Indonesian women entrepreneurs broaden skills through Insights Sharing Forum

Jakarta, 8th August 2018 - EY Indonesia returns with its Entrepreneurial Winning Women Entrepreneurship Insights Sharing Forum held today on Wednesday 8th August 2018. Held in the Financial Club Jakarta, the Entrepreneurship Insights Forum 2018 covered the topics of ‘Building Brand Equity’ and ‘Leadership & Human Capital Management’. This forum is part of EY’s ongoing appreciation program EY Entrepreneurial Winning Women (EWW) in 2018.

Julianingsih Tan, Chief Financial Officer EY Indonesia stated during her opening speech “One of the biggest challenges that female entrepreneurs face in Indonesia which hinders their business growth potential is their lack of confidence towards their potential business. Through EY’s women entrepreneur community, EY is able to facilitate these women led businesses to grow exponentially up to a global level through access of exclusive skills and bravery.

“This workshop is part of our commitment to elevate women entrepreneurs, focusing on supporting EY Entrepreneurial Winning Women alumni and other women entrepreneurs to expand their business knowledge as well as their leadership skills which will ultimately help them to scale up their business, “she further stated.

Ernst &Young (EY)'s latest study titled “Is the X Chromosome the X Factor for Business Leadership”, conducted a survey with 2,766 C-Suites level in January - April 2018. The study found that female CEOs have the ambition to persevere and excel in their business above their male counterpart, despite having more difficulty in securing funding. Almost 30% of women led companies are targeting for an above 15% growth within the next 12 months, compared to only 5% of companies led by men. Despite the fact that more than half (52%) of female CEO's claim that they do not have access to external funding.

Another EY study "Can ASEAN Move Forward If Women Are Left Behind?" talks about the success of women entrepreneurs in ASEAN which continually affects the region’s economy. One of the findings from the study is the increase of gender diversity among company high officials and board members, with a continuing growth of female directors. Malaysia leads ASEAN's developing market, with women comprising 12.5% of board members in 2016, followed by Indonesia at 11.1% and Singapore at 7.7%.

Eva Arisuci Rudjito, Marketing Professional. Covered the topic of “Building Brand Equity' in front of the forum participants, explaining the importance of women entrepreneurs communicating their fundamental and core of their business is to the public.

“A company big or small, often ignores the importance of building and establishing a consistent positioning of their brand at the start. Starting a business is easy, growing it is hard.

Meanwhile Susi Boediman Corporate Director of Human Resources, PT Samsung Electronics expressed that each leadership style has its own effects on the company.

“Every leader anywhere has their own unique style of leadership that they bring to the organisation, but holding on to the core purpose of the organisation is very fundamental to an organisation,” she stated.

EY Entrepreneurial Winning Women (more commonly known as Winning Women) is an executive leadership awards program that has been held by EY in over 8 countries. This year in Indonesia will be the 8th Winning Women program to be held. EWW 2018 Class of Winners will be announced mid-
Winning Women is held to identify and connect chosen Indonesian female entrepreneurs, which are selected through a competitive selection process, with business practitioners and professional executives. This program also aims to be a platform for women entrepreneurs to expand their knowledge, professional vision and gain guidance that will accelerate/increase their business performance.

In launching this event, EY has partnered with Perempuan Wirausaha Femina (Femina Group), and supported by The Financial Club Jakarta, Forbes Indonesia and Alleira Batik.

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**Notes to Editors**

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