

Press Release

For immediate release

HSBC and PSF Educate Financial Lecturer to Support Economic Growth in Eastern Indonesia

- Research becomes one of the main vessels to develop Indonesian finance and banking sector
- Research and publication workshop from HSBC and PSF aids more than 100 lecturers on how to manage the digital journal, research technique and recent issues within banking sector
- Workshop is part of HSBC, PSF and SU education program to expand literacy and financial inclusion in eastern Indonesia

MAKASSAR, September 13, 2017 – Bank HSBC Indonesia and Putra Sampoerna Foundation (PSF) through Sampoerna University today offers financial and banking education that target lecturers in eastern Indonesia – particularly in South Sulawesi and surrounding areas. The activity is part of the company's commitment to raise financial inclusion in Indonesia, including the eastern parts of Indonesia.

Following the establishment of PT Bank HSBC Indonesia after its integration in April 2017, HSBC now aims to support the greater public, including Makassar, which is one of the important cities that connect the eastern region of Indonesia with other regions. "HSBC's existence in Makassar serves to connect the Makassar public with various opportunities and become a growing part here. Aside from the various banking capabilities, we see that improving financial understanding is also important to improve community welfare," said **Nuni Sutyoko, Head of Corporate Sustainability, Bank HSBC Indonesia**.

Lecturers are seen as the most important agent of change within the HSBC and PSF financial education mission. Therefore, HSBC and PSF through SU held research workshops and publications devoted to lecturers. "We hope this research and publication workshop will raise the interest and number of research and publications in the financial and banking sectors, which will ultimately encourage stronger literacy and financial inclusion in Makassar and surrounding areas," Nuni said.

Indonesia currently has low productivity when it comes to the writing and publication of scientific papers. According to Scimago Journal & Country Rank 2015 data, there are 452 documents and scientific publications of business and management in Indonesia. The figure shows that the country is still lagging behind Malaysia and Singapore with 1,070 documents and 528 documents respectively. In fact, the population of Indonesia is more than eight times that of Malaysia and 40 times that of Singapore.

Publication of research in international journals can be an indicator of a country's educational progress. The workshop has two main objectives. First, lecturers are given an understanding of current

topics in the finance and banking sector that can be further developed – both of which involve macro prudential and micro prudential aspects – to foster the deepening and stability of the financial sector for economic growth. Second, the workshop provides practical guidance on how to write scientific research and publish research in international journals," said **Wahyoe Soedarmono, Project Manager of HSBC-PSF Cooperation Program and economist at Sampoerna University.**

Nuni also explained, "At HSBC, we always support education at various levels, especially those related to finance. We view academics –especially lecturers – play an important role in improving the quality of education, especially in the context of student learning materials that will become future industry players. Therefore, we also encourage quality research activities, which eventually become a catalyst in the progress of the financial sector and banking in Indonesia."

According to the survey from the National Development Planning Agency (Bappenas) with the governments of Australia and Switzerland in 2016, only 41 percent of eastern Indonesians have used banking services; about 54 percent also do not have their own bank account. In South Sulawesi alone, an OJK survey shows that the literacy and inclusion of people's finances are respectively at the level of 28.36 percent and 68 percent.

"This program is in line with government efforts to encourage financial literacy and inclusion in eastern Indonesia through scientific research. So far, financial and banking issues have been widely viewed from an aggregate or national perspective. In fact, many unique problems are found in each region. We hope this research workshop will support academics in the eastern parts of Indonesia in mapping issues and identifying the specific implications of financial and banking policies to be implemented in the region," Wahyoe explained.

The workshop is not only a place to discuss the latest issues and trends, but also a training ground for lecturers who are not familiar with digital journal systems. "The digital-based Open Journal System (OJS) has become the latest trend in scientific publications. Currently, the majority of journals for research publications are directed no longer in hard copy form, but in digital form. Therefore, lecturers need to enrich their knowledge comprehensively to manage open access and national reputable journals, including in the field of finance and banking," explained **Achmad Zulfikar, Head of Region Coordinator for Indonesian Journalists Volunteers (RJI) South Sulawesi**, a strategic partner of HSBC Indonesia in the workshop.

Research becomes the main vessel for generating inventions and innovations that lead to the improvement of the nation's competitiveness. This is in line with the vision of The Research and Technology and Higher Education Ministry as it attempts to realize Indonesia 2040 competitive and research-based sovereign. The Directorate General of Higher Education of the Ministry of Education and Culture also issued Decree 152 / E / T / 2012 which requires academics – including lecturers – to publish their scientific work in national and international scientific journals. The need for higher interest and the amount of research is also in line with the university's obligation to run Tri Dharma Perguruan Tinggi, which includes the release of scientific papers.

The financial and banking workshop is part of a series of financial and banking education programs initiated by HSBC Bank Indonesia, in collaboration with PSF and Sampoerna University. In entering the second year, the program is aimed at creating a multiplier effect on financial and banking education, both nationally and locally.

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About PT Bank HSBC Indonesia

HSBC has been operating in Indonesia since 1884 and currently serves customers through 38 branches in 6 major cities in Indonesia. With the support of more than 3,000 employees, HSBC Indonesia has grown to become the leading international bank in Indonesia offering Commercial Banking and Global Banking services for Corporate and Institutional customers, Global Markets for Treasury and Capital Market and Retail Banking and Wealth Management.



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About Putera Sampoerna Foundation

The Putera Sampoerna Foundation (PSF) is the first social business institution in Indonesia with the vision to establish trusted Indonesian leaders in the future, who are expected to face global challenges, while contributing and delivering positive changes to society. PSF believes that its vision can be achieved by ensuring quality education for Indonesian students.

To safeguard its social business continuity, PSF serves the role as CSR operator entrusted by more than 300 corporations, organizations as well as associations to execute their CSR programs. PSF has secured the ISO 9001:2008 certificate, which is given to organizations with quality management systems that comply with international standards. PSF is routinely audited by independent and international auditors. PSF publishes its audit results in its annual report that can be accessed by the public through the official PSF website. For further information, please visit: www.sampoernafoundation.org.

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