



**Taipei 7-8 September 2016**

**Presented by**

**Effi Setiabudi**  
**President IECA – Indonesia**  
**Exhibition Companies**  
**Association (IECA)**



**Indonesia:**  
**Wonderful for MICE Business**



REGISTRATION  
IndoBuildTech Jakarta 2016  
25 - 29 May 2016

# Indonesia At a Glance

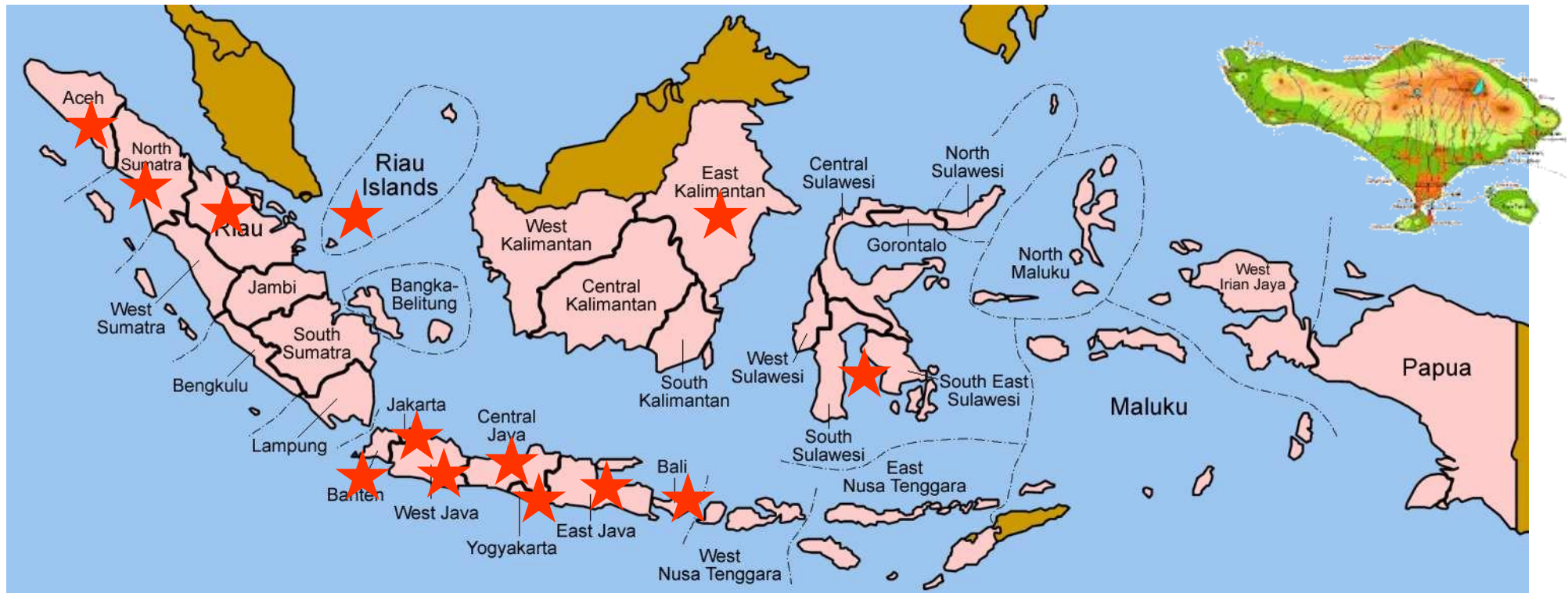




# Where is Indonesia



## Indonesia – the World's Largest Archipelago



**34 Provinces, over 18,000 islands**

# Indonesia – the World’s 3<sup>rd</sup> Largest Democracy.







# **NAWA CITA**

**JOKO WIDODO - JUSUF KALLA**  
**PRIORITY SECTORS**

1. Food
