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Tim Cook Visited Apple Developer Academy in BSD City

BSD City, April 17, 2024 – Apple CEO Timothy Donald Cook visited the Apple Developer Academy at Green Office Park (GOP) 9 in BSD City on Wednesday afternoon. His visit to Southeast Asia’s inaugural iOS application development center came after a morning meeting with Indonesian President Joko Widodo at the State Palace in Central Jakarta.

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Sinar Mas Land's Biomedical Campus Honored at Asia Pacific Property Awards 2024

Sinar Mas Land's Biomedical Campus has been honored with the prestigious awards for Office Architecture and Office Development in Indonesia at the Asia Pacific Property Awards 2024. This recognition underscores Sinar Mas Land's commitment to delivering world-class office environments that meet international standards, fostering innovation and sustainable development in Indonesia's real estate landscape.

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DIGITAL HUB COLLABORATES WITH XENDIT TO HOST DNA VC STARTUP CONNECT

Indonesia has become a prime destination for startup investors, driven by rapid economic growth, increasing internet penetration, and a dynamic startup ecosystem. In 2021, Indonesia led Southeast Asia in startup investment, capturing 42% of the region's total.

To support this growth, Sinar Mas Land, through its Digital Hub, organized the DNA VC Startup Connect event in collaboration with Xendit. Held on April 23, 2024, the event featured activities such as speed dating, consultation sessions, and networking opportunities, connecting over 100 startups with more than 70 venture capital firms.

Deputy for Digital Economy and Creative Products at the Ministry of Tourism and Creative Economy, Muhammad Neil El Himam, praised the event, highlighting the significant impact of the dynamic startup ecosystem and rapid digital economic expansion on Indonesia's economic growth. He emphasized the government's commitment to collaborating with industry leaders, educational institutions, and startup communities to strengthen this ecosystem and accelerate digital economic growth.



Irawan Harahap, CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, noted that rising digital opportunities in Indonesia drive startup development. According to McKinsey & Company, the digital technology sector in Indonesia is projected to contribute US\$35 billion to the economy by 2025. Sinar Mas Land aims to facilitate digitalization, especially in the startup sector, to help achieve a GDP of approximately US\$150 billion (a 10% growth) by 2025 and create 3.7 million new jobs.

Moses Lo, Co-Founder & CEO of Xendit, expressed pride in supporting the event and emphasized the importance of investor guidance in shaping successful startups. He hopes the event will provide valuable insights to empower startups to thrive.

The event aims to foster collaboration and growth in Indonesia's startup ecosystem, projected to contribute significantly to the economy and job creation by 2025.



TIM COOK VISITED APPLE DEVELOPER ACADEMY IN BSD CITY

BSD City, April 17, 2024 – Apple CEO Timothy Donald Cook visited the Apple Developer Academy in Green Office Park (GOP) 9, BSD City, on Wednesday afternoon (April 17). This visit to the first iOS-based application development center in Southeast Asia followed a morning meeting with Indonesian President Joko Widodo at the State Palace in Central Jakarta. Tim Cook's visit is part of the inauguration series for the fourth Apple Developer Academy in Indonesia, which will be located in Bali and officially opened on April 20.

Irawan Harahap, CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, expressed honor and excitement in welcoming Tim Cook's visit. "The Apple Developer Academy is a part of the Digital Hub ecosystem that focuses on coding training and serves as a talent pool for producing world-class application developers. We hope that the presence of Apple Developer Academy BSD City will produce world-class developers from Indonesia capable of creating international-scale applications and contributing to the digital economy in the country."





DIGITAL HUB PROUD TO BE PART OF ECHELON X AT SINGAPORE EXPO

Digital Hub was excited to announce its participation in Echelon X at the Singapore Expo on May 15-16, 2024. Echelon was a renowned tech business conference that empowered startups, investors, corporates, SMEs, government institutions, and other ecosystem stakeholders with the tools and insights needed for growth and innovation.

Echelon 2024 aimed to foster tech ecosystem resilience through deeper collaboration, knowledge sharing, and collective innovation. The event hosted over 7,000 attendees from 24 countries, primarily from Southeast Asia. Participants gained access to market insights, growth programs, digital solutions, and opportunities for networking and collaboration with some of the region's most exciting innovators.

Digital Hub was proud to have been part of this influential platform, contributing to and benefiting from the vibrant discussions and opportunities that Echelon X provided.



NEW SPECIAL ECONOMIC ZONE IN BSD CITY TO BOOST HEALTH, EDUCATION, AND TECHNOLOGY INVESTMENT

Jakarta, May 29, 2024 - The Indonesian government has approved a Kawasan Ekonomi Khusus (KEK) or new special economic zone (SEZ) in Bumi Serpong Damai (BSD), Tangerang. Coordinating Minister for Economic Affairs Airlangga Hartarto explained that KEK in BSD City would focus on developing these sectors: "The KEK has been approved. One in the BSD City area is the KEK for health, education, and technology."

The SEZ aims to attract Rp 18.8 trillion in investments in BSD City over the next 20 years. This will create approximately 13,446 jobs and boost Tangerang's GRDP by about Rp 8.45 trillion. Coordinating Minister for Economic Affairs Airlangga Hartarto announced this as part of a larger strategy, including SEZs in Batam, Riau Islands, and Morowali, Central Sulawesi.

Secretary of the Coordinating Ministry for Economic Affairs, Susiwiyono Moegiarso, who is also the Chairman of the Executive Team of the National Council for Special Economic Zones (KEK), detailed the investment and job creation goals for the newly proposed private sector SEZs. Over the next 20 years, these zones are projected to attract Rp 18.8 trillion in investments and create about 13,446 jobs. The economic impact will significantly benefit Tangerang and Banten's GRDP, estimated to increase by Rp 8.45 trillion or 3.17%.

