

DIGITAL HUB NEWSLETTER

The latest news of Digital Hub Ecosystem

Knowledge Hub starts building. Sirclo to set-foot early

Digital Hub Goes to Campus series with Google, Facebook & AWS

Westcon Indonesia Showcase Juniper Technology in Digital Hub

DNA! Escalate Launched: 120 Startups Fair Compete for Funds

Commute with Autonomous Vehicle in Digital Hub

Coming Soon...



Digital Hub at BSD City

p. 021-50-368-368

Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia



Knowledge Hub starts building. Sirclo to set-foot early

BSD City, Indonesia, 8th December 2021 - Real estate developer Sinar Mas Land has recently announced the construction of a new building in BSD City's Digital Hub, to further support the country's growing technology industry. The new building, known as the Knowledge Hub, is expected to finish construction by 2024.

According to Sinar Mas Land, the construction will undergo two phases. The initial phase of Knowledge Hub will sit on 1.1-hectare land, with a total investment of Rp 750 billion (around \$52.1 million). The phase-one building was designed by NBBJ, a world-leading US-based architecture firm, which has worked with leading multinationals such as Microsoft and Samsung, among others. Sinar Mas Land also works alongside Indonesian interior design consultant Metaphor.

Sinar Mas Land has been seeking to transform its flagship township project, BSD City, into a smart and integrated digital city. To this end, the property giant developed the Digital Hub, a 26-hectare commercial area dedicated to tech companies and startups. The area is also home to tech household names like Traveloka and Grab.

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in frame: Hidetoshi Suzuki, James Wijaya, Eric Phillips, Gerald G. Tambis

“Digital transformation is one of the things we should consider in building the digital economy and driving the national economic recovery. The development of the Digital Hub in BSD City nicely fits this strategy and vision,” Tourism and Creative Economy Minister Sandiaga Uno said, as quoted from a press statement.

“Hopefully, with Digital Hub BSD City, Indonesian technology companies can further flourish to boost Indonesia’s digital economy.” According to Sinar Mas Land chief digital tech ecosystem & development Irawan Harahap, Digital Hub is an ambitious project that the company builds to support the growing Indonesian tech industry. Currently, there are dozens of startups and multinational companies located in BSD. Irawan expects that the number will continue to increase.

“The construction of the phase-one Knowledge Hub is our effort to facilitate the increasing needs of the tech industry. This office building project that is dedicated for tech companies will also generate recurring income for Sinar Mas Land,” Irawan said.



in frame: Brian Marshall (Founder & CEO Sirclo)

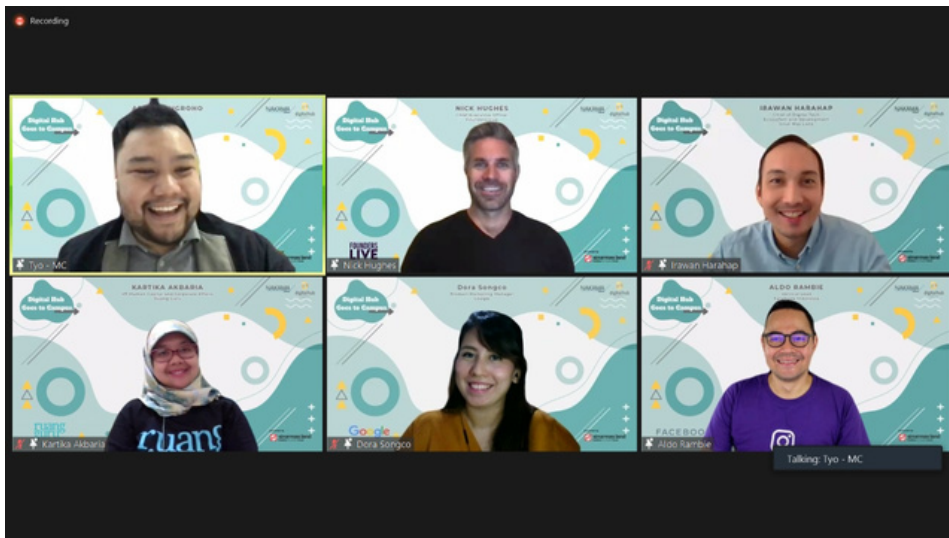
Complimenting the great news, Indonesian e-commerce company Sirclo has been part of BSD City’s Digital Hub ecosystem since 2018. As it is growing, Sirclo has decided to relocate its head office to the phase-one Knowledge Hub building in 2024.

