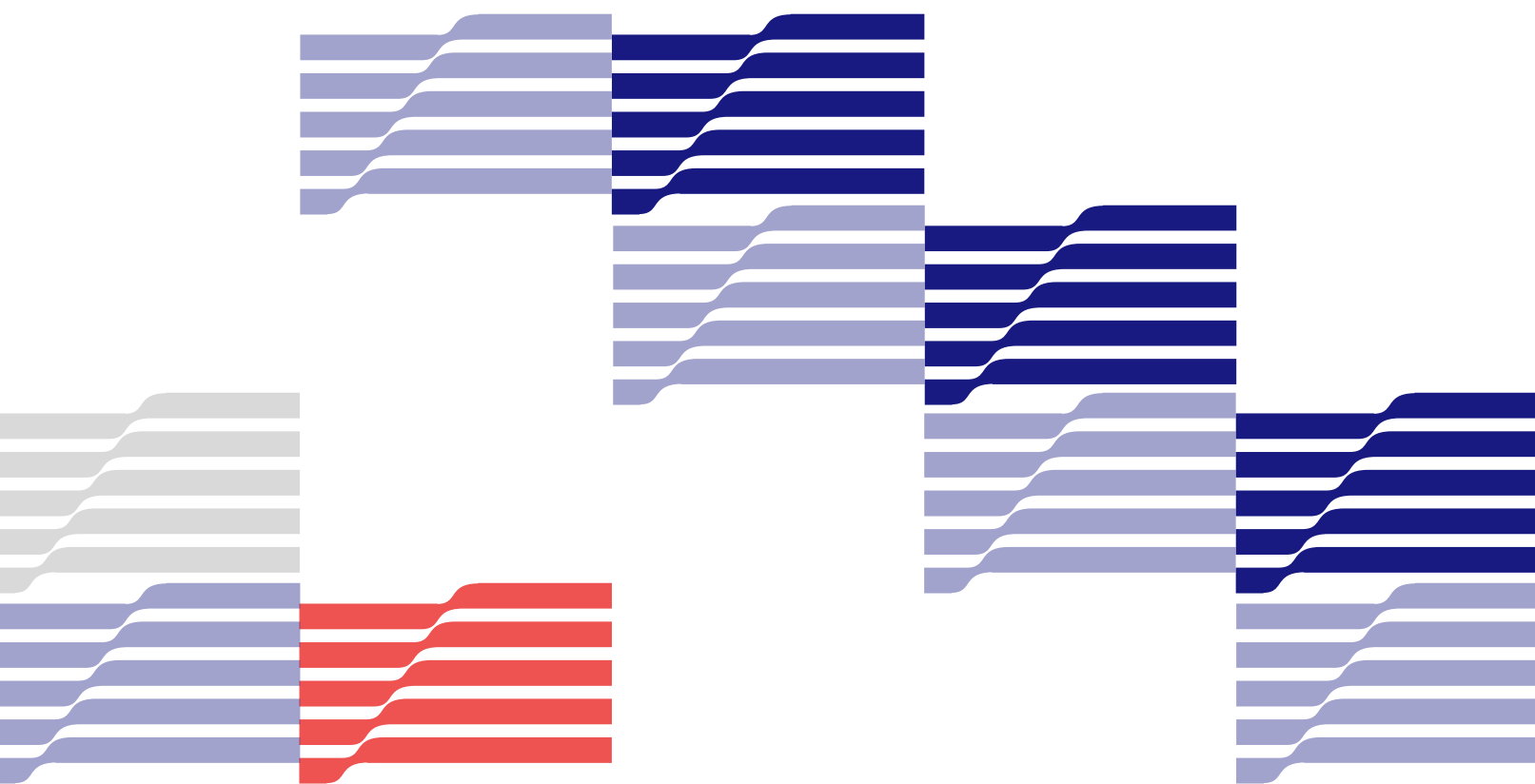


ACE
Youth Summit

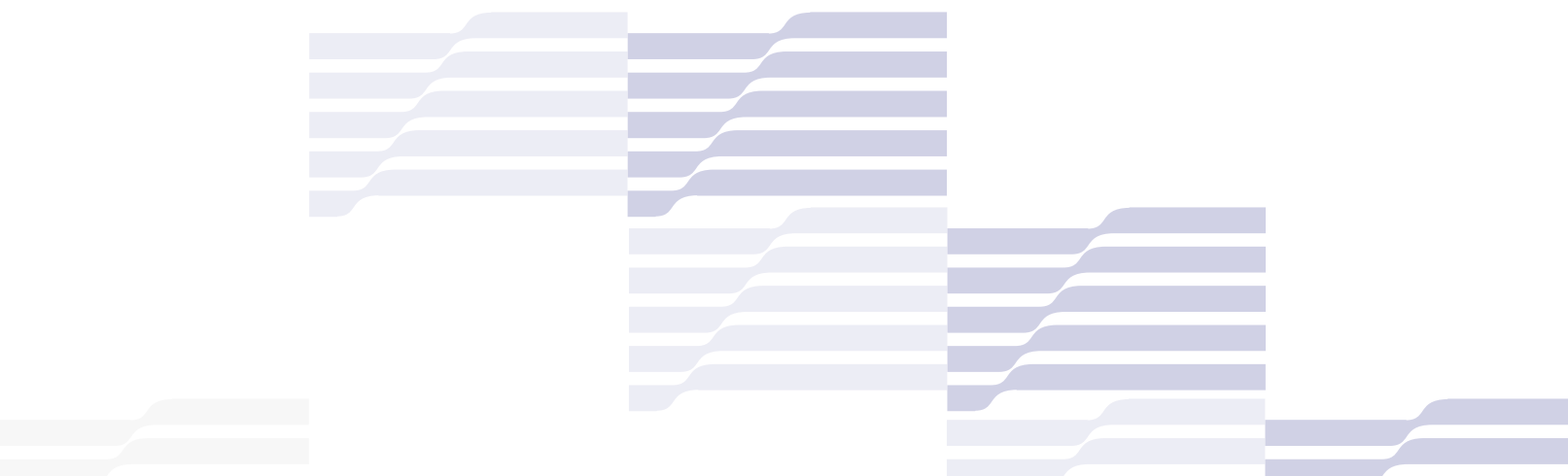
ACE-YS 2023

Insights Report

New Waves from The SEA



**Driving Growth Interconnectivity
through Digital Creativity**



New Wave from th



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SEA



Message from Kemenkomarves

The creative and digital industries represent a cornerstone of Indonesia’s and Southeast Asia’s future. With youth at the heart of these industries, their dynamism and innovative spirit hold the potential to redefine the region’s economic and cultural trajectory.

As countries in Southeast Asia experience a demographic dividend, it becomes imperative to harness this opportunity to empower the youth. The creative and digital industries are uniquely positioned to absorb large workforces, drive economic transformation, and contribute to the development of other sectors.

The Coordinating Ministry for Maritime and Investment Affairs proudly supports initiatives like the Asian Creative and Digital Youth Summit (ACE-YS). Through this platform, we aim to bridge young talents with industry leaders, fostering ecosystems that prioritize creativity, collaboration, and sustainable growth. It is vital to provide youth with platforms to actualize their ideas and amplify their voices in shaping the future of the creative economy.

We believe that the collaborative spirit displayed during ACE-YS 2023, coupled with innovative dialogues and actionable outcomes, will inspire generations to come. Let this be a catalyst for transformative change, driving not just economic prosperity but also cultural enrichment and global leadership for the ASEAN region.

