ANZ- An Exciting Future

ANZ Grindlays Bank, a leading financial institution who has been in Sri Lanka since 1881, are now in the process of revamping their local operations to suit the enormous potential in this region’s emerging markets.

A major player in the international arena, the bank spreads its tentacles across 45 countries and offers a full range of banking and other financial services in their home markets Australia and New Zealand. Their continuous mission is to differentiate themselves from their competitors by the quality of their customer services, professionalism and international capability.

ANZ is making a significant contribution to the development of the region in the delivery of specialist cross border and project finance skills. At a local level through ANZ Grindlays, the bank is bringing in best practice products and services to the market’ said David Smith, ANZ’s regional general manager, on a recent visit to review the progress of their Sri Lankan operation.

The fruition of ANZ’s plans for Sri Lanka largely rests with the bank’s newly appointed general manager John G. Iossifidis. A new generation banker, lossifidis intends including in his market strategy, state of the art products such as priority banking and card based products which have been hugely successful in Australia and New Zealand. He feels this would help bring in more of the business segment to bank with ANZ.

ANZ who is the market leader of Euro currency within South Asia are firm in their determination to enhance their Sri Lankan image and to meet head on, the challenges of a growing market which might well prove to be one of the most exciting in the world.