

DIGITAL HUB NEWSLETTER

The latest news of Digital Hub Ecosystem

Sinar Mas Land together with JICA and Mitsubishi Corporation present: The Autonomous Vehicle at G20 Official Side Event

Purwadhika Digital Technology School officially expand to Nongsa Digital Park

KNOWLEDGE HUB is Country Winner for Best Office Development by Property Guru Asia

Sinar Mas Land Prepares Ecosystem for the Next Wave of PropTech

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East Ventures and Sinar Mas Land Digital Hub closes the year with Indonesia Pasti Bisa program

Crowds of Digital Hub Connect 2022

Famous YouTuber, Edho Zell marks SocialBread's new head quarter in Digital Hub

Sinar Mas Land's ends Scalebox cycle 2 Program with Demoday

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Bali, November 13 2022 – Indonesia's leadership of the Group of 20 is aimed at tackling three main issues; global health governance, digital economic transformation; and energy transition. The three main priorities are also expected to assist the economic recovery of member countries coming out of the pandemic slump, as well as to be more resilient in future crises.

Hailing the phrase "gotong royong" the government has repeatedly raised the need for synergy with the private sector in order to carry out the tasks outlined by the G20 forum. The calls have been answered by some of the biggest companies in Indonesia. Case in point, Sinar Mas Land is taking part in driving the digital economy and shifting to renewable energy.

Bringing its expertise to BSD City, Sinar Mas Land is in the process of transforming the area into one of the first smart cities in Indonesia, with digital infrastructure and the development of environmentally friendly facilities. It is also developing the city's digital hub ecosystem, including its autonomous electric vehicle (AV).

The Indonesian electric vehicle (EV) sector is expected to be one of the biggest in the world, considering the country's vast nickel resources. The G20 held a side event that showed various modes of transportation with the green mobility concept that already exist in Indonesia, while the Indonesian government urged the public to transform their transportation into EVs rather than the more conventional oil-fueled vehicles. Sinar Mas Land participated in this exhibition by bringing its AV, as expected by Transportation Minister Budi Karya Sumadi in May 2022 during the inauguration of the AV trial in BSD City.

"We are preparing AV Navya Autonom® to be part of the electric vehicle exhibition at the peak of the G20 Summit in Bali. With the AV, we want to show that Indonesia is no less competitive and is ready to welcome a variety of green mobility alternatives for sustainable smart city development in the country," said Irawan Harahap, CEO of Digital Tech Ecosystem & Development Sinar Mas Land.

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Digital Hub at BSD City

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Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia

The AV is an initiative of Sinar Mas Land and Mitsubishi Corporation in supporting the government to make the energy transition to new and renewable energy (NRE), and it makes sense to try to integrate the new mode of transportation in one of Indonesia's most advanced cities. The vehicle comes from France under the trademark Navya Arma variant.

Called the Navya Autonom® Shuttle, it has a 33-kWh battery pack that can last up to nine hours, and has a maximum passenger capacity of 15 people. The shuttle is equipped with a variety of sensors, starting from Global Navigation Satellite Systems (GNSS), and LIDAR (Light Radar) sensors combined with a high-resolution camera for big data analysis, which will then be processed by a computer that has high specifications embedded in the car.

The shuttle also has the ability to detect obstacles in real time, in order to help utilize the automatic acceleration, steering and braking capabilities during an emergency, so as to reduce the rate of accidents caused by human error.

The AV trials at BSD City have been conducted in two locations; at Q-Big and BSD Green Office Park (GOP). The first of the locations is a shopping and lifestyle center built with an environmentally friendly concept, complete with eco-friendly materials and energy-efficient building features. Meanwhile, as the name suggests, the second is Indonesia's first green office in a district encompassing a total area of approximately 25 hectares.



Ir. Budi Karya Sumadi - Minister of Transportation of Indonesia

The G20 held a side event that showed various modes of transportation with the green mobility concept that already exist in Indonesia, where Sinar Mas Land showcased its Autonomous Vehicle trial in BSD City

The latter is also one of the initiatives started by Sinar Mas Land in order to reduce carbon emissions, and has received the Green Mark District certification from the international Building and Construction Authority (BCA), Singapore. Green Office Park has four office buildings that have also been certified green from the Green Building Council Indonesia (GBCI).

The electric-powered smart transportation has been used in several cities in more developed countries, and Indonesia is finally following the transformation trend. As a company engaged in the property sector, Sinar Mas Land seeks to reduce the intensity of emissions for the area it inhabits, where in 2021 the company succeeded in reducing the intensity of emissions by 7 percent compared with 2020.



