

December 21, 2007
Moscow

ZAO Citibank held regular event within Citi Press Club



On Friday, December 14, Citi Press Club held its regular event. This time we emphasized Consumer business: journalists from the leading press, such as Kommersant, RBC Daily, MK and others were invited to visit the factory of the Rosan Finance company - Russian producer of different kinds of plastic cards including smart-cards. During the excursion journalists had opportunity to see all stages of banking cards production and address their questions to the guide - Executive Director of Rosan Finance, Natalia Goldobina and also informally talk to Rosan Commercial Director, Timur Rodionov and Citibank Vice President Credit Cards, Yuri Topunov.

The excursion was positively perceived by journalists who picked up interesting information for publications, partly issued in the press.

Citi Press Club is aimed at providing new exclusive information to the journalists specializing in financial and banking industry as well as ideas and topics for articles which are interesting for the press readers and increase their financial literacy. The further plans of Citi Press Club include new events for the press raising relevant topics on financial market.