For the first time in history more than 50% of the earth’s population live in cities - by 2050 it will be 75%.

The Endless City
Citi For Cities
Harnessing the best of the city, and the best of Citi.

Cities matter.
The twenty-first century will be the age of the city, the urban age. The world is no longer a network of countries – it is a network of cities.

Technology is interconnecting economies, enabling the borderless pursuit of opportunity and advantage.

Cities are the heart of our culture, the seat of our governments and home to the companies that power our economy. The complexity of cities requires integrated yet dynamic solutions – rooted in cultural understanding – that are relevant, realistic and reliable.

Citi – with its 200 years of history serving individuals, businesses, financial institutions and governments across the globe – is at the heart of cities.
Citi understands cities.

Cities aspire to be successful, competitive, prosperous centres of urban growth...

...and they are challenged to find greater cost and operating efficiency through the modernization of services and infrastructure, while coping with rapid urbanization and population growth, as well as the need to competitively attract business and investment to ensure economic security and growth.

Quality of life
Clean water
Good sanitation
Safe neighborhoods
Accessible healthcare
Affordable housing
Quality schools

Ease of doing business
Availability of human capital
Competitive operating costs
Access to capital and funding
Healthy supply chains
Modern, efficient services
Ease of access

Efficiency of infrastructure
Modernize service delivery
Digitize money & information
Automate financial processes
Improve financial control
Create jobs
Care for the environment
Citi serves cities.

We enable a city’s financial infrastructure
We are the arteries of the global financial system moving over $3 trillion in financial flows in 135 currencies, facilitating more than 5 million transactions each day, with connections to over 200 clearing systems globally.

We support a city’s administrative infrastructure
We help cities collect taxes, pay employees, manage procurement/spending more efficiently; we deliver cost efficiencies through financial process automation; we improve government entities’ ability to manage and control their cash flow; we structure funding solutions for projects that help cities address urban challenges; we are working with transport authorities to modernize and integrate ticketing systems via digital (cards and mobile) technology.

We facilitate a city’s commercial infrastructure
We increase liquidity injection and extend risk participation across government and business supply chains; we pay employees (even the ones that are unbanked); we deliver social benefits on behalf of many governments.

We empower a city’s social infrastructure.
We extend convenient banking, lending, saving, protection and wealth management services through our retail banking and cards franchises that are concentrated in key cities.
Helping the city’s administration achieve consolidated efficiency through e-Government initiatives while delivering a more convenient and flexible service experience for the collection of taxes, fees, fines and levies.

Facilitating the efficient distribution of benefits and subsidies while taking manual cash and check-based processes out of the system.

Enabling city treasurers to operate with greater efficiency, visibility and control, providing them with the technology and tools to performance and risk manage the assets they hold.

Consolidating procurement processes and improving the efficiency of expense and vendor management via commercial card programs.

Supporting infrastructure building and budget refinancing by tapping into competitive long term funding.

Injecting liquidity into key government supply chains with channel finance programs.

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Supporting infrastructure building and budget refinancing by tapping into competitive long term funding.

Processing payroll to government employees and offering them consumer banking and payroll-backed credit facilities.

Integrating and modernizing transit ticketing across all modes of public transport with socially inclusive solutions.
Powering the cities of the future, today.

We can touch the lives of those who live, visit and do business in these major urban centres — directly or indirectly — by delivering simpler, faster, smarter, more convenient, more accountable, more responsive financial and transaction service capabilities, and the means to attract commercial participation to fund their growth.

*We want to be:*

- **The intelligent partner** enabling the efficient operation of the financial infrastructure of the city, and working in partnership with them, solve their urban challenges.
- **The provider of the ‘key to the city’** in the wallets of all its citizens, delivering convenience and access to all of the services that the city has to offer.
- **The flexible and connected global bank** that provides global-minded citizens of cities with lending, banking, wealth management and protection using the technologies of the current age.
- **The financial enabler** that spurs on commerce and facilitates an integrated connection between its citizens, businesses and their supply chains, and government entities that form part of the city’s ecosystem.
Citi is embedded in cities.

Citi, with its 200 years of history serving individuals, businesses, financial institutions and governments across the globe, is at the heart of cities.

We participate in the fabric of city life by providing solutions that deliver simpler, faster, smarter and more accountable financial and transaction services. We help cities modernize infrastructure, drive efficiency and deliver better services. We prime cities for business and investment, to ensure economic security and drive sustainable growth.

Citi makes great cities better.

What does it take to improve the way your city works? Call us to start the dialogue.