

DIGITAL HUB NEWSLETTER

The latest news of Digital Hub Ecosystem

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Digital Hub at BSD City

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Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia



Sinar Mas Digital Day 2023: Advancing Together for a Prosperous Indonesia

BSD City, June 9th 2023 – For over eight decades, Sinar Mas has been present in Indonesian society, continuously innovating within its business ecosystem to maximize the benefits of digital technology. This aligns with the philosophy of its founder, Eka Tjipta Widjaja, who always emphasized innovation and continuous improvement.

They also collaborate with stakeholders like the Indonesian Chamber of Commerce and Industry to promote digitalization, especially for small and medium-sized enterprises (SMEs). Sinar Mas aims to empower SMEs by integrating them into the industry supply chain.

Sinar Mas Digital Day 2023, held on June 9th and 10th, showcased digital innovations and provided opportunities for future collaboration. Franky Oesman Widjaja emphasized the importance of leveraging technology for progress.

The event served as a platform to showcase innovations from Sinar Mas's business pillars and promote inclusivity towards SMEs. It demonstrated the significance of digitalization for sustainable business practices and consumer convenience.

Sinar Mas Digital Day 2023 highlighted their adoption of cutting-edge digital technologies, creating a comprehensive and sustainable digital ecosystem.



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1. Drone Technology for Monitoring Forests

As part of Sinar Mas's pulp and paper business, they are exploring the use of drones to detect and monitor forest fires. These drones have advanced thermal cameras and can cover large areas. If successful, they will be deployed in areas without existing surveillance to enhance forest monitoring efforts.

2. Artificial Intelligence

APP Sinar Mas and Sinar Mas Agribusiness and Food are using AI to improve plant varieties. AI also enhances financial services and healthcare, aiding in eye examinations and diagnosing Covid-19 cases. Advanced robotics are utilized in spinal surgeries at Eka Hospital.

3. Financial Services

Bank Sinarmas has a mobile banking app called SimobiPlus for easy transactions. It allows customers to do digital transactions like topping up credit, paying bills, transferring money, and buying investment policies. They also offer an online platform called SimInvest for investing in stocks and mutual funds.

4. MyRepublic

Sinar Mas has MyRepublic, an internet service provider, that offers high-speed internet connection through fiber optic cables. MyRepublic is available in nearly 60 cities across Indonesia. They also partner with entertainment platforms like Vidio, Genflix, Vision+, and WeTV.

5. Smart City

From the property and infrastructure sector, Sinar Mas Land develops integrated self-sustaining cities, including BSD City in Tangerang, Banten. Moreover, as one of the largest property developers in Indonesia, they are striving to develop a smart city by implementing sustainable development. In this regard, Sinar Mas Land has even partnered with global technology giant Microsoft.

6. Smart Mining

PT Berau Coal, a part of Sinar Mas, uses technology for smarter mining. They collaborate with Smartfren BUSINESS for network infrastructure and have developed a smart app called BEATS. They also use remote CCTV and are developing AI-based mining analytics. Their goal is to improve mining operations, making them smarter, safer, and more sustainable.

In addition to those six things, Sinar Mas also showcases various digital applications that are relevant to the community, such as DANA, Gokomodo, Fuse, Bahasa.ai, Koinworks, Aruna, and Sociolla.



Indonesia has great potential in the digital economy. The country's large number of micro, small, and medium enterprises (MSMEs) has shown resilience during the pandemic. However, only a fraction of these businesses have embraced digital technologies, which can greatly enhance their growth. Sinar Mas is leveraging digital ecosystems to drive innovation and support the community. The government's support and initiatives from companies like Sinar Mas are crucial for Indonesia's digital transformation. By investing in sectors like healthcare, finance, tourism, and empowering MSMEs, Indonesia aims to become an advanced nation by 2045. The development of an inclusive digital ecosystem is essential for fostering innovation and driving future growth in the country.

