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DRIVE DIGITAL INNOVATION IN INDONESIA, NTT AND MICROSOFT INAUGURATE DIGITAL EXPERIENCE CENTER IN BSD CITY DIGITAL HUB AREA

"With today's inauguration of the Digital Experience Center, I believe there will be even more new innovations that can be used to drive smart city development. We hope that this collaboration between Sinar Mas Land, NTT Indonesia Technology, and Microsoft Indonesia will also provide positive benefits. We hope that such good initiatives will continue to be carried out by industry players so that digital technology can be adopted to improve the quality of life of the people towards Indonesia Maju" - Budi Arie Setiadi, Minister of Communication and Informatics of the Republic of Indonesia

Microsoft Indonesia and PT NTT Indonesia Technology, a part of NTT Ltd., strengthen their collaboration by officially launching the Digital Experience Center (DXC) in the BSD City Digital Hub Area. DXC, spanning 525 m2, serves as an innovation hub equipped with comprehensive digital facilities aimed at fostering more digital innovations, accelerating business development, and speeding up Indonesia's digital economy growth.

The inauguration ceremony of DXC was attended by key figures including Irawan Harahap (CEO Digital Tech Ecosystem & Development Sinar Mas Land), Ridwan Darmali (President Director of PT Bumi Serpong Damai Tbk), Saleh Husin (Managing Director President Office Sinar Mas), Samuel Abrijani Pangerapan (Director General of Informatics Application, Ministry of Communication of the Republic of Indonesia), Budi Arie Setiadi (Minister of Communication and Informatics of the Republic of Indonesia), Andi Ony (Acting Regent of Tangerang), Dharma Simorangkir (President Director of Microsoft Indonesia), Hendra Lesmana (President Director of NTT Indonesia Technology), and Aris Sulistyanto (Head of Transformation NTT Indonesia Technology) on Thursday, January 18, 2024, at DXC, Green Office Park (GOP 9), BSD City.

Hendra Lesmana, President Director of PT NTT Indonesia Technology, highlighted the opening of the Digital Experience Center as part of their commitment to Microsoft. They aim to provide collaborative spaces for various industries to create innovative tech solutions, fostering competitiveness and relevance. Lesmana is dedicated to supporting Indonesia's digital ecosystem in transforming creative ideas into practical solutions.

Dharma Simorangkir, President Director of Microsoft Indonesia, underscored Indonesia's significance as Southeast Asia's leading digital

economy, underscoring the urgency for accelerated innovation. He emphasized the Digital Experience Center's pivotal role in cultivating new digital innovations across sectors, aiming to drive advancements not only within Indonesia but also across Southeast Asia. Simorangkir expressed gratitude to PT NTT Indonesia Technology, their longstanding partner, for promptly establishing the center, and acknowledged Sinar Mas Land's contribution in developing the BSD City Digital Hub Area.

Irawan Harahap, CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, extended a warm welcome, inviting government entities, industry players, educational institutions, non-profit organizations, and communities to participate in the digital ecosystem at the BSD City Digital Hub Area. He emphasized leveraging cutting-edge technology, innovative solutions, and top-tier infrastructure provided by NTT and Microsoft at the DXC. Harahap highlighted the collaborative efforts of NTT and Microsoft in digital transformation, expressing gratitude for their trust in opening DXC to promote inclusive use of digital technology.

DXC merges NTT's expertise in Digital Transformation, Infrastructure, Managed Services, and IT Security Solutions with Microsoft's cloud and AI technologies, fostering collaboration among government, industry players, and communities. This integration facilitates access to a broader digital ecosystem and expert insights for startups incubating within DXC. Globally, DXC is a result of NTT and Microsoft's alliance, focusing on innovations like all-photonics network and digital twin computing for sustainable energy solutions and smart city development. In Indonesia, this collaboration supports Sinar Mas Land's vision for BSD City's transformation into a smart city through hybrid infrastructure utilization.

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GRAND OPENING OF RANS NUSANTARA HEBAT, THE LARGEST CULINARY CENTER AND SMES IN INDONESIA IN BSD CITY

Rans Entertainment, in collaboration with GK Hebat, held the grand opening event of the largest culinary center and SMEs in BSD City on Saturday (30/3) under the theme of Perayaan Rans Nusantara Hebat. The culinary center houses 122 SME units selected from over 1,000 SME units, offering a variety of menus to delight the taste buds of food enthusiasts with authentic Indonesian flavors. Sandiaga Uno (Minister of Tourism and Creative Economy) virtually participated in the inauguration of Rans Nusantara Hebat and attended in person by Raffi Ahmad (Founder of Rans Entertainment), Kaesang Pangarep (Founder of GK Hebat), and Michael Widjaja (Group CEO of Sinar Mas Land).

Built on a 2.1-hectare land, the culinary center has 2,000 visitors capacity. Rans Nusantara Hebat also serves as a program supporting Indonesian SMEs in their rapid growth and global market penetration. Each selected tenant and partner who has joined Rans Nusantara Hebat will receive

exposure, guidance, collaboration, and direct strategic partnership opportunities from the founders of GK Hebat, Kaesang Pangarep, as well as the founders of Rans Entertainment, Raffi Ahmad, and Nagita Slavina.

