



**Press Release**  
**For immediate release**  
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### **Citibank University Banking Course Celebrates Ten Years of Dedication to Nurturing Future Business Leaders in Hong Kong**

(Hong Kong) Citi announced today the launch of its tenth annual Citibank University Banking Course in partnership with The University of Hong Kong (HKU). “The University of Hong Kong - Citibank University Banking Course 2013-2014” is a three-month program that will run from January to April 2014.

The Citibank University Banking Course was first launched in Hong Kong in the 2004/2005 academic year with the objective of introducing university students to the banking world and nurturing future business leaders. Since then, more than 400 university students in Hong Kong have attended the course and received in total over 300 hours of teaching on the fundamentals of banking and finance.

This year, a total of 49 second-year students, comprising both students from the Faculty of Business and Economics (FBE), and non-FBE students pursuing a major or minor offered by the FBE, have been selected to attend the banking course. Among the 49 students, 10 of them are from overseas countries including Bangladesh, Indonesia, Pakistan, Malaysia, Singapore and South Korea, reflecting the diverse backgrounds of the participating students.

The Citibank University Banking Course, which is taught by seasoned bankers from Citi, is designed to provide students with an inclusive understanding of banking operations and practices in today’s world. Through a comprehensive series of structured classroom lectures and interactive discussions, the program offers an invaluable opportunity for students to gain insights into and essential skills required for the fast-changing banking industry.

At the inauguration ceremony, Mr. Weber Lo, Citi Country Officer & Chief Executive Officer, Citi Hong Kong and Macau, said, “Through the Citibank University Banking Course, we hope to provide students with a comprehensive and practical overview of the industry, which contributes to over 10% of Hong Kong’s GDP. The banking industry has always played an important role in the development of the local economy and its importance will only continue to grow given Hong Kong’s role as a major financial hub in the region.”

“What makes this banking course unique is that it is being taught by our senior bankers who are best qualified to provide an insider’s view of the real banking world. Our speakers are all business heads who are responsible for the continued success of our company; their unparalleled knowledge and experience are what it is making this course all the more



relevant to those students who are interested in pursuing a career in banking, ” Mr. Lo added.

Professor Eric C. Chang, Dean of the HKU Faculty of Business and Economics, said, “This year marks the tenth year of the Citibank University Banking Course, I am deeply pleased with the growing partnership between Citi and the University. The Banking Course has spearheaded the experiential learning initiative in the Faculty of Business and Economics. Its unique course structure integrating both theoretical knowledge and practical problem solving experience has honed students’ ability to facing up to today’s ever-changing business environment. We thank Citi for their generous support as well as their dedication to developing business leaders along the years. We look forward to another year of success in our collaborations.”

The Citibank University Banking Course will run from January to April 2014, 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 Corporate and Investment 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 introduced in Taiwan in 1998 at the National Taiwan University. In Hong Kong, the program was first launched at the University of Hong Kong in 2004 with the objective of introducing students in higher education to the fundamentals of finance and banking and increasing future leaders' understanding of complex financial issues.

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#### About Citi

Citi, the leading global bank, 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

The Faculty of Business and Economics (FBE) at The University of Hong Kong (HKU) strives to nurture first-class business leaders and foster academic and relevant research to serve the needs of Hong Kong, China and the rest of the world in the new Asia-led economy.

As Asia's premier international business school, FBE engages leading scholars from all corners of the globe and they instil in the students global knowledge with an Asian perspective. The Faculty attracts top students from Hong Kong and beyond. It admits the highest proportion of non-local undergraduate students amongst all Faculties at HKU. Three of its undergraduate programmes are ranked among the University's top 10 programmes.

The Faculty's full-time MBA programme, offered in partnerships with Columbia Business School (CBS) and London Business School (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, 2012 and 2013.

The Faculty also offers an elite EMBA Global Asia programme, jointly with CBS and LBS, for globally-focused senior executives and professionals. Its International MBA Programme, delivered in Shanghai in collaboration with Fudan University, was the first of its kind when it was launched in 1998.

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).

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