

DIGITAL HUB NEWSLETTER

The latest news of Digital Hub Ecosystem

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Brompton and SIRCLO Helps Cyclist Easier to Get Parts Online



Digital Hub at BSD City

p. 021-50-368-368

Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia



Mekari Conference 2022: Indonesia's annual digital transformation & business innovation conference

Jakarta, August 11 2022 – Mekari Conference is Indonesia's premier business tech conference that aims to connect SMEs and technology as growth enabler. We are committed to empowering businesses with technology to help them transform for the future, inspire them to innovate, and enabling them to scale with confidence.

Themed 'Indonesia's Annual Digital Transformation & Business Innovation Conference', the conference which will be held on August 11, 2022 at the Ritz Carlton, Jakarta, will gather thousands of industry players and stakeholders to discuss trends and strategies for technology adoption to increase business resilience.

The holding of this conference coincides with the revival of the business world in the midst of the easing of the pandemic. Bank Indonesia projects that Indonesia's economic growth this year will return in the range of 4.5-5.3%. President Jokowi also emphasized that the key to economic recovery lies in digital transformation, especially by micro, small and medium enterprises (MSMEs).

Suwandi Soh, CEO of Mekari, held the Mekari Conference 2022 to coincide with Indonesia's economic recovery because he believed that this period was the right time for MSMEs and large companies to deepen

technology adoption. During the pandemic, technology has proven to be a growth enabler by allowing companies to constantly access the market.

"In the future, technology will help companies benefit from the digital ecosystem, which includes fintech solutions as a source of capital, to strengthen their resilience in facing new challenges, especially those caused by global turmoil," he said in his statement, Friday (5/8).

Mekari Conference will feature business leaders, businesses, industry professionals, government representatives, and market observers who will share technological knowledge and innovative ideas from two stages, namely the Main Stage Digital Champion.

The main stage will be filled with sessions about business transformation, technological innovation, and regulatory compliance related to the digital ecosystem in Indonesia.

Meanwhile, the Digital Champion stage will contain a presentation on how companies can adapt in the era of digital technology in order to optimize growth. Mekari Conference is also supported by Bank Mandiri, Biznet, and AWS.



in frame: Vince Iswara (CEO & Co-Founder DANA Indonesia), Pandu Sjahrir (Ketua Umum AFTECH), Andrijanto Muljono (Chief Commercial Officer Smartfren), Genta Wira Anjalu (Chief Investment Officer Sinarmas Asset Management), Irawan Harahap (Chief Digital Tech Ecosystem and Development Sinar Mas Land), Mulyawan Gani (Chief Transformation Officer Sinar Mas Land)

DANA Announces the Close of the Latest Investment from Sinar Mas and Lazada Group

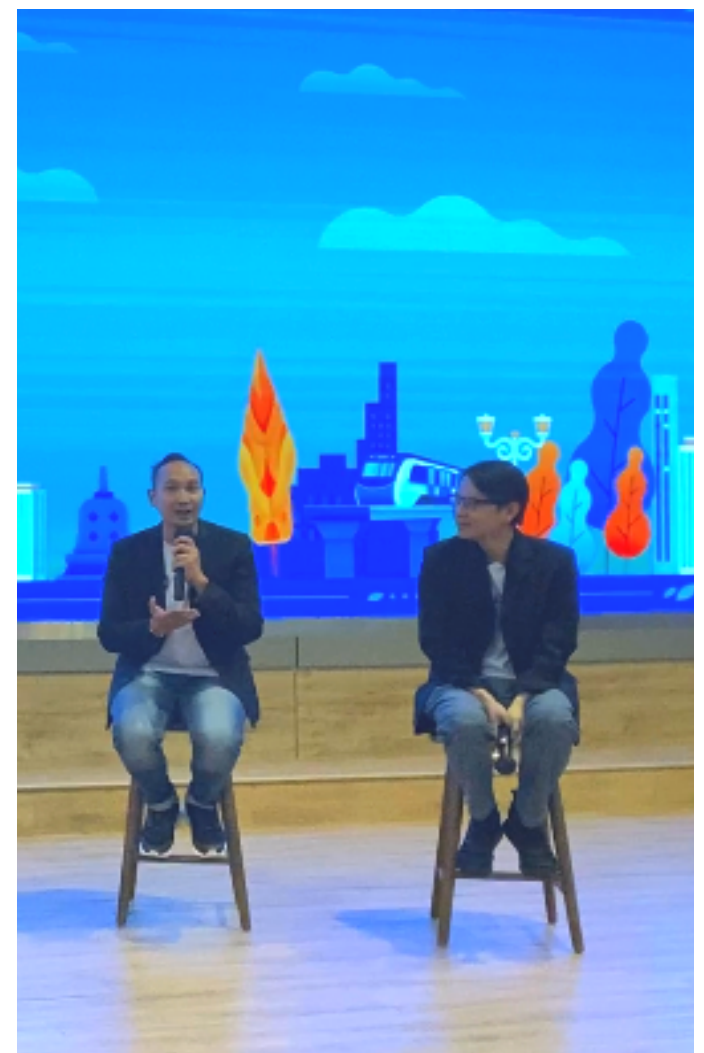
Jakarta, August 10, 2022 - DANA, the leading digital wallet-based financial technology company that provides platform for payments and financial services, today announced the close of the latest investment from Sinar Mas and leading e-Commerce company Lazada Group. This latest investment is a testament to the two new investors' trust and conviction in DANA's vision, strategy, and its pivotal role in advancing financial inclusion and literacy in Indonesia for the masses. With the strong support of new local and regional investors such as Sinar Mas and Lazada Group, along with the continuing and unwavering support of EMTEK Group and Ant Group, DANA is well positioned to accelerate the growth of its open ecosystem platform supporting the rapid digitalization of Indonesia.

