

SMEs & Banks

Getting the Basics right

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SME & Banks

- SME Banking is often regarded as the poor cousin of Corporate Banking & Retail Banking
- SMEs feel belittled by banks & their experience with them is usually uncomfortable

**SME banking cannot be treated as a
*"Business on the side"***

SME & Banks

The main challenges for banks :

- Define what is the SME market they want to target
 - Set up an organization with processes that responds to the specific needs & expectations of SMEs
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What are the needs and expectations of SMEs?

- **Speed of service**
 - **Simplicity of documentation**
 - **Accessibility**
 - **Knowledgeable and responsive staff**
 - **A full range of products & services**
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SME Banking proposition

“one size fits all” does not apply

Large SMEs: more complex products

Small/micro SMEs: more basic products

Each segment must feel recognized and valued

SME Banking Strategy

- Banks must review their processes in order to address the variety of SME needs in a fast, efficient and cost effective way.
 - A new breed of SME bankers must be developed & well trained in order to gain the confidence of SMEs to deal with banks.
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Specific points of contact for SMEs

Thank you
