

HSBC Amanah Script

Video	Audio
<p>Exterior of a house in a well-to-do area. We zoom in and see a man sitting by the window. Children run past the house, laughing and playing. The man looks up and smiles and waves. A slow zoom in until the man in the window fills the frame. Cut to the interior of the house.</p>	<p>Ambient noise, children's laughter.</p>
<p>The man, AHMED, is sitting in his armchair by the window. He is in his late forties, a distinguished-looking man. He is looking at a photo album on his lap.</p>	<p>Ahmed (V/O): Life is all about doors. Doors that are open to you, doors that are closed, doors to which we have the key, doors to which we don't. It's my job to open doors for my family– to care for them, make sure they have what they need, to protect their futures.</p>
<p>He turns the page and we cut to a close-up of a photo- a girl in her wedding dress.</p>	<p>My wife Iman... I met her when she was just 19 and we've been married 22 years.</p>
<p>He turns the page. We see a graduation shot of a young man.</p>	<p>My son is the academic of the family... I don't know where he gets it from... it can't be me!</p>
<p>He turns the page again: we see shots of the same boy, packing a suitcase, and a shot of him in front of a London landmark.</p>	<p>Now he's studying economics at a university in London. I hope he'll come back and join me in my business, but who knows? We open doors for our children, but we can't always determine which way they'll go through them!</p>
<p>He turns the page and we see modern shots of a wedding. The bride's face is not clearly shown. Reaction shot of him as he smiles at the photographs.</p>	<p>And of course, my daughter... the apple of my eye. Fatima. She's recently got married – it was the finest walimah I have been to in years. I was pleased I had the money to help her and her husband celebrate their marriage.</p>
<p>He turns the page again and we see a shot of an office block, with a sign outside saying "Ahmed Enterprises" Ahmed is standing in front of it. Cut in to a close up of the photo. The photo</p>	<p>Ah, yes... money. We all wish it wasn't the case, but money often helps to open doors. I have been fortunate in that I've earned well, and have been able to look after my</p>

<p>animates and we see Ahmed turn and walk into his building.</p>	<p>family.</p>
<p>He walks through the office, People look up in greeting. It is a busy office with phones ringing and people typing. He stops and chats to a secretary (no sound) and she hands him a fax. He nods and smiles. He walks towards his office and MOSTAFA approaches with a sheaf of papers. They chat for a moment, then Ahmed's phone rings. He goes to his desk and answers it.</p>	<p>V/O: What do I do? I'm an entrepreneur, For the last twenty years, I've run my own import/ export business. My company is international and I deal with countries across the Middle East and recently, in Europe too. I deal in halal goods.</p>
<p>We see him nod and talk, although we can't hear what he says. He writes on a piece of paper: Bahrain, 1,000 units. He gestures to Mostafa to come over to him. We see him explain something to Mostafa and give him the slip of paper, Mostafa turns to go, but Ahmed calls him back and hands him an envelope. It's clearly a payslip. Mostafa grins broadly. Ahmed smiles at his enthusiasm</p>	<p>V/O: Take this morning, for example. I organised a small shipment of clothing from Mr Saddiq, who is a loyal supplier of mine, to go to Bahrain. I could bank with any of the big international banks, but I chose HSBC Amanah. I trust them, and I know they'll be able to organise the international transfer of funds without a problem.</p>
<p>Mostafa looks thrilled and walks out of the office. We follow him to his desk, where he picks up his coat and leaves the office.</p>	<p>Ahmed: (V/O) Mostafa's been working for me for four weeks now. He's young and ambitious. I know he's been looking forward to his first pay cheque and all the... [MOSTAFA CONTINUES AHMED'S SENTENCE WITHOUT A BREAK]</p> <p>Mostafa: V/O) Great stuff I'm going to be able to buy! I'm an independent man with a salary, and I can buy anything I want! I've seen such a cool, mobile phone! I'm going to buy now I've got my first pay cheque. I've opened an account and my money will get paid straight into it.</p>
<p>We see him leave the office and walk down the street. He pauses and looks in the window of a shop at some</p>	<p>This job opens the door to a whole new world for me! I'm going to treat myself to this phone, and then I've got</p>