These special economic zones, funded through private investments, provide various facilities and incentives to attract domestic and foreign investors, such as duty-free imports for the health sector. The government's strategic initiative aims to decentralize economic development and support national economic equality.

BIOMEDICAL CAMPUS BY
SINAR MAS LAND ACHIEVED
**OFFICE ARCHITECTURE
FOR INDONESIA AND
OFFICE DEVELOPMENT
FOR INDONESIA AT THE
ASIA PACIFIC PROPERTY
AWARDS 2024**



DIGITAL HUB HIGHLIGHTS COLLABORATIVE SUCCESS AT MDEC DEX CONNEX INDONESIA 2024

Digital Hub was thrilled to announce its participation in the MDEC DEX Connex Indonesia 2024, held on May 7-8, 2024, in Jakarta. This event was a significant milestone in the ongoing efforts to strengthen the tech ecosystems of both Malaysia and Indonesia. Organized by the Malaysia Digital Economy Corporation (MDEC), DEX Connex is part of MDEC's Market Access program, which has been instrumental in connecting Malaysian tech companies with Indonesia's local ecosystem, including channel partners, government agencies, venture capitalists, associations, and corporations.

DEX Connex aimed to strengthen bilateral trade between Malaysia and Indonesia by providing a platform to engage, connect, and showcase the tech ecosystems of both countries. The event successfully brought together diverse participants, including investors, channel partners, end customers, corporates, government agencies, trade organizations, media partners, and business and

trade associations, fostering potential collaborations between Indonesian and Malaysian tech companies

The success of DEX Connex Indonesia 2024 is a testament to the growing synergy between the two countries. Digital Hub was proud to have been part of this landmark event, contributing to and benefiting from its vibrant exchanges and collaborative opportunities. The event showcased both nations' technological prowess and reinforced the importance of cross-border collaboration in driving the digital economy forward.

As Digital Hub looks to the future, it remains committed to participating in initiatives that foster innovation and collaboration within the tech ecosystem. The experiences and connections made during DEX Connex Indonesia 2024 will undoubtedly play a vital role in shaping the region's future of technology and business.

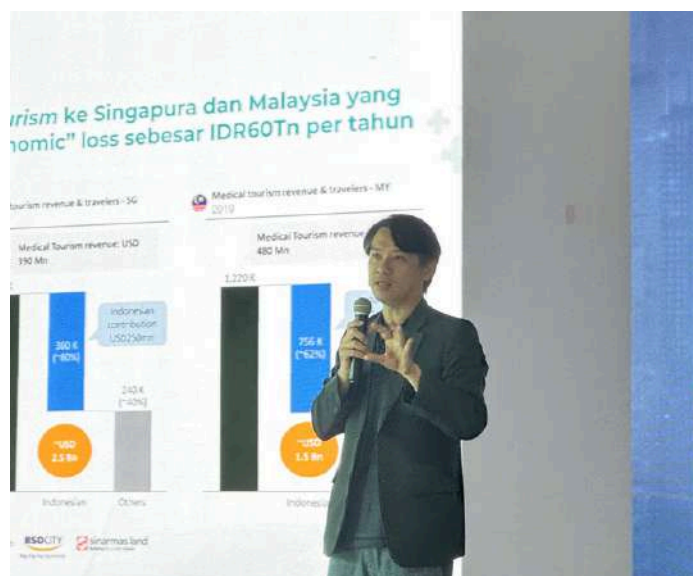
DIGITAL HUB PROUDLY PARTICIPATES IN TECHNOLOGY STARTUP SUMMIT FOCUSED ON HEALTH INNOVATION

Digital Hub was proud to have participated in the Technology Startup Summit: Revolutionizing Health through Innovation, held on May 4, 2024, at the BSD City Marketing Office. The summit, part of the Technology Startup program by Institut Teknologi Sepuluh Nopember (ITS) and IDS Digital College, showcased the latest AI and Big Data advancements for health solutions.

The event focused on building a sustainable Healthtech ecosystem through collaboration among startups, industries, and health institutions. Key topics included strategies for creating sustainable Healthtech companies and optimizing

user experience in health applications. The summit provided a platform for stakeholders, students, academics, and practitioners in health and technology to gain insights, discuss, and network within the health tech industry.

Digital Hub's involvement underscored its commitment to supporting innovation and collaboration in health. The summit played a crucial role in connecting entrepreneurs and business leaders with the knowledge, skills, and networks needed to develop scalable startups and innovative business models in health technology.



DIGITAL HUB TAKES PART IN TECHNOSCAPE HACKATHON SERIES BY BINA NUSANTARA COMPUTER CLUB

Digital Hub was actively involved in the Technoscape: Innovating Tomorrow Hackathon organized by the Bina Nusantara Computer Club (BNCC). The event, held from June 14-16, 2024, at the BSD City Marketing Office, featured coding competition to bridge the digital divide and create solutions for real-world challenges.

Participants were challenged to develop innovative applications or websites with the guidance of mentors from the business, technology, and design fields. The hackathon provided a platform for learning, collaboration, and creativity among tech enthusiasts and aspiring entrepreneurs.

Digital Hub's participation demonstrated its commitment to fostering innovation and supporting the next generation of tech leaders through initiatives like Technoscape. The event offered valuable opportunities for networking, skill development, and showcasing innovative ideas in the vibrant tech community of BSD City.



WHAT'S NEXT

