

DAY 1

START



WHOOsh station @ Halim



High-speed train reaching speeds of up to 350 km/h, allowed for quick travel time of <30mins compared to the conventional 3-hour car journey

WHOOsh station @ Padalarang



JAKARTA & BANDUNG OSM

21 - 25 JUL

DAY 2



PT Gistex Garmen Indonesia

Our visit to PT Gistex Garmen Indonesia was a highlight of the trip. We gained insights into the **meticulous teamwork and manual effort** involved in garment manufacturing, and even had hands-on experience creating our own garments.

The company's commitment to digital transformation, corporate social responsibility, and employee well-being showcased their holistic approach to business, making the experience both **educational and inspiring**.



Dusun Bambu, Bandung

"Dusun" = Village
"Bambu" = Bamboo

Bandung has a significant history with bamboo! The Sundanese people used bamboo for constructing houses, crafting utensils, and even making musical instruments like the angklung. Bamboo's abundance and versatility made it a crucial resource in the development of local architecture and culture.

Our day ended with a delicious Chong Qing Hot Pot experience! For some of us, it was the first time trying authentic Chinese hot pot, as finding halal versions in Singapore can be quite challenging. The private room's cozy ambiance, impeccable service, and the delicious hot pot with fresh ingredients and rich broths made it an unforgettable dining experience!



Chong Qing Hot Pot @ Trunojoyo Bandung

7:30PM

DAY 3



Tahu Telaga Yunsen

Tahu Telaga Yunsen showcased the unique dynamics of a **small family-run business**. Pak Hendra highlighted the balancing act between adopting modern automation and maintaining traditional methods, while also managing operations with his parents' involvement. Unlike larger companies, Tahu Telaga constantly diversifies its product range to meet varied customer preferences, demonstrating the **blend of heritage and innovation** essential for their success and growth.

DAY 4



SMU's Overseas Centre Jakarta

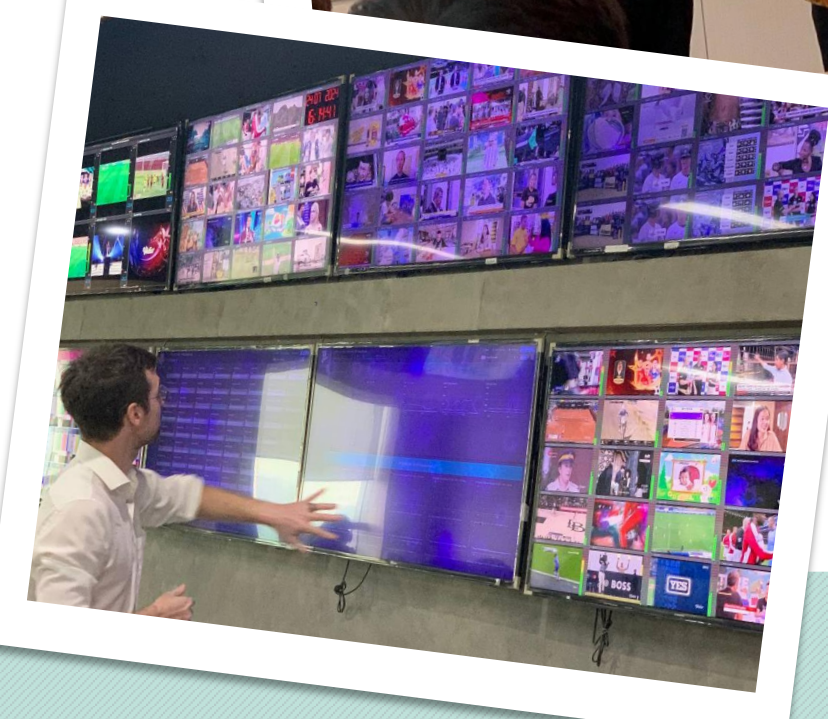
Prof. Themis outlined SMU's global strategy, with Ryan Ching from Slimstock Indonesia sharing insights on **adapting to Jakarta's business culture**. Key takeaways included the benefits of outsourcing for small teams and unique Indonesian employment practices.

Pak Allan discussed the **monumental efforts** behind the WHOOsh high-speed rail, including land clearance and relocation projects costing USD 2 billion. Challenges like kites on rail cables and animals on tracks were addressed with **innovative solutions**. Initial high uptake, supported by government subsidies, is now sustained with dynamic pricing, partnerships with Gojek, Grab, Traveloka, and cargo transport collaborations with J&T.



SCTV Tower

Pak Pieter shared Emtex's journey from a broadcasting business to a **multimedia powerhouse**. Leveraging partnerships, Emtex ensures Indonesian content is accessible locally, preventing reliance on global conglomerates. Their success showcases the importance of **local content providers in maintaining cultural relevance**.



DAY 5



DANA Indonesia

We visited DANA Indonesia, a digital financial service company revolutionizing financial inclusion with a digital wallet. DANA has achieved major milestones, including millions of users and various strategic partnerships. Their **customer-centric approach** was a key takeaway from our trip.



BINUS @ Kemanggis Anggrek Campus

BINUS University showcased its "BINUS Digital" initiative, focusing on Cloud computing and gamification for an **engaging learning experience**.