

DIGITAL HUB NEWSLETTER

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Digital Hub at BSD City

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www.digitalhubbsdcity.com

Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia



image: Youtube/DigitalHub

Grand Opening of Traveloka Campus

On March 18th, 2021, Traveloka inaugurated its new headquarters, the Traveloka Campus, in the BSD Green Office Park.

The Traveloka Campus building won the Gold Winner award in the FIABCI Indonesia REI Excellence Awards 2020 and received a Gold from the Indonesian Green Building Council.

The BSD Green Office Park is the certification first office complex in Indonesia to receive the Green Mark District from the International Building and Construction Authority (BCA) Singapore.

The inauguration was marked by the opening of the Traveloka Campus logo and was attended by (1) the Minister of Communication and Information Technology, Johnny G. Plate, (2) the Deputy Minister of Tourism and Creative Economy, Angela Tanoesoedibjo, and (3) the Regent of Tangerang, Ahmed Zaki Iskandar.

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image: Youtube/DigitalHub

Go Healthy with Tech-Cycling Community Event

The pandemic era has led people to do more outdoor activities and workouts like cycling. This sport is both fun and healthy. Many of BSD City’s residents adopted this outdoor workout habit, especially on the weekends. Many of BSD City’s residents now also ride their bike to work.

On February 27th, 2021, the Regent of Tangerang, Ahmed Zaki Iskandar, together with digital technology activists of the Digital Hub Tech-Cycling Community showed up for a morning cycling activity in BSD City. They cycled a 20 km route, starting from Digital Hub and passing by several landmarks such as Intermoda, ICE, Vanya Park Lake, West Park Business Loft and Green Office Park. The event attracted 200 participants and was carried out following strict health protocols such as antigen swab services, hand washing facilities and hand sanitizers as well as social distancing rules at check points.

Chief of Digital Tech Ecosystem & Development – Sinar Mas Land, Irawan Harahap said the intention of this event is not only to remind people about the importance of health but also to gain and maintain relations among Digital Hub tenants as one ecosystem.

This event also promotes Digital Hub, a digital base business district equipped with smart operating systems. The participants were also offered a chance to win a Brompton bicycle.

Digital hub is a 26 hectares business district in BSD City, dedicated to companies, educational centers, digital technology communities and creative industries. Digital Hub is part of BSD City’s transformation to become a smart integrated digital city and already features a world class digital infrastructure such as fiber optic installations for Internet speeds up to 1 Gbps, utilities provision as well as data centers, cloud systems, big data, public Wi-Fi and IOT.

Some of the digital and technology-based multinational companies that joined Digital Hub are Traveloka, Grab and NTT. Also, several well-known educational centers such as Apple Developer Academy, Purwadhika Digital Technology School, Techpolitan Digital Industry School, Creative Nest and Binar Academy.



Nongsa Digital Park (NDP) Grand Launch Event (Webinar)

Speakers



Nongsa Digital Park (NDP) is a visionary project developed by Citramas Group and Sinar Mas Land through their joint venture, PT Citra Sinar Global. Nongsa Digital Park (NDP) is designed to be the digital economic area bridging tech companies and talents in Indonesia and Singapore.

Nongsa Digital Park (NDP) was officially launched on March 2nd, 2021 and inaugurated by Indonesia’s Coordinating Ministry for Economic Affairs, Mr. Airlangga Hartanto and Singapore’s Ministry of Trade and Industries, Mr. Chan Chun Sing who also gave opening remarks during the virtual event.

The CEO of the Citramas Group, Mike Wiluan and the Group CEO of Sinar Mas Land, Michael Widjaja further discussed the project during a talkshow with Dr. Beh Swan Gin (Chairman Singapore Economic Development Board) and Suryopratomo (Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to the Republic of Singapore).

The Nongsa Digital Park (NDP) development idea was triggered by the potential digital economic growth in Indonesia and Singapore. Indonesia’s Coordinating Ministry for Economic Affairs, Mr. Airlangga Hartanto mentioned in his opening remarks that Indonesia continues to work collaboratively with Singapore to improve competitiveness, generate more employment and investment in order to strengthen regional stability.

Singapore Minister for Trade and Industry, Mr. Chan Chun Sing, also added that Nongsa Digital Park (NDP) underscores what Indonesia and Singapore can achieve together when their governments and business community collaborate. He also reiterated that Nongsa serves as the “digital bridge” between Singapore and many of the fast-growing digital communities in Indonesia.

The Group CEO of Sinar Mas Land, Michael Widjaja, shared that the existence of Nongsa Digital Park (NDP) in the prime location of Batam will drive younger generations to develop new industries, foster creativity and allow them to network within the creative and digital tech industry.

The CEO of Citramas Group, Mike Wiluan agreed by saying that a digital talent pool that comes with no geographical boundaries will attract businesses from both Indonesia and Singapore.

Nongsa Digital Park is located in an area dedicated to digital economic development in Batam. It currently houses 1,000 digital employees from 100 small, medium and multinational companies including Glints, R/GA, and WebImp that have become members of Nongsa Digital Park (NDP)

Nongsa Digital Park also announced its expansion consisting of three newly completed tech offices to house additional 750 talents.

