

Press Article

Hong Kong, 17 August 2011
Economic Analysis

**Journal of the Asia
Pacific Economy**

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Hong Kong as an international banking center: present and future

The banking industry is key for Hong Kong's economy, but Hong Kong is not a big international banking center, at least not when compared with other centers belonging to large economic areas, such as New York and, to a lesser extent, Tokyo. Within Asia, Hong Kong has a larger banking sector as a whole, but the position is similar if we focus on the offshore side of it, where Singapore is growing faster than Hong Kong. Furthermore, Singapore is being more active as a banking platform for international corporates while Hong Kong remains larger in terms of banking relations. In fact, Hong Kong continues to have one of the highest concentrations of large banking institutions in the world. Such an international banking platform, together with the increasing local presence of Chinese banks, offers Hong Kong a unique opportunity to become a major banking center, probably the largest offshore center in Asia. Whether Hong Kong reaps this opportunity will very much depend on how it navigates among the opportunities that China offers in its current situation of capital controls without losing its international clout. In fact, the Hong Kong banking system should benefit from the business from China coming offshore due to capital controls (including not only renminbi [RMB] settlements but also issuance of RMB-denominated bonds). However, it should also look for non-Chinese-related banking business so as to ensure that it remains distinguishable from China's domestic banking system in the years to come.

Keywords: Hong Kong; international financial center; international banking.

JEL classifications: G15, G21.

1. Introduction

Hong Kong is known to depend massively on one sector, namely the export of financial services abroad. In fact, its financial system accounts for 5.5% of employment (190,000 jobs) and about 20% of gross domestic product (GDP; Table 1). In fact, it is so important that it is even stated in the Basic Law¹.

Notwithstanding its importance for Hong Kong, the size of Hong Kong's financial system is not as large as people think. In fact, using a concentration index of different financial activities developed by Cheung and Yeung (2007), the size of different international financial centers is compared based on five different aspects, namely turnover of the stock market, turnover of the foreign exchange market and derivatives, size of the bond market, funds raised through initial public offerings (IPOs) in the stock market and, finally, the size of the banking sector measured by the size of banks' assets and liabilities. When comparing Hong Kong with other major financial centers such as the US, the UK, Japan and Switzerland, Hong Kong appears quite small especially when we focus on the banking system (Chart 1). In fact, it is the smallest of the countries reviewed.

1. Article 109 states that 'The Government of the Hong Kong SAR must provide an appropriate economic and legal environment for the maintenance of the status of Hong Kong SAR as an international financial centre'.

Table 1.

Hong Kong's key industries (as of 2007)

Industry	Share of GDP (%)	Share of total employment (%)
Trade and logistics	25.8	24.2
Financial services	19.5	5.5
Banking	11.6	2.5
Professional services	11.0	11.7
Tourism	3.4	5.6

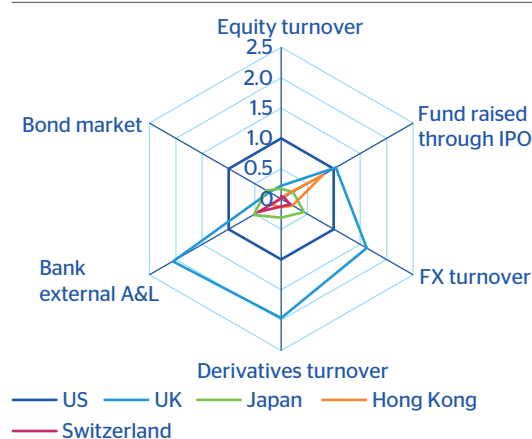
Source: Census and Statistics Department, Hong Kong

The small size of Hong Kong's banking sector should not surprise when we think of how much larger the other economies reviewed are, especially the US, the UK or Japan. In fact, Hong Kong should be compared to other small open-city economies which have relied on offshore financial services as one of the key sectors. This is clearly the case of Singapore, which will be our benchmark for Hong Kong henceforth.

