

22 May 2026

HSBC Private Bank appoints Onshore Taiwan Market Head

HSBC today announced the appointment of **Edward Chiu** as **Onshore Taiwan Market Head, HSBC Private Bank**, effective 1 June 2026. The appointment supports the continued strengthening of HSBC Private Bank's onshore franchise in Taiwan.

Chiu brings more than 20 years of leadership experience in wealth management and affluent banking across Taiwan. He has served as Head of Premier Elite at HSBC Taiwan since 2024. Prior to joining HSBC, he held senior leadership roles at DBS and Citibank, with a strong track record in revenue growth, talent development, and client acquisition.

In his new role, Chiu will lead the onshore private banking business in Taiwan, working closely with the other lines of business to deliver holistic solutions for Taiwanese clients. He will report to Kanas Chan, Head of Private Bank, North Asia and Hong Kong and Kevin Hu, Head of International Wealth and Premier Banking, Taiwan.

Commenting on the appointment, **Kanas Chan, Head of Private Bank, North Asia and Hong Kong** said: "Taiwan is a strategically important growth market for our North Asia business. Edward's appointment strengthens our leadership team in Taiwan and reinforces our commitment to expanding our onshore presence and elevating the client experience. With his deep expertise and proven track record serving HNW and UHNW clients, I'm confident his leadership will accelerate our growth in Taiwan and position the business for its next phase of success."

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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 56 countries and territories. With assets of US\$3,306bn at 31 March 2026, HSBC is one of the world's largest banking and financial services organisations.