

digitalhub NEWSLTR

The latest news of Digital Hub Ecosystem



DIGITAL DAY 2024



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Google I/O Extended Cloud Jakarta 2024 Showcases Latest Google Cloud Innovations

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Improving Human Resources in Public Health, Sinar Mas Land Awards Master of Public Health Scholarships at Monash University, Indonesia

Festival of Digital Innovation 2024 by Techmind.id and WGSHub

Sinar Mas Land Supports Talent Pool Development in Southeast Asia Through the Southeast Asia Global Ready Talent Program

SPECIAL ISSUE:

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DNA MASTER CLASS 2024 – "IDEAS TO IMPACT: A WAY TO HACK YOUR BUSINESS"

Sinar Mas Land, through Digital Hub, successfully hosted the DNA Master Class 2024 on August 15-16 at ICE BSD City. Over 1,000 participants, including business leaders, investors, academics, and students, attended the event. Featuring master classes, panel discussions, networking, and exhibitions, the conference offered insights on business growth and digital innovation.

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MEKARI CONFERENCE 2024

The Mekari Conference 2024 concluded with impactful discussions on tech innovations, renewable energy, biomedical advancements, fintech, HR, and leadership. A highlight was Mulyawan Gani's session on the transformative potential of BSD City's new Biomedical Campus, bringing world-class healthcare closer to home. Another key session, led by Sandra Kosasih and Tina T Kemala Intan, focused on fostering innovation and growth in modern work environments. The event wrapped up with an inspiring networking session with Gita Wirjawan, leaving participants energized and ready to adapt to the evolving business landscape.

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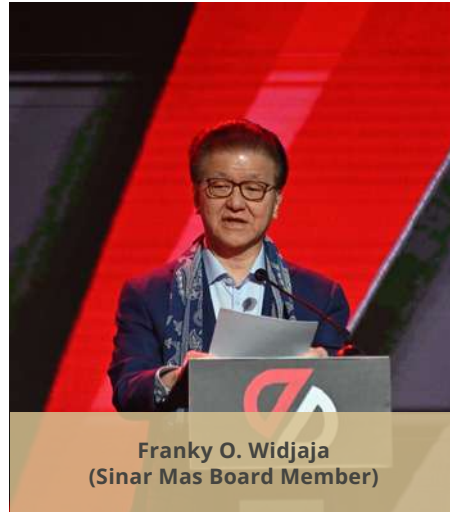
SINAR MAS HOSTS DIGITAL DAY 2024 TO BOOST DIGITAL TRANSFORMATION FOR GOLDEN INDONESIA 2045

Sinar Mas held its second annual Sinar Mas Digital Day (SMDD) on September 27–28, 2024, at Nusantara Hall, ICE BSD City, attracting over 3,000 participants including government officials, employees, startups, major tech companies, business partners, and other stakeholders. The event, themed “Stronger Together towards Indonesia Emas 2045,” aligns with the Indonesian government’s vision to advance technology, digital inclusion, and the digital economy.

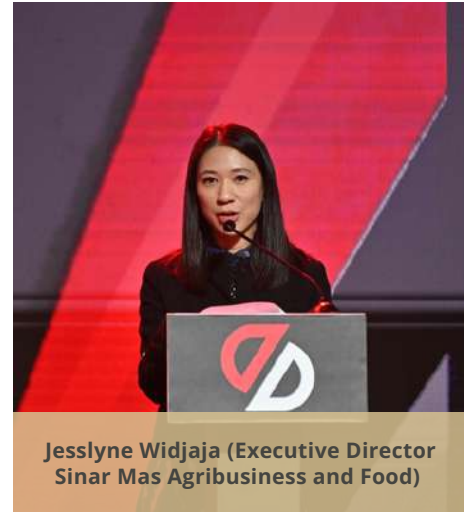
SMDD 2024 showcased the digital initiatives of Sinar Mas’s various business units, such as APP Group, Sinar Mas Agribusiness and Food, Financial Services, Land, Energy and Infrastructure, Communication & Technology, and Healthcare. The event featured panel discussions, product demonstrations, workshops, breakout sessions, business matching, exhibitions, and awards.



Budi Arie Setiadi (Minister of Communication and Information Technology of Indonesia)



Franky O. Widjaja (Sinar Mas Board Member)



Jesslyne Widjaja (Executive Director Sinar Mas Agribusiness and Food)

Ferry Salman, Managing Director of Sinar Mas, emphasized the importance of balanced digital transformation across all business areas to inspire and support each other, contributing to Indonesia’s goal for 2045. Attendees experienced the latest technologies including quantum computing, Internet of Things (IoT), and Artificial Intelligence (AI), with over 40 speakers, 10 panel sessions, and 12 breakout rooms.