Drs. Hendro Sugiatno, M.M. - Director General of Minister of Transportation of Indonesia



Diaz Hendropriyono - Special Staff to the President of Indonesia



Jenderal TNI (Purn.) Dr. H. Moeldoko, S.I.P. - Chief of Staff of Presidency for President Joko Widodo



Prof. Ir. Nizam, M.Sc., DIC., Ph.D - Director General of Higher Education Ministry of Education and Culture of the Republic of Indonesia



Purwadhika Digital Technology School officially expand to Nongsa Digital Park

Batam, October 14 2022 – Property developer Sinar Mas Land has strengthened its position as a digital economy area player, bridging digital and technology companies between Indonesia and Singapore through the Nongsa Digital Park in Batam, which recently welcomed the opening of the third branch of Purwadhika Digital Technology School.

Established in 1987, Purwadhika Digital Technology School is a leading educational institution that focuses on developing digital technology talent such as in coding, digital marketing, UI/UX design and data science. With a total of 2,500 graduates annually, the school has succeeded in channeling high-quality digital talents to digital companies and startups both nationally and internationally.

The inauguration, which took place on Friday, was officiated by Communications and Information Minister Johnny G. Plate and Purwadhika Digital Technology School CEO and



Irawan Harahap - CEO Digital Tech Ecosystem & Development Sinar Mas Land



Johnny G. Plate - Minister of Communication and Information Technology of Indonesia



Purwa Hartono - CEO and Founder of Purwadhika Digital Technology School

founder Purwa Hartono. Also attending were Sinar Mas Land Digital Chief Tech Ecosystem and Development Irawan Harahap, Citramas Group president director Mike Wiluan, Singapore Economic Development representative Stephanie Foo and BP Batam deputy II Enoh Suharto Pranoto.

In his keynote address, Communications and Information Minister Johnny said the Indonesian government was focusing on four important aspects in entering the Industry 4.0 era: primary legislation on the Personal Data Protection (PDP) Law, digital framing and reframing, equitable ICT infrastructure across the country and adequate digital talent. "Purwadhika Digital Technology School in Batam is a good form of commitment to encourage digital transformation in Indonesia. I am proud to inaugurate Purwadhika Digital Technology School at Nongsa Digital Park. This inauguration is an opportunity for collaboration in various national, regional and international sectors in realizing a more connected, digital and advanced Indonesia." he said.

In a statement, Sinar Mas Land Group CEO Michael Widjaja expressed his appreciation for the steps taken by Purwadhika Digital Technology School's to open its newest campus in Nongsa Digital Park. "This area was built in Batam as a reflection of the BSD City Digital Hub development. The two projects are projected to become the largest digital economy

centers in Indonesia. We hope that the existence of this campus can support the development of digital talent in accordance with President Joko "Jokowi" Widodo's direction regarding accelerating national digital transformation, as well as meeting the human resource needs of Singaporean businesses that dominate the digital economy center in Southeast Asia," he said.

Purwa said "Through the inauguration of our newest campus at NDP Batam, we are also introducing a job connector program so that students can receive personal career support. This program provides job connections to achieve digital careers in more than 1,000 trusted companies in Indonesia, Singapore, Hong Kong and other countries,"

Purwadhika Digital Technology School's newest campus, located in Nongsa Digital Park, is a collaboration between Citramas Group and Sinar Mas Land through the consortium company PT Citra Sinar Mas Global. Nongsa Digital Park is located in a special economic area that focuses on developing a digital-based creative economy in Batam. To date, it has hosted 1,000 digital workers from 100 multinational companies such as Glints, R/GA and WebImp. The area is also equipped with facilities and infrastructure that support the development of talent relevant to the needs of the industry in the creative and digital technology sectors. This allows Indonesia and Singapore to easily grow and complement each other as part of the digital economy.

KNOWLEDGE HUB is Country Winner for Best Office Development by Property Guru Asia

Awarding Venue:
The Athenee Hotel
Bangkok, Thailand



in frame: Mulyawan Gani (Chief Transformation Officer Sinar Mas Land), Bayu Seto (Partner Living Lab Venture), Maria Herawati Manik (Country Manager Rumah123), Indra Nur Shadrina (Co-Founder & CCO IDEAL), Irawan Harahap (CEO Digital Tech Ecosystem and Development Sinar Mas Land)

Sinar Mas Land Prepares Ecosystem for the Next Wave of Proptech

BSD City, 26 October 2022 — In the middle of this year, Indonesian Internet Service Providers (APJII) announced that the amount of Indonesian internet users had reached 210 million. Internet usage has penetrated into various lines of industries, including property. Sinar Mas Land recognizes the importance of the existence of digital technology in property development, and thus the company has started focusing on supporting an innovative property technology (proptech) growth to provide a solution for people's property needs.