2. Energy
3. Maritime
- 4. TOURISM**
5. Industrial Estates & Exclusive Economic Zones



# Introducing ASPERAPI / IECA

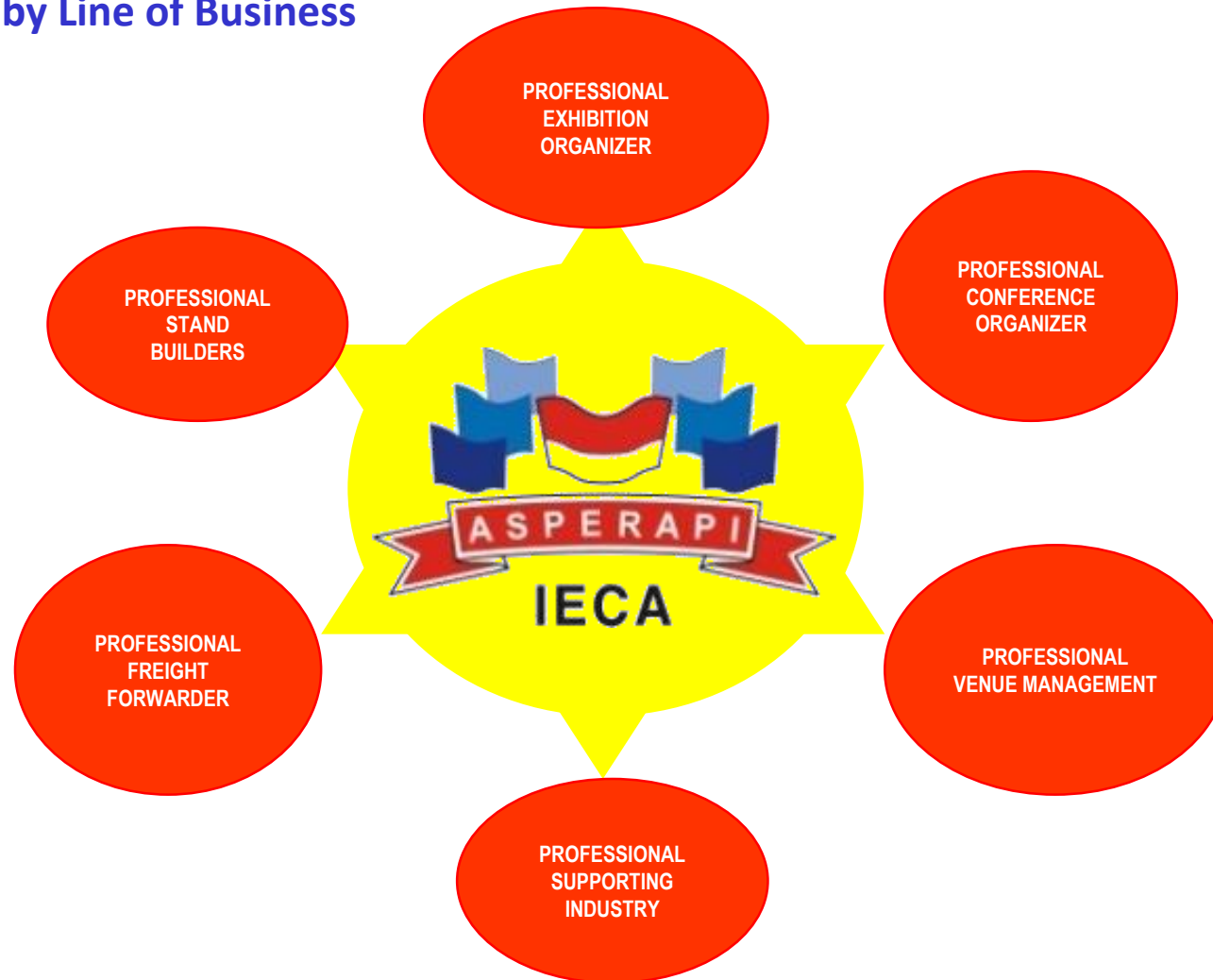




- **ASPERAPI / IECA is the only association managing any domestic exhibition and convention organizers, and also others related services companies throughout Indonesia.**
- **IECA also ensures that its members organize quality exhibitions and conventions in professional and responsible manners.**