"This event serves as a platform to showcase the latest innovations and collaborative business models from our core businesses and portfolio companies. Secondly, through this digitalization, we can be more inclusive towards micro, small, and medium enterprises (UMKM) in line with the program to upgrade UMKM." - Franky O. Widjaja





in frame: Irawan Harahap (CEO Digital Tech Ecosystem & Development Sinar Mas Land), Michael Widjaja (Group CEO Sinar Mas Land), Kaesang Pangarep (Founder GK Hebat), Raffi Ahmad (Founder Rans Entertainment)

Raffi Ahmad and Kaesang Pangarep Build Culinary and SME Project in Indonesia "Rans Nusantara Hebat" the Largest in BSD City

BSD City, May 30th 2023 – Sinar Mas Land is developing the largest Nusantara culinary center in BSD City, collaborating with Rans Nusantara Hebat, led by Raffi Ahmad and Kaesang Pangarep. The groundbreaking ceremony for this project took place on May 31, 2023, and the culinary center is planned to start operating in early 2024. Raffi Ahmad envisions BSD City as an ideal destination with untapped potential, and the culinary field is seen as a suitable sector for development. The center will showcase authentic Nusantara cuisine from hundreds of SMEs, aiming to introduce, enjoy, and preserve the diverse culinary heritage of Indonesia.

Founder of Rans Entertainment, Raffi Ahmad, said, "BSD City is a dream destination for many people. I have explored BSD City from the residential perspective, and I have witnessed the untapped potential here. We believe that the culinary field is highly suitable for development in BSD City. Hundreds of micro, small, and medium enterprises (UMKM) will be present here, offering authentic Indonesian cuisine to introduce, enjoy, and preserve the richness of Indonesian culinary delights."

Founder of GK Hebat, Kaesang Pangarep, added, "The presence of the Rans Nusantara Hebat project will have a positive impact on the community and local economic growth by creating new job opportunities for the local residents and supporting local food vendors and suppliers. This culinary center has its own appeal for both local and out-of-town visitors, thus boosting tourism and generating income for businesses in the surrounding area."

Meanwhile, Group CEO of Sinar Mas Land, Michael Widjaja, stated, "BSD City has a captive market consisting of residents, students, and employees who are active here, as well as visitors from various segments of society. We welcome

this demand and consistently add public spaces and commercial areas to complement BSD City. Culinary experiences are one of the main reasons why visitors come here, so we believe it's the right time to develop the largest Nusantara culinary center in BSD City. We have partnered with Rans Entertainment and GK Hebat, both of whom have a strong portfolio in meeting the lifestyle needs of Indonesian society."

The Nusantara culinary center will feature a diverse range of dishes, carefully curated from over 400 SMEs, offering visitors the best and most varied culinary experiences from the Nusantara region. The center's design emphasizes innovation, sustainability, and an outdoor concept. It will provide various seating options, including spaces for live music, cultural photo spots, a children's playground, green open spaces, and ample parking. Situated in the western part of BSD City, the culinary center is conveniently located near recreational facilities and upcoming shopping centers, contributing to the vibrant atmosphere of the area.

This development is a collaboration between Rans Nusantara Hebat, a partnership between GK Hebat and Rans Entertainment, aiming to support and add value to national SME players. By prioritizing local products and promoting the Nusantara lifestyle, the project aspires to create a sense of pride among the wider community.



Tech in Asia x Microsoft: Lead in AI Era with GitHub Copilot and Azure OpenAI Service

BSD City, June 15th 2023 – Tech in Asia, in collaboration with Microsoft, hosted a seminar titled "Lead in AI Era with GitHub Copilot and Azure OpenAI Service" on June 15, 2023, at Qbig BSD City. The event aimed to provide the latest updates on GitHub Copilot and Azure OpenAI Service. Microsoft and GitHub experts were present at the event, offering exclusive insights and conducting live demos related to Azure OpenAI Service. GitHub Copilot proved to be a valuable asset in application development, as it reviewed code, identified errors, suggested improvements, and provided explanations. Its intelligence was powered by Microsoft's Azure OpenAI Service, which utilized artificial intelligence (AI) technology and supercomputing infrastructure. Attendees had the opportunity to explore the untapped potentials of GitHub Copilot and Azure OpenAI Service for maximum utilization in various applications.



