

# CASE STUDY: CITI

## ABOUT CITI



Citi is one of the world's most well known financial services businesses and has a history of over 200 years. Citi's journey in the United Arab Emirates started in 1964 when Citibank opened its first consumer banking branch

in Dubai. During 2006, Citi opened in DIFC, using the Centre as a regional hub, providing corporate banking and global markets solutions to their clients.

**ESTABLISHED:** 1812  
**ESTABLISHED IN DIFC:** 2006



// Citi has a long history with the country. This year, we are celebrating 60 years of uninterrupted presence in the UAE, while we've been present at DIFC since 2006. Throughout this time, we have remained dedicated to serving our clients and partners, providing unparalleled financial solutions and services. From pioneering innovative growth, we have been an integral part of key sectors in the UAE, acting as a catalyst for development and prosperity. We are here for the long run and look forward to making further contributions to economic growth.

**Maria Ivanova**, Citi Country Officer & Banking Head-UAE //

## WHY DIFC?

- DIFC – the top choice in region for institutions seeking global standards.
- World class regulatory legal and regulatory framework.
- Collaborative approach between clients, regulator and authorities.
- 790+ regulated firms, including 200+ global Banks.
- Home to 27 of the 29 G-SIBs.
- A global talent magnet - access skilled resources in the region, through a DIFC workforce of 42,000+ professionals.