

HSBC Indonesia Supports SMEs to Rise and Up Scale

Celebrating one year of HSBC Fusion role in navigating Indonesian SMEs through pandemic challenges.

Jakarta, 26 March 2021 - The challenges in the pandemic have prompted many SMEs to be more active and resilient. The result is, among others, rapid growth of the eCommerce sector. Surveys have shown the sector grew by almost 100% in 2020.¹

The government is also working to push SMEs to go digital, which is an important part in the integration of digital ecosystem with digital payments to provide SMEs with more access to the market.

In line with this, in 2020, PT Bank HSBC Indonesia (HSBC Indonesia) launched a new proposition for the SME segment called FUSION. In celebration of one year of its launch, HSBC FUSION held a webinar themed Transforming Indonesian SMEs to Rise and Up Scale.

The webinar featured **Minister of Cooperatives and SMEs Teten Masduki** who revealed that the ministry is preparing four major transformation initiatives: transformation from informal to formal, transformation to digital and utilization of technology, transformation into value chains and modernization of cooperatives. The banking sector has a critical role in supporting the transformation of SMEs into consolidators and catalysts of SME products in the real sector and to support the integration of SME products into the large industrial supply chains.

Meanwhile, **President Director of HSBC Indonesia François de Maricourt** said, "Through HSBC's capabilities, we want to help SMEs accelerate growth and reach their maximum potential. One of the ways is to help them adapt to new, more resilient business models for greater market reach. This will mean improved, more competitive product quality with export potential."

We are also introducing our digital capabilities to make SMEs increasingly agile and effective in managing finances."

With its capabilities, HSBC FUSION offers customers three benefits, namely:

- **Clarity** – ease in the management of business and personal finances which provides clarity of financial information and personal funds through a single screen on Business Internet Banking.
- **Saves time** – fast and efficient connection in accessing services and important information needed in a real-time manner through the HSBC Fusion Contact Center and Business Internet Banking, which delivers convenience and free transaction fees in Rupiah without limits without quota
- **Helps You Get Ahead** – a commitment to supporting customer business growth by providing access to funding of up to Rp10 billion (with collateral) and up to Rp1 billion (PiNTA - Unsecured Business Loan) plus consultation with HSBC Premier financial management experts for your personal investment.

On the same occasion, **Director of Wealth and Personal Banking at PT Bank HSBC Indonesia Edhi Tjahja Negara** said, "SME players are different from other business players. More than 60% of SMEs combine business and personal finances. Therefore, a year ago we built a new proposition to help Indonesian SMEs,

which we call HSBC Fusion. This is a combination of business and personal banking so that SMEs can manage both effectively, because the combination of the two gives strength to SMEs."

The event, which brought together nearly 400 participants from SME sector, also presented Hanung Harimba Rahman, Deputy for SMEs at the Ministry of Cooperatives and SMEs and Dewi Meisari, co-Founder of UMKMIndonesia.ID to discuss business opportunities and strategies that can be implemented by SMEs, and the support that HSBC Indonesia can provide to help them grow.

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About PT Bank HSBC Indonesia

HSBC has been operating in Indonesia since 1884 and currently serves customers across the country. PT Bank HSBC Indonesia is a member of the HSBC Group which offers Commercial Banking and Global Banking services for corporate and institutional customers, Global Markets for Treasury and Capital Market management as well as Wealth and Personal Banking.

Untuk informasi lebih lanjut mengenai layanan HSBC Fusion dapat dilihat di website hsbc.co.id/fusion atau layanan HSBC Fusion Contact Center di 1 500 501.

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