Odo Manuhutu



Deputy Coordinating Minister for
Tourism and Creative Economy
Coordinating Ministry for Maritime and Investment
Affairs of the Republic of Indonesia (Kemenkomarves)



Message from Committee

Imagine a space where young creatives, industry leaders, and policymakers come together to shape the future of Southeast Asia’s creative and digital industries. That is what ACE-YS 2023 strived to be—a platform where big ideas met real action and collaboration sparked transformation.

This summit was about pushing boundaries, breaking silos, and amplifying youth voices. We explored how the creative economy can become more inclusive, impactful, and innovative, with young people leading the charge. From addressing challenges like funding gaps and digital access to crafting solutions through programs like the Creative Catalyst, ACE-YS was a reminder that the future is ours to build.

The insights from this summit capture the energy and determination of everyone involved. They reflect our shared belief in the power of collaboration across sectors and borders. This report is not just a record of what we’ve done—it’s an invitation for others to join in and help shape what is next.

ACE-YS is not just an event; it is a movement. We are here to empower young people to lead, to innovate, and to turn ideas into impact. The creative economy is at a turning point, and it’s up to all of us to ensure it becomes a force for positive change across the region.

This is your moment to step in, contribute, and be part of something extraordinary. Together, we can create a creative economy that thrives on collaboration, uplifts voices, and drives meaningful progress for generations to come.

Fadhila H. Athaya



Head, Steering Committee
Asian Creative and Digital Economy Youth Summit



ACE-YS 2023

in Numbers



6,074

Tickets Sold

4 Keynotes

8 Creative Talks

5 Roundtable Sessions

56 Speakers → 38 Speakers (Public) + 18 Speakers (Delegates)



27—29

October 2023

Taman Mini
Indonesia Indah (TMII)
Jakarta, Indonesia



2 Indonesian
Ministers

2 International
Ministers

21 Partners &
Sponsors

20 Indonesian Ministers
and Government
Agencies

7 Participating Countries: Indonesia, Malaysia,
Myanmar, Thailand, Japan, Cambodia, New Zealand



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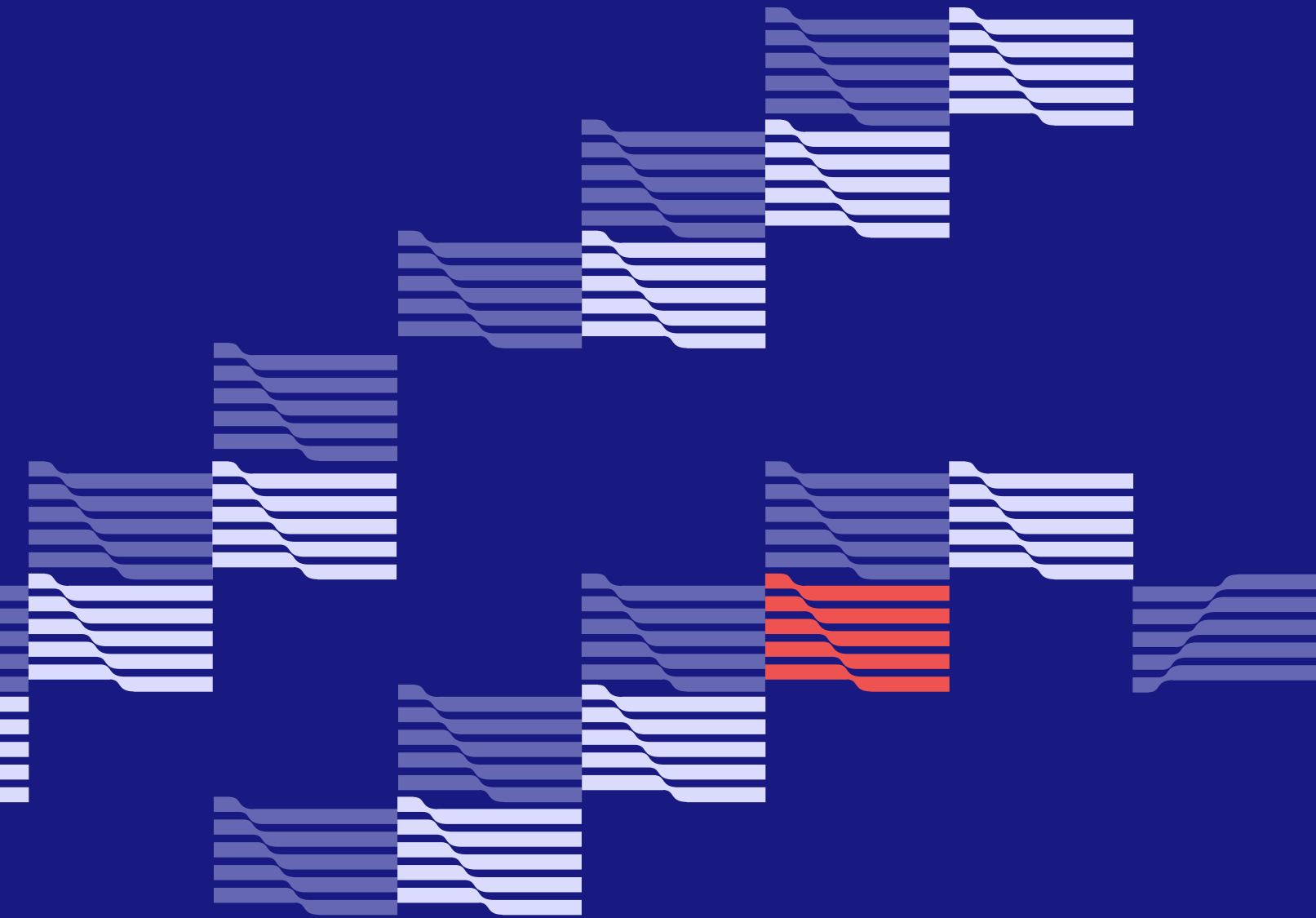


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01

Introduction



 **27—29**
October 2023

 Taman Mini
Indonesia Indah (TMII)
Jakarta, Indonesia



Background

The Asian Creative and Digital Youth Summit (ACE-YS) is a pioneering initiative that serves as a hub for collective youth action, with the primary objective of mapping and connecting Asian players in navigating global opportunities within the creative and digital economy. The ACE-YS is not just a one-time event, but a forum that will be held annually, with a decade-long plan to evolve into a highly respected international organization in the region and beyond. This platform aims to host over 6,000 young creatives to develop skills, share ideas and gain access to potential investors through a series of activities.

The Southeast Asia (SEA) region, home to several unicorn and decacorn startups, is a young economy with a significant demographic dividend that is yet to be fully tapped. Many young people in the region are required to broaden and sharpen their skills, knowledge, and networks to fully participate in and contribute to the creative economy. They also face challenges in gaining international recognition for their work and talents, as well as connecting with international investors.

The lack of effective inventor-investor matchmaking has become a barrier for young creatives to realize their potentials in the creative economy. Furthermore, the creative sector in the region is often characterized by informality, which can limit access to resources and opportunities.

The ACE-YS 2023, the inaugural event of this annual series which focuses on SEA, aims to address these challenges by providing a platform for young people across the SEA region to develop skills, share ideas, and express their creativity. The summit will also foster innovation and entrepreneurship in the creative industries, promote cross-border collaboration and knowledge sharing, and provide opportunities for young creatives to connect with international investors.

