



Citi Foundation



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For immediate release

Enhancing Financial Literacy and Youth Entrepreneurship: Citi Indonesia Collaborated with Prestasi Junior Indonesia to Execute a Corporate Citizenship program

Jakarta, August 27 2015 – Citi Indonesia, in partnership with Prestasi Junior Indonesia (PJI) is re-launching “Growing the Spirit : Youth Entrepreneurship Initiative” program. Through the USD 170,000 grant funded by Citi Foundation, this program is entering its second year and aimed to equip approximately 8,400 students from regular and vocational high school in 5 areas (Jakarta, Bandung, Denpasar, Semarang and Surabaya) with entrepreneurial skills.

Batara Sianturi, Chief Executive Officer Citi Indonesia said, “This collaboration is evident of Citi’s commitment in developing Indonesia, especially in the world of financial literacy and youth entrepreneurship. Through the partnership with PJI, we are confident that this program will help create independent, intelligent and productive young generations.”

Elvera N Makki, Senior Vice President, Country Corporate Affairs Head Citi Indonesia added “We are pleased that that our partnership with PJI continues and has managed to enter its second year. The similar vision between Citi Indonesia and PJI to increase the quality of entrepreneurship education is one of the main reasons of this partnership.”

In this program and business competition, students were taught on how to be an independent entrepreneur through several programs such as JA Student Company, JA Be Entrepreneurial and JA Job Shadow with assistance from PJI staffs and Citibank’s volunteers. Students not only expected to create profit from their business opportunity, but they are also expected to develop their personal skills, learn to be more vibrant in work, also to be more creative in creating an innovative product to compete in the



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market. As part of the program, students will also be invited to conduct site visits to various companies so that they can learn and see first-hand on how the corporate world operate.

“Students involved in this Citi initiative will be introduced to entrepreneurship opportunity as a tool to pursue their future. Citibank’s volunteers were very enthusiastic in helping students to understand about business and contribute to be their mentor and role model. This is the best way to support the growth of national economy,” said Rob Gardiner, Management Advisor of Prestasi Junior Indonesia.

Youth Entrepreneurship Initiative (YEI) is one of Citi Indonesia’s corporate citizenship programs under the umbrella of Citi Peka (Peduli and Berkarya). For 15 years Citi Peka has focused on youth entrepreneurship; financial education for women, children and farmers; capacity building and development for micro entrepreneurs; as well as financial inclusion and access to farmers.

About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provide consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. Additional information may be found out at www.citigroup.com, www.citi.com, atau www.citibank.co.id.

Citi Foundation focused its funding to three specific fields: financial literacy, youth empowerment and education, and developing communities and entrepreneur. For more information, please visit: www.citigroup.com/citigroup/corporate/foundation/



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About Citi Peka

Citi Peka (Peduli dan Berkarya) was established in 1998 and is an umbrella for all community activities Citi Indonesia funded by the Citi Foundation. Citi Peka programs implemented in the long term, and aims to encourage civil society to develop and strengthen civic education programs in various operational areas of Citi Indonesia: Jakarta, Bandung, Semarang, Surabaya, Medan and Denpasar.

Citi Peka is currently focused on the empowerment and appreciation for entrepreneurs and microfinance institutions; increasing the ability of youth entrepreneurship; as well as financial capacity building for school-age children, farmers and women. Citi Peka Community Center located at Plaza Bapindo 4th Floor Citibank Tower, Jakarta is dedicated as a centre for coordinating all activities of the Citi community which not only involves partner involvements but also as a Citi employee volunteers.

About Prestasi Junior Indonesia

Prestasi Junior Indonesia (PJI) is an affiliation of the largest organizations in the world working in the field of business and economics education is Junior Achievement (JA) Worldwide (1919), based in Boston, USA. ISPs mission is to inspire and prepare young generation of Indonesia to successfully enter the global economy. PJI has three pillars education focus: Entrepreneurship education, financial literacy, and workplace readiness. To achieve this mission, ISPs cooperating with the Department of Education and supported by national and multinational companies that sponsor the program. PJI learning materials delivered through participatory methods of teaching. ISPs also involves volunteers from companies and academia to deliver material to the participants of the program. For more information, please visit www.prestasijunior.org

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