Sirclo is set to become the first tenant of the newest building in the BSD City Digital Hub area in South Tangerang, Banten. The building is located on an area of two hectares, and is designed as a commercial building that will start operating in 2024. In this area, digital and creative companies will enjoy a green environment, futuristic designs, and a variety of technological and creative facilities. The commitment was formalized through the signing of a Letter of Offer by Avelyn P Santiago (Asset Management Office Division Head at Sinar Mas Land) and Brian Marshal (CEO of Sirclo) on Monday (09/06/2021).

Sirclo is an Indonesian e-commerce solution company that was founded in 2013. Their main services are (1) online store creation platform and (2) e-commerce enabler from upstream to downstream (end-to-end) for businesses that want to develop online sales.

Sirclo has been based in BSD City since 2018, starting with 822 square meters of business space at MyRepublic Plaza (GOP 6), and is now relocating to a larger office space of 2,000 square meters at the Traveloka Campus (GOP 1). Along with the rapid development of the company's business, Sirclo has decided to move to a new building as its head office in the Digital Hub. "The expansion is carried out in accordance with Sirclo's rapidly growing business needs. We are satisfied with the facilities, infrastructure, services, and support provided by Sinar Mas Land over the past few years. Therefore, we plan to continue centralizing the company's operations in BSD City. In the future, Sirclo will have an office in the newest building in the Digital Hub area," said SIRCLO founder and CEO, Brian Marshal, as quoted on Wednesday (09/15/2021).

Digital Hub Goes to Campus series with Google, Facebook, AWS and more



BSD City, 21st August 2021 – Sinar Mas Land through its Digital Hub successfully held a technology talent day. More than a thousand (1000+) participants joined the “Digital Hub Goes To Campus” event.

The main participants were Universitas Multimedia Nusantara (UMN), Universitas Indonesia (UI), Universitas Prasetiya Mulya, and Universitas Bina Nusantara (Binus). Digital Hub Goes to Campus is an annual event initiated by Sinar Mas Land in 2018, and covers a series of knowledge sharing sessions and updates from experts in tech-companies and the startup industry. It consists of updated information about tech business strategies and Indonesia's digital ecosystem.

Digital Hub Goes to Campus event was held from 24th July to 21st August 2021. The knowledge sharing sessions were held via webinars held by Sirclo, Ruang Guru, Founders Live, Amazon Web Services (AWS) as well as Facebook Indonesia. Google, as the leading internet-related services company also connected this event with their program called Google Bangkit, a career expansion program for Indonesia's graduate students.

This series of activities started with the topic “Industry Insight at Pandemic” which was followed by “Life after Graduation”. Other topics were “The Right Ecosystem”, “Readiness for Global Tech Disruption”, and “Collaboration, Excellent and Persistence” as the closing part of the whole series.

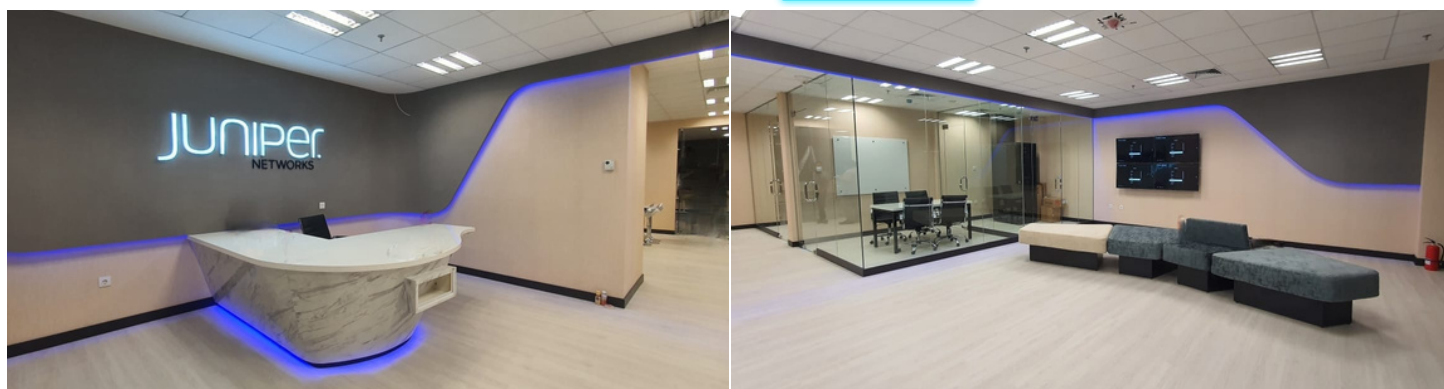
Product Marketing Manager of Google, Dora Songco stated in her presentation “Digital Hub Goes To Campus gave us the opportunity to meet the students from across the country and the chance to meet face-to-face to share updates and important information on the digital technology industry.”

