

DIGITAL HUB NEWSLETTER

The latest news of Digital Hub Ecosystem

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Indonesia Kicks Off First Autonomous Electric Vehicle Trial in BSD City

BSD City, May 20, 2022 – Transportation Minister Budi Karya Sumadi on Friday inaugurated the trial for Indonesia's first autonomous electric vehicle at Q-Big BSD City.

Digital technology is used to cater to smart city elements, including security, time efficiency, health, environmental quality, social relations, and public participation. The private sector has been putting its efforts to embed digital technology to leverage the quality of life, as well as to boost the social economy sector. This goes in parallel with the vision of G20, which will hold its summit later this year. Many countries are starting to use autonomous electric vehicles in order to go towards smart green cities.

Property developer Sinar Mas Land, which transforms BSD City into an integrated smart digital city, presents this innovation together with Mitsubishi Corporation. The two companies have chosen the French autonomous electric vehicle Navya Arma to be operated at Q-Big BSD City and BSD Green Office Park.

Joining Budi Karya Sumadi in the trial inauguration was Bambang Susantono, the head of the National Capital Authority of Nusantara, and his deputy Dhony Rahajoe. Also presented at the event were the economics assistant at Banten government secretariat Muhammad Yusuf and Tangerang regent Ahmed Zaki Iskandar.

Digital Hub at BSD City

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Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia

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in frame: Muhammad Yusuf (the economics secretary at the Banten government secretariat), Bambang Susantono (Head of the National Capital Authority of Nusantara), Michael Widjaja (Sinar Mas Land Group chief executive officer), Transportation Minister Budi Karya Sumadi, Masami Tamura (Japanese Embassy charges d'affaires ad-interim), Takuji Konzo (Mitsubishi Corporation Jakarta Office head representative), Ahmed Zaki Iskandar (Tangerang regent), and Dhony Rahajoe (the deputy head of the National Capital Authority of Nusantara).

Japanese Embassy charges d'affaires ad-interim Masami Tamura, Mitsubishi Corporation Jakarta Office head representative Takuji Konzo, and Sinar Mas Land group chief executive officer Michael Widjaja were also present at the ceremony.

Transportation Minister Budi Karya Sumadi praised Sinar Mas Land for its efforts in developing digital and sustainable cities in the country. “I would like to thank Sinar Mas Land and Mitsubishi Corporation for having prepared this project which would be a great innovation for us. This autonomous electric vehicle offers a timely low-carbon mobility that can help reduce traffic congestion. I hope we can bring this technology to the G20 Summit so the world will see how Indonesia has a vision for the future and is making breakthroughs. We will continue to support BSD City as an innovation lab which will set an example for other developments and present a new paradigm that is in line with the president’s vision,” Budi said.

Sinar Mas Land group chief executive officer Michael Widjaja said, “as we go towards the smart city, Sinar Mas Land prepares BSD City to be agile in facing various alternative solutions for people’s lives in the future. BSD City’s presence as a research and development center marks an important element in its transformation into an integrated smart digital city. Now that this township makes a testbed for the autonomous electric vehicle, we came closer to embody the futuristic city through this green mobility for the residents,”

The Navya Autonom® Shuttle has an electric drive and battery pack with a capacity of 33 kWh that can last for 9 hours. The electric vehicle is sized 4.7 meters x 2.1 meters with a passenger capacity of 15 people, 11 sitting and 4 standing. The Navya Autonom® Shuttle boasts a variety of sensors ranging from the use of GNSS (Global Navigation Satellite Systems), and LIDAR (Light Radar) sensors combined with a high-resolution camera for big data analysis, which will then be processed by a high specification computer embedded in each bus.



These autonomous electric vehicles can detect, track and classify surrounding obstacles in real-time to determine the optimal trajectory and speed profile, including accelerating, steering, and braking autonomously.



Three Goals to Realize Smart City in Indonesia



Jakarta, April 5, 2022 – Chief Digital Tech Ecosystem and Development Sinar Mas Land Irawan Harahap said Sinar Mas Land also support smart city developments in Indonesia. At least, there are three purpose for Sinar Mas Land in developing smart city. The three points are social, economic and environment.

In social said Irawan, city developer has to foresee and takes care of the citizen and visitors. Thus, when the smart city concept is implemented, citizens and visitors may experience comfort in socialisation, collaborations and synergy in the city.

