

# BRI New York Agency

*WEBINAR Series TABAH (Tanah Air Business Assistance & Help) April 29th, 2023*



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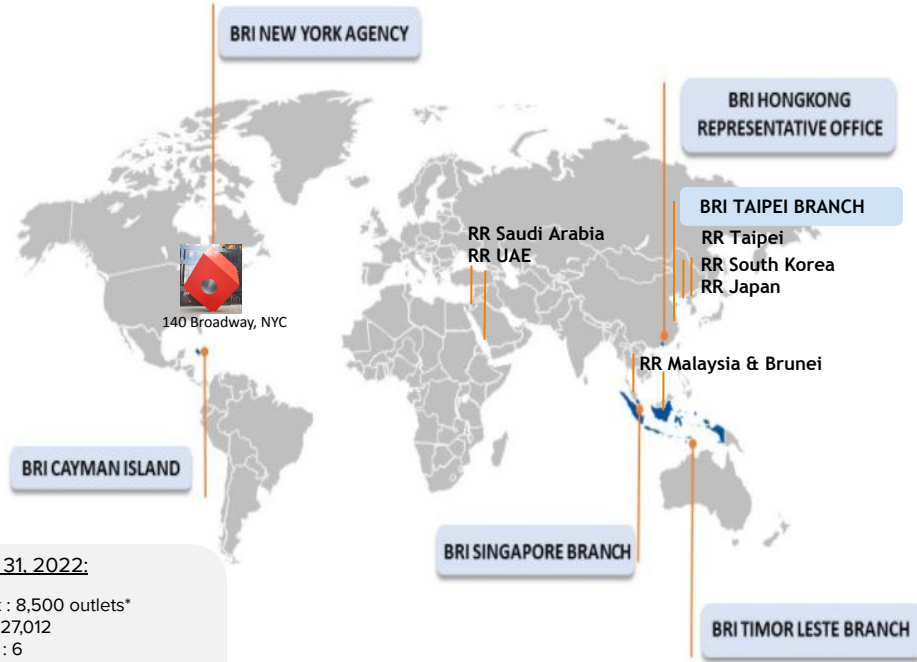


# BRI Networks & Coverage

## Domestic Branch Network



## Overseas Channels



### BRI Network as of Dec 31, 2022:

Domestic Branch Network : 8,500 outlets\*  
BRILink A Gents : 627,012  
Overseas Network : 6  
RR (Remittance Rep.) : 9

\*Branches, Sub branches & Micro outlets

# BRI NEW YORK AGENCY OBJECTIVE

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Since 1988, We presented in New York City to serve our customers that expanding its market in U.S. and facilitate BRI MSMEs to explore the new market in U.S. and North America through various business expo and matchmaking



## 01

### Wholesale Banking

Provide an excellent service consistent with International Banking Practice



## 02

### Added Value to Indonesia

Promoting trade & investment activities between Indonesia - US



## 03

### Added value to BRI on Corporate Basis

- Develop a sustainable business profile thru asset diversification
- As USD Direct Settlement payment gateway for Indonesia Domestic Bank
- As training ground for BRI Staff



## Partnership & Collaboration

- *Engage with US – Indonesia Representatives*

*Collaborate with Indonesia Embassy, KJRI, ITPCs, IIPCs and other Indonesia representatives to promote Indonesia and Indonesia products & commodities (Seafood, Handicraft, F & B, Spices, furnitures & Others)*

## Exhibition & Product Display

- *U.S Trade Exhibition*
  - ❖ *Referral and invitation to Indonesia UMKM to participate in the U.S., North America, LATAM trade expo to introduce UMKM's product and expand market globally.*
  - ❖ *Display UMKM products in Indonesia representative channels for e.g. ITPC's office, BRI New York office and other potential channels*



## Networking & Business Matchmaking

- *Business Matchmaking*

Facilitating BRI and Indonesia UMKMs meet potential buyers in the U.S., North America, LATAM thru business matching activities. In 2021 and 2022, BRI also active to support UMKM go Global thru online platform (e-commerce) such as Amazon.com by collaborating with Archipelago Canada. Tempeh chip by Kultiva.co is one of UMKM's product that sell in U.S & North America market.

## Financial Support

- *Sponsorship & Trade Financing*

*BRI NY always support UMKM's inspiration to expand its market globally thru sponsorship and financing activities\*) to expedite the go to market process and sound business model.*

\*) The financing activities for UMKM handled by BRI Indonesia, while BRI NY will capture the supply chain financing opportunity with UMKM's counterparts overseas.

# Partnership & Collaboration in 2023

As “**UMKM Bank**” we always support UMKM and our customers to **Go Global** by collaborating with all stakeholders”

## 01 Archipelago Marketplace (Amazon.com)

- 11 BRI UMKMs as provider for Archipelago store in 2021
- Present its product in Amazon marketplace in US & Canada
- 10 Potential UMKM in 2022



## 03 Global Specialty Coffee Event

- Specialty Coffee Expo - April 21 to 23, 2023, Portland, OR
- Ketiara Coffee (Gayo Coffee) in the event and sign contract for 1 Year shipment with Royal Coffee



## 02 Seafood Expo North America (SENA) - Boston

- Connected BRI Customers in Seafood Industry to grab potential market specifically in US, North America & LATAM
- Total potential transaction around \$8 Mio
- Fishlog International, asset of BRI venture joint in the event



NY NOW

## NY NOW Summer 2023

- The biggest handicraft expo in U.S.
- BRI support curation process for around 50 BRI UMKMs and selected UMKMs will send to NY NOW or Shoppe Object event in August 2023

SHOPPE  
OBJECT

04



Seafood Expo  
NORTH AMERICA

SPECIALTY COFFEE  
EXPO

NY NOW

SHOPPE  
OBJECT

UMKM EXPO(RT)  
BRILIANPRENEUR

## BRILIANPRENEUR Timeline

Q1 2023

### Incubation

Training & Coaching  
BRI MSMEs thru  
Rumah Kreatif BUMN  
(RKB) BRI located in  
around 20 Provinces  
in Indonesia.

Q2 2023

### Curation

Selection Process by  
BRI and Professional  
Curator.

Q3 2023

### Pre Event Preparation

Collaboration with all  
stakeholders,  
Website  
development, E  
Catalogue, Venue  
preparation and  
Publication.

Q4 2023

### UMKM EXPO(RT)

- UMKM Product Expo
- Talk Shows
- Business Matching
- UMKM Award

ROAD to BRILIANPRENEUR 2023

# UMKM EXPO(RT)

BRing MSMEs to The World



*Thank You!*