Designed by Singapore’s award-winning masterplanner Surbana Jurong, Nongsa Digital Park (NDP) is projected to host 8.000 tech talents in an area of 62 hectares. This digital economic area will be enlivened by offices, shopping centres, digital training centres, hotels, and co-working/co-living spaces.

Thanks to its proximity to Singapore, Nongsa Digital Park (NDP) allows Singaporean companies to expand their operations and employ Indonesian talents in technology and creative industries. The strategic location of Nongsa Digital Park (NDP) can be reached by a 40 minutes ferry ride from Singapore and by a 15 minutes’ drive from the Hang Nadim International Airport Batam.

Officiated by



Chan Chun Sing
Singapore Minister for Trade and Industry



Airlangga Hartarto
Coordinating Minister for Economic Affairs

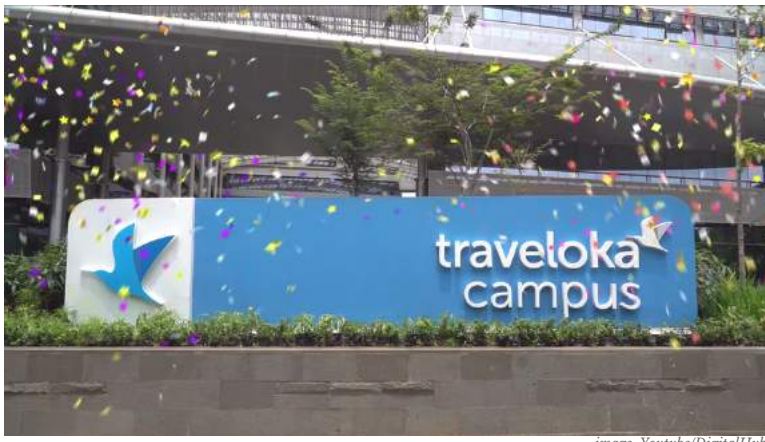


image: Youtube/DigitalHub

Traveloka Cont'd,

Traveloka as the biggest travel app in south-east asia has moved around 1600 employees to kick-start at the new campus. In his speech, The Minister of Communication and Information Technology mentioned that all business sectors are expected to collaborate and adapt to the latest technological developments to create a more innovative contribution to the Indonesian society.

The Vice Minister of Tourism and Creative Economy envisions that digital technologies will accelerate the recovery in the tourism sector and supports applications that help boost the tourism sector.

Digital Hub is a 26 hectares area in BSD City designated for startups, communities, educational institutions, and multinational companies focusing on the digital and technology industry.

Albert (Co-founder Traveloka) expressed that a dynamic and innovative environment such as Digital Hub is important for technology companies to boost their productivity and creativity.

The Group CEO of SML, Michael Widjaja, believes that Traveloka's presence in Digital Hub will result in fostering technological cooperation and innovation.

Some other fellow companies located in the Digital Hub ecosystem are: Sirclo, Unilever, Grab, and NTT.

Educational institutions are also present in the ecosystem: Monash University, BINUS, Apple Developer Academy, Binar Academy, Purwadhika Digital Technology School, Techpolitan Digital Industry School and Creative Nest.



Binus University purchased land to join the ecosystem

With various of educational centers and universities operating in the township, BSD City has successfully become a digital talent pool. BINA NUSANTARA has recently purchased a 1,4ha land area in Digital Hub to expand its educational footprint. The new university building will be developed on this land and as quoted by the Chief of Digital Tech Ecosystem and Development – Sinar Mas Land, Irawan Harahap, the presence of BINUS in Digital Hub will complete the ecosystem by providing a quality and deep talent pool to the whole ecosystem.

Chief Operating Officer BINA NUSANTARA - Stephen Wahyudi Santoso believes that the completeness of BSD City as a self-contained city, especially in Digital Hub BSD City, will boost BINUS vision as the 'A world class university, foresting and empowering the society in building and serving the nation'. BINA NUSANTARA earlier has been marked as one of Indonesia's Top 10 University also AACSB accredited. AACSB Accreditation represents the highest standard of achievement for business schools worldwide.

With so many collaborations and partnerships in various industries by Digital Hub BSD City, the Managing Director BINA NUSANTARA – Michael Wijaya Hadipoespito said that this will optimize collaboration opportunities to the development of education and empowerment of the digital ecosystem and digital economy in Indonesia.





Monash University is now in BSD City

Monash University will be Indonesia's first international, foreign owned University with an in-country campus.

Operating with the full support of both the Indonesian and Australian governments, Monash's Indonesian campus will be a key regional partner in creating exciting research collaborations and partnerships with the Indonesian academic community, advanced professional development for graduates and commercial opportunities for industry.

A postgraduate campus, Monash Indonesia offers Master and PhD degrees, as well as executive programs and micro-credentials in areas of high demand and a relevant sustainable future focus, including: Business Innovation, Digital Technology and Data Science, Public Policy and Urban Design.

The campus location in Bumi Serpong Damai (BSD) City in South west Jakarta, is part of a burgeoning, modern and sustainable city centre focused on environmentally conscious and lifestyle-connected communities for work, education and recreation.

