



United Nations
Educational, Scientific and
Cultural Organization

Citi Foundation



Press Release

For Immediate Distribution

Citi Indonesia and UNESCO Office Jakarta Support Branding Development Training in Yogyakarta and Central Java

Yogyakarta, 1 July 2019 - UNESCO, Srengenge Advertising Agency and six universities in Yogyakarta (Gadjah Mada University, Modern School of Design, STSRD Visi, Mercubuana University Yogyakarta, Atma Jaya University Yogyakarta, and Indonesian Art Institute/ISI Yogyakarta) have supported the collaborative exercise between students and young entrepreneur beneficiaries in a brand development training.

The activity is part of a series of training under the project “*Creative Youth at Indonesian Heritage Sites*” funded by CITI Foundation, which aims to build the capacity of young creative entrepreneurs living in and around the four key tourism destinations of Indonesia: Borobudur, Prambanan, Lake Toba, and Kota Tua Jakarta. This project intends to create a linkage between World Heritage (WH) sites and community livelihood, by providing business trainings for young entrepreneurs to take advantage of the popular tourist destinations.

This branding collaboration exercise is aptly named **Branding Bahagia** (Happy Branding), providing opportunities and experiences for the students of the six universities to collaboratively develop new branding schemes for the 114 youth-led products/enterprises in Yogyakarta and Central Java.

“The collaboration between young entrepreneurs and students are not only benefitting for both parties, but it is also an outreach strategy in raising the awareness on preserving culture. Not only that this work provides a first-hand experience to the students, but it also enhances the creative businesses of the young entrepreneurs and eventually advocates the preservation of local traditions and cultures,” stated **Prof. Shahbaz Khan, Director and Representatives of UNESCO**.

“Branding Bahagia is an exciting exercise for the students to have a real opportunity to work directly with the youth beneficiaries as their ‘client’. The students also learned various business challenges faced by the beneficiaries and work with them to develop the appropriate branding concept to improve their business marketing,” stated **Indiria Maharsi, Head of Visual Communication Design Department, Indonesian Art Institute (ISI) Yogyakarta**.

The exhibition presents the results of the 5-month collaborative work between the students and youth entrepreneurs in developing new branding schemes under this Branding Bahagia project. This event, which will be held from 1 to 3 July 2019 at Pendhapa Art Space Yogyakarta, also comprises a mini talk show, traditional performances, workshops, creative talks.

“BEKRAF welcomed positively this kind of initiative and is very supportive to this program. The training and technical assistance to the youth entrepreneurs is one of the strategic step for the development of human resources in Indonesia, especially for the youths in Indonesia which currently amounted 64 million youths in the country. BEKRAF is encouraging the implementation of capacity building type activities for the young entrepreneurs especially in the creative sectors, not only for them to develop their business but also on how they can market their product in the international level. We suggest the Branding Bahagia participants can start registering their businesses to the BEKRAF Information System on Mobile Application (BISMA), so they can follow various programs implemented by BEKRAF in the creative economy sectors,” stated **Mr. K. Chandra Negara, Director of Foreign Affairs Partnership BEKRAF**.

Elvera N. Makki, Director, Country Head of Corporate Affairs Citi Indonesia says, “By implementing this program, we aim to increase the number of youths in Indonesia’s heritage areas and other key priority tourist



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destinations to have better income, which enables them to contribute to the local economy, and eventually to scale up their businesses. Through series of training and entrepreneurship preparations, these youths 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.”

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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.

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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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GALLERY PHOTO



Mr. K. Chandra Negara, Director of Foreign Affairs Partnership BEKRAF gave the opening speech as well as opened the “Branding Bahagia” exhibition which was held by Citi Indonesia and UNESCO Jakarta



Creative young entrepreneurs in Yogyakarta and Central Java regions who took part in branding development training. In collaboration with six universities, these young entrepreneurs jointly develop the right branding concept, hoping to help advancing their businesses



Elvera N. Makki, Director, Country Head of Corporate Affairs Citi Indonesia opened “Branding Bahagia” exhibition, which was located at Pendhapa Art Space, Yogyakarta

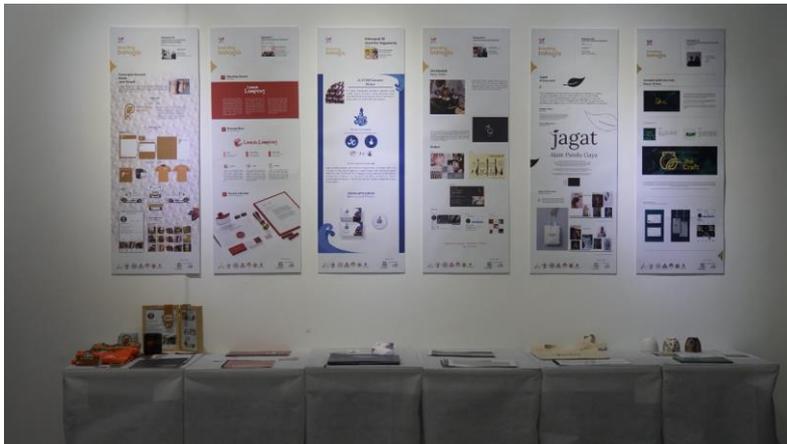


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In addition to the exhibition, a talkshow was also held discussion about empowerment of creative young entrepreneurs in the Yogyakarta and Central Java areas



All young creative entrepreneurs also had the opportunity to do exhibition related to the branding concepts they produced from the training