

Press Release

Jakarta, 2 October 2017

HSBC introduces “Coffee Month” Program to support local potential and celebrate the urban productive life style

Coinciding with International Coffee Day festival, October 1st, HSBC introduces Coffee Month programme throughout October 2017. In partnership with 36 leading brand coffee shops – Tanamera Coffee, Liberica, Crematology, Coffee Roaster, St. Mark Café, Illy Caffè, KLTR Coffee Roasters, Koultura Coffee and 1/15 One Fifteenth, HSBC is supporting the dynamic, highly-mobile life style within urban community. This programme also aims to support one of Indonesia’s local commodity potential that has been known worldwide, coffee.

The coffee culture is closely related with the development of creative business ecosystem, for both the Coffee Shop industry and other start-up business, most often depending on coffee shops as part of their operational needs. By supporting the coffee shops in Indonesia, HSBC is also encouraging the whole ecosystem of the creative business, and the cultivation and processing of Indonesian coffee as well.

Dewi Tuegeh, Senior Vice President, Retail Banking, and Wealth Management, PT Bank HSBC Indonesia, says, “We will always help each individual to fulfil various aspiration and ambition. By introducing the Coffee Month, HSBC also wishes to support each individual to keep being productive, creative, optimising their passion, as well as supporting the development of Indonesia’s coffee industry.

“Drinking coffee is not identical with leisure. For Indonesian urban – from high school students, university students, professionals and business actors – activities surrounding coffee shops are more linked to their daily pursuits such as working, discussing, or completing school assignments, thanks to the internet- based technology that serves as facility generally available at the modern coffee shops.

The urban spend around two hours at the coffee shop on the average. The consumers’ type of activities also depend on location. In the business area, activities at the coffee shops usually include working, business meetings and brainstorming, whereas in the residential area, coffee shops are made into a place for family gatherings, reunions or simply social rotating funds meetings (arisan) ¹. The high interest of urban people to enjoy coffee while conducting different chores naturally confirms the growing consumption of coffee in Indonesia. As reported by the International Coffee Organisation, the growth of coffee drinkers in Indonesia is even higher (>8%) compared to that of global coffee drinkers (6%).

¹ Analysis on visitors’ behavior, Tanamera Coffee Indonesia, 2017

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“It is the phenomenon on urban enthusiasm in drinking coffee that excites us to participate as one of HSBC partners for Coffee Month programme” says Anindita Sekar Jati, Corporate Communication and Social Responsibility, Tanamera Coffee.

The “Coffee Month” programme from HSBC credit card presents a 50% off for each second menu order and its following multiplication by using any type of HSBC credit cards. Through this programme, HSBC hopes to support passion to enjoy coffee and to realize ambitions for many business actors.

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