



## Press Release

# Standard Chartered Publishes “Insights on International Banking Needs of Affluent Chinese and Entrepreneurs”

## Nearly Half of Mainland Enterprises to Expand into International Markets within Six to Twelve Months, with Hong Kong as the Preferred Location for International Banking Services

**6 June 2025, Hong Kong – Standard Chartered** has released the report "Insights on International Banking Needs of Affluent Chinese and Entrepreneurs", highlighting the demands for financial services that meet intertwined business and family needs among Mainland Chinese entrepreneurs as they accelerate their overseas expansion. There is strong demand for international banking services, with a focus on customised services and quality one-stop solutions, with Hong Kong being their preferred location for accessing these services.

Commissioned by Standard Chartered and conducted by an independent market research firm<sup>1</sup>, the report surveyed 1,520 Chinese<sup>2</sup> residing in Mainland China, Hong Kong SAR, Singapore, and the UAE. The respondents' investible assets ranged from HKD 1 million to HKD 7.8 million, with 33% of the respondents being entrepreneurs. More than a third of the surveyed Chinese entrepreneurs based in Mainland China are already operating in international markets, while nearly half plan to expand to international markets in the coming 6-12 months.

Nearly 90% of respondents have been holding international bank accounts for at least three years, and two-thirds for over five years. Focusing on respondents from the Greater Bay Area, 92% have at least three years of experience using international bank accounts, and nearly 70% hold at least two overseas bank accounts, with Hong Kong being their preferred location for international banking services.

Face-to-face communication with relationship managers is a key aspect of customised service. The report identifies three challenges faced by affluent Chinese customers when using international banking services: language and communication barriers, quality of offline customer service, and a

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<sup>1</sup> Sandpiper Research & Insights conducted the survey from December 2024 to January 2025. [Click here](#) to view the full report.

<sup>2</sup> Clients hold the passport of the People's Republic of China or Hong Kong permanent identity.

lack of coordination or referral mechanisms between corporate and personal banking services. During onboarding and investment decision making, 48% of the respondents expect better support from relationship managers on top of digital channels<sup>3</sup>, and nearly half seek information from their relationship manager for banking decisions. However, a quarter of the respondents faced challenges with their banks due to language and communication issues.

**Stephen Man, Head of Wealth and Retail Banking, Hong Kong, Standard Chartered**, said: “Mainland enterprises are accelerating their expansion into international markets. Many entrepreneurs are frequently travelling for business development or their children's education. They look for international bank accounts and cross-border banking services to meet these needs as well as professional advice to achieve their long-term financial goals through high-quality wealth management and succession.”

“Standard Chartered is committed to becoming the preferred wealth management partner for affluent clients. In addition to catering to their personal financial needs, we provide comprehensive support for entrepreneurs, helping them expand their businesses through the Bank’s unique network. With one-stop corporate and personal banking services, we offer suitable financial solutions and value-added services to support our clients to seize all opportunities for growth.”

On the day of the report release, Standard Chartered held an event in Shenzhen to introduce clients to a newly launched one-stop service tailored for Greater Bay Area entrepreneurs that addresses both personal and corporate needs, including lifestyle offerings and experiences in the Greater Bay Area, planning for children's overseas education, and family wealth succession.

The new service leverages Standard Chartered’s global advantages through its unique network, providing comprehensive financial services, including seamless cross-border account opening, convenient cross-border transactions, a range of foreign exchange, financing, and investment solutions. Through partnering with renowned industry leaders including law firms, tax and accounting advisory firms, Standard Chartered offers comprehensive support to entrepreneurs in areas like overseas planning, risk management, and product launch solutions. At the event, representatives from the Hong Kong Productivity Council introduced their one-stop professional services that support Greater Bay Area enterprises in enhancing their global competitiveness and expanding overseas.

For international banking clients in the Greater Bay Area, Standard Chartered also launched the "GBA Affluence Membership Programme", integrating financial services into clients' personal and career plans, with a dedicated “International Banking Relationship Managers” team who are fluent in Cantonese and Mandarin and familiar with Chinese culture, providing comprehensive services.

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<sup>3</sup> Digital means include 24/7 live chat, virtual assistants, and digital tutorials.

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## Standard Chartered

We are a leading international banking group, with a presence in 53 of the world's most dynamic markets. 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](#). Follow Standard Chartered on [X](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).