



Press release

Standard Chartered opens new Wealth Management Centre with a GBA Banking Centre at Lee Garden

To strengthen its strategic agenda to grow the Affluent and the GBA business

14 June 2022, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered Hong Kong”) opens a new 15,000-square-foot Wealth Management Centre at Lee Garden One, Causeway Bay - the heart of Hong Kong Island to deliver a differentiated experience to the affluent clients and support the fast growing wealth management business. The Centre’s spacious and luxurious environment provides a dedicated area for Standard Chartered Priority Private and Priority Banking clients to discuss their wealth plans with our seasoned investment advisors and Relationship Managers (RMs) while enjoying a spectacular Victoria Harbour view. The Centre also houses a GBA Banking Centre providing cross-boundary wealth management services for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) clients and seizes the huge opportunities arising from the rapid financial growth in the GBA.

Lay Choo Ong, Head of Consumer, Private and Business Banking, Hong Kong, said, “Standard Chartered Lee Garden Wealth Management Centre is another important investment showcasing our efforts to enhance wealth management services to our affluent clients, since our launch of the Priority Private Centre at K11 ATELIER. It strengthens our competitive edge to provide personalised and top-quality wealth advice, as well as a one-stop cross-boundary banking solution to our GBA clients. Standard Chartered Hong Kong has built a privileged and unique position in the affluent segment, growing our affluent client base with a nearly 40% year-on-year increase in Priority Private clients last year. We believe that the ongoing refinement of the Cross-boundary Wealth Management Connect Scheme linking the financial markets of Hong Kong and the Mainland will open up an even wider market and cross-boundary investment opportunities.”

Stephen Man, Head of Affluent, Consumer, Private and Business Banking, Hong Kong, said, “As a bank that moves with the times, we have invested extensively to enhance our digital platforms and elevate branch experience. Whether clients prefer visiting our branch to conduct portfolio review with RMs, or doing their investing through our mobile banking, we can provide the most convenient banking services that support their different needs and lifestyles. As a result, despite the challenges

posed to our branch services during the pandemic, we recorded a strong growth in wealth management products with Net New Money doubling last year, while the income from digital channel increased by two times over the last two years.”

To cater to the increasing demand for cross-boundary investment driven by the rapid financial development of the GBA, a designated GBA Banking Centre is built under one roof. Staffed by an expert GBA team who are proficient in cross-boundary wealth management and understanding clients’ needs, the Centre offers a full suite of cross-boundary wealth management and international banking services, including the cross-boundary account opening witnessing and document delivery services through the collaboration between Standard Chartered Hong Kong and Standard Chartered China. Standard Chartered Mainland clients located in Hong Kong can update their Mainland account addresses, phone numbers, account opening document, as well as reactivating dormant accounts at Hong Kong’s GBA Banking Centre. Similarly, Standard Chartered Hong Kong clients in Mainland China can enjoy such convenience through the bank’s GBA Banking Centres in other GBA cities.

The Standard Chartered Lee Garden Wealth Management Centre occupies a prime location on Hong Kong Island, surrounded by first class business and shopping facilities. It enables Priority Private, Priority Banking and GBA clients to take care of their investment in a cosy space exclusively for them after shopping. There are two meeting rooms directly connected to transaction counters, providing one-stop service to handle transactions and investments in one go to offer best protection of clients’ privacy. Priority Private clients and accompanying family members can enjoy complimentary refreshments from renowned Shanghai restaurant at Lee Garden while enjoying an exclusive Pu’er tea of unique formula, as marks of their privileged status.

To upskill the bank’s relationship teams and wealth specialists so that they can provide timely, personalised and high-quality differentiated wealth advice to clients, the Group has invested USD 15 million, and partnered with INSEAD, one of the world’s leading and largest graduate business schools, to launch the “Standard Chartered-INSEAD Wealth Academy”. The Wealth Academy offers long-term education programmes for more than 3,000 RMs and wealth specialists across 26 markets. The programme commenced in Hong Kong last December. Not only does it cover the areas of wealth advisory and client engagement skills, but also provide training in specialised subjects such as multi-generation wealth transfer and sustainable investing.

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Photo Caption: Stephen Man, Head of Affluent, Consumer, Private and Business Banking, said, “The opening of the Standard Chartered Lee Garden Wealth Management Centre reinforces our commitment to providing best-in-class services for our affluent clients.”



Photo Caption: The Standard Chartered-INSEAD Wealth Academy aims to uplift the capabilities of Relationship Managers and wealth specialists.



Photo Caption: An exclusive Pu'er tea of unique formula and complementary refreshments for Priority Private Clients.



Photo Caption: The Standard Chartered Lee Garden Wealth Management Centre provides a dedicated area for clients to discuss their wealth plans with RMs while taking in the spectacular Victoria Harbour view.

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Standard Chartered

We are a leading international banking group, with a presence in 59 of the world's most dynamic markets and serving clients in a further 83. 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.

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