Today, DANA has reached more than 115 million users throughout Indonesia. According to data.ai, DANA is the #1 most-downloaded Finance application in Indonesia in 2021 . Since its launching in late 2018, DANA has successfully

and steadily grown by providing safe, easy, and convenient end-to-end digital transaction solutions. Supported by leading technology and over 900 employees, a majority of which are Indonesia's leading FinTech engineers, DANA now processes an average of over 10 million transactions a day. DANA's users consistently rate DANA as the #1 finance application on application stores. DANA's leading technology with wide developer integration options enable easy self-onboarding for merchants, accepted by over 18 million merchants on the national QR Indonesia Standard (QRIS) network, and integrations with financial institutions, with the implementation of the national open-API payments standards (BI-SNAP).

DANA's vision of greater financial inclusion and literacy in Indonesia aligned with the Indonesian government's strategic priorities and Bank Indonesia's Indonesia Payment Systems Blueprint 2025. With over 43% of the population estimated to be unbanked [2] , digital payments are the first touchpoint for many Indonesians to financial services. According to Bank Indonesia data, digital payments have exceeded both credit cards and debit cards as a payment instrument in terms of transaction volume at over 16 billion transactions in 2021. In terms of transaction value, digital payments also exceeded credit cards significantly at IDR 786 trillion (~US\$54 billion) compared to IDR 245 trillion (~US\$17

billion) in 2021. DANA continues to broaden access and literacy to holistic digital financial and lifestyle services, which is especially important for the recovery of the national economy post-pandemic. In 2020, DANA was recognised by Bank Indonesia as the best implementer of the QRIS system. DANA was also an integral working group member in the drafting of the national open-API payment standards or BI-SNAP.



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With over 65 million estimated Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, DANA is also focused on supporting the digitalization of DANA Bisnis partners throughout Indonesia. Offline and Online merchants can self-onboard to DANA in less than an hour and instantly have the ability to accept as wide of a range of payment instruments as the largest merchants in the country. DANA also offers an easy-to-use merchant platform and real-time payment settlements capabilities.

DANA continues to provide ongoing education for MSMEs as well as communities in various regions of the country, through several initiatives such as DANA Academy and DANA Talk, among others. In 2021, more than 1,200 entrepreneurs and communities have engaged in DANA's digital finance education initiatives. In addition to educational initiatives, DANA also empowers communities in Indonesia through impactful social initiatives focusing on women empowerment and environmental conservation (DANA Lestari).

DANA's new investors will be able to benefit from DANA's technology, its leading integrated payments, and its financial services platform, while continuously improving and expanding its financial lifestyle services for consumers and merchants in partnership with financial institutions. DANA is committed to remaining an open ecosystem platform for payment solutions and financial lifestyle services, which is necessary for greater financial inclusion. Supported by such a strategy, DANA is on track to more than double its total payment volume or gross transaction value in 2022 compared to 2021.

Vince Iswara, CEO & Co-Founder of DANA Indonesia says, "We are very proud to have Sinar Mas and Lazada Group join DANA as shareholders, alongside our very supportive existing shareholders EMTEK Group and Ant Group. We are confident that DANA's strong fintech platform will give a lot of strategic value to our valuable investors to drive our efforts in realizing our vision for a financially inclusive, financially literate and cashless society in Indonesia. The support provided by all shareholders will certainly strengthen us as we continue improving the digital financial services that DANA provides for all Indonesians and in accelerating financial literacy and inclusion to encourage national economic growth. We believe this investment is part of the business development that will prepare DANA for the next phase of growth."

