



For Immediate Release
[May 11, 2005]

HSBC BANK CANADA SPONSORS THE CANADA EXPORT CENTRE

Vancouver, BC – Mark Mensing, CEO of the Canada Export Centre, Canada's first permanent exhibition hall for Canadian exporters, is pleased to announce the signing of HSBC Bank Canada as the official sponsor of the new 17,000 sq ft Canada Export Centre, located in Vancouver. The agreement with HSBC will provide Canada Export Centre members and visitors access to the highest level of international trade related financial services.

Henry Park, Vice President and Head of Trade Services said, "As part of the HSBC Group, which has offices in 77 countries and territories around the world, HSBC Bank Canada brings our local knowledge of the Canadian market and global connections together to serve importers and exporters. As the leading trade finance bank in Canada, we are proud to sponsor the Canada Export Centre."

"HSBC Bank Canada is part of a global organization who are leaders in the world of export financing," says Mark Mensing, CEO of the Canada Export Centre. "The depth of their experience and knowledge will be invaluable to us and our member-exhibitors. They have also brought a great deal of creative thought to the development of the centre, which has resulted in the initiation of some dynamic ideas and programs."

About HSBC Bank Canada

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 170 offices. With over 9,800 offices in 77 countries and territories and assets of US\$1,277 billion at 31 December 2004, the HSBC Group is one of the world's largest banking and financial services organizations. For more information about HSBC Bank Canada and its products and services, visit our website at www.hsbc.ca.

About the Canada Export Centre

The Canada Export Centre, located in Vancouver, British Columbia, is privately owned and Canada's only permanent exhibition showcase for Canadian exports. Working alongside partners in industry and government, the 17,000 sq. ft. Canada Export Centre will introduce Canadian export opportunities to tens of thousands of international business travelers, foreign trade delegations, tourists and local business people annually. For more information on the Canada Export Centre call 1-877-685-7823 or visit www.canadaexportcentre.com

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