

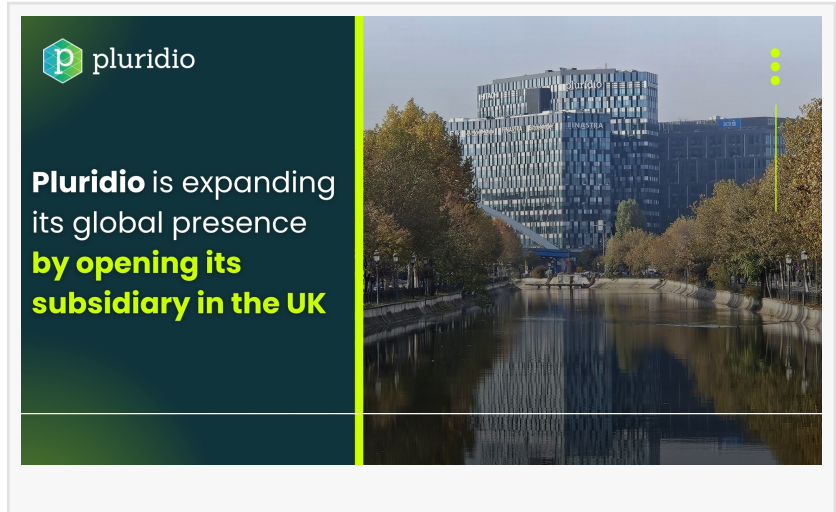
# Fintech company Pluridio is expanding its global presence by opening a subsidiary in the UK

*Pluridio, a leading provider of Capital Markets sales and trading software solutions, is proud to announce the establishment of its new subsidiary in London.*

LONDON, UNITED KINGDOM, February 5, 2025 /EINPresswire.com/ -- [Pluridio](https://www.pluridio.com), a leading provider of Capital Markets sales and trading software solutions, is proud to announce the establishment of its new subsidiary, Pluridio UK Ltd., headquartered at 18th & 19th Floors, 100 Bishopsgate, London, United Kingdom. This strategic expansion marks a significant milestone in Pluridio's global growth, reinforcing its commitment to delivering innovative [financial technology solutions](#) to sell-side banks and financial institutions across Europe, Africa, and the Middle East.

With London being a global financial center, Pluridio UK Ltd. will serve as the central sales headquarters, leading the company's commercial efforts in these high-potential regions. Europe hosts some 1,393 commercial banks and 1,012 branches of foreign banks, while Africa is home to 852 commercial banks—a vast and dynamic market for Pluridio's suite of sales desk, compliance, and trading automation solutions. The Middle East, with its growing financial sector and demand for digital transformation, represents another strategic focus for the newly established subsidiary.

By consolidating its sales operations in London, Pluridio aligns with a proven model adopted by other global financial technology vendors, leveraging the city's global talent pool and strong ecosystem of financial institutions, regulatory bodies, and technology partners. A dedicated sales team based in Pluridio UK Ltd. will enhance market penetration, accelerate client engagement, and strengthen partnerships with financial institutions seeking advanced automation solutions tailored to sell-side Capital Markets operations.



“The launch of Pluridio UK Ltd. represents an important milestone in our mission to bring Pluridio’s sales and trading technology to a global audience,” said Marius Ionescu, CEO of Pluridio. “London provides the natural gateway for expanding our footprint across Europe, Africa, and the Middle East. With a specialized sales team in place, we are well-positioned to drive innovation and support financial institutions in their digital transformation journeys.”

Leading the efforts at Pluridio UK Ltd., Lukash Beeharry, Group Head of Sales and Relationship Management, emphasized the importance of this expansion:

“Our presence in London allows us to build stronger relationships with banks and financial institutions across key global markets. We are here to provide tailored solutions that enhance sell-side workflow and improve overall efficiency. Pluridio’s technology is built for the future of banking and capital markets, and with our dedicated team on the ground, we are ready to deliver measurable impact.”

Pluridio’s expansion into the UK reflects its long-term vision of establishing a truly global presence, ensuring that financial institutions across multiple regions can benefit from its expertise in regulatory compliance, automated trading, and client relationship management solutions.

#### About Pluridio

Pluridio is a leading provider of Capital Markets sales and trading workflow solutions, offering an advanced suite of systems for data aggregation, sales automation, compliance, trading, and digital transformation. By combining technology with a client-first approach, Pluridio empowers financial institutions to optimize operations and unlock new opportunities for growth.

Alexa P

Marketiu

+40 737 271 043

[email us here](#)

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