<p>clothes. Then he goes to stand and look in the window of a mobile phone shop. Over his shoulder, we see a small, old-fashioned clothing store with an old man in traditional garb behind the counter.</p>	<p>plans... big plans. Wow...look at that one! It's got a camera, and it's WAP enabled, and it's got all the latest...</p>
<p>We zoom in through the window and see the older looking with despair at a pile of bills. This MR SADDIQ.</p>	<p>Mr Saddiq (V/O): Technology! Today things seem to move faster than the speed of light... I just wanted to be able to run my business... I have a small clothing store.... But it seems the world may be moving too fast for that!</p>
<p>Mr Saddiq goes to look out of the window. We see his POV: Mostafa going into the mobile phone shop. There is a mall, or row of expensive shops opposite. It is busy and people are going in and out.</p>	<p>Ever since the shopping mall went up, things have been hard. I've seen my turnover halved in only three months. The rent is due... if I can't pay it, I could lose my shop, and then what do I have to leave my children... and my grandchildren?</p>
<p>We see Fatima and her husband pulling up an old small car. She is an attractive young woman and heavily pregnant. She gets out of the passenger seat and grimaces at the car.</p>	<p>It's times like this you need someone who can help you to keep the wolf from the...</p>
<p>Fatima comes into the shop. She chooses a baby-gro and pays for it</p>	<p>FATIMA (V/O): Door isn't wide enough to get the car seat in and out! As soon as I found out I was pregnant, I knew we would need a new car! Not to mention all the stuff for a nursery, a pram... everyone in the family is so excited. This is my parent's first grandchild, and they're thrilled! My father phones me about twenty times a day. He worries all the time. He's the one who insisted that my husband's old car just wouldn't do, with the baby coming!</p>
<p>She leaves the shop and gets into the passenger seat. She smiles at her husband and they drive off. They stop at a traffic light and we see a branch of HSBC Amanah through Fatima's window. We zoom in on a personal</p>	<p>But we're a young married couple, just starting out. We don't have the cash to buy a reliable new family sedan. We knew we were going to need help, so my husband suggested we go and talk to the bank.</p>

<p>banker talking to a client, and dissolve to a scene where the same man is talking to Fatima and her husband. We see him explaining something to them and them nodding and smiling.</p>	<p>It was important to us to choose a bank with Shariah-compliant practices... we needed the money, but our integrity is even more important. Ali, our personal banker at HSBC Amanah, explained it to us.</p> <p>He talked us through all the details. He was patient and I got the feeling that it mattered as much to him as it does to us. And once he'd explained the technicalities. It all made perfect...</p>
<p>Dissolve to Ahmed, also in a branch of HSBC Amanah, talking to a slightly older bank manager,</p>	<p>Ahmed (V/O): ... Sense to me! HSBC Amanah helps me to make transactions with clients and partners all over the world. My bank manager has always understood that, and he understands the unpredictable nature of my business. We have a relationship built on trust. He's got to know me personally and gives the kind of service that's right for a man who is as...</p>
<p>Dissolve to Mostafa walking into another branch of HSBC Amanah. He is met by a young, funky looking personal banker. Mostafa talks animatedly to him and waves his arms while he describes something.</p>	<p>Mostafa (V/O): Ambitious. I am! I've got big dreams. Mr Ahmed has been very good to me and I intend to work hard. I'm going to save money, and by the time I'm twenty-five, I plan to start my own business. An electronics shop! Don't laugh... Faizel at Amanah didn't. When I opened my account I told him all about my plans and he said they sounded really good. He said the bank would commit to helping me every step of the way.... Once I've got a business plan together, they'd be able to offer Shariah compliant financing! So today, Mr Ahmed's assistant, tomorrow, the...</p>
<p>Dissolve to Mr Saddiq walking into the bank and being met by a bank manager dressed traditionally, as he is.</p>	<p>Mr Saddiq (V/O): World of finance. I don't understand it at all. I've never been in debt, always managed to pay my bills. And I know</p>

	<p>what the Koran says about money. The man at Amanah made me feel so much better. He said I had an excellent record with the bank, and that they would reward my loyalty with their own. I didn't need a lot... just enough to pay the rent and a few bills so I can keep trading... I have a shipment going to Bahrain soon and then my business will be back on...</p>
<p>Dissolve to Fatima and her husband walking through a car showroom, looking at cars. They find one they like and nod and smile.</p>	<p>Fatima: (V/O) Track down the car we really wanted. Once we found it, Ali at the bank made it really easy for us. We had it in no time, my husband installed the car seat, and we're ready for the day when we become a...</p>
<p>Cut to Ahmed, back in his house. He is still looking at the photo album.</p>	<p>Ahmed (V/O): ... family trusts me to provide for them, and I trust my bank to help me do that. Whenever I've needed advice, or finance to expand, my bank manager has been able to help me. He shows me how to do the transaction in a Shariah compliant way, so I am doing good business without compromising my...</p>
<p>Cut to Mostafa walking down the street with his new phone. He meets a friend and shows it to him.</p>	<p>Mostafa: (V/O) ... principles of international travel! Maybe Mr Ahmed will send me to Bahrain to complete the deal! I've never been there. With my Amanah bank card, I'd be able to draw...</p>
<p>Cut to Mr Saddiq, back in his shop, looking really happy talking on the phone.</p>	<p>Mr Saddiq (V/O): Cash straight away. Thanks to Mr Mamoud at Amanah, I was able to pay my rent on time. My business is safe. I feel I can rest easy for the first time in...</p>
<p>Cut to Fatima. She is speaking to someone, although we cannot see who yet.</p>	<p>Fatima (V/O): Months to go! How can a baby need a bank account? He hasn't even been born yet! But that's my dad... always planning for the future. And my baby's going to have a secure happy future, I</p>

	can just tell!
Cut to two-shot... she is sitting on the arm of Ahmed's chair in his living room, talking to him. He still has the photo album on his lap. There is an HSBC Amanah bank book or card in the photo album. Fatima squeezes her father's shoulder.	
Fade to black.	