



**For immediate release  
Citigroup Inc. (NYSE symbol: C)  
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**Citi Commercial Bank and The Hong Kong Polytechnic University  
Jointly Launch Fourth Youth Leadership Program**

***Paving the way for the next generation of  
business leaders and entrepreneurs***

(Hong Kong) Citi Commercial Bank and The Hong Kong Polytechnic University (PolyU) jointly announced today the launch of the fourth Youth Leadership Program, which will run from August 4 to August 9, 2014. The week-long summer training program is developed exclusively for the children of Citi Commercial Bank's clients with the objective of introducing participants to the key leadership qualities and skills of successful entrepreneurs, and important trends that are shaping the global business world today.

This year, 25 participants aged 16 to 19 will take part in the Youth Leadership Program, which consists of lectures and workshops on leadership and entrepreneurship, a leadership training camp, and company visits in Hong Kong and China. In line with the evolving business environment, two new modules were added to this year's program on global e-commerce and retail management. Participants will have the opportunity to apply the newly-acquired skills and knowledge through a virtual business retailing competition, whereby students will be divided into groups to devise a business plan and compete for the highest profit against other groups.

Anson Kwok, Head of Citi Commercial Bank, Citi Hong Kong, said, "Given the importance of local enterprises to the future growth of the Hong Kong economy, it is crucial that business leaders are able to continue their entrepreneurial and innovative spirit through generations. Citi has been advising Hong Kong businesses on, and helping them meet their banking needs for decades. As their trusted banking partner, we understand the complex business environment in which our clients operate and we are well positioned to help their next generation seize opportunities and navigate through challenges to ensure the continuous success of the business. We hope that the Youth Leadership Program will serve as a good starting point for participants to understand the business world, and equip them with the positive mindset and leadership skills, which will benefit them for life."

Mr. Raymond Chu, Assistant Director of Institute for Entrepreneurship (IfE), The Hong Kong Polytechnic University, said, "It is PolyU as well as IfE's mission to foster and promote innovation and the 'Do Well Do Good' entrepreneurial culture in the University and the community. Given the success and encouraging feedback in the last three years, we are very happy to partner with Citi again this year to witness another batch of young people joining the program. The program will not only teach them the concepts and theories of entrepreneurship, but also foster the entrepreneurial spirit among the youths, paving the way for their development into the future leaders of Hong Kong."

The 2014 Youth Leadership Program will run from August 4 to August 9, 2014. This year's program will cover:

#### Lectures/ Workshops

- Global Leadership
- Global e-commerce
- Innovation
- Communication in a Diverse Work Environment
- Business Sustainability

#### Activities

- Leadership Training Day Camp
- Company Visit – China
- Company Visit – Hong Kong
- Virtual Business Retailing Competition
- Dialogue with the CEO
- Student Presentation

All participants who complete the course will be awarded with a Certificate of Attainment.

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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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