

30 June 2026

HSBC Private Bank strengthens Taiwan coverage

HSBC today announced the appointment of **Gloria Sun** as **Market Head of Offshore Taiwan, HSBC Private Bank**, effective 13 July 2026. Based in Hong Kong, Sun will report to Kanas Chan, Head of Private Bank, North Asia and Hong Kong. She will lead the offshore Taiwan Teams in Hong Kong and Singapore. This appointment further strengthens the Taiwan market coverage for HSBC Private Bank in addition to [its recent hire of onshore Taiwan Market Head](#).

Sun brings over 20 years of leadership experience in private banking and wealth management across Greater China. She most recently served as Senior Market Head for Taiwan at DBS, and previously held senior private banking roles at Deutsche Bank and the Bank of East Asia. Earlier in her career, she built strong expertise in client coverage, team leadership and market expansion across several global financial institutions.

Commenting on the appointment, **Kanas Chan, Head of Private Bank, North Asia and Hong Kong** said, “We are doubling down on Taiwan and committed to growing our market share across Greater China. As an international bank, we are uniquely placed to support entrepreneurial clients and their families with their international needs. With Gloria’s leadership and experience, we are confident she will take our offshore Taiwan Private Bank business to the next level while strengthening our holistic offerings across the region.”

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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.