Chief Digital Tech Ecosystem & Development Sinar Mas Land, Irawan Harahap appreciates the massive enthusiasm from hundreds of participants that joined Digital Hub Goes To Campus 2021. He further stated “Indonesia is focusing on digital talent development right now. It became the focus of Digital Hub to build digital human resources. Through this event, we want to encourage university students to be active in the digital economy industry and we want to expose them to digital opportunities. We could feel the passion and enthusiasm in this event from their multiple questions and feedbacks. Participants were allowed to raise questions about real experiences in the digital economy industry. Communication between participants and speakers also went well. We would like to continue organizing such events in the future to create and foster innovative collaborations.” said Irawan. Irawan also explained that to support the growth of the digital industry in Indonesia, Sinar Mas Land develops Digital Hub, which is an area in BSD City dedicated for digital and creative communities, education centres, startups and multi-national companies focusing on the digital tech industry. Besides the physical development, Sinar Mas Land also supports the community growth and surrounding citizens as part of Digital Hub's ecosystem.

Sinar Mas Land held the Virtual Digital Hub Goes To Campus 2021 event in collaboration with Nakama.id, as a startup community enabler connected with more than three thousand (3000+) founders and investors.

The CEO of Nakama.id, Debora Temmy added that these events bring a positive impact to the community as they provide valuable knowledge and experiences to the participants. “More than five hundred university students participated in this Digital Hub Goes to Campus webinars. Digital Hub Goes To Campus 2021 envisions that (1) all the participants will innovate early, (2) participants may be fixing some ideas or fixing existing product/services that still can be improved. Of course, this involves excellent collaboration internally or externally.” Temmy ends.

Westcon Indonesia Showcase Juniper Technology in Digital Hub



BSD City, Indonesia, 3rd November 2021 – Sinar Mas Land, one of the largest property developers in the country, realized the transformation of BSD City as an integrated smart digital city by launching the Digital Hub area of 25.86 hectares in 2017. Digital Hub is an innovation by Sinar Mas Land to answer the needs of the community in the era of digital technology for areas that have technological infrastructure, complete facilities, and are strategically located and have multiple accesses.

This area is designed as Indonesia's 'Silicon Valley', specially dedicated to support the daily operations and activities of technology and digital companies, ranging from start-up companies, technology leaders, to educational institutions engaged in IT Science. To date, a number of digital, technology and multinational companies have joined the Digital Hub ecosystem, including Traveloka, Grab, NTT, Sirclo, MyRepublic and Bizzy.

