

Banking on the halal F&B industry

HSBBC Bank Malaysia Berhad and its Islamic banking arm, HSBC Amanah Malaysia Berhad, have been in the forefront in offering banking services and solutions to SMEs, including those in the food and beverage (F&B) sector.

The bank has the capabilities to provide tailor-made solutions that go beyond the simple act of financing such as card payment facilities.

"Our strength comes from being part of a large reputable global banking group, in which we have a fine tradition of helping businesses involved in local and international trade and in facilitating businesses going international," said Peter Cheah, director of business banking, HSBC Bank Malaysia Berhad.

"As a member of the HSBC Group, we have an international presence in 5,500 offices in 86 countries and territories worldwide. Our global reach ensures that we are well equipped to provide the necessary advice and financial solutions to our customers including the F&B businesses that are planning to expand globally," Cheah added.

HSBC's vast experience in the Islamic banking industry including countries with large Islamic populations such as the Middle-Eastern nations ensures that the Bank is well positioned to provide Shariah-compliant international trading arrangements.

A friend to local F&B businesses

HSBC has an optimistic view of the halal F&B industry in Malaysia with the Government spearheading the development of a global halal food industry, and the plans for the development of halal parks for processing of halal food.

With the world's halal food market estimated to be worth RM7.4 trillion per year, it is natural for SMEs to seek the bank's assistance for investment opportunities and expansion.

In this regard, HSBC is well positioned to provide support to businesses and work towards the realisation of the Government's vision of turning Malaysia into an international halal food hub.

To their delight, local halal F&B businesses will discover that HSBC's Islamic banking solutions are suitable for their banking needs. The bank's Shariah-compliant products will ensure that the financing aspect of the halal F&B industry is in line with the Islamic principles.

F&B processes typically rely on production equipment and HSBC has Islamic financing solutions that can be used to fund these purchases - via leasing arrangements or hire purchase. In addition, HSBC's Shariah-compliant trade financing and servicing solutions are able to provide F&B producers with a holistic approach to trade.

To complement the financing aspect for Halal F&B producers, HSBC also offers a full suite of Islamic business risks protection products, via HSBC Amanah Takaful (Malaysia) Sdn Bhd - the sister company of HSBC Bank Malaysia Berhad.

HSBC also has the capabilities to provide a comprehensive range of Shariah compliant product and services. As such, customers of the bank are able to bank under one roof and make HSBC the financial institution of choice for businessmen.

On-the-spot bill settlement

HSBC has partnered world-leading payment processor Global Payments Asia Pacific Ltd (GPAP) to assist merchants to receive payments promptly and hassle-free, and to help their customers settle bills in a fast and convenient manner. This will help to boost sales for the merchants and bring back repeat customers for restaurants, cafes, bars and F&B outlets.

This partnership will ensure a full spectrum of card acceptance and payment processing solutions for merchants in Malaysia and ten other markets in the Asia Pacific region.

The all-in-one payment solutions offer services ranging from sales authorisation and terminal deployment to funds settlement and transaction. Credit cards that can be accepted on a single POS terminal of GPAP include Visa, Mastercard, Maestro, JCB, China UnionPay, American Express and Diners Club.

The unrivalled privileges with HSBC-GPAP solution includes:

- **Faster fund settlement:** Payment is directly credited into merchant's HSBC company account one business day earlier than other bank accounts, thus improving the cash flow of the company.
- **Global mobile payment:** The wireless POS terminal allows service and delivery staff to accept credit card payment right at the customer's tables and delivery locations, any where in Malaysia.



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• Global home currency payment:

With support from 22 foreign currencies, this system allows foreign customers to pay in their most familiar currency, thus lowering transaction processing cost of merchants.

For more information on this payment mechanism, please visit www.globalpayment-asia.com

Uniqueness of HSBC

HSBC's uniqueness is in its international reach and global network, which F&B producers will find as an added advantage. The bank's ability to conduct Islamic trade transactions for both the importer and exporter is pertinent to the F&B producers' aim of providing a holistic Shariah approach in the food production business.

SMEs can seek financial advice from any of the 40 HSBC Bank Malaysia branches and five HSBC Amanah Malaysia branches. The Bank's SME team is well prepared and equipped to advise customers on the best Islamic banking solution.

For further information, customers can make appointments via www.hsbc.com.my/commercial or www.hsbc.com.my/commercial

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