

# press release

## Standard Chartered reiterates ongoing commitment with ‘Here for Africa’ campaign

*Bank remains positive on Africa’s long term growth potential, with continued investment into areas of strength.*

**Weds, 27 July 2016 – Accra, GHANA:** Standard Chartered Bank today announced plans to step up investment and leverage its unique footprint and international banking expertise to drive growth in Africa.

Through a new brand campaign, ‘*Here for Africa*’, the Bank is reiterating its commitment to investing in Africa’s future, and continuing to support key growth sectors across local economies, including infrastructure, telecommunications, transport, retail and trade.

Under the Bank’s refreshed global strategy, announced late last year, the Bank reiterated its heightened focus on Africa, seeking to grow its business across all markets, with a keen focus on Corporate and Commercial segments. Standard Chartered operates across in 38 African economies, 16 on a full-presence basis and 22 on a transactional basis. The Bank’s footprint of 180 branches and outlets now has an extended reach, thanks to the Bank’s continuous evolution of its digital platforms and mobile banking channels.

Speaking in Ghana at the launch of the Africa-focused campaign, **Sunil Kaushal, the Regional CEO of Africa & Middle East** said, *“Africa is an integral and a valuable economic partner region within our unique footprint across the region, Asia and the Middle East. This campaign is about our show of commitment and confidence in a continent that we have been in for over 150 years. We consider ourselves truly African – every one of our Sub Saharan CEOs is African, our people who lead and manage our strategy are African, and our strategy is tailored to the suit Africa’s specific trends and business dynamics. We are indeed Here for good and Here for Africa.”*

Currently, Standard Chartered supports over 1 million retail customers in Africa, and over 25,000 commercial, corporate and institutional clients. In November last year, the Bank committed to USD3 billion in strategic investments globally, over the next three years - a commitment which has already seen Africa benefiting with a multi-market upgrade of digital and mobile banking platforms.

**Kaushal** added, *“We believe in forging strong partnerships which deliver tangible value for all members of Africa’s economies, not just our clients. Our USD5 billion commitment to President Obama’s Power Africa campaign, in partnership with African governments, continues to light up new homes and companies to spur income and growth. We are encouraging foreign and regional investment in our role as ratings advisor to numerous African governments, linking Africa’s growth potential with more investors across Asia and the Middle East. Africa remains a key area of strategic investment for us as a Group, as we focus in building our own strong franchise and growing safely across the continent.”*

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**Kweku Bedu-Addo, Regional CEO for Ghana, Sierra Leone and The Gambia,** added, *“This year Standard Chartered celebrates 120 years of supporting Ghana’s economic development, making Accra an ideal city to launch our ‘Here for Africa’ campaign. Standard Chartered Ghana continues to deliver tangible benefits to support local economic growth. These benefits include development of human capital; roll-out of digital banking solutions to more than 200,000 retail customers; sovereign advisory expertise and support for Ghana’s Eurobond issuances; attracting new investor capital from across Europe, US, Middle East and Asia, as well as empowering local entrepreneurs by bridging the gap between large multinationals and local suppliers through our successful supply chain financing proposition. All these initiatives help cement our legacy while building a bright future for many generations of Ghanaians.*

Standard Chartered’s ‘Here for Africa’ campaign encompasses above the-line-visuals, a television campaign as well as tailored sponsorships, client initiatives and focused events which promote the Bank’s regional capabilities. The extended reach of the campaign means audiences across 38 African and a further 10 international markets will witness the Bank’s focused commitment on the continent.

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**Note to Editors:**

### **Standard Chartered**

We are a leading international banking group, with around 84,000 employees and 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. 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.

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