



Press Release

Standard Chartered Pacific Place Wealth Management Centre Officially Opens

Enhancing services to Affluent clients and its cross-boundary wealth management edge

22 September 2023, Hong Kong – Standard Chartered Bank (Hong Kong) Limited ("Standard Chartered Hong Kong") announced today that its Pacific Place Wealth Management Centre in Admiralty, has officially opened. This is the bank's fourth wealth management centre, following the three set up in Central, Tsim Sha Tsui, and Causeway Bay, providing exclusive personalised banking services to local and cross-boundary affluent clients, helping them plan their wealth and seize investment opportunities.

Stephen Man, Head of Consumer, Private, and Business Banking at Standard Chartered Hong Kong, said: "Standard Chartered has always valued affluent clients and is committed to providing them with quality banking services. As clients' needs for wealth management services continue to increase, Standard Chartered's unique advantages in its network and wealth management have enabled our Affluent segment to grow rapidly. In the first eight months of this year, the number of new-to-bank affluent clients delivered a 150% year-on-year growth. The full boundary reopening between Hong Kong and mainland China has stimulated demand in cross-boundary banking services, driving the insurance business rebound significantly beyond pre-pandemic levels. We believe that the growth potential of the Affluent segment is as immense as ever, and will become one of the major growth engines for future business. We will continue to enrich our range of financial products and wealth advisory services and provide wealth management solutions tailored to clients' needs to strengthen our leading position in the Affluent segment and cross-boundary wealth management."

Seeing the pent-up demand for cross-boundary wealth management services, Standard Chartered Hong Kong has made early strategic arrangements, including collaboration with medical groups, law firms and accounting firms to provide health, wealth succession and tax-related consulting services for cross-boundary clients. Meanwhile, a GBA banking centre has been added to the Mong Kok branch. In the past two months alone, the daily footfall in the branch has increased by a third. The newly opened Tai Wai branch at the shopping mall above Tai Wai MTR Station, together with the Shenzhen Zhuoyue Sub-branch of Standard Chartered China, provides services seven days a week since 9 September this year for cross-boundary clients and travellers to provide account

opening and wealth advisory services on Saturdays and Sundays, gearing up for the National Day and Golden Week in October.

The 7,000-square-foot Standard Chartered Pacific Place Wealth Management Centre is located above the Admiralty MTR Station, the interchange for the Island Line, East Rail Line, Tsuen Wan Line, and South Island Line, providing convenient access for clients from all over. Priority Private, Priority Banking, and International Banking clients can plan their wealth with Standard Chartered Relationship Managers (RMs) in an exclusive space after shopping nearby, and make investments and transactions in a highly private environment. Clients can overlook the bustling business district of Hong Kong from the new wealth management centre as they enjoy exquisite refreshments and an exclusive Pu'er tea of unique formula, reflecting their prestigious status.

According to research conducted by Standard Chartered Hong Kong earlier on local affluent investors' attitude toward technology-enabled wealth advisory services, investors remain highly reliant on the assistance and analysis of RMs alongside the use of new technologies. To enhance the professional knowledge, communication skills and service quality of the wealth management team, the INSEAD Wealth Academy, established in collaboration with the world-renowned graduate business school INSEAD, has provided training to 200 RMs in Hong Kong since its establishment in 2021, with plans to train an additional 200 in the future. In addition, Standard Chartered Hong Kong also regularly holds wealth seminars on different themes and lines up overseas education and asset allocation experts to provide clients with information on family planning and wealth management.

[Download photos](#)



(Photo Caption) Stephen Man, Head of Consumer, Private and Business Banking of Standard Chartered Hong Kong, said that the opening of the Standard Chartered Pacific Place Wealth Management Centre will further strengthen the bank's leading position in the Affluent segment and cross-boundary wealth management.



(Photo Caption) Stephen Man, Head of Consumer, Private and Business Banking, Standard Chartered Hong Kong (middle); Eliza Law, Head of Distribution, Consumer, Private and Business Banking, Standard Chartered Hong Kong (left one); Suki Ma, Head of Distribution Network, Standard Chartered Hong Kong (right one); Artist Tony Hung and Priscilla Wong (left two and right two) conducted the toast ceremony for the official opening of the Standard Chartered Pacific Place Wealth Management Centre.



(Photo Caption) Standard Chartered's Priority Private clients can enjoy exquisite refreshments and an exclusive Pu'er tea of unique formula while they plan their wealth.



(Photo Caption) The Standard Chartered Pacific Place Wealth Management Centre is located in the core area of Hong Kong Island, with convenient transportation, stylish design, and comprehensive wealth management services for clients.



---ENDS ---

Standard Chartered

We are a leading international banking group, with a presence in 53 of the world's most dynamic markets and serving clients in a further 64. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

For more stories and expert opinions please visit Insights at [sc.com](https://www.sc.com). Follow Standard Chartered on Twitter, LinkedIn and Facebook.