

FORGING SLOVAKIA'S DIGITAL FUTURE: CITI'S 30+ YEARS OF INNOVATION AND DEDICATED PARTNERSHIP

IN THE CURRENT GEOPOLITICAL AND ECONOMIC CLIMATE, WHAT SHOULD SLOVAKIA PRIORITIZE TO REMAIN COMPETITIVE WITHIN THE EU AND GLOBALLY?

To strengthen its long-term competitiveness, Slovakia should prioritize a strategic shift towards higher value-added industries, particularly in IT and advanced technology. This requires fostering a dynamic and competitive business environment capable of attracting significant foreign direct investment and skilled talent, including from abroad, which is crucial given adverse long-term demographic trends. Furthermore, supporting entrepreneurship, cultivating robust startup ecosystems, and encouraging active angel investor communities will drive innovation and economic diversification. Finally, consolidating public finances is necessary to ensure a stable macroeconomic environment, but this must be achieved without undermining business competitiveness. A stable and predictable regulatory framework is paramount for attracting and retaining investments and ultimately creating new jobs.

WHAT ACHIEVEMENT FROM 2025 ARE YOU MOST PROUD OF, AND WHY?

In 2025, Citi Slovakia proudly celebrated 30 years of continuous presence in the country. This significant milestone underscores our unwavering commitment to the local market and our ability to consistently deliver exceptional value. I am particularly proud of how we leverage Citi's unrivalled global network, operating in 90+ markets and serving clients in over 180 countries, to bring world-class expertise and innovative, practical solutions directly to Slovakia. This approach has enabled us to support our clients effectively through various economic cycles and geopolitical shifts, demonstrating remarkable resilience, flexibility, and deep market knowledge. Our ongoing investment in next-generation platforms and digital solutions, driven by our comprehensive strategic modernization efforts, further solidifies our commitment to providing cutting-edge services and sharpening our competitive edge here in Slovakia.

HOW IS AI OR DIGITAL TRANSFORMATION CHANGING YOUR INDUSTRY, AND HOW ARE YOU RESPONDING?

AI and digital transformation are fundamentally reshaping the financial industry, propelling us towards a truly digital future where GenAI is an essential part of being a winning bank. At Citi, we are responding proactively by strategically integrating GenAI tools across our operations. This empowers our colleagues to make faster, data-driven decisions, automate repetitive tasks, and significantly boost productivity and efficiency. We've introduced proprietary tools like Citi Stylus for extracting intelligence from documents, Citi Assist for navigating policies, and Citi Squad for automating non-coding tasks for developers, complementing the use of GenAI tools like GitHub Copilot by over 30,000 Citi developers.

Our approach is governed by ethical considerations and a robust risk framework, with over 50 GenAI use cases currently under development. We firmly believe that AI serves as a powerful enhancement to human judgment, not a replacement. Beyond AI, our broader digital transformation strategy involves transitioning from legacy systems to fully digital platforms, such as CitiDirect®. This ensures faster, more seamless, and more secure transactions for our clients, significantly enhancing their ability to manage payments and financial operations. This steadfast focus on next-generation platforms and enabling the digital economy highlights our unwavering commitment to innovation and future-readiness in Slovakia.

JAN MELICHAR

CITI COUNTRY OFFICER &
BANKING HEAD SLOVAKIA



Jan Melichar is Citi's Country Officer and Banking Head for Slovakia, acting as Citi's principal representative to drive business growth, regulatory relationships, and governance. With over 20 years at Citi, he previously led Global Network Banking for the Czech Republic and Slovakia, specializing in global subsidiaries, automotive, and foreign direct investment. A strong advocate for talent and inclusive leadership, Jan chaired Citi Women employee chapters and now serves as Chairman of Junior Achievement Slovakia's Board. His active engagement in AmCham and other business associations underscores Citi's commitment to supporting Slovakian businesses and the economy. Jan earned an MSc from the University of Economics in Prague, and an MBA from IESE Business School in Barcelona, Spain.