Franky Oesman Widjaja, Chairman of PT Dian Swastatika Sentosa Tbk, said, "Our investment in DANA marks the start of a strategic, continuous collaboration between Sinar Mas and DANA. We are pleased to be investor in the leading digital wallet in Southeast Asia and are optimistic that the collaboration with DANA will bring added value to Sinar Mas' digital ecosystem. Collaboration between DANA and Sinar Mas' various business lines will ultimately boost the digital acceleration in Indonesia. We look forward to collaborating with DANA to provide positive impact in business digitalization in Indonesia especially on financial inclusion for every Indonesian."

James Dong, CEO of Lazada Group and Lazada Indonesia, said, "With an increasingly digitalized landscape in Indonesia and Southeast Asia,

improving access to financial services and providing more payment options for both businesses and consumers are crucial developments. Even as Lazada remains focused on eCommerce, we see ourselves playing a key role in building technology, logistics and payments infrastructures that will benefit the region for the long term. Our investment in DANA represents a strategic move in the right direction."

DANA remains actively engaged and open for investment and partnership opportunities to selected potential investors who have conviction in DANA's vision and mission to accelerate financial literacy and inclusion in Indonesia.

Collaboration between DANA and Sinar Mas' various business lines will ultimately boost the digital acceleration in Indonesia. We look forward to collaborating with DANA to provide positive impact in business digitalization in Indonesia especially on financial inclusion for every Indonesian – Franky Oesman Widjaja



Sinar Mas Land through Digital Hub proudly honored to receive Best Mixed-Use Development Award from Lamudi Property Award 2021.



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

Bandung, June 30, 2022 – The COVID-19 pandemic has had serious economic repercussions, stemming from issues like border restrictions and supply chain disruptions. Just as the health impacts have been global, the economic consequences continue to spread. The current post-pandemic conditions encourage all sectors to immediately implement recovery. In the long term, responding and recovering won't be enough, however. To grow and thrive in a post-COVID-19 world, swift digital transformation into a pandemic-proof organizational model is vital.

Digital transformation has now seeped into almost every area, such as finance, economy, transportation, infrastructure, health, and education. In this case, digital transformation

requires a new landscape of cooperation between countries and all stakeholders to secure shared prosperity, including in the economic field in the digital era.

A living lab is an approach to solving real problems in a limited area that is human-centric by integrating various research and industrial solutions in an open ecosystem to stimulate new innovations. By involving all stakeholders in an integrated system, the living lab is a tangible solution to improve the quality of life. International collaboration and cooperation must continue to be encouraged, so that digital transformation can contribute to global economic growth, including for developing countries.

Tech in Asia Conference 2022 – the reunion we’ve been waiting for

Singapore, September 22, 2022 - It’s that time of the year again – the annual Tech in Asia Conference is back!

The 11th edition of the conference – the largest annual flagship event for Asia’s tech and startup community – is titled “Southeast Asia: Built to last” and will be hosted in-person in Jakarta on September 15 and in Singapore from September 21 to 22, with a free, full stream of the Singapore Main Stage available for those who can’t make it down to the venue.

The goal this year is to reunite as much of the tech community as possible, which is why our premium subscribers can join us at Marina Bay Sands or virtually for free.

Over the past 10 years, Tech in Asia has been able to gather more than 100,000 people at our in-person conferences in Singapore, Jakarta, Bangalore, Tokyo as well as on virtual platforms. They’ve brought in over 120,000 attendees, 2,000-plus speakers, and over 1,000 sponsors who have supported them on their mission of connecting Asia’s tech and startup ecosystem.

This year, they’re thrilled to host over 10,000 participants in our hybrid event to foster exciting opportunities for their community to reunite after two years.

To help founders, investors, corporate leaders, and other participants maximize the experience, they’re hosting several flagship events within the conference. These include speed dating, startup factory, and startup arena.

The theme for this year’s conference is “Southeast Asia: Built to last.” The most recent conference themes have been nothing but



positive: Last year, they looked at the region’s Global Debut, and before that they explored its Golden Age. So for this year, they’re bringing in industry leaders, experts, and changemakers who will be diving into what the future holds for Southeast Asia.

Chief Digital Tech Ecosystem & Development, Irawan Harahap, explains “the purpose of the conference is align with what we do with Digital Hub at BSD City. Apart from our concentration on supporting the global SDGs we are pulling the crowd of tech-preneurs and digital companies to gather, connect and collaborate in one ecosystem. We are bringing the same spirit to our hub in Batam Island called Nongsa Digital Park. Where the ecosystem starts to grow and hopefully brings good impact for Singapore and Malaysia tech-industry.”

Founder of Purwadhika IT School, Purwa Hartono, added “The environment of Digital Hub is different with other office park in Indonesia. A strong collaboration could happen anytime, and gives hope to the company to grow bigger and stronger becoming the leading talent pool in Indonesia. Together with Sinar Mas Land, we want to share the story in the conference to show the world that Indonesia is highly competitive in tech-industry area.”

