



SUCCESS STORY



Lime Trading Corp. | lime.co/trading/

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Chief Technology Officer, Lime Trading

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Jacky Kwok

Chief Commercial Officer, CITIC Telecom CPC

CITIC Telecom CPC and Lime's Strategic Partnership Paves the Way for Going Global and Coming to China

Time is money. Cyprus-based brokerage firm Lime Trading wasted no time expanding its business to China with its trusted ICT partner, CITIC Telecom CPC, to build a high-speed trading platform and connectivity.

“CITIC Telecom CPC hyper connects Lime Trading to enable high-speed trading with low-latency networks.”

Serving over 400,000 customers in 80 countries, Lime Trading is known for its low-latency trading infrastructure and unified online platform for investing in multiple financial products. The platform facilitates real-time trading of stocks, options, futures, bonds, and currencies. Despite global geopolitical uncertainty, the firm continues to expand and plans to develop its service portfolio in the growing Chinese financial markets.

“The Chinese market is one of the major global financial centers with huge capitalization and growth opportunities,” said Oleg Gurskiy, CTO, Lime Trading. “Alongside the diversification of their investment portfolios, our clients are expanding their exploration of the Chinese market.”

New Strategy for China Expansion

Lime Trading is no stranger to growth and expansion. The EU-authorized and regulated brokerage firm covers 100 global financial exchanges and is still growing. However, entering China calls for a new strategy—one that involves close collaboration with partners.

“If you are working in Asia, it’s necessary to have a local partner. Challenges of entering the Chinese market involve both social and technical elements,” said Gurskiy. He noted mastering the local legal and technical languages is critical to meeting compliance and service level requirements. Despite its experience in complying with different countries’ regulations, Gurskiy said one critical challenge for the firm is complying with China’s Cybersecurity Law, the Multi-Level Protection Scheme (MLPS 2.0), and supporting its multiple security and data backup standards.

In addition to regulatory requirements, Lime Trading must also meet its service level commitment to customers. Low-latency trading has been the cornerstone of the firm’s success in Europe. Yet, living up to that promise in the newly expanded Chinese market means Lime Trading needs more than high-speed connectivity. It needs to review its global IT infrastructure.

Partnership Makes Perfect – Your Trusted Partner for Coming to China

This is when Lime Trading turns to its trusted ICT partner, CITIC Telecom CPC. The company, rooted in Hong Kong and Mainland

> Global-Local Intelligent DICT Service Partner

TrueCONNECT™ offers seamless, secure and reliable managed private network services. It uses MPLS network to link together offices and sites in different locations with multiple CoS and guaranteed QoS. It is a cost-effective alternative to IPLC and other Layer 2 private network without compromise to security.

SmartCLOUD™ solutions deliver unprecedented flexibility and scalability to enable any-sized enterprise to rapidly deploy any scale of service with little delay or administrative overhead. Customers can dynamically allocate resources to address business tasks, all protected with highly secure connectivity to ensure data integrity. SmartCLOUD™ solutions also seamlessly interoperate with the company's other products and services.

Innovation Never Stops



China, has a global footprint across 160 countries and regions and more than 30 data centers. It has been backing up Lime Trading's expansion since 2018, providing private network services and cloud infrastructure.

"We have been working with CITIC Telecom CPC for a long time," said Gurskiy. "Having had positive experiences in Europe and America, we expect no less from this partner with our expansion in Asia."

To help its expansion into China smoothly and swiftly, Lime Trading has recently deepened its relationship with CITIC Telecom CPC. Riding on the operator's technical expertise and regional business knowledge, the firm reviewed its global IT infrastructure.

"Embracing Lime Trading, we are excited to deepen our partnership spans across different continents, strengthening our global alliance," said Jacky Kwok, Chief Commercial Officer at CITIC Telecom CPC. "We focus on customizing the needs of each customer, offering our knowledge for businesses expanding into China by maximizing the potential of their multi-tier cloud platforms."

Take High-performance Trading to New Heights with SOC-powered Security

This custom-designed global IT infrastructure supports Lime Trading's ability to build a hybrid cloud architecture with on-premises infrastructure in New Jersey and to deploy cloud computing resources in multiple regions across the U.S., Europe as well as Shanghai, China. Adopting SmartCLOUD's suite of enterprise cloud solutions, the firm strategically lays the groundwork for potential cloud computing expansion to Hong Kong and Guangzhou, ensuring seamless adaptability when the time is right.

To securely connect multiple sites with high-performance networks, CITIC Telecom CPC offers TrueCONNECT™ VPLS Private Ethernet. This virtual private LAN is essential not only for meeting China's complex compliance requirements but also serves as a foundation for Lime Trading to continue providing scalable, highly redundant, and reliable low-latency trading to its customers worldwide. These connections, combined with the operator's fully redundant cloud resources, support the brokerage firm with an availability of 99.99% service level agreement (SLA).

Seamless and secure data transfer is crucial for Lime Trading and its customers. The firm processes a massive volume of sensitive

financial data transactions every second; any delay or security breach could result in millions or billions of financial losses. To safeguard these operations, CITIC Telecom CPC also provides round-the-clock cybersecurity monitoring through its self-developed and self-managed world-class Security Operation Centers (SOCs) located in Hong Kong, Guangzhou, and Shanghai. Its 7x24 dedicated SOC team, comprised of highly skilled security professionals, leverages cutting-edge technology, including advanced dual SIEM platforms for real-time threat monitoring and response to effectively protect enterprises' businesses.

Going Global and Coming to China

Lime Trading is not the only company expanding into China in recent years. Amidst the rise of different Belt and Road initiative projects, more Chinese businesses are going global with overseas enterprises coming to China.

These expansions are bringing businesses new opportunities but also taking them into uncharted waters and unfamiliar territories. They must navigate foreign cultures and languages, contend with new regulatory requirements, and review their digital resources. The partnership between Lime Trading and CITIC Telecom CPC showcases the value of having a trusted ICT partner during these expansions.

"Technological efficiency, multi-language support, and customer support are the three key benefits of this partnership," said Gurskiy. "CITIC Telecom CPC provides us with excellent comprehensive managed services, including multi-lingual support, native-speaking IT professionals, and consultation services. These allow us to address technical issues promptly and focus on our core business."

With a global presence, local IT experts, and extensive industry knowledge, CITIC Telecom CPC is emerging as a leading regional ICT service provider that helps enterprises achieve operational efficiency and comply with local regulations when going global and coming to China.

"Partners with local business know-how and global technical support are critical to successfully navigating the Belt and Road initiative," added Jacky. "At CITIC Telecom CPC, we are committed to connecting the world and fostering a collaborative ecosystem with our technical expertise and exceptional customer experiences. Rest assured, CITIC Telecom CPC stands as your trusted partner for going Global and coming to China," he concluded.

CITIC Telecom CPC

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