Our vision is to leverage Asia's young economy and demographic dividend to drive a vibrant, sustainable creative and digital economy. Through the annual ACE-YS events, we aim to map and connect creators, creative entrepreneurs, policymakers, communities from ASEAN+3 countries who have the drive and influence to advance the Asian creative and digital industry in our Creative Catalysts Program.



Objectives and Goals

ACE-YS has four main objectives to realize the vision of leveraging Asia's young economy and demographic dividend to drive a vibrant, sustainable creative and digital economy.



Fostering collective action among Asian young creatives to become global players



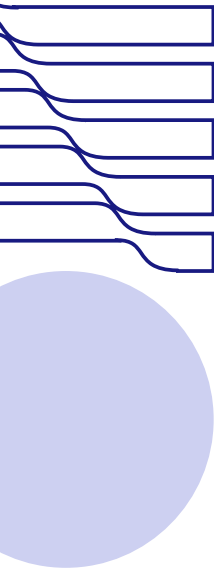
Providing a platform for young creatives to develop skills, share ideas, and connect with potential investors



Igniting cross-border collaboration among Asian young creatives

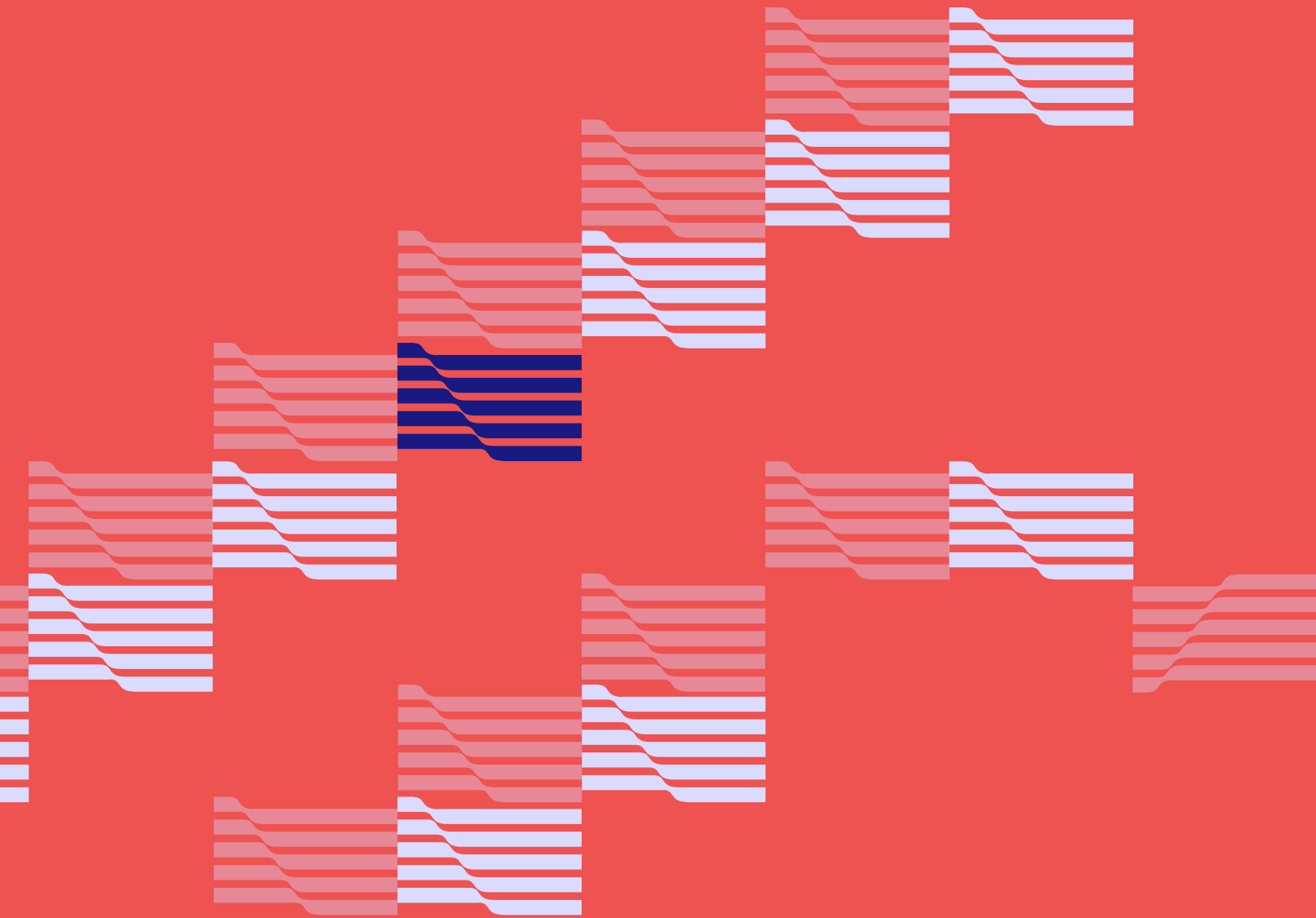


Promoting the Asian creative scene on a global scale



02

Summit Overview and Key Insights



 27—29
October 2023

 Taman Mini
Indonesia Indah (TMII)
Jakarta, Indonesia



Watch the aftermovie:

bit.ly/aftermovie-23



⌘ 02 Summit Overview and Key Insights

Keynote Speeches

📅 28 October 2023

⌘ OPENING REMARKS

In a momentous opening, James Chang, the visionary CEO of Lazada Indonesia, and Erick Thohir, the Ad Interim Coordinating Minister of Maritime and Investment Affairs of the Republic of Indonesia, united their voices to celebrate the pivotal role of youth in the creative and digital economy.

James' passionate narrative highlighted Lazada's remarkable journey as an international e-commerce company. In his remarks, he emphasized the power of dreams and unwavering determination. His heartfelt story about nurturing his son's aspirations demonstrated the transformative potential of empowering the youth. James' stirring call for collective dreaming and his vision of a future where the youth thrives laid the groundwork for the event, reflecting Lazada's mission to drive progress in South Asia forward through technology and commerce.

Complementing James' fervor, Minister Thohir lent an air of gravitas to the proceedings, underscoring the paramount importance of united action in advancing the creative and digital economy across the vast Asian region. His vision for ACE-YS 2023 as "The New Wave from Southeast Asia" radiated optimism, offering young creatives a platform to hone their skills, exchange ideas, and engage with global investors. Erick's unwavering belief in a future where Asia emerges as the global leader in the creative and digital economy added a layer of inspiration.

Together, James' passion and Erick's authority formed a harmonious blend, ushering in a future where the dreams and talents of the youth are the driving force behind a brighter and more innovative Asia.





KEYNOTE SPEECH 01

From Inspiration to AI-Spiration: Redefining Creativity with Artificial Intelligence

Amar Subramanya (VP of Engineering, Google Bard)

Amar Subramanya delivered a presentation on the transformative potential of artificial intelligence (AI) in the creative economy. He introduced BARD, a generative AI product designed to enhance creative endeavors. Amar expanded on the evolution of AI technology, emphasizing its applications in language processing. During his talk, he highlighted the benefits of using BARD and emphasized the importance of responsible AI development, including addressing biases and ensuring accuracy. Amar encouraged the audience to view AI as a tool for imagination and creativity, concluding with an invitation to explore BARD, a conversational AI tool, to stimulate curiosity and experience the possibilities of AI.

Key takeaways from the presentation highlighted Google's commitment to supporting Indonesia's digital and creative economy. Programs like Gapura Digital and Women Will have trained over 2 million small and medium businesses in Indonesia since 2015. Additionally, the YouTube Creative Ecosystem contributed 7.4 trillion rupiah to Indonesia's GDP in 2022.

