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## **GLOBAL REACH DRIVES MULTINATIONAL GROWTH CORPORATE AND INSTITUTIONAL BANKING TEAM EXPANDS**

HSBC has appointed Chris Russell as director of multinationals for corporate and institutional banking, responsible for the management of HSBC's expanding multinational client portfolio.

Based in Melbourne, Mr Russell joins HSBC from National Australia Bank's corporate banking, where he was director of consumer goods and agribusiness. During his 15 years with the bank, he was also head of corporate banking for Western Australia and client director for NSW corporate banking.

"With a new global strategy for corporate and institutional banking being implemented in 2005, Chris will drive a new thrust in services for our multinational clients," said Michael Baird, head of HSBC's corporate and institutional banking.

"The seamless global product and service capabilities of HSBC's corporate banking are of great advantage to our clients in Australia," he said.

"And our clients are taking advantage of that benefit."

Russell sees the growth of many Australian corporates as dependant on their international capabilities.

"For many corporates, the size of the Australian market dictates that growth can only be offshore, and their financial partners are increasingly involved with a wider range of service delivery for that overseas expansion.

"The systems development and sheer scale of HSBC's operations gives clients a clear product and pricing advantage on this front."

Mr Russell has also previously worked for Barclays Bank Australia Limited's corporate operations (BZW).

**Global reach drives multinational growth /2**

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**Notes to editors**

**1. HSBC in Australia and New Zealand**

In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, trade finance, non-advisory stockbroking, treasury and financial markets, funds management, investment advisory and securities custody.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited, HSBC Asset Management (Australia) Limited, HSBC Precious Metals (Australia) Limited, HSBC Stockbroking (Australia) Pty Ltd and HSBC Bank plc. HSBC is marketed worldwide as 'the world's local bank'.

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