

Great Venture Financial Literacy



Jumat, 5 Sep 2025 Great Eastern General Insurance Indonesia (GEGI) berkesempatan berbagi ilmu tentang pentingnya literasi asuransi pada acara ulang tahun ke-12 @backpackerjakarta (BPJ). Sekaligus memperkenalkan logo baru Great Eastern dan maskot ROARIE.

Acara dilaksanakan di Gayatri Mountain Adventure, Puncak Bogor. Acara Camping Komunitas ini diikuti oleh sekitar 800 member BPJ. Materi literasi disampaikan oleh Mochammad Ricky selaku Head of Travel GEGI, dengan materi bertajuk **"Travel Insurance: Kunci Perjalanan Bebas Khawatir"**.

Antusiasme peserta terlihat jelas selama sesi tanya jawab dan juga saat berinteraksi dengan maskot ROARIE di akhir acara. Kami berharap, kolaborasi ini dapat menjadi langkah kecil untuk terus menyebarkan kesadaran akan pentingnya proteksi diri bagi para petualang.

Reach for a Greater Tomorrow!

Friday, September 5, 2025, Great Eastern General Insurance Indonesia (GEGI) had the opportunity to share knowledge about the importance of insurance literacy at the 12th anniversary event of @backpackerjakarta (BPJ). They also introduced Great Eastern's new logo and ROARIE mascot.

The event was held at Gayatri Mountain Adventure, Puncak Bogor. This Community Camping event was attended by approximately 800 BPJ members. The literacy material was delivered by Mochammad Ricky, Head of Travel at GEGI, with a topic entitled **"Travel Insurance: The Key to Worry-Free Travel."**

The enthusiasm of the participants was evident during the question-and-answer session and also during interactions with the ROARIE mascot at the end of the event. We hope this collaboration can be a small step in continuing to spread awareness of the importance of self-protection for adventurers.

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