



Take Control of the Corporate Supply Chain with Citi Trade University

Register Today!

Tuesday, November 6th, 11:00 a.m. to 12:00 p.m. EST

Capitalize on the Opportunities in the Corporate Supply Chain

Global trade has increased dramatically in the last decade. Yet Letter of Credit usage has not kept pace with this growth – which means more and more of your corporate clients are moving toward an Open Account structure. As a result, your ability to offer innovative Supply Chain Finance (SCF) solutions is critical to safeguarding your market share in this increasingly competitive space.

Our focused Webinar – ***Capitalize on the Opportunities in the Corporate Supply Chain*** – will map out for you the why and how of incorporating SCF strategies into your offering. Please join our experts as they discuss:

- Why current trends in cross border trade are making SCF inevitable
- How offering SCF solutions can positively impact your bottom line
- Why outsourcing and collaborating with key industry players may be the best strategy marketplace
- How the emerging roles of specialty providers in the industry are changing the marketplace

In this must-attend session, Justin Pugsley, Supply Chain editor of *GTR magazine*, will join Citi experts to provide real world examples of successful business models that focus on alternate financing sources, including Open Account and distributor financing. In addition, this webinar will touch on what you need to know about the regulatory environment, including the predominant risk factors and mitigation strategies. In the end, you will have a better overall understanding of the challenges your corporate clients face as the global marketplace continues to expand – positioning you as a business partner with the solutions and knowledge to help improve profitability, reduce inventory and shorten DSOs.



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Don't miss this opportunity to learn how you can **Capitalize on the Opportunities in the Corporate Supply Chain!** Just click on the Register Now button to reserve your space. If you have questions once you've registered, please contact tradelearning@citi.com

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