“Smart city should definitely affect economic growth. Supported by the infrastructure built within the smart city,” explain Irawan in Indonesia Data and Economic Conference (IDE) Katadata 2022 event. The event themed ‘Building Digital City’, Tuesday (5/4/2022).

Irawan described, in developing smart city the property developer should also prepare the environment. In example, the development of BSD City initiated by Sinar Mas Land, the strategic area in Tangerang consist of 35% area of buildings while greenery fills the 65% of the area.

As supported with wonderful landscapes, there is hope in realising sustainable city that elevate the quality of the citizens. Then, Irawan continues, to support the three purpose of developing smart city, the property developer should also prepared with the right strategy. Starting from talent development to develop smart city, strengthen the infrastructure such as fiber optic for high speed internet, water treatment, electricities and pedesterian connectivity.

“City development is how we manage stakeholders, schoo. students, household wives, business owners, and visitors. We have to apply many kind of technology to help them to deliver the need of this stakeholders,” Irawan explained.

Irawan also states, smart city development should not be done by single player. But to grow together with many parties especially technology doers.

“To develop smart city infrastructure is not an easy task, we need partner to collaborate, how to monetize it. Then when we build smart city with green initiative, we also need government supports, as we are now has the green obligation and tax incentives. So, we hope there will be incentive for us who develop the city and the people,” Irawan added.



Monash University in BSD City Becomes the First Foreign University in Indonesia

BSD City, April 15 2022 – Sinar Mas Land through BSD City continues to encourage the government's efforts to improve the quality of education in Indonesia. This is manifested in the participation of BSD City, which hosts Monash University as the country's first foreign university in Indonesia. The inauguration of the Monash University campus took place in the Green Office Park (GOP) 9 building, BSD Green Office Park area of BSD City on Thursday by Nadiem Makarim (Minister of Education, Culture, Research and Technology of the Republic of Indonesia), accompanied by Prof. Margaret Gardner AC (President and Vice-Chancellor – Monash University), Prof. Andrew MacIntrye (President – Monash University Indonesia), and witnessed by Penny Williams (Australian Ambassador to Indonesia), A. Zaki Iskandar (Regent of Tangerang Regency), and Michael Widjaja (Group CEO – Sinar Mas Land).

Nadiem Makarim, Minister of Education, Culture, Research, and Technology of Indonesia explained, "I would like to thank Ambassador Penny Williams for the support from the Australian government, Prof. Margaret Gardner who supports from Monash, and Mr. Michael Widjaja who opens space for foreign universities to come here. The President of the Republic of Indonesia, Joko Widodo has the vision to collaborate with global institutions in exploring economic potential, research, and partnerships in educational institutions in Indonesia. Towards global citizenship, Monash's existence as the country's first foreign university is a bridge between education and the international world. That way, together we can advance on the world stage."

Prof. Margaret Gardner AC, President and Vice-Chancellor of Monash University explained, "The opportunity to gain new knowledge is the vision of Monash University and the Indonesia Government. We hope that Monash can learn from and contribute significantly to economic development in the region. We chose this location in consideration of its proximity to industry, other universities, and where people live, study, and work."

Prof. Andrew MacIntrye, President of Monash University Indonesia explained, "Monash University Indonesia has an attractive home in BSD City with a good ecosystem so that we can collaborate with innovative companies such as Traveloka, Unilever, and others."

Michael Widjaja, Group CEO of Sinar Mas Land added, "It is an honor for us as hosts to participate in supporting the government's efforts to improve the quality of education and the quality of Human Resources (HR) in Indonesia through the inauguration of Monash University. We hope that Monash's presence can open up opportunities for Indonesians to study at one of the world's best institutions in the country. With a location in BSD City, Monash is directly connected to various industries based in this area so that the knowledge received can be immediately applied in real terms to support the progress of Indonesia."



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At the BSD City Campus, Monash will focus on Master's level education (S2) in the fields of Data Science, Urban Design, Business Innovation, and Public Policy & Management. Monash University through the Monash University Indonesia Foundation will support the development of local universities through several partnership programs. Monash's presence will also spur national universities to excel at the global level.