This support was openly delivered by the company during an event held on Wednesday (26/10), Tech Media Workshop, with the theme "The Next Wave Proptech Ecosystem in Indonesia" at Marketing Office BSD City.

The event brought speakers that are a part of Sinar Mas Land's proptech ecosystem, which are Irawan Harahap (Chief Digital Tech Ecosystem and Development Sinar Mas Land), Mulyawan Gani (Chief Transformation Officer Sinar Mas Land), Bayu Seto (Partner Living Lab Venture), Indra Nur Shadrina (Co-Founder & CCO IDEAL), and Maria Herawati Manik (Country Manager Rumah123).

Chief Digital Tech Ecosystem and Development Sinar Mas Land, Irawan Harahap states, "Proptech growth is one of Sinar Mas Land's effort in our township transformation into an integrated smart digital city. This is not done physically or constructability-wise only; we also

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We are doing a Digital Hub Next Action (DNA) campaign that presents a variety of seminar programs, incubation workshops, and accelerations to strengthen the digital ecosystem as well as preparing startup actors to compete in national and international scale.

– Irawan Harahap

boost the growth of startups, especially the ones in the proptech field, that has a tight connection with Sinar Mas Land businesses. We are doing a Digital Hub Next Action (DNA) campaign that presents a variety of seminar programs, incubation workshops, and accelerations to strengthen the digital ecosystem as well as preparing startup actors to compete in national and international scale.

Chief Transformation Officer Sinar Mas Land, Mulyawan Gani states, “Sinar Mas Land’s earnestness to transform the company’s digital ecosystem has encouraged us to do an extension with Living Lab Ventures (LLV). This is an investment arm that we have prepared to bolster technology innovation through startup acceleration and funding in Indonesia. Since its launch in the middle of this year, LLV has received positive responses from proptech startups such as property search, property credit,

funding, and co-living. We hope that LLV facilitates their innovation well to provide a solution for the people’s property needs.”

Sinar Mas Land has carried out a digital transformation to provide the best service and product to people since 2016. Infrastructure-wise, the company has provided fiber optic network for high speed internet, traffic supervision through traffic command center, and many others. Sinar Mas Land is also currently developing Digital Hub, a 26-hectare area dedicated to communities, educational institutes, startups, and multinational companies in the digital technology and creative field. Positive interest has also been received for the construction of the building from reputable companies such as Traveloka, Unilever, NTT, Grab, and Apple, which have already entered Sinar Mas Land’s digital ecosystem.



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Best Low Rise Office Concept Development

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East Ventures and Sinar Mas Land Digital Hub closes the year with Indonesia Pasti Bisa program

Jakarta, December 14, 2022 – East Ventures, a pioneering sector-agnostic venture capital firm that has supported over 250 tech companies across Southeast Asia, has announced the 30 selected team champions from the coaching and hackathon program of Indonesia PASTI BISA, Maju Terus Pantang Mundur (Keep Moving Forward, Never Give Up) or IDPB MTPM. The champion teams receive a total funding of IDR 7.5 billion (around US\$ 500,000) in the form of uncapped convertible notes, including the benefits and perks from the program’s prominent partners.

IDPB MTPM consists of two main highlights, (1) the coaching and hackathon program and (2) the job board. In the same belief of the importance of speed and agility during a crisis, IDPB MTPM was launched 36 hours after the ideation. The program has completed all subsequent activities, from the open application to the demo day. With a total of 270 submissions, which includes 551 people from 50 cities. The 120 shortlisted teams had gone through 11 days of coaching and hackathon (in both online and offline format) with East Ventures and experts in the industry.

The selected teams presented their business ideas and MVPs to the judges on 13 and 14 December. The judges were Avina Sugiarto (Partner at East Ventures), Melisa Irene (Partner at East Ventures), Abraham Hidayat, (Managing Partner of Skystar Capital), Andreas Dymasius (Principal of Skystar Capital), and Edoardo Prawira Judokusumo (Principal of Sinar Mas Digital Ventures (SMDV)).