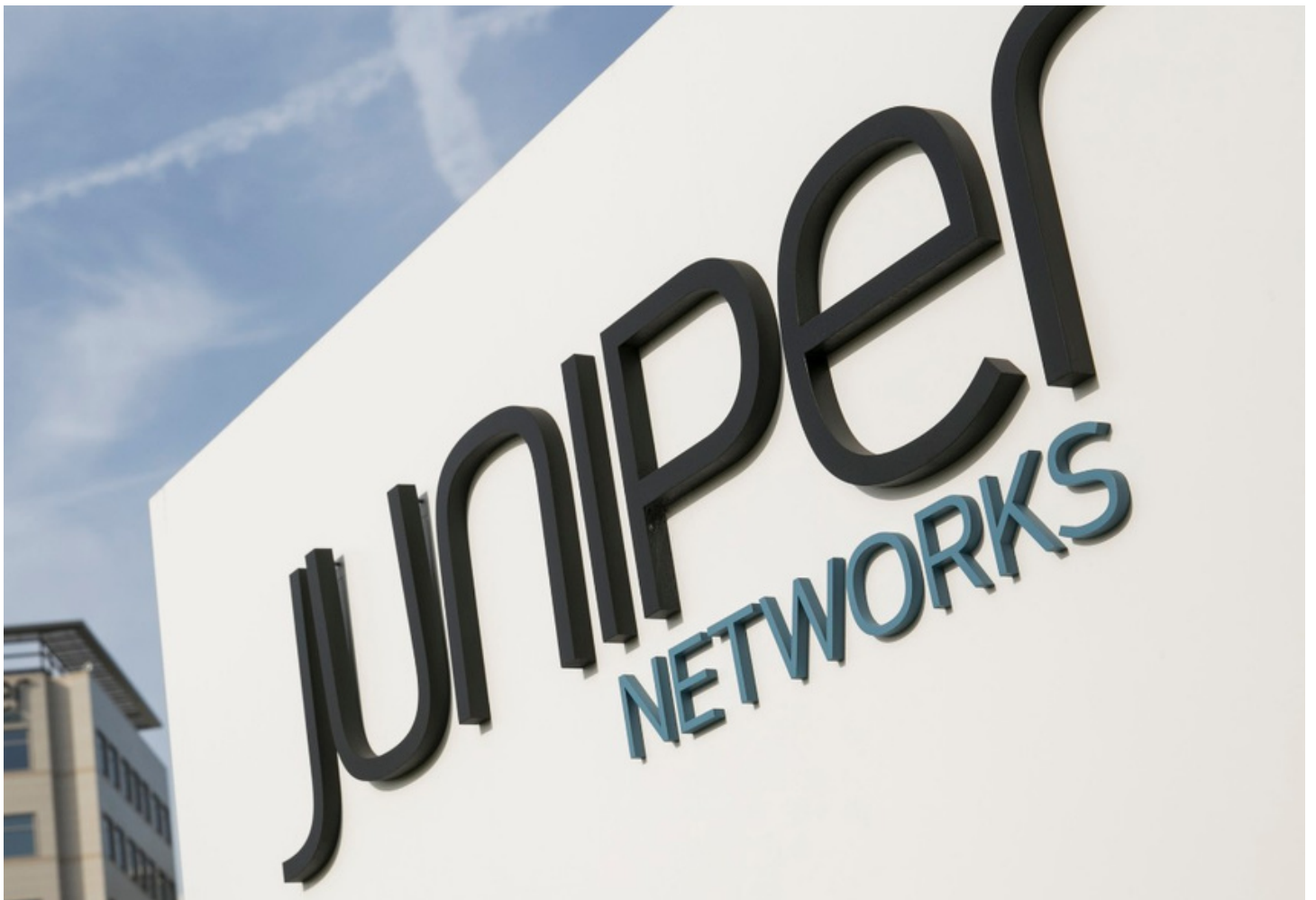
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In the transformation of BSD City and the development of the Digital Hub, Sinar Mas Land continues to update the latest technology. This adaptation continues to be carried out with products from leading brands in the technology world. Since last year, Sinar Mas Land has implemented technologies from Juniper Networks in the company's operations. Juniper Networks is a technology company from the United States that is well known for its networking devices.

Juniper Networks alongside PT. Westcon International Indonesia, as the distributor and PT. NTT Indonesia Solutions as a partner, will support the complexity of Sinar Mas Land's data center infrastructure. This collaboration provides an Intent-Based Networking (IBN)-based solution that will revolutionize network design and operations to enable programming of centrally controlled infrastructure networks through API-based software applications. Its utilization allows users to manage the entire network infrastructure and its devices consistently.

"We are satisfied with the performance of the Juniper Networks technology that the company has applied. Now we welcome their presence in the BSD City Digital Hub ecosystem, especially with the Juniper Networks showcase at the GOP 9 building, BSD Green Office Park. Hopefully this showcase will fulfil the digital community's curiosity about the technology that Juniper Networks brings to Sinar Mas Land's township projects," said Chief Digital Technology Ecosystem & Development" - Sinar Mas Land, Irawan Harahap.

"Juniper Networks supports enterprises in their digital transformation journey and solves the challenges and complexities of the modern data center infrastructure. We are pleased to partner with Sinar Mas Land to provide the solutions that they need. With our technology built on Intent-Based Networking (IBN), we are able to greatly simplify network designs and operate an application-based integrated system for the Sinar Mas business," said Perry Sui, Senior Director, ASEAN & Taiwan, Juniper Networks. Juniper Networks showcase with PT. Westcon international Indonesia and PT. NTT Indonesia Solutions is equipped with a training room and a room for testing Juniper devices. Here, the public can see a miniature data center infrastructure concept implemented by Juniper at Sinar Mas Land. During the pandemic, this showcase facility is open to the public with the implementation of strict health protocols.