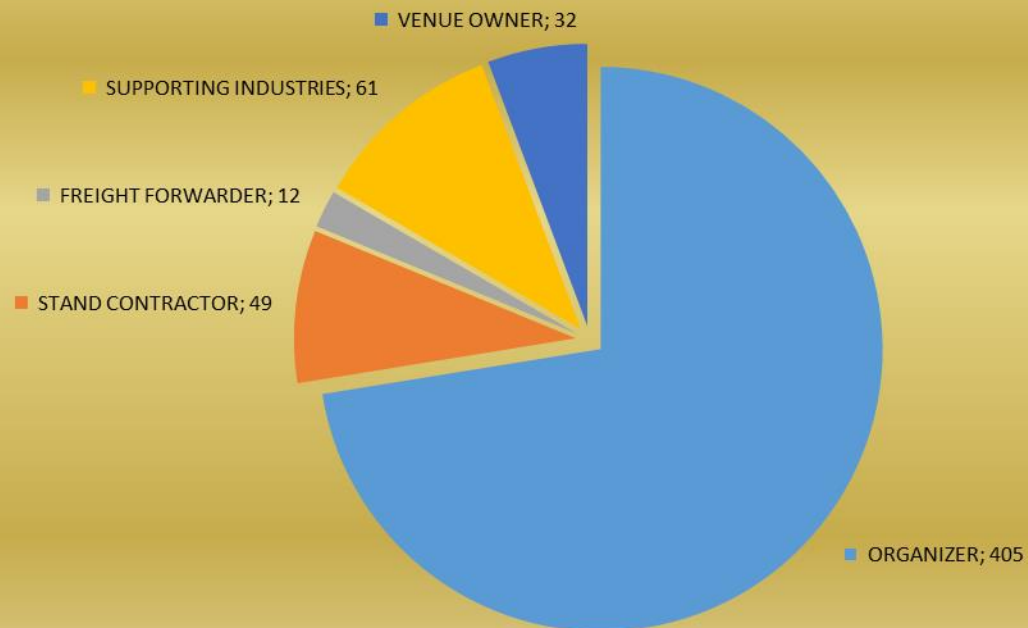


## Members Profile by Line of Business





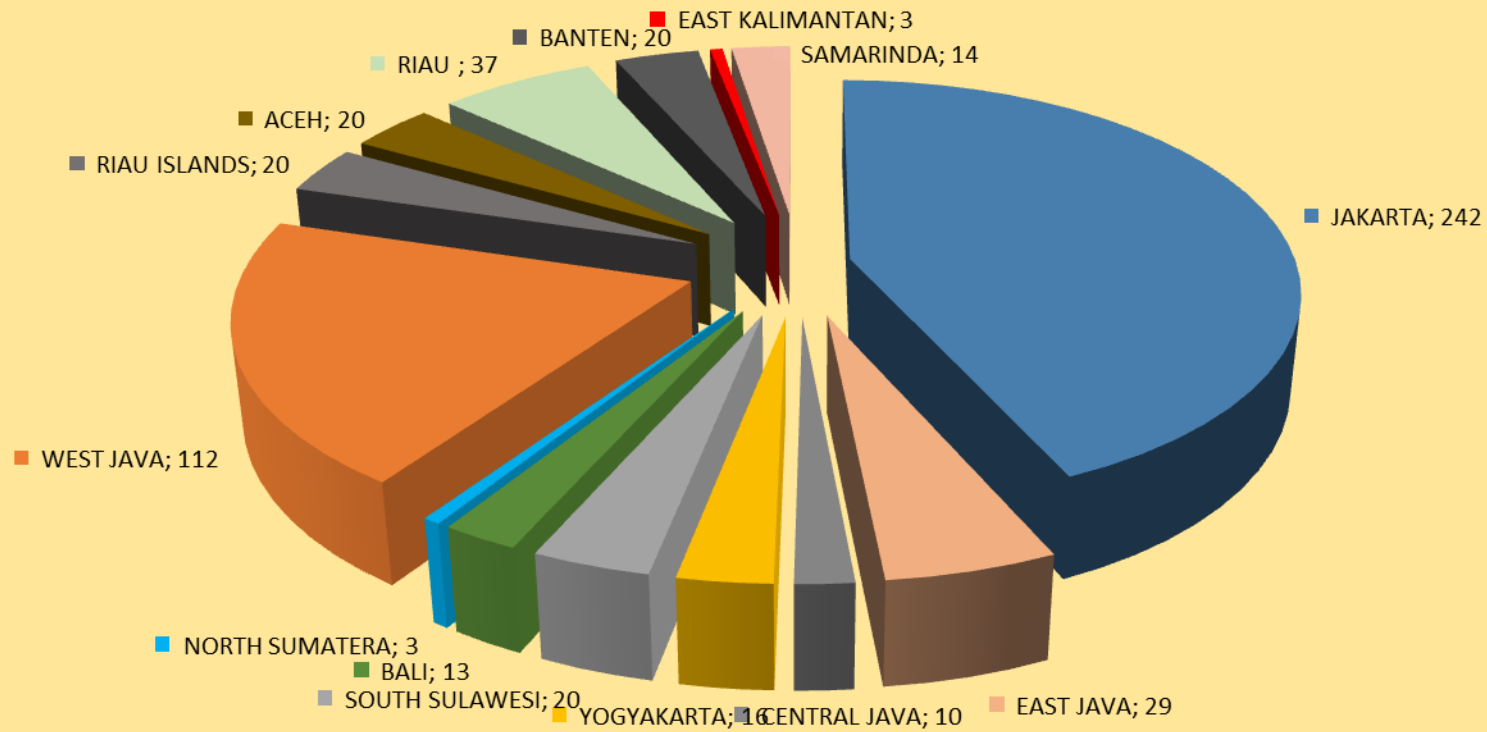
## MEMBER IECA PER LINE OF BUSINESS (June 2016)







## MEMBER IECA PER PROVINCIAL BOARD ( June 2016 )





Indonesia Chamber of Commerce & Industry



Union des Foires Internationales / The Global Association  
of The Exhibition Industry



Asian Federation of Exhibition & Convention  
Association



German-Indonesia Chamber of Commerce and Industry





# The Venue in Indonesia



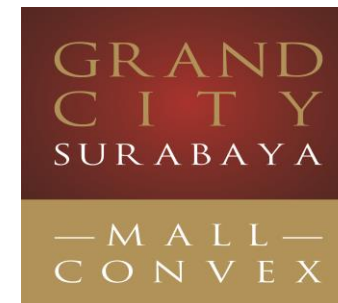
| VENUE                  | SIZE<br>(M <sup>2</sup> ) |
|------------------------|---------------------------|
| <b>JAKARTA</b>         | <b>154.340</b>            |
| JIEXPO                 | 39.183                    |
| JCC                    | 32.972                    |
| Sentul                 | 1.607                     |
| Balai Kartini          | 4.600                     |
| Jitec Mangga Dua       | 6.008                     |
| Istora Senayan         | 1.250                     |
| Bidakara               | 2.785                     |
| Smesco                 | 3.400                     |
| Manggala Wana Bhakti   | 1.500                     |
| Mall of Indonesia      | 5.300                     |
| ICE                    | 55.735                    |
| <b>SURABAYA</b>        | <b>19.308</b>             |
| Gramedia Expo          | 3.394                     |
| ITC Mega Grosir        | 3.849                     |
| Maspion Conv. Center   | 2.000                     |
| Tunjangan Conv. Center | 5.085                     |
| Grand City Surabaya    | 4.980                     |
| <b>D.I. YOGYAKARTA</b> | <b>11.600</b>             |
| Jogja Expo Center      | 8.600                     |
| GD. UGM                | 2.000                     |
| GD. Wanita Tama        | 1.000                     |
| <b>BANDUNG</b>         | <b>11.600</b>             |
| Ganesha                | 6.000                     |
| BCC                    | 2.000                     |
| GM Siliwangi           | 1.800                     |
| Land Mark              | 1.800                     |

