

press release

Standard Chartered strengthens customer offerings for SMEs

...celebrates ten years of SME Banking in Ghana...

Accra, July 5, 2012 – Standard Chartered Bank Ghana has launched its strengthened SME offerings today aimed at meeting the changing needs of the fast-growing small and medium sized enterprises (SMEs) segment in the country while reinforcing its brand promise of ‘Here for good’.

The occasion also provided the platform for the celebration of ten years of SME Banking; having first launched their focused approach to the business in 2002.

Andrew Okai, Executive Director, Consumer Banking, Ghana said:

“Our strategy remains unchanged; to continuously deliver superior value, which will put us on course to become the leading Bank in this sector across the country. Customer needs continue to change and with the increasing competition in the Banking sector, we cannot rest on our oars”.

This strategy is underpinned by focusing on customers’ needs, and investing in the right people, solutions, and infrastructure.

Emphasising the role of SMEs on the global level, Tim Hinton, Global Head, SME Banking, Standard Chartered Bank said:

“The SME segment has grown at almost twice the rate of GDP in most markets, and is expected to grow at 10-12 percent per year across our footprint in Asia, Africa and the Middle East. In light of the changing needs of SMEs and their growing importance in the economy, we have strengthened our SME customer offerings. Our ambition is to be the leading international bank for SMEs, building the segment into a multi-billion dollar business over the next two to three years.”

In order to better understand the needs of its SME customers, Standard Chartered provides dedicated relationship managers supported by a team of specialists. This allows Standard Chartered to provide holistic solutions in the areas of working capital, business expansion, business protection, and yield enhancement. This approach is unique in the market, and differentiates Standard Chartered’s offering to its customers.

Kwabena Boateng, General Manager of SME Banking Standard Chartered Bank Ghana said:

“Our product solutions and global expertise in the SME segment position Standard Chartered as one of the leading financial institutions for SMEs in Ghana. We recognise SMEs are looking for simplicity and convenience so we responded by being the only bank to launch dedicated SME Centres in Accra and Kumasi, and by introducing our global online platform Straight2Bank, specifically tailored to the needs of SME. We also have launched our International Trade Account and Trade Finance offering to facilitate their trade needs seamlessly across our footprint in Asia, Africa, and the Middle East. The Bank is committed to this important segment which is key to the development of the country.”

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For more information or interview opportunities, please contact:

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Note to Editors:

Standard Chartered – leading the way in Ghana

Standard Chartered Bank is a market- leading financial services brand in Ghana, listed on the Ghana Stock Exchange. It has operated for 115 years in the country and is currently the highest priced stock on the exchange. It ranks among the top 30 companies in the Club100 rankings by the Ghana Investment Promotion Centre (GIPC). The Bank’s focus and commitment to developing deep relationships with clients and customers has driven its consistent growth in recent years.

With a network of 21 branches and 45 ATMs across Ghana, Standard Chartered offers exciting and challenging career opportunities for around 85,000 staff globally. It is committed to building a sustainable business over the long term in Ghana and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank’s heritage and values are expressed in its brand promise, ‘Here for good’.

For more information on Standard Chartered, please visit
www.standardchartered.com/gh