Google for Startups provides mentorship, training, and funding to support Indonesian startups. The overarching theme is Google's dedication to deploying AI solutions that benefit the creative community and nurture digital talents. The adoption of AI is considered instrumental in building a robust digital economy that contributes to productive growth.

Google BARD was highlighted as a platform for users to collaborate directly with Google's advanced models. Its capabilities include generating stories, ideating on trends, providing coding assistance, and analyzing photos for various tasks such as expense management and resume creation.

Google's commitment to social benefit and addressing biases in AI models was reiterated. The potential of AI to positively impact diverse fields, from sciences and arts to healthcare and education, is underscored. Users were encouraged to explore BARD, emphasizing the exciting possibilities that AI offers in various creative and practical applications.



KEYNOTE SPEECH 02

Intellectual Property Rights: Balancing Access and Protection in the Asian Digital Economy Scene

Dr. Allen Au-Yeung
(Ex-VP Head of Creative, Walt Disney Company Asia)

Allen Au-Yeung, a distinguished former employee of the Walt Disney Company Asia, graciously shared his wealth of experience and insights with participants, emphasizing the pivotal role of creativity and storytelling in building successful brands. Throughout his speech, Allen highlighted the importance of collaboration and teamwork in the creative process, encouraging participants the open exchange of ideas. He also stressed the value of focusing on quality and adopting a long-term perspective when cultivating creativity.

Key points from Allen's speech include his assertion that "quality is the best business model", highlighting the critical importance of delivering excellence in all endeavors. He also emphasized the crucial role of brand strategy in fostering growth, recognizing it as a cornerstone of success. Allen urged participants not to shy away from failure and to embrace risks, emphasizing that creativity involves both storytelling and the art of surprising audiences.

Curiosity emerged as a recurring theme, with Allen affirming its pivotal role as the key to unlocking creativity. Drawing on his extensive experience, he shared examples and videos to illustrate these points, demonstrating the power of curiosity,

adaptability, and active listening in the creative process. Allen elucidated the multifaceted nature of building a brand, emphasizing the synthesis of story, skill, and style.

Furthermore, the speaker advocated for a holistic approach, acknowledging the significance of relationships in creative work. He encouraged flexibility, an open-minded approach, and the importance of staying attuned to others while being generous with ideas. Allen poetically described creativity as a form of magic that adds meaning and beauty to life, comparing it to riding a motorcycle on an open highway, signifying the exhilarating freedom inherent in the creative journey.

As the speech concluded, Allen left the audience with an inspiring directives: to play, have fun, make time for creativity, and tirelessly pursue possibilities. Finally, he encapsulated the essence of creativity, likening it to hard work, underscoring that the magic of creativity is not separate from diligence but an inseparable part of it. Allen's insightful discourse serves as a beacon for individuals navigating the landscape of creativity and brand-building. It offers a roadmap for those seeking to infuse their work with meaning, beauty, and lasting impact.





KEYNOTE SPEECH 03

Empowering Tomorrow: Unleashing Indonesia's Economic Potential through Digital Transformation

**Dr. Rizal Edwin Manansang, Ak., M.Sc.
(Expert Staff for Digital Transformation, Creativity, and Human
Resources, Coordinating Ministry for Economic Affairs of Indonesia)**

Rizal Edwin Manansang highlighted Indonesia's commitment to unlocking its economic potential through digital transformation. He acknowledged that the COVID-19 pandemic had accelerated the global adoption of digital technology, driving significant shifts in business processes and consumer behavior. The projection for the value of ASEAN's digital economy is set at USD 1 trillion by 2030, with Indonesia contributing a substantial 40% to this sum.

The anticipated growth of Indonesia's digital economy is staggering, with a predicted value of USD 130 billion in 2025, potentially soaring to a range between USD 222 billion and USD 360 billion by 2030. However, Rizal outlined key challenges hindering Indonesia's digital transformation, including the absence of a unified vision and strategy, digital talent shortages, limitations in connectivity infrastructure, regulatory gaps, and issues related to funding and investment.

To overcome these challenges, the Indonesian government is actively pursuing a multi-faceted approach. This includes the development of a national strategy for the

digital economy, the implementation of initiatives to enhance digital talent development, improvements in connectivity infrastructure, support for micro, small, and medium enterprises (MSMEs), and setting ambitious digital transformation targets through 2045.

The outlined targets include positioning Indonesia among the top 20 in digital competitiveness rankings, increasing the digital economy's contribution to GDP, elevating the percentage of information, communication, and technology (ICT) professionals in the workforce, and aspiring to have 61 unicorn startups by 2045.

Additionally, Indonesia aims to accelerate the initiation of the Digital Economy Framework Agreement (DEFA) negotiation within ASEAN, with the ultimate goal of achieving the region's ambitious USD 2 trillion digital economy value target by 2030. The government's comprehensive strategy reflects a determined effort to navigate and capitalize on the opportunities presented by the digital age, paving the way for sustained economic growth and competitiveness on both national and regional levels.





KEYNOTE SPEECH 04

Collaboration & Innovation: The Future of Asian Digital Economy

Sandiaga Uno
(Minister of Tourism and Creative Economy of Indonesia)

The ASEAN Creativity and Digital Economy Youth Summit 2023 convened in Jakarta with a bold vision: to position Indonesia as the focal point of the digital economy and creative industries. With a youthful population of approximately 90 million, Indonesia holds immense potential for digital economic growth. Projections indicate that Asia's digital economy will soar to USD 130 billion by 2025, driven by flourishing sectors such as e-commerce, gaming, music, films, and animations. Notably, Indonesia's e-commerce Gross Merchandise Value (GMV) is anticipated to surge from USD 59 billion in 2022 to a staggering USD 95 billion in 2025.

However, a critical shortfall in digital talent poses a significant challenge. While the country requires 600,000 skilled individuals annually, the educational system currently produces only 400,000. Bridging this gap calls for collaborative efforts, increased investments in education, and the provision of mentorship and opportunities to support Indonesia's emergence as a digital powerhouse in the region. The Indonesian Ministry of Tourism and Creative Economy underscores its unwavering commitment to catalyzing collaborations and fostering innovation within Indonesia's digital economy landscape.

The summit's overarching ambition extends beyond economic growth, aiming to redefine Asia's narrative as a beacon of sustainability and quality development. Central to this vision are the core tenets of innovation, adaptation, and collaboration, echoed throughout the summit's proceedings. The Minister emphasizes the imperative of active participation and partnership in this collective endeavor, advocating for a holistic approach that encompasses addressing the digital talent gap and cultivating a knowledge-driven educational ecosystem.

Furthermore, the Minister envisions reshaping Asia's narrative, transforming it into not only an economic powerhouse but also a beacon of sustainable progress. As the summit draws to a close, attendees are urged to translate rhetoric into action, mobilizing efforts to tackle pressing global issues such as climate change, digitalization, and socio-economic equality. Through concerted action and unwavering dedication, Indonesia aims to lead the charge towards a future where innovation flourishes, collaboration thrives, and sustainability reigns supreme in the digital economy landscape.