Talking:

www.escalate.co.id

ESCALATE by Prasetia

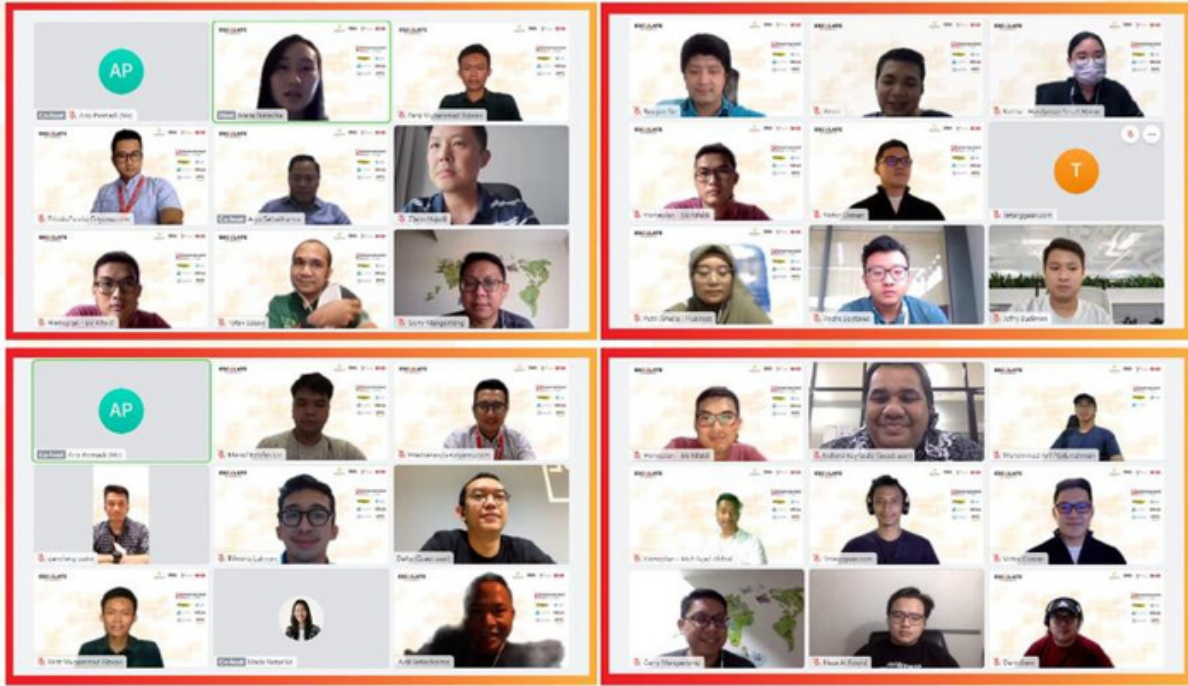
DNA! Escalate Launched: 120 Startups Fair Compete for Funds

BSD City, 9th September 2021 – The pandemic caused by Covid-19 impacted numerous industrial sectors, but this event also brought evolution and growth, especially in digital technology transformation and smart city industries that are now also the focus of Indonesia's government and private companies. Smart city is a concept of modern city arrangement, integrating information technology and communication with the help of Internet of Things. Indonesia alone, has 514 cities and regencies which are starting to transform into smart cities. This is an opportunity for investors and startups, especially those focusing on property technology.

Sinar Mas Land has started to transform BSD City into an integrated smart digital city since 2016. The township is now well equipped with facilities and digital infrastructures such as fibre optic. Furthermore, Sinar Mas Land is also building Digital Hub. An area that is dedicated to digital and creative communities, education centres, startups and multi-national companies focusing on the digital tech industry. Chief Digital Tech Ecosystem and Development – Sinar Mas Land, Irawan Harahap said, “Digital Hub has become an ecosystem for tech-savvy companies, including proptech startups and smart city specialists who are the heroes we are waiting for during the Covid-19 pandemic. Digital Hub facilitates the development of startups and proptech startups which are being developed and grown by the millennial generation. This results in the development of helpful tools for our township citizens and also other cities in the Indonesian archipelago. This initiative is run within the campaign of Digital Hub Next Action (DNA), whose purpose is to help proptech startups.”