Purwadhika Digital Technology School is one of the pioneers of educational institutions in Indonesia that focuses on the field of digital technology and has been established for more than 35 years. After successfully producing more than 20+ thousand quality digital talents through Purwadhika BSD and Jakarta campuses, Purwadhika is now establishing its newest branch in Batam for all Job Connector On Campus programs. To be exact, Purwadhika Batam

Branch is located in Nongsa Digital Park, which is located only 35-40 minutes to Singapore Harbourfront.

For it’s newest branch opening, students will not only get a discount of up to Rp. 27,750,000 to join in the Job Connector On Campus programs, but they will also get accommodation facilities, and also free lunch during their study period. Not only that, their students also have the opportunity to join a Tech Office Tour to Singapore supported by Singapore EDB for their first 25 people.

Job Connector itself is one of Purwadhika’s most popular programs, as through this program, their students have the opportunity to get job connections to 1000+ Purwadhika hiring partners across Asia.

The entire ecosystem remains optimistic about Southeast Asia – we wouldn’t be here otherwise. However, we’re also being realistic about what hurdles are standing in its way. Ahead of the conference, we’ll be taking a closer look at the state of affairs in the region as well as the opportunities and challenges that lie ahead.

We are bringing the same spirit to our hub in Batam Island called Nongsa Digital Park. Where the ecosystem starts to grow and hopefully brings good impact for Singapore and Malaysia tech-industry – Irawan Harahap

D digitalhub
AT BSD CITY

NAKAMA
CONNECTING

DNA GOES TO CAMPUS

"Industry 101: The Most Wanted Competencies"

29 September 2022
pukul 14.00-16.30 | via ZOOM

Mitra Kolaborasi:

- Universitas Riau
- Universitas Andalas
- Universitas Sumatera Utara
- Universitas Internasional Batam
- Institut Informatika dan Bisnis Darmajaya

Benefit:
E-Sertifikat
Total giveaway senilai Rp 3.000.000
Koneksi langsung dengan industri

DAFTAR DISINI
nakama.id/event/dnagoestocampus2

Disponsori oleh: **sinarmas land**
Didukung oleh: Purwadhika, DANA, Dekoruma, glints, MeetUp, BASE, Universitas Digital, KMD, dan lainnya.

Making a Come Back with a New Name 'DNA Goes to Campus', Digital Hub Collaborates with 5 Universities in Sumatera

BSD City, September 29, 2022 – Sinar Mas Land through Digital Hub has consistently provide training and the latest information about digital developments, strategies, and ecosystems in Indonesia with Digital Hub Goes To Campus since 2018. In 2021, this event was successfully attended by 900 students from Universitas Multimedia Nusantara, Universitas Indonesia, Universitas Prasetiya Mulya, and Universitas Bina Nusantara. This year, the event is held under a brand new name, 'DNA Goes to Campus', to provide knowledge sharing about the world of work.

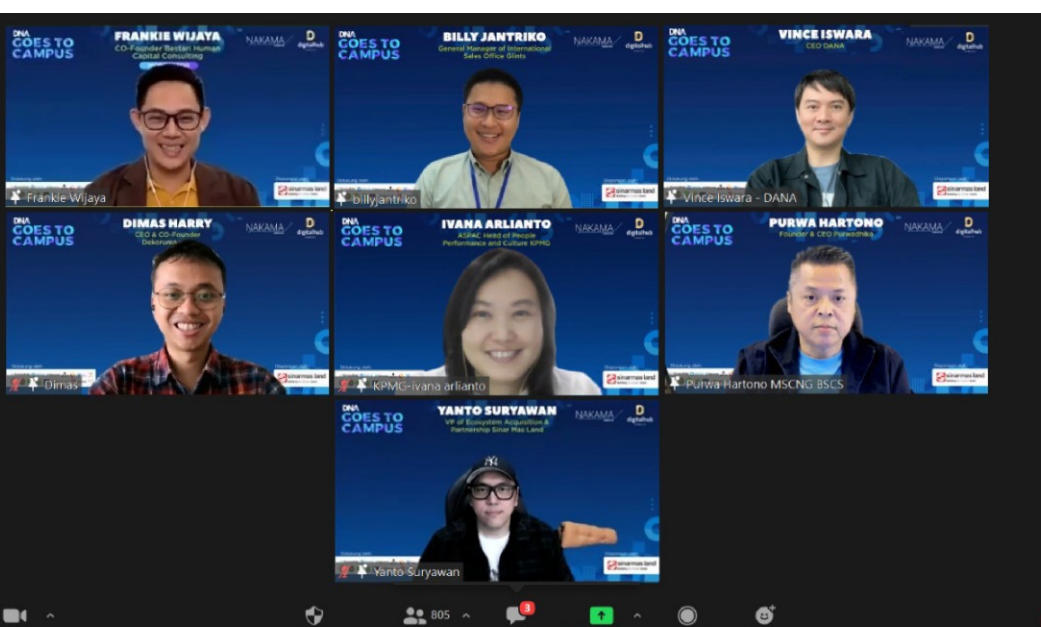
The main event of DNA Goes to Campus was held online on Thursday (29/09) through Zoom webinar. This year, DNA Goes to Campus collaborates with five universities in Sumatera including Universitas Andalas, Universitas Sumatera Utara, Universitas Riau, Universitas Internasional Batam and Institut Teknologi & Bisnis Darmajaya. Themed 'Industry 101: The Most Wanted Competencies', this event was presented by Irawan Harahap (Chief Digital Tech Ecosystem & Development - Sinar Mas Land), Vince Iswara (Co-Founder & CEO - DANA), Purwa Hartono (Founder & CEO - Purwadhika), Dimas Harry (CEO & Co Founder - Dekoruma.com), Billy Jantriko (General Manager International Sales Office - Glints) and Ivana Arlianto (ASPAC Head of People, Performance and Culture – KPMG) who shared their view as professionals in the digital industry.