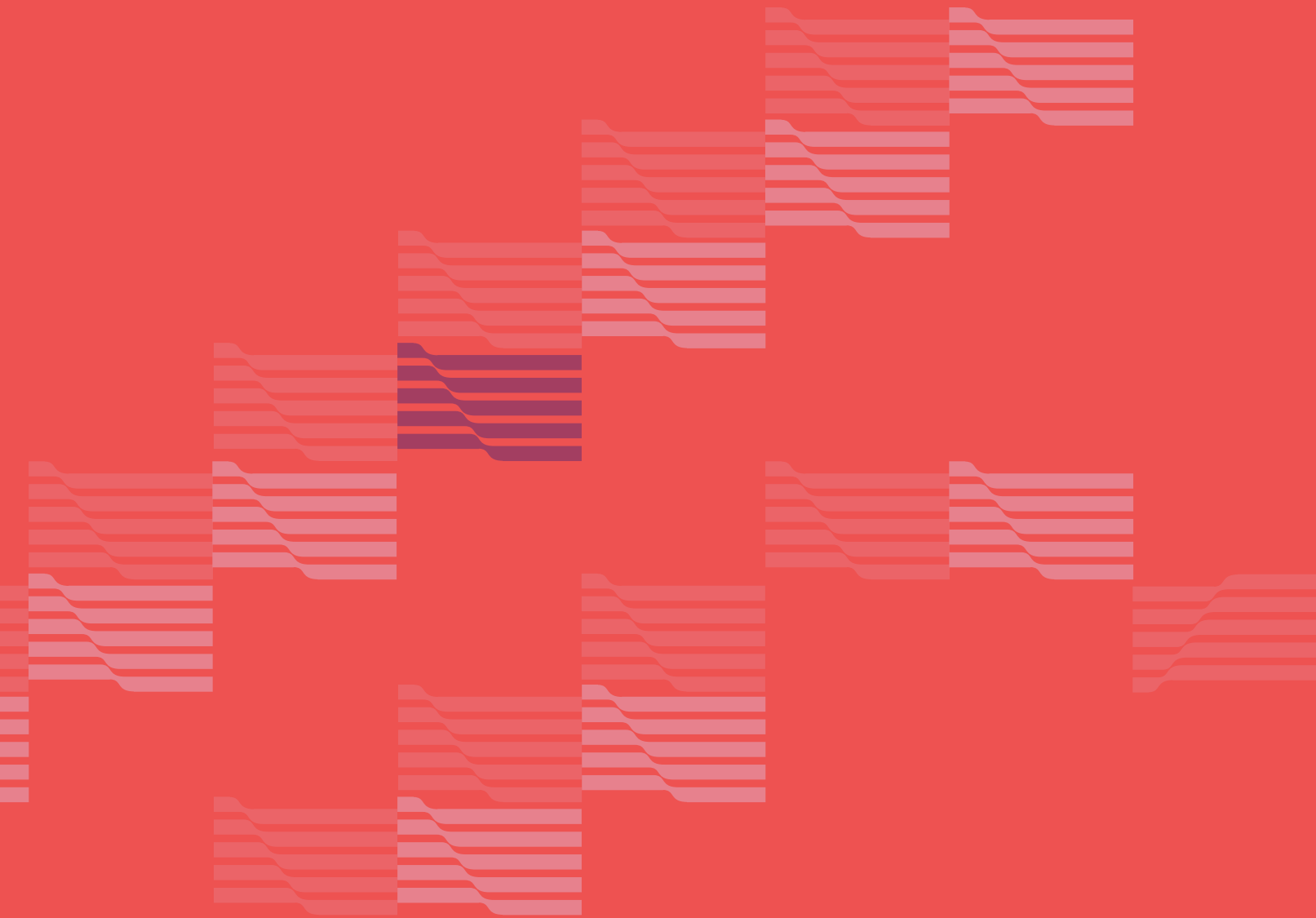




⊛ 02 Summit Overview and Key Insights

Creative Talks

📅 28—29 October 2023





CREATIVE TALKS 01

Content Innovation and Monetization Strategies in the Digital Age

Amanda Valani

(Head of Business Development and Creative Innovations, Viva Digital Networks)



Winston Utomo

(Founder and CEO, IDN Media)



Ogie Baringbing

(Head of Livestreaming, Lazada Indonesia)



Dita Aisyah

(CBO, Binar)

* MODERATOR





Exploring the transformative journey from traditional media to dynamic live streaming, the landscape of content has evolved from catering to a broad audience to leveraging niche advantages. This shift has democratized content access across every corner of Indonesia, enabling the sharing of content that was once considered impossible, such as live streaming treks for product promotion. This evolution has not only facilitated innovative content creation but has also created substantial opportunities for monetization.

The emergence of the creator economy and the incorporation of diverse content categories, including food, travel, and entertainment, underscore IDN Media's commitment to engaging a diverse audience. Concurrently, television broadcasting has adapted to curate content to compete with international offerings, such as the broadcast of Korean dramas. The specificity of niches has necessitated the development of skills in algorithms and search engine optimization (SEO), becoming imperative for journalists to navigate the digital realm successfully.

- **Winston Utomo**, representing IDN Media, Indonesia's leading consumer tech platform. He shared the founding story, emphasizing the crucial mission of addressing the information gap in Indonesia, with a particular focus on regions outside Jakarta. The core principle of democratizing information led to the establishment of IDN Media in 2014.
- **Amanda Valani**, from Viva Digital Networks, traced her career trajectory from a broadcast journalist to her current role in business development at the online media holding company. She highlighted the profound impact of the digital revolution on the media industry, stressing the imperative for journalists to pivot and adapt to digital platforms.
- **Ogie Baringbing** provided valuable insights into Lazada's strategy, combining real-time, interactive shopping experiences with creative content. This not only enhances customer engagement but also broadens monetization opportunities for sellers, exemplified by successful initiatives like LazLive, LazBeauty Besties, and Dapur Lazada.

Watch the full session here:

<https://s.id/2023ct1>



⊛ KEY TAKEAWAYS

- **Niche Identification:** Identifying our niche and understanding our audience is crucial. By delving into their pain points and personal preferences, we can craft tailored content that resonates with them.
- **Ability to Pivot:** There is a need to pivot or swiftly adapt to the constantly evolving digital realm.
- **Effective Monetization:** Adopting a decentralized approach to content creation is key. This not only ensures cost-effectiveness per piece of content but also facilitates the realization of effective monetization strategies.
- **FAME and 3 H Frameworks for Impactful Creations:** When it comes to content creation, two frameworks are valuable. The first is FAME, representing fun, attractive, meaningful, and engaging elements. Additionally, the 3 H framework—hero, hub, and hygiene—provides a structured approach to content strategy.
- **Democratization of Content:** The evolution from traditional media to dynamic live streaming has democratized content access, reaching every corner of Indonesia. This has opened up new possibilities for sharing previously unthinkable content, contributing to the diversification of the media landscape.
- **Innovation and Monetization Opportunities:** The ability to gather innovation has allowed tremendous space for monetization strategy. Initiatives such as LazLive, LazBeauty Besties, and Dapur Lazada showcase successful combinations of real-time, interactive shopping experiences with creative content, creating engagement, and expanding monetization opportunities for sellers.
- **Adapting Content to Specific Niches:** Due to the specificity of niches, algorithms and SEO have become essential skills for journalists navigating the digital realm. This emphasizes the importance of tailoring content to specific audiences and utilizing digital tools for maximum reach and impact.
- **Evolution of Television Broadcasting:** Traditional television broadcasting has evolved to curate content that competes with international offerings, such as broadcasting Korean dramas. This adaptation underscores the dynamic nature of the media industry and the need to stay relevant in a globalized content landscape.

