

23 July 2007

HSBC LIVING BUSINESS AWARDS HONOUR AND REWARD RESPONSIBLE SMEs

The Hongkong and Shanghai Banking Corporation Limited (HSBC) honoured 150 local small and medium-sized enterprises (SMEs) today at the HSBC Living Business Awards presentation ceremony. The award scheme offers a total cash prize pool of HK\$270,000 to SMEs who have demonstrated strong commitment and outstanding contributions to corporate responsibility (CR) and sustainable development.

After several rounds of judging, Eldershop Limited o/b Gingko House (Gingko House) surpassed other applicants to win the Diamond Award with a cash prize of HK\$80,000. Gingko House was established in 2003, a restaurant with a corporate mission to “Support senior employment. Enjoy life enrichment”. It hires a number of elderly to manage the restaurant and provides them with on-the-job and external training. Gingko House has also developed a set of detailed Service Quality Standards which clearly state its performance in CR, including environmental protection, and occupational health and safety policies. Its staff are actively involved in community services and, through sharing experiences with other organisations, Gingko House maintains a high service quality and transparency.

Vincent Cheng, Chairman, HSBC Asia Pacific said: “The HSBC Living Business Awards is now in its third year, I am deeply impressed by the growing number of participants which doubled from last year. It demonstrates that the concept of CR has been well embraced in the SME sector. Through the unique platform which HSBC Living Business provides, SMEs are able to enhance their competitiveness and operating efficiency which can also benefit the economy as a whole.”

Other top awards include:

Emerald Award winners (each awarded HK\$50,000 cash):

1. Goodwell Property Management Limited – Harbour Centre Tower 1
2. LTK International Limited
3. Wings Trading (HK) Company Limited

Ruby Award winners (each awarded HK\$10,000 cash):

1. Daiichi Kenchiku Service Co (HK) Ltd
2. EcoSage Limited
3. Ying Wah Cake Shop

more /...

HSBC Living Business Awards honour and reward responsible SMEs/ 2

This year, the Sapphire Award and a cash prize of HK\$10,000 was presented to Salon Go Ahead, who is the award winner for the SME Community Participation Award under the Caring Company Scheme of the Hong Kong Council of Social Service.

The HSBC Living Business Ambassador scheme was introduced this year to establish an effective platform for past awards winners to share their successful experiences with other SMEs, and to promote the programme to their business partners. The Ambassadors who nominated the most companies to join the awards were presented with Best Ambassador Awards. Kate Chau, Le Manège Limited and Eva Chiu, Redsun (HK) Limited are winners of this accolade. The Best Nominator Award was presented to the Federation of International SMES who excelled in nominating the most applicants for the awards scheme this year.

Margaret Leung, General Manager Global Co-Head Commercial Banking, said, “We launched the HSBC Living Business Awards three years ago with the aim of encouraging local SMEs to implement socially and environmentally responsible business practices. Today, all the award-winning SMEs have proved that when fulfilling corporate responsibilities including environmental protection, employee management, community contribution and corporate governance, they are as capable as big corporations, or even better, in terms of merging higher flexibility and efficiency into the process.”

The initial judging was conducted by the Business Environment Council. The award winners were selected according to performance in four main areas - commitment to environmental protection, excellence in employee management, achievements in community development and overall management effectiveness.

Media enquiries to Louisa Leung on 2822 4992 or Ophelia Quach on 2822 4947.

Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with about 10,000 offices in 82 countries and territories and assets of US\$1,861 billion at 31 December 2006, is one of the world's largest banking and financial services organisations.

ends/all

This news release is issued by

The Hongkong and Shanghai Banking Corporation Limited

Registered Office and Head Office:

1 Queen's Road Central, Hong Kong

Web: www.hsbc.com.hk

Incorporated in the Hong Kong SAR with limited liability