



Press Release
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**Citibank Launches Citibank University Banking Course
with The University of Hong Kong**

Admission includes all second-year students pursuing major or minor at FBE

(Hong Kong) Citibank and The University of Hong Kong (HKU) today held the inauguration ceremony for “The University of Hong Kong - Citibank University Banking Course 2012-2013”.

This year, in addition to second-year students from the Faculty of Business and Economics (FBE), we are also offering this program to non-FBE second-year students pursuing a major or minor offered by FBE, with the aim of providing university students with more diversified academic backgrounds with a comprehensive understanding of modern banking operations and practices.

Entering its ninth year, the Citibank University Banking Course continues to receive an overwhelming response. Following a stringent selection process, comprising careful screening of their applications and a group interview, 50 students have been admitted to the course.

The Citibank University Banking Course is designed to provide students with an inclusive understanding of modern banking operations and practices. Through a comprehensive series of structured classroom lectures and interactive discussions with seasoned bankers from Citibank, the program offers a valuable opportunity for students to gain insights and essential skill sets required in today’s real banking world, which are also important for the future career development of the students.

At the inauguration ceremony, Mr. Weber Lo, Citi Country Officer & Chief Executive Officer, Citi Hong Kong and Macau, said, “This year, we open the program to all second-year students pursuing a major or minor offered by FBE in the hope of giving students with diversified academic backgrounds a chance to gain knowledge that will be beneficial to their lifelong financial wellbeing and showing them the path to the banking world regardless of their majors.”

“By sharing our veteran bankers’ financial knowledge and practical experience in the industry, we hope the students will get a true sense of the skills that are required in the real workplace in today’s banking world. Moreover, they will be equipped with an innovative spirit – the same spirit that has enabled us to stand out in our industry and will enable the students to leap forward in their future careers and sustain Hong Kong’s leading position in the financial world,” Mr. Lo continued.

Professor Eric C. Chang, Dean of the HKU Faculty of Business and Economics, said, “I would like to express my heartfelt gratitude for Citibank’s dedication to nurturing future



business leaders. This year, we have a more dynamic student population as we have expanded the admission to include students outside our Faculty but who take Business, Economics or Finance as their second major or minor subjects. We believe that quality business education is very important to the growth of HKU students at large. This valuable experiential learning opportunity will equip our students with up-to-date academic knowledge and practical problem-solving skills. The Course will also take the ability and competency of our students to a new level.”

The banking course will run from January to April 2013, with nearly 30 hours of classroom lectures, a visit to a Citibank branch, a mid-term test and a final presentation. This year’s modules include:

- Introduction to Consumer Banking
- Introduction to Investment and Corporate Banking
- Introduction to Commercial Banking
- Wealth Management Advisory and Products
- Insurance
- Credit Card Business
- Unsecured Lending
- Secured Lending
- Digital Banking
- Branch Operations
- Treasury Management
- Risk Management
- Compliance and Control
- Bank Marketing and Branding
- Career in Banking
- Corporate Social Responsibility

Citibank University Banking Course was first run in Taiwan in 1998 at the National Taiwan University. In Hong Kong, the programme was first launched at the University of Hong Kong in 2004. The programme aims to teach students in higher education about the fundamentals of finance and banking, as well as to help develop future leaders understand complex financial issues.

Photo Caption



Mr. Weber Lo (right), Citi Country Officer and Chief Executive Officer, Hong Kong and Macau and Professor Eric Chang (left), Dean, Faculty of Business and Economics, HKU, together officiated the inauguration ceremony, symbolizing the commencement of this year’s The University of Hong Kong – Citibank University Banking Course.



This year, 50 students have been admitted to the course. At today's Inauguration Ceremony, Mr. Weber Lo, Citi Country Officer and Chief Executive Officer, Hong Kong and Macau, and Professor Eric Chang, Dean, Faculty of Business and Economics, HKU took a group photo with the Citibankers, guests and students of HKU.

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About Citi

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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About Faculty of Business and Economics, The University of Hong Kong

Founded in 2001 through the amalgamation of the School of Business and the School of Economics and Finance, the Faculty of Business and Economics (FBE) offers quality degree programmes and executive training programmes that serve the needs of the business sector and the community.

As Asia's premier international business school, the Faculty has pioneered the International MBA Programme with Fudan University in Shanghai in 1998, and the EMBA Global Asia jointly offered with Columbia Business School (CBS) and London Business School (LBS) in 2008.

Its MBA full time programme, offered in partnerships with CBS and LBS, has a strong Asia and China focus and was ranked Asia's no. 1 in the World MBA Rankings released by the Economist Intelligence Unit (EIU) in 2010, 2011 and 2012.

The Faculty continues to attract top students from Hong Kong and beyond. It admits the highest proportion of non-local undergraduate students amongst all the 10 Faculties. Three of its undergraduate programmes are ranked among the University's top 10 programmes.

FBE is fully accredited by the European Quality Improvement Systems (EQUIS). Its accounting and business programmes are also accredited by the Association to Advance Collegiate Schools of Business (AACSB). For more information, please visit: www.fbe.hku.hk and join us on Facebook: <https://www.facebook.com/hkubusinesseconomicsfaculty>