

# press release

## **Standard Chartered Vietnam sponsors for Newborns cycle ride**

**21 May 2013, Hanoi, Vietnam** – Standard Chartered Bank (Vietnam) Ltd., is proud to announce its participation and sponsorship to the ride which is organised by Newborns Vietnam, a UK registered charity dedicated to reducing neonatal mortality in South East Asia, with a specific focus on Vietnam.

25 cyclists from the UK are cycling 1,500 kilometres from Lao Cai to Da Nang in 10 days, to bring British neonatal nursing expertise to Vietnam. They are being joined in Quang Tri by directors of international companies in Vietnam, including Louis Taylor, General Director of Standard Chartered Bank Vietnam, who will cycle the final 500 kilometres towards Da Nang. The UK cyclists include Mike Hall, who in 2012 broke the round the world record for circumnavigating the globe by bicycle – 29,000 Kilometres in 92 days.

“I’ve taken up cycling in Vietnam, and I simply couldn’t pass up this opportunity to combine an amazing cycle ride with making a difference to thousands of new lives. Standard Chartered is proud to sponsor this effort, which is so clearly in line with our brand promise - to be “Here for good””, said Mr. Louis Taylor.

The cycle ride finishes on 26th May at the Da Nang Hospital for Women & Children with an official welcome for the cycling heroes from City officials and the British Ambassador, Dr Antony Stokes. The cyclists will meet the nurses they are sponsoring and visit the neonatal intensive care unit. Besides, each cyclist has made a personal appeal for wider support in their communities at home via their own fund raising web page at [www.justgiving.com](http://www.justgiving.com).

In addition to sponsorship from various high profiles multinational companies the intrepid cyclists have already raised \$135,000 to support an eighteen-month neonatal teaching programme from UK Canterbury Christ Church University (CCCU). The programme is approved by the Ministry of Health and led by the Da Nang Department of Health and Newborns Vietnam. Through direct long-term partnerships with local public health providers, Newborns Vietnam encourages and supports their efforts to integrate maternal and newborn care into their existing health systems.

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For further information please contact:

**Ms. Trinh Nhu Quynh**  
**Head of Corporate Affairs**

**Standard Chartered Bank (Vietnam) Ltd.**

Level 18, Building 72, Keangnam Hanoi Landmark Tower, Pham Hung Road,  
Me Tri Ward, Nam Tu Liem District Hanoi Vietnam

Phone: +84 4 39368124  
Mobile: +84 984396185  
Email: [quynh.trinh-nhu@sc.com](mailto:quynh.trinh-nhu@sc.com)

## 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 Ho Chi Minh City).

Following the official approval from the State Bank of Vietnam, effective 1 August 2009, Standard Chartered commenced operations in its locally incorporated entity – Standard Chartered Bank (Vietnam) Limited. Local Incorporation was an important milestone in Standard Chartered's development in Vietnam.

Standard Chartered now has three branches and employs over 850 staff. The Bank provides a full of suite banking products and services for corporates, financial institutions, small and medium enterprises and individuals.

Standard Chartered brings its international expertise and experience in other growing markets to Vietnam, where it actively contributes to the development of the banking and finance sector in the country. The Bank also plays an active role in the Vietnamese community and has demonstrated this through many social and charitable activities.

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

### Standard Chartered

We are a leading international banking group, with more than 90,000 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, 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.

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