

# News Release

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## **HSBC Korea holds 'Entrepreneurship Camp' for high schoolers**

HSBC Korea holds the 'HSBC Aim High Camp' at Olympic Parktel from 1 to 4 February 2016 in partnership with Junior Achievement Korea (JA Korea). The camp is designed to help high school students to cultivate entrepreneurial spirit and innovative thinking.

A total of 30 high school students who have been selected through one day pre-course program will participate. They will learn practical knowledge about business management including business strategy development, finance, marketing and HR, and will also set up and run a simulated business with the support of mentors who are voluntary college students. The participants will also have a chance to meet social venture CEOs who actually run a business. HSBC Korea employees will join the camp to share their know-how and experience about business planning.

Martin Tricaud, President and CEO, HSBC Korea, said, "Developing entrepreneurial spirit in young people is important for our society to thrive. I hope that HSBC Aim High Camp helps the students in planning their future and developing their creative talent."

In Korea, HSBC has long served the community with such programmes as 'HSBC Hope Scholarship,' 'HSBC Microfinance' for social enterprises, 'Aim High Camp,' 'Company Programme,' an entrepreneurship programme for high school students, 'Plant for the Ocean,' an environmental programme to protect Korea's marine eco system, and 'Building Rainwater Community Villages,' a project to tackle water challenges. HSBC Korea also runs HAMSA, a staff volunteer group, and supports a two day paid volunteer leave to encourage staff volunteer activities in the community.

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**HSBC Korea**

HSBC has had a continuous presence in South Korea for over 115 years entering the Korean market in 1897 in Jemulpo (Incheon). HSBC is the leading provider of global banking and market services in Korea, and is one of the largest investors amongst foreign banks in Korea with total assets of KRW 28,456 billion as of 30 September 2015. HSBC Korea was awarded 'Best Foreign Commercial Bank' in Korea by FinanceAsia in 2013 and 205, and was voted the 'Best Domestic Cash Management Bank' in Korea for the sixth consecutive year in Euromoney Cash Management Survey in 2015.