The session delved deep into the strategic maneuvers our speakers employed to adapt to the ever-changing digital content and monetization landscape. Beyond shedding light on innovative content approaches, it underscored a crucial paradigm shift – monetization is no longer a mere sidekick but an integral and creative force shaping the very essence of compelling content. The speakers illuminated the intricate dance between creativity and revenue generation, affirming that in this era, mastering both is essential for success in the digital content arena.

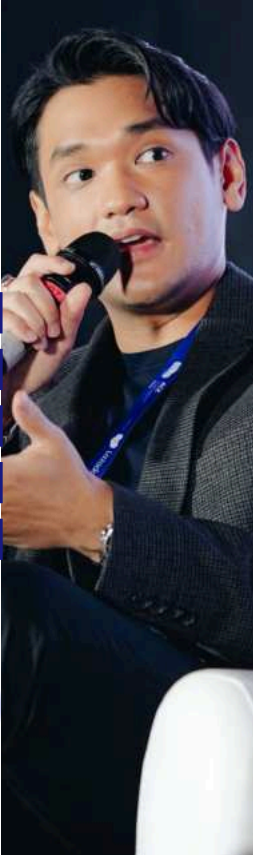




CREATIVE TALKS 02

Tunes, Tech, and Triumph: Mastering Digital Music Success

Afgansyah Reza
(Singer, Musician)





Olavina Harahap
(Senior Product Marketing Manager, YouTube, Southeast Asia)

Odo Manuhutu
(Deputy Coordinating Minister for Tourism and Creative Economy, Kemenkomarves)





Tami Aulia
(Musician, Creator)

Reza Alqadri
(Music Enthusiasts, Radio Announcer)



* MODERATOR





Four distinct personalities, each with their unique dedication, have contributed to the unprecedented dynamism in the success of digital music over the last few decades. Extensive research conducted by Ipsos and Oxford Economics revealed a burgeoning audience and evolving tastes, culminating in a collaborative effort by our speaker Afgansyah Reza (Afgan) with international artists Jackson Wang and Robin Thicke. This collaboration became possible as music transformed from a personal form of entertainment to a global phenomenon, breaking production constraints and elevating artists' creativity, as exemplified by Afgan and fellow Indonesian artist Tami Aulia. Tami herself embraced the viral phenomenon by showcasing her busking talents on the streets of Milan. This prompts contemplation on the evolving nature of music promotion, suggesting that elaborate grand plans are no longer necessary. Instead, the power of authenticity and impromptu moments takes center stage.

The driving forces behind this industry shift in Indonesia were none other than YouTube and the Ministry of Tourism and Creative Industry. YouTube, functioning as both a space and a trampoline, facilitates artists in overcoming boundaries. The platform demonstrated its commitment to nurturing the music community through features like analytics and programs such as YouTube Music Night. Globally, YouTube invested a substantial USD 6 billion in 2022, allocating 30% of payouts to user-generated content, showcasing its financial support for creators. This supportive environment is further bolstered by the Ministry's efforts to align the goals of the music industry, whether it aims to dominate domestically, regionally, or internationally. The importance of establishing frameworks for rewards, copyrights, and industry connections was emphasized to ensure the industry's sustainable growth.

- **Afgansyah Reza** emphasized the significant shift in music promotion, highlighting the move from traditional channels to digital platforms. He stressed the transformative role of platforms like YouTube in enabling artists to reach a global audience, liberating them from the constraints of conventional media.
- **Tami Aulia**, reflecting on her roots in Lombok, discussed the challenges of limited promotion opportunities in traditional settings. Her digital transition in Yogyakarta marked a pivotal moment, using platforms to connect with audiences through covers and original content.
- **Olavina Harahap**, Senior Product Marketing Manager at YouTube, provided valuable insights into the platform's impact on the music industry. She underscored YouTube's crucial role in reaching new audiences and supporting breakthrough artists.
- **Odo Manuhutu**, Deputy Coordinating Minister for Tourism and Creative Economy, discussed the government's pivotal role in fostering a thriving music industry. Drawing parallels with the gaming industry, Odo highlighted the need for collective ambition and collaboration to create a healthy and flourishing environment.

Watch the full session here:

<https://s.id/2023ct2>



⊛ KEY TAKEAWAYS

- **Digital Transformation and Global Reach:** The music industry has undergone a significant transformation, with digital platforms enabling artists to achieve global reach, transcending geographical boundaries.
- **Crucial Role of YouTube and Digital Platforms:** Platforms like YouTube have emerged as pivotal players, providing essential support and promotion for artists. They offer valuable tools, analytics, and programs that empower musicians to thrive in the digital landscape.
- **Necessity for Collaboration:** The success of the music industry hinges on collaborative efforts between the government, industry players, and artists. Drawing inspiration from successful models in other countries, collaborative initiatives are essential to create a conducive environment for growth.
- **Diversity and Authenticity in Content Creation:** The key to attracting audiences and achieving content virality lies in the creation of diverse and authentic content. Artists are encouraged to embrace authenticity as a powerful factor in engaging their audience.
- **Collective Ambition for Success:** The call for collective ambition and collaboration underscores the idea that the music industry's success requires a unified effort from all stakeholders. This collective approach is essential for addressing challenges, fostering innovation, and ensuring the industry's overall prosperity.

Together, Afgansyah Reza, Tami Aulia, Olavina Harahap, and Odo Manuhutu vividly depict the profound impact of digital platforms on the music industry. Their narratives not only underscore the global accessibility for artists but also highlight the elevation of regional talents, all made possible through the instrumental role played by platforms such as YouTube in shaping the contemporary musical landscape. The discourse resounds with a resounding call for collaboration, the democratization of opportunities, and the imperative need for symbiotic government-industry partnerships to cultivate a flourishing music ecosystem in the digital age. Collectively, these insights paint a compelling picture of a promising future where the synergy of digital platforms and strategic collaborations acts as a driving force in the ongoing dynamic evolution of the music industry.





Gaming for Impact: Tools for Social and Cultural Change in Southeast Asia

Ivan Chen

(CEO & Founder, Anantarupa Studios)



Shieny Aprilia

(CEO, Agate International)



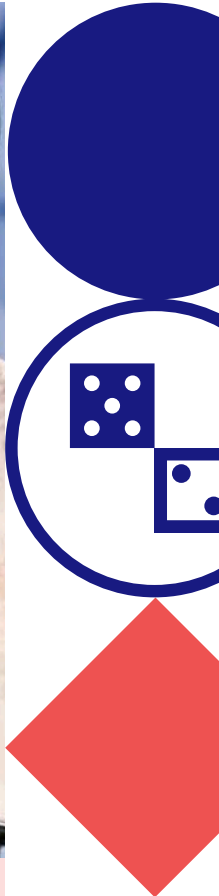
Resha Adi Pradipta

(Country Manager Indonesia & Malaysia, Riot Games)



Dennis Adishwara

(Actor, New Tech Enthusiast and Gamer)



The pervasive notion that the gaming industry is merely a leisure pursuit has been debunked by the significant impact of pandemic-induced boredom. Contrary to this belief, the sector has witnessed substantial growth in Southeast Asia, particularly in Indonesia. Reaching the total of 174 million users in 2022, the local game industry has evolved into a productive force shaping future Olympiads. Initiatives such as Southeast Asia's first virtual reality (VR) museum led by Anantarupa Studios underscore the industry's resilience and its capacity to contribute to cultural enrichment and education beyond traditional entertainment realms.