If we only concentrate on the offshore part of the banking system, Hong Kong has also been losing steam. For example, Hong Kong banks lend less abroad, at least when compared with other Asian financial centers. More specifically, and based on statistics from the Bank of International Settlements (BIS 2010a,b), Hong Kong's share in total gross external positions reported by Asian banks was 17.4% in September 2009, down from 25% in 1998². Furthermore, Japan and Singapore have been playing more prominent roles in bank intermediation, accounting for 49.3% and 21.2%, respectively, of Asian banks external assets and liabilities in 2009.

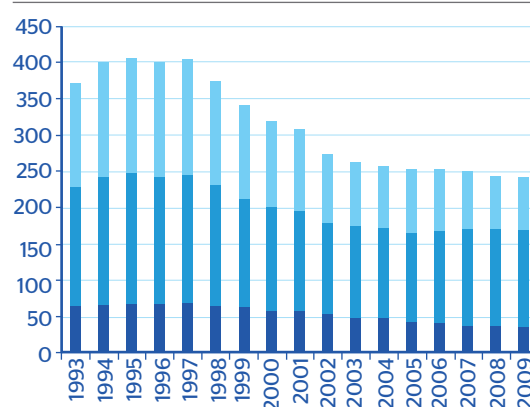
Nonetheless, we should recognize that Hong Kong has one of the highest concentrations of large banking institutions in the world. In fact, according to the statistics of the Hong Kong Monetary Authority, 70 of the largest 100 banks in the world have an operation in Hong Kong (Chart 2). All in all, there were 199 authorized bank and deposit-taking companies, as well as 71 local representative offices at the end of 2009 (Chart 2).

Chart 1

Comparison of Hong Kong with major international financial centers in financial activities

Source: BBVA Research

Chart 2

Bank institutions in Hong Kong

Source: Hong Kong Monetary Authority

It should be noted, though, that this number has been decreasing since the peak reached just before the Asian crisis which hit Hong Kong in 1997. Such a large number of financial institutions –and increasingly more Chinese ones which are also becoming the largest banks worldwide– bodes well for Hong Kong's banking sector as long as its policy makers and major banking institutions find ways to entice those institutions' appetite for operating in Hong Kong rather than elsewhere where they may be present.

2: Charts 4 and 5 look into the external position of banks in Hong Kong. It can be seen that the growth rate of assets and liabilities has been slightly faster for Singapore.

2. Comparing Hong Kong with Singapore

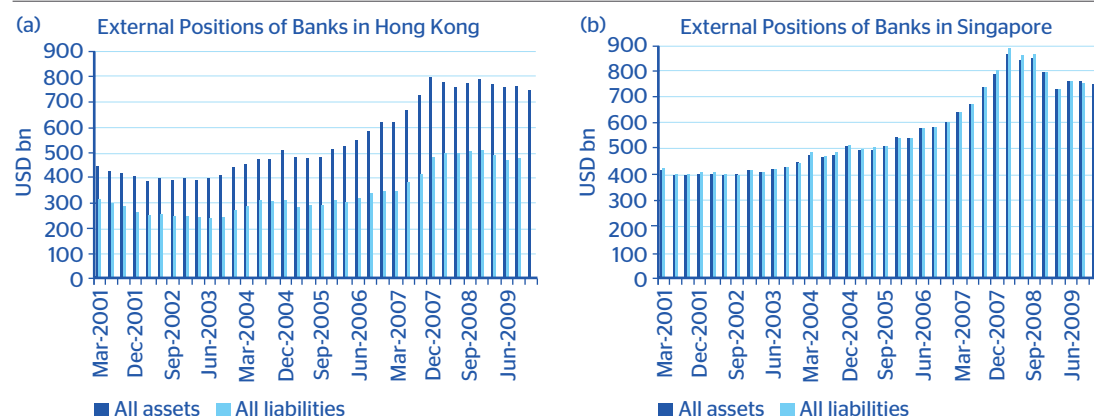
2.1. Which one is larger? Hard to tell

Hong Kong and Singapore are not really large international financial centers when compared with those of major economies but they clearly are for the size of their economies. Although it is argued that Hong Kong and Singapore have their own comparative advantage in China and Southeast Asia, respectively, they have been competing with each other for decades to be the next largest international financial center after Tokyo. The two have their comparative advantage in two different sectors: the stock market –namely IPOs– in Hong Kong and derivatives and foreign exchange markets in Singapore. When looking at the banking system as a whole, and not only at the offshore activities, Hong Kong continues to be bigger, according to BIS statistics, but Singapore is catching up. In fact, Hong Kong's consolidated bank claims³ (shown in Chart 6(a)) rose steadily from 250 billion USD in the beginning of 2003 to 450 billion USD at the end of 2009 (i.e. 11% yearly increase) while Singapore's consolidated bank claims (Chart 6(b)) increased from 130 billion USD to 260 billion (i.e. a 14% annual growth).

