



# Transacting confidently abroad – Pearl of Burgundy

How did a prominent high-end wine importer simplify its travel and entertainment transactions and streamline its cross-border business growth with HSBC Business Debit Mastercard®?

For companies with frequent travel schedules and who regularly host private business networking and client events, the ability to transact without disruption is critical. This ability goes directly to the heart of the customer experience and ability to grow their customer base.

Pearl of Burgundy (PoB), established in 2010 and the only Hong Kong company importing certified Ex-Domaine fine wines from Europe at the time, knows this need well. Whether it was sourcing wine from their suppliers or entertaining clients, prospective buyers or business partners across Europe and Asia, the company's executive team needed confidence that their transactions would go through without fail.





## Streamlining transactions

Since its founding, PoB has expanded from Hong Kong to mainland China, Singapore and Japan, as well as increased its supplier base to over 80 wineries from France, Italy, Spain and Germany.



Frequent travelling from its Asia bases to Europe required PoB to transact in different currencies on a regular basis. They had a similar need when it came to entertaining, which PoB executives did often and in different markets. Finding a payment solution that accommodated PoB's business model as well as the size and variety of its day-to-day transactions was therefore key – both for optimising the company's expenses and supporting its future growth.

## Adopting the right payment solution

To address these needs, PoB looked to HSBC for a solution that aligned to the way they did business. HSBC Business Debit Mastercard – which can transact in 12 major currencies\* at preferential rates and with no foreign exchange mark-up – was introduced and ultimately adopted to optimise PoB's payment processes and cash flow management.

Most importantly, the company's leadership wanted to be at ease knowing that the day-to-day financial aspects of their business was taken care of, and they could focus on more strategic objectives.



HSBC's business debit card immediately brought peace of mind, allowing us to make consistently secure payments with confidence. Being able to focus on our business rather than worry about our transactions was the primary reason we adopted this solution.

**David Ben Yair** | Co-founder, Pearl of Burgundy

Additionally, the onboarding process was just a few steps that could be completed online, and obtaining the physical cards amidst a busy travel schedule was seamless. Managing the cards on an ongoing basis is also straightforward, with expenses and transactions easily trackable via HSBC Business Internet Banking and spending limits conveniently managed on the HSBC HK Business Express mobile app#.

## Partnering for growth

With its transactions under control, PoB can now focus on what it does best: bringing fine wines to Asia. Having a banking partner who is able to identify pain points and offer helpful solutions is key to growing in an increasingly globalised business environment.



We're proud to partner with Pearl of Burgundy and find efficient, business-friendly ways to help them achieve their goals. HSBC Business Debit Mastercard is a good example of how we're supporting companies doing significant international business and looking for ways to streamline their operations.

### Yvonne Yiu

Managing Director, Regional Co-Head of Global Payments Solutions, Asia Pacific, HSBC

As PoB embarks on its next phase of growth, it's important that they have peace of mind around their management of expenses and transaction activities abroad. Because it's often the little things that make the biggest difference.

\*The spending in 12 major currencies will be debited directly from the corresponding foreign currency deposits in a company's Business Integrated Account if sufficient funds are in place. These currencies include AUD, CAD, CHF, EUR, GBP, HKD, JPY, NZD, RMB, SGD, THB and USD.

#Card control features are only available to customers with access to the HSBC HK Business Express mobile app.

The user experience only represents the opinions of Pearl of Burgundy, the opinions cannot be regarded as suggestions from the Bank.

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