Indonesia is a key partner for Australia and the University, this campus strengthens existing ties between the two nations. With a campus in greater Jakarta, the economic heart of the region, Monash will make even stronger and deeper connections across our dynamic network of teaching locations in Malaysia, Suzhou and Mumbai.

Establishing an Indonesian campus builds on a long and proud relationship, where Monash has graduated more Indonesian citizens than any other university outside Indonesia. Our alumni network is highly engaged through the foundational work of our Monash Indonesia Representative Office (MIRO) over many years. The well-established Monash Herb Faith Indonesian Engagement Centre for Monash researchers engaging with Indonesia, provides a platform for developing strong relationships and collaborations.

Just as we strive to change the world for good through our academic endeavours, we seek to make a strong and distinctive contribution to Indonesia's social, economic and technological development. Monash has worked with local Indonesian communities on key partnerships and significant research, including Revitalising Informal Settlements and their Environments (RISE) program and the World Mosquito Program.



SIRCLO Acquires Orami To Strengthen Omnichannel Services

E-Commerce enabler company SIRCLO announces its acquisition of Orami, the largest parenting platform in Indonesia that combines Commerce, Content, and Community in one application. Both companies will leverage their expertise in technology to offer end-to-end digital services to brands across all scales more comprehensively in increasing visibility, expanding product categories and tapping into a wider pool of consumers.

Through this acquisition, brands that work with SIRCLO can focus on the strategic aspects of their business when entering e-commerce channels and leave the sales management to SIRCLO's omnichannel solutions.

SIRCLO helps brands sell online through a variety of solutions, including SIRCLO Store, which tailors its services for SMEs and SIRCLO Commerce, which helps enterprise brands enter online distribution channels. In 2020, SIRCLO recorded up to a fourfold transaction surge, boosted by the changes of consumer behaviour during the COVID-19 pandemic. SIRCLO's efficient financial management capabilities have led the company to a positive net operational income by the end of 2020, with a combined turnover recorded at Rp3.3 Trillion.

The early existence of Sirclo in 2018 was 822,52 sqm located in My Republic Plaza (Green Office Park). Through this acquisition Sirclo adds up to 1,936.33 sqm branching with Orami in Green Office Park in 2021.

Brian Marshal, Founder and Chief Executive Officer (CEO) of SIRCLO explains,

"This corporate action can expand the enabler's services"



Digital Hub Next Action! Launches



by nakama.id

The rapid growth of digital technology has motivated Sinar Mas Land to implement disruptive property technologies (prop-tech) in its real estate ecosystem, from a micro-scale to city scale.

There is an increasing need for prop-tech applications in smart cities, smart homes and the Internet of Things (IoT) and through the development of Digital Hub, Sinar Mas Land together with many well-known partners creates various activities and initiatives, one of which is Digital Hub Next Action (DNA).

DNA is a program that accelerates the progress of startup companies, especially in prop-tech. This program covers various levels of startups, starting from (1) the initiation or ideation stage, (2) the funding or investment stage, and (3) the incubation and acceleration stage where start-ups are assisted to launch their products and grow their businesses.

Disrupto is one of Digital Hub's partners in the DNA program. Disrupto is a celebration of innovative thinking advancing humanity. It is built for anyone who has bright ideas for the future and has grown into an integrated platform that spans across multiple channels; Disrupto Fest (annual festival), Disrupto Society (multipurpose venue), and Disrupto Journal (online media). In collaboration with Sinar Mas Land, Disrupto presents Disrupto Digital Hub as a multipurpose venue to bring together practitioners of technology, science, startups, and other digital and creative fellow businesses by offering exhibition events, workshops and talk shows on a regular basis.

Sinar Mas Land also took part in the funding phase through its City Centric Fund. This venture capital arm of Sinar Mas Land focuses on investing in early-stage and later-stage startups in the prop-tech and real estate ecosystem.

Chief of Digital Business – Sinar Mas Land, Mulyawan Gani confirmed the creation of the City Centric Fund, which is a venture capital business sponsored by Sinar Mas Land together with experienced partners and is expected to provide digital solutions to the community in Sinar Mas Land's ecosystem.

The investments made by the City Centric Fund will help accelerate digital innovation and provide support to all stakeholders in Sinar Mas Land's ecosystem to innovate.

The companies that are funded through the City Centric Fund are expected (1) to take part in the transformation of Sinar Mas Land's townships and help them move towards becoming smart cities, (2) benefit the township residents, and (3) significantly support the advancement of digital technology and prop-tech in Indonesia.



Coming Up Next:

- **Grand Opening DNA Disrupto at Digital Hub**
- **Grand Launch DNA Escalate by Prasetia**
- **Grand Launch DNA ScaleBox by Nakama.id**
- **Ruang Guru Strategic Partnership**
- **AWS Indonesia Signing for Office Space in MSIG**
- **BoboCabin prepares for Nongsa, Batam**
- **Waste4Change Strategic Partnership**
- **Webinar compilation of 2021**

**Stay Healthy
Stay Safe**