When we look into the offshore banking sector alone, the size is quite similar. In fact, external assets of banks in Hong Kong and Singapore were about 750 billion USD in 2009 (Chart 3). However, external total liabilities were quite different. In Hong Kong, external total liabilities were about two-thirds of external total assets in the past decade; in contrast, in Singapore, external total assets and liabilities were almost the same. This means that banks in Hong Kong have financed their expansion abroad from Hong Kong while this is not the case for Singapore. The difference between the two probably stems from Singapore's much stricter offshore banking regulation. As for the evolution of external bank assets and liabilities, both banking centers have grown at a similarly rapid speed during the last few years; in fact, their external position has doubled until the beginning of the global crisis and have stagnated since in Hong Kong, or even fallen somewhat in the case of Singapore.

Chart 3

External positions of banks in Hong Kong and Singapore



Source: BIS

If we look at broader definitions of size, both Singapore's and Hong Kong's banking sectors tend to rank close in existing international surveys. A recent example of such a survey is the one conducted by the City of London (2010; Table 2) ranks Singapore and Hong Kong as global and deep financial centers, together with Chicago, Frankfurt, London, New York, Toronto and Zurich. Such classification is based on three key criteria: degree of connectivity (how well known a center is around the world), diversity (how many industry sectors flourish in each center) and 'specialty' (the quality and depth of certain sectors offering financial sectors). Notwithstanding Hong Kong's recognized merit, the survey shows that it has been losing some of the clout as shown by its decreasing ranking in business environment, human capital, infrastructure, general competitiveness and market access. The most rapid fall in the ranking actually refers to human capital.

3: Consolidated foreign banks claims consist of international claims (or external claims plus local claims of foreign affiliates in foreign currency) and local claims of foreign affiliates in local currency. External or cross-border positions, on the other hand, measure cross-border claims and liabilities of all banking offices located in the resident country, regardless of whether they are domestic or foreign. (BIS 2010a).

2.2. Hong Kong banking center more bank-oriented and Singapore more corporate-oriented

When examining the components of external total assets in Hong Kong and Singapore, financial sector-related assets account for 80% of external total assets for banks in Hong Kong on average, and non-bank assets account for the rest (Charts 4(a) and 4(b)). In other words, most of Hong Kong's banks lending abroad is with other banks and not so much to finance corporates. The numbers for Singapore were similar to Hong Kong prior to 2005 but the financial sector-related assets rapidly went down thereafter below 70% in 2009, while non-bank assets' share went up to about 30%, accordingly (Charts 4(c) and 4(d)). In other words, Singaporean banks are lending more and more to companies abroad instead of lending to banks abroad. This reflects Singapore's efforts to become a large corporate banking center as opposed to Hong Kong, which is a more pure banking sector (with most transactions happening between banks)⁴.

Table 2

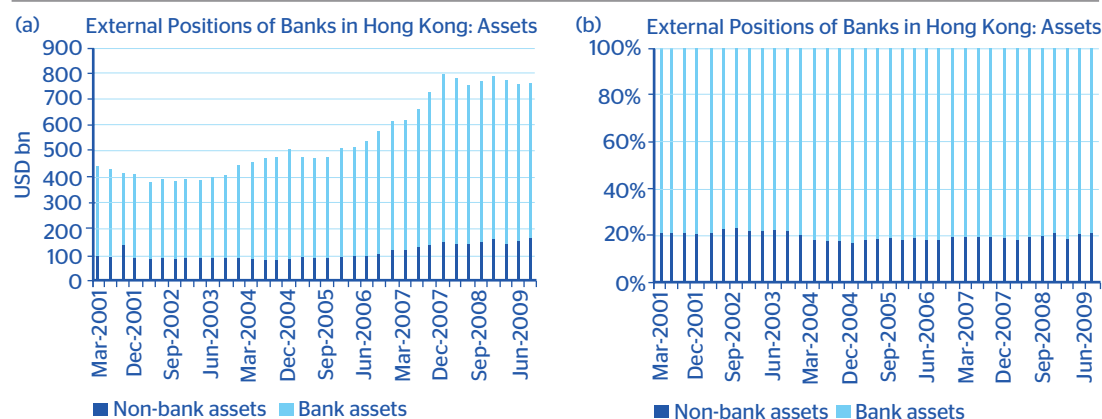
Classification of global financial centers

