



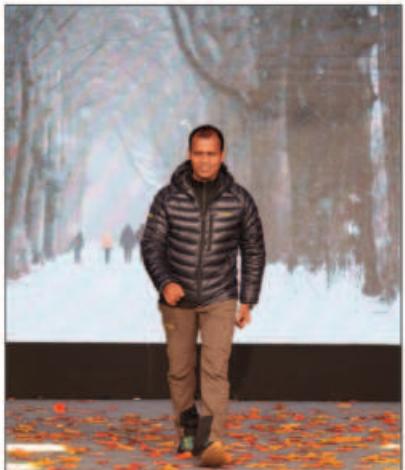
HSBC recognises and connects global export ambitions

HSBC remains committed to enabling Bangladesh's businesses to achieve their ambitions by connecting them to global opportunities and supporting their growth journey, as displayed by this year's HSBC Export Excellence Awards.

To take a deeper look into how trade shifts are reshaping global business, view our second edition of the 'HSBC Global Trade Pulse Survey' below.



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'Made in Bangladesh' fashion show unfolds

The evening concluded with a fashion showcase themed 'Made in Bangladesh', presenting lifestyle apparel, accessories, and products manufactured locally and contributed by their respective exporters.

Structured as a journey through the seasons, namely Spring, Summer, Autumn, and Winter, the showcase illustrated how Bangladesh's export sector adapts to the climate, moods, and cultural rhythms of global markets.

Each segment of the runway concluded with a showstopper moment, and included Adil Hossain Noble, Aupree Karim, Muhammad Abdul Mohit, Sadia Islam Mou, and Tariq Anam Khan appearing as symbolic markers of confidence.

The showcase was accompanied by music inspired by folk traditions. Curated by runway director Azra Mahmood, the presentation closed the night as a statement of adaptability, identity, and pride in what is 'Made in Bangladesh'.

In tribute to timeless craftsmanship

The HSBC Export Excellence Award trophy holds a distinctive place in Bangladesh's cultural and design history. The sculptural work was created by Professor Hamiduzzaman Khan (1946–2025), one of the country's most respected artists.

Among his many public works, the HSBC Export Excellence Awards trophy carries special significance. It was one of the first award trophies he ever designed for a bank, and his first for HSBC Bangladesh. The form includes a globe, reflecting global connection and Bangladesh's place in international trade.



Musical 'love affair' set the melody of the night

The Awards Night opened with a musical performance by Animes Roy, a Bangladeshi singer, composer, and songwriter known for blending folk traditions with contemporary expression. Folk music, much like export, speaks of connection beyond borders. Rooted in Bangladesh yet embraced globally, it reflects shared histories, exchanges, and mutual dependence.

Session on 'marginal gains'

Jake Lovelock, Performance and Wellbeing Psychologist at Cognacity, delivered a session on 'marginal gains' at the HSBC Export Excellence Awards 2025. He emphasised how sustained high performance is built through mindset, intentional rest, and recovery; showing how consistent improvements help leaders maintain focus, resilience, and long-term effectiveness.