

SPECIAL STUDENT COMPANY COMPETITION HOSTED BY PRUDENTIAL INDONESIA



Above: Students from one of the participating teams providing information for the jury.

On Saturday 10 October 2009 Prudential invited student company representatives from high schools located in Jakarta, Bogor and Serang to participate in an intensive competition in which students had to convince Prudential that their company was the best option for investment. More than one hundred students, in their respective teams, announced an IPO and provided background information for potential investors.

After this session was completed the Prudential volunteers (as investors) visited each student company booth and bought shares using the specially produced Prudential money. The top six teams were then selected based on the amount of shares sold.

After lunch these six teams were then given an additional opportunity to present and entice the volunteers to invest in their business. After each presentation each volunteer became a member of rigid jury and asked demanding questions of the students.



A lighter moment for the team of judges from Prudential.

This was an opportunity for students to excel in their presentation skills and deal with searching questions. They were also required to have a clear understanding of the company's prospectus and business plan. For all of the participants this was the very first time that they had ever been part of this type of competition and it proved to be an exciting and productive event for all involved.

PJI would like to thank Prudential and all of its volunteers to working so hard to select the winners and in making sure this event was a success. PJI is also proud to acknowledge the support of Panorama Tours, as they provided the prize for the top placed team – a trip for nine students and one teacher to Jogjakarta for three days.



Above: Participants from SLB Santi Rama on hearing they were the competition winners.