Sinar Mas Land's Chief Digital Tech Ecosystem and Development – Irawan Harahap said, "For four consecutive years we have held this event in Jabodetabek. This year, we broaden the network to reach students on the island of Sumatera to open a new horizon and knowledge of digital developments in major cities in Indonesia. We highly appreciate the enthusiasm of hundreds of students who have participated in DNA Goes to Campus 2022. This program depicts our support for students and fresh graduates in preparing themselves to enter the real professional work sphere, specifically in the digital industry which has massively developed. We hope that this series of seminars and talk shows can provide the knowledge and motivation to become highly qualified digital talents."

CEO of Nakama.id – Debora Temmy explained, "DNA Goes to Campus provides an opportunity for Indonesian talents to get the knowledge about the current digital development in Indonesian major cities. This will help them to map, directing their interest, talent and what they want to do after they graduate. We are also grateful for how enthusiast they were about this event, as witnessed by more than 1.500 students and fresh graduates registered. We hope to duplicate similar event, not only on the island of Sumatera, but also to reach out more young generation in the other part of Indonesia."

In organizing DNA Goes to Campus 2022, Sinar Mas Land collaborate with Nakama.id, a startup community that connects more than 3,000 founders with potential investors. Prior to the main event, DNA Goes to Campus organized a virtual roadshow through Instagram Live together with representatives from the five universities on 19-28 September. To enliven this event, selected participants who took part from the beginning are eligible to get a giveaway with a total prize of IDR 3 million. (*)

"This program depicts our support for students and fresh graduates in preparing themselves to enter the real professional work sphere, specifically in the digital industry which has massively developed. We hope that this series of seminars and talk shows can provide the knowledge and motivation to become highly qualified digital talents. – Irawan Harahap"





Advancing Green Mobility, Sinar Mas Land Presents The Autonomous Electric Vehicle at BSD Green Office Park

Jakarta, October 8, 2022 - Sinar Mas Land continues to contribute to the Sustainable Development Goals (SDGs). This can be witnessed by the existence of various innovations to develop green energy smart cities that are more environmentally friendly and sustainable including the operation of the first autonomous electric vehicle (AV) in Indonesia within the BSD City area. This initiative is the continuation of the strategic partnership between Sinar Mas Land and Mitsubishi Corporation, supported fund by JICA, Mitsubishi Corporation together with MACNICA Inc. successfully implement the first-stage trial of Navya Autonom® Shuttle AV at QBig BSD City in May to July. The trial then continued in the BSD Green Office Park (GOP) area on 27 August 2022 to 5 January 2023.

The presence of this technology is in line with the green vision of the GOP area which is the first in Indonesia to be certified as Green Mark District from the Building Construction Authority (BCA) Singapore. In addition, all office buildings built in it have also received green building certification from the Green Building Council Indonesia (GBCI). This effort has gained attention from the Minister of Transportation, Budi Karya Sumadi as it is considered to enable future transportation for the sustainable smart city developments in the country. At the inauguration of the AV trial, he also expressed his hope that this latest technological innovation can be exhibited at the G20 Summit, which will be held in Bali on November 2022.

Chief Digital Tech Ecosystem & Development Sinar Mas Land, Irawan Harahap said, "The development of this autonomous electric vehicle ecosystem strengthens Sinar Mas Land's commitment and cater solutions for vehicles that are low in carbon emissions and encourage sustainable living. We saw that this AV innovation comes with features that are smart technology, besides that this smart transportation sets an alternative to new transportation modes to serve people's mobility. The sophistication of the features given by this AV also reflects the lifestyle that we want to present in BSD City in its transformation into a smart integrated digital city, especially in the Digital Hub ecosystem which is full of digital technology activities."

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 has a passenger capacity of 15 people, 11 sitting, and 4 standing. The Navya Autonom® Shuttle is equipped with 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. The AV can detect, track, and classify surrounding obstacles in real time to determine the optimal trajectory and speed profile, including accelerating, steering, and braking autonomously.