Rank	People		Business environment		Market access		Infrastructure		General competitiveness	
1	New York	▲ (+1)	New York	▲ (+1)	London	► (-)	New York	▲ (+1)	London	► (-)
2	London	▼ (-1)	London	▼ (-1)	New York	► (-)	London	▼ (-1)	New York	► (-)
3	Singapore	▲ (+1)	Hong Kong	► (-)	Hong Kong	► (-)	Hong Kong	► (-)	Hong Kong	► (-)
4	Hong Kong	▼ (-1)	Singapore	► (-)	Singapore	► (-)	Singapore	► (-)	Singapore	► (-)
5	Tokyo	► (-)	Chicago	► (-)	Tokyo	▲ (+2)	Chicago	▲ (+2)	Tokyo	▲ (+2)
6	Toronto	▲ (+3)	Tokyo	▲ (+3)	Zurich	► (-)	Tokyo	▼ (-1)	Zurich	► (-)
7	Chicago	▲ (+3)	Zurich	▼ (-1)	Shanghai	▲ (+19)	Zurich	▼ (-1)	Chicago	▼ (-2)
8	Sydney	▼ (-2)	Sydney	► (-)	Chicago	▼ (-3)	Sydney	▲ (+3)	Shanghai	▲ (+12)
9	Zurich	▼ (-2)	Geneva	▼ (-2)	Geneva	▲ (+1)	Toronto	▲ (+3)	Geneva	▼ (-1)
10	Shanghai	▲ (+7)	Toronto	▲ (+5)	Frankfurt	▼ (-2)	Shanghai	▲ (+23)	Shenzhen	▲ (+9)

Source: The City of London (2010)

Chart 4

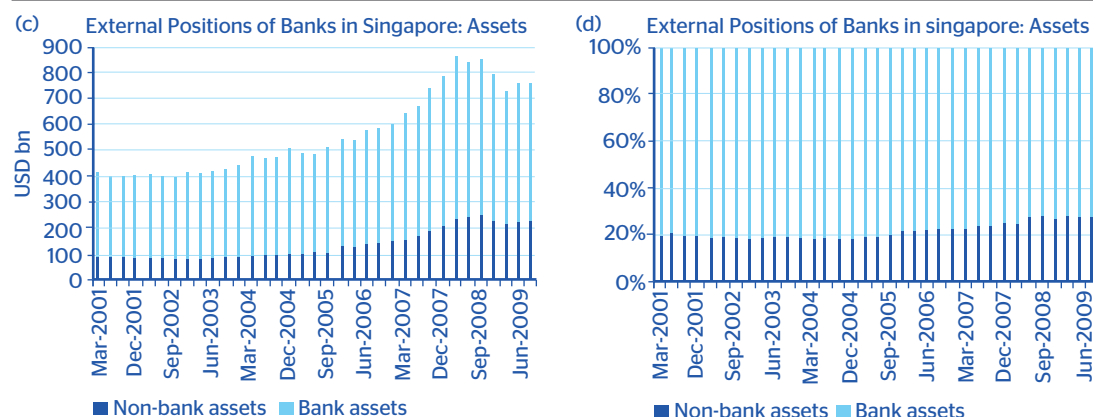
External positions of banks in Hong Kong and Singapore



Source: BIS

4: In terms of the composition of external total liabilities, Hong Kong and Singapore have followed a very similar pattern. The external non-bank liabilities as a share of external total liabilities rose slightly in the last decade for both banks in Hong Kong and Singapore; however, they were not far from 30%.

