

HSBC Building



HSBC 
The world's local bank

1

HSBC Building – China HQ

HSBC Building is a high quality, high profile building providing accommodation for our China Headquarters and long term brand enhancement.

Part of Shanghai “ifc” a prestige development within the central financial district of Pudong. The building is well located has good transportation links and meets our long term needs.

Construction is on schedule for completion June 2009. We plan to move in Q4 2009 with the building fully occupied Q2 2010.

HSBC 
The world's local bank

2

Visuals – exterior



HSBC 
The world's local bank

3

Building Objectives

- Promote brand awareness
- First class customer experience
- Staff retention and attraction
- Inter departmental communication
- LEED certification for commercial interiors

HSBC 
The world's local bank

4