



## **Supporting National Economic Empowerment, PSF and HSBC Intensify Banking and Financial Education Program**

Jakarta, May 18, 2016 – The Sampoerna University, PSF and HSBC have reiterated their commitment to intensify education programs for financial literacy, through the **Banking and Financial Education Program** which has been rolled out since October 2015.

This is a response to the limited number of professionals in the banking industry who are qualified and highly competent. The shortage is often caused by the less optimal support given by banking services to boost the performance of businesses in Indonesia, especially SMEs. Despite the strong performance of the banking sector in Indonesia, one issue remains to be addressed: the quality of banking professionals that bridge relations between banks and people and the business world.

The program being held now comprises Training of Trainers which targets teaching staff at 210 colleges across Indonesia and the Professional Development Program for banking professionals and other financial institutions, as well as SMEs in Indonesia. To ensure that the knowledge given is effective, comprehensive, and actual, PSF and HSBC also partner with the Financial Services Authority (OJK) and the Ministry of Research, Technology and Education in the implementation of the program.

"The availability of qualified Human Resources (HR) with a sufficient quantity in the banking sector is a challenge that must be anticipated, especially to address issues that often emerge from knowledge gap, as well as financial literacy that has not reached the expected level," said **Ari Kunwidodo, Fundraising Director of Putera Sampoerna Foundation**. "Professional Development Program and Training of Trainers that we organize is part of the integrated and interrelated efforts to improve financial literacy in Indonesia."

The Banking and Financial Education Program held by PSF, HSBC and Sampoerna University is also supported by the Financial Services Authority (OJK). **Horas VM Tarihoran, Director of Literacy and Financial Education** at OJK, said, "Based on a survey conducted by OJK in 2013, the number of people with good financial literacy level only accounted for 21.84% of the total population. Therefore, we always welcome and support educational programs aimed at lifting financial literacy in Indonesia, such as the intensive program organized by PSF, HSBC and Sampoerna University. We hope the program can strengthen financial literacy so that people will be more familiar with the benefits and risks of financial products and services, understand their rights and obligations and believe that the products and financial services that they have chosen can improve their welfare. "

The financial literacy program organized by Sampoerna University is also correlated with the planned integration of the banking and financial sectors in ASEAN by 2020 which would become a challenge and an opportunity at the same time for Indonesia to produce leaders in the banking and financial industry that are reliable and competitive at a higher level. This can only be realized if people through educational institutions and economic players who are at the front line have good understanding of the use of available banking and financial instruments in the economy.



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**Nuni Sutnyoko, Head of Corporate Sustainability at HSBC Indonesia**, said: "HSBC is committed to a sustainable business development which means building the social, environmental, and economic aspects of the society. We want to be involved in economic growth in Indonesia, and therefore we believe that through financial literacy development and financial inclusion people are facilitated to improve their economy. We believe that improved financial literacy rate will support the efforts to lift people welfare in particular, while helping accelerate the nation's economic development. "

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#### **About HSBC**

HSBC has been operating in Indonesia since 1884 and currently serves customers through its 38 branches in six major cities in Indonesia. With the support of more than 3,000 employees, HSBC Indonesia has now developed into a leading international bank in Indonesia which offers Commercial Banking and Global Banking for Corporate and Institutional services, Global Markets for the management of Treasury and Capital Markets as well as Retail Banking and Wealth Management.



#### **About Putera Sampoerna Foundation**

Putera Sampoerna Foundation (PSF) is the first social business institution in Indonesia which has a vision to create reliable future leaders that are expected to be able to face global challenges, contribute and bring positive change to the communities around them. PSF believes that the vision can be achieved by providing quality education for Indonesian students. To maintain the sustainability of its social business, PSF takes the role of an organizer of social responsibility programs (CSR operator) which has gained trust from more than 300 companies, organizations and associations to carry out CSR programs. PSF has obtained ISO 9001: 2008, which is a certificate given to organizations with quality management system which meets the international standards. Periodically, PSF is audited by an independent international auditor. PSF publishes the results of the audit in an annual report that can be accessed by the public through PSF's official website. For more information, visit [www.sampoernafoundation.org](http://www.sampoernafoundation.org).

#### **About Sampoerna University**

Sampoerna University is part of the Sampoerna School System with its various educational channels aimed at improving access to international education for Indonesia's youth. USBI-Sampoerna University has become an institution which effectively improves access to international education for young generation in Indonesia with the goal of creating quality future leaders. The USBI-Sampoerna University cannot be separated from the Putera Sampoerna Foundation which was founded in 2001 and has historical achievements in improving the quality of education in Indonesia for more than ten years. The university was preceded by Sampoerna School of Education in 2009 and the Sampoerna School of Business in 2010. Since 2013, the two Putera Sampoerna Foundation colleges were integrated to create the USBI-Sampoerna University which opens three faculties, namely the Faculty of Education, Faculty of Business, and the Faculty of Science and Technology and is supported by a language center, namely the Institute of Language and Communications.