In the second stage trial, AV continues to operate every Tuesday – Sunday from 10.00 to 17.00. General public can try on this autonomous electric vehicle for free. The prospective passengers need to register and fill out surveys before and after enjoying the electric vehicle, through the OneSmile application, which is available for Apple App Store and Google Playstore. Those who bring children can try this autonomous electric vehicle provided that they have a minimum height of 120 cm and are accompanied by their parents.



Digital Hub Holds Pitch Battle Competition at BSD City for Startups



BSD City, 16 July 2022 – Sinar Mas Land, through the BSD City Digital Hub, has collaborated with Teman Startup to hold a Pitch Battle Competition on Saturday (06/25/2022) at the Green Office Park (GOP) 9 Auditorium Building, BSD City. This activity is the culmination of the Starthub Mentoring Session program for hundreds of startups that has been carried out since June 4-25, 2022. All these activities are part of the Digital Hub Next Action (DNA) movement initiated by Digital Hub.

"Sinar Mas Land, through the Digital Hub, accommodates the startup community and supports its progress through the Starthub program, starting from the mentoring stage to the pitching stage. Here we bring together hundreds of startups with digital industry players from various venture capital companies so that they can interact directly and capture networks. Hopefully, the provision of knowledge from professionals and this prize can be a stepping stone for participants in entering the realm of national startups," said Irawan Harahap, Chief of Digital Tech Ecosystem & Development at Sinar Mas Land.

Nazier Ariffin, Head of Strategic Investment at Telkomsel and one of the judges at the Pitching Battle Competition event at Starthub 2022, said: "We appreciate the seriousness of Sinar Mas Land in supporting the development of startups by Indonesians. This program is carried out

continuously, starting from mentoring to pitching today so that startups born from this program can be more competitive, established and strategic. Hopefully the ideas from startups participating in Starthub can be developed and implemented properly to meet the needs of the wider community."

This year's Starthub Mentoring Session program carries the theme 'Ready to Elevate Your Startup' which can be accessed through various platforms such as Webinar, Instagram Live, Spotify Podcast, YouTube, and TikTok, and is also provided in the form of e-books as well as interactive templates.

The participants were provided with a variety of learning materials which were divided into three segments. The first session was delivered by Brian Marshal (Founder and Chief Executive of Sirclo) on Strategy – Determining Your Startup's Purpose & Strategy. In the second session, the mentoring activity discussed the topic of Sales & Marketing – Growth Hack Your Startup: Burn the Marketing Expense Effectively delivered by Ferdi Anggriawan (Head of Digital Marketing at Gojek). The mentoring was closed in the third session by Henri Suhardja (Co-Founder and CEO of Titipku) with a discussion on Fundraising – Effective and Efficient Fundraise: Determining Good & Bad Funds for Your Startup.

After going through various stages of mentoring sessions, five startups were selected to participate in the Pitch Battle Competition to compete for the opportunity to be funded by large venture capital in Indonesia. The Pitch Battle Competition jury team consisted of Nazier Ariffin (Head of Strategic Investment at Telkomsel), Hansen Hubert (VP of Investment at Alpha JWC Ventures), Clarissa Tabalujan (Investment Associate at BRI Ventures), and Fadlan (Investment Manager at Living Lab Ventures).

Here we bring together hundreds of startups with digital industry players from various venture capital companies so that they can interact directly and capture networks. – Irawan Harahap





Web3 Developer Bootcamp Attracts Indonesian Developers to Dive into the Web3 Ecosystem

BSD City, August 4, 2022 - Web3 is believed to be the key in the evolution of the internet. With the vision of realizing a more open, decentralized, and secure internet ecosystem, many of the world's technology giants are now paying attention to the development of Web3 technology. However, as the hype around Web3 intensifies, there is a considerable gap between business needs and the availability of qualified and qualified talent in the Web3 field.

According to the analysis of crypto-focused Venture Capital Electric Capital, the Web3 developer community is still very small, with only 18,000 developers actively working on Web3 and crypto open source projects today, and growing by around 75% since early 2021. This data is also supported by research from Hired, a tech-specific job marketplace that says Web3 candidates have increased by around 67% since early 2021.

The bright potential that Web3 technology brings in the future is certainly not without reason. For this reason, DailySocial.id and Hybrid.co.id are committed to contributing to the development of superior Human Resources (HR) in the field of Web3 technology by organizing a Web3 Developer Bootcamp, a bootcamp specially prepared for technology professionals to learn more about Web3 ecosystem consisting of blockchain technology, crypto, DAO, NFT, and DeFi.

The Web3 Developer Bootcamp was held for 3 full days at Green Office Park 9, which is located in the BSD area of South Tangerang. A total of 70 Indonesian developers joined the bootcamp with various backgrounds.

