

06/19/2024

Press Release →

Anniversary in America

25 Years New York Branch – LBBW creates growth opportunities in the Americas region

For over 25 years, LBBW's New York branch has been the vibrant center of the bank's transatlantic activities. From there, the Regional Hub for North and Latin America organizes the entire Americas business of LBBW and manages the LBBW locations in Mexico City, Sao Paulo and Toronto. The American continent is LBBW's largest business region outside of Germany.

LBBW CEO Rainer Neske: "With our location in New York, we have created a stable and successful connection to an attractive and constantly growing market. The strong economic growth offers our customers opportunities that we have been helping to succeed for over a quarter of a century with tailor-made and innovative business."

New York location - branch and hub for LBBW's Americas Region

LBBW's predecessor institutions already had representative offices in New York in the 1980s. A licensed branch was established in 1998 to provide customers with even stronger support for their US activities by offering additional services, primarily financing and capital market solutions. Today, LBBW's New York Branch - located directly in Manhattan between Rockefeller Center and Times Square - employs a total of 70 people.

The branch provides support to German, Austrian and Swiss companies and their US subsidiaries for their business activities in America. For this purpose, the branch maintains a so-called "Corporate Desk", which primarily supports companies with financing solutions. Other main business areas include capital markets, commercial real estate financing and project financing for energy and infrastructure projects.

Added value for a wide range of customer groups

The LBBW branch in New York has been managed by Leonard Crann since 2010. As the head of the LBBW Americas region, he has also been responsible for the three locations in Mexico City, Sao Paulo and Toronto since 2018. "The branch's business areas and the range of services are diversified. Our clients therefore include companies from the German speaking regions as well as US corporations and financial institutions. All of them particularly appreciate the dependability of our work, the long-term nature of

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our business relationships and our constant efforts to create real added value for their activities," adds Leonard Crann.

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