



16 December 2010

## HSBC APPOINTS STATE MANAGER FOR SOUTH AUSTRALIA

HSBC has appointed Brendon Green to the role of State Manager for its operations in South Australia. Based in Adelaide, Green is responsible for driving growth in the Bank's commercial, corporate and institutional banking divisions in the state.

Noel McNamara, head of commercial banking for HSBC in Australia, said: "HSBC is seeing growing demand from businesses in South Australia for international or cross-border banking and we are committed to increasing our presence here to meet this demand.

"In the last five years, South Australia's average annual export growth was 6.3 per cent and import growth was 7.0 per cent. Importantly, China was South Australia's second largest two way trading partner in 2008-09 and by far the fastest growing, with exports up 34.2 per cent and imports up 12 per cent.<sup>1</sup> As global trade continues to increase, these numbers will only grow.

"HSBC's strategy in Australia is focused on providing internationally-oriented customers with products and services where the HSBC Group's financial strength, global scale and international connectivity help them build their business in Australia.

"For small to medium businesses in Australia, this means providing a transactional banking offering and a range of international products and services including foreign exchange, trade finance and payments and cash management.

"HSBC's SME proposition, HSBC Business, takes advantage of HSBC's global scale to drive efficiencies through common propositions and systems, putting the Bank's global presence to work for Australian businesses.

"For larger corporate and institutional clients with international business needs or for the local operations of multinationals that HSBC banks globally, HSBC provides core banking products including foreign exchange, trade and cash management as well as access to our strategic global product set including treasury, trading and sales and securities services.

"HSBC intends to be the leading international bank in Australia by focusing on building strong customer relationships and putting the HSBC Group's size, international connectivity and on-the-ground global presence to work for our customers.

"With Brendon Green now on board in Adelaide, we are well-placed to continue delivering better services for clients with international banking needs and to significantly grow our business in South

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Australia,” McNamara added.

Prior to joining HSBC, Green was Vice President, Institutional Banking and Markets at the Commonwealth Bank of Australia from 2004 to 2010. Before this, Green held several positions at Adelaide Bank including State Manager, Business Banking from 1998 to 2004 and Relationship Manager, Business Banking from 1996 to 1998. Green holds a Masters of Business Administration from the University of Adelaide and a Diploma of Banking and Finance from the Adelaide Institute of TAFE.

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### **Notes to editors**

#### **Footnotes**

<sup>1</sup> Department of Foreign Affairs and Trade – *Australia’s Trade by State and Territory (2008-09)*

#### **HSBC Bank Australia**

In Australia, the HSBC Group offers an extensive range of financial services through a network of 33 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 AFSL 232595) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970 and AFSL 301737). HSBC is marketed worldwide as ‘the world’s local bank’.

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