digitalhub
AT BSD CITY

DIGITAL HUB NEWSLETTER

The latest news of Digital Hub Ecosystem

Digital Hub at BSD City

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Mekari Conference 2023 Draws Crowd of 2500+ Tech Players! 🚀

BSD City, September 7th 2023 – Mekari, a leading digital solutions company in Indonesia, announced the successful return of Mekari Conference 2023, a technology conference themed 'Digital Reinvention for Tomorrow's Business'. The conference brought together thousands of experts, decision-makers, and entrepreneurs to discuss the impact of technology on future businesses.

In its fifth year, Mekari Conference 2023 took place at Indonesia Convention Exhibition (ICE) BSD City, Tangerang, Banten on Thursday, September 7, 2023. Suwandi Soh, CEO of Mekari, stated that the conference covered the latest market topics, providing participants with insights that could be directly applied to their businesses.

The conference focused on how technology, particularly Artificial Intelligence (AI), would play a significant role in helping businesses anticipate and adapt to market dynamics. Mekari Conference 2023 aimed to gather experts and professionals to discuss business

strategies and technology adoption that would enable businesses to succeed in the current year and beyond.

The event featured sessions with experts and leaders from major industries including financial services, banking, beauty, education, food, and beverages. Additionally, practical training sessions were conducted by business founders and experts on various topics such as marketing strategies, financial planning, productivity improvement, and mental well-being.

Mekari Conference 2023 intended to provide insights not only to business owners but also to professionals seeking to build and grow their careers, recognizing the importance of skilled talents for the sustainability of Indonesia's economy.

Irawan Harahap, CEO of Digital Tech Ecosystem and Development at Sinar Mas Land, expressed pride in being a part of Mekari Conference 2023 through Digital Hub. He emphasized the consistent efforts of Digital Hub BSD City in building technology infrastructure to support the digital economy since 2017. The Digital Hub supported the event as a source of inspiration for technology adoption that drives business and professional progress.

To support the growth of the digital economy in Indonesia, Sinar Mas Land had introduced the Digital Hub area covering 25.86 hectares in 2017. This area was dedicated to the technology and digital community, including startups, technology leaders, and educational institutions in the field of information technology (IT). The infrastructure and physical facilities of the Digital Hub area were directly connected to the BSD Green Office Park (GOP) offices, which hosted various national and multinational companies, including Traveloka, NTT Data, SIRCLO, MyRepublic, KlikDokter, SWAP, Monash University, and other leading technology companies.

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

"Digital Hub BSD City has been consistently building technology infrastructure to support the digital economy. However, to make the most of this infrastructure and create new and better products and services, we need skilled businesspeople and professionals. That's why Digital Hub BSD City supports Mekari Conference 2023 as an inspiration for using technology to improve businesses and careers." - Irawan Harahap

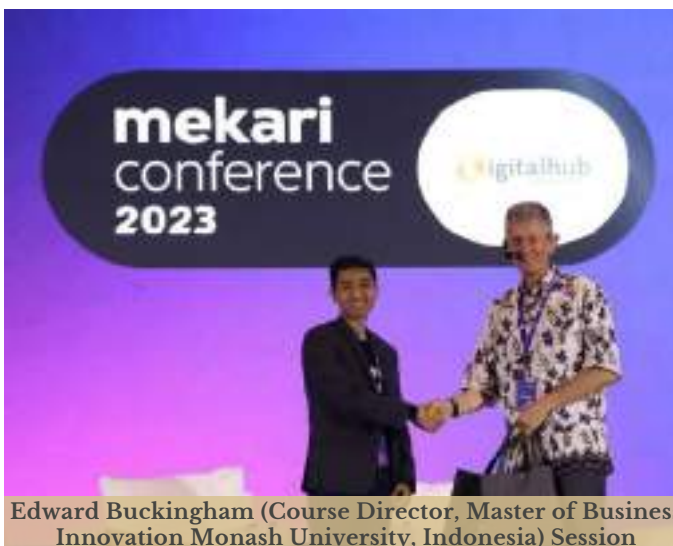Mulyawan Gani (Managing Director of Digital Business Sinar Mas Land) Session

Opening Speech by Suwandi Soh (CEO of Mekari)

Gita Wirjawan (Educator, Entrepreneur, and Host Endgame Podcast) Session

Digital Shift Area

Edward Buckingham (Course Director, Master of Business Innovation Monash University, Indonesia) Session

Exhibition Area

Digital Hub Sinar Mas Land revolutionizes education with Monash University, Indonesia with DNA EduConnect

A. Zaki Iskandar - Regent of Tangerang

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

BSD City, August 26th 2023 – Sinar Mas Land actively supported Indonesia's Ministry of Education, Culture, Research, and Technology's digitalization program for education. They partnered with various educational institutions in the Digital Hub ecosystem for the DNA Edu Connect event, themed "Connecting Minds, Shaping Future," held at Sinar Mas Land's Marketing Office in BSD City on August 26th. The event aimed to promote digitalization in the Indonesian education landscape.

