

PRESS RELEASE**STRENGTHENING SHARIA FINANCIAL LITERACY AND INCLUSION
INDONESIA FINANCIAL SERVICES AUTHORITY HOLDS SHARIA FINANCIAL FAIR
“SYAFIF GOES TO TANGERANG”**

Tangerang, February 22, 2025. The Indonesia Financial Services Authority (OJK), together with the Sharia Financial Services Industry, is holding the Syariah Financial Fair "SYAFIF Goes to Tangerang" aimed at increasing public literacy and inclusion in sharia finance by optimizing the momentum of Ramadan 2025 or 1446 Hijriah through an exhibition of sharia financial institutions.

The SYAFIF event, held at AEON Mall BSD City, Tangerang Regency, on Saturday, was opened by the Head of the OJK Office of Banten Province, Adi Dharma.

In the event attended by the public and sharia financial institutions, Adi Dharma stated that increasing literacy is important so that the public can manage their finances well by utilizing sharia financial products and avoiding financial crimes in the rapidly developing digital era.

"The SYAFIF 2025 event is expected to increase public awareness and interest in using sharia financial products/services and create a society that is knowledgeable and literate in sharia finance," said Adi.

The SYAFIF 2025 expo is attended by participants from sharia financial institutions, including sharia commercial banks, sharia pawnshops, sharia financing companies, sharia financing guarantee companies, and securities companies.

SYAFIF 2025 is part of the national sharia finance campaign program, Gebyar Ramadan Keuangan Syariah (GERAK Syariah) 2025.

GERAK Syariah is a collaborative program between OJK and sharia finance stakeholders, including Sharia Financial Services Business Actors (PUJKS), Sharia Financial Services Association, Bank Indonesia (BI), the Ministry of Religious Affairs of the Republic of Indonesia, the National Committee for Sharia Economy and Finance (KNEKS), the Sharia Economic Society (MES), the Regional Financial Access

Acceleration Team (TPAKD), mass media, influencers, religious figures, and other sharia finance advocates.

To ensure a widespread and equitable sharia finance campaign, OJK is organizing GERAK Syariah simultaneously in 37 OJK offices across the regions, including the event held in Tangerang Regency in collaboration with the OJK Office of Banten Province, PUJKS, and stakeholders in their working area, including the Regional Committee for Sharia Economy and Finance (KDEKS).

The GERAK Syariah 2025 event will be officially opened on Sunday, February 23, 2025, followed by a series of other activities, including a Saman dance competition, a talk show on the Financial Services Sector, and a Workwear Fashion Show competition.

For further information:

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