

# press release

## **Standard Chartered expands eye care programme to additional 2.2 million people in Vietnam**

**Hanoi, Vietnam, 22 January 2016** – Standard Chartered Bank Vietnam today announced the launch of two new eye care projects to support the needy in the country between 2016 and 2018, with donation commitment totalling USD2.25 million from Standard Chartered and its NGO partners. The projects, named “Sight for Children and Elderly People in the Mekong Delta” and “Vietnam Child Eye Care”, set to reach nearly 2.2 million people, are in tranche 3 of phase 5 of Standard Chartered’s global Seeing is Believing campaign in Vietnam.

“Restoring someone’s sight not only enables that person to be economically productive but it also liberates carers to work or attend education,” said Mr. Nirukt Sapru, Chief Executive Officer of Standard Chartered Bank Vietnam. “By extending the impact of Seeing is Believing to more people in need in Vietnam, we hope to contribute to the betterment of the local communities and, in the long run, the sustainable development of the Vietnamese economy.”

The “Sight for Children and Elderly People in the Mekong Delta” will be conducted in Can Tho and Ca Mau by the consortium of three NGOs: Orbis International, Helen Keller International, and Eye Care Foundation. Budgeted USD1 million, with USD800,000 granted by Standard Chartered and the balance from the consortium, the project aims to help the children and people aged over 50 prevent or tackle eye health issues through providing comprehensive, quality, affordable eye care services.

“We aim at giving communities across the world access to quality eye care, transforming lives and restoring vision for those who need it most,” said Ms. Huong Tran, Vietnam Country Director of Orbis International, on behalf of the consortium. “Together with Standard Chartered, we are accomplishing the mission in many parts of Vietnam.”

The “Vietnam Child Eye Care” will be deployed in three provinces, Hai Duong, Danang and Tien Giang, by the Fred Hollows Foundation in Vietnam. It is designed to benefit almost two million children aged 6-15 by improving their eye health conditions through development and adoption of national school eye screening guidelines. Standard Chartered donates USD1 million to the project and the Fred Hollows Foundation contributes nearly USD250,000, making up the total of USD1.25 million.

“Deploying a large number of projects dedicated to tackling visual impairment in Vietnam, we see the dire need for quality eye care services in the community,” said Mr. Pham Quoc Anh, Vietnam Country Manager of The Fred Hollows Foundation. “The partnership with Standard Chartered in the past few years has been very fruitful as we have been able to help improve eye health conditions for hundreds of thousands of people, and we are excited to continue to partner with the bank in this project to extend the eye care services to more people in need.

Seeing is Believing is Standard Chartered’s global initiative to tackle avoidable blindness and visual impairment. Since 2003, Seeing is Believing has reached over 103 million people globally through medical interventions, health education and improved access to eye health in their communities.

Banks have an essential role in a prosperous and healthy society. Standard Chartered strongly believe that by running our operations well, standing by its clients and customers, and investing in the communities where it operates, it can be a powerful force for good. The Bank spent more than USD1.5 million for its various community investment programmes in Vietnam in the last two years.

Besides Seeing is Believing, the dedicated programme for visual impairment, the Bank also focuses on HIV awareness, the empowerment of girls, gender equality and environment protection. Its contributions have recently been recognised with the “Best Corporate Social Responsible Bank in Vietnam 2015” award from the London-based International Finance Magazine.

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## Notes to Editors

### Standard Chartered Bank (Vietnam) Limited

In Vietnam, Standard Chartered's history can be traced back to 1904 when the Bank opened its first branch in Saigon (now is Ho Chi Minh City). We believe in the long term prospect of Vietnam and are fully committed to the Vietnamese market and our clients and customers since coming back to the country in 1990.

On August 1, 2009, we commenced operations in our locally incorporated entity – Standard Chartered Bank (Vietnam) Limited, an important milestone of Standard Chartered's development in Vietnam. The bank currently has more than 850 employees and three branches (two in Hanoi and one in HCMC). The Head Office is based in Hanoi.

We bring our international expertise and experience in Asia, Africa and the Middle East to Vietnam, building a broad business that helps to develop the Vietnamese financial service sector as well as helping clients to develop their businesses. Standard Chartered has acted as the sole Sovereign Credit Ratings Advisor to the Vietnamese Government since March 2012.

The Bank provides a full suite of banking products and services for corporates, financial institutions as well as small and medium enterprises and individuals. We also play an active role in building the communities through many programs that promote social and economic development focusing on health, youth and financial education.

For more information, please visit: [www.sc.com/vn](http://www.sc.com/vn) and [www.facebook.com/standardcharteredVN](https://www.facebook.com/standardcharteredVN)

### Standard Chartered

We are a leading international banking group with a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

For more information please visit [www.sc.com](http://www.sc.com). Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

### Seeing is Believing

Seeing is Believing is a global initiative to help tackle avoidable blindness, and is collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB). IAPB is the leading umbrella organisation for non-governmental organizations working in the field of eye-care. Together with the World Health Organization, it launched the 'Vision 2020 – The Right to Sight', a global campaign to eliminate avoidable blindness by 2020.

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[www.seeingisbelieving.org](http://www.seeingisbelieving.org)

### Orbis

Orbis is a non-profit organization that prevents and treats blindness through hands-on training, public health education, improved access to quality eye care, advocacy and partnerships with local health care organizations. By building long-term capabilities, Orbis helps its partner

institutions take action to reach a state where they can provide, on their own, quality eye care services that are affordable, accessible, and sustainable.

Since 1982, Orbis has provided training for 325 thousand medical professionals including doctors, nurses, biomedical engineers, and improve the sights of 23.3 million with medical and optical treatment over 92 countries in the world.

### **About Orbis in Vietnam**

Orbis began work with Vietnam's eye sector in 1996. Orbis focuses on providing training opportunities for eye care professionals in examination and surgical skills and eye care management, donating critically needed ophthalmic equipment, and helping to raise public awareness of eye health issues.

Over the period 10 years in Vietnam, Orbis invested almost 10 million in more than 25 projects to help its local partners provide high quality, affordable and accessible eye care services nationwide. As of 2011, an estimated 32,000 people received sight-saving surgeries, more than 310,000 people had other forms of medical treatment, and 1.2 million people were examined under Orbis's eye care projects and programs.

### **Helen Keller International (HKI)**

Founded in 1915, with headquarters in New York, HKI's mission is to save and improve the sight and lives of the world's vulnerable by combating the causes and consequences of blindness, poor health and malnutrition. We combat the causes and consequences of blindness and malnutrition by establishing programs based on evidence in vision, health and nutrition in the US and 21 countries in Africa and Asia. HKI started working in Viet Nam in 1990s with programs in cataract, community ophthalmology, and primary eye care programs across Vietnam.

### **Eye Care Foundation**

Launched in 2008, Eye Care Foundation (ECF) originates from Eye Care Worldwide and Mekong Eye Doctors from Netherlands. ECF aims to prevent and cure avoidable blindness and visual impairment in developing countries like Vietnam, Nepal, Laos, Cambodia and Tanzania.

A local project office was set up in Ho Chi Minh city in Apr 2008, aiming to manage the program more efficiently and effectively. Some of the office's main duties are to assist the project leaders in planning and implementation, monitor the progress of the project, coordinate with other eye care partners, etc.