

# DIGITAL HUB NEWSLETTER

*The latest news of Digital Hub Ecosystem*

Sinar Mas Land took a giant leap on Indonesia's healthcare by unveiling Biomedical Campus at BSD City

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DNA Accelerate 2023 program closed with Demoday

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WGSN and Sinar Mas Land hold innovation and digital transformation event, Techmind Conference 2023

Digital Hub Basketball Tournament 2023

Traveloka presents "Gebyar Traveloka" in strategic collaboration with Sinar Mas Land, Wuling Motors, and Frank & co.

Digital Hub nurtures future talents at SWA Cup 2023!

Sinar Mas Land supported culinary festival: Road to Rans Nusantara Hebat organized by Raffi Ahmad and Kaesang Pangarep at ITC BSD, Tangerang



## Digital Hub at BSD City

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Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia



## Sinar Mas Land took a giant leap on Indonesia's healthcare by unveiling Biomedical Campus at BSD City

BSD City, December 2nd 2023 – Pandemic and increasing prevalence of non-communicable diseases have become a concern for the Indonesian government to prepare a more vigilant, anticipative, responsive, and resilient healthcare system in facing the current and future health problems.

To address these challenges, the Indonesian Ministry of Health has developed six pillars of health transformation as a foundation to improve the health system in Indonesia. One of the pillars that is being pursued is the Health Technology Transformation, which utilizes information technology and biotechnology in the health sector.

To realize the health technology transformation, the Ministry of Health launched the BGSi (Biomedical and Genome Science Initiative) on August 14, 2022, which provides the development and provision of accurate diagnostic services and precision treatment by utilizing biobanking-based genetic information.

With this technology, the quality of medical treatment will improve because health financing will be more effective. In addition, efforts to develop precision treatment are also supported by the National Research and Innovation Agency (BRIN) through the establishment of the Precision Oncology based Omics Research Collaboration Center (PKR Promics).

Minister of Health Budi Gunadi Sadikin said at the 2023 National Health Work Meeting (Rakerkesnas) that the government is continuing to strive to accelerate and strengthen health resilience in the country by adding the establishment of hospitals in the country, improving the quality of health workers, to the procurement of infrastructure including research that supports the quality of health facilities in Indonesia.

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To support the government's initiatives in implementing health transformation, Sinar Mas Land through Digital Hub presents the Biomedical Campus, a facility that is provided to support and improve research activities, as well as to present a healthcare ecosystem from education to the best healthcare services.

Andi Ony, Pj Bupati of Tangerang Regency, said, "Biomedical Campus is a major and strategic step in responding to the needs of the best healthcare services and facilities for the community with a variety of advantages, such as modern technology infrastructure, strategic location, and multiple access. We are also confident that this initiative can also improve human resources quality, create jobs, and boost economic growth in the Tangerang region and Indonesia in general."

Minister of Health Budi Gunadi Sadikin of the Republic of Indonesia stated, "I understand that collaboration between the government, industry, and the private sector is needed for this digital transformation in the health sector to succeed in bringing the greatest benefits to the Indonesian people."

Collaboration with service, education, and research institutions is also very important. We all need to synergize and work together. The Biomedical Campus mission is in line with the digital transformation agenda being carried out by the Ministry of Health.

Digital transformation has the potential to be very large, especially entering the Society 5.0 era which combines science and super intelligence technology to serve humans.

In line with this, Coordinating Minister for Economic Affairs of the Republic of Indonesia, Airlangga Hartarto, added, "We all know that Indonesia will have a demographic bonus until 2038, we will have a productive generation and remember that to be productive, you must be healthy."

Currently, BSD City already has two international campuses, namely Apple Academy and Monash University, so the presence of Biomedical Campus is very important to create a center of excellence education based on digital technology. Healthcare education and research facilities will improve the research capabilities within the country to answer global health challenges.

On the occasion, Michael Widjaja, Group CEO of Sinar Mas Land, explained, "Biomedical Campus is the latest innovation and commitment from Sinar Mas Land to provide infrastructure, resources, and healthcare services in BSD City. We hope the presence of Biomedical Campus can support the government's efforts to conduct research and development in healthcare that strengthens the national health system by bringing in quality researchers and healthcare workers who can compete at the international level."

The Biomedical Campus smart building stands on approximately 11,800 square meters of land with a building area of approximately 31,800 square meters. There are a number of main services in Biomedical Campus, namely office buildings, smart business centers, experience centers, makerspaces, and F&B.

To provide better, faster, and more accurate service, Biomedical Campus uses Microsoft's digital twin technology, this technology transforms building management that was formerly manual and limited to physical inspection, into digital, predictive, and accurate.

***"I hope Biomedical Campus can become a magnet for leading companies from all over the world to make Indonesia one of the places for research and development in healthcare." - Michael Widjaja***



Ferdinand Sadeli - Deputy Group CEO Investment International Tech & Emerging Sinar Mas Land



Budi Gunadi Sadikin - Ministry of Health Republic Indonesia



Airlangga Hartarto - Coordinating Minister for Economic Affairs Republic Indonesia



MOU Signing Session



Biomedical Campus Unveiling Session



Media Q&A Session

# Google Developer Groups closing the year with DevFest 2023

BSD City, November 26th 2023 – The Recent technological advancements had a significant impact on various sectors, exemplified by the widespread adoption of artificial intelligence (AI). Google Developer Groups (GDG) Indonesia aimed to enhance the quantity and quality of technology developers in the country.

