



# busworld®

SOUTHEAST ASIA JAKARTA

5 - 7 Oct 2022





## Busworld Southeast Asia, ASEAN'S Largest Meeting Place for the Bus & Coach industry

Indonesia is conducting massive infrastructure developments for land mass transportation. And the mass transportation of electric bus is one of the main development focuses in the future where the government targets to reduce greenhouse gas emissions and the need for fossil fuel consumption.

The Indonesia's Ministry of Transportation is heavily investing and promoting the use of new energy vehicles. The government has set a target to put 41,000 electric buses into operation by 2024. Moreover, the city-owned bus operator - Transjakarta has an ambitious plan to expand its electric bus (E-bus) fleet to 10,000 units by 2030. The main target is to make Jakarta free from emission-generating vehicles by 2050.

Starting April 2022, diesel vehicles in Indonesia are required Euro 4. The implementation of Euro 4 in Indonesia will bring positive impact toward environment. It could reduce greenhouse gas emissions up to 26%. Not only that, Euro 4 could increase vehicle productions and quality of fuel. In addition, this implementation will encourage the development of bus industry in Indonesia, enabling to compete and expand export opportunities to many countries.

Indonesia as G-20 Presidency holder will focus on Climate Change and Sustainable Energy. To support the program, Indonesia plans to have all public transit buses run on electricity. The government will continue the campaign for net-zero emissions. In which, one way is to electrify the entire transportation fleet as part of the Indonesian National Program.

The physical expo of **2<sup>nd</sup> Busworld Southeast Asia 2022** will take place from **5 to 7 October 2022, at JIExpo - Jakarta**. The exhibition will put up an exclusive and high qualified ASEAN's unparalleled one-stop show from bus, coach, electric bus, medium bus, minibus, component and services. This exhibition is an ideal platform that offers you a unique opportunity to do business and to expand networking



### Event Fact Sheet

**Show Name:**

**Busworld Southeast Asia 2022**

**Show Date:**

Oct 5 (Wednesday) – 7 (Friday), 2022

**Time:**

Oct 5 - 6, 2022 : 10.00 am – 06.00 pm  
 Oct 7, 2022 : 10.00 am – 04.30 pm

**Venue:**

Jakarta International Expo (JIExpo) Kemayoran, Jakarta - Indonesia

**Admission:**

Trade and Business Only  
 (visitors under 18 will not be admitted)

**Projected for the Exhibition:**

Exhibitor – 150 Exhibitors  
 Visitor – 15,000 Professional Visitors  
 Size Area – 12,000 sqm (Nett)



**150**  
Exhibitors



**25**  
Countries



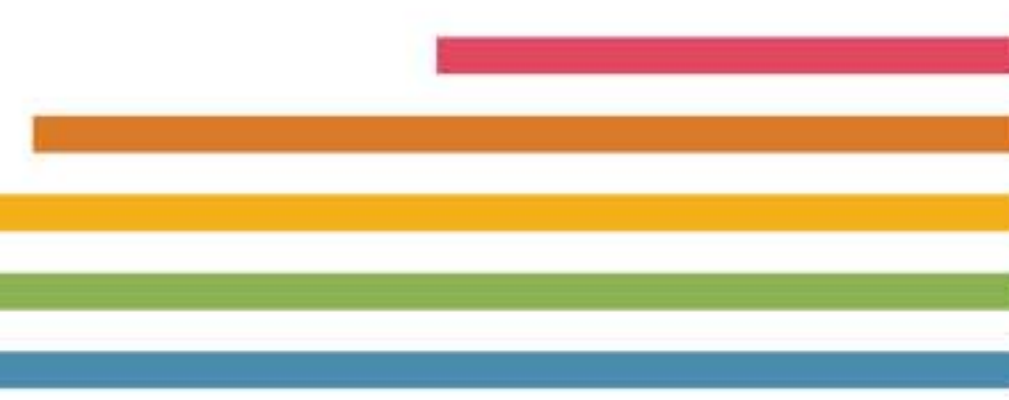
**15,000**  
Trade Attendees



**85%**  
Exhibitors committed to exhibit at Busworld SEA 2021



**83%**  
Exhibitors found potential buyers & distributors at Busworld SEA







## Exhibitor Profile

- Bus & Coach manufacturers
- Bus & Coach bodybuilders
- Accessories manufacturers
- Spare parts manufacturers
- Battery manufacturers
- ITS/hybrid devices
- Lights & LED displays
- Tyre manufacturers
- Bus & Coach interior decors
- Seat manufacturers
- Flooring
- Product designers
- Audio-Visual
- Air-conditioning
- Upholstery
- Dashboards
- Financial Institutions
- Paint Decors

## Visitor Profile

- City Bus Operator
- Public Transport
- Tourism Transport
- Port & Airports
- Hospital
- Bus Manufacturer
- Transport Authority (Government)
- Bus Rental Center
- Tourism Company
- Research & Development
- Knowledge Institution
- Supplier Manufacturers
- Wholesalers, Supplier & After Sales Services
- Maintenance & Inspection
- Aftermarket
- Importer, Exporter & traders, etc.