Chart 4

External positions of banks in Hong Kong and Singapore

Source: BIS

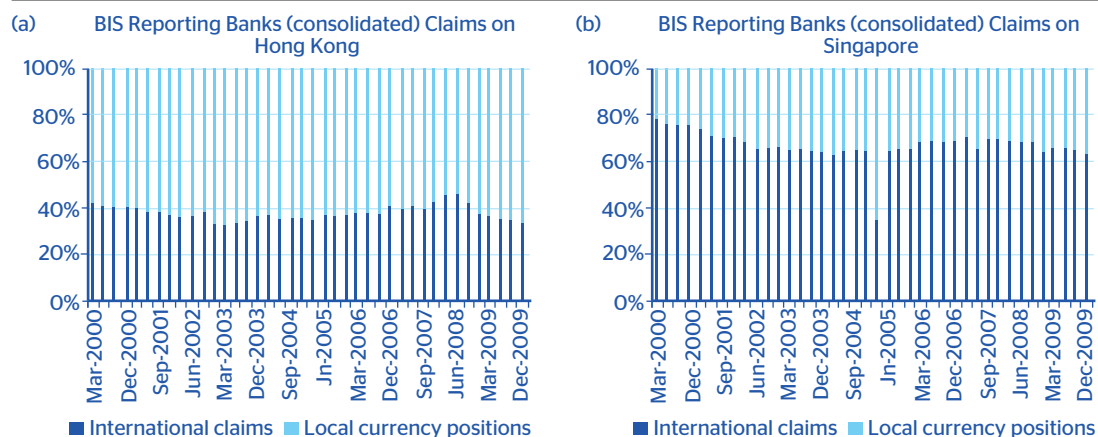
While it is hard to tell which model is better, it is true that Hong Kong's model is too dependent on banks outside Hong Kong wanting to borrow from Hong Kong banks while Singapore's model seems more diversified. However, Hong Kong's focus on financial institutions may be beneficial in terms of attracting more foreign financial institutions to operate in Hong Kong, which – as we shall mention later – should give Hong Kong a first mover advantage in its challenging future, when compared with both Singapore and Shanghai.

2.3. Subsidiaries versus cross-border lending

Apart from size, banking centers of Hong Kong and Singapore have other differences. Hong Kong attracts more assets from foreign banks' subsidiaries (60% of total foreign bank assets as shown in Chart 5(a)) while Singapore attracts more cross-border bank loans (over 60% of total as shown in Chart 5(b)). In fact, cross-border bank loans into Hong Kong and Singapore are actually very similar in absolute size so the difference rests on the role of subsidiaries, which are much more active in Hong Kong than in Singapore.

The difference in the composition of bank flows has been found to affect not only the origin of bank assets but also their stability. In particular, García-Herrero and Martínez Per 'ia (2006) show empirical evidence of local bank assets (i.e. those from foreign banks' subsidiaries in a certain country) being more stable than cross-border bank financing. In we now turn to the experience of the recent global financial crisis, cross-border funding in Hong Kong and Singapore fell 20% and 22%, respectively, between the second and fourth quarters of 2008. Local assets by foreign subsidiaries, though, fell much less (7% in Singapore) or even grew by 11% in Hong Kong during the same period. In 2009, crossborder funding went back to its trend in Hong Kong, much quicker than in Singapore where it barely increased (see Charts 6(a) and 6(b)). In other words, the more stable behavior of subsidiaries than cross-border lending during the recent global crisis supports the idea that having an international financial center with subsidiaries is safer – in terms of stability of the assets – than one based on pure cross-border lending. This bodes well for Hong Kong and shows again how important it is for Hong Kong to attract other major banks operating with subsidiaries in the future.

