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HSBC contributes to The Bendahari for Cultural and Generational Preservation

A significant step towards safeguarding heritage and cultural significance of Praya Lane in Melaka

HSBC Malaysia has announced a contribution of MYR60,000 to The Bendahari, an organisation dedicated to the preservation of cultural heritage by bridging the gap between the old and new Melaka. This partnership underlines the bank's commitment to cultural preservation and the importance of maintaining and sharing Malaysia's historical legacy.

The funds from HSBC Malaysia will enable The Bendahari to preserve the stories, culture, and heritage of Praya Lane, a mixed neighbourhood that was predominantly Portuguese Eurasian and predated the establishment of the Portuguese Settlement through its 'Stories from Praya Lane' project. The exhibition in collaboration with The Melaka Portuguese Eurasian Heritage Arts and Cultural Society of Melaka and the University of Nottingham Malaysia will run from 10-16 September 2024, at The Bendahari, Jalan Bendahara and Praya Lane, Bandar Hilir, Melaka.

Dato' Omar Siddiq, Chief Executive Officer of HSBC Malaysia said, "As HSBC Malaysia celebrates its 140-year anniversary in Malaysia this year, we continue to recognise our responsibility to support the preservation of cultural heritage in Malaysia. We are profoundly aware of the importance of safeguarding Malaysia's kaleidoscope of cultures and traditions and fostering intergenerational connections. It is a commitment to understanding our past, appreciating our present, and ensuring a diverse and enriched future. This contribution to The Bendahari is an embodiment of our commitment to this cause to ensure future generations are able to gain insights into the roots, identity and the rich heritage of Malaysia."

Through the Bank's contribution, The Bendahari will also be able to initiate a repository of oral stories from past and current residents for a memory bank that will highlight and provide depth to the cultural vibrancy of Praya Lane's past. It will also assist to facilitate inter-generational and inter-cultural learning between a volunteer adult team comprising different ethnic backgrounds and age groups, and a younger generation of students from educational institutes University of Nottingham School of Computer Science, College of Creative Arts, Universiti Teknologi MARA, and a masters student from the Tun Tan Cheng Lock Center for Asian Architectural and Urban Heritage in Melaka.

Speaking on behalf of The Bendahari, **Melissa Chan**, emphasised the significance of such support, “This contribution from HSBC Malaysia is indeed a blessing and encouragement to keep bridging that intergenerational and intercultural gap, by learning together as a community, so that we can discover our shared history and narratives even though we have unique identities.”

“Part of The Bendahari’s mission as a cultural and educational hub is to document community stories and to find new ways to share these stories with a younger generation to inspire and enrich them. ‘Bendahari’ means ‘treasurer’, treasuring our every heritage,” explains Melissa. “For our latest project, we are working alongside the Melaka Portuguese Eurasian Heritage Arts and Cultural Society, to bring together a team of passionate volunteers who will be part of documenting and sharing community stories about Praya Lane.”

‘Stories from Praya Lane’ aims to create awareness about the importance of protecting and conserving Malaysia’s unique heritage and culture as well intergenerational stories within the wider Malaysia community. The exhibition aims to benefit students, visitors, tourists, and future generations to learn about the Portuguese Eurasian culture of Melaka through the past and current residents of Praya Lane.

To know more and to contribute to the project, visit www.prayalane.com

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Media enquiries:

Joanne Wong

+603 2075 6169

joanne.p.m.wong@hsbc.com.my

Note to editors:

HSBC Malaysia

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited established its first office in the country on the island of Penang, with the permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited, founding member of the HSBC Group. In 2007, HSBC Bank Malaysia was the first foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, namely HSBC Amanah Malaysia Berhad. HSBC Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Malaysia has also led innovation in Malaysia by introducing Malaysia’s first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition on supported mobile phones.

About The Bendahari

Situated in Melaka, The Bendahari is growing to be a creative-heritage and educational hub. Bringing people together to provide support for community engagement within the creative, heritage, cultural and educational sector. The physical building comprises four shop lots with a tenant mix of older and younger business owners. Our mission is to bridge the intergenerational and intercultural gap by capturing and sharing community voices about Melaka. Know more about The Bendahari at: www.thebendahari.com

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