



ASEAN FOUNDATION

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ASEAN Foundation partners with IBL to train small entrepreneurs



The ASEAN Foundation and Indonesia Business Links (IBL) recently conducted a Training of Trainers for micro-entrepreneurs in Indonesia under the “Smart Technology for a Smarter Business” program. The training, which was held on 14-16 December 2009 in Jakarta, Indonesia, is aimed at helping build the capacities of small and medium enterprises (SMEs) by raising awareness about information and communications technology (ICT), learning ICT skills and applications for business development. ASEAN Foundation Head of Programs Ms. Renelle Ivy Adan and IBL Executive Director Ms. Yanti Koestoer opened the training session.

The training program is under the Hewlett-Packard Entrepreneurship Learning Program (HP HELP) and Hewlett Packard Micro Enterprise Development Grant Initiative (HP MEDP) in partnership with the ASEAN Foundation. Together with Indonesia Business Links, a non-profit, membership organization that promotes corporate social responsibility, the ASEAN Foundation was able to provide STSB training to about 17 micro-entrepreneurs and representatives from SME organizations across Indonesia that are also local partners of IBL. Through the training of trainers, the participants are now equipped with adequate ICT skills and are expected to share their knowledge among peers in the SME sector.

Under the HP HELP Program, the ASEAN Foundation will deliver 28 STSB and 2 GET-IT training courses. STSB is designed to assist micro-entrepreneurs to access the technology solutions that address their daily challenges. On the other hand, the GET-IT program or Graduate Entrepreneurship through Information Technology, is one of HP's flagship social investment initiatives that helps young unemployed people and new graduates acquire the business and IT skills to enter professional market or create their own businesses. The ASEAN Foundation previously partnered with Mustika Ratu, a well-known Indonesian company that

manufactures herbal and natural-based cosmetics, to conduct STSB training session to their partner micro-entrepreneurs. The next scheduled training will be for SMEs in Phnom Penh, Cambodia. To date, four ASEAN Foundation staff are certified HP trainers.

AF eNews is a publication of the ASEAN Foundation. We welcome your feedback.

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