Monash's presence completes the educational ecosystem in BSD City which has hosted several well-known educational institutions such as Atma Jaya University, Prasetya Mulya University, IULI, and global institutions such as Apple Developer Academy from Apple Inc. The student and college students can add knowledge and skills through non-formal education centers such as Purwadhika Digital Technology School, Techpolitan, Binar Academy, Creative Nest, and NXL Esports Center. In the future, Monash University graduates are expected to be able to fill human resources needs in companies with offices in the BSD City Central Business District (CBD) area such as Unilever, Traveloka, NTT, MyRepublic, and others.

Monash University is a higher education institution that was founded in 1958 in Melbourne, Australia. This higher education institution has managed to rank 55 in the world based on the QS World University Ranking. Its expansion to Indonesia is Monash's move to spread its wings to a global level, after opening campuses in Malaysia, China, and India. For more information about Monash University Indonesia, please contact monash.edu/indonesia-campus.

Sinar Mas Land Provides Coding Scholarships to Dozens of Youths in Tangerang Regency

BSD City, April, 5 2022 – Late last year, Indonesian Minister of Communication and Information Johnny G. Plate said Indonesia needed 12.5 million digital talents to succeed in accelerating the national digital transformation. This has motivated Sinar Mas Land, through the Digital Hub, to contribute to creating a digital workforce.

Since 2017, the company has implemented coding education and training scholarship program to empower the younger generation in Tangerang Regency. This year, Digital Hub provides scholarships to dozens of young people on Tuesday (04/05/2022) at the BSD City Marketing Office Building.

The coding scholarships were given symbolically by A. Zaki Iskandar (Tangerang Regent), Dulhak (Head of PAUD and Public Education Office of Tangerang Regency), Irawan Harahap (Chief of Digital Tech Ecosystem & Development at Sinar Mas Land), and the board of directors of Sinar Mas Land, to the scholarship recipients.



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CEREMONY PERESMIAN PROGRAM BEASISWA PENDIDIKAN TEKNOLOGI DIGITAL



The Sinar Mas Land Coding Scholarship is intended for young people who have completed high school education and the equivalent. Scholarship recipients will undergo coding education and training at a number of non-vocational institutions, including Binar Academy, Purwadhika Digital Technology School, and Techpolitan, for four months.

In December 2021, Sinar Mas Land and the Tangerang Regency Government signed a Memorandum of Understanding (MoU) for educational scholarships and coding training for communities around the Tangerang Regency area.

Tangerang Regent A. Zaki Iskandar said "We really appreciate Sinar Mas Land's efforts to continue to contribute to the development of superior human resources in the form of opportunities to receive digital education for our young generation in Tangerang Regency. We hope that the scholarship recipients can have a sustainable impact, and open up business and job opportunities so that in the next 10-20 years Indonesia will be able to compete in the world's technology vortex, starting from the BSD City Digital Hub."

On the same occasion, Sinar Mas Land's Chief of Digital Tech Ecosystem & Development Irawan Harahap said "This program is expected to improve the quality of Indonesia's digital human resources, especially from BSD City and its surroundings.



The provision of educational scholarships and coding training is a concrete step for Digital Hub to support the Indonesian government in producing digital talents in the country with global standards, so that they can contribute to improving the Indonesian economy."

Sinar Mas Land has developed the 26-hectare Digital Hub in BSD City. The area is dedicated to communities, educational institutions, start-ups, and multinational companies in the technology, digital, and creative industries.

Digital Hub is now home to leading technology companies such as Traveloka, Grab, Apple Developer Academy, NTT, Juniper, and a number of other technology companies.

Sinar Mas Land Hosts B20 ESC Task Force Forum on Energy Transition



BSD City, May 20, 2022 - Property developer Sinar Mas Land and the Energy, Sustainability & Climate or ESC Taskforce of the Business-Group on Friday teamed up to hold a national forum on transitioning towards cleaner energy for mobility towards net-zero emission. Sinar Mas Land's township project BSD City hosted the forum. The event took place in BSD City's shopping avenue Qbig. The hybrid conference had 150 participants who came from the government, businesses, energy associations, civil society, among others. Arsjad Rasjid, the chairman of the Indonesian Chamber of Commerce and Industry, said Indonesia pledged to combat climate change by reaching net-zero emission by 2060 or sooner.

“Indonesia has an abundance of renewable energy sources, be it solar power, hydropower, geothermal, wind, which we can make use of to achieve the net-zero emission target. Incentives like taxes and tariffs are also important to boost renewable energy use in Indonesia; by making renewable energy more competitive than its fossil fuels and create an attractive market for investors,” Arsjad said in a press statement

According to B20 Chair Shinta Kamdani, energy transition is not a simple and short process. She went on to say that this shift should also be carried out in a fair and orderly manner.