Chart 5

BIS reporting banks (consolidated) claims on Hong Kong and Singapore

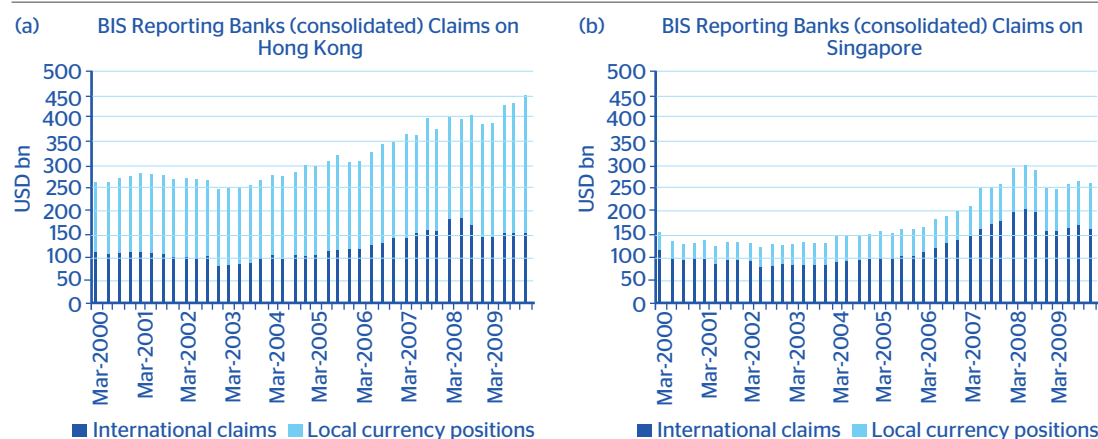
Source: BIS

2.4. Hong Kong banking sector too dependent on British banks,

Singapore much more diversified Banking centers in Hong Kong and Singapore are dominated by British banks followed by euro-zone banks. Asian banks, mostly Japanese banks, rank third while US banks rank fourth. The weight of British banks has increased substantially over time, although it was always large, while the weight of euro-area banks is decreasing over time (Chart 7(a)). The origin of banks located in Singapore is much more diversified (Chart 7(b)).

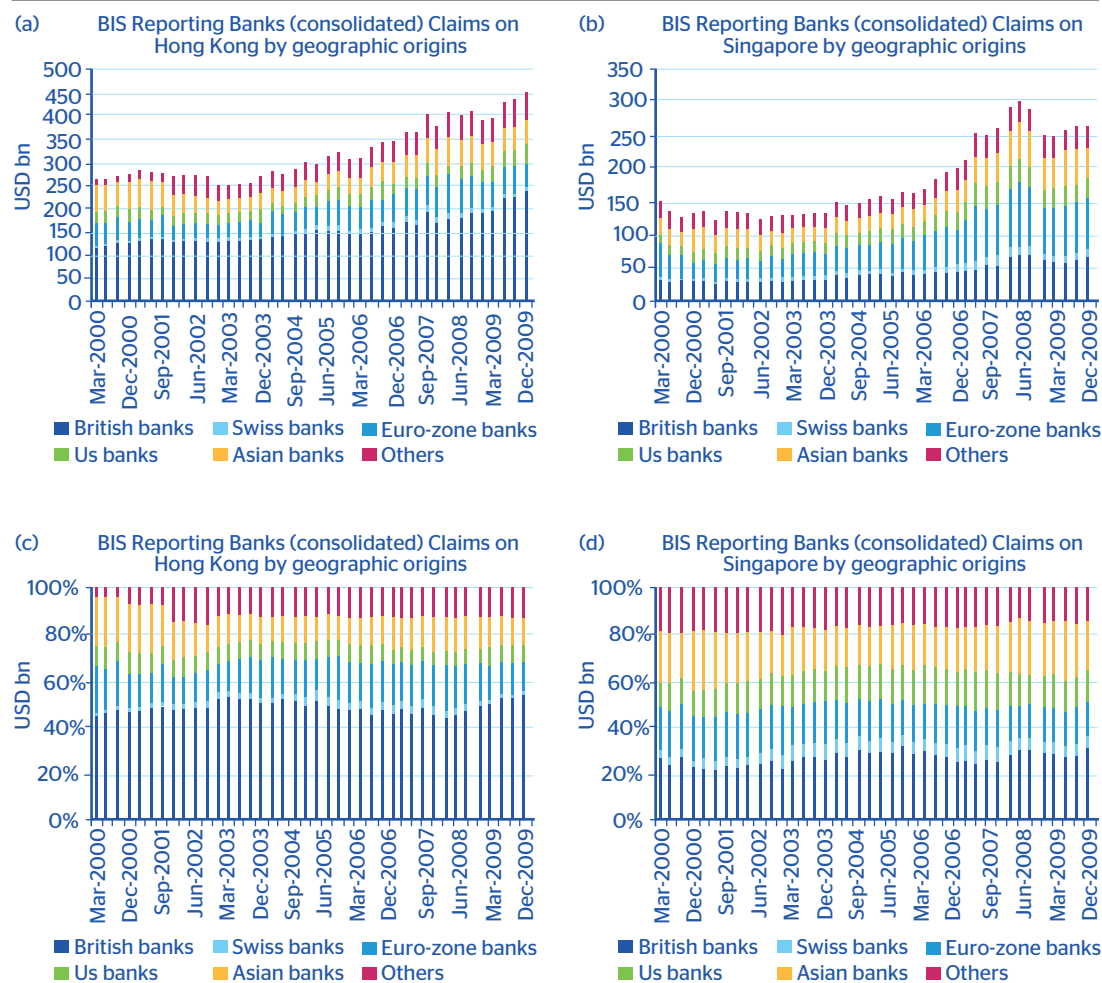
In conclusion, Hong Kong is still a larger banking center in absolute terms but it looks much more similar to Singapore when focusing on the offshore market. The fact that Singapore may be catching up as an international banking center should be seen by Hong Kong authorities and other operators as a signal that measures have to be taken to lure international banks to continue to operate in Hong Kong.

