

PRESS RELEASE

For Immediate Release

**Citi Microentrepreneurship Awards (CMA) 2016-2017***Winners of Best Indonesian Microentrepreneur Awards Announced*

**Jakarta, 9 May 2017** – Citi Indonesia today announced the winners of the best microentrepreneur awards in the **Citi Microentrepreneurship Awards (CMA)** for the 2016-2017 period. The presentation of the 9 (nine) best microentrepreneur awards along with 1 (one) award recognizing the best Microfinance Institution (LKM) was made by **CEO of Citi Indonesia Batara Sianturi** and witnessed by **Assistant Deputy for Entrepreneurship Development of the Ministry of Cooperatives and SMEs of the Republic of Indonesia Budi Mustopo**, **Country Head of Corporate Affairs at Citi Indonesia Elvera N. Makki** and **Program Director of Agriculture and Financial Services at Mercy Corps Indonesia Andi Ikhwan**.

This event, which has entered its 12th year, is one of Citi's global initiatives and flagship programs, funded by the Citi Foundation and held in 30 countries including Indonesia. During the time the CMA has been staged in Indonesia, it has attracted more than 5,500 microentrepreneurs of whom more than 120 have received awards

**Assistant Deputy for Entrepreneurship Development of the Ministry of Cooperatives and SMEs of the Republic of Indonesia Budi Mustopo**, said, "We would like to express our appreciation and gratitude to Citi Indonesia for organizing this event consistently over the last 12 years. This program unquestionably contributes to the growing number of MSMEs in Indonesia, of which 98.77% are microenterprises. We hope to establish even greater collaboration with various parties, including the government, in terms of further training and mentoring for Indonesian microentrepreneurs."

**CEO of Citi Indonesia Batara Sianturi**, declared, "Citi Indonesia believes that entrepreneurial independence always begins with small things first. We are confident that as more people have the courage and preparedness to start doing business on a micro scale, the greater the chance of Indonesia's economic growth enhancing the lives and welfare of the population. As a Citi Indonesia global initiative and flagship program funded by the Citi Foundation, the Citi Microentrepreneurship Awards aims to raise awareness of the importance of entrepreneurship and financial access for microentrepreneurs."

He added that this is in line with the program of the Financial Services Authority (OJK) and the government of the Republic of Indonesia in creating the National Strategy for Financial Inclusion (SNKI).

For this year's CMA, over the course of the registration period which opened on 9 November 2016, over 500 microentrepreneurs from various provinces across Indonesia enrolled their businesses for the Citi Microentrepreneurship Awards. **Country Head of Corporate Affairs at Citi Indonesia Elvera N. Makki**, explained, "From that number, the top 50 were selected. Out of these, the 20 best microentrepreneurs were chosen to participate in a briefing on financial inclusion and financial



literacy and also studied various materials related to the development of microenterprises. The selection was made by a jury, the members of which are all competent in their respective fields and come from various backgrounds including academia, the financial sector, media, business, and related government institutions.”

Data from Statistics Indonesia (BPS) shows that microentrepreneurs make a significant contribution to economic development in Indonesia, as evidenced by the growing number of such businesses. According to the data, in 2013 there were 2,887,015 microenterprises spread throughout Indonesia. This number has continued to rise reaching a figure of 3,385,851 micro-enterprises in 2015, an increase of about 17.3%.<sup>1</sup>

“We greatly appreciate Citi Indonesia's role in improving the capacities of microentrepreneurs and Microfinance Institutions (LKM) as a way of expanding financial inclusion while also providing business mentoring. Furthermore, through this event, microentrepreneurs get the opportunity to widen their networks, and also obtain information and guidance on how to develop their businesses in the future,” enthused **Program Director of Agriculture and Financial Services at Mercy Corps Indonesia Andi Ikhwan.**

The CMA 2017 awards are to be presented to winners divided into 5 (five) competition categories, namely (1) Green Microentrepreneur, (2) Agriculture Microentrepreneur, (3) Service Microentrepreneur, (4) Fishery Microentrepreneur, and (5) Creative Microentrepreneur. In addition, there were 3 (three) special award categories, namely (1) Young Microentrepreneur, (2) Best Woman Microentrepreneur, and (3) Most Innovative Microfinance Institution to be given to a financial institution. The top award for microentrepreneurs in the Citi Microentrepreneurship Awards (CMA) 2017 is Microentrepreneur of the Year.