“The G20 should act as a driver by giving full support to the transition process by accelerating the shift from fossil fuels to renewable energy, ensuring a just and affordable transition for developing countries, while also bolstering energy security. It is not just big companies that need support to boost access, affordability, and technology [for] renewable energy. Households and micro, small, and medium enterprises [or MSMEs] [do need them as well,” Shinta said.



The G20 should act as a driver by giving full support to the transition process by accelerating the shift from fossil fuels to renewable energy, – Shinta Kamdani



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Agung Wicaksono, the deputy chair for the B2O ESC Taskforce, said electrification, renewable energy power generation, and energy efficiency, are the main pillars of energy transition. "Investment in technology and sectors related to energy transition is also increasing," Agung said.

Electric vehicles as low-carbon mobility will play a crucial role to energy transition, according to Agung. This also aligns with the 2019 President Regulation on Battery-Powered Electric Vehicles. As well as one of the priorities in ESC Task Force's policy recommendations, namely accelerating sustainable energy transition by lowering carbon intensity through various initiatives.

"This is why this national forum is important to share insights on priority steps in order to accelerate the shift towards clean and renewable energy use, while also encouraging global partnerships," he said.

Sinar Mas Land group chief executive officer Michael Widjaja said both Sinar Mas Land and BSD City were proud to have hosted the event.



Photovoltaic In Buildings And Street Lightings



Transition Towards Electric Car And Autonomous Car



"The issues discussed in the B2O forum are in line with Sinar Mas Land's vision of building a greener, cleaner and sustainable living. Sinar Mas Land strives to present a sustainable living environment and become the pioneer of sustainable cityscapes from upstream to downstream, starting from city parks, streetscapes. to office buildings, residential and commercial products to provide a comfortable environment for the community," Michael said.

Michael went on to say that Sinar Mas Land is transforming one of its township projects, namely BSD City, into a smart digital city ecosystem by utilizing technology as a bridge to a better environment.

The forum also coincided with the inauguration of Indonesia's first autonomous electric vehicle trial. This innovation marked a concrete step for Sinar Mas Land's goal of achieving a smart city in BSD City.



LAUNCHING CEREMONY

DNA
SCALEBOX X 2

IN COLLABORATION WITH



NAKAMA



Microsoft powered Digital Hub Next Action Program! in Scalebox Cycle Two

BSD City, June 10, 2022 - Sinar Mas Land partnered with Nakama.id to hold the Scalebox cycle, DNA! event. A campaign, training, and mentoring program for digital-based startups. The first Scalebox event, which was held earlier this year, was a success and managed to channel a total investment of USD 10 million for selected startups. In the second scalebox cycle, Sinar Mas Land and Nakama.id collaborated with Microsoft to support Scalebox cycle 2 participants to be ready for escalation, both to industry and funding through a series of mentoring sessions by experts in their fields. In addition, participants will also receive guidance on how to register at Microsoft for Startups Founders Hub and receive various technical benefits and technical support when successful. DNA Registration! Scalebox cycle 2 will be open until June 27, 2022, and will continue with the hackathon process which will start on July 5, 2022.

Sinar Mas Land's Chief Digital Technology Ecosystem and Development Irawan Harahap stated that Digital Hub continues to be consistent in facilitating digital companies and communities, especially startups created by the nation's children so that they can work optimally. "We received great interest in holding DNA! The first scalebox cycle was attended by hundreds of startups from all over the archipelago and abroad. We hope that this second cycle can also capture and bring together the best startups with investors so that we can immediately enjoy their breakthroughs and innovations in the Digital Hub ecosystem," he said in a press release, Saturday, June 11, 2022.

