

# press release

**To City Editors**

**For Immediate Release**

**10<sup>th</sup> February 2003**

**Standard Chartered launches 'Seeing is Believing' project in Bangladesh.**

Standard Chartered Bank today announced the launch of its new community project in Bangladesh known as 'Seeing is Believing'. The bank, in partnership with Sight Savers International, and Islamia Eye Hospital in Dhaka have joined together to address blindness.

In Bangladesh, the scale of blindness and eye threatening disease is big. It is estimated that 0.7% of the total population of 140 million is blind.

Speaking about the launch of this new project the bank's Group Chief Executive, Mervyn Davies, said, "Standard Chartered Bank strongly believes in social responsibility. We believe that while it is important to do business, to make profit, plan growth and build market share, it is also important to uphold humanitarian values to protect the sick, the needy and the disadvantaged. We believe that it is our duty to help the community where our employees and customers live with their families and children."

The bank's Group Chief Executive also laid out the key objectives of the project in Bangladesh, which are:

- To raise the level of awareness of the issues surrounding blindness in Bangladesh and to make people aware that simple treatment is available to cure cataracts.
- To train 6,600 primary health care workers to be able to recognise treatable blindness and refer 68,000 people for treatment.
- To provide an operating theatre and children's ward at Islamia Eye Hospital to support cataract operations.

Standard Chartered Bank's overall target is to restore the sight of 28,000 people globally by 9<sup>th</sup> October 2003 in time for World Sight Day. The bank aims to raise US\$700,000 through fund raising activities in more than 50 countries it operates in around the world. Each US\$25 raised will restore someone's sight. Thus 28,000 will be able to see again, one for each of Standard Chartered's employees around the world.

The Standard Chartered 'Seeing is Believing' project is a major part of the new community support programme, Believing in Life. The programme addresses many issues around the world relating to health education. 'Seeing

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is Believing' is the second project to be launched and will run parallel with the Living with HIV education programme that is currently being rolled out in all of the bank's markets.

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**Note to Editors:**

Standard Chartered – the world's leading emerging markets bank

Standard Chartered is the world's leading emerging markets bank. It employs 28,000 people in over 500 offices in more than 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, United Kingdom and the Americas.

The Bank serves both Consumer and Wholesale banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small/medium sized businesses. The Wholesale Bank provides services to multinational, regional and domestic corporate and institutional clients in trade finance, cash management, custody, lending, foreign exchange, interest rate management and debt capital markets.

With nearly 150 years in the emerging markets the Bank has unmatched knowledge and understanding of its customers in its markets.

Standard Chartered recognises its responsibilities to its staff and to the communities in which it operates.

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