



HSBC Bank Malaysia has always been an advocate for the conservation and development of the arts. In line with this, the Bank launched 'HSBC in the Arts', a new platform to reflect its efforts and commitment in the preservation and support of local culture, performing arts and heritage in May 2005. The launch was a natural progression to bring together such programmes and initiatives under one umbrella.

'HSBC in the Arts' is also a further extension of the bank's contribution in the area of education as it has always believed that education plays a key role in developing a country and its people. Through this initiative, the bank hopes that the community will benefit and gain knowledge from the various projects ranging from theatre development, preservation of cultural assets and heritage conservation. By preserving local heritage and cultural skills, the younger generation will have the opportunity to understand their cultural roots, which may otherwise be lost.

For more information on this programme, please contact : loiskam@hsbc.com.my

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