Starting from tech enthusiasts, communities, to professional developers, who came from outside Jakarta, such as Karawang, Bandung, to Jogjakarta. This event was filled with exclusive materials from trainers with various focuses, ranging from "The Development Guide to Web3 Stack", to "How to Build Utility Token" which was practiced directly by the participants together with the trainers.

In this event, several experts in the Web3 world contributed and conveyed their insights through coaching sessions with a number of trainers who have been directly involved in the development of the Web3 ecosystem. The trainers who attended included Muqorrobin Marufi (Founder & CTO of Ansvia), Tata Tricippta (Co Founder Excluser), Muhammad Mustadi (Lead Dev, Reimagined Finance), Reza Anwar (CTO of Inamart), Gilang Bhagaskara (CEO of Blocksphere) and Sofian Hadiwijaya (CEO of Blocksphere). Co-Founder of Warung Pintar).

Four keynote speakers were also involved in this activity, namely On Lee (CEO & CTO, GDP Labs), Antonny Liem (Investment Partner, GDP Ventures), Intan Wibisono (Founder, Art Pop Up & Indonesia NFT Festiverse), and Yohanes Adhi (CTO DailySocial).id).

"The need for Web3 HR in the world is very high but unfortunately there are very few developers who have the qualifications," according to Dailysocial.id CTO, Yohanes Adi (27/07/2022).

John also added. "By holding this Web3 bootcamp, it is hoped that local technology talents will emerge who are more open to Web3 and can contribute more to the development of Web3 in the country," he added.

Jeffrey Budiman, Chief Innovation Officer and Co-Founder of WIR Group said "Education about web3 technology is a strategic step and an unavoidable necessity to ensure capacity development of the business sector and industry in facing global competition. This web3 technology will provide an opportunity for users

to get a more immersive experience by using technologies such as AR, VR, and AI that are integrated with various other technologies so that they can have a positive impact on both the commercial aspect of a business and customer loyalty.

The Web3 platform is a necessity, a form of technological ecosystem evolution that will encourage the creation of a liveable digital world for everyone. The use of technology that is not only sophisticated but also integrated really allows every user to communicate, interact without boundaries, and be personal, said Jeffrey.

One of the participants, Fahmil, expressed his enthusiasm, the IT Developer at Merah Cipta Media said, "For me, who is still working on web2, I understand more about the initial fundamentals of web3, besides that my knowledge is also open to other benefits of web3 such as datafile storage, not only about crypto" he said. Fahmil, who has benefited from the Web3 Developer Bootcamp event, also hopes that this event will continue with more long-term training.

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By participating in the Web3 Developer Bootcamp event, which is supported by WIR Group and Sinar Mas Land, participants are expected to be able to improve the skills and technical knowledge of developers, but also be open to the future of Web3 both in industry and business.

In line with that, Sinar Mas Land's VP of Ecosystem Acquisition & Partnership, Yanto Suryawan expressed his commitment, "Sinar Mas Land strives to be a forum for all technology ecosystems and digital entrepreneurship in Indonesia. We support and hope that this event can improve the Blockchain ecosystem in Indonesia," he concluded.

Sinar Mas Land Supports New Face of KlikDokter

Jakarta, August 18, 2022 - Going special with Indonesia's independence day, KlikDokter arise with new face. Offering healthcare solution as trustable, easy, and convenient to use with the complete 360 degrees integration of healthcare services. Together in this moment, KlikDokter also launch campaign #JagaSehatmu in the name of the mission "Indonesia Sehat".

The need of the citizens on digital health services is one of the factor that digitally transform the health industry. Especially in the pandemic situation, people relies on digital services basis. This will matters to habit and the lifestyle of the people in Indonesia becoming more aware of health problems. KlikDokter understands the situation then transforms and innovate to cater the needs of the people in Indonesia.

KlikDokter was established in 2016 and were part of PT. Kalbe Farma Tbk, one of big Indonesian health & pharmacy firm. KlikDokter becomes Kalbe's ecosystem that gives digital health services. Connected and integrated from end to end providing complete services to support the mission of "Indonesia Sehat".

KlikDokter CEO, Hendra Tjong, explained the established ecosystem strengthen the vision and mission of KlikDokter. "The vision of KlikDokter is to become the most advance and integrated app that can serve the whole Indonesian residents in the digital era. Therefore we develop solution of trustable, user-friendly digital healthcare services and personally through three (3) main pillars which are health education,



healthcare services and healthy shopping. These three main pillars at the end creates connected and integrated ecosystem which drawn into the new KlikDokter logo," Hendra described.

Support also comes from Sinar Mas Land through Digital Hub where KlikDokter stationed. Chief Digital Tech Ecosystem & Development Sinar Mas Land, Irawan Harahap, said KlikDokter presence enrich and completing Digital Hub ecosystem in health-tech industry. "We hope this transformation may push KlikDokter to go forward providing trusted and handy digital and non-digital healthcare services.

