

# press release

## Standard Chartered Reinforces SME Banking in Chongqing

*Helping Chongqing SMEs to tackle financing challenges*

**21 June 2011, Chongqing, China** - Standard Chartered Bank (China) Limited (“Standard Chartered China”) and Chongqing Federation of Industry and Commerce (“CFIC”) signed a Memorandum of Understanding (“MOU”) in Chongqing today. The two parties will form a strategic partnership in jointly organising series of financial training sessions targeting Small and Medium-sized Enterprises (SMEs) in Chongqing.

In accordance with the MOU, Standard Chartered China and CFIC will organise “SME Grand Forum”, on quarterly basis, through which Standard Chartered’s SME products experts and Relationship Managers will share their expertise on working capital, business expansion, business protection and yield enhancement to the Chongqing SMEs.

In addition to the MOU, Standard Chartered China also held a seminar on “Business Success” as part of the Bank’s “Grow Your Wealth Forum” session in Chongqing today. Experts from the All-China Federation of Industry and Commerce, Chongqing SME Bureau, CFIC, Chongqing SME Financial Services Promotion Association and Standard Chartered China SME Banking shared their viewpoints and insights on the trend of China’s macro economy, SME financing challenges and financial services requirements. Around 300 SMEs from various industries in Chongqing participated in the forum.

**Wang Zhongming**, Deputy Secretary General of the All-China Federation of Industry, commented, “The SME segment is an important engine for China’s economic and social development, and is also one of the key supporting sectors in the government’s Twelfth-Five Year Plan. The healthy development of the segment needs the joint efforts from all aspects of the society. We are very pleased to see that Standard Chartered Bank, a leading international bank with specialized expertise on SME Banking, is committed to helping the Chinese SMEs and consistently contributes to their sustainable and healthy development. ”

SME Banking is one of Standard Chartered’s strategic segments. The Bank conducts SME Banking business in 30 markets. “Standard Chartered’s ambition is to be the leading international bank for SMEs. We plan to build the segment into a multi-billion dollar business over the next 3-4 years, and target to grow at double the rate of the industry’s. As one of the Bank’s most strategically important markets, China is amongst the first countries in the world to receive our enhanced customer offering which aims to fulfil SMEs’ working capital, business expansion, business protection and yield

enhancement needs,” said **Som Subroto**, Global Head, SME Banking, Standard Chartered Bank.

**Betty Ku**, Regional Head of SME Banking, North East Asia and Head of SME Banking, China, Standard Chartered Bank, echoed, “Along with the deepening of the “Grand Western Development plan”, Chongqing SME segment has achieved rapid development, while its financing requirements are increasing. Chongqing is one of the strategic markets for Standard Chartered China, and our commitment to the market is firm. Other than providing world-class financial products and services, we are also very pleased to share our financial experience and expertise to help more SMEs to tackle their financing needs and increase competitiveness.”

“Family”, “Business Success”, “Becoming World Citizens” and “Multi-generational Wealth Management” are the four topics of Standard Chartered Consumer Banking’s “Grow Your Wealth Forum” series, through which the Bank provides forward-looking wealth management advice to investors, and further contribute to customer education. The “Business Success” forum held in Chongqing today is the series’ second session. The “Family” session was held successfully in Beijing in March. And “Becoming World Citizens” and “Multi-generational Wealth Management” sessions will be rolled out in Shenzhen and Shanghai respectively this year.

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**Note to Editors:**

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

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank’s growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 85,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank’s heritage and values are expressed in its brand promise, ‘Here for good’.

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 foreign banks to locally

incorporate in China in 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 has one of the largest foreign bank networks in China – with 18 branches, 50 sub-branches and 1 Village Bank. Approval for the setting up of the Xian branch has been granted and preparation is in progress.

In 2010, Standard Chartered China received many awards and honors, including “First Class Award for 2010 Banker Survey” from PBoC Shanghai Headquarters, “Best CSR Company Award” from *China Business Network*, “2010 Best Debt House in China” from *The Asset*, “2010 China CFO Most Trusted Bank” from *CFO World*, “Golden Shell Award of Finance” from *21<sup>st</sup> Century Business Herald* and “100 Best Human Resource Management Companies” from *51job.com*.

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