



# Finding success in the Middle East & Africa

The Middle East & Africa is packed full of potential. From Morocco to Türkiye to Ivory Coast, each country has unique advantages organizations can tap into. For decades, Citi has harnessed its on-the-ground expertise and regional know-how to connect businesses to emerging opportunities, fostering growth and expansion.



## Supporting a holistic sustainability strategy for Henkel

Consumer goods company Henkel, starting in Algeria with plans to expand further, launched a dedicated ESG Supply Chain Financing program from Citi, promoting the importance of sustainability across different dimensions.

### Algeria



### Morocco



## Driving efficiency for Vivo Energy

Vivo Energy needed to streamline and centralize global payroll from its Morocco head office. With a Multi-Bank Transaction Initiation solution from Citi, the company transformed processes and successfully digitized in presence countries across Africa.



## Digitizing capital for Metra

For Metra, Egypt's leading provider of IT services, semi-manual processes wasted time and impacted working capital. By rolling out Citi's digital banking operation, Metra has enhanced its balance sheet position and strengthened relationships with local suppliers.

### Egypt



### Türkiye



## Structuring Islamic finance for LC Waikiki

As apparel manufacturer LC Waikiki sought financing to bridge its working capital gap, Citi's extensive Islamic finance experience helped the company to adopt a Sharia-compliant financing structure in an efficient and scalable way.



## Centralizing payments and liquidity across WAEMU

From cash visibility to FX, businesses operating across WAEMU (West African Economic and Monetary Union) required an optimal banking set-up to achieve efficient cash control. Citi tailored a solution, providing centralized payments, receivables, and liquidity pooling structures for countries in the WAEMU zone.

### Ivory Coast



# Charting success across the Middle East & Africa

In a region characterized by a plethora of diverse opportunity – finding where to go, and the right way in, can be a challenge. And while technology offers a gateway to useful information, longstanding in-country presence and local expertise can make the world of difference.

Get in touch with your Citi contact to see how we can support you through growth and expansion in the Middle East & Africa.