

**PRESS RELEASE**

## **Citi Indonesia extends collaboration with Indonesia Business Links (IBL) in Presenting a Skilled Youth Program to tackle unemployment in Indonesia**

- *The number of unemployed people in Indonesia as of February 2016 passed the 7.5 million mark, with the highest rate of unemployment among graduates of Vocational High Schools with a percentage of 9.84%<sup>1</sup>*
- *In 2015, Citi Indonesia, through its initiative known as Citi Peka (Citi Cares and Creates) which covers a wide range of community activities, started collaborating with Indonesia Business Links (IBL) in organizing a Skilled Youth program aimed at preparing human resources of exceptional quality who are ready to take the plunge into the work environment, either as employees or entrepreneurs*
- *In just one year, the program has already helped around 170 students to secure jobs and more than 34 students to start their own business enterprises.*

**Jakarta, 9 August 2016** – Citi Indonesia, through its initiative known as Citi Peka (Citi Cares and Creates) which covers a wide range of community activities, has been collaborating with Indonesia Business Links (IBL), a non-profit organization which promotes the concept of good corporate citizenship, in an effort to tackle unemployment in Indonesia through a Skilled Youth program since June 2015. This Skilled Youth program is one that seeks to develop and empower human resources of exceptional quality who are ready to take the plunge into the work environment, either as employees or entrepreneurs.

**CEO Citi Indonesia Batara Sianturi** said, “As a global scale financial institution, our mission is to enable growth and progress, including and especially in those communities in which we operate. In Indonesia, we are running a sustainable community based program focused on providing support and economic opportunities for young people. This forms part of Citi’s commitment and contribution to helping develop top quality human resources who are prepared to face all the challenges of the working world.”

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<sup>1</sup> Indonesian Central Bureau of Statistics, Labour Force Data for People Aged 15 years and above, according to type of activity, from 1986 - 2015

“As we enter the era of the Asean Economic Community (AEC), competition in the labor market will inevitably become even more fierce. If this is not matched by an improvement in the quality of human resources, the unemployment rate in Indonesia will continue to grow. We hope that the collaboration between IBL and Citi Indonesia will inspire various sectors to jointly tackle the problem of unemployment in Indonesia,” said the **Chairman of the Board of Patrons of Indonesia Business Links, Heru Prasetyo.**

Over its one year of operation, the program targeted the participation of 250 students from Vocational High Schools (SMK) and Senior High Schools (SMA), including SMK located in the Cikarang, Karawang and Bekasi areas. As many as 130 beneficiaries were expected to get decent jobs and 20 participants were expected to open their own business.

**Country Head Corporate Affairs Citi Indonesia Elvera N. Makki** added, “We are pleased that over the course of the program, by June 2016 the targets we set at the beginning had been exceeded, in that 492 students attended the training and mentoring (197% of the target), 170 students have got jobs in comparison to the 130 targeted (130% of the target), and the number of students who have committed to starting their own enterprise and obtained intensive mentoring in this regard stands at 34 in comparison to the 20 targeted (170% of the target).”

As to the program itself, it consists of soft skills training, technical skills, business assistance, work preparation, as well as other support needed by young people in order to get a decent job, or to open other fields of employment for them and others through entrepreneurship.

These impressive figures indicate that the activities undertaken have yielded positive results. Through the collaboration of various parties and institutions, the program has managed to provide economic opportunities to the younger generation, thereby helping to reduce the unemployment rate in Indonesia. Data from the Central Bureau of Statistics as of 2015 showed that unemployment among potential workers aged 15 and above stood at 7,560,822 or 6.18% (Labour Force data shows there are 122,380,021 potential workers aged 15 and above). In light of this, efforts should be made to mobilize all relevant stakeholders to actively participate for the sake of the sustainability of the initiative.

Based on the results of survey termed ‘Accelerating Pathways’ conducted by the Citi Foundation in conjunction with the Economist Intelligence Unit (EIU) in 2015 in 35 major world cities, Indonesia ranks fifth with 87% of young people having a high level of optimism in the future of their economy. 78% of young people in the Asia Pacific region, including Indonesia, also have a high level of interest in entrepreneurship. Furthermore, Indonesia fits into the category of ‘emerging country’, which means it is

on the right track and will continue to make improvements if the aspirations of its young people get significant support from various parties.

The survey results also demonstrate the high level of interest that students have shown in participating in the Skilled Youth program. In fact, the program has had almost twice as many participants as was initially expected in its early stages. All these program participants are given the choice of a program stream in line with their interests, either *employability* or *entrepreneur*.

One beneficiary of the Skilled Youth program is Syarip Hidayat who managed to get a job after attending the program. "Before I participated in the program, I was just somebody who was always planning, planning, planning, but never taking any action. However, the program from IBL and Citibank has given me the self-confidence and courage to turn my plans into real actions," enthused Syarip.

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**Overview of Citi Indonesia**

Citi Indonesia is a fully-owned subsidiary of Citigroup, Inc – New York, USA. Citi has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citi operates 11 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citi also has one of the largest consumer transaction networks with 33,000 payment points and one of the largest corporate distribution networks with 4,800 locations in 34 provinces.

Established in 1998, *Citi Peka* (Citi Cares and Creates) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. *Citi Peka* focuses on empowerment programs and the presentation of awards to entrepreneurs and microfinance institutions. It also seeks to enhance the abilities of young entrepreneurs, as well as to develop the financial capacities of school-age children, farmers and mature aged women in the operational areas of Citi Indonesia. For more than 17 years, *Citi Peka* has partnered with over 31 organizations to implement 23 programs with funding of more than US\$ 8 million which has reached more than 800,000 individuals. Guided by the principle of "More than Philanthropy", *Citi Peka* involves more than 90% of Citi employees as volunteers in various community activities.

