

## Sharing knowledge

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### My summer in the City

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Communications team*

I am a second-year student at LSE studying Economics with Economic History. I grew up in Malaysia but moved to London a few years ago to attend university. I applied for an internship with the Communications team and was privileged to be one of the candidates selected to intern at PIDG for ten weeks this summer.

Coming from an Economics background, I did not know what to expect when I started work at PIDG 10 weeks ago. I had little knowledge about development finance before this, but learning from the team and the rest of PIDG has really shown me a different side of investing. My experience here has

really changed my view of how the private sector can contribute to social and economic development in frontier markets. It has truly been a privilege to get to work with people with so much passion and from such diverse backgrounds.

With the help of the team, I have been managing PIDG's social media accounts and producing brand assets to align with the PIDG brand.

One of the first tasks I was asked to undertake, was to research and work collaboratively across the group to create a corporate presentation, one that would tell the PIDG story to an external audience. Consulting across the team to create the presentation has helped me to develop both my project management and my writing skills, and I have learned much about how to implement brand design so that the presentation reflects PIDG values.

PIDG is truly a great example of how the private sector can and should play a role in development.