



press release

For immediate release

Standard Chartered and HKTDC Launch “Standard Chartered GBA Business Confidence Index”

22 June 2020, Hong Kong – Standard Chartered and Hong Kong Trade Development Council (“HKTDC”) are pleased to announce the launch of the “Standard Chartered GBA Business Confidence Index”, the first forward-looking quarterly survey in the market that looks at the business sentiment and synergistic effects across cities and industries in the Guangdong-Hong Kong-Macao Greater Bay Area (“Greater Bay Area” or “GBA”), to provide the latest business intelligence for those who are keen to grow their presence in the Greater Bay Area.

The index will be released every quarter and is computed from the analysis of more than 1,000 responses of GBA companies on their overall operations, business environment and expansion plan. The index includes five sub-indices which give indications on the business confidence for each industry, including manufacturing & trading, retail & wholesale, financial services, professional services and innovation & technology. It enables investors and businesses to better understand the current business climate, gauge future performance and formulate their market strategies in the Greater Bay Area.

Mary Huen, CEO, Hong Kong, Standard Chartered, said: “We are very pleased to join forces with the HKTDC to introduce the first GBA business confidence index in the market. We believe that the survey will help the public and companies in the region make appropriate strategic decision with economic insight in today’s ever-changing market environment. The Greater Bay Area is one of the biggest growth drivers of the Chinese economy and plays a significant role in the opening of China and gives companies in the region full play to the composite advantages of Guangdong, Hong Kong and Macao. It will also help promote coordinated regional economic development and inject new impetus into the diversified development of Hong Kong economy. Standard Chartered will endeavour to expand our business in the region and would like to leverage its talents and technology in finance to develop our innovative financial products and services.”

Margaret Fong, Executive Director, HKTDC, said: “We are delighted to collaborate with the Standard Chartered again. By launching the first GBA Business Confidence Index in the market, we can assist businesses to formulate timely development plans and capture new opportunities. The HKTDC has signed agreements with the other 10 Greater Bay Area cities to facilitate companies in the region to expand their businesses through Hong



Kong’s two-way platform, strengthening the city’s position as the region’s global investment and business hub. Going forward, we will help businesses tap into Greater Bay Area markets by providing them with intelligence, promotion and business matching opportunities through our exhibitions, conferences, missions and more.”

As a leading global bank with extensive branch network in the Greater Bay Area, Standard Chartered has been promoting the local economic development and put it as one of its key strategic priorities. Our unique global footprint and business expertise such as Belt and Road, RMB internationalisation, trade finance, bond market, digital innovation, wealth management and sustainable finance can meet the financial needs in the development of the Greater Bay Area.

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Photo Caption: (from left) Standard Chartered’s Kelvin Lau, Senior Economist, Greater China; Rose Kay, Head, Greater Bay Area; Mary Huen, Chief Executive Officer, Hong Kong; HKTDC’s Margaret Fong, Executive Director; Johnny Wan, Director, Publications & E-Commerce; and Nicholas Kwan, Director of Research, at the launch ceremony of “Standard Chartered GBA Business Confidence Index”.



For further information, please contact:

Standard Chartered Bank (Hong Kong) Limited
Gabriel Kwan / Daniel Ip
Tel: +852 2820 3036 / +852 2820 3871
Email: gabriel.kwan@sc.com / daniel.ip@sc.com

Hong Kong Trade Development Council
Beatrice Lam
Tel: +852 2584 4049
Email: Beatrice.hy.lam@hktdc.org

Note to editors:

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 85. 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 as well as the Bombay and National Stock Exchanges in India.

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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HKTDC

The [Hong Kong Trade Development Council \(HKTDC\)](#) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 [offices](#) globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organises [international exhibitions](#), [conferences](#) and [business missions](#) to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs), in the mainland and international markets. The HKTDC also provides up-to-date market insights and product information via [trade publications](#), [research reports](#) and [digital news channels](#). For more information, please visit: www.hktdc.com/aboutus. Follow us on [Twitter](#) @hktdc and [LinkedIn](#)