



PRESS RELEASE

For Immediate Release

Synergy of Education and Employment: MAP Retail Academy Partnership with 40 Vocational High Schools

Jakarta, July 18th, 2024 – MAP Retail Academy as the first retail human resource training and assessment center in Indonesia managed by PT Mitra Akademi Perkasa, a subsidiary of PT Mitra Adiperkasa Tbk (MAP), a leading lifestyle retailer in Indonesia, proudly announces a groundbreaking partnership with 40 Vocational High Schools (SMKs) nationwide. This initiative aims to create a synergy between education and employment opportunities, bridging the gap between academic learning and practical skills, ensuring students are better prepared for the workforce.

The collaboration between MAP Retail Academy and the SMKs will offer students unique opportunities to gain hands-on experience and develop the necessary skills to succeed in the retail industry.

Handaka Santosa, Director of MAP Retail Academy, stated, “We hope this partnership between MAP Retail Academy and the Vocational High Schools (SMK) can truly bridge the gap between academic learning and practical skills, making students better prepared to enter the workforce.”

This is further reinforced by the statement from Uuf Brajawidagda, S.T., M.T., Ph.D., Acting Director of Partnerships and Alignment of Business and Industry, “We envision that this collaboration will create a sustainable supply chain that benefits all parties. Through this partnership, we can build a bridge connecting the world of vocational education with industry, thereby making a positive contribution to Indonesia's economic growth and development.”

This partnership will focus on: **Practical Training Programs:** Students will have access to a range of practical training programs with module alignment between retail and education, covering various aspects of the retail sector; **Internship Opportunities:** students will be able to participate in internships at various MAP Retail outlets, gaining real-world experience and understanding the dynamics of the retail environment; **Career Development Workshops:** MAP Retail Academy will conduct workshops focusing on career development, resume building, interview preparation, and other essential skills needed to secure employment in the retail industry; **Certification Opportunities:** Students will have the chance to obtain retail worker certification recognized by the government; **Mentorship Programs:** professionals from MAP will mentor students, providing guidance, support, and insights into the industry, helping them navigate their career paths effectively.



About PT Mitra Adiperkasa Tbk

MAP has a portfolio of more than 150 world-class brands spanning department stores, sports, fashion, kids, food & beverage, and lifestyle. As of the end of March 2024, MAP operates more than 2,800 retail outlets in over 80 cities across Indonesia. Some of the key retail concepts managed include: **Department Stores:** Sogo, Seibu, The FoodHall; **Fashion & Beauty:** Zara, Marks & Spencer, Kipling, Cogon On, Mango, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; **Active (Sports & Leisure):** Sports Station, PlanetSports.Asia, Foot Locker, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks; **Kids:** Kidz Station, Smiggle, Lego; **Digital:** Digimap, Digiplus; **Food & Beverage:** Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Subway; **Others:** Alun Alun Indonesia. For more information about MAP, please visit map.co.id.

For more information, please contact:

Marina Naomi Permatasari

Head of MAP Retail Academy

PT Mitra Adiperkasa Tbk

Sahid Sudirman Center 58th Floor

Jalan Jend. Sudirman Kav. 86 Jakarta 10220

Telephone: +6221 8064 8498, +6221 574 5808