

Press Release

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Citi Indonesia and UNESCO Office Jakarta Support 100 Youths of Creative Industry in Kotatua Jakarta through Young Entrepreneur Gathering 2019

Jakarta, 26-28 April 2019 - Not long after Yogyakarta, Sleman, Klaten, Borobudur, and Toba Lake areas, now Kotatua Jakarta becomes the focus of “Young Entrepreneur Gathering 2019”. This activity is organized by **UNESCO Office, Jakarta** in collaboration with **Citi Indonesia (Citibank)**, and is held from 26-28 April 2019 at Museum Bank Indonesia, Jl. Pintu Besar Utara no. 3, Jakarta.

“Young Entrepreneur Gathering 2019” is part of the *Creative Youth at Indonesian Heritage Sites* program funded by Citi Foundation, that empowers a total of 400 emerging young entrepreneurs to take advantage of livelihood opportunities that the popular heritage sites and tourist destinations offer. Citi Foundation and UNESCO have been implementing this program since 2017 with various business assistances, digital marketing, financial literacy, and branding development to the beneficiaries.

Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki says, “By implementing this program in Kotatua, Jakarta, we aim to expand the geographical areas of this program as well as to increase the number of youths in Indonesia’s heritage areas and other key priority tourist destinations to have better income, which enables them to contribute to the local economy, and eventually scaling up their businesses. Through series of training and entrepreneurship preparation, these youths in the creative industry will gain competitive skills for their businesses as well as access to financial literacy and inclusion, and other resources that set them on the path to economic success.”

Particularly in Kotatua Jakarta, the Centre of Architectural Documentation (Pusat Dokumentasi Arsitektur) did a mapping of the local tradition /cultural practices as well as young creative entrepreneurs as beneficiaries. There are 100 beneficiaries within the age of 18 to 35-year-olds mapped in Glodok, Pekojan, Kotatua North Jakarta, Kotatua West Jakarta, as well as other young entrepreneurs who regularly conduct activities in Kotatua. These beneficiaries cover 10 creative industry sectors, including in culinary, music, crafts, performance arts, community-based tourism, product design, fine arts, traditional practices, fashion, and beauty products.

The “Young Entrepreneur Gathering 2019” aims not only to promote the creative industry products/services in Kota Tua and build networks among the beneficiaries, but also to provide an understanding and entice creative innovation in taking advantage of the cultural and historical values of Kota Tua in developing the entrepreneurs’ businesses. Therefore, this event consists of mini workshops and sharing sessions for the beneficiaries from all sites, as well as an expo during the whole three days.

“As part of UNESCO mandate, we want our young communities to understand the historic values and importance of Kotatua. This understanding will enable them to be inspired by and inspire their branding and product development to eventually work towards the safeguarding of the local culture and tradition and the preservation of the site,” as said by Director and Representative of UNESCO Office, Jakarta Prof. Shahbaz Khan.

The three-day expo offers a creative market place with different performances and hands-on activities to showcase the wide range of the creative industries Kotatua Jakarta has to offer. Moreover, an online platform under the handle @kitamudakreatif is available for marketing and promotional support for both the program as well as the beneficiaries and their products and services.

"We think that this program initiated by UNESCO Office and Citi Indonesia is really important – which facilities youths who work in the creative industry in Kotatua region and its surrounding areas. It is also has the potential to be a business catalyst for the youths as well as to support the preservation of Kotatua's local culture heritage. We hope that through collaboration with Jakarta's Capital City Government, this activity can expand their networks and provide them with the opportunities to meet the experts and practitioners in the field," said Acting Deputy Governor for Culture & Tourism, Jakarta Capital City Government Oswar Muadzin Mungkasa.

Museum Bank Indonesia

Museum Bank Indonesia is housed in an ex-Bank Indonesia Kota building, previously known as *De Javasche Bank*. This early 20th century building was built in several phases from 1910 to 1935.

This museum was inaugurated in two sessions, the soft opening on 15 December 2006 by Bank Indonesia Governor Burhanuddin Abdullah, and the grand opening on 21 July 2009 by then President of the Republic of Indonesia Susilo Bambang Yudhoyono.

The museum presents the history of the role Bank Indonesia played in the development of the nation, starting before the arrival of the West in Nusantara, up to the official inauguration of the Bank Indonesia in 1953. There are also information regarding the background and the Bank Indonesia policy impact to the nation until 2005. These information are displayed using modern technology and media, such as electronic display, static panels, plasma TV, and dioramas. One of the most outstanding collections by the Museum Bank Indonesia is the numismatic collection, especially the coins found during the Nusantara kingdoms period.

In accordance to achieve sustainable economic growth in Indonesia, Bank Indonesia greatly supports this activity which facilitates Indonesian youths in developing their businesses in creative industries.

