

Taiwan

Business Presence

Citi has been in Taiwan since 1965, providing a comprehensive range of financial services including corporate and investment banking, consumer banking and private banking. In 2007, Citi acquired the Bank of Overseas Chinese and expanded its coverage to 66 branches across Taiwan, and now has 5,800 employees.

Citizenship History

- The annual Citibank-United Way Fundraising Campaign is one of Taiwan's most important public fundraising events. Over the past 13 years, it has raised NT\$800 million (US\$24.7 million) accounting for 30-40% of United Way Taiwan's www.unitedway.org.tw total funding and benefiting more than 400 non-profit organisations across Taiwan.
- Since 1998, Citi Taiwan has given grants worth more than NT\$30 million (US\$1 million) to support youth financial education programmes, including: the Kids Wealth Foundation programme with If Kids Theatre Company www.ifkids.com.tw which has taught more than 50,000 primary school students about good money management habits; the Dollars and Sense programme with the Taipei Women's Rescue Foundation www.twrf.org.tw which has helped 100,000 teenagers to become more financially responsible; and the Citi Online Financial Education Program with EduCities www.educities.edu.tw and National Central University www.ncu.edu.tw which has reached more than 40,000 students and trained more than 700 teachers.

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Increasing Financial Discipline among Young Adults

Citi joined forces with Taiwan's Financial Literacy and Education Association (FLAEA) www.finlea.org.tw in 2007 to increase the financial capability of people who are about to graduate from university and enter the workforce, especially those who did not study finance or business.

As a first step, FLAEA and the Department of Statistics at Chengchi University of Taiwan conducted a survey to gauge the financial literacy levels of students based on a survey by the JumpStart Coalition for Personal Financial Literacy in the U.S. The survey found that most Taiwanese students lacked sufficient knowledge of personal credit and debt management, taxation, insurance, and investing.

Citi and FLAEA used the findings to design the Young Adults Financial Literacy Program with Citi Foundation funding of NT\$3.2 million (US\$100,000). The format consisted of two-hour lectures that were offered several times at eight universities and all attending students had to pass an exam to receive course credits. Financial experts were trained to deliver the curriculum including topics such as Financial Planning, Credit Cards, Personal Loans, Debt Management, Saving, and Investing.

By the end of 2007, the programme had reached 1,600 students majoring in non-finance/business subjects. The course has had a positive impact on students' financial management knowledge, with some students increasing their pre-lecture series survey scores by as much as 20 points.

In addition to the on-campus classes, a Financial Goal Setting & Planning Competition encouraged students to come up with financial goals, analyse their financial status and make plans to achieve their goals. This allowed them to put into practice their personal financial planning and money management knowledge.

"Majoring in Literature, I had very limited access to financial knowledge, was scared of numbers, and never tried to take business classes before," said Wan-tsen Liu, a 21-year-old student at Chengchi University. "Now I'm aware that finance is in every aspect of society and it's a life-long lesson to learn how to use money effectively." Liu also reported that she now regularly thinks through the alternatives before spending money.

Hung-yu Lin, Associate Professor, Department of Business Administration, Jinwen University of Science and Technology, said, "In our education system, most finance-related classes focus on theory and are quite unrelated to real life." Associate Professor Lin recommends that the programme be incorporated into the General Education Course at his university in the future.

Citi employees were actively involved in developing the teaching materials, delivering the lectures, and reviewing budgets submitted as part of the Financial Goal Setting & Planning Competition.

Given the programme's success in 2007, Citi and FLAEA are planning to expand the Young Adults Financial Literacy Program's reach by 50% in 2008.

Below:
A student from Chengchi University asks about insurance in one of the classes offered as part of Citi's Young Adults Financial Literacy Program.