Chart 6

BIS reporting banks (consolidated) claims on Hong Kong and Singapore

Source: BIS

Chart 7

BIS reporting banks (consolidated) claims on Hong Kong and Singapore by geographic origins

Source: BIS

On the positive side, the fact that Hong Kong has a very large number of foreign banking institutions and that it is more concentrated on banking and not on direct borrowing from corporates should clearly help. Furthermore, the fact that Hong Kong is less dependent on bank branches and more on bank subsidiaries should also imply –according to existing literature– less volatility of foreign banks' exposure to Hong Kong.

These positive aspects about Hong Kong are mitigated by the looser definition of offshore versus on-shore banking activities in Hong Kong versus Singapore. In fact, Hong Kong has financed one-third of external operations with local funds while liabilities and assets from non-residents are perfectly matched. The crises experienced by some offshore financial centers in the past (an example would be Uruguay in the 1980s) warn against having large open positions between non-residents' assets and liabilities.

3. Hong Kong's special niche: China's offshore banking center

The comparison between Singapore and Hong Kong may be interesting but hides a very important fact, which is the two city-states' different relation with China. This, in fact, may change any conclusion drawn merely looking at the past.

Hong Kong is set to benefit more from the modernization and internationalization of the mainland's financial system, at least in the near term. Hong Kong has a clear advantage of geographic and cultural proximity, as well as very close political ties. Within that proximity, Hong Kong's skilled labor, strong regulatory environment and high quality of business services are just what the mainland is short of. We should, thus, expect Hong Kong to continue to provide financial expertise to China and the development of China's financial system. In return, Hong Kong's position as a financial and banking center and gateway to China will be strengthened with China as its main hinterland.

Hong Kong's specialty in terms of its relation with China is demonstrated through seven different Closer Economic Partnership Arrangements (CEPA). These agreements give Hong Kong banks an easier access to China in several ways. First, less capital is required to open a branch in China, less time is needed to offer Renminbi (RMB) services and it is also easier to have an incorporated bank. All these advantages basically imply that foreign banks should find it interesting to be placed in Hong Kong as a gateway for China. The fact that the number of foreign institutions has remained stalled during the last few years (see Chart 2) does not seem to support this hypothesis. The reason might be that foreign institutions actually prefer to access the Chinese market directly as shown by the rapid growth of foreign financial institutions in Shanghai.

Hong Kong's niche market as regards China also goes in the opposite direction, i.e. Chinese banks opting to operate in Hong Kong for their offshore services. Beyond culture and language reasons, an important factor that explains the growing presence of Chinese banks in Hong Kong is the peculiar way in which China is opening its capital account. In fact, Hong Kong has so far been the only place where you can offer a wide range of RMB services (from deposits for residents to RMB settlements for trade-related operations to issuance of RMB-denominated bonds)⁵.

