

# press release

For Immediate Release

29 April 2008

## **STANDARD CHARTERED BANK (CHINA) LIMITED LAUNCHES “BANKING ASSOCIATE PROGRAMME” WITH FUDAN UNIVERSITY**

*Helping Talented Students “Go Places”*

**(29 April 2008, Shanghai)** – Standard Chartered Bank (China) Limited (“Standard Chartered China”) signed a strategic partnership Memorandum of Understanding with Fudan University today to launch the “Banking Associate Programme”. The key objective of the programme is to nurture critical talent for the financial industry and contribute to the development of Shanghai as an international financial centre. Alan Fung, Chief Operating Officer of Standard Chartered China, and Chen Yinzhong, Director of Foreign Affairs Office, Fudan University represented their respective parties at the signing ceremony.

The “Banking Associate Programme” is a novel and innovative talent development initiative launched globally by Standard Chartered Bank, kick started by the partnership with Fudan University. The programme provides training opportunities for students who aspire to become banking and financial professionals in their careers.

A blended pedagogical framework has been adopted to provide the tools for more effective learning intervention. The four phases of learning combines classroom learning, internet research, self study, role play, small group discussion, mentoring, on the job training and much more to provide students with a holistic learning environment. Furthermore, senior bankers from Standard

Chartered China will be key instructors in the programme, allowing students to experience the banking industry 'first hand' from some of the best people available in the industry. During the later phases of the programme, participants may also have the opportunity to gain on the job experience by working on important projects in the Bank.

Alan Fung, Chief Operating Officer, Standard Chartered China, said, "Standard Chartered Bank has an uninterrupted operating history of 150 years in China. We deeply understand that well trained financial talents are important resources for the Bank's sustainable development. While the financial industry in China is growth rapidly, the supply of experienced talents is relatively limited. This is why Standard Chartered China is joining hands with Fudan University to launch the 'Banking Associate Programme'. We endeavour to develop a greater pool of financial talent, and to contribute to the development of Shanghai as an international financial centre. "

Jolene Chen, Global Head of Organisational Learning, Standard Chartered Bank supplemented, "At Standard Chartered China, we invest substantially for university students training. We are committed in this 'Banking Associate Programme' as we believe this group of young talent will be the future pillars of Standard Chartered China. We want to send a strong message to the students that *'you have a desire to learn, we provide the opportunities.'*"

Dr. Yin Zhiwen, Associate Dean of the School of Management, Fudan University commented, "Fudan University has always placed a strong impetus on close cooperation with industry partners. The 'Banking Associates Programme' provides our undergraduate students the opportunity to build and put into practice their financial industry knowledge . We firmly believe that this will help to develop world class talent and contribute to the development of financial sector in Shanghai."

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**Notes to editors**

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

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs over 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries. The bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

The group 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.

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 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 China has one of the largest foreign bank networks – with 14 branches (Nanchang branch to be opened), 25 sub-branches and 2 representative offices in China. In 2007, Standard Chartered China was granted the “Top 10 Financial

Institution Award” and the “Best SME Services Award” by China CFO World, and has been named the “China’s Best Corporate Citizenship” by 21st Century Business Herald.

For more information on Standard Chartered, please log on to  
[www.standardchartered.com](http://www.standardchartered.com)

### **Fudan University**

Fudan University has always placed a strong impetus on close cooperation with industry partners, and this is especially true at the School of Management. We have long advocated that Business Schools and industry must be mutually dependent and mutually supporting. Business schools must not only produce capable talent, industry must not only passively accept talent; rather, both parties must work together in an active and intimate partnership. The School of Management at Fudan University, through classroom teaching, market research, industry interviews, project implementation, forum partnerships and a variety of other cooperative ventures have had strong involvements from industry. We have included real world management practices and business cases in all our courses and have actively sought out the talent requirements of industry. We believe this is a win-win model of collaboration and creates a wonderful learning environment for the students to marry theory and practice.

Fudan University has maintained a strong partnership with Standard Chartered Bank. In 2001, Fudan MBA students’ “Join Forum” received strong support from Standard Chartered Bank; thereafter, began the “Standard Chartered Join Forum. The forum’s guests and speakers are CEO’s of major multinational companies and influential Chinese entrepreneurs. Topics of the forums include some of the hottest subjects in China and around the global business community, and create a great linkage between management education and industry. Furthermore, the Fudan University-Standard Chartered Bank also established a Financial Industry Programme in 2004. The “Banking Associates Programme” extends financial industry training to undergraduate students and provides even more students the opportunity to build and put into practice their knowledge of the financial industry. We firmly believe that this will help to develop world class financial industry talent and contribute to the development of Shanghai’s financial industry.