Citi Taiwan focuses on financial education, youth education, environmental protection, community development, and employee volunteerism

企業現況

花旗自1965年開始在台營運，提供企業金融暨投資銀行、消費金融及私人銀行等金融服務。在2007年，花旗合併華僑銀行後，在台灣分行數已擴增至66家，並擁有5,800位員工。

企業公民歷史

- 花旗聯合勸募活動已成為台灣每年最重要的公益募款活動之一，過去13年來，該活動已募得超過8億台幣(相當於2,470萬美元)的善款，佔台灣聯合勸募協會www.unitedway.org.tw年度募得總金額的30~40%，嘉惠台灣地區400多個非營利機構。
- 自1998年以來，花旗台灣累計捐贈新台幣三千多萬元(超過100萬美元)支持下一代的金融理財教育計劃，包括與如果兒童劇團www.ifkids.com.tw合作的「花旗兒童理財特攻隊」，教導50,000多位國小學童良好的金錢管理習慣；與台北市婦女救援基金會www.twrf.org.tw合作的「青少年理財教育校園宣導」，幫助100,000名青少年更懂得為自己的財務負責；以及與亞卓市www.educities.edu.tw和國立中央大學www.ncu.edu.tw合作的「花旗兒童網路理財教育」，也已嘉惠超過40,000名學生和訓練700多位老師。

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強化青年學子的財務素養與紀律

2007年花旗首度與中華民國財金智慧教育推廣協會www.finlea.org.tw合作，針對大專院校即將畢業進入職場的學生，尤其是非財金、商管科系的學子，提昇他們的財金知識及能力。

首先，中華民國財金智慧教育推廣協會和台灣政治大學統計系參考美國JumpStart Coalition針對個人財金素養的調查方式，對國內學生的財金素養進行調查。結果發現，大部分的台灣學生在個人信用和負債管理、稅賦、保險及投資方面，缺乏足夠的知識。

花旗和中華民國財金智慧教育推廣協會根據前述調查結果來設計「七年級生財金智慧推廣課程」，由花旗基金會贊助新台幣320萬(相當於10萬美元)，藉由每次二小時的系列講座方式，在八所大專院校開設推廣課程，所有修課學生必須通過考試才能取得學分。受邀授課的財金專家均先受過講師訓練，講授的課題涵括財務規劃、信用卡、個人貸款、債務管理、儲蓄及投資等範疇。

截至2007年底，這個活動系列課程已嘉惠1,600位非財金與商管科系的學生。許多學生修習該課程後，在測驗中的得分與上課前的前測相比較，增加了20分，顯見該課程對學生的財務管理知識已產生正面的影響。

除了校園的課程外，這個活動同時還舉辦了財務規劃競賽來鼓勵學生擬定財務目標、分析自身的財務狀況並規劃如何達成目標，這也給予學生們練習個人財務規劃和運用金錢管理知識的機會。

「因為主修文學，我對財務金融所知有限，對數字也有恐懼感，以前從沒選修商學院的課程，」21歲、就讀政治大學的劉宛岑表示：「但現在的我能夠了解，其實在人類社會生活中，任何形式的活動都與財金脫不了關係，而如何將金錢做有效的運用，將是我們這一生中必須不斷學習的課題。」劉宛岑進一步表示，現在花錢之前她總會多思考是否有其他的替代方案。

景文科技大學企業管理學系副教授林宏諭也認為：「在我們教育制度中，大部分的財金相關課程主要著重於理論而缺乏實務。」他還建議，未來將這項課程列入通識課程中。

在這項計劃中，花旗同仁還積極地協助設計教材、到各校上課，也擔任財務規劃競賽的評審。

由於「七年級生財金智慧推廣課程」在2007年相當成功，花旗和中華民國財金智慧教育推廣協會計劃在2008年拓展，開課的學校數目與學生人數都會增加50%。

下圖
圖說二:前財政部長林全在花旗「七年級生財金智慧推廣課程」中授課，現場座無虛席，政治大學同學席地而坐，專注聆聽。



花旗在台灣的公益計劃主要著重於金融理財教育、
教育下一代、環境保育、社區發展及義工計劃