

**4 February 2025**

## **Expanding Access to an Inclusive Economy, Bangun Bangsa Launches Empower Academy in Jakarta**

**Jakarta, 4 February 2025** – Bangun Bangsa, the sustainability initiative campaign under Bentoel Group, has officially launched the Empower Academy Jakarta Chapter, a training and business mentoring program designed to empower women and micro, small, and medium enterprises (MSMEs). The program aims to equip participants with entrepreneurial skills and broader economic opportunities.

The Empower Academy Jakarta Chapter will run for six months, involving 25 selected female MSME entrepreneurs from Malaka Sari Subdistrict, East Jakarta. In addition to training sessions and mentoring for micro-business development, participants will also be paired with Bentoel Group employees as buddies, providing additional support throughout the program. By the end of the program, participants who demonstrate the best business progress will receive business capital assistance in the form of goods and production facilities to support their business sustainability.

The launch of Empower Academy in Jakarta is part of Bangun Bangsa’s continuous efforts to expand its social impact. In collaboration with She Starts Indonesia as a strategic partner, this program is expected to bring real benefits to participants, helping them achieve financial independence.

**Dian Widyanarti, Head of Corporate and Regulatory Affairs Bentoel Group, stated:**

“This program is more than just an entrepreneurship training; it is a tangible commitment of Bangun Bangsa in empowering communities, particularly women and groups who need greater access to economic opportunities. We believe that when a woman is empowered, she not only transforms her own life but also brings positive change to her family and community.”

This program is a concrete representation of Bentoel Group’s commitment to building a more inclusive and sustainable economy. The Empower Academy was first introduced in Malang in August 2024, yielding positive results in supporting 25 entrepreneurs with disabilities to develop their businesses. Now, with its expansion to Jakarta, the program is expected to benefit even more communities in need.

# News Release

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For further information, please contact:

Aan Prastya | Sr. Manager Media & External Relations

Email : [aan\\_prastya@bat.com](mailto:aan_prastya@bat.com)

Mobile : +62 821 5316 1919

Syevira Sal Syabilla | Asst. Manager Media & External Relations

Email : [syevira\\_syabilla@bat.com](mailto:syevira_syabilla@bat.com)

Mobile : +62 857 9521 3424