Kemenkominfo: Social Media as the Key to Maximizing Profits with Minimal Capital

BSD City, June 10th 2023 – The Indonesian Ministry of Communication and Information Technology, in collaboration with the National Movement for Digital Literacy, organized an event called "Gali Ilmu" to promote digital literacy. The event featured experts who shared insights on starting a business with minimal capital, emphasizing the role of social media in maximizing profits. Yasa Singgih, an entrepreneur and digital creator, discussed the importance of courage, networking, knowledge, time, and energy over money when starting a business. He highlighted the value of platforms like TikTok for growth and emphasized creating sustainable content for effective branding. Oktorah Irahadi emphasized the need for adaptability in social media trends and the importance of engaging with customers through responsive communication. The event aimed to empower individuals to leverage social media for business success through digital literacy and impactful content creation.

Paper.id Officially Expands Its Business to the Digital Hub Area in BSD City



BSD City, June 11th 2023 – Paper.id, the first integrated invoicing and business payment platform in Indonesia, has opened a new office in BSD City's Digital Hub. This expansion reinforces Digital Hub's position as an ideal ecosystem for digital companies in the country. Paper.id provides a revolutionary solution for businesses, enabling them to create invoices, financial reports, and conduct online transactions on one convenient platform. By digitizing invoicing documents, companies can enhance efficiency by eliminating the challenges of managing paper-based records and manual calculations. Over 330,000 business owners in Indonesia have already chosen Paper.id as their preferred platform for digitizing invoicing processes and managing their transactions.

Yosia Sugialam, CEO & Co-Founder of Paper.id, said, "As our company rapidly grows, we have decided to expand by opening a Paper.id office in the Digital Hub area. We hope that our inclusion in the Digital Hub ecosystem will strengthen Paper.id's position, making us more innovative, growing stronger, and continuously expanding our partnerships in the future. Taking inspiration from the success of Silicon Valley and its ecosystem, we see that the Digital Hub has a vision that aligns with ours, and Paper.id wants to participate early on in this ecosystem."

Irawan Harahap, CEO of Digital Technology Ecosystem & Development at Sinar Mas Land, stated, "In line with Sinar Mas Land's vision to build an integrated smart digital city in Indonesia, the presence of Paper.id will complement the digital ecosystem being developed in the Digital Hub, BSD City. This digital ecosystem signifies the company's support to the government in preparing Indonesia to face the digital era and compete in digital competence with other countries. We hope that the proximity of Paper.id's office to other digital companies in the Digital Hub area can serve as a hub for startups to thrive and collaborate with one another."

In supporting the development of the digital economy in Indonesia, Sinar Mas Land has launched the Digital Hub area, spanning 25.86 hectares, in 2017. This area is intended for communities and various technology and digital companies, ranging from startups, technology leaders, to educational institutions in the field of information technology (IT) science. Currently, the physical infrastructure and facilities development has been enjoyed by several technology companies, including NTT, Traveloka, Apple Developer Academy, SIRCLO, MyRepublic, KlikDokter, SWAP, and Monash University.



BSD Founder's Meetup Sparks Collaboration and Community-Building Among Leading Startups



BSD City, 9th June 2023 — BSD Founder's Meetup, in partnership with Monk's Hill Ventures and Living Lab Ventures, hosted an exclusive dinner and networking session on June 9th at Jalarasa The Breeze, bringing together a diverse group of startups including renowned names like Social Bread, DCT Agency, Titipku, Hewania, and others. This highly anticipated event served as a valuable platform for startups to connect, exchange ideas, and establish meaningful relationships. The ambiance was vibrant and conducive to open discussions, creating an engaging atmosphere where founders and representatives from each startup could share their experiences, discuss challenges, and explore potential collaborations. The primary objective of BSD Founder's Meetup was to cultivate a supportive ecosystem that nurtures startups and fosters knowledge exchange within

the entrepreneurial community. The event not only facilitated networking but also encouraged the exchange of innovative ideas, sparking creativity and fostering a sense of camaraderie among attendees. By bringing together like-minded individuals who share a passion for innovation and growth, BSD Founder's Meetup created a unique space for startups to connect with industry peers, seek guidance, and gain valuable insights from their peers' experiences. This gathering truly embodied the spirit of collaboration and community-building, emphasizing the importance of collective support and knowledge sharing in the entrepreneurial journey.



