths in the balance and diversity of its business, products, geography and people, Standard Chartered is well positioned in the emerging trade corridors of Asia, Africa and the Middle East.

Standard Chartered derives over 90 per cent of profits from Asia, Africa and the Middle East. Serving both Consumer and Wholesale Banking customers worldwide, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award-winning solutions.

Trusted across its network for its standard of governance and corporate responsibility, Standard Chartered takes a long term view of the consequences of its actions to ensure that the Bank builds a sustainable business through social inclusion, environmental protection and good governance.

Standard Chartered is also committed to all its stakeholders by living its values in its approach towards managing its people, exceeding expectations of its customers, making a difference in communities and working with regulators.

In China, the Bank set up its first branch in Shanghai in 1858, and has remained in operation throughout the past 150 years. Standard Chartered Bank (China) Limited is one of the first banks to incorporate officially in China on 1 April, 2007. This demonstrates the Bank's commitment to the China market, and its leading position as a foreign bank in the banking industry.

Standard Chartered China has one of the largest foreign bank networks – with 13 branches (approval for the Hangzhou representative office to upgrade to a branch has recently been granted and preparation for official opening is in progress), 17 sub-branches and 2 representative offices in China. In 2006, Standard Chartered China was named the “Top Ten Most Popular Foreign Banks” by Global Financial Development Forum, the “Best Social Credible Foreign Bank” by China Finance Website and has been granted the “Outstanding Innovative Service Award” by China Business.

For more information on Standard Chartered, please log on to
www.standardchartered.com