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## HSBC VIETNAM GUIDES ENTERPRISES INTO UNCHARTED DIGITAL WATERS

Today, HSBC Vietnam hosts the HSBC Global Liquidity and Cash Management Seminar under the banner ‘*Leveraging Technology for Business Transformation.*’

With guest keynote speakers from KPMG, a provider of advisory services and industry insight to organisations and SAP Asia, a provider of business transformation, digital innovation and ERP (enterprise resources planning) solutions joining HSBC specialists in liquidity and cash management, the event focuses on how digital technologies are transforming the world of business and how banks can help businesses not only control this transformation but also create a competitive edge through ERP and technology.

“While digital technologies create an exciting range of capabilities and possibilities, enterprises today often have more questions than answers,” says Winfield Wong, Country Head of Wholesale Banking, HSBC Vietnam. “There is huge demand for knowledge right across the corporate sector. Companies wish to better understand the enterprise architecture of this new digital world, so they can apply the right solutions in the right way to maximise return on investment and exploit opportunities as they arise.”

“The convergence of rising consumer expectations, evolving business models and blurring of long-standing industry boundaries has led to an erosion in the relevance and sustainability of traditional operating models,” highlights Dhiren Doshi, SAP Asia. “Companies – big and small – are being pushed to re-evaluate their strategies in light of exciting new technologies that can level the playing field whilst providing disproportionate advantage to disruptors and early movers.”

The event is organised with an aim to provide corporates with the most up to date analysis of specialists from the most respected consulting companies in the market.

Opening the seminar, James McKeogh – Partner of KPMG China shares his insights into what drives the change of the business ecosystem today and what challenges arise.

Dhiren Doshi from Industries and Digital Leadership of SAP Asia discusses how business can leverage technology for business transformation, what changes

the world as well his overview of the new enterprise architecture in this digital economy, and the importance of adaptable business model.

Hanh Nguyen, Country Head of Global Liquidity and Cash Management, HSBC Vietnam offers insights on the opportunities and challenges that country is now facing, what implications corporates in Vietnam are and will be, facing in this digitalisation process, and how enterprises can negotiate a rapidly changing payment landscape during her talk, “A Future Where Cash is Mobile?”

“In a cash-centric society such as Vietnam, the digitalised future will transform payment systems in dramatic fashion. The payment ecosystem is already evolving with cards and online payments and ultimately we are on a path that will lead us to a cashless economy,” says Hanh.

As the partner of businesses, HSBC plays a key advisory role to clients by seeking optimal solutions for ERP and technology. To meet the specific needs of each stage through business operations, HSBC provides a wide range of solutions from efficient banking instruments, automation functions in ERP, e-banking platform to more sophisticated solutions like SWIFT connectivity and other treasury solutions.

In Vietnam, HSBC has been one of a pioneers for digital solutions and financial technologies. This year, the bank unveiled HSBCnet Touch ID and a digital platform for customs payments. This follows a partnership with the Department of Taxation to launch an online tax payment platform in December 2015.

“We are leading the way for online and mobile banking and in future we will continue to innovate and introduce with more digital solutions for our corporate clients. HSBC strives to stay ahead of the curve — so we can guide our clients as they travel into these uncharted digital waters,” says Jason Tan, Regional Head of Client Management, Global Liquidity and Cash Management, HSBC.

HSBC has been named the Best Domestic Cash Manager in Vietnam by the Euromoney Cash Management Survey 2017. This was the eighth year in a row HSBC was voted by its clients to be their best Cash Management Bank in Vietnam.

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**Media enquiries:**

Mai Phan To Uyen

+84 8 3520 3272

uyenmai@hsbc.com.vn

**Notes for editors**

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### **About HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from approximately 3,900 offices in 67 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,492bn at 30 June 2017, HSBC is one of the world's largest banking and financial services organisations.

### **HSBC Vietnam**

HSBC has been in Vietnam for more than 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 two branches and five transaction offices in Ho Chi Minh City, one branch and four transaction offices in Hanoi, and three full-service branches in Binh Duong, Can Tho, and Da Nang. HSBC is one of the largest foreign banks in the country in terms of investment capital, network, product range, staff and customer base.

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