Franky O. Widjaja, Sinar Mas Board Member, highlighted innovations such as smart city developments, digital advancements in agribusiness, and the establishment of AI labs. Sinar Mas announced a strategic partnership with China Mobile to develop an AI Joint Laboratory, receiving praise from the Minister of Communication and Informatics for supporting AI research in Indonesia.

Sinar Mas also signed an MoU with Ant International to strengthen its global business network and ensure preparedness for new challenges and opportunities in the digital era. Sinar Mas has partnered with several technology companies, including Microsoft, LG, AWS, ByteDance, Traveloka, and DANA. These collaborations enhance Sinar Mas’s role as a bridge between digital innovation and modern societal needs, allowing industry players to showcase how their technologies can positively impact daily life.

The event concluded with the SMDD 2024 Awards, recognizing excellence in digital transformation, innovation, collaboration, young digital leaders, AI projects, and sustainable solutions. SMDD 2024 served as a platform for knowledge sharing, collaboration, and advancing Indonesia’s inclusive and sustainable digital future.





HELLO STARTUP! SHOWCASES INNOVATION AND COLLABORATION AT SINAR MAS LAND

Sinar Mas Land and Digital Hub successfully hosted the "Hello Startup!" event, featuring monthly showcases of innovative startups. In this session, Ocean Innovation, Open In, and Soul Parking presented their groundbreaking products and ideas to an engaged audience. The event provided a platform for founders to share their entrepreneurial journeys and demonstrate their innovative solutions.

After the showcases, an interactive Q&A session allowed attendees to explore the startups' visions more deeply. This was followed by a networking session during which participants connected, exchanged ideas, and explored collaboration opportunities.



GOOGLE I/O EXTENDED CLOUD JAKARTA 2024 SHOWCASES LATEST GOOGLE CLOUD INNOVATIONS

The Google I/O Extended Cloud Jakarta 2024 event took place at Auditorium Green Office Park 9, Sinar Mas Land, bringing the excitement and innovation of the global Google I/O conference to a local audience. This community-driven event attracted developers, tech enthusiasts, and industry professionals from across the region, offering a day filled with insightful presentations, technical updates, and opportunities to network with experts in the field.

Google I/O Extended is designed to create local watch parties and meetups where participants can engage with the latest announcements from Google I/O, explore new technologies, and participate in hands-on learning experiences. The Jakarta edition emphasized the latest developments in Google Cloud and showcased the power of cloud technology in today's digital landscape.

The event featured an impressive lineup of expert speakers, including Imre Nagi, a Cloud Platform

Engineer at GoTo Financial; Giri Kuncoro, Technical Lead for Developer Experience at GoTo Financial; and Rifan Kurnia, VP of Technology and data at eFishery. Each speaker delivered insights into the latest Google Cloud products, services, and real-world applications, offering participants a valuable opportunity to learn from leading professionals.

The Google I/O Extended Cloud Jakarta 2024 event provided a platform for developers and tech professionals to stay up-to-date with cutting-edge cloud technologies, connect with like-minded individuals, and gain insights into the future of the digital industry. It reinforced Jakarta's growing reputation as a hub for technological innovation and community-driven collaboration.

As a key part of the global Google I/O Extended series, this event strengthened local ties within the tech community while celebrating the latest innovations from Google, fostering a spirit of learning, growth, and collaboration.



SINAR MAS LAND THROUGH DIGITAL HUB SUCCESSFULLY HELD DNA MASTER CLASS 2024 IN ICE BSD CITY

Sinar Mas Land, through Digital Hub, successfully held the DNA Master Class 2024 titled "Ideas to Impact: A Way to Hack Your Business" on August 15-16, 2024, at Nusantara Hall 1, ICE BSD City. The event was officially opened by Sandra Kosasih, Advisor for Asset Management BSD Office and Education Business Development at Sinar Mas Land. More than 1,000 participants, including business leaders, investors, academics, and students, attended to learn, share, and collaborate. The event featured master class sessions, panel discussions, networking opportunities, and exhibitions showcasing the latest innovations from various companies, in collaboration with Tech in Asia.

Irawan Harahap, CEO of Digital Tech Ecosystem and Development at Sinar Mas Land, emphasized that disruption in the business landscape presents both challenges and opportunities. The DNA Master Class aimed to equip businesses with strategies and insights to adapt and excel in the era of transformation. The event included over 30 speakers, 15 panel discussions, and 4 master classes covering various business growth and technological innovation topics.