"We are highly honored that Museum Bank Indonesia is chosen as the host of this event in Jakarta, as we all know that this place conceptualizes history of previous era, layered by heritage building. Throughout this program, Bank Indonesia believe that the synchronization of business and creative industry will create positive impact in terms of accelerating national economic stability. "Young Entrepreneur Gathering 2019" is also expected to be the platform of cultural and historical approach for youth entrepreneur in maturing their businesses by understanding the historical values, especially from their origin. Thus, the advancement of both collaboration; cultural and entrepreneurship will influence and boost tourism sector in Indonesia, specifically in Kotatua Jakarta," as said by Head of Museum Bank Indonesia Dandy Indarto Seno.

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About Citibank Indonesia

Citibank, N.A., Indonesia is a branch of Citibank, N.A, New York, USA. Citibank, N.A., Indonesia has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citibank operates 10 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citibank has consumer transaction networks of around 33,000 payment points and corporate distribution networks of around 6,000 locations in 34 provinces. Citibank, N.A., Indonesia is connected to ATM Bersama networks with more than 70,000 ATM terminals throughout Indonesia.

In 2018, Citibank Indonesia received awards as **Best International Bank in Indonesia from Finance Asia**, **Best Bank-Global in Indonesia**, **Best Bond Adviser-Global in Indonesia**, **Best Digital Bank in Indonesia**, **Best Retail Mobile Banking Experience** from the Asset, **Digital Banking Initiative of the Year** from Asian Banking and Finance, as well as **Innovative Company in Digital Services** in the category of **Foreign Bank** from Warta Ekonomi. In 2017, Citibank Indonesia has received various awards, including from Global Finance Magazine as both "**Best Corporate/Institutional Digital Bank**" and "**Best Consumer Digital Bank**", "**Best Foreign Bank in Indonesia**" from Finance Asia, "**Best Bank in Compliance Reporting of Foreign Exchange Flows (LLD = Lalu Lintas Devisa) and Export Proceeds (DHE = Devisa Hasil Ekspor)**" by the Indonesia Central Bank, "**Best Bank in Indonesia**", "**Best e-Bank in Indonesia**", "**Best Corporate and Institutional Bank – Global in Indonesia**", "**Best Corporate Bond in Indonesia**", "**Best Liability Management in Indonesia**" from The Asset magazine and "**Best Perform in Custodian Bank**" along with "**Indonesia's Digital Innovation Award 2017 in Foreign Bank category**" from Warta Ekonomi magazine.

Further information can be obtained at Website: www.citigroup.com | Twitter: @citi | YouTube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citiindonesia | LinkedIn: www.linkedin.com/company/citi To enjoy a digital banking experience, please visit www.citibank.co.id.

Citibank N.A., Indonesia is a bank that is licensed, registered and supervised by the Indonesia Financial Services Authority (OJK).

About UNESCO

For over 40 years the UNESCO World Heritage Convention has conserved, protected and presented the Outstanding Universal Value of our shared heritage. These unique natural and cultural wonders represent our past and present, and belong to all. World Heritage properties are important travel destinations, that if managed properly through appropriate tourism management, have great potential impact for local economic development and long-term sustainability.

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PHOTO GALLERY



Beneficiaries of Young Entrepreneur Gathering 2019 in KotaTua – Jakarta together with **Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki**, **Director Representative of UNESCO Office Jakarta Hans Thulstrup**, **Acting Deputy Governor for Culture & Tourism, Jakarta Capital City Government Oswar Muadzin Mungkasa** and **Head of Museum Bank Indonesia Dandy Indarto Seno**. "Young Entrepreneur Gathering 2019" is part of the Creative Youth at Indonesian Heritage Sites program, a Corporate Social Responsibility (CSR) program of Citi Indonesia and UNESCO and supported by Citi Foundation. The program empowers a total of 400 emerging young entrepreneurs, in which 100 beneficiaries are from Kotatua, to take advantage of livelihood opportunities that the popular heritage sites and tourist destinations offer.



Left-right: **Acting Deputy Governor for Culture & Tourism, Jakarta Capital City Government Oswar Muadzin Mungkasa, Head of Museum Bank Indonesia Dandy Indarto Seno, Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki and Director Representative of UNESCO Office Jakarta Hans Thulstrup** talking with one of the beneficiaries from “Young Entrepreneur Gathering 2019”. The event is part of the Creative Youth at Indonesian Heritage Sites program, a Corporate Social Responsibility (CSR) program of Citi Indonesia and UNESCO and supported by Citi Foundation. The program empowers a total of 400 emerging young entrepreneurs, in which 100 beneficiaries are from Kotatua, to take advantage of livelihood opportunities that the popular heritage sites and tourist destinations offer.