

press release

FOR IMMEDIATE RELEASE

Standard Chartered Supports ASEAN and Ministry of Trade To Encourage Business Players Facing Challenges and Opportunities in 2015 *Strengthen access to finance for SMEs in the ASEAN market*

JAKARTA, December 9, 2013 - Standard Chartered Bank Indonesia, announced a commitment to join ASEAN and the Ministry of Trade of the Republic of Indonesia, to encourage businesses in Indonesia to face the challenges and opportunities ahead of the 2015 ASEAN Economic Community. This is in line with Standard Chartered 's commitment as one of the international banks, that has supported economic integration in ASEAN and has an operational presence in ten countries in the region for over 150 years. This commitment is realized through a partnership with Standard Chartered, the ASEAN secretariat and the Ministry of Trade to create awareness for Small and Medium Enterprises (SME), regarding the preparation towards the ASEAN Economic Community in 2015. This initiative will be further continued by capacity building on financial administration that is expected to be sustained and involve multistakeholders in the following year. Together with the ASEAN Secretariat and the Ministry of Trade, Standard Chartered will hold a seminar which title is, 'Surviving and Winning in the ASEAN Economic Community 2015' which will be opened by the **Vice Minister for Trade, H.E Bayu Krisnamurthi**, and **Vice Minister of Trade and Subash Pilai, Director on External Economic Relations, the ASEAN Secretariat**. Standard Chartered will also support the publication of the ASEAN SME guide book that will be disseminated to SMEs in Indonesia and other ASEAN region through technical ministries or other stakeholders. During the seminar, the Ministry of Trade will also, launch of a public service advertisement about AEC 2015, which is scheduled to be aired on several media.

In regards to the ASEAN Economic Community, **Djarmoko Witjaksono Bris, SE, MSIE, Director of ASEAN Cooperation, Ministry of Trade** said that some of the most important issues include the readiness of businesses to compete with ASEAN both domestically and in the ASEAN market, also including changes to the government policy in Indonesia as they prepare to welcome the 2015 AEC. But the basic thing that should get the attention of all stakeholders in Indonesia, in particular SMEs, is the importance of changing the mindset or perspective in addressing competition arising from the AEC in 2015. Competition from outside is no longer considered a threat, but as an opportunity to improve themselves and become better. The winning factor in the free market is the competitive power. The Indonesian government has taken steps to encourage competitiveness of Indonesian products and services to ensure the protection of intellectual property rights, consumer protection and to improve the flow of infrastructure investment and tax policy .

The AEC Blueprint has been signed by all ASEAN member countries, in which the SME sector is considered the driving force of economy in the region. There are four main priorities in the ASEAN related to SMEs including 1) Accelerate the development of SME ; 2) Enhance the competitiveness and dynamism of ASEAN SMEs by facilitating access to information, markets, human resources and expertise, finance and technology ; 3) Strengthen ASEAN SMEs to help macro - economic issues, financial difficulties and the challenges of trade liberalization ; and 4) Increase the contribution of SMEs to the overall economic growth and development of ASEAN as a region .

Along with the growth of the Indonesian economy , Standard Chartered strives to be a reliable partner for business development. **Micha Tampubolon, Country Head of Small & Medium Enterprises (SME) Banking Standard Chartered Indonesia** stated that SMEs are now facing challenges in terms of expansion into foreign countries, among others; enterprise recognition, access to credit, seamless opening of international accounts and conducting routine banking transactions. In terms of providing convenience and ease of access for customers, Standard Chartered is the only bank to develop an online banking platform designed specifically for this segment. Standard Chartered supports small and medium-sized businesses by providing a working capital credit facility as well as general Domestic and International Trade. Moreover, it also became the only bank which provides a specialist team dedicated to supporting the needs of small and medium enterprises in trade, cash management, foreign exchange and investment, where such services are usually only reserved for larger-scale enterprises .

Standard Chartered will continue to innovate and strengthen its banking solutions to support the growth of the SME sector . Standard Chartered has a strong commitment to the SME sector, which is key to the growth of the country.

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For further information, please contact:

Standard Chartered Bank

Aminarno Kernalputra

Country Head, Corporate Affairs

Email : CorporateAffairs.Indonesia@sc.com

NOTE TO EDITORS

Standard Chartered – leading the way in Asia, Africa and the Middle East

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

As one of the oldest banks in Indonesia, Standard Chartered Bank has 150 years of operations dating back to 1863. With 27 branch offices in seven major cities in Indonesia including Jakarta, Bandung, Semarang, Surabaya, Denpasar, Medan and Makassar and a network of over 49,000 shared ATMs, making the Bank as one of the international bank with widest geographical footprints in Indonesia. Standard Chartered also invested some shares in Permata Bank.

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