



Glitnir Bank Steps Up UK Banking Operations

Nordic bank Glitnir entered the main UK banking arena this week with the launch of its UK marketing campaign.

London, United Kingdom, May 28, 2007 --(PR.com)-- Glitnir Bank has unveiled its marketing strategy for the UK which it hopes will woo British and international business customers with its emphasis on faster, more flexible banking.

Glitnir is the first Nordic bank to enter the British arena on a large scale; adverts are appearing in business and retail publications, such as the Financial Times and Bloomberg, featuring stopwatches, roller-skates and other objects with short, snappy captions such as "Like Banking: Only Faster."

Glitnir says it has one up on the bigger banks because by being small it can deliver responsive, more flexible and faster banking. It will employ an Icelandic "can-do" attitude - something evident in the recent economic boom in Iceland that was followed with so much interest in the UK. Glitnir Bank, with an office in London, will be offering [financial services such as retail, corporate and investment banking](#) as well as leveraged finance, loan syndication and capital management.

Glitnir Bank also stands out amongst its Scandinavian competitors and other UK banks by offering expertise in niche sectors such as seafood / food manufacturing, retail, esp. fashion retail and sustainable energy. In 2005 the bank was involved in financing the world's largest geothermal district heating utility in China and recently helped launch Copeinca, one of the biggest fishmeal and fish oil producers in Peru, as the first foreign fishing company on the Oslo Stock Exchange.

As well as an office in London, Glitnir also has operations in Luxembourg, Canada, Shanghai, Denmark, Sweden, Norway and Iceland.

To find out more visit www.glitnir.co.uk

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