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HSBC EXPORT EXCELLENCE AWARDS 2009 LAUNCHED



The Hongkong and Shanghai Banking Corporation (HSBC) Limited in Bangladesh has launched the 'HSBC Export Excellence Awards 2009' to recognise the business excellence of the exporters of Bangladesh. This is an initiative to acknowledge the enterprises that continuously strive to position Bangladesh's products in the global marketplace.

HSBC Export Excellence Awards 2009 will be given in five categories:

► **Exporter of the Year** - RMG & Textiles

Group A: Annual export turnover US\$ 50 Million or more

Group B: Annual export turnover less than US\$ 50 Million

► **Exporter of the Year**- EPZ Enterprises: Companies in the Export Processing Zones of Bangladesh

► **Exporter of the Year**- Traditional & Emerging Sectors: Annual export turnover (non RMG/Textiles) US\$ 3 Million or more

► **Exporter of the Year**- SMEs : Annual export turnover (non RMG/Textiles) less than US\$ 3 Million

In addition to the recognition and accolades of the Awards, the winners will also receive national and international exposure.

HSBC is one of the leading international banks in Bangladesh facilitating approximately 9% of the country's total exports. Acknowledging the contribution of the exporters of Bangladesh to the economy, Sanjay Prakash, Chief Executive Officer of HSBC in Bangladesh said "The proud mark of 'Made in Bangladesh' signifies the success story of Bangladesh - earning global recognition and driving local economic growth; as the world's local bank, HSBC takes immense pride to be a partner in this growth journey."

Md Mahbub-ur Rahman, Head of Commercial Banking, HSBC Bangladesh said "Amidst challenging global economic environment, exporters from Bangladesh demonstrated outstanding resilience and deployed unique strategies to build better, stronger business models for the future. HSBC Export Excellence Award recognises the excellence demonstrated by these companies who showcase the capabilities and success stories of our country across the world."

Nomination forms and complete details of the Award programme can be found in the hsbc.com.bd website. Deadline for submission of nomination is 25 March 2010. Bangladesh Brand Forum is HSBC's knowledge partner in this initiative.