Sandiaga Uno, Minister of Tourism and Creative Economy, stated, "We congratulate Sinar Mas Land on the opening of Rans Nusantara Hebat, which has become the largest culinary center in BSD City. I appreciate Sinar Mas Land, Rans Entertainment, and GK Hebat's continuous support and contribution to advancing the original Indonesian culinary creative economy. We hope that Rans Nusantara Hebat can help promote and encourage investment for Indonesian culinary artisans, thus contributing to the creative economy, especially the culinary subsector. Hopefully, Rans Kuliner Nusantara can encourage culinary entrepreneurs and Indonesian society to continue to be proud of Indonesia's original culinary heritage."

Raffi Ahmad, Founder of Rans Entertainment, said, "Local is the New Global is the main theme of the Perayaan Rans Nusantara Hebat. We want to focus on advancing local businesses by promoting innovation and strengthening SMEs to compete nationally and globally. We see BSD City as a destination area for urban communities and suitable for developing a Nusantara culinary center. We hope that the presence of hundreds of SMEs at Rans Nusantara Hebat will bring authentic Nusantara dishes so that people can get to know, enjoy, and preserve the diverse Indonesian culinary offerings."

Kaesang Pangarep, Founder of GK Hebat, added, "Perayaan Rans Nusantara Hebat will be a momentous occasion for the inauguration of Rans Nusantara Hebat and the resurgence of Indonesian SMEs to drive local economic growth."

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In the future, we will focus on culinary, culture, and community. We believe combining culinary variety, cultural performances, lifestyle, and community development is the key to attracting visitors to Rans Nusantara Hebat, both locally and from outside the area, thus enhancing tourism and generating income for businesses in the vicinity. We are confident that Rans Nusantara Hebat will receive a positive response from the community."

Meanwhile, Michael Widjaja, Group CEO of Sinar Mas Land, expressed, "We welcome the presence of Rans Nusantara Hebat as the largest Nusantara culinary center in BSD City. We are always committed to bringing innovation and facilities to meet the lifestyle needs of BSD City residents and surrounding areas. Rans Nusantara Hebat will complement the existing public spaces and commercial areas such as AEON Mall, QBig, and The Breeze as choices for culinary tourism destinations and leisure activities for the community in BSD City. Moreover, BSD City has a captive market from various backgrounds, including residents, students, and employees who work here and from various layers of society as visitors."

Perayaan Rans Nusantara Hebat came alive with diverse performances, featuring acts like Maliq & D'essentials and standup comedy performances by Fatih Andhika or Ate. Attendees also savored a variety of beloved Nusantara culinary delights such as Sang Pisang, Rojo Sambel, Let's Toast, Pempek Cawan Putih, Warung Aceh Bang Cen, Durian Jatohan Abah, Cwie Mie Malang, and many other culinary tenants. Rans Nusantara Hebat adopts an outdoor concept with various seating options for visitors, such as particular areas for live music entertainment, various photo spots with Indonesian cultural icons, children's play areas, and green open spaces.

The presence of Rans Nusantara Hebat will be a new destination choice in BSD City, which Sinar Mas Land developed. Moreover, it is located in the sunrise area of BSD City's west side and boasts business and lifestyle facilities. Rans Nusantara Hebat is also close to top future developments in BSD City, such as EASTVARA (Lifestyle Commercial Center) and a 35-hectare theme park developed by Sinar Mas Land in collaboration with Jatim Park, Cimory Dairyland, and HeHa Recreation Park.

In terms of accessibility, visitors to Rans Nusantara Hebat can use toll access via the Serpong-Balaraja Toll Gate (Serbaraja) Section 1A, which is only 5 minutes from Tanakayu, the Jakarta-Merak Toll Road (Kebon Jeruk Toll Road), and the Jakarta-Serpong Toll Road, integrated with the Kunciran-Serpong Toll Road, JORR 2, Soekarno-Hatta Airport Toll Road, and Jagorawi Toll Road. Visitors to Rans Nusantara Hebat can also choose various public transportation options, from the free BSD Link shuttle bus and BSD City feeder bus to the Commuter Line train via the Cisauk Station in the Intermoda BSD City area.





DIGITAL HUB EXECUTIVE TALKS: THE OUTLOOK FOR BIG DATA IN HEALTHCARE

Digital Hub recently concluded its talk show series, "Digital Hub Executive Talks," which provided invaluable insights into current market trends. Led by industry experts such as Mulyawan Gani (Managing Director of Digital Business at Sinar Mas Land), along with esteemed speakers including Henry Surendra, Ph.D (Associate Professor & Course Coordinator Master of Public Health, Monash University, Indonesia), Andreas D. Prakasa, S. Farm M.Sc (Head of Corporate Relations PT Etana Biotechnologies Indonesia), and dr. Arief Wibowo, Ph.D, FIHA (Head of Medical and Research Asa Ren), the series delved into pressing issues and offered diverse perspectives on market dynamics.



This episode, titled "The Outlook for Big Data in Healthcare," explored the impact of big data on the healthcare landscape, especially since the unveiling of the Biomedical Campus in BSD City, Indonesia. By bringing together thought leaders, innovators, and researchers, the talks fostered collaboration and actions to shape the healthcare industry in 2024 and beyond.



This successful event marked the beginning of a recurring program within Digital Hub's ecosystem, demonstrating its commitment to driving ongoing initiatives and fostering collaboration within the industry. Stay tuned for more updates and valuable insights from Digital Hub Executive Talks.



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