| VENUE                    | SIZE<br>(M <sup>2</sup> ) |
|--------------------------|---------------------------|
| <b>SEMARANG</b>          | <b>10.200</b>             |
| PRPP                     | 10.200                    |
| <b>MAKASAR</b>           | <b>6.100</b>              |
| CCC                      | 5.200                     |
| BMAR                     | 700                       |
| <b>BALI</b>              | <b>12.769</b>             |
| BICC                     | 625                       |
| Exhibition Galery        | 1.350                     |
| Nusa Indah               | 2.394                     |
| BNDCC                    | 8.400                     |
| <b>MEDAN</b>             | <b>3.000</b>              |
| Hotel Tiara              | 1.500                     |
| Dome Medan               | 1.500                     |
| <b>BATAM</b>             | <b>5.000</b>              |
| Batam Expo               | 5.000                     |
| <b>PEKAN BARU</b>        | <b>1.800</b>              |
| Land Mark                | 1.800                     |
| <b>N. ACEH DARUSALAM</b> | <b>6.000</b>              |
| ACC Dayan Daud           | 3.000                     |
| GD. Cik Di Tiro          | 3.000                     |
| <b>EAST KALIMANTAN</b>   | <b>8.000</b>              |
| Balikpapan               | 6.000                     |
| Segiri Samarinda         | 2.000                     |
|                          | <b>249.717</b>            |





