



## Samsung Southeast Asia and Oceania Wins Global CSR Awards 2016

- *Samsung Smart Schools and Tech Institutes receive Platinum award, the highest accolade, in 'Excellence in Provision of Literacy and Education' category*
- *Samsung also wins Bronze award for Best Community Program in Indonesia, for its One Village One Product program. The program helps raise financial and business literacy for homegrown small- and medium-sized businesses*

**BALI, Indonesia – April 21, 2016** – Samsung Electronics (Southeast Asia and Oceania) was recognized for its positive community contributions in the region, winning two awards at the 8<sup>th</sup> Annual Global CSR Summit and Awards 2016, held in Bali, Indonesia.

Samsung won the Platinum award in the Excellence for the Provision of Education and Literacy category for its Samsung Smart Schools and Tech Institutes programs. These incentives provide opportunities for technological and vocational education among young people.

For its Indonesian program, titled One Village One Product, Samsung was presented with a Bronze award in the Best Community Program category.



*Fiona Teo (right), Samsung Regional Public Relations and Citizenship Manager, receives the Global CSR 2016 award on the company's behalf*

“We strongly believe that our success is not just measured by our business achievements, but also by how well we serve our community and make a difference to people’s lives,” said Irene Ng, Vice-President, Corporate Marketing, Samsung Electronics (Southeast Asia and Oceania). “Samsung sees education as the seed of innovation, and works to create programs that support youth education and job training, using our technology, services and expertise. This recognition is an encouragement for us. We look forward to continuing to implement programs that are highly relevant to what the community needs and values.”

The Global CSR Summit and Awards is a prestigious international awards ceremony in the sphere of corporate social responsibility (CSR). It is organized with the purpose of raising CSR awareness, and honors outstanding individuals and companies from around the world for their contributions to the following: environmental preservation, community transformation and poverty alleviation, women’s rights and welfare, workplace practices and CSR-related product innovation.

### **Samsung Smart Schools**

Working with government bodies and local non-governmental organizations (NGOs), Samsung partners with schools and libraries to create immersive learning opportunities for students through tailored education programs, with enrichment and infotainment contents.

Samsung operates 167 Smart Schools/Libraries in the Southeast Asia and Oceania region, in countries such as Australia, Indonesia, Singapore, Malaysia, the Philippines, Thailand, Vietnam, New Zealand and Taiwan.



*Samsung Smart Schools use technology to help students in Taiwan and Thailand*

## **Samsung Tech Institutes**

The Samsung Tech Institute is a partnership with vocational institutions that makes use of Samsung's technological resources in the provision of vocational training. Its aim is to enhance its students' employability, and equip them with skills that prepare them for life in real-world industries.

Samsung Tech Institutes also provide expert training, helping young people learn fundamental IT and engineering skills. Samsung operates 20 such institutes in Cambodia, Indonesia, Laos, Myanmar, Malaysia, the Philippines and Singapore.



*Samsung Tech Institutes in Malaysia and the Philippines provide young people with vocational training and prepare them to join the workforce*

## **One Village One Product (OVOP) in Indonesia**

The One Village One Product (OVOP) program is a partnership that comprises: the Ministry of Cooperatives, the Korean Trade-Promotion Agency (KOTRA) and small- and medium-sized enterprises related with community development.

Together, they aim to help Indonesians living in rural areas to improve their business knowledge and skills, allowing them to gain financial independence and further develop the country's small- and medium-sized business economy.

In the long term, the program seeks to improve the local economy and the welfare of those living in rural areas. It also seeks to boost local income and social solidarity by helping residents create unique and valuable products.

## **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable

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