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Press Release

EMERGENETICS NOW IN INDONESIA

Bakrie & Brothers Services partners with Emergenetics International to enhance people and organisation development through brain science.

20 January 2012, Jakarta – Bakrie & Brothers Services signed an exclusive agreement with Emergenetics International – Asia to launch Emergenetics products and its related solutions in Indonesia.

Emergenetics is the research-based science of thinking and behavior preferences for developing people and organizations. Through the proprietary Emergenetics Profile, a psychometric profiling tool that gives insight into an individual's thinking and behavioural preferences, Emergenetics International (with its headquarters in Denver, USA) has reached out to more than 450,000 individuals and leaders worldwide. It's global network includes two other headquarters – one in Europe based in The Netherlands, and another in Asia, based in Singapore.

As a country representative in the international network of Emergenetics International, Bakrie & Brothers Services will be Indonesia's exclusive provider of Emergenetics International products and solutions. This includes the Emergenetics Profile; Emergenetics Selection Programme, a hiring and selection programme; and all other training and human capital development solutions based on the science of Emergenetics.

"Bakrie & Brothers Services is committed to provide the best tools and processes to support people and organisations to transform business strategies into results. With Emergenetics, we are further equipped to give our clients that competitive edge," says Siddharta Moersjid, President Director of Bakrie & Brothers Services.

Siaran Pers

EMERGENETICS KINI DI INDONESIA

Bakrie & Brothers Services bermitra dengan Emergenetics International untuk meningkatkan pengembangan sumber daya manusia dan organisasi melalui pengetahuan tentang otak

20 Januari 2012, Jakarta – Bakrie & Brothers Services menandatangani perjanjian eksklusif dengan Emergenetics International- Asia dalam meluncurkan produk-produk Emergenetics serta rangkaian solusinya di Indonesia

Emergenetics adalah pengetahuan berbasis riset tentang preferensi berpikir dan berperilaku untuk pengembangan sumberdaya manusia dan organisasi. Melalui merk dagang Emergenetics Profile, alat pembuat profil psikometri yang memberikan pemahaman atas preferensi pemikiran dan perilaku individual, Emergenetics International (kantor pusat di Denver, AS) telah menjangkau lebih dari 450,000 orang dan para pemimpin di seluruh dunia. Jaringan kerjanya yang mendunia mencakup pula dua kantor lainnya, satu di Eropa berbasis di Belanda dan di Asia, berbasis di Singapura.

Selaku perwakilan negara dalam jaringan kerja Emergenetics International, Bakrie & Brothers Services merupakan penyedia eksklusif produk dan solusi dari Emergenetics Internasional. Di dalamnya termasuk Emergenetics Profile ; Emergenetics Selection Programme, program seleksi dan rekrutmen ; serta seluruh solusi pelatihan dan pengembangan SDM yang berbasis pada pengetahuan Emergenetics.

"Bakrie & Brothers Services berkomitmen untuk menyediakan alat dan proses terbaik untuk mendukung individu dan organisasi dalam mentransformasikan strategi bisnis menjadi hasil. Dengan Emergenetics, kami menjadi lebih lengkap dalam memberikan klien-klien kami keunggulan kompetitif," demikian disampaikan Siddharta Moersjid, Presiden Direktur Bakrie & Brothers Services.

MOVING THINKING FORWARD.

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“Emergenetics International - Asia is honoured to partner Bakrie & Brothers Services to move thinking forward here in Indonesia. We are aligned in the belief that people are the core of every great business, and that Emergenetics provides the platform to hire the best employees, facilitate understanding and ultimately build stronger, more vibrant organisations. We are happy that Bakrie & Brothers Services will take the benefits of Emergenetics to the people of Indonesia,” says Terence Quek, Chief Executive Officer, Emergenetics International – Asia.

“We are pleased that Bakrie & Brothers Services will be an integral part of our network, as it is clear that their approach to advancing their workforce is in line with our own,” said Emergenetics International Founder and Chief Executive Officer, Dr Geil Browning.

The signing ceremony took place at Bakrie Tower.

For further information please contact
Terence Quek, CEO
Terence.quek@emergenetics.com
Emergenetics International - Asia
1 Jalan Pisang #02-01
Singapore 199069
Phone: +65 62976619
Fax: +65 62970691

“Emergenetics International-Asia mendapat kehormatan untuk bermitra dengan Bakrie & Brothers Services dalam memajukan pikiran di Indonesia. Kami memiliki keyakinan yang sama bahwa manusia merupakan inti dari setiap bisnis yang luar biasa, dan Emergenetics menyediakan pijakan dasar dalam mempekerjakan karyawan terbaik, memfasilitasi saling memahami dan pada akhirnya membangun organisasi yang lebih kuat dan dinamis. Kami senang Bakrie & Brothers Services akan meraih manfaat dari Emergenetics bagi bangsa Indonesia,” dikatakan Terence Quek, CEO Emergenetics International – Asia.

“Kami gembira bahwa Bakrie & Brothers Services akan menjadi bagian penting dalam jaringan kerja kami, karena tampak jelas pendekatan mereka dalam memajukan kekuatan-kerja mereka sejalan dengan kami,” demikian Dr Gail Browning, pendiri CEO Emergenetics International .

Penandatanganan dilakukan di Bakrie Tower.

Untuk keterangan lebih lanjut :
Siddharta Moersjid, President Director
PT Bakrie & Brothers Services
Country Representative (Indonesia)
Emergenetics International
siddharta.moersjid@bakrie.co.id
Bakrie Tower, 37th Floor
Phone : +62 21 2991 2222
Fax : +62 21 2991 2333

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Photo signing exclusive agreement PT Bakrie and Brothers Services and Emergenetics International-Asia



JAKARTA, 20/1 - KERJASAMA SUMBER DAYA. Dirut PT Bakrie & Brothers Services, anak usaha PT Bakrie & Brothers Tbk, Siddharta Moersjid (2 kanan) didampingi Chief Learning Officer Effendi Ibnoe dan Direktur Operasi Okder Pendria (kiri) berbincang dengan CEO Emergenetics International-Asia Terence Quek, usai penandatanganan naskah kerjasama, di Jakarta, Jumat (20/1). PT Bakrie & Brothers Services bermitra dengan Emergenetics International untuk meningkatkan pengembangan sumber daya manusia dan organisasi. FOTO ANTARA/Audy Alwi/pd/11

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JAKARTA, 20/1 – Joint resources. President Director of PT Bakrie & Brothers Services, subsidiary of PT Bakrie & Brothers Tbk., Siddharta Moersjid (2nd from right) accompanied Chief Learning Officer Effendi Ibnoe and Director of Operations Okder Pendria (left) conversing with CEO Emergenetics International – Asia Terence Quek, after signing a collaboration in Jakarta on Friday, 20 January. PT Bakrie & Brothers Services partners Emergenetics International to enhance the development of human resources and organisations. PHOTO Antara News Agency

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