In 2016, Citi Indonesia received an award from the Triple-A Asset Awards as **the Best Digital Bank** as well as from Finance Asia as **Best Foreign Bank in Indonesia**. Over the course of 2015, Citi received various awards including **Best Foreign Bank** in the Triple A Asset Awards, Best Tax Payment Bank in Indonesia from Treasury Office VII of the Indonesian Tax Office, **Best Service Provider - Transaction Bank** from The Asset Magazine, **2015 Service Quality Award** from Service Excellence Magazine in collaboration with Carre – the Centre for Customer Satisfaction &

Loyalty (Carre CCSL), **Best Foreign Bank in Indonesia** from Global Banking & Finance Review, and **Best Consumer Digital Bank in 2015 (Indonesia)** from Global Finance Magazine. Further information can be obtained at: Website:

www.citigroup.com | Twitter: Youtubeciti: www.youtube.com/citi | Blog: http://new.citi.com | Facebook: www.facebook.com/citiindonesia | LinkedIn: www.linkedin.com/company/citi

To enjoy a digital banking experience, please visit [www.citibank.co.id](http://www.citibank.co.id).

### Overview of Indonesia Business Links (IBL)

Created in the midst of the economic crisis in 1998, IBL was initially a forum of business leaders who care about the importance of ethical business practices. The three founders, Noke Kiroyan, Heru Prasetyo and John Arnold, are top executives who at the time had a vision which exceeded the mindset of business people struggling with the ongoing economic crisis. Their initiative was to set up IBL, which later received the backing of company chiefs who found themselves in a dilemma of engaging in business situations in Indonesia which were full of unethical practices. After officially becoming a foundation (Yayasan) in 2001, IBL became increasingly active in implementing a variety of programs aimed at building the awareness of business people as to the importance of conducting business with the right principles, in particular the principles of anti-corruption/bribery. The company's network has continued growing, giving rise to numerous initiatives which embody the concept of Corporate Social Responsibility, or CSR.

The activities undertaken by IBL to build the awareness of business people as to CSR and responsible business conduct include the following: Conducting research on CSR in Indonesia in various fields; publishing books on the theme of the theory and application of CSR; assisting in the application of Business Ethics; providing guidance in establishing a Code of Conduct for SMEs; building a database of CSR activities and practitioners in Indonesia; conducting training programs and workshops on various topics related to CSR and Business Ethics; and organizing regular multi-party dialogue forums on CSR, including the International Conference on CSR (held every two years since 2006), CEO Breakfast meetings, CSR Learning Forums and other seminars.

At present, IBL is carrying out its mission by means of the following three main program themes: Business Ethics, Youth Empowerment and Responsible Waste Management.

For further information on IBL, please email [ibl@ibl.or.id](mailto:ibl@ibl.or.id)

Updates on IBL activities can be seen at:

Facebook: **Indonesia Business Links (IBL)**

Twitter: **@ibl\_csr**

[www.ibl.or.id](http://www.ibl.or.id)

PHOTO GALLERY



As a global scale financial institution, Citi's mission is to enable growth and progress, including and especially in those communities in which Citi operates. In Indonesia, Citi runs a sustainable community based program focused on providing support and economic opportunities for young people through Skilled Youth program in collaboration with Indonesia Business Links (IBL). **CEO Citi Indonesia Batara Sianturi**, on his statement during Indonesia Business Links event with the themed "Citi Indonesia extends collaboration with Indonesia Business Links" held today in Century Park Hotel, Senayan. Skilled Youth Program is forms part of Citi's commitment and contribution to helping develop top quality human resources who are prepared to face all the challenges of the working world.



Based on data from the Central Bureau of Statistics, the number of unemployed people in Indonesia as of February 2016 passed the 7.5 million mark, with the highest rate of unemployment among graduates of Vocational High Schools with a percentage of 9.84%. Citi Indonesia started collaborating with Indonesia Business Links (IBL) in organizing a Skilled Youth program aimed at preparing human resources of exceptional quality who are ready to take the plunge into the work environment, either as employees or entrepreneurs. On the picture (left to right) **Chairman Board of Patron IBL Heru Prasetyo** together with **Minister of National Development Planning, Republic of Indonesia Prof. Dr. Bambang P.S. Brodjonegoro** and **CEO Citi Indonesia Batara Sianturi** during the “Citi Indonesia extends collaboration with Indonesia Business Links” event which held today. As a forms part of Citi’s commitment and contribution to helping develop top quality human resources who are prepared to face all the challenges of the working world.



In 2015, Citi Indonesia through its citizenship initiatives known as Citi Peka (Citi Cares and Creates) in collaboration with Indonesia Business Links (IBL) in organizing a Skilled Youth program aimed at preparing human resources of exceptional quality who are ready to take the plunge into the work environment, either as employees or entrepreneurs. In just one year, the program has already helped around 170 students to secure jobs and more than 34 students to start their own business enterprises. On the picture (left to right) **Deputy of Minister of National Development Planning Dra. Rahma Iryanti, MT, Country Head Corporate Affairs Citi Indonesia Elvera N. Makki, Acting Executive Director.Indonesia Business Links Mohamad Fahmi** together with **Principal of Ginus Itaco Vocational School Susi Sukaesih**