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# INDONESIA *Finance Festival*

## PROPOSAL MEDIA PARTNER



# Background

**Indonesia Finance Festival (IFF)** is an annual event organized by the **Finance and Investment Society (FIS)** of **Universitas Prasetiya Mulya**, aimed at educating the younger generation about the world of finance. IFF features two main events: **FINference** and **PMIC**. Established in 2019, FINference will host three conference sessions this year, focusing on the role of AI, big data, and blockchain in financial innovation, as well as key issues such as regulation, ESG investing, and retail investor protection. Meanwhile, PMIC invites participants to deepen their understanding of investment in a volatile market through stock simulation competitions, investment races, and intensive training sessions.



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# Purpose of Event

- Connect PMIC 2025 members with professionals in the financial investment industry to expand networks, share experiences, and gain deeper insights into predetermined topics and themes.
- Provide an opportunity for undergraduate students of Finance & Banking and Financial Technology at Universitas Prasetya Mulya to make a positive social impact aligned with the university's values and identity.
- Enable high school students to directly contribute by analyzing and solving real-world economic issues, particularly in finance and investment.
- Present the latest trends in stocks and emerging investment instruments by leveraging technological advancements to help participants understand both opportunities and risks.
- In alignment with AACSB's mission, the event also aims to develop students' soft skills in leadership, collaboration, communication, and social responsibility (AACSB 9.1).



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THIS YEAR'S THEME  
**INDONESIA**  
*Finance Festival*

Financial Renaissance: Navigating  
Intelligence in the New Capital Age

Financial Renaissance marks a new era of transformation in the financial world, where intelligence becomes the key to navigating economic dynamics. Entering the New Capital Age, global finance is no longer solely reliant on traditional capital but also on intellectual capital, including AI, digital finance, the creative economy, and inclusive financial literacy. In this landscape, the ability to navigate intelligence is crucial and adapting strategies in an ever-evolving ecosystem.



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# THIS YEAR'S THEME PMIC

## Navigating the Financial Maze: Mastering the Market's Uncertainty



In a constantly shifting economic landscape, young investors must be equipped to navigate market uncertainties and make strategic financial decisions. Market volatility, economic policy changes, inflation, and political stability are just a few of the factors that demand careful consideration. PMIC 2025 highlights the fundamentals of investing, the importance of diversification, and the implementation of forward-thinking approaches.



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*Pre Event*

## ROADSHOW

The PMIC 2025 Roadshow is a series of offline promotional activities conducted in various high schools across Indonesia to raise awareness about the competition and encourage participation. During the roadshow, the PMIC team will visit selected schools to introduce the competition, explain its format, and highlight the benefits of participating. The sessions will include interactive presentations and Q&A segments to address students' questions about PMIC and the registration process. The roadshow aims to boost registration, educate students about corporate finance and investment, and build excitement leading up to the main event.

## BAZAAR

Bazaar is a five-day event held at Prasetya Mulya. The organizing committee will invite booths from both external vendors and internal communities within Prasetya Mulya. In addition to these booths, there will also be a special area hosted by the PMIC committee featuring interactive games and a photo booth, aimed at promoting the upcoming IFF 2025 event while also enlivening the overall atmosphere.



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# ABOUT



The logo consists of a teal square on the left with the text "AACSB" in white, and a yellow square on the right with the text "Business Education Alliance" stacked above "Member" in black.

# SERIES OF EVENTS

# PMIC Competition

# Stock Simulation

## Investment Race

## Gala Dinner

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# TIMELINE PMIC



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OPEN  
REGISTRATION

April 8, 2025

TECHNICAL MEETING  
+ CASE DISTRIBUTION

June 27, 2025

CLOSE CASE 1

July 30, 2025

JUDGING END

August 8, 2025

TECHNICAL MEETING  
TOP 20

August 13, 2025

CLOSE  
REGISTRATION

June 25, 2025

TRAINING SESSION

June 28, 2025

JUDGING START

July 31, 2025

ANNOUNCEMENT

August 11, 2025

COMPETITION  
DAY

September 8, 2025



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# Past Participants



MAN, ILMU dan PELAYANAN



SPRINGFIELD



KARANGTURI



PETRA  
SURABAYA



BANDUNG  
ST. ALOYSIUS



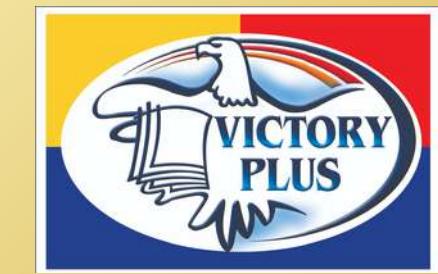
SERVIAM



SMAN ST. LOUIS  
SURABAYA



培民  
BBS



VICTORY  
PLUS



MASA DEPAN CERAH  
CHRISTIAN SCHOOL



SEKOLAH KRISTEN  
PURI



Sekolah Bogor Raya  
Learning together, Inspiring success



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THIS YEAR'S THEME

# *Fin*ERENCE

Market Odyssey:  
Thriving in The New Financial Era

Represents a transformative journey through the complexities of modern finance. This theme captures the challenges faced by investors, analysts, and policymakers as they navigate global economic shifts. In an era marked by rapid digitalization and a growing focus on sustainable and inclusive investment. Through this theme, the importance of resilience and competitiveness in responding to today's financial market dynamics.





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# ABOUT *Fin*ERENCE

FINference is a conference focused on financial technology (fintech) and the latest innovations in the financial sector. It provides a platform for professionals, academics, and industry leaders to come together and discuss emerging trends, research, and developments in the field of finance. With three main sessions, FINference serves as a space that bridges academic research with industry practice. The event also offers opportunities for participants to network, exchange ideas, and explore potential collaborations between the academic world and the fintech industry.



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# TIMELINE

# *Fin*FEERENCE



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Open  
Registration

July 28, 2025

Close  
Registration

September 3, 2025

FINFEERENCE

September 6, 2025



PMIC  
Past Teams

50 TEAMS

Target Teams

120 TEAMS

FINference  
Past Participants

120 PER  
SESSION

Target Participants

350 PER  
SESSION





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# PREVIOUS MEDIA PARTNERS

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# SUPPLY BENEFIT FOR MEDIA PARTNERS

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# DEMAND BENEFIT FROM ONLINE MEDIA

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