

WHAT IS SPWI 2017?

Seminar Pengembangan Wawasan Industri (SPWI) was first delivered in 1999 and has evolved to become a national seminar since 2009. Organized by Ikatan Mahasiswa Teknik Industri (IMTI), SPWI is annual event of the Department of Industrial Engineering, Faculty of Engineering Universitas Indonesia. The aim of the event is to broaden the horizon of views of not just Industrial Engineering students, but also students from other disciplines. Therefore, each year SPWI has different topics based on national and international current issues. This is to make sure that university students, as future professionals, will be ready to prepare and contribute for the solutions of these issues.

The rise of Gojek, Tokopedia, Traveloka and other notable digital start-ups in Indonesia, has trigger us to bring the topic of entrepreneurship that is in the heart of these start-ups. With the Government commitment to increase Indonesia's ranking in the World Bank's Ease of Doing Business, the opportunity for entrepreneurs in building and growing their business looks promising. With these in mind, we proudly present you **“Approaching Entrepreneurial World: Start Your Strategic Business Through Value Management”**

SPWI will look at this issue by well-combined with multi-perspective sessions of variety of speaker from ABG sectors of Academics, Business enterprises and Government. The discussion will deliver topics regarding entrepreneurship, market, innovation and sustainability, and value co-creation. We also introduce 3 new activities in SPWI 2017: Pre-Event/Exhibition, Business Plan Competition and Workshop. These 3 events will act as catalysts for its participant in understanding required to start a new business, creating value together with the customer (co-creation) and growing it into a sustainable business endeavor.

OUR BACKGROUND

Small and medium sized enterprises (MSMEs) and entrepreneurs play an important role in the Indonesian Economy. As in the case of United States, young firms have been shown to be a more important source of net job creation than incumbent firm. Entrepreneurship is one of the highly discussed topic recently. Therefore, one of the important indicator of a

country's prosperity is the ratio of entrepreneurs or business owners. A country with high amount of business owners would have a competitive society, one where the population strive to create value while simultaneously increase the well-being of the society.

Indonesia currently sits among the countries with lowest entrepreneurs or business owners compared to the national population, even among ASEAN countries. On the other side, Indonesia has one of the largest and fastest in growth young productive population in the world. This come at the time where information technologies have been aggressively adopted in broad applications for various purposes and reasons. This create a well informed and highly enthusiastic large young population who sees entrepreneurship as a better venture than traditional office works.

This seminar aims to inspire and provide the participants with adequate information to create valuable products through value co-creation and management. In order to successfully build and sell products, business owners must understand what the customers want with the concept of value co-creation. Then with value management, customers can share the value they seek from products that benefit them and the business owners can then create products that fulfill them, This is a win - win solution where both parties can maximize the benefits they seek.

OUR GOALS

1. EDUCATE participants about the condition and potential of enterpreneurship in Indonesia
2. REVEAL the considerations of creating a strategis business
3. INSPIRE the participants by sharing the practitioner's experience
4. ENCOURAGE the participants to also participate in real life issues of entrepreneurship

EVENTS (ditiadain dulu aja)

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HISTORY

Theme : “Quo Vadis Transportation Plannig : Integration Mass Transportation & Low-Cost Green Car”

Date : February 22nd 2014

Place : Crowne Plaza Hotel

Number Of Participant : 179 Participants



2015

Theme : “Uncovering The Value Chain of Natural Gas Economy”

Date : February 28th 2015

Place : Universitas Indonesia

Number of Participant : 180 Participants



2016

Theme : “Revealing Indonesia`s Future Industry : Accelerating E-Commerce Sustainability through Strategic Management”

Date : February 27th 2016

Place : Grand Hyatt Hotel, Jakarta

Number of Participants : 218



LOCATION (Belum fix jadi nanti bisa berubah ditengah-tengah)

a. Pre-Event

1. Exhibition

At Perpustakaan Pusat Universitas Indonesia

Week – 2 February 2017

2. Business Competition

Open Registration :December 17th 2016

Final Presentation : February 11st 2017

b. Main Event

Seminar

Saturday, February 25th 2017

Auditorium Djokosoetono, Fakultas Hukum UI, Kampus UI Depok

c. Post Event

Workshop

Sunday, February 26th 2017

Aula Departemen Teknik Industri, Lt.5

PRE ORDER TIKET

The registration is still closed

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