Speakers like Jourdan Kamal (CEO of Eduqat) discussed "How to Grow Your Business Against Giants," while experts like David Gomulya (Singapore Management University) and Riza Fahmi (Hacktiv8) shared insights on navigating challenges and understanding generative AI. Keynote speeches were delivered by industry leaders such as Ferdinand Sadeli (Sinar Mas Land), and panel discussions covered topics like AI ethics, effective leadership, and business growth.

The event also received strong support from sponsors, including Singapore Management University and KPMG Indonesia as Platinum Sponsors, alongside partners like Wuling, Monash University Indonesia, and Hacktiv8. The DNA Master Class provided participants with valuable knowledge about digital business trends, strategies, and connections to develop their businesses, reflecting Sinar Mas Land's commitment to growing Indonesia's digital ecosystem.



THE WEEK OF HOOPS AND NETWORKING AT THE SINAR MAS LAND BASKETBALL TOURNAMENT 2024!

Congratulations to Trans Media on their outstanding victory in the basketball tournament held at The Breeze Arena! The event was filled with excitement and energy, and all participating teams displayed incredible sportsmanship, making it a truly memorable occasion. Teams from the Digital Hub Ecosystem, including Amazon Web Services (AWS), NTT DATA INDONESIA, SIRCLO, Imajin, Purwadhika Digital Technology School, Odoo, Tokopedia, and GoTo Group, showcased their skills on the court.



Media partners such as KOMPAS GRAMEDIA, Trans Media Sosial, Mahaka Media, MNC Media, Media Group, and Jusraga also participated, delivering thrilling performances and exciting plays throughout the tournament.


Beyond the competitive spirit, the tournament celebrated fun, collaboration, and connection, allowing everyone involved to build stronger relationships within the Digital Hub community.




DIGITAL HUB EXECUTIVE TALKS: NAVIGATING PERSONAL DATA PROTECTION IN INDONESIA

In a world where data breaches are becoming increasingly common, it is crucial to understand how the Personal Data Protection Act (UU PDP) protects us. Fortunately, we had the opportunity to delve into this topic at an incredible session of Digital Hub Executive Talks: Navigating Personal Data Protection in Indonesia.

Our session, moderated by Regina W. Manager of Ecosystem Strategy & Collaboration at Digital Tech Ecosystem & Development Sinar Mas Land, featured two remarkable speakers:

 Badiah S., Head of Legal at NTT DATA INDONESIA, enlightened us on the legal intricacies of data protection.

 Rino Miraz, Architecture Director at (mention) NTT DATA INDONESIA, shared insights into the technical solutions for safeguarding data.

This session includes valuable takeaways, engaging discussions, and a chance to connect over coffee. We acquired practical knowledge on safeguarding personal data and enhancing security practices.

DOUBLE WIN FOR DIGITAL HUB - BSD CITY AT PROPERTYGURU INDONESIA PROPERTY AWARDS 2024

WE ARE HONORED THAT OUR BIOMEDICAL CAMPUS AT DIGITAL HUB - BSD CITY HAS BEEN HONORED WITH TWO PRESTIGIOUS AWARDS:

-  **BEST LOW-RISE OFFICE ARCHITECTURAL DESIGN**
-  **BEST SMART BUILDING DEVELOPMENT**

Best Low Rise Office Architectural Design

BIOMEDICAL CAMPUS BY SINAR MAS LAND



Best Smart Building Development

BIOMEDICAL CAMPUS BY SINAR MAS LAND



With Gita Wirjawan

MEKARI CONFERENCE 2024 HIGHLIGHTS INNOVATION AND GROWTH

Mekari Conference 2024 wrapped up with a day full of groundbreaking discussions, innovative ideas, and exciting networking opportunities. Attendees, including entrepreneurs, founders, investors, and government representatives, explored key topics such as tech innovations, renewable energy, biomedical advancements, fintech, HR, and leadership. The event concluded with a dynamic networking session with Gita Wirjawan, leaving participants inspired.

One of the conference highlights was Mulyawan Gani's session on "Biomedical Innovation: Exploring a Holistic Digital Ecosystem." He emphasized the transformative potential of BSD City's new Biomedical Campus, a state-of-the-art facility designed to enhance local healthcare through cutting-edge research, technology, and treatments. Positioned within Digital Hub - BSD City, the Biomedical Campus

brings world-class healthcare closer to home, offering a convenient alternative to traveling abroad for medical needs.

Additionally, in a session titled "Redefining Work with Innovation, Flexibility, and Well-Being," industry leaders like Sandra Kosasih and Tina T Kemala Intan tackled the evolving dynamics of work environments. They stressed the importance of a suitable workplace fostering innovation and personal growth, urging professionals to align their career paths with their strengths and goals.

The conference was a powerful reminder that innovation, well-being, and strategic career decisions are critical to long-term success in today's fast-changing world.