The Digital Hub in BSD City, with its comprehensive educational facilities, played a crucial role in driving urban activity. The presence of formal and informal educational institutions, offering both national and international vocational education standards,

attracted families seeking quality education for their children. Moreover, this educational hub acted as a magnet for digital technology companies, stimulating the local economy and potentially increasing the investment value in residential and BSD City areas.

At the DNA Edu Connect event, Bupati Tangerang, A. Zaki Iskandar, expressed his support for Sinar Mas Land's initiative, recognizing the importance of aligning education with the rapidly evolving digital landscape. Irawan Harahap, CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, highlighted that DNA Edu Connect demonstrated the company's commitment to empowering the community in the digital economy.

The event showcased a wide array of educational opportunities within Sinar Mas Land's digital ecosystem. It featured sessions on future careers, data analytics, and artificial intelligence, presented by experts from various institutions. Additionally, hands-on workshops covering topics such as VR, web development, data analytics, and creative thinking were conducted by industry experts. BSD City's rich educational landscape, which includes institutions from kindergarten to university levels, further underlines its position as a burgeoning hub for quality education. Alongside education, BSD City offers excellent transportation options, enhancing mobility for its residents.

Speakers Session

Education Booth

Experience Booth

Workshop Session

Digital Hub hosts Google I/O Extended Jakarta 2023 event at BSD City

BSD City, July 15th 2023 – Sinar Mas Land prioritized the national digital economy in its business development, actively providing the necessary infrastructure for optimal growth. This commitment was demonstrated through the significant development of the Digital Hub, notably the Knowledge Hub building, completed earlier this year.

Google Developer Groups (GDG) Jakarta recognized this effort and chose the Digital Hub as the venue for the Google I/O Extended event, focusing on Android Mobile, Front End and Ecosystem Web development.

The event, held on July 15, 2023, attracted a diverse audience, including software developers, Google developer experts, technical leaders, digital workers, students, and tech enthusiasts. P. Adhi Nugroho, Lead Organizer of GDG Jakarta, expressed gratitude for Sinar Mas Land's support, creating an environment conducive to knowledge sharing and networking. The collaboration aimed to foster innovation and make a significant impact on the technology community in Indonesia.

MDEC Drives Breakthroughs In Malaysia-Indonesia Tech Collaboration in BSD City

BSD City, July 19th-20th 2023 – Malaysia Digital Economy Corporation (MDEC) celebrates successful collaborations with Indonesian partner KUMPUL in the DEX Connex and FOX Xposure programs. The goal was to boost connections between high-tech firms in Malaysia and Indonesia, opening doors for engagement, showcasing Malaysian tech companies, and driving growth in the ASEAN digital economy.

A total of 42 Malaysian high-tech companies joined the program, traveling to Jakarta to explore cross-border opportunities. MDEC foresees a substantial RM250 million in digital export opportunities, signifying promising economic potential. Ts. Mahadhir Aziz, CEO of MDEC, stressed the importance of collaboration and knowledge-sharing for fostering innovation and progress in the digital economy.

This initiative also marked a notable achievement with Memorandums of Understanding (MoU) exchanged between Malaysian and Indonesian companies. The MoUs strengthen collaborations, underlining joint commitment for growth in the tech sector.

Digital Hub accelerator program kicks-off for DNA Accelerate 2023

BSD City, August 1st 2023 – Sinar Mas Land's Digital Hub in BSD City is well-known as a hub for numerous tech companies, including unicorns, in the digital technology sector. The company is committed to nurturing potential digital startup growth in Indonesia, focusing on not just providing space and infrastructure but also conducting the Digital Hub Next Action (DNA) campaign. Through DNA Accelerate, a collaborative effort with KUMPUL.ID, hundreds of startups were screened to select ten standout startups for further mentoring and engagement with venture capital companies and industry experts.

The kick-off for DNA Accelerate took place on August 1, 2023, at Auditorium Green Office Park (GOP) 9, BSD City. The event commenced with speeches by Irawan Harahap, CEO of Digital Technology Ecosystem & Development at Sinar Mas Land, and Samuel Abrijani Pangerapan, Director General of Application Informatics at the Ministry of Communication and Information Technology. The program included engaging panel discussions on "Humanizing Technology: How Technology Shapes Society" featuring key industry figures, aiming to promote the growth of the digital economy in Indonesia.

