

News Release

10 May 2016

HSBC holds kick-off ceremony of 'Plant for the Ocean Camp'

HSBC Korea held a kick-off ceremony of 'Plant for the Ocean Camp' in partnership with the United Nations Environment Programme National Committee for the Republic of Korea (UNEP National Committee of Korea) on Tuesday, 9 May 2016 in front of the Bank building.

Designed to educate college students on the importance of protecting the marine ecosystem, the camp will be held on 9-10 May on the seashore of Seosan, South Chungcheong Province. 80 students will participate in field activities such as planting seagrasses into the West Sea, in commemoration of the 4th Ocean Planting Day, producing a flashmob video and attending lectures by domestic and international experts on the ocean environment.

Martin Tricaud, President and CEO, HSBC Korea, said, "Ocean desertification is not only a global issue but also a Korean issue – Korea's marine desertification is developing fast, but the awareness is not as high as it should be. I hope this camp provides a meaningful opportunity to the young people of Korea to learn about this important issue and become enthusiastic supporters of the marine ecosystem."

The 'Plant for the Ocean Camp' is part of the activities carried out under the 'Plant for the Ocean Program' which was devised in partnership with the UNEP National Committee of Korea.

Last year, to mark its 150th anniversary, HSBC made global fund of US\$150m over three years (2015-2017) available to selected local charities. For this, HSBC Korea has partnered with Junior Achievement (JA) Korea and UNEP National Committee of Korea to deliver "Company Programme," an entrepreneurship programme targeted at high school students and "Plant for the Ocean."

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The Hongkong and Shanghai Banking Corporation Limited

Registered Office and Head Office:
Address: HSBC Building, 37, Chilpae-ro, Jung-gu, Seoul, Korea
Web: www.hsbc.co.kr

PUBLIC



Media Inquiries:

Hyonjin Suh

+822 2004 0882

hyonjinsuh@kr.hsbc.com**The HSBC Group**

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