

ANZ Supports Indonesia's Cultural Diversity through ANZ Ubud Writers & Readers Festival 2011

PT ANZ Panin Bank (ANZ) is supporting the promotion of Indonesia's cultural diversity and richness through ANZ Ubud Writers and Readers Festival.

As a starter to kick off the festival, ANZ today held a media conference introducing the festival and discussing about the trend of culture and literature in Indonesia attended by local and national media at the Canteen restaurant, Jakarta. ANZ also invited Janet De Neefe, Founder of Ubud Writers & Readers Festival and two Indonesian distinguished writers, Andrea Hirata and Gouri Mirpuri as speakers during the conference.

At the media conference, Ajay Mathur, ANZ Vice President of Consumer Banking said: "We are pleased to support the ANZ Ubud Writers & Readers Festival as part of ANZ untuk Negeri (ANZ for the Nation) efforts to promote Indonesia to the international world. We believe that our support to this festival will provide a significant contribution and potential in promoting the country's cultures and communities in a global scope through literature, arts and education."

"We believe the Festival will emphasis the diversity and richness of Indonesian culture not only to the writers and literature lovers from Bali but also from around the world", added Janet deNeefe, Owner of the festival.

For the communities, there will be a series of events held in schools in Jakarta and Bali under "ANZ Ubud Writers & Readers Festival Goes to School".

"The school programming activities are organized as a cultural event at the schools, with a lot of fun activities for children and their parents to better understand the diversity of cultures in Indonesia. The activities include story telling competition, drawing competition, colouring competition, comic making and face painting with parents" said Slamet Sudijono, ANZ Head of Marketing and Communication Indonesia.

Founded in 1835, ANZ provides a range of retail, private, commercial and institutional banking and financial services to 8 million customers across 32 markets worldwide. ANZ holds an AA credit rating from Standard & Poor's and is among the world's 25 largest banks by market capitalisation. Operating in Indonesia since 1973, ANZ is the majority shareholder of PT ANZ Panin Bank (ANZ), which is headquartered in Jakarta and has 28 branches in 11 cities across Indonesia.

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