

Workshop LPDP Business Competition 2023: Encouraging the Young Entrepreneurial Generation Towards Indonesia with 5 Million New Entrepreneurs

Thursday, 01 June 2023 08:55 WIB



HumasUPNVJ - (26/05/2023), Innovative business development is an important factor in the current era of globalization which can simplify human life. In line with these advances, it is important for all people to broaden their horizons and apply knowledge, especially in the use of technology to support business progress.

In order to expand insight and knowledge in business, the Education Fund Management Institute (LPDP) collaborated with the UPN "Veteran" Jakarta Research and Community Service Institute (LPPM) together with the Depok City Government to hold the LPDP Business Competition Workshop 2023 #5ME2045.

This activity aims to increase participants' knowledge and skills in preparing business idea proposals as well as simulating business pitching with the support of experienced mentors. Wahid Chandra Daulay, SI, M.IntR, Jakarta-Banten LPDP Regional Coordinator, highlighted the important role of entrepreneurs in creating jobs and increasing innovation.



According to LPDP alumni data for 2020, only 70% of LPDP alumni are self-employed, so an increase in this number is needed. LPDP is committed to improving the nation's Human Resources (HR) by establishing an entrepreneurial factory that involves the entrepreneurial community and an investor accelerator incubator. This workshop is one of the activities that support this vision.

"A great country is a country that has many entrepreneurs, because they have an important role in overcoming poverty and changing jobs," said Andi Hidayanto, P.hD. Director of LPDP.

The LPDP Main Director also invited young Indonesians to become entrepreneurs and contribute to advancing the country. Andi Hidayat also invited all participants to convey information about this event to their families and colleagues.

"Through this activity, participants have the opportunity to start their own business and the winner will receive the main prize in the form of cash, meet with LPDP alumni venture capitalists, and take English courses abroad for three months," said Andi Hidayanto, P.hD. Director of LPDP.



Furthermore, Dr. dr. Ria Maria Theresa, Sp.KJ, Deputy Chancellor 3 UPN "Veteran" Jakarta, also added that Indonesia would have 5 million prospective *entrepreneurs* in 2045. Deputy Chancellor 3 UPN "Veteran" Jakarta also expressed his pride in the collaboration of this *business competition* activity with LPDP and Depok City Government.

"Together with this activity, it is necessary to have understanding, training, and capital to support the business world of young *entrepreneurs* who continue to grow," said Dr. dr. Ria Maria Theresa, Sp.KJ, Vice Chancellor 3 of UPN "Veteran" Jakarta.

The LPDP Business Competition 2023 Workshop #5ME2045 shows the important role of technology in business progress. The use of technology is one of the factors that must be understood and implemented by participants in developing their business. In this workshop, participants will be given knowledge and skills in optimizing the use of technology in business aspects.

In addition, this workshop activity also emphasizes collaboration as the key to success in achieving the target of 5 million entrepreneurs in 2045. Collaboration between academia, business, community, government, media and organizations is an important step in accelerating the development of entrepreneurship.

On this occasion, Andi Hidayanto, P.hD., Main Director of LPDP, highlighted the importance of having an attractive title and good business skills, as well as fluent English skills. Proficiency in English is an added advantage for participants in conducting international business.

The LPDP Business Competition 2023 Workshop #5ME2045 not only provides an opportunity for participants to develop their business, but is also a real step in encouraging Indonesia's younger generation to become entrepreneurs and contribute to advancing the country.

With the assistance, understanding, training, and capital provided by LPDP, it is hoped that participants will be able to achieve success in entrepreneurship and become part of Indonesia's economic transformation towards 2045.



Export tanggal : Sunday, 12 April 2026 Pukul 12:28:51 WIB.

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