SIRCLO powered The First and Largest Indonesia E-Commerce Expo

BSD City, August 25th-26th 2023 – SIRCLO and Meet Magento Indonesia held Indonesia's largest e-commerce expo, "E-Commerce Expo 2023: powered by SIRCLO," on August 25-26, 2023. It aimed to foster partnerships and provide practical insights for businesses and tech enthusiasts in the e-commerce industry. The event featured 50+ speakers, sharing expertise on digital trends, omnichannel strategies, and more.

Supported by Digital Hub, an ecosystem by Sinar Mas Land, the expo aligned with SIRCLO's mission to accelerate business success in Indonesia's growing digital economy, predicted to reach US$130 billion by 2025. The event was a platform for knowledge exchange, aiming to boost Indonesia's digital economic potential through collaboration and innovation.

Desty organizes Indonesia SME Summit & Expo 2023 in ICE BSD City

BSD City, August 29th-31th 2023 – Desty, a technology startup focusing on commerce solutions, organized the Indonesia SME Summit & Expo 2023 (ISSE 2023) to support Indonesia's micro, small, and medium-sized enterprises (MSMEs) and revolutionize the business landscape. The event took place at the Indonesia Convention Exhibition (ICE) BSD, Tangerang, from August 29 to 31, 2023, with Sinarmas as the main sponsor. "ISSE 2023 was a significant platform for Indonesian MSMEs. We believe that by empowering small and medium-sized business operators, we can establish a strong foundation for economic growth and innovation in our country," said Co-Founder and CEO of Desty, Mulyono Xu.

Mulyono mentioned that Desty is a technology startup committed to supporting how businesses operate in the digital age, with a grand vision to facilitate the commerce world. The omnichannel experience offered by Desty enables merchants to connect various technologies they use in their businesses, with easy and practical access in one place. "From integrating various marketplaces in one place to facilitating the creation of landing pages and sales websites, as well as managing chats from various platforms, Desty is here to make the business experience more efficient and integrated," he stated.

Mulyono mentioned that ISSE 2023 was attended by over 50,000 business owners, including MSMEs and several well-known brands, along with more than 100 business partners encompassing working capital, factories, suppliers, importers, logistics, and software.

Knowledge Hub at Digital Hub BSD City proudly honored to receive:

Best Smart Building Development

of Property Guru
Indonesia Property Award 2023

Digital Hub
Executive Talks #2

Business Transformation of
KALBE Through Healthcare
Innovation

BSD City, July 25th 2023 — Digital Hub, in collaboration with Klik Dokter and Kalbe, organized an insightful knowledge sharing session on the topic Business Transformation of KALBE Through Healthcare Innovation with a Spotlight on Stem Cell Technology." The event aimed to delve into the innovative use of stem cells in the healthcare sector.

The session, held on Tuesday, July 25th, 2023, unfolded at the prestigious Auditorium Green Office Park 9, BSD City. Attendees had the opportunity to gain valuable insights into how KALBE, a prominent healthcare entity, is embracing transformative approaches using cutting-edge stem cell technologies.

Digital Hub with Microsoft and Mekari hosts Mekari Week to explore AI's impact on productivity

Jakarta, August 24th , 2022 - Digital Hub and Mekari joined forces to present "Mekari Week - Exploring the Role of AI in Workforce Productivity," an event aimed at shedding light on how Artificial Intelligence (AI) influences business operations and workforce efficiency.

The event provided participants with valuable insights into how AI is transforming the way

businesses operate. It emphasized how automation, smart data analysis, and virtual assistants can enhance team productivity. The focus was on integrating AI into daily operations to boost efficiency and workflow.

Esteemed speakers, including Fiki Setiyono from Microsoft Indonesia, Davi Gadjali - Sleep Warrior, Asmiani Fauziah from Bank Neo

Commerce, and Elliya S. Wijaya from Mekari, shared their expertise. They discussed various types of AI that impact company performance, presenting case studies and successful strategies. Attendees were inspired to push the boundaries of creativity and work efficiency, propelling their businesses forward!

Digital Hub, in Collaboration with Monash University, Indonesia and Mekari, offers a full scholarship opportunity worth hundreds of million Rupiah

BSD City, September 26th 2023 – Monash University, Indonesia, Mekari, and Digital Hub BSD City collaborated on a scholarship initiative for professionals in Indonesia. The Business Innovation Scholarship, worth Rp 336 million, granted one recipient a fully-funded Master of Business Innovation (MBI) course at Monash University, Indonesia. The application period was from July 25 to September 8, and the scholarship recipient enrolled in the October 2023 business program.

