



Press Release

Preservation of Batik Art Through Batik and UMKM Product Exhibition

SEMARANG, March 30, 2021 – YCAB Foundation, in collaboration with HSBC Indonesia, presents Batik and UMKM Product Exhibition at the Rumah Belajar Batik Semarang, Central Java on March 30 and 31, 2021. The event also will be held virtually to contribute towards the preservation of batik. The event aims to boost Micro, Small, and Medium Enterprises (MSMEs) in reviving the country's economy.

According to the Ministry of Cooperatives and Small and Medium Enterprises, there will be 64.1 million MSMEs in 2021. This number is equivalent to 99 percent of the total businesses in Indonesia. However, MSMEs is one of the sectors that is most affected by the Covid-19 pandemic. To support the significance of MSMEs in Indonesia and empower local creative industry players, especially batik artisans, YCAB Foundation and HSBC Indonesia will be presenting the works of twenty groups of batik artisans from the Rumah Belajar Batik Semarang (Batik Learning Center) through this exhibition.

The exhibition will be held at the Rumah Belajar Batik Semarang, located on Jl. Raya Cangkiran-Gunungpati No.2, RT 04/RW 01, Tambangan, Semarang. Visitors can expect a beautiful presentation of various batik craftsmanship and also a fashion show, presenting the work of the batik artisans. On the second day, there will be a batik talk show event presented by speakers from the Professional Certification Institute (LSP) for batik, the Semarang Regional National Craft Council (Dekranasda), the Cooperative and UMKM Office, as well as Semarang batik artisans. In facilitating excited batik admirers who are unable to attend in person, a virtual exhibition is organized and ready to access.

Veronica Colondam, CEO and Founder of YCAB Foundation says, "YCAB's mission for batik artisans at the Rumah Belajar Batik Semarang is not only to teach how to produce batik but to also help them become more independent with a well-established job and steady income. One of our goals in organizing this batik exhibition is to display the beautiful products from the Rumah Belajar Batik Semarang for all visitors and Indonesian batik admirers to see. We wish that this event will instill enthusiasm in our students in maintaining the preservation of Indonesian batik culture, giving them a chance to contribute to the art scene of the world. "

"We are very proud of Rumah Belajar Batik Semarang to empower and increase the employment rate for underprivileged people who are still in their productive age. We work together to launching this product exhibition to the public in the hope that people can better understand and appreciate Indonesian batik. All of the batik product displayed in the exhibition is an achievement of the outstanding results of the program that has been run. Batik skill from the exhibition's participants will be preserving culture, also equip and empower the beneficiaries to create success right now and in the future., "said Nuni Sutyoko, Head of Corporate Sustainability at PT Bank HSBC Indonesia.

The exhibition, which will last for two days, will be opened with ceremonies, traditional art performances and batik fashion shows. On the second day, the event will present a batik talk event and invite speakers from the Professional Certification Body (LSP) for batik, the Regional National Handicraft Council (Dekranasda) Semarang, the Office of cooperatives and MSMEs, as well as practitioners and artisan batik Semarang. This exhibition is open to the public, especially batik enthusiasts, local governments, PKK groups, teachers, and also the entire general public. Guests who attended the exhibition included The Head of Dekranasda Kendal, The Head of The Office of Cooperatives and MSMEs Kendal, Regent of Kendal, and Head of the Office of Cooperatives and MSMEs Semarang City.

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About YCAB Foundation

YCAB Foundation is the founding and flagship organization in YCAB Social Enterprise Group that was established in 1999. With a mission to break the generational poverty cycle using financial inclusion as an instrument to enable education, YCAB has successfully impacted more than 4,1 million youth. In 2021, YCAB was ranked #29 on TOP 200 World NGO/SOs by NGO Advisor in Geneva. Currently YCAB has 15 schools giving extra-curricular digital literacy training to underserved youth in 7 provinces in Indonesia, and cultivates almost 200,000 women micro entrepreneurs through YCAB Ventures

www.ycabfoundation.org IG @ycabfoundation

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About HSBC Sustainability

For HSBC, sustainability means building the business for the long term by balancing social, environmental and economic considerations in the decisions it makes. This enables the bank to help businesses thrive and contribute to the growth and resilience of communities. HSBC helps to contribute to community projects globally and thousands of employees across the world to get involved by volunteering time and sharing skills. Its community investments are pivoted around employability, sustainable planet and sustainable finance. For further information [click here.](#)

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