

# 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 solutions to facilitating economic 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 the region for institutions seeking global standards.
- World class legal and regulatory framework.
- Collaborative approach between clients, regulator and authorities.
- 900+ DFSA regulated and supervised entities, including 260+ banking and capital markets companies.
- Home to 27 of the top 29 global systemically important banks (G-SIBs).
- Access to top-tier talent - DIFC is home to the region's largest pool of financial services talent with 46,000+ professionals.