

# press release

## **Hong Kong wealthy investors plan to allocate more funds to sustainable investments, survey shows**

**11 April 2019, Hong Kong** – Investors in Hong Kong are increasingly moving towards sustainable investing, but the growth rate is slightly slower than other global financial hubs, according to a new survey by Standard Chartered Private Bank.

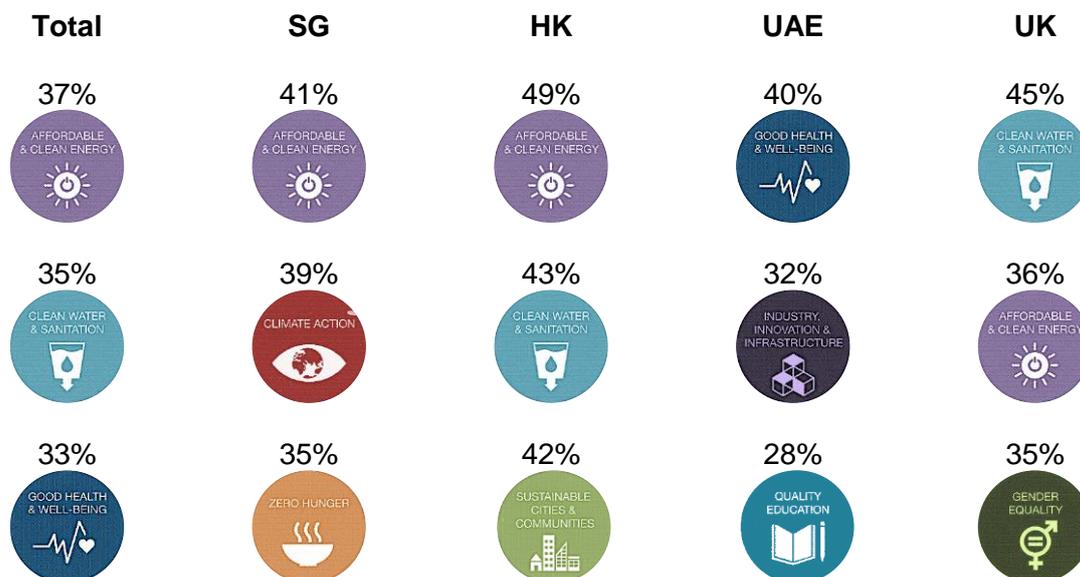
The survey covered 421 affluent and high-net-worth individuals in Hong Kong, Singapore, UAE and the UK, who have a minimum of USD 1 million in investments and are currently engaged in sustainable investing. High net worth individuals (HNWIs) in Hong Kong currently allocate 16% of their funds to sustainable investments, compared with 19% in the UK, 17% in Singapore and 15% in UAE. Although the allocation is expected to grow to 17% in Hong Kong in three years, it is two percentage points lower than the average of the four markets surveyed.

A majority of HNWIs in Hong Kong (45%) expect sustainable investment to produce higher returns compared to mainstream investments, while 30% believe the rate of return will be lower. Among those who expect a lower return, 53% said it is acceptable if the return is 5 to 10% lower than mainstream holdings.

Their engagement in sustainable investment is mostly driven by the need to have a positive impact on society. 31% of Hong Kong HNWIs said they wanted to do good and give back to society.

Among the United Nations Sustainable Development Goals (SDGs), Hong Kong HNWIs participate most in Affordable and Clean Energy (49%), followed by Clean Water & Sanitation (43%) and Sustainable Cities & Communities (42%).

## Top Sustainable Development Goals currently supported across the markets



**Didier von Daeniken, Global Head, Private Banking and Wealth Management at Standard Chartered**, said: “The financial system has the potential to be a major catalyst in the sustainability revolution. With the risks from major challenges, such as climate change and the lack of access to healthcare, becoming ever clearer, our clients are looking to play a more active role as responsible global citizens. Our new Impact Philosophy offers a structured roadmap to help them mobilise their capital towards achieving the Sustainable Development Goals.”

In response to client feedback and growing interest in the measurement of impact outcomes, Standard Chartered Private Bank has launched an Impact Philosophy framework along with a sustainable and impact investing offering to clients.

While there is a growing interest in sustainable investing, many HNWIs are held back by the lack of information on avenues that match their interest and the relatively few established ways to measure the impact of their investments. Bolstered by the Bank’s open architecture approach, clients can access unbiased information and the most relevant solutions to translate their passion into action.

For more information on our Impact Philosophy, please visit our [Sustainable Investing](#) page.

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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.

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