KlikDokter shows up, with new look and new logo drawings of forwarded heartbeat with heart shape. Like a heartbeat who always there for human life, KlikDokter will always be there for people and giving connected and integrated digital healthcare solution.

In order to continue the idea and together with the spirit of Indonesia independence day, KlikDokter also launch campaign #JagaSehatmu to be shown to the people of Indonesia. So people will always take care their health to

realize their dream. KlikDokter also shows with chosen brand evangelist as representative of Indonesia's profile generation. They are Ensy Storia, Nana Mirdad and Andrew White.

The campaign #JagaSehatmu is planned to be one of KlikDokter's steps to align with the mission "Indonesia Sehat".

Few events and activities has been done under #JagaSehatmu campaign. They are health education (online and offline events), Hepatitis A CSR (for children's hepatitis) screening in Banten, Digital & Social Media Campaign along with offline event like RunFest that will be held in Yogyakarta this coming October 2022. "hopefully, #JagaSehatmu can be a organic and continuous campaign to bring more and more people with mindset of preventive in taking care of the health," add Hendra.

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This positive campaign is initiated by KlikDokter start from their head office in BSD City. A place that supports continuous healthy lifestyle. This vision also supported by the growth of Sinar Mas Land's Digital Hub. A 26 hectares area designated for communities and technology companies, from startup, technology leaders to education institution in science and technology. The development of infrastructures and facilities are enjoyable by numerous of technology players such as NTT, Traveloka, Apple Developer Academy, Juniper, Grab, Sirclo, MyRepublic, Bizzy, AWS Academy, KlikDokter as well as Monash University as the first overseas university in Indonesia.

Brompton and SIRCLO Helps Cyclist Easier to Get Parts Online

BSD City, July 25, 2022 - England cycling brand, Brompton, collabs with SIRCLO, an omnichannel commerce enabler, providing morning 'gowes' activity together, named BOAS (Brompton of Alam Sutera Serpong) Community theming on 'Ensuring Wider Reach Through Online Marketplaces', in Sabtu, 23 Juli 2022. This collaboration between Brompton and SIRCLO is not just to make the public cycle regularly, but also answers the need of Indonesian market on getting bicycle parts, including Bromptoner, in terms of accessing Brompton parts online availability also to get recommended retail price.

Brompton and SIRCLO presenting online to offline experience through morning 'gowes' event this morning, where urban community, especially cyclist community, not just cycling but also make them healthy and happy, as well as directly get educated about Brompton features as commuter bike, utility bike, leisure bike and travelling bike. Also the chance to try the newest Brompton type, P Line.

Kevin Wijaya as Country Manager Brompton Bicycle Indonesia said, "Since Brompton Indonesia Official Store are in Tokopedia last April, we got good responds from Indonesia's urban because of the accessibility to alternatively convenient to shop Brompton products. This positive signals shows that cycling for Indonesian urban communities may pushes up their activities to be efficient, healthy and happy. That is align with Brompton purpose which are Creating Urban Freedom for Happier Lives."

Kevin added,"with the presence of Brompton Indonesia Official Store in 3 marketplaces now, Tokopedia, Bukalapak and Blibli, urban communities has more choices in shopping Brompton online. Also the safety feeling avoiding the grey market with unreasonable price compared to retail price. Consumers also happy with the free delivery process and as terms and conditions applied on every app."



"Consumer behaviour in fulfilment of their needs online are rising, where understanding brand in this case have to go with the right strategy. Through SIRCLO Commerce service, SIRCLO facilitate Brompton to reach out wider market through various marketplace in Indonesia by providing complete facilities from order process, marketing, distribution until providing the transaction report data. This collaboration is one of many moves to strengthen Brompton, especially in online world," said Brian Marshal, Founder dan CEO, SIRCLO Group.

The morning 'gowes' activity as a collaboration between Brompton and SIRCLO with BOAS gets positive responds from one of BOAS community member, Eddy Rahmat, "For us, this event is a comprehensive collaboration needed by urban community nowadays, especially with the number people who has healthy lifestyle by

cycling keep growing. We are optimistic, this collaboration will give positive impact to all stakeholders, as well as public may easily get Brompton product with promising availability and trustable price. Also supports Indonesian foldable bicycle community. Hopefully this collaboration of supply-distribution-demand can be continuous and affect many sides and realizing healthy and happy people. In this case, the spirit "Together we are one" becomes key to that big purpose.

Coming Up Next:

Grand Opening TikTok Hub



Scalebox cycle 2 Demo Day

Grand Opening Nakama at The Breeze

'Unicorn' Hub Office

DNA Networking Night 2022

Autonomous Vehicle Exhibition

..and many more!