



Global

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# Welcome to HSBC. The world's local bank

To truly understand a country and its culture, you have to be a part of it.

That's why at HSBC, we have local banks in more countries than anyone else. And all of our offices around the world are staffed by local people.

It's their insight that allows us to recognise financial opportunities invisible to outsiders.

But those opportunities don't just benefit our local customers. Innovations and ideas are shared throughout the HSBC network, so that everyone who banks with us can benefit.

Think of it as local knowledge that just happens to span the globe.

Please view our [new television commercials](#) or test your knowledge with our [interactive quiz](#).

Never underestimate the importance of local knowledge.

**STRANGER**



### Latest news

- ▶ Bomb blasts in Istanbul - HSBC remains committed to Turkey
- ▶ HSBC in mainland China insurance joint venture

### Share price

London	GBP	8.59 (-0.12)
New York	USD	73.40 (-1.10)
Paris	EUR	12.35 (-0.19)
Hong Kong	HKD	116.00 (-0.50)

Prices delayed at least 15 minutes

### In the news

- ▶ Read The Banker's interview with HSBC's Chairman on the Household acquisition (pdf 284k)



### Security updates & patches





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