Moreover, a deeper exploration reveals gaming's potential to drive social and cultural change. Community-centric marketing strategies, expansion into mobile gaming, and a commitment to fairness in game development demonstrate a broader dedication to inclusivity and cultural preservation. The symbiotic relationship between gaming and youth lifestyle, influencing aspirations and career choices, further highlights the industry's role in shaping experiences and narratives that extend beyond mere entertainment, fostering cultural integration and offering transformative experiences. Indonesian value of "Gotong Royong" incorporated into the games not only as a form of entertainment but as a conduit for crafting memorable narratives, cultural integration, and transformative experiences.

- **Ivan Chen**, the visionary founder of Anantarupa Studios, brought a wealth of experience and insights to the session. His emphasis on the cultural preservation potential of virtual reality and the integration of VR museums into education underscored his commitment to leveraging technology for enriching cultural experiences and education.
- **Resha Adi Pradipta**, the Country Manager at Riot Games, highlighted the importance of word of mouth and social invitations in a communal society like Indonesia. Pradipta also underscored Riot Games' dedication to fairness in game development, avoiding pay-to-win strategies and instead emphasizing cosmetics and skins for revenue.
- **Shieny Aprilia**, CEO of Agate International, illuminated the symbiotic relationship between gaming and the youth lifestyle. With a keen focus on the aspirations of the younger generation, Shieny acknowledged the industry's profound influence on career choices, with many aspiring to become streamers or esports players.

Watch the full session here:

<https://s.id/2023ct3>



*** KEY TAKEAWAYS**

- **Beyond Entertainment and Cultural Enrichment:** The gaming industry, once seen as solely a leisure pursuit, has transcended this perception. It now stands as a powerful force fostering cross-cultural understanding, challenging norms, and empowering communities. Initiatives like Southeast Asia's first VR museum showcase its capacity to contribute to cultural enrichment and education, extending beyond traditional entertainment realms.
- **Crucial Role of Community Marketing:** Community-centric marketing strategies, as highlighted by Resha Adi Pradipta of Riot Games, are crucial for player acquisition. The importance of word-of-mouth and social invitations in communal societies, like Indonesia, underscores the potential of such marketing strategies in engaging players and building a sense of community within the gaming landscape.
- **Integrating Local Culture for Impactful Games:** Ivan Chen's emphasis on the cultural preservation potential of virtual reality and the integration of VR museums into education underscores the importance of integrating local culture into game development. This not only adds depth to the gaming experience but also ensures that games resonate with players on a cultural level.
- **Balancing Uniqueness and Familiarity:** Shieny Aprilia, CEO of Agate International, highlights the delicate balance between uniqueness and familiarity in game development. This balance ensures that games not only stand out but also connect with players, introducing cultural elements seamlessly into the gaming landscape.
- **Collaboration and Inclusivity in Game Development:** Collaboration and inclusivity, both within the industry and with local partners, are essential for game development. The incorporation of the Indonesian value of *gotong royong* into games showcases the industry's commitment to collaboration, creating culturally resonant narratives and transformative experiences.
- **Empowering Youth for Cultural Preservation:** The gaming industry empowers young individuals to advocate for cultural preservation and positive change. The influence of gaming on career choices, with aspirations to become streamers or esports players, reflects the industry's potential to shape the future by inspiring the youth to be agents of cultural preservation and positive societal transformation.

The gaming industry has undergone a paradigm shift, evolving beyond conventional leisure to emerge as a dynamic catalyst for cultural enrichment and societal influence. The notable surge in users, complemented by groundbreaking initiatives like VR, underscores the industry's transformative impact. Key takeaways emphasize the strategic importance of community marketing, the nuanced integration of local culture in game development, and a commitment to collaboration, inclusivity, and empowering the younger generation for meaningful societal contributions. As the realms of technology, culture, and entertainment converge, the gaming industry stands as a pivotal agent of change, poised to shape the future through innovation, cultural resonance, and immersive, transformative experiences.





eSports: The Asian Gaming Phenomenon

Andrian Paulin Husen
(CEO, RRQ)





Nabila "Nabbsky" Sulthana
(eSports Pro Player, RRQ)

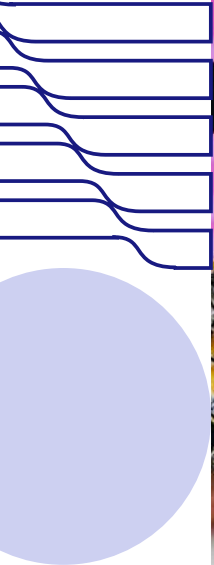
Rangga Danu
(CEO, Kincir)





Wiku Baskoro
(Co-founder, Hybrid.co.id)

* MODERATOR



The focus of this session extended to the profound impact of eSports on transcending cultural boundaries, fostering connections, and reshaping the gaming industry across the diverse landscape of Asia. Beyond the competitive sphere, the discourse highlighted the active involvement of gaming enthusiasts from various cultures in non-competitive events, contributing significantly to the building of bridges among diverse communities.

The exploration delved into the broader role of eSports in cultural diplomacy and the vision for enhancing cross-cultural interactions within the expansive Asian gaming phenomenon. Emphasizing the universal language of gaming, the discussion underscored the need to facilitate interactions and connections among players and fans from diverse Asian cultures. Furthermore, insights were shared regarding the evolving fan base of prominent gaming organizations and their aspirations to play a central role in enhancing cross-cultural connections within the vast Asian gaming landscape.

As we navigate the ever-evolving landscape of eSports, the session laid a foundation for an inclusive and connected gaming industry, providing a powerful example of how eSports can serve as a dynamic catalyst for unity, understanding, and mutual respect.

With valuable insights from this enriching discussion, the collective endeavor is to pave the way for an increasingly harmonious and interconnected realm within the expansive tapestry of eSports.

- **Rangga Danu** shared pivotal moments when he realized the transformative potential of eSports to unite diverse cultures. He recounted instances of cross-cultural team collaborations and tournaments that brought together players from different backgrounds, fostering unexpected camaraderie.
- **Andrian P. Husen** reflected on RRQ's journey, emphasizing a defining moment when he realized eSports could serve as a powerful vehicle for cultural connections. He explored the rise of mobile gaming in Asia and its contribution to the fusion of cultures, citing examples of successful cross-cultural mobile gaming initiatives.
- **Nabila "Nabbsky" Sulthana** shared her personal journey from a casual gamer to a professional eSports player, providing insights into the challenges faced as a female player. She offered insights into her experience with RRQ Kaguya, highlighting notable achievements in the VCT GC APAC ELITE.

Watch the full session here:

<https://s.id/2023ct4>



*** KEY TAKEAWAYS**

- **Cultural Unification:** eSports serves as a powerful tool for transcending cultural boundaries, fostering connections, and reshaping the gaming industry in diverse Asian landscapes.
- **Beyond Competition:** Active participation of gaming enthusiasts in non-competitive events significantly contributes to building bridges among diverse communities.
- **Cultural Diplomacy:** eSports plays a broader role in cultural diplomacy, emphasizing the universal language of gaming and the need for interactions among players from diverse Asian cultures.
- **Cross-Cultural Connections:** Insights shared about evolving fan bases and aspirations of gaming organizations highlight the importance of enhancing cross-cultural connections within the vast Asian gaming landscape.
- **Inclusivity in Gaming:** The session lays a foundation for an inclusive and connected gaming industry, demonstrating how eSports can serve as a catalyst for unity, understanding, and mutual respect.
- **Transformative Potential:** Personal anecdotes, like Rangga's cross-cultural team collaborations, underscore the transformative potential of eSports to unite players from different backgrounds.
- **Mobile Gaming Fusion:** Reflecting on RRQ's journey, the rise of mobile gaming in Asia contributes to the fusion of cultures, with successful examples of cross-cultural mobile gaming initiatives.
- **Challenges and Achievements:** Nabbsky's journey from casual gamer to professional eSports player sheds light on challenges faced as a female player and highlights notable achievements in her career.

