

Press Release

For Immediate Release

## Putera Sampoerna Foundation and HSBC Support the MSME Business Development in Bogor

*In collaboration with Dewan Kerajinan Nasional Daerah (Dekranasda) conducting a sustainable training to give an in-depth understanding of basic financial skills*

**Bogor, March 2, 2016** – Putera Sampoerna Foundation (PSF) in collaboration with HSBC through the Faculty of Business of Sampoerna University, organizes a coaching and training programme for MSMEs in Bogor. This advanced training addresses the survey conducted by Sampoerna University in November 2015, which showed that the financial literacy and inclusion rate of MSMEs in Bogor was relatively low, with more than 50% of MSMEs having no basic understanding of financial management.

The programme was opened by the wife of the Mayor of Bogor **Yane Ardian**, who is also a Chairman of Dewan Kerajinan Nasional Daerah (Dekranasda). A total of 45 participants from MSMEs were given a basic knowledge of financial reports and statements, bank loan application and e-commerce training that will help them in expanding their business.

“There are more than 15,000 micro, small and medium-sized enterprises (MSMEs) operating in Bogor. In view of that fact, their ability to grow the business will give a significant contribution in strengthening Bogor’s economy” **Yane Ardian** said. “That’s why we support this training program from Sampoerna University, HSBC and Bank Ekonomi, because it will provide the MSMEs with the basic understanding of finances, that hopefully will help them to reduce the tendency and pressure from lending money from creditors/loan sharks,” she added.

“This financial literacy and education programme helps MSMEs to get better knowledge and understanding about the financial industry, to give them capability in accessing financial products and also to create a good financial management. Thus, Otoritas Jasa Keuangan (OJK) collaborates with Sampoerna University to make this activity as a part of our education program in 2016,” said **Horas VM Tarihoran**, Director of Literacy and Financial Education Otoritas Jasa Keuangan (OJK).

“All of the materials in this training are needed by MSMEs and we are hoping that this activity will be a sustainable programme for the participants and other MSME” said **Bambang Setiono**, Manager of Banking and Finance Program, HSBC PSF.

Today’s training and coaching session is one of the community development activities that are part of the banking and financial education program, a collaboration effort between HSBC Indonesia and Putera Sampoerna Foundation (PSF) through Sampoerna University (SU).

“Since November 2015, PSF and HSBC through Sampoerna University has collaborated to create a maximum financial literacy and inclusion by targeting three main groups: students, bankers and public in general,” said **Nuni Sutyoko**, Senior Vice President & Head of Corporate Sustainability, HSBC Indonesia.

“In order to achieve this goal, we need to start with the MSMEs which is the smallest business group that can drive Indonesia’s macro economy,” she added.

Over the course of three years, the programme will cover a range of activities providing real benefits such as training, scholarship, or easy access to bank. Furthermore, HSBC Indonesia employees are also actively involved as volunteers in creating case studies, guest lecturers, members of research teams, and in social projects organised by Sampoerna University or other universities that benefit from this programme.

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### **The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from over 6,100 offices in 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,572bn at 30 June 2015, HSBC is one of the world’s largest banking and financial services organizations.

HSBC marks its 150<sup>th</sup> anniversary in 2015. As part of this, HSBC has made a US\$150m fund available to community projects over three years (2015-2017). More than 140 charities worldwide have been selected by HSBC’s management team, based on votes from HSBC employee for charitable themes. The US\$150m fund is in addition to the US\$114m HSBC makes available to community investment programme globally each year. Further details: [www.hsbc.com/150-community-fund](http://www.hsbc.com/150-community-fund)

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### **About Putera Sampoerna Foundation**

Putera Sampoerna Foundation is the first social business institution in Indonesia with a vision to create quality future leaders and entrepreneurs in Indonesia, who will face global challenges and are expected to contribute to and make positive changes in their community. Putera Sampoerna Foundation believes that its vision can be achieved through providing quality education for students in Indonesia, creating work fields through entrepreneur development, civil enlightenment through woman empowerment, and humanitarian programs.

To maintain the sustainability of its social business standing, Putera Sampoerna Foundation acts as CSR operator that has been trusted by more than 300 corporations, organizations and associations to run corporate social responsibility (CSR) programs. Putera Sampoerna Foundation was awarded the ISO 9001: 2008, the international quality management system certificate. Periodically, Putera Sampoerna Foundation follows an audit conducted by independent international auditors and publishes the results in the annual report that can be accessed by the public on the Putera Sampoerna Foundation website. For more information, please visit: [www.sampoernafoundation.org](http://www.sampoernafoundation.org).

### **About Sampoerna University**

Sampoerna University, under the Sampoerna School System flag, was established as one the effective ways to increase young Indonesians’ access to international standard education. Sampoerna University has become an effective institution for improving access to international education for Indonesia’s young people to create highly qualified future leaders. The existence of Sampoerna University cannot be



separated from the establishment of Putera Sampoerna Foundation in 2001 and its track record in improving education quality in Indonesia for more than 10 years. The forerunner of the university emerged in 2009, when Putera Sampoerna Foundation established the Sampoerna School of Education and the Sampoerna School of Business in 2010. In 2013, Sampoerna School of Education and Sampoerna School of Business were transformed the into the Faculty of Education and Faculty of Business under Sampoerna University, with two new faculties, the Faculty of Science & Technology and the Faculty of Art, Design & Media, as well as the language centre, the Institute of Language and Communications.