

6 April 2010

GOLF TO HELP CHILDREN PUSH THEIR LIMITS

HSBC supports the communities in which we operate both through the involvement of our employees as well as through community sponsorships and donations.

OBJECTIVES OF THE PROGRAMME

The objective of the HSBC Junior Golf Programme is to open Golf to the Mauritian youth, [especially the youngsters coming from disadvantaged sections of the population] and provide them with all necessary tools to learn and practice the discipline during 24 months, in a proper and professional environment.

With the support of Royal and Ancient Club of St Andrews (R&A) and the involvement of The Mauritius Golf Federation (MGF), the programme provides an opportunity for talent to blossom and the best ones will have the possibility to represent Mauritius in the bi-annual World Junior Golf Championship and to watch the British Open in 2011. With a good knowledge of the game some of the youngsters would also benefit from pursuing a vocation around the game of golf.

HSBC believes that the game of golf is strongly associated with teaching three key values that are absolutely essential for success in business: Self Confidence, Decision Making and Perseverance.

Jaganmohan Ramachandran, Head of Global Banking, Mauritius and leader of the project says enthusiastically: “We have gathered together a great bunch of disciplined and enthusiastic kids who are learning the intricacies of the game in a planned and methodical manner. The team formed to train the kids is committed and pro-active and are making sure that the kids are well moulded in all facets of the game. It has been a wonderful experience of being involved in the project and I wish them all well. It is my only aspiration that private golf clubs provide access to all Junior golfers at a nominal fee as it happens in most developed countries and make the game more inclusive. The MGF is also working to obtain approval for launching a Public Golf course which in time should help in providing access to a full fledged course for everyone”.

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The HSBC Junior Golf Programme was launched by The Rt. Hon. Sir Anerood Jugnauth, President of The Republic of Mauritius.

Members of HSBC top team, Mauritius Golf Federation and the Mauritius Gymkhana Club were also present.

The launch took place at the Gymkhana on Tuesday 6 April in front of the beneficiaries: the children of SOS Children's Villages Beau Bassin, children of La Peyrouse Government School, Eau Coulee and children from the neighbourhood of the Gymkhana Club.

ROYAL AND ANCIENT CLUB OF ST ANDREWS

The R&A takes its name from The Royal and Ancient Golf Club of St Andrews, which has continuous records dating back to its foundation in 1754.

The R&A is golf's world rules and development body and organiser of The Open Championship. It operates with the consent of more than 130 national and international, amateur and professional organisations, from over 120 countries and on behalf of an estimated 30 million golfers in Europe, Africa, Asia-Pacific and The Americas (outside the USA and Mexico). The United States Golf Association (USGA) is the game's governing body in the United States and Mexico.

By developing The Open Championship as one of the world's great sporting events and an outstanding commercial success, The R&A is able to invest an annual surplus through The R&A Foundation into grass roots development projects around the world.

Particular emphasis is placed on the encouragement of junior golf, on the development of the game in emerging golfing nations, on coaching and the provision of open-to-all courses and practice facilities.

INVOLVEMENT OF THE MAURITIUS GOLF FEDERATION (MGF)

Sponsored by HSBC and R&A, MGF provides a coaching scheme to promote junior golf by providing training, coaching on the rules and etiquette of the game and organise logistics for the children. They are provided with two training sessions every week at the Mobile Special Force's shooting range in Sodnac.

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Notes to editors:

1. The HSBC

In Mauritius, HSBC operates two entities - as a branch of The Hongkong and Shanghai Banking Corporation Limited and as a locally incorporated subsidiary, HSBC Bank (Mauritius) Limited. Through its 11 full-service domestic branches, HSBC offers a wide range of products and services including accounts services, credit cards, investment products, home loans, personal loans and custodian services to domestic customers. HSBC is the leading bank in the Mauritius Global Business sector and offers its global customers sophisticated financial products and structures that benefit from the extensive range of international tax treaties to which Mauritius is a party. It has been present in Mauritius since 1916.

2. The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,000 offices in 88 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,364 billion at 31 December 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

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