

Citi Foundation



PRESS RELEASE

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**Citi Indonesia & Prestasi Junior Indonesia Hold Regional Student
Company Competition in West Bandung**

Jakarta, 28 May 2015 – Today, Citi Indonesia through Citi Peka and Prestasi Junior Indonesia (PJI) launched the Regional Student Company Competition for West Java at West Bandung's Regency Office in Padalarang. Present at the event were **Robert Gardiner, PJI management advisor, Diky Risbianto, corporate affairs officer, Citi Indonesia**, representatives of the **West Bandung Youth and Sports Office**, and 5 high schools from West Java that participated in the program: SMKN VAT Lembang, SMK 1 Cihampelas, SMKN 4 Padalarang, SMAN 1 Parongpong, SMA Darul Falah.

Robert Gardiner, PJI management advisor, said, "The winners of the regional competition in West Java will be sent to the national competition to represent the Province of West Java. They will undergo another selection process to represent Indonesia in the international competition. The Regional Student Company Competition is held in several major cities in Indonesia, West Java being the first city to host it". The Regional Student Company Competition is the culmination of the "**Growing the Spirit: Youth Entrepreneurship Initiative (YEI)**" program aimed at providing around 7,000 adolescents aged between 15 and 17 years old with knowledge and entrepreneurial skills. The program is implemented at 31 high schools in Jakarta, Bandung, Medan, Semarang, Surabaya, and Denpasar.

Robert added, "Within the past year, participants have received training in entrepreneurship and have also been running real student businesses by, among others, setting up a public company (PT), appointing the board of directors and outlining their responsibilities, making business planning and strategy implementations, share sale management and/or closure of the business at each school. Now is the time to celebrate their achievements and choose the best student company from every region through the Regional Student Company Competition.

This competition is not a usual business competition for students; instead it seeks balance between business achievements of each team and personal growth of each program participant. Therefore, the winners are not only measured by the scale of their profits or product creativity and interesting services. The Student Company members also have to show their understanding of the concepts learned throughout the program.

The **“Growing the Spirit: Youth Entrepreneurship Initiative” (YEI)** program shares the same vision as Citi Indonesia and PJI, which is to raise the quality of entrepreneurship education for students. Through a grant of USD 170,000, the program targets students from low socio- economic backgrounds with limited access to information and knowledge. According to **Diky Risbianto, assistant vice president, corporate affairs, Citi Indonesia**, “entrepreneurship is a skill that should be taught from a very young age. We believe that this program will help students build a good future. We support every selection process of the Regional Student Company Competition so that it produces potential entrepreneurs who are creative, smart, and independent who can represent West Java at the national level.

YEI is one of Citi Indonesia’s community activities under the patronage of Citi Peka (Care and Work). After 15 years of existence, Citi Peka focuses its programs on youth entrepreneurship, financial education for women, children and farmers, mentoring and awards for micro entrepreneurs, as well as access and financial inclusion for farmers.

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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/

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

Untuk informasi lebih lanjut silahkan hubungi:

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