

Bangladesh

Below:

Runners-up of the Citi Financial Quiz Competition from Jahangirnagar University receiving their award, watched by millions of TV viewers across Bangladesh.

Business Presence

Citi Bangladesh established a representative office in 1987 and opened its first full service branch in 1995. In addition to offering comprehensive corporate and investment banking services, Citi Bangladesh provides remittance services to the expatriate community around the world. Citi Bangladesh currently has 169 employees, four branches in Dhaka and Chittagong, and two offshore banking units.

Citizenship History

- Citi has supported the Shakti Foundation for Disadvantaged Women www.sfdw.org since 1999 through employee volunteering and grants worth US\$245,000. The Business Management Training and Linkage Programme has provided training for over 128,000 microfinance clients, and business fairs in 6 districts have resulted in 121 business linkages.
- The Citi Microentrepreneurship Awards have been held annually in Bangladesh since 2005, and are now run in partnership with the Shakti Foundation.
- In 2006, Citi and Grameen Trust www.grameen-info.org launched Project Dignity, a microcredit programme for beggars, funded with a US\$250,000 Citi Foundation grant. Project Dignity provides microloans (average US\$14), as well as insurance policies, training in basic literacy and financial education to help beggars understand their loan terms and financial obligations. The programme aims to reach 2,500 beggars over three years.



Discovering Bangladesh's Next Financial Whiz

In 2007, Citi launched Bangladesh's first Financial Quiz Competition in partnership with the North South University (NSU) www.northsouth.edu, the country's leading private university. The nationally televised competition was designed to promote financial and economic education among Bangladesh's future business leaders and decision-makers, as well as provide 'edutainment' for the wider community.

After 12 student teams had been selected by a distinguished Advisory Committee, the Citi Financial Quiz Competition was broadcast twice a week over three weeks on Channel i, and aired on Radio Foorti, generating much interest across the country as the competition reached the finals.

Advisory Committee member, Masih UI Karim, President, Foreign Investors Chamber of Commerce and Industry, said,

"This competition is helping to foster greater understanding and practical knowledge among our next generation of business managers so that they are better able to contribute to Bangladesh's economic growth."

Students were tested on their knowledge of finance, commerce, banking, trade, capital markets and current affairs, with questions prepared by a special judging committee that included academic, government, and business sector leaders.

Millions of viewers tuned in to watch the live finale between NSU and Jahangirnagar University. NSU claimed victory, and Dr. A.B. Mirza Md. Azizul Islam, honorable advisor to the Ministries of Finance, Planning, Commerce, Post and Telecommunications attended as Chief Guest and awarded US\$3,000 to the winning team, and US\$1,500 to the runners-up.

Citi Bangladesh focuses on microfinance, financial and economic education, and disaster relief and reconstruction