



FOR IMMEDIATE RELEASE
Citibank, N.A., Indonesia
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Citi Indonesia Shines the Spotlight on Digital Economy Growth at its 2024 Digital Leaders Summit

Jakarta, August 8, 2024 – Citi hosted the “Citi Indonesia Digital Leaders Summit 2024” on August 7, 2024, bringing together Indonesia’s leading digital and technology business leaders and industry participants to exchange views on solutions and initiatives to further accelerate the growth of the digital economy in the country.

The event was graced by Bambang Dwi Anggono, Director of the Ministry of Communication and Information Technology of Indonesia who addressed and discussed the opportunities and risk management from AI-business integration. Also in attendance were representatives from technology companies, venture capital firms, fintechs, and startups. Notable speakers included Panji Wasmana, National Technology Officer Microsoft Indonesia; Roderick Purwana, Managing Partner at East Ventures; Alvin Cahyadi, VP of Investments at AC Ventures; Marcella Moniaga, CFO and Co-Founder of Astro Indonesia; Deven Somaya, Global Head of Emerging Commerce Solutions at Citi; Helmi Arman, Chief Economist at Citi Indonesia, among others.

The forum discussed business growth opportunities in the technology and renewable energy sectors, the implications of artificial intelligence on the financial industry, and the startup funding landscape in Indonesia from the perspective of investors and businesses players. In addition, Citi also shared insights on its solutions and experiences to help clients find operating models that drive business growth.

The event was jointly hosted by Citi Commercial Bank (CCB) and Citi’s Treasury and Trade Solutions (TTS) business.

Citi Commercial Bank (CCB) provides global banking solutions to mid-sized companies that are looking to grow rapidly and expand internationally. CCB serves mid-sized enterprises in key industries such as digital technology, consumer retail, healthcare, business services and industrial through Citi’s extensive network which is present in over 90 markets globally.

“Through solutions offered by CCB, mid-sized companies can access global banking services that are on par with our large corporate clients. With Citi’s extensive global network, tailored solutions, local know-how and deep industry expertise, the bank can support mid-sized clients across various sectors at different stages of their growth journey,” said Edwin Pribadi, Head of Citi Commercial Bank for Indonesia.

Citi’s Services business facilitates over US\$5 trillion in payments daily, reaching 180 countries



across 135+ currencies.

“Enabling digital commerce is a priority area in Treasury and Trade Solutions, particularly as commerce moves increasingly online and our clients’ business models are shifting to scale for digital solutions. Across areas including payments and liquidity, we continue to invest in innovative, digital and fully-integrated solutions to deliver an unparalleled client experience while supporting our clients’ growth strategies,” said Yoanna Darwin, Country Head of Treasury and Trade Solutions, Citi Indonesia.

“Artificial Intelligence (AI) will profoundly change the future of finance. It could potentially drive global banking industry profits to \$2 trillion by [2028](#), a 9% increase over the next five years. Financial services, a data rich industry with clients adopting AI at pace, will be at the forefront of the change. Here at Citi, we are continuously modernizing our systems and capabilities, as well as enhancing our focus on product innovation and digitalization, to position ourselves as a critical pillar of stability for the local market and our clients,” said Batara Sianturi, CEO of Citi Indonesia.

“Our new structure to fully operate in Banking business advances our vision to be the preeminent bank for clients with cross-border needs. We’ve made significant strides through our interconnected business in Indonesia, including Citi Commercial Bank within the Banking business and Treasury & Trade Solutions, which is part of Citi’s Services business. Citi Commercial Bank is an integral part of Citi’s strategy as a key growth driver, and our Treasury & Trade Solutions is vital to thousands of global companies, with its leading global network at the heart of Citi’s strategy,” Batara added.

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About Citibank, N.A., Indonesia

Citibank, N.A., Indonesia (Citi Indonesia) is a full branch of Citibank, N.A., a wholly owned subsidiary of Citigroup, Inc., which is based in New York, United States of America. Citi is a preeminent banking partner for institutions with cross-border needs, a global leader in wealth management and a valued personal bank in its home market of the United States. Citi does business in more than 180 countries and jurisdictions, providing corporations, governments, investors, institutions and individuals with a broad range of financial products and services.

In Indonesia, Citi was established since 1968 and is one of the country’s largest foreign banks. Citi Indonesia now operates with a refined focus, maintaining four branches in four major cities in Indonesia, namely Jakarta, Bandung, Surabaya, and Medan. Additionally, the Bank sustains a robust corporate distribution network, with approximately 776 locations spread across 38 provinces.

In 2024, Citi Indonesia received numerous prestigious awards both domestically and internationally. Citi Indonesia was named *Indonesia’s Best International Bank* by Euromoney, as well as *Best Bank*, *Best Corporate Bank - Large Corp & MNCs*, *Most Innovative Use of Technology - Banks*, and *Highly Commended for Best Commercial Bank – SMEs* and *Best Sustainable Bank*, all for International categories from FinanceAsia. Citi Indonesia was also recognized as *Best Bank for Sustainable Finance*, *Best Bond*



Adviser - International, Best Green Bond - Geothermal Energy, Best Convertible Bond, and Digital Bank of The Year from The Asset, as well as 2nd Best Foreign Bank for Corporate Bank category from Infobank magazine.

Citibank, N.A., Indonesia is licensed and supervised by the Financial Services Authority (OJK).

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