The 30 team champions selected are Aksata, AYANGKU, Baringan, BotaNize, Cios, Disanitasi, Dole, Fellas, Foodtrition, God Army, Hello, HomHub, IJO, Kommodity, Meramu, Middleboard, MIG, Montiro, Mutual, Qelas.id, Repax, Sak Kula, SAMA ERP, Sampai Pinter, SOCIO STARTUP INDONESIA, Solopreneurs AI, STEVOR, Sweetlift, Tryvel (Berpijar), and Tulisno.



Chief Digital Tech Ecosystem & Development – Sinar Mas Land, Irawan Harahap expressed, “We appreciate how East Ventures captures the opportunity to grow amidst the crisis and we are proud to participate. The digital sector is now a part of Sinar Mas Land’s growth as we continue to develop our tech ecosystem. We hope all team champions can make a great impact and we are also excited to welcome them at the Digital Hub, BSD City.”

Indonesia PASTI Bisa Maju Terus Pantang Mundur is supported by many partners, including Sinar Mas Land, Digital Hub, Sinar Mas Digital Ventures (SMDV), IDN Media, Katadata, Tech in Asia, ISMAYA, Triputra Agro Persada, Desty, Stockbit, Bibit, Fore, Biteship, DailySocial, Harian Kompas, Google, MySkill, Xendit, Hub.id, AWS, Alibaba Cloud, Moengage, Aman, Buzzy, WebEngage Startup Program, Hacktiv8, Impactto.io, and many others.

As a pioneering and leading sector-agnostic venture capital firm, East Ventures has established a robust digital ecosystem in Indonesia and Southeast Asia. Since its inception, creating intentional impacts has been part of East Ventures’ DNA, which is not only merely created through investments but also through the creation of immediate initiatives in the critical time.



Crowds of Digital Hub Connect 2022



Famous YouTuber, Edho Zell marks SocialBread's new head quarter in Digital Hub

Tangerang, November 21, 2022 - YouTuber Edho Zell has now retired from the world of YouTube. The content creator, who started his career since 2009, chose to take a break because he was taking care of his new business. The business is Social Bread, a platform that bridges MSME players and brand locally with Indonesian content creators.

“As you already know, I’ve been off for two years upload on YouTube to concentrate on Social

Bread,” said Edho Zell during the inauguration of the Creator Hub at The Breeze, BSD, Tangerang, Monday (21/11).

Even though he has left the world of YouTube and is focusing on business, this 36-year-old man admits that he still makes short content on other social media, such as TikTok, Instagram and YouTube Shorts. Edho did this to find out what trends are currently viral to later implement on Social Bread projects. “But I still

have to walk the talk. Yes, so I still have to create content so I know what the current social media environment is like, I still make content on TikTok, on Instagram, now on YouTube Shorts,” he explained.

Social Bread itself has been formed since 2020 in Jakarta and Surabaya. This platform has helped more than 500 MSME players and more than 700 local content creators.



Sinar Mas Land's ends Scalebox cycle 2 Program with Demoday

Nakama.id Hub to enrich Digital Hub ecosystem

BSD City, 26 October 2022 — Sinar Mas Land through Digital Hub BSD City enriches its digital ecosystem by becoming the office address for Nakama.id, one of the digital community enablers in Indonesia. The inauguration of the office called Nakama.id Hub was held on Thursday (26/10) at Green Office Park 9, BSD Green Office Park, Jalan BSD Grand Boulevard, Tangerang Regency.

Nakama.id Hub is a coworking space managed by Nakama.id, a business incubator in Greater Tangerang. This shared workspace is a concrete manifestation or realization for Nakama.id's business expansion in order to encourage



collaboration between individuals with companies and organizations that are in the same space in business development and connection.

Sinar Mas Land Digital Tech Ecosystem & Development Chief Irawan Harahap said that his party welcomed the presence of Nakama.id which would certainly strengthen Sinar Mas Land's digital ecosystem. "We hope that Nakama.id's presence in BSD City can accelerate the growth of startups in the Digital Hub, especially with ease of interaction and collaboration with well-known digital technology companies that also have offices in this area."

CEO and founder of Nakama.id Debora Temmy conveyed that Nakama.id Hub is not only a place to work together, but through Nakama.id Hub he hopes that friends in this ecosystem can collaborate together for business development and escalation. It is committed to consistently carrying out activations that are useful for startup development including Money Monday, Tech Tuesday, Pioneering Wednesday, Health Thursday, and Friday Funding. These programs will start at the end of November and will be open to the ecosystem in Nakama.id Hub.

Coming Up Next:

Grand Opening TikTok Hub



DNA! Starthub 3

DNA! Goes to Campus

DREAM Education Fair

DREAM Olympic

..and many more!