**The Winners of the Citi Microentrepreneurship Awards (CMA) 2016-2017 are as follows:**

- Microentrepreneur of the Year : Rita Indriana
- Young Microentrepreneur : Endi Putra Roza
- Best Woman Microentrepreneur : Lia Nilamdewi
- Green Microentrepreneur : Briane Novianti Syukmita
- Agriculture Microentrepreneur : Heri Susanto
- Service Microentrepreneur : Nufus Mutmainah
- Fishery Microentrepreneur : Aris Hartana
- Creative Microentrepreneur : Rita Indriana
- Most Innovative Microfinance Institution : KSPPS Bina Sejahtera Ummat Banda Aceh

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<sup>1</sup> Data on the number of Micro and Small Industry Enterprises By Province, 2013-2015, Statistics Indonesia/Badan Pusat Statistik, 3 March 2016 <https://www.bps.go.id/linkTableDinamis/view/id/1004>



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#### **About 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 10 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. Citibank N.A., Indonesia is part of ATM Bersama networks with more than 70,000 ATM terminals throughout Indonesia.

Citi Peka (Care & Create Something Impactful) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. Established in 1998, Citi Peka focuses on empowerment and awarding programs to micro entrepreneurs and microfinance institutions. It also seeks to enhance the abilities of the youth, 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 18 years, Citi Peka has partnered with over 57 organizations to implement 35 programs with funding of more than US\$ 10 million which has reached more than 800.000 people. Guided by the principle of "More than Philanthropy", Citi Peka involves more than 90% of Citi employees as volunteers in various community activities.

In 2017, Citi Indonesia has received various awards, including in The Asset Asian Triple-A Awards as **Best e-Bank in Indonesia, Best Bank – Global in Indonesia, Best Corporate and Institutional Bank – Global in Indonesia, Best Corporate Bond in Indonesia, Best Liability Management in Indonesia, and Best Digital Bank in Indonesia**. In 2016 Citi Indonesia gained various awards from The Asset Triple-A Awards and from Global Finance as **The Best Digital Bank**, from Finance Asia and Alpha Southeast Asia as the **Best Foreign Bank in Indonesia**, from SWA Magazine as one of the **Best Companies in Creating Leaders from Within**, from Warta Ekonomi magazine for **Best Digital Innovation Award for Banking in the Category of Top 1 Foreign Bank**, from Global Finance as **Best Digital Corporate/Institutional Bank**, from Euromoney at the Asian level of **Best Bank for Transaction Services in Asia**, as well as from Mix magazine in the **Best Corporate Social Initiative 2016 as Best Employee Volunteering**. Over the course of 2015, Citi also received various awards including **Best 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](http://www.citigroup.com) | Twitter: @citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citiindonesia](http://www.facebook.com/citiindonesia) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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

#### **About Mercy Corps Indonesia**

Mercy Corps Indonesia (MCI) is a local organization based in Jakarta, which aims to empower Indonesian people to build healthy, productive, and strong community. MCI's activities emphasize on strategic partnership with the government and companies in all of its programs and to work closely with the community in order to really understand the challenges they face to cooperate in finding the solutions. MCI has six (6) focus, namely (1) Increasing Economic Opportunity and Financial Services Access, (2) Improve Health and Nutrition, (3) Water and Sanitation, (4) Climate Change Adaptation and Disaster Risk Reduction, and (5) Disaster Emergency Response.

## PHOTO GALLERY



Citi Indonesia today announced the winners of the best microentrepreneur awards in the **Citi Microentrepreneurship Awards (CMA)** for the 2016-2017 period. Rita Indriana from Yogyakarta through her educational wooden toys known as “Anak Bangsa Cerdas (ABC) Toys” had accomplished 2 awards which are Creative Microentrepreneur and Microentrepreneur of the Year. On the picture (from left to right) **Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki**, **Microentrepreneur of the Year Winner Rita Indriana**, **CEO Citi Indonesia Batara Sianturi**, together with **Program Director Agriculture and Financial Services Mercy Corps Indonesia Andi Ikhwan** in the middle of discussion after **Citi Microentrepreneurship Awards (CMA)** period 2016 – 2017 held in Jakarta.



CMA Awards 2016 -2017 was given to all winners in 5 (five) categories, they are: (1) Green Microentrepreneur, (2) Agriculture Microentrepreneur, (3) Service Microentrepreneur, (4) Fishery Microentrepreneur, and (5) Creative Microentrepreneur. In addition, there were 3 (three) special award categories, namely (1) Young Microentrepreneur, (2) Best Woman Microentrepreneur, and (3) Most Innovative Microfinance Institution to be given to a financial institution. The top award for microentrepreneurs in the Citi Microentrepreneurship Awards (CMA) 2017 is Microentrepreneur of the Year. On the picture were all winners of **Citi Microentrepreneurship Awards (CMA) 2016 – 2017** during the post-event photo session.