GEBYAR TRAVELOKA 2024 PRIZES WORTH 2 BILLION RUPIAH!

With over 3.5 million participants, we are thrilled to partner with Traveloka, Wuling Motors Indonesia, and Frank & Co. Jewellery. Imagine winning a Southgate Residence apartment, a Wuling Binguo EV, diamond jewelry, and travel vouchers! This event celebrates community, innovation, and the ultimate travel experience.



Irawan Harahap, CEO of Digital Tech Ecosystem and Development at Sinar Mas Land, expressed gratitude for the opportunity to collaborate with Traveloka, an integral player in the Digital Hub - BSD City. The Southgate Residence Tower Altuera apartment, presented as the grand prize, underscores our support for Traveloka's mission to enhance customer experiences and foster tourism growth, as mentioned by Iko Putera as the CEO of Transport, Traveloka.

The countdown is on! The grand finale of Gebyar Traveloka 2024 is on December 14.



IMPROVING HUMAN RESOURCES IN PUBLIC HEALTH, SINAR MAS LAND AWARDS MASTER OF PUBLIC HEALTH SCHOLARSHIPS AT MONASH UNIVERSITY, INDONESIA

Sinar Mas Land has awarded scholarships for the Master of Public Health (MPH) program at Monash University, Indonesia to improve human resources in the public health sector. This initiative supports Indonesia's goal for "Indonesia Emas 2045" by helping build a strong healthcare system. Scholarships were offered to participants from August 27 to September 6, 2024, followed by a selection process including the Monash English Placement Test (MEPT) and essay submissions. The winners were announced on September 20, 2024, and the scholarships will be symbolically presented on Orientation Day on September 28, 2024.

Henry Surendra, Associate Professor at Monash University, Indonesia, praised the scholarship program for addressing the complex public health challenges in the modern world. Irawan Harahap, CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, highlighted the initiative's role in

supporting education in public health, marking the third collaboration between Sinar Mas Land and Monash University Indonesia.

Two scholarship categories were offered:

- Full Scholarship (100%) worth IDR 448 million, awarded to Ayu Aditya Andayani (EKA Hospital), Gregorius Bimantoro, and Jeremiah Hilkiah Wijaya, with an additional cash prize of IDR 5 million.
- Partial Scholarship (50%), awarded to Nicko Saputra (Sinar Mas Land) and Deviani Anita, with an additional cash prize of IDR 3 million.

The program, themed "Health Innovation Challenge: Shaping a Better Future Communities," covers topics such as Urban Health, Digital Health, AI in Healthcare, Housing for Healthy Futures, and Health Inequities. Participants included professionals, students, and employees from the Digital Hub ecosystem, EKA Hospital, and Sinar Mas Land.



FESTIVAL OF DIGITAL INNOVATION 2024 BY TECHMIND.ID AND WGS HUB

In our continuing effort to make Digital Hub - BSD City a hub for innovation and technology, we are proud to support the Festival of Digital Innovation by Techmind.id and WGS Hub. The event brings high-level executives, industry leaders, and practitioners.

The leading tech conference in Indonesia features two days of keynote speeches, panel discussions, and fireside chats to provide valuable knowledge and insights for business and tech leaders. The event covers many topics, including the practical applications of AI, AI's role in education, B2B technology, conversion strategies, cyber security, and the impact of data and tech in healthcare.

SINAR MAS LAND SUPPORTS TALENT POOL DEVELOPMENT IN SOUTHEAST ASIA THROUGH THE SOUTHEAST ASIA GLOBAL READY TALENT PROGRAM

Sinar Mas Land partnered with the Southeast Asia Global Ready Talent program, allowing Singaporean students to intern at the company from June to August 2024. This initiative, led by Enterprise Singapore Board, aims to develop talent with regional expertise. Sinar Mas Land, which is transforming into an international-standard company, gained valuable insights from top students of six Singaporean universities.

Irawan Harahap, CEO of Digital Tech Ecosystem, praised the program for fostering international collaboration and providing innovative perspectives. The company is committed to enhancing Indonesia's education and digital ecosystem through its Digital Hub and partnerships with global tech companies.



WHAT'S NEXT

WE'RE THRILLED TO ANNOUNCE THE GRAND OPENING OF THE NEWEST MEMBER OF THE DIGITAL HUB ECOSYSTEM!



imajin

NEC



ringkas

odoo



LEADERSHIP SUMMIT

DIGITAL HUB
CONNECT

GEBYAR
traveloka

Total hadiah sebesar
Rp **600 jt**
#MenangTanpaDiundi

Didukung oleh:



15TH i-SWAM

International Seminar and Workshop in Aesthetic Medicine