Monash University, Indonesia invited professionals, entrepreneurs, and startup founders to apply for the Business Innovation Scholarship, aiming to elevate professionals and entrepreneurs. The Master of Business Innovation (MBI) program at Monash University, Indonesia is designed for experienced professionals looking to enhance their management and innovation skills to drive business performance. The collaboration aims to extend the positive impact of Mekari Conference 2023 beyond the event, supporting the growth of technological and entrepreneurial talents in Indonesia. The Mekari Conference, ongoing since September 7, 2023, at ICE BSD, is an annual technology and business conference connecting professionals and experts from various industries to share the latest insights on innovative technology and business practices.

Monash University Indonesia and Digital Hub Sinar Mas Land conducts a research-based urban design competition

BSD City, September 26th 2023 – Sinar Mas Land supported education development, specifically in the field of Urban Design. Partnering with Monash University, Indonesia, they organized the Urban Design Competition aimed at encouraging creativity in sustainable urban architecture for the development of happy digital cities in Indonesia. The event took place on Saturday, September 23rd, at Monash University, Indonesia.

The Urban Design Competition had 12 finalists who were judged to determine four winners. The winners received scholarships for the Urban Design postgraduate program at Monash University, Indonesia, along with cash prizes. The selected scholarship recipients included Khairunisa Rahmaditia, Arief Ahmad Fajar, Muhamad Audi, and Elvania Wibowo.

The prizes received by the winners were a full scholarship to pursue the Urban Design postgraduate program at Monash University, Indonesia, and cash rewards of IDR 10,000,000 (1st place), a 50% partial scholarship and IDR 5,000,000 cash (2nd place), a 30% partial scholarship and IDR 3,000,000 cash (3rd place), and a full scholarship (favorite winner).

The competition theme was "City of Happiness in the Digital World," targeting final-year students and professionals with up to 5 years of work experience. The winning proposals will be involved in the development of the Digital Hub within Sinar Mas Land's development area in BSD City, a commercial center for tech companies and startups, fostering collaboration and innovation.

DCT Agency receives a 5 Star MCN Award on TikTok Shop

DCT Agency, an ecosystem within the Digital Hub, achieved a significant milestone by becoming the first 5 Star Multi-Channel Network (MCN) in Indonesia at the TikTok Shop ID MCN Half-Year Honor Party 2023 held in Jakarta on June 28th. This achievement marks a testament to DCT Agency's dedication as a startup focused on talent management and digital advertising, committed to advancing the digital industry in Indonesia.

Their success was attributed to a substantial increase in Gross Merchandise Value (GMV) within the MCN, reflecting their diligent efforts in maintaining content quality and active participation in TikTok Shop campaigns, leading to high Promotion Quality Points (PQP)

awarded by TikTok Indonesia. Additionally, collaborations with numerous brands and Micro, Small, and Medium Enterprises (MSMEs) have solidified DCT Agency's position as a prominent TikTok Shop MCN in Indonesia.

CEO & Founder of DCT Agency, David Nugroho, expressed gratitude for the recognition from TikTok Indonesia, acknowledging the dedication of the entire team and the support from the 500 talents under DCT Agency. This achievement not only serves as motivation for future growth but also underscores the pivotal role played by Digital Hub in supporting DCT Agency's remarkable success and business growth in the industry.

"Congratulations to DCT Agency for being the first 5 Star MCN in Indonesia at TikTok Shop ID MCN Half-Year Honor Party 2023. We're proud to have them as a partner in our Digital Hub ecosystem, achieving this significant milestone. Digital Hub is committed to supporting its ecosystem for business growth and contributing to the nation's digital economy." - Irawan Harahap

DNA Accelerate Mentoring Class

Montoring Class #1: Product & Market

Montoring Class #2: Founder's Lab

Montoring Class #3: People & Culture

Montoring Class #4: Value Creation & Revenue

Montoring Class #5: Financial & Decision Making

Montoring Class #6: Fundraising

What's Next?

Tech Mind Conference 2023

DroidJam Indonesia 2023

DNA Accelerate Demoday

Auditorium Green Office Park 9, Sinar Mas Land
Thursday, October 12th 2023

Digital Hub Basketball Tournament 2023

..and many more!

DNA EduConnect 2023

Event Documentation

Mekari Week

Urban Design Competition

Business Innovation Competition