

press release

Standard Chartered launches initiative to boost international trade and economic ties

“Connectivity Programme” aims to encourage bi-lateral trade relations between key markets and the UAE Businesses

United Arab Emirates – 23 June, 2010: Standard Chartered Bank today announced an initiative to boost international trade and economic ties between UAE businesses and the global markets and vice versa. The “Connectivity Programme” was conceived to promote the UAE as one of the most attractive emerging markets in the region. It opens up a new platform for existing and new clients to interact directly with the Bank’s senior management and product specialists to gain local insights on the Gulf while having their immediate banking requirements addressed. The Connectivity Programme has already taken place in the United States of America, the United Kingdom and Europe while visits to Korea, China and India are already in the pipeline.

To bridge the cultural and language gap, the Bank has established dedicated client relationship team / desks for its Chinese and Korean markets. These desks have Korean and Chinese speaking employees, who act as the central point of contact for clients interested in the UAE.

Commenting on the initiative, Hassan Jarrar, Head of Origination and Client Coverage, UAE at Standard Chartered Bank said, “The UAE remains one of the most attractive emerging markets. The “Connectivity Programme” was created to leverage opportunities arising from the shift in financial and economic powers from the western to the eastern markets. We believe our strategic market positioning within the Middle East allows us to bridge the gap between the different markets and cultures. Coupled with our expertise and deep understanding of the local markets, we have the advantage to

tailor world-class and innovative solutions for our clients that enable them to unlock and more effectively manage their risks and liquidity.

“We have already made visits to the US and Europe and have come back with very positive responses from several multi-national companies who are looking to establish regional treasuries in Dubai. We are now reaching out to visit the Chinese and Korean markets. This initiative comes as part of the bank’s efforts to deepen its client relationships locally and internationally. In addition, by identifying the specific needs and challenges of our clients, we aim to make the UAE a more accessible market for the world,” said Hassan.

Hassan added, “The global financial crisis opened up a realm of opportunities for both local and international entities. We are of the view that the recent challenges have changed the way corporates operate. We will see greater integration of regions and the establishing of treasury centres in key economic corridors within emerging markets.

Speaking on Dubai, Hassan is confident that like all other financial centres that experienced financial crisis, it will emerge stronger in the region with its open economy, world class infrastructure and strategic role as re-exporting hub.

Standard Chartered has a history of 90 years in the Middle East, The Connectivity Program demonstrates that the Bank is committed to the local financial market and continues to grow its business in the region.

- ends -

For more information, please contact:

Ramy Lawand

Manager, Wholesale Banking Corporate Affairs

Standard Chartered Bank

Phone: +971 4 508 2564

Mobile: +971 56 675 9894

Email: Ramy.Lawand@sc.com

Address: Standard Chartered Bank, Dubai
UAE. P.O. Box 999,

Website: <http://www.standardchartered.com>

Notes 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 and Hong Kong 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 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 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'.

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