

## **HSBC PB Next Generation Programme Film Transcript**

The next generation programme is HSBC Private Bank's platform to engage with the future business leaders around the world.

They face some challenges that are common to them that are often latent. They don't always know that those challenges are there.

I think the world economy is changing, it's very dynamic. So it's far more complex today than it was 20, 30 years ago.

They will go away better equipped to deal with investing, deal with making decisions about what to do with their money, how to deploy it.

Let them talk and let them share their experiences, and we want to sort of guide them towards thinking about the right plan for their family.

It's really about protecting the family's wealth, preserving it.

I think from a philanthropic perspective, you're asking them to think about that wealth in the contexts of wider society.

It's a way of being able to discuss things that are hard for you to discuss. It's in a relaxed environment where they can ask not just the banker but also their peers, and so it's that ability to share, that really drives the magic of the event.