Temmy, CEO and founder of Nakama.id added, "Scalebox cycle 2 will certainly be more exciting and interesting, especially because of our collaboration with Microsoft. Materials, Mentors, Partners, Angel Investors, and Venture Capital are all very enthusiastic about looking forward to startups that will be assisted and funded, partners mobilize Top Level ranks to directly educate and provide views to Scalebox 2 participants, in order to produce startups that are ready to be scaled up,"



Microsoft for Startups Founders Hub is a new digital platform from Microsoft to support all startup founders and owners of any startup ideas, progress, and passions so that they can mature ideas, realize ideas, develop businesses, and increase their business scale. This platform provides a variety of support such as technology and mentoring that startups need to reach their next milestone. Startups can also build their businesses at their own pace and pace using Azure technology for up to US\$150,000 (approximately Rp 2.1 billion) for free.



in frame: Yonas Yasahardja (Head of Event and Marketing Digital Tech Ecosystem & Development Sinar Mas Land), Chendy Jaya (CEO & Co-Founder Imajin), Irawan Harahap (Chief Digital Tech Ecosystem & Development Sinar Mas Land), Windy Widjaya (COO Primeskills Edukasi Indonesia), Tirrel Asanti Aulia (Head of Partner Relations Digital Tech Ecosystem & Development Sinar Mas Land)

Digital Hub hosting Future-X for FREE Robotic & Metaverse Experience at The Breeze BSD City



BSD City, June 10, 2022 - Sinar Mas Land, through Digital Hub, is committed to accommodating and fully supporting technological advances. The company, in collaboration with Imajin and Prime Skills, is holding a Future-X exhibition starting from June 10 – July 10, 2022 at The Breeze BSD City. This activity provides experience in the virtual world, especially Metaverse and Virtual Reality (VR), robotic exhibitions, and technology to the public. Several partners who are taking part in the event included 3D Zaiku, Artificial Intelligence Center Indonesia (AiCI), PT Teknologi Aryaguna Indonesia, IMA 3D, Makeblock Education, Ticky Techies Online Coding School, and PT. Laboe Game Indonesia.

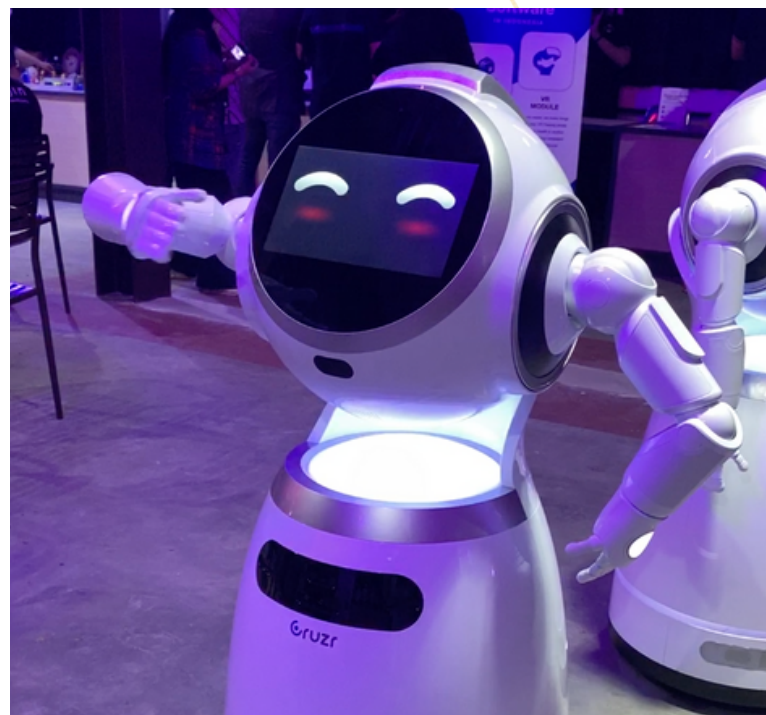
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“**The best way to predict the future is to invent it – Alan Kay**

"Digital technology players around the world are still exploring the potential of the Metaverse and Virtual Reality. This technological advancement is also explored by several local champions that we brought here. We present them at the Future-X exhibition so that residents and visitors of BSD City can be the first to enjoy the latest technology. The existence of BSD City as a test-bed also proves the readiness of this independent city for future technology supported by infrastructure, facilities, and a qualified urban planning system," said Irawan Harahap, Chief of Digital Tech Ecosystem & Development at Sinar Mas Land.

Future-X presents a variety of technology products that can be witnessed and tested directly in this event. Visitors can see the sophistication of the reception robot and the robot that can dance with the AiCI partner. In addition, there is a 3D Printer Technology printing machine that can produce three-dimensional shapes, as well as Virtual Reality (VR) which allows visitors to interact in a simulated environment from various virtual and real content.



