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HSBC'S COVENTRY TEAM STRENGTHENS CHINA LINKS WITH NEW APPOINTMENT

HSBC has strengthened its Coventry and Warwickshire Commercial team with the appointment of Ashley Cooper as Senior International Commercial Manager and Daisy Yu as International Commercial Associate.

Daisy Yu is a Chinese national and worked for HSBC in Beijing before moving to the UK two years ago to embark on a self-funded MBA at Bath University. She worked in both the retail and commercial sides of HSBC Bank in China and her last role before moving to the UK was Assistant Vice President in Corporate Banking.

Daisy will work with businesses from Coventry and Warwickshire that are exporting to China, or looking to open subsidiaries in the country, advising them on local business practices and language issues. Conversely, she will work with Chinese businesses looking to invest in the Midlands.

Ashley Cooper joins the team from Barclays, where he was a Corporate Director in Birmingham. He has over 30 years' experience in commercial and corporate banking, in a range of roles.

The appointments bring the Coventry and Warwickshire Commercial team to 23, which has been further bolstered by the appointment of Debbie Harper as Deputy Area Commercial Director. Debbie has moved from a Senior International Commercial Manager role with HSBC in Derbyshire.

The appointments come as HSBC recently committed £100 million of lending to support ambitious businesses in Coventry and Warwickshire through its SME Fund, which is part of a wider £500 million pot for the West Midlands. With 2014 marking a turning point for businesses in the area, the new lending has been made

available to support those looking to capitalise on the UK economic recovery to invest in growth.

Andrew Franklin, HSBC Coventry and Warwickshire Area Commercial Director, said: “These appointments bolster the team at a time when we are seeing growing demand from businesses to invest. It is a real coup getting somebody of Daisy’s experience and background to Coventry as she will be able to offer businesses a real insight into what doing business in China is really like, and Ashley brings with him extensive experience in commercial banking.”

Daisy Yu added: “I’m very excited by this role because there are great opportunities for businesses from Coventry and Warwickshire to trade in China, which continues to experience strong growth. I have already met a number of companies from the area that have made impressive inroads into the Chinese market, but I believe there are many more that could be doing so.”

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Notes to Editors:

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