**BALAI SIDANG JAKARTA**  
**CONVENTION CENTER**

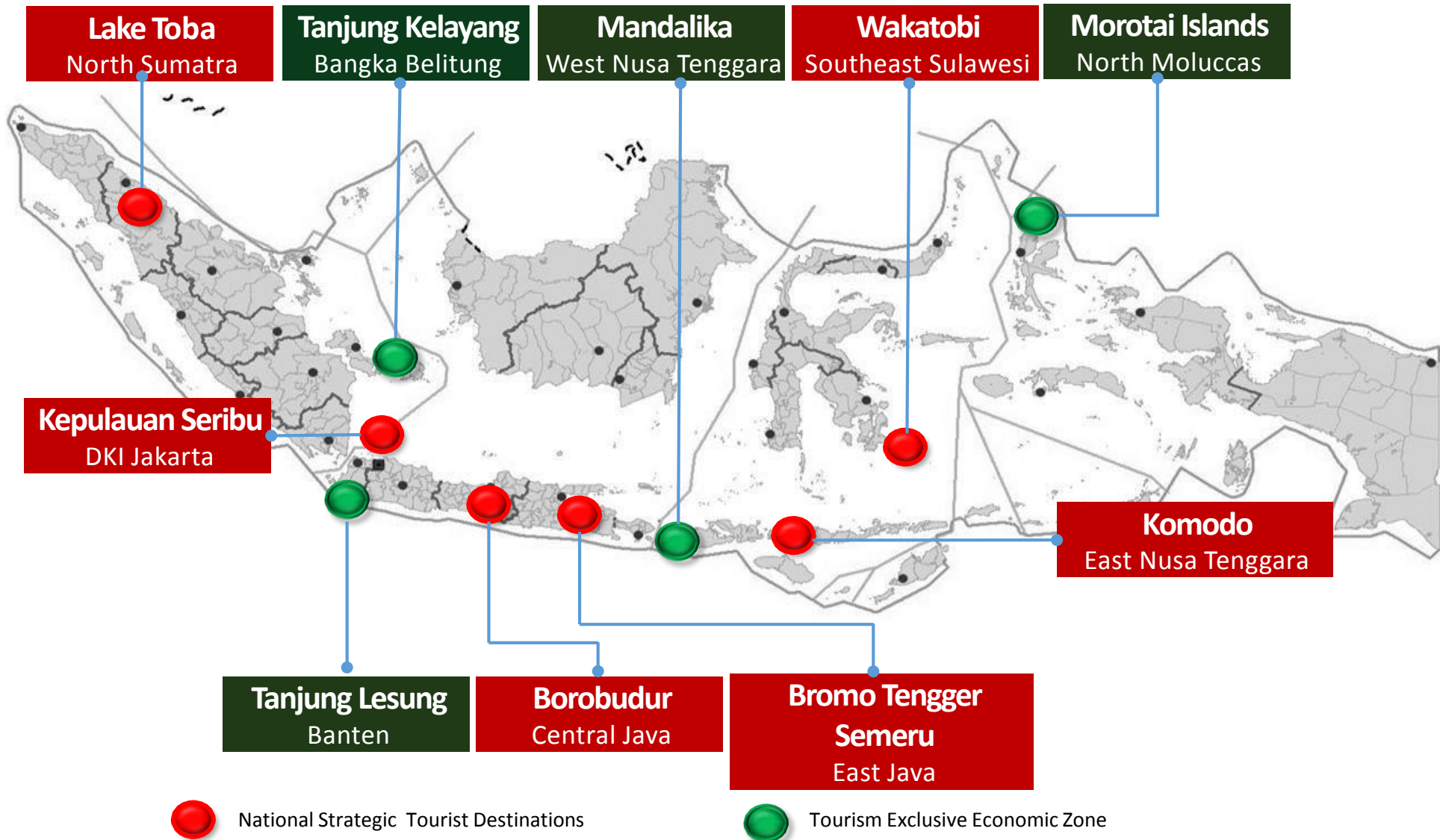




# Tourism Business in Indonesia & Why Doing Business in Indonesia



# Indonesia 10 Priority Tourist Destinations







MICE industry in Indonesia is growing at a rapid pace, bringing about a multiplier effect on the nation's economy. The Passenger Exit Survey, by the Tourism Ministry in 2013 cited that 25% of international tourists attended MICE events in the country. Tourists joining MICE events spent an average US\$ 2,200 per visit, twice as much spent by tourists who travel for leisure purposes only.

The rapid development of the MICE industry in Indonesia has the potential to increase the number of inbound tourists, which in turn can impact the country's macroeconomic growth. With this potential, the development needs to be supported by adequate infrastructure construction and destination management organization to groom potential sites to be the centers of Indonesia's MICE industry.

## Bali Still #1 Incentives Destination in the World

- Bali is the number one incentive tourist destination in the world.
- The MICE industry in Indonesia is growing at a rapid pace, bringing about a multiplier effect on the nation's economy. The Indonesian government is seeking to increase **the number of travels** in Indonesia by 1.9 percent to 260 million in 2016, from 255 million recorded last year.
- The government has established a new bureau within the Tourism Ministry to help MICE industry in the country to flourish and eventually attract more visitors.





# “Best Destination”







Arigato  
Danke schön  
Kapkumkap  
Spasiba  
Kamsammida

Thank You  
謝謝大家  
Terima Kasih



# TIME FOR TAIWAN FOR MORE BUSINESS IN INDONESIA

No visa is required for Taiwanese for visiting Indonesia.

Taiwan investment commitment to Indonesian Investment Coordinating Board (BKPM) is increasing significantly, with target location in Sulawesi, Sumatra, Java, and Papua.

Investment commitment should be continued with investment realization.

It's time to visit and do business more in Indonesia .

Welcome to Indonesia!

**TAIWAN - INDONESIA  
TRADE JANUARY 2016**