Digital Hub Executive Talks

Driving Growth with Performance Marketing: Strategies for Maximizing Marketing Tools in The Digital Age

BSD City, 12th May 2023 — Digital Hub in collaboration with Hacktiv8, hosted an Executive Talks event with the theme "Driving Growth with Performance Marketing: Strategies for Maximizing Marketing Tools in The Digital Age." The event featured industry experts including Juventia Vicky from Hacktiv8, David Nugroho from DCT Agency, and Ester Jeanette from Social Bread.

Attendees had the opportunity to gain valuable insights, learn effective strategies for harnessing performance marketing to drive business growth in the digital era, and expertise on leveraging performance marketing to achieve optimal results in today's digital landscape.





Imajin Grows and Takes a Giant Leap to MyRepublic Plaza, Green Office Park

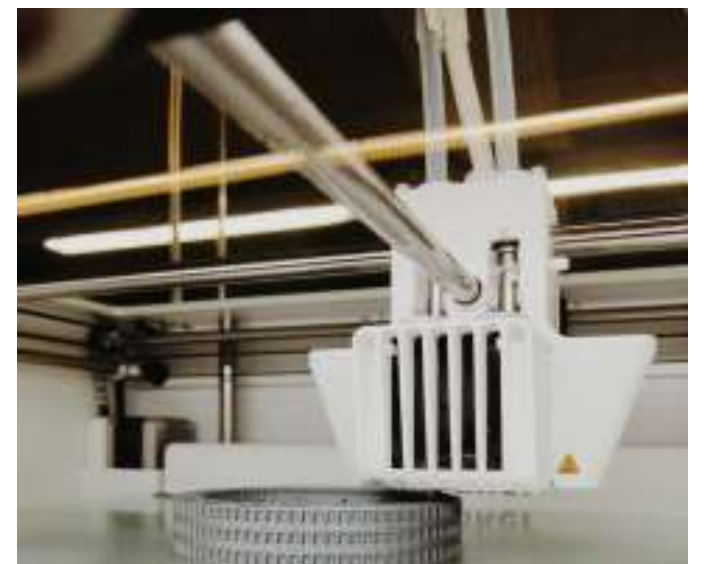
Imajin grows rapidly expanding creative business. The 3D printing company rocketed in manufacture & factory machinery industry. Imajin has made a momentous move to their brand new office space in the prestigious MyRepublic Plaza at Green Office Park BSD City on May, 2nd 2023. This new headquarter provides Imajin with a workspace that is three times larger than their previous location in The Breeze, BSD City. The decision to upgrade their office reflects Imajin's unwavering dedication to meeting the demands of their flourishing business and accommodating their expanding team and client base.

MyRepublic Plaza offers an ideal setting to foster collaboration, creativity, and innovation among Imajin's talented workforce. The larger office layout allows for the implementation of modern design concepts and cutting-edge technology, providing an inspiring and efficient workspace.

The move to the new office at MyRepublic Plaza also reflects Imajin's commitment to providing a top-notch experience for both their employees and clients. The facility boasts state-of-the-art amenities, including advanced conference rooms, comfortable breakout areas, and modern infrastructure. These additions not only enhance the productivity and well-being of Imajin's employees but also create a professional and inviting atmosphere for clients and business partners.

"Technology has become a part of our daily lives. We can easily connect and work from anywhere in the Digital Hub environment, enabling work flexibility and effective collaboration. Furthermore, the collaborative and diverse environment encourage better creative processes. Everything is made easy and convenient, especially for creative industries like ours." Chendy Jaya Chief Executive Officer Imajin added.

By relocating to this remarkable space, Imajin solidifies their position as a leading player in the creative industry. The new office represents their vision for growth, allowing them to attract top talent and foster a collaborative work culture. Imajin's dedication to providing an exceptional work environment sets them apart as a company that values its employees' happiness and success.



Google I/O Extended 2023



Auditorium Green Office Park 9, Sinar Mas Land
Saturday, July 15th 2023

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