It goes without saying that this advantage should favor Hong Kong's role as an offshore center. However, it will also push Hong Kong toward being more and more dependent on China's financial services and less so on European financial services. The key issue is whether Hong Kong will manage to maintain that comparative advantage (i.e. attracting banking business from China) even after China's capital account is fully liberalized.

4. Hong Kong and Shanghai: complementary more than competitors

Hong Kong, as an international banking center, has two key challenges for the next few years: One is to continue to be a large Asian banking center and to be able to withstand the competition coming from Singapore. The other key challenge is to adapt to Shanghai's becoming an international financial center on its own. In fact, Shanghai's achievements have attracted the world's attention over the past few years, especially when its GDP surpassed that of Hong Kong in 2009. Chinese central government and Shanghai municipal government both aim at establishing the city as an international financial center. However, this does not mean that Hong Kong's position has to be replaced by Shanghai. On the contrary, Hong Kong could actually benefit from Shanghai's growth if it is to find its niche. Hong Kong's primary role should be to serve as a main international offshore financial center not only for China and Asia but also for the globe. On the other hand, it could also facilitate foreign capital into the mainland. Instead, Shanghai's main target should be to become a major domestic financial center like Tokyo (or actually bigger). Hong Kong should also remain the key to conduct financial services between the Pearl River Delta and the rest of the world.

In conclusion, Hong Kong should be complementary with the development of Shanghai as a major banking sector. This is also what history is according to McCauley and Chan (2007). The more their complementarity, the more slowly does China's capital account liberalization proceed. In fact, Hong Kong will benefit more than any other financial center from the controlled outflows of funds from China. This is due to China's better knowledge of Hong Kong's financial system.

5: The RMB settlements program is being extended beyond Hong Kong.

5. Conclusions

Hong Kong has withstood the global financial crisis as an international banking center in a relatively good way but this is not particularly for Hong Kong but rather for Asia as a region. In fact, if anything, Hong Kong's financial system has been losing steam during the last few years. As a result, there are a number of challenges that Hong Kong faces in the next years to come. The first is from Singapore, which is growing its regional presence as an offshore banking center. The second comes from Shanghai, which China has 'appointed' its international financial center.

The two challenges are very different in nature. The challenge from Singapore is about Hong Kong continuing to be an Asian financial center and not so much a purely Chinese one. It is clear that Singapore is not in the position to overrule Hong Kong as the mainland offshore banking center for the objective of internationalizing the use of the RMB. However, Singapore seems to be progressing faster than Hong Kong in terms of attracting regional interests. To change this trend, two things seem absolutely warranted: first, maintaining international standards in all spheres related to banking and, second, continuing to improve banking-related human capital. The former includes not only accounting and legal services but also a well-functioning rule of law. As regards the rule of law, it is extremely important to dispel any doubt that Hong Kong is fully independent from China. For the latter, Hong Kong tertiary education is well placed for international standards but there are also issues as regards the command of English and different reforms which have fostered the teaching of Cantonese.

As regards the challenge coming from Shanghai's future role as an international financial center, China's needs for financial services should be large enough to ensure space for both centers. The key issue, though, is to identify in advance which are the key sectors in which Hong Kong may have a comparative advantage. As regards banking, Hong Kong should clearly push for maintaining a more favorable tax environment than Shanghai, as well as more secrecy for banking operations if it wants to maintain its offshore banking role. Finally, fostering the opening up of as many branches and subsidiaries as possible now will also help move forward before Shanghai can compete. This will be a reality only when China's capital account is fully convertible and when the opening up of branches and subsidiaries in China is more liberalized than it is today.

To end with a positive note, the very large number of financial institutions, which operate in Hong Kong, gives a very important advantage to Hong Kong, compared with Singapore and perhaps even Shanghai. Not only the experience of the recent global crisis but also the consensus in the economic literature indicate that the more the number of subsidiaries such financial centers have as opposed to cross-border lending, the better in terms of financial stability. Finally, if Hong Kong could also expand more the lending to corporates and not only the bank-to-bank business, this could bring divers gains.

Acknowledgements

Alicia Garcia Herrero is Chief Economist for Emerging Markets at BBVA and is affiliated with the University of Lingnan. The opinions expressed in this article are those of the author and not necessarily of the institutions she is affiliated with. Useful assistance from Fielding Chen has been acknowledged.

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