Sinar Mas Land through Digital Hub collaborates with Prasetia Dwidharma to launch a program called, Escalate by Prasetia that was launched on 9th September 2021. The program provides training and mentorships for startups and allows participants to connect with the technology market as well as with tech investors. This program aims to (1) become a stepping stone for startups to grow and also (2) contribute to smart city developments, especially in BSD City. The CFO of Prasetia Dwidharma, Ardi Setiadharna explains that the purpose of the Escalate program is to accelerate startups focusing on the smart city technology industry. The startups are active in the following spaces: mobility, data analytics, parking systems, property tech, energy saving, and commerce/retail/SME enablers. “By joining the Escalate program, startups are able to implement their pilot projects in the Sinar Mas Land ecosystem as well with Prasetia Dwidharma's strategic partners. In addition to this, the business model of participants will be validated, mentored and coached by top names in the industry. This will help them grow, in terms of product creation and will allow them to connect with the real market and economy” said Ardi.

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The Co-Founder of Qiscus, Delta Purna Widyangga, as one of the mentors of the Escalate program added “the program is very useful for founders in the smart city industry. It also helps them to widen their views and perspectives of the business. The program provides priceless opportunities to face and alleviate challenges of smart cities, especially within the context of BSD City.” This program will be executed for six (6) months and guided by a number of leading mentors and professionals, including Ardi Setiadharna (CFO of Prasetia Dwidharma), Arya Setiadharna (CEO of Prasetia Dwidharma Venture Partner at MDI Ventures), Nicko Widjaja (CEO of BRI Ventures), Hiro Kiga (Co-Founder/COO of Wallex Technologies), Afia Fitriati (Co-Founder and CEO of Fast8), Delta Purna Widyangga (Co-Founder Qiscus), Gani Lie (Head of Investment MDI Ventures), Gusli Ariyanto (Finance Accounting Astra Modal Ventura), and Olivia Yanuarita (Finance Manager Prasetia Dwidharma).



Commute with Autonomous Vehicle in Digital Hub

BSD City, 10 December 2021 – Sinar Mas Land and Mitsubishi Corporation will conduct a POC of autonomous electric vehicles (A-EVs) in BSD City in the second quarter of 2022. This POC is a continuation of the strategic partnership between the two companies with regard to town management and implementation of smart and digital solutions for BSD City. The project further demonstrates Sinar Mas Land's priority in transforming BSD City into a more smart integrated digital city while reducing carbon emissions in the region.



The BSD Green Office Park and Q-Big areas will be the POC locations for the autonomous electric vehicles. This pilot project planned to take place for a year. This autonomous electric vehicle that will be tested is an electric minibus called ARMA, with a dimension of 4.7m x 2.1m is fit to 15 passengers. The objective of this POC is to introduce the public to autonomous electric vehicle as one of the multimodal transportation solutions in BSD City.

Chief Digital Tech Ecosystem & Development – Sinar Mas Land, Irawan Harahap said, “Technology-based transportation services are the actual solution to the high mobility in Indonesia, especially in BSD City. Supporting community mobility means encouraging the growth of the national economy. Hence, we always try to find the best and innovative solutions to provide better mobility services for people to carry out their daily activities in the city. Sinar Mas Land is ready to collaborate with stakeholders who support BSD City to become more smarter integrated digital city, in the aspects of infrastructure, economy, and transportation.”

The POC of this autonomous electric vehicle is accessible for public. To enjoy this ride, passengers can register and fill out survey forms before and after the ride through OneSmile mobile application. The easy transportation access and mobility are the advantages that Sinar Mas Land offers to its residents and its potential residents in BSD City.

Head of Business Development Office, Urban Development Div.– Mitsubishi Corp, Kentaro Katayama stated, “Mitsubishi Corp has collaborated with various companies around the world to promote urban development. Currently, we are very enthusiastic about working with Sinar Mas Land to create a smart city that is supported by accurate data, digital services, and a sustainable commitment. We hope that this collaboration can create urban planning and infrastructure to complement BSD City as a smart digital city.”

Multimodal-based transportation solutions has been implemented in BSD City, ranging from long-distance transportation by bus and electric Commuter Line rail to short-distance transportation using the BSD Link shuttle bus. These solutions are part of BSD City continuous development to become an integrated smart digital city in all live aspects, from education, economy, to transportation. In addition, in 2019, Sinar Mas Land together with Grab had a POCs for an environment friendly electric scooter service called GrabWheels at The Breeze BSD City.