Nongsa D-Town Indonesia's Digital Bridge With Singapore

Nongsa D-Town held a virtual grand launch on March 2nd, 2021. Opening statements for the event were officiated by Airlangga Hartarto, Indonesia's Coordinating Minister for Economic Affairs, and Chan Chun Sing, Singapore's Minister of Trade and Industry. The event was then subsequently split into three "fireside chats" — themed discussions, each featuring their own array of panellists and moderated by E27 co-founder Thaddeus Koh.

Speakers for each fireside chat hailed from all stakeholders involved with the development of D-Town, including government officials as well as current tenants at Nongsa, providing a glimpse of what Nongsa Digital Park (NDP), the initial tech office campus at Nongsa D-Town, has blossomed into so far since it started operation in 2018, and what the future may hold with the Nongsa D-Town masterplan to create a vibrant regional tech hub that represents a digital bridge between Singapore and Indonesia.

Introducing Nongsa D-Town. D-Town is a proposed digital hub built on the Indonesian island of Batam, situated a mere 40 minutes off the coast of Singapore. Nicknamed "The Digital Bridge between Singapore and Indonesia", D-Town grew out of the existing tech ecosystem at NDP and the creative community that is spawned from Infinite Studio's animation and film studio that has been in Nongsa for over a decade. Nongsa D-Town is designed with the tech and creative industries in mind with the intention to grow a digital ecosystem filled with regional talent between Indonesia and Singapore.

Every element in D-Town was designed for the express purpose of building a vibrant community of digital talent who can work, live, and play, within 62-hectares of developed space.



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The vision behind Nongsa D-Town

A common point of discussion throughout the webinar was the apparent tech talent gaps in Singapore. Being a small nation-state, Singapore's small population alone is unable to meet the demands of its booming economy despite its technological and economic advantages, which larger populations like Indonesia are able to supplement.

Wilson Tan, the co-founder of the Webimp group, a bespoke IT solutions firm that set up shop at Nongsa three years ago, described the role businesses based in Nongsa have in bridging this talent gap during the event's third fireside chat.

"In an entrepreneurship perspective, it doesn't make sense for Singapore to keep treating Indonesia as a 'factory,' in the sense that local workers remain as programmers who only do work. At Webimp, we promote organically and train our local technical talent for the opportunity to become senior programmers and engineers so that they can fill the apparent gap." This kind of on-the-job training is exactly why the Indonesian government is so eager to support the project. An exchange of talent and technology between Singapore and Indonesia seems inevitable at a place like NDP, where tech talent from the two countries are able to collaborate with each other.

Michael Widjaja, Sinar Mas Land's Group CEO, said Nongsa D-Town's prime location in Batam, supported by training centres and other facilities, will drive a young generation to be part of the creative and digital tech industry.



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How D-Town serves as a digital bridge between Singapore and Indonesia

Indonesia is a young country with a deep talent pool. Roughly 60% of the country's 257 million people are within the productive age range of between 15-64 years old. It is not surprising, then, those hopes are high for Indonesian youth working for tech companies and startups at Nongsa to eventually bring back their newfound knowledge to their hometowns and villages across the archipelago.

This arrangement is a win-win situation for both employer and prospective employee as an operation in Nongsa also serves as a springboard for international, especially Singaporean, companies who want to expand into the Indonesian market.

Another overarching topic discussed during the grand launch is the geographical advantage of establishing a tech team in Nongsa for Singaporean companies or other multinational organizations. Batam's close proximity to Singapore allows it to serve as a springboard for Singaporean companies, as the 40-minute commute between the two islands makes it possible for an executive or entrepreneur working in Singapore to visit the tech team in Nongsa and return home within a single day.

Indonesia's current tech capital in Indonesia is Jakarta, but NDP is an ideal bridge for Indonesian tech talent who desire to work for overseas companies due to said proximity to Singapore. Simultaneously, the increased flow of talent to Nongsa-based Singaporean companies solves Singapore's finite tech talent gap.

NDP builds on Infinite Studio's decade-long presence in Batam, which has been a success and a sort of "microcosm," to quote Mike Wiluan, President Director of Nongsa D-Town, of what the settlement will look like in the future.



Coming Up Next:

New branch of Purwadhika at Batam



DNA! Starthub Pitch Battle Competition!

G20|T20, International Collaboration for Quality of Life Development: Smarter World Living Lab

Social Bread Agency New Hub

'Unicorn' Hub Office

..and many more!