

HSBC Private Bank named Official Banking Partner of inaugural Rolex Switzerland Sail Grand Prix

(Geneva, Switzerland) – Today, HSBC Private Bank partners with SailGP as Official Banking Partner of the inaugural Rolex Switzerland Sail Grand Prix | Geneva. The event is set to take place across two action-packed days of racing and entertainment on Lake Geneva, September 20-21, 2025.

The Rolex Switzerland Sail Grand Prix marks HSBC's entry to the most exciting racing on water, reflecting the bank's commitment to Switzerland, from where it serves the private banking needs of entrepreneurs and business owners in some of the world's fastest-growing wealth markets, including Switzerland, the UK, Asia and the Middle East.

HSBC Swiss Private Bank CEO a.i. John Shipman said: "We are proud to partner with SailGP on their first event in Switzerland – one of our cornerstone locations of our internationally-connected private bank. Like sailing, private banking demands foresight and precision, helping clients navigate both their personal and business wealth with confidence. We look forward to an exciting event!"

SailGP Managing Director Andrew Thompson said: "We are delighted to welcome HSBC Private Bank as a partner for our debut in Switzerland this September. Lake Geneva is going to be a stunning location and stage for SailGP. We expect knowledgeable Swiss fans to fill the shore-line and – for the first time – experience the excitement of SailGP's world-class stadium racing in packed grandstands. We are also looking forward to millions of fans tuning into the broadcast around the world. HSBC Private Bank is a fantastic partner for this event – placing itself alongside many of the most established brands in global sport."

As part of the partnership, HSBC will enjoy premium brand visibility throughout the SailGP Race Stadium. This will include prominent placement on event branding, access to the Adrenaline Lounge and seating in the Waterfront Grandstand – offering a front-row view of the world-class racing action. Guests will experience live commentary and large screens to ensure they don't miss a moment. HSBC's branding will also feature virtually around the racecourse via SailGP's award-winning LiveLine graphics and world-class broadcast production, reaching audiences in over 212 territories worldwide.

The global bank joins a growing family of partners behind SailGP's Switzerland debut, including championship and event Title Partner Rolex, plus global partners Oracle, Mubadala, Emirates, DP World, Accor and Apex Group. The global racing championship joins HSBC's established portfolio of world-class sporting partnerships, including pinnacle events in golf, rugby, badminton, tennis and football.

The SailGP Race Stadium, located on the quays beside the Yacht Club de Genève, will host nearly 7,000 spectators across the weekend. Ticket categories include the Waterfront Premium Lounge, presented by La Folie Douce, for a top end, refined atmosphere, and Waterfront Grandstands – both offerings placing fans right in the heart of the action.

The Rolex Switzerland Sail Grand Prix | Geneva is the tenth event on the Rolex SailGP 2025 Season calendar. For more information, visit: [SailGP.com/Geneva](https://sailgp.com/Geneva). Media accreditation for the event is open and can be applied for [here](#).

Media assets

- Rights-free imagery, available for download (SailGPImages.com)
- [Best of SailGP image gallery](#)
- Evergreen B-Roll Footage – [Best of the Rolex SailGP Championship](#)

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Media Hub

The SailGP Media Hub is a dedicated space for media to cover the Rolex SailGP Championship. Access the SailGP Media Hub via mediahub.sailgp.com.

About SailGP

The most exciting racing on water, the Rolex SailGP Championship sees national teams battling it out in identical high-tech, high-speed 50-foot foiling catamarans at iconic venues around the world. Racing faster than the wind at speeds approaching 100 km/h (60 mph), SailGP is driven by the sport's top athletes, with national pride, personal glory, and a total prize money of US\$12 million at stake. Powered by nature - wind, sea and sun - driven by purpose, SailGP races for a better future. Visit [SailGP.com](https://sailgp.com) to find out more.

About HSBC Private Bank

HSBC Private Bank helps clients manage, grow and preserve their wealth for generations to come. Its network of global experts helps clients access investment opportunities around the world, plan for the future with wealth and succession planning, manage their portfolio with tailored solutions, and find the right support for their philanthropy.

www.privatebanking.hsbc.com

About HSBC Holdings Plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 57 countries and territories. With assets of US\$3,214bn at 30 June 2025, HSBC is one of the world's largest banking and financial services organisations.