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## **HSBC LAUNCHES 11th GUIDE TO CASH AND TREASURY MANAGEMENT IN ASIA PACIFIC**

HSBC Bank has launched the 11th edition of *HSBC's Guide to Cash and Treasury Management in Asia Pacific*, covering emerging trends and best practices from across the cash management industry.

Since it was first launched in 1997, *HSBC's Guide to Cash and Treasury Management in Asia Pacific* has been recording the evolution of the cash management environment in the Asia Pacific region. Today, the Guide is firmly established as a reference tool with both practical and leading-edge advice on developing cash management solutions.

In total, more than 16,000 copies of the Guide will be published in 2008 and distributed to industry professionals globally. Providing thought leadership on cash and treasury management in the region, the Guide contains feature articles by economists, regulators, corporate treasurers and experts in tax, foreign exchange, securities, law and information technology professionals.

This year's guide also includes substantial new sections on global financial supply chains, logistics management and trade finance, as well as a streamlined Country Analysis section of 19 Asia-Pacific countries and territories.

According to Wendy Booth, HSBC's Head of Global Payments and Cash Management in Australia, today's deleveraging of the world's financial systems means corporate clients will be even more focused on liquidity management and new and emerging technologies can dramatically affect how they do it.

"Now more than ever, we need to understand how changes in technology will help organisations sustain competitiveness and exploit new opportunities in working capital management," she said.

"The innovative cash management solutions outlined in HSBC's Guide help businesses of all sizes drive down costs and improve returns, enjoy greater control of treasury and finance at regional and global levels, streamline payments processing, centralise risk management and improve cash flow.

"For anyone in the region looking to keep abreast of innovative solutions in cash management, the HSBC's guide is essential reading."

**News Release**

## **HSBC launches 11<sup>th</sup> Guide to Treasury and Cash Management in Asia Pacific 2008/2**

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### **Notes to editors**

#### **HSBC Global Payments and Cash Management**

HSBC Global Payments and Cash Management is a leader in the provision of cash management services to over 445,000 customers in Asia-Pacific, including Fortune 500 multinational companies, top-tier local corporates, middle market companies, SMEs, financial institutions and government bodies. The HSBC Global Payments and Cash management team is committed to thought leadership and a consultative approach to cash management. In addition to a continued investment in products and services, HSBC prides itself on developing and sustaining long term relationships with clients and delivering the highest level of customer service at both the regional and local levels.

#### **HSBC Bank Australia**

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, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

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