

23 August 2010

HSBC BANK CANADA LAUNCHES THE HSBC INTERNATIONAL BUSINESS AWARDS

HSBC Bank Canada is celebrating the very best of Canadian companies doing business abroad with an important new awards program. The HSBC International Business Awards will honour firms that have made a real difference in taking Canadian products and services to the world.

These awards will celebrate four Canadian firms that have successfully branched out beyond our borders. Specifically, the HSBC International Business of the Year Award will honour one small-to-medium enterprise and one large enterprise. In addition, there are awards for firms selling into the world's two fastest-growing regions: Asia-Pacific and Latin America.

Companies may apply to be considered for these awards between 23 August, 2010 and 31 December 2010. Application forms for eligible firms and third-party nominations are available online at www.bwob.ca/awards. The awards will be presented at a gala event to be held in Toronto in May 2011.

To be eligible, firms must be majority Canadian owned (50.1 per cent); must be headquartered in Canada; must generate at least 10 per cent of their revenue from activities outside of Canada; and must have minimum sales of CAD \$2.5 million for each of the last two fiscal years. Full eligibility requirements are available on the web site.

Applications will be judged by a committee drawn from HSBC Bank Canada, Rogers Publishing Limited, The Globe and Mail and select international business experts. Applications will be reviewed by the judges and PricewaterhouseCoopers will perform due diligence on finalists' entries.

The program was created in conjunction with BUSINESS without BORDERS, Canada's newest and best source of news, analysis and practical information for companies reaching beyond this nation's borders. To join BUSINESS without BORDERS, please visit www.bwob.ca.

ABOUT HSBC BANK CANADA

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 260 offices, including over 140 bank branches, and is the leading international and trade finance bank in Canada. HSBC was rated the top bank for small businesses (5 to 49 employees) in a recent survey conducted by the Canadian Federation of Independent Business. With around 8,000 offices in 87 countries and territories and assets of US\$2,418 billion at 30 June 2010, the HSBC Group is one of the world's largest banking and financial services organizations. HSBC Bank Canada is the sole sponsor for BUSINESS without BORDERS.

ABOUT BUSINESS without BORDERS

Canada's newest and best source of news and information for companies seeking to do business beyond this nation's borders, BUSINESS without BORDERS was created by Rogers Publishing Limited in association with the Globe and Mail and HSBC Bank Canada. BUSINESS without BORDERS provides news, analysis, tools and inspiring profiles of Canadian businesses exporting, expanding their operations and sales abroad or relocating operations in other countries.

These awards are offered by HSBC Bank Canada.

Media enquiries:

Sharon Wilks
Senior Manager, Public Affairs
HSBC Bank Canada
(416) 868-3878
sharon_wilks@hsbc.ca

Louise Leger
Public Relations Associate
BUSINESS without BORDERS
(416) 764-4125
louise.leger@rci.rogers.com