

**Long the home of enormous private wealth, the Middle East, Africa and South Asia (MEASA) region is creating new opportunities for private banking.**

The region continues to represent some of the fastest growing areas of wealth accumulation in the world. As a result, high-net-worth and ultra-high-net-worth individuals and families require sophisticated wealth management solutions that are ideally served by private banks located in DIFC. Not only is DIFC at the heart of regional banking and financial deal making, but it also offers the most established legal and regulatory environment of its kind and a structure specifically suited to the unique needs of private banking operations. The fast-growing financial ecosystem in DIFC also provides an unrivalled mix of professional services providers and experts. They provide capital market, wealth management, investment banking, and alternative investment services. Private Banking is one of five areas within the Banks and Capital Markets focus at DIFC. The other areas include Banking, Investment Banking, Brokerage and Capital Markets.