

THE PIVOT TOWARDS INVESTMENT-FOCUSED CROSS-BORDER BANKING

The international banking market in the Asia Pacific region is currently experiencing a rapid transformation, as significant trends are reshaping the environment for both banks and consumers. Recent data from RFI Global highlights a change in the factors driving cross-border banking requirements, as consumers now place greater emphasis on finding investment opportunities abroad that offer higher returns. Described as the “pivot-towards investment-focused cross-border banking,” this transformation has occurred in markets like Malaysia and Hong Kong since the beginning of the pandemic.

Why do you hold banking products and investments outside of your country?

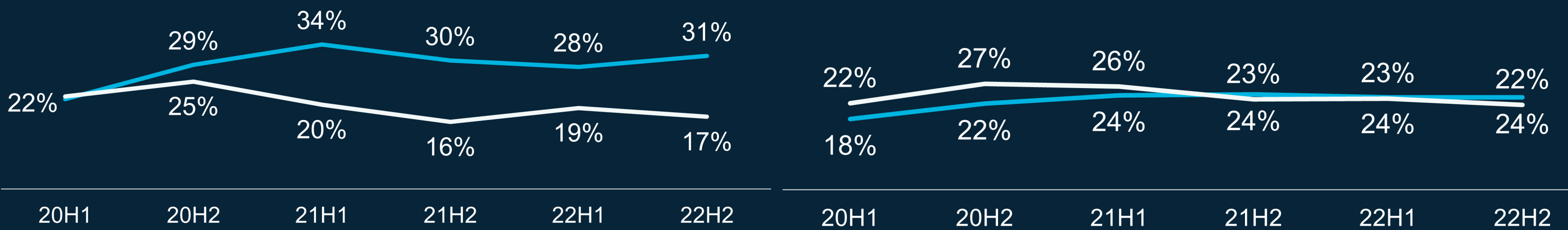
Base: Cross-border banking consumers

Investment-Focused Pivot Happened During Covid-19

Malaysia

Hong Kong

— To gain a greater return on my investments
 — I have family members living in these countries

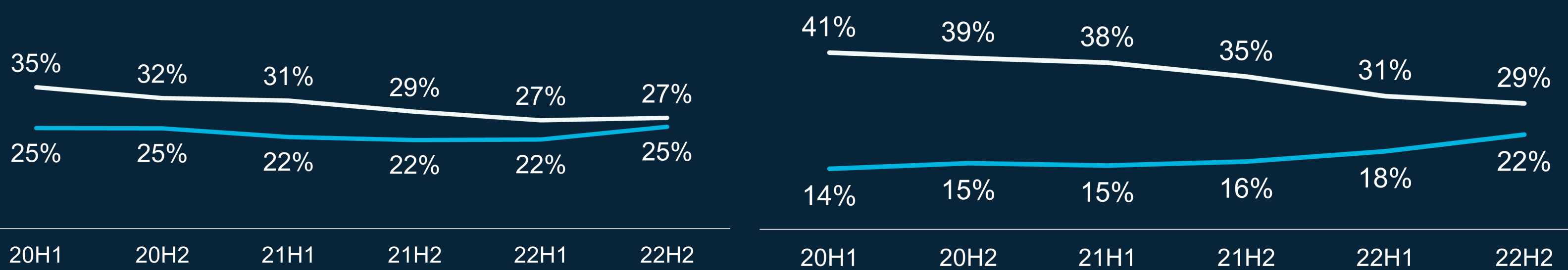


In Singapore and Australia, the motivations for cross-border banking relationships are converging, and returns on investments are poised to become the primary driver.

Investment-Focused Pivot About To Happen

Singapore

Australia



Leading financial institutions including Bank of China, MayBank, CIMB Bank, and HSBC have successfully leveraged the emerging trend of investment-focused cross-border banking, positioning themselves as leaders in several key corridors of the Asia Pacific international banking market.

Leaders in ASIA-PAC International Banking Market Selected banks and case studies



Bank of China dominates the China - Hong Kong corridor and is the primary provider for cross-border banking customers seeking services between the two markets in Hong Kong.

MayBank and CIMB, two of Malaysia's largest banks, have established themselves as prominent cross-border banking providers in Singapore. The Malaysia - Singapore corridor, which is the dominant corridor for consumers in Malaysia, has been effectively served by these banks.

HSBC is leveraging its extensive global presence and has emerged as a popular choice among Australian cross-border banking consumers looking to transact in the United States. The AU- US is the primary cross-border banking corridor for Australians.

For more information regarding RFI Global's comprehensive studies and programs, please contact;

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