

PRESS RELEASE

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## **Targeting Young Talents, CoHive opens Coworking Space at BINUS Square**

**JAKARTA, August 22, 2019** – In collaboration with Bina Nusantara University (BINUS), CoHive launches its newest coworking space located on the 3<sup>rd</sup> floor, BINUS Square on Thursday (22/8). This place is designed to be the hub for young talents to learn, develop, connect and explore their full potential in the emerging digital industry.

As millennial population starts to dominate the workforce, CoHive and BINUS commit to provide the platform for the young talents to learn and grow. This is in line with the pledge of Indonesian government to really focus on manpower development. The population of Indonesia over the next few years continues to increase, from 268 million in 2019 to 317 million in 2045. In 2019, approximately 24 percent of the population are millennials. This significant number gives Indonesia a big chance to become a high-income country, as they are the generation with productive age who will occupy various strategic positions in Indonesia.

This hub allows students and researchers to level up their studies by connecting directly with local creative enthusiasts, startup creators and entrepreneurs. CoHive Co-Founder and CEO, Jason Lee explained that CoHive@BINUS Square offered an outstanding opportunity for young talents to network with experts from various types of industries. “We would like to help BINUS to incubate the young talents to be the next startup creators. Not only that, CoHive@BINUS Square provides the bridge for the students to access job opportunities,” said Jason.

Nowadays, young talents are offered with various career opportunities. Startup companies become their major attractors. According to the Creative Economy Agency (BEKRAF), Indonesia is expected to achieve 20-30 percent growth in the number of startups as supported by high demand for digital solutions in business, industry, government and in other sectors.

Vice Rector Global Employability & Entrepreneurship BINUS, Meyliana said that the collaboration between Binus and CoHive is aimed to create a fun and interactive facility for the students to enhance their knowledge and network. “This goal is very much in line with high interest of creating new startups in various industries that we see from our students. We believe this hub will allow them to interact in a more dynamic way,” explained Meyliana.

Spread across an area of 600 sqm, CoHive@BINUS Square offers membership plans across daily pass, team desk and private offices. To date, CoHive has approximately 9,000 members from 900 companies who rent spaces across 33 locations covering 66,000 sqm in four cities: Jakarta, Medan, Yogyakarta, and Bali.