### Mr. Sadiq Helmi, TRANSJAKARTA

Transjakarta is introducing to the public that we are ready to use a friendly environmental vehicle. The enthusiasm of the visitors is very positive. We wish the event like this one that gather all the stakeholders and bus users from Indonesia or Southeast Asia will be held periodically.

### Mr. Adri Budiman, Head of Bus Products & Sales of PT. Daimler Commercial Vehicles Indonesia (MERCEDES-BENZ)

I really appreciate Busworld as this event is focusing on buses only. Customers can directly pay attention and compare one brand to others. This is very useful. I am very grateful to Busworld. I wish you more success in Indonesia. Thank you.

### Mr. Stevan Wangsasinartha, Product Manager of PT. Dieselindo Utama Nusa (Allison Transmission)

Busworld event is very good as the visitors are the right target and a lot of our existing customers and potential customers come and visit us in this exhibition. We will keep joining for the next Busworld Exhibition in 2 years ahead. Thank you.

### Mr. Aries Indrianto, Manager GSO of NEW ARMADA

I saw the reaction of people for Busworld Southeast Asia 2019 was very enthusiastic, we could see a lot of crowds in every corner. People really want to know the progress of the body building industry. There were a lot of vehicles shown here. We could see ATPM, Mercedes-Benz and Volvo. I would like to say thank you to the event organizer for the support.

### Ms. Candra Dewi K, Brand & Marketing Communication Manager of LAKSANA

We are interested in joining Busworld Southeast Asia because we are sure the market segment is perfect which is a B2B event. As this is the first event held in Indonesia and there are a lot of industry players, bus community where we can improve our brand image and also level up our sales achievement. We got some potential buyers as we launched some programs during Busworld Southeast Asia.

### Mr. David Mead, Vice President of VOLVO Bus

We participated in Busworld exhibitions in a number of cities, and Jakarta is something new. The Busworld brand is known globally for such a long time so the opportunity to take part in the Busworld Brand is something very exciting. Through this exhibition, we had enormous opportunities to connect with the customers of Indonesia and the show gives us the chance to meet with the suppliers, meet the partners, and have networking in the bus industry within Indonesia. So we wish for a great success. and I look forward to continuing our relationship with Busworld in the future.





# JIExpo

Jakarta International Expo  
Kemayoran

**Busworld Southeast Asia 2022 - Indonesia** will take a place at Jakarta International Expo, a perfect place for exhibition in a venue built to international standards. Only 30 minutes away from Jakarta's CBD, half an hour away from Soekarno – Hatta International Airport, 20 minutes away from Gambir train station, 5 minutes away from five stars hotels and leading restaurants, and 2 minutes from Kemayoran highway.

## COST OF PARTICIPATION

### Floor Space Only



#### CATEGORY PRODUCT AREAS:

##### A. Vehicles Unit:

- **USD 160 / sqm** (100 – 150 sqm)
- **USD 135 / sqm** (151 – 300 sqm)
- **USD 120 / sqm** (301 – up sqm)

##### B. Components, Accessories & Equipment:

- **USD 280 / sqm** (min area 36 sqm)

Description: Allow the flexibility to build your own special designed stand. The package excludes electricity power, carpet & furniture.

### Premium Stand Package



**USD 330 / sqm**  
(minimum area 18 sqm)

Description: Floor space, carpet flooring, white panel with Octanom structure, logo on the tower, power point, fluorescent tubes, info desk, box display, round table, lockable cabinet, easy chair and waste basket.

Note: \*The rate exclude 11% of VAT

\*\*All exhibitors who are domiciled in Indonesia must use IDR (Indonesia Rupiah) in payment in accordance with the current market rate.

### Standard Stand Package



**USD 320 / sqm**  
(minimum area 12 sqm)

Description: Floor space, carpet flooring, white panel with Octanom structure, fascia name of the exhibitor (no logos), power point, fluorescent tubes, folding chair, wall shelving, round table, reception table, waste basket.

### Contact us for more detail:



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### Supported by



The Ministry of Industry  
the Republic of Indonesia



Ministry of Transportation of  
the Republic of Indonesia



Association of Indonesian  
Carrosserie Industries  
(ASKARINDO)



Indonesian Young Autobus  
Entrepreneurs Association  
(IPOMI)



Institute for Transportation  
& Development Policy



Indonesia Transportation  
Society (MTI)

### Strategic Partner



haltebus.com

### Member of



Indonesian Chamber of  
Commerce and Industry  
(KADIN)



Indonesian Exhibition  
Companies Association  
(ASPERAPI)

Make plans now to participate in this next generation show timed for business action

### Organized by



**busworld**



**GEM INDONESIA**  
(PT. Global Expo Management)

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