DevFest Indonesia 2023, which took place in 10 cities, hosted 80 speakers from prominent companies and Google Developer Experts. The conference shared insights on Android, Web Technology, Cloud computing, Machine Learning, and other Google technologies with over 10,000 developers.

DevFest Jakarta 2023, with 1,000 technology developers, provided a platform to share knowledge on Google technologies. The event fostered networking and aimed to inspire developers to become proficient problem solvers through technology.

Irawan Harahap, CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, emphasized the importance of digital talents in the era of transformation and supported DevFest Indonesia 2023. The event, held both offline and online in BSD City, aimed to nurture new talents in the digital field.

In contributing to Indonesia's digital economy, Sinar Mas Land introduced the Digital Hub in 2017, covering 25.86 hectares. DevFest Jakarta 2023 was held on November 26, 2023, at QBig BSD City, welcoming participants interested in the latest technological developments.



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

**Best Smart Building Development (Regional Winner Asia)**

of PropertyGuru Asia Property Awards 2023

Known as Biomedical Campus



## DNA Accelerate 2023 program closed with Demoday



## Sinar Mas Land and Beam Mobility launch electric bike ride-sharing service at BSD City

Sinar Mas Land and Beam Mobility, the Asia-Pacific's largest micro-mobility company, have introduced an electric bike ride-sharing service in BSD City, Tangerang. This aligns with Sinar Mas Land's commitment to creating an eco-friendly city and supporting the government's Net Zero Emission (NZE) goal by 2060.

In response to Indonesia's air pollution concerns, exacerbated by transportation contributing to 44% of pollution, the collaboration addresses the need for sustainable solutions.

Beam Mobility's electric bike service in BSD City, available in the Digital Hub area and Green Office Park, includes 300 units with advanced app-based technology, IoT integration for real-time monitoring, and safety features. The initiative aims to provide a comfortable, safe, and zero-pollution transportation alternative, supporting a shift towards a more sustainable lifestyle.

Devraj Sathivelu, Country Manager of Beam Mobility Indonesia, highlighted their commitment to safety through user education and system innovations. Beam Mobility, certified Climate Neutral in 2019, operates not only in BSD City but also in other Indonesian cities and educational institutions.





## BSD City hosted the DroidJam Indonesia 2023 event

BSD City is becoming known for tech and innovation, attracting big companies to the Digital Hub. They're working on growing the tech industry and supporting digital changes. Events like DroidJam Indonesia 2023, organized by Sinar Mas Land and Android VIP, are part of this effort.

DroidJam Indonesia 2023 happened on October 7, 2023, at Auditorium Green Office Park (GOP) 9, BSD City. Experts from Google, Twitter, and others shared their knowledge about making Android apps.

Muh Isfhani Ghiath, Co-Lead of DroidJam Indonesia, is excited about the event and how it helps digital skills in Indonesia.

Irawan Harahap, CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, talked about working with Google to make BSD City a smart digital city, and events like DroidJam Indonesia 2023 are a part of that.

DroidJam Indonesia 2023 is a place for Android fans to learn and create, and Android VIP is helping tech developers be better.

## WGSN and Sinar Mas Land hold innovation and digital transformation event, Techmind Conference 2023

WGSN hosted a Techmind Conference 2023 on October 4-5, 2023, in BSD City. The goal was to show companies the latest tech solutions for their needs. Speakers from top Indonesian industries, like ICIION, Sinar Mas Land, IBM, and Alibaba, shared insights.

Irawan Harahap, Sinar Mas Land CEO, emphasized the conference supports success in today's digital world. Ikin Wirawan, WGSN Chairman, said the event shows their commitment to innovation for a better Indonesia. Ray Sugiarto from Indonesia CIO Network highlighted balancing the benefits and risks of digital transformation.

With the theme 'Unleash the Unicorn Inside,' Techmind Conference 2023 encourages businesses to adopt technology actively. WGSN helps global businesses with consulting and tech services, aiming to save costs and boost revenue during digital changes.



In order to foster good relations between the Digital Hub ecosystem and Sinar Mas Land, Digital Hub organized the 'Digital Hub Basketball Tournament 2023,' held on October 19-20, 2023. The event was attended by tenants such as Microsoft, NTT, AWS, Traveloka, SIRCLO, and DCT Agency.



Traveloka presents "Gebyar Traveloka" in strategic collaboration with Sinar Mas Land, Wuling Motors, and Frank & co.



As the year-end holiday season approaches in 2023, Traveloka sees a surge in people planning trips, with a 60% increase in domestic flight searches and nearly a twofold rise in international destinations compared to the same period last year. To express appreciation for its loyal customers, Traveloka launches the Gebyar Traveloka competition, offering prizes totaling IDR 3.5 billion, including properties, cars, and jewelry. Collaborating with partners like Sinar Mas Land, Wuling Motors, and Frank & co, Traveloka aims to stimulate travel interest and meet tourism enthusiasm during the year-end holidays.

The program, running from December 2, 2023, throughout 2024, allows users to accumulate Priority Points through transactions and gamification, increasing their chances of winning exciting prizes.

Sinar Mas Land's CEO, Irawan Harahap, expresses the alignment of visions with Traveloka and highlights Digital Hub BSD City's role in fostering innovation. Traveloka aims to make every journey special for its users, and the collaboration with esteemed partners reinforces its dedication to loyal customers.



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**..and many more in 2024!**