

News Release

25 January, 2012

HSBC concluded the inaugural Finance and Career Orientation 2012 programme with Young Financial Planner's competition

*** Approximately 3,550 university students benefited from financial planning lessons and a career orientation programme devised and run by HSBC Vietnam***

**** Winners of Young Financial Planner's Competition from University of Economics and Law Ho Chi Minh City received cash prizes, soft-skills training and unprecedented career orientation opportunities with the country's oldest foreign-owned bank****

HSBC Bank (Vietnam) Ltd.'s (HSBC Vietnam) inaugural Finance and Career Orientation programme for university students came to an exciting conclusion with the final round of the *Young Financial Planner's Competition* on January 25.

The inter-university competition was an ideal platform for participants of the three-month-long programme to put their newly-acquired financial skills and knowledge into practice. In total 3,550 students from sixteen of the country's leading national universities in Hanoi, Ho Chi Minh City, Danang and Can Tho participated in the programme with 124 papers presented by teams from all four cities.

In the end three students from the University of Economics and Law Ho Chi Minh City (Le Hoang Thinh, Ninh Thi Phuong, Do Thi Thu Hien) formed the winning team, which delivered the best personal financial plan for the sample case study. Their effective teamwork, clear presentation skills, and proficient orientation were key to their success.

PUBLIC - This information is issued by

HSBC Bank (Vietnam) Ltd.

Registered Office and Head Office:
Address: 235 Dong Khoi street, District 1, Ho Chi Minh City, Vietnam
Web: www.hsbc.com.vn



“The contest demanded a combination of case analysis and problem solving skills coupled with financial knowledge and general socio economic awareness,” said Jai Pawani, Chief Operating Officer and Deputy Chairman of HSBC Vietnam’s Corporate Sustainability Steering Committee.

“I am pleased to say that we were very impressed by the high-standards, effort and dedication shown by the students and overall response to the program.”

“Financial Literacy is a key pillar of our Corporate Sustainability strategy, In the long run we want to boost financial literacy in Vietnam by inspiring and educating young people through such programs” said Jai Pawani. “We strongly believe a young financially-savvy generation is what will ultimately transform Vietnam into an economic powerhouse.”

The top five teams picked up cash prizes and also won the opportunity to take part in an unprecedented career orientation initiative called “Experience HSBC”, which included two days of tailor-made training sessions to develop soft skills such as resume writing and techniques for successful interviews and effective presentations.

Winning students also had a chance to have lunch with HSBC Vietnam’s CEO Sumit Dutta and the top management team, who shared their experience and passed on career development tips to the youngsters.. The journey will now continue with an internship at HSBC to further experience the international leading bank's working environment.

In recent years, HSBC Vietnam has developed a number of innovative financial literacy projects, JA More than Money (for primary school students) recently launched the Online Banking Library (an online source to boost financial literacy) . HSBC Finance and Career Orientation programme is another step to address the financial literacy needs of another audience segment, university students, who will be the major force to build up the future of the Vietnamese economy.

The result:

- 1st prize: University of Economics and Law – Ho Chi Minh City
(Le Hoang Thinh, Ninh Thi Phuong, Do Thi Phuong Hien)

- 2nd prize: Foreign Trade University Ho Chi Minh City Campus
(Le Thi Anh Vang, Nguyen Thi To Luong, Nguy Khanh Tran)
- 3rd prize: Danang University of Economics
(Ton That Nhat Tan, Huynh Cong Danh, Nguyen Thi Kim Hien)

Media enquiries to:

Ly Hoai Anh

+84 8 3520 3483

anh.hoai.ly@hsbc.com.vn

1. HSBC Vietnam

HSBC has been in Vietnam for 140 years – the bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 1 January 2009 as HSBC Bank (Vietnam) Ltd. The bank's current network includes one transaction centre, one branch and five transaction offices in Ho Chi Minh City, one branch, three transaction offices and one deposit office in Hanoi, and four full-service branches in Binh Duong, Can Tho, Da Nang and Dong Nai provinces and one representative office in Hai Phong and one representative office in Vung Tau. HSBC is one of the largest foreign banks in the country in terms of investment capital, network, product range, staff and customer base.

2. The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with 6,900 offices in 80 countries and territories and assets of US\$2,721 billion at 30 September 2012, is one of the world's largest banking and financial services organisations.

3. HSBC Finance and Career Orientation programme

HSBC's ground-breaking Finance and Career Orientation programme included a series of financial literacy workshops and career orientation sessions run by HSBC senior executives. The aim is to empower students with the knowledge and necessary skills to build a financial plan, one which will enable them to make sound financial decisions and follow their preferred career path. The seven workshops took place for 3,500 students of leading universities in Hanoi, Da Nang, Ho Chi Minh City and Can Tho.

Subsequently, the Young Financial Planner Competition presented students with an immediate opportunity to exercise their financial planning savvy. Working in teams of three, the students had to come up with the most effective solutions for specific and practical financial cases. 124 entries were submitted from teams each formed by 3 students of the same or different universities.

The purpose of this assignment was to provide a "hands on" experience to synthesize the personal finance concepts that students have learned by applying them to a real life financial planning case. Students had an opportunity to work in team as they need to research the case and present the results of analysis in both a paper and 10 minute presentation.

The participated team had to discuss the strengths and weaknesses of a specific individual's financial situation which have many targets in life such as getting marriage, having baby, buying house and motorbike, and improve his investment . They also gave comments about his cash flow, calculated the savings required to reach financial goals and suggested action steps to improve financial situation. Team also recommended financial products and available resource that can assist him to improve his finances.