



1 December 2021

Hang Seng and HKTDC Join Hands to Empower Hong Kong Enterprises to Digitalise and Innovate

Hang Seng Bank ('Hang Seng') and Hong Kong Trade Development Council ('HKTDC') are delighted to announce their strategic partnership – a ground-breaking alliance with Hang Seng being HKTDC's strategic partner for innovation – to empower small and medium-sized enterprises ('SMEs') in Hong Kong and the Greater Bay Area ('GBA') to digitalise and innovate through a one-stop platform.

Under this partnership, Hang Seng and HKTDC are joining hands to co-create a one-stop platform, 'InnoClub', that combines both parties' respective business networks, digital and financing solutions, advisory expertise and research capabilities to help Hong Kong and GBA SMEs in all sectors to digitalise their operations and adopt innovative business solutions. The main areas of focus are:

- Bespoke banking services and financing solutions for SMEs to scale up their business: Hang Seng will offer one-stop customised banking services – including priority account services, business loans and various digital services – to support SMEs in adopting innovation solutions. The Bank's InnoTech Fund financing solution, with a pool of US\$200 million, is available to provide financial support to InnoClub members for innovation development. More solutions to meet the financing needs of enterprises at different business stages are in the pipeline for 2022. As a HKTDC Start-up Express Partner, Hang Seng will also join HKTDC's investor network and explore strategic equity investment opportunities to support local enterprises.
- Networking platform and business advisory services: The new partners will co-host innovation development workshops, seminars, and business-matching events for SMEs. HKTDC will also extend its 'Enterprise Connect' platform to InnoClub members, enabling them to reach out to potential business partners and investors via the extended innovation network and exclusive workshops. Leveraging Hang Seng's in-depth understanding of the challenges encountered by local SMEs, the Bank's dedicated team will provide business advisory and consulting services to SMEs to help them optimise their strategy for business transformation and growth, as well as to co-develop business models with them to capture new business opportunities.

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- Proprietary market research and insights: Hang Seng and HKTDC will co-conduct proprietary research with selected innovation companies for identification of market insights on a broad range of innovation-related topics. The research findings will be made available to SMEs and the general public to inspire them in developing innovative ideas and business solutions.

Mr. Donald Lam, Head of Commercial Banking at Hang Seng Bank, said: “As a long-time trusted partner of local SMEs, Hang Seng is committed to supporting enterprises that are seeking to transform their business through the adoption of innovative solutions. Hang Seng is delighted to have teamed up with HKTDC to drive greater innovation in Hong Kong and help SMEs to capture more business opportunities. This new partnership will help drive innovation activities in Hong Kong and contribute to greater digitalisation of businesses across all industry sectors.”

Dr. Patrick Lau, Deputy Executive Director of the HKTDC, said: “The HKTDC has been introducing various measures to help companies upgrade and transform, and enhance their competitiveness through the application of technology. We have also organised exhibitions and events to help start-ups expand their business networks and find new opportunities. Now the HKTDC is cooperating with Hang Seng Bank to further support Hong Kong’s innovation and technology development in different areas. We believe this collaboration will help promote the overall development of Hong Kong’s innovation and technology ecosystem and strengthen the competitiveness of local firms.”

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Photo Caption

Photo 1

Hang Seng Bank and Hong Kong Trade Development Council are delighted to announce their strategic partnership to empower small and medium-sized enterprises in Hong Kong and the Greater Bay Area to digitalise and innovate through a one-stop platform. Pictured: Dr. Patrick Lau, Deputy Executive Director of Hong Kong Trade Development Council (left) and Mr. Donald Lam, Head of Commercial Banking at Hang Seng Bank (right).





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Photo 2

Mr. Stephen Liang, Assistant Executive Director at Hong Kong Trade Development Council (first left), Dr. Patrick Lau, Deputy Executive Director of Hong Kong Trade Development Council (second left), Mr. Donald Lam, Head of Commercial Banking at Hang Seng Bank (second right) and Mr. Gilbert Lee, Head of Strategy & Planning and Chief of Staff to Chief Executive at Hang Seng Bank (first right) at the signing ceremony of the strategic partnership between Hang Seng Bank and Hong Kong Trade Development Council.





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About Hang Seng Bank

Hang Seng Bank is celebrating its 88th anniversary this year. Founded in 1933, the Bank has continually innovated to provide best-in-class, customer-centric banking, investment and wealth management services for individuals and businesses. It is widely recognised as the leading domestic bank in Hong Kong, currently serving more than 3.5 million customers.

Combining its award-winning mobile app and strong digital capabilities with a vast network of about 290 service outlets in Hong Kong, Hang Seng offers a seamless omni-channel experience for customers to take care of their banking and financial needs anytime, anywhere.

Its wholly owned subsidiary, Hang Seng Bank (China) Limited, operates a strategic network of outlets in almost 20 major cities in mainland China to serve a growing base of Mainland customers locally and those with cross-boundary banking needs. The Bank also operates branches in Macau and Singapore, and a representative office in Taipei.

As a homegrown financial institution, Hang Seng is closely tied to the Hong Kong community. It supports the community with a dedicated programme of social and environmental initiatives focused on future skills for the younger generation, sustainable finance and financial literacy, addressing climate change and caring for the community.

Hang Seng is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. More information on Hang Seng Bank is available at www.hangseng.com.

About Trade Development Council

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 research reports and digital news channels. For more information, please visit: www.hktdc.com/aboutus. Follow us on Twitter @hktdc and LinkedIn