

UAE – Israel Peace Treaty

The world’s most innovative gateway to the Middle East meets a booming startup nation

With the recent announcement of a historic peace agreement between the United Arab Emirates (UAE) and Israel, two dynamic markets and economies have now opened the door to significant synergies and cross-border opportunities. With a rich history in both countries, spanning 20 years in Israel and 50 years in the UAE, Citi has been offering solutions to clients of both markets separately for decades, and we welcome the opportunity to serve as a new bridge between them.



CITI IN UAE: SUPPORTING THE WORLD’S GATEWAY	CITI IN ISRAEL: FUELING A STARTUP NATION
<p>With its exceptional location and lucrative business environment, the UAE has been an essential component of the global economy, playing host to multi-national companies from every corner of the world, and acting as a Middle East and North Africa (MENA) regional headquarters for 70% of Fortune 500 companies.</p> <p>The UAE has also established itself as a cutting edge adopter of innovation and technology, contributing to 30% of the total VC activity in the Middle East, which is why many companies operating there rely on Citi to provide the latest digital breakthroughs in banking, in addition to our ability to help centralize their operations.</p> <p>The UAE will surely turn that focus on innovation to Israel, whose Cybersecurity, AI, Defense, Health & Food Tech startups are leading the way in groundbreaking new capabilities. Citi is here to support companies looking to capture those new technologies.</p>	<p>For the last 20 years, Citi has been at the center of the digital ecosystem in Israel as it has flourished into a global powerhouse. Thousands of startups now operate in the country, with companies raising billions of dollars over the last several years.¹ This enormous activity has driven increased interest from foreign VC and Private Equity firms, and the UAE with its trained eye on innovation will likely be no exception.</p> <p>Citi’s solutions are perfectly in synch with the needs of a startup - as a company grows and begins to expand internationally, its basic banking needs become complex at a rapid pace, and the need for scalable solutions becomes paramount.</p> <p>The opening up of an established, leading economy like the UAE will further enable these Israeli companies to find opportunities in an international market that serves as the world’s gateway to a region of 2.5 billion people within a 5 hour flight radius. Citi is ready to help when the expansion begins.</p>

WE LOOK FORWARD TO PUTTING OUR RICH HISTORY, ON-THE-GROUND PRESENCE, AND LOCAL KNOWLEDGE OF BOTH MARKETS TO THE FOREFRONT AS WE SERVE AS A DIGITAL BRIDGE BETWEEN THE TWO.

Contact us today to learn more about how we can help you discuss banking opportunities in either country:

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¹Source: SNC Finder Snapshot 2020

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