

## HSBC holds session with country's airline industry

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Dhaka: Hongkong and Shanghai Banking Corporation Limited (HSBC) recently organised an event titled, “Navigating Digital Payment Landscape in the Airline Industry” for the airline industry in Bangladesh.

The event highlighted the importance of digitalisation for growth and demonstrated HSBC's unwavering commitment towards this industry, read a press release.

As a leading international bank, HSBC has been consistently investing in innovative technologies and solutions to help its valued clients with a better experience and to ensure the maximised benefit of digitalisation.

At the session, Clarice Kwa, regional sales, Global Payments Solutions, Singapore took the stage to showcase HSBC's ongoing digital advancements relevant to the airline industry across the globe.

SSL Commerce, a leading fintech company in Bangladesh delivered a keynote speech on the past and future of the digital payment landscape in

Bangladesh.

Commenting on the significance of digitalisation, Gerard Haughey, Country head of Wholesale Banking, HSBC Bangladesh said that today, the landscape of the airline industry is rapidly transforming, driven by advancements in technology and changing customer expectations, digitalisation has become the cornerstone of this transformation.

“Consequently, we offer a comprehensive cash management and treasury services suite designed specifically for the airline industry,” he said.

HSBC understands that the airline industry faces unique cash management challenges, requiring specialised solutions to streamline financial operations, optimise cash flow, and improve liquidity management.

To address these challenges head-on, HSBC provides a wide array of specialised cash management and treasury services designed exclusively for its airline clients.

These services aim to empower airlines to navigate the intricacies of their financial landscape with ease.

In the Euromoney Cash Management Survey 2022, HSBC Bangladesh achieved the top ranking in both the Market Leader and Best Service categories in Bangladesh.

This is the 13th time that HSBC has received the Market Leader award and the 5th consecutive time that HSBC has received the Best Service category award.

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