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HSBC Premier launches International Student Banking Services for students

[HSBC has launched an international student proposition to support the aspirations of students planning to study overseas.

The international student proposition was developed around key findings from HSBC's global Value of Education Survey, that evaluates education trends, parent's hopes and fears into their children's education, attitudes and behavior towards funding and student experiences. The findings are from over 10,400 parents, 1500 university students across 15 countries globally.

The findings were further validated through research here in Sri Lanka, where over 19,000 Sri Lankan students (Source: UNESCO 2019 data) study overseas primarily in countries such as Australia, US, Malaysia, UK and India, which are key corridors where HSBC has a strong footprint.

Furthermore, having understood that parents go through four distinct stages when planning for their children's education such as dreaming, planning, moving and settling, the proposition is designed to carefully meet both parents and student's needs every step of the way, with a plethora of features and international banking services.

HSBC's global footprint in the locations that matter most for Sri Lankan students combined with the bank's mobile banking functionality like Global view and Global transfers and more importantly free overseas account opening pre-departure which is a first in the market, and some of the many benefits offered along with;

- **Fee waivers & preferential exchange rates on Telegraphic transfers**
- **General consultancy services**
- **Local knowledge on overseas markets**
- **Emergency cash encashment services**
- **Overseas appointment booking services**
- **Health insurance cover**
- **Extra baggage allowance**

Nadeesha Senaratne, Country Head of Retail Banking and Wealth Management said, "As parents we all hope to provide a quality education for our children and when it comes to making that big decision to send them overseas there's a lot of important factors to consider and need to start planning for this well ahead. Banking is one of the key decisions without a doubt. As such a key feature that is offered is the setting up of an account prior to departure, so funds can easily be sent across during this transition stage. Given HSBC's unrivalled presence in 66 countries around the world, we have a good understanding of international markets and can help provide knowledge and guidance to students through our global network. We encourage existing and prospective HSBC Premier Customers to make use of HSBC Premier Junior and HSBC Premier Next Gen and plan this important journey."

HSBC Premier Junior allows children to begin their financial planning at an early age with a dedicated savings account and learn the necessary skills to survive on their own. They can also gain exclusive access to lifestyle events such as movies, Junior golf events and summer escapes as well as access to the Araliya lounge when they travel overseas.

As a leading international bank operating for over 126 years in the country, HSBC is geared to support the next generation through the biggest stages in their life – education and career with financial products and services that allow them to build a strong grounding around financial independence as they become dynamic young adults.

In January this year, HSBC Premier launched Premier Next Gen for the next generation of Premier who are aged 18-28 years with access to an independent transaction account. They get to enjoy similar benefits as their parents with the Premier status as follows;

- **Dedicated Relationship Manager**
- **Premier Debit Card**
- **Premier credit card**
- **Premier cheque book**
- **International Banking with Global View/ Global Transfer facilities**
- **Access to exclusive Premier events both locally and globally**

A parent residing in Sri Lanka can open a Premier Next Gen savings account under the child's name with a minimum deposit of Rs 100, 000, when they turn 18. An initial deposit is not required for those who maintain active demand deposits.

For more information customers can visit www.hsbc.lk/overseaseducation

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Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

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