There is a profound exploration of eSports' transformative impact in Asia, transcending cultural boundaries and reshaping the gaming landscape. Beyond competitive realms, the discourse underscored the pivotal role of non-competitive events and cultural diplomacy in fostering connections among diverse communities. The universal language of gaming emerged as a focal point, emphasizing the imperative of facilitating interactions among players from various Asian cultures. Insights into evolving fan bases highlighted gaming organizations' aspirations to play a central role in enhancing cross-cultural connections. This session laid a solid foundation for an inclusive gaming industry, showcasing eSports as a dynamic catalyst for unity, understanding, and mutual respect. Personal narratives from Rangga, Andrian, and Nabbsky further illuminated the transformative potential of eSports, emphasizing the fusion of cultures and the challenges and achievements within this culturally diverse gaming ecosystem.





ACE

Youth Summit

2023



Access to Funding and Markets for Creative Products, Projects, and Services

Arifin Putra Scheunemann
(Founding Partner, Habibi Innovation Incubator)





Camelia Harahap
(Head of Arts and Creative Industries, British Council Indonesia)

Heinrich Vincent
(Founder and CEO, Bizhare.id)





Angela Chen-Delantar
Angela Chen-Delantar (Co-Founder & CEO, Eskwelabs)

* MODERATOR



Funding is a universal challenge that impacts both established industries and startups alike. The creative industry faces unique obstacles in securing financial support, making it a vital topic to explore. The session delved into the diverse funding opportunities available to creative entrepreneurs and artists.

Experts from the British Council Indonesia, Bizhare, and an Angel Investor provide insights into grants, equity investment, and angel funding. Not only did they explained different funding opportunities available for local creatives from their respective institutions. The speakers also shared a list of dos and don'ts that would either increase or decrease applicants' chances in getting their project funded.

- **Camelia Harahap**, Head of Arts and Creative Industries at British Council Indonesia, explains how their mission connects the United Kingdom and Indonesian artists, offering grants of various sizes to facilitate collaborations and international engagement. It's an excellent opportunity for creative individuals to build their portfolios.
- **Heinrich Vincent**, Founder and CEO of Bizhare, shares insights into their digital private equity and security funding platform, which has supported over 130 Indonesian businesses, including creative ventures. With equity-based investment and short-term loans, Bizhare is a transparent and appealing option for creative businesses seeking growth.
- **Arifin Putra**, an angel investor and founding partner at Habibi Innovation Incubator, provides a peek into the world of angel investors. Clear financial transparency, legal entity status, and profitability are key for securing their investment. Building trust through strong bookkeeping and tax compliance is essential.

Watch the full session here:

<https://s.id/2023ct5>



*** KEY TAKEAWAYS**

- **Building Trust:** Trust is at the core of the creative economy, established through your portfolio, financial accounts, and the entity that facilitates trust.
- **Success Mindset:** Success in the creative economy requires excellence in one's craft and effective business management skills.
- **Collaboration:** Collaborating with those who can identify funding opportunities can lead to success.
- **Product-Market Fit:** Demonstrating a unique selling proposition and a strong product-market fit is crucial to attract investors.
- **Impact and Social Change:** Consider the impact of your creative project on global challenges and social change.
- **Problem Solving:** Investors appreciate creative entrepreneurs who identify real problems and provide solutions.
- **Diverse Opportunities:** The funding landscape for creative projects is unique and diverse, requiring tailored approaches.
- **Community Building:** Building a supportive community is crucial, including a strong portfolio, trustworthy accountants, and a network of collaborators and investors.

The creative industry's funding landscape offers various paths for entrepreneurs and artists to secure financial support. Aspiring creatives should explore these options to align with their goals, types of projects and financial needs. Transparency, profitability, and professionalism are vital in the creative industry, opening a world of opportunities for passionate artists and entrepreneurs.



ACE

Youth Summit
2023



CREATIVE TALKS 06

Crafting Asian Cultural Narratives: Bridging IP Development and Animation

Mochtar Sarman
(CEO, Juara Raga Adidaya and The Licensing Guy)



Ronny Gani
(Co-Founder and Creative Director, Kawi Animation)



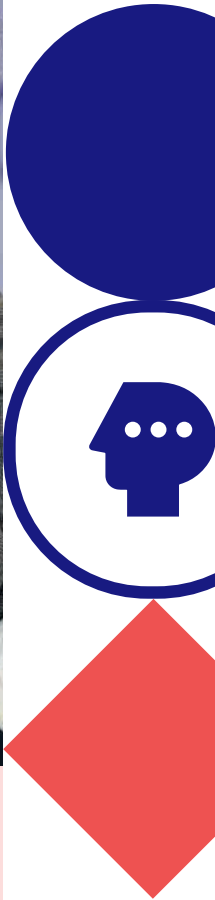
Primadi Serad
(Program Director, Djarum Foundation)



Ryan Adriandhy
(Animator and Film Director)



* MODERATOR



The dynamic discourse on cultural narrative development explores contributions to intellectual property (IP), animation, and education from diverse backgrounds. Reflecting to the challenges currently faced by the animation industry in Indonesia, the discussion touched upon the crucial need for elaborate funding for local players, not only in terms of production but also for training and capacity building.

In response to inquiries about sustainable commercialization models in Indonesia, Mochtar Sarman in particular highlighted the importance of a robust ecosystem, effective IP management, and strategic preparation. The discussion explored the idea of transforming customers into fans and aligning creative and business perspectives.

In terms of local aspiring creators comparing themselves to industry giants like Pixar, Ronny Gani gave a number of personal advices. These suggestions included leveraging resources, avoiding overthinking, and maximizing creativity within cost constraints.

- **Mochtar Sarman**, CEO of Juara Raga Adidaya and The Licensing Guy, values knowledge exchange sessions like ACE-YS, emphasizing the need for a two-way exchange to enhance intellectual wealth and creativity. He envisions well-structured IPs as propelling global cultural narratives, especially in preserving Asian heritage.
- **Ronny Gani**, Co-Founder and Creative Director of Kawi Animation, shares his journey and advocates for a shift in animation education towards creativity and a holistic understanding of the creative process. Reflecting on contributions to projects like The Avengers, Gani explores shaping Asian cultural narratives and blending technical skills with local creators.
- **Primadi Serad** from Djarum Foundation outlines support for animation students, addressing literacy challenges. The foundation prioritizes early preparation, introducing animation concepts from a young age to cultivate future animators.

Watch the full session here:

<https://s.id/2023ct6>



⊛ KEY TAKEAWAYS

- **Intellectual Wealth Propels Global Narratives:** Well-structured IPs and robust funding play a pivotal role in advancing global cultural narratives.
- **Creativity Over Hard Skills:** Animation education should prioritize creativity and a holistic understanding of the creative process.
- **Early Preparation for Future Animators:** Introducing animation concepts early addresses literacy challenges and cultivates a new generation of animators.
- **Breaking Molds for Global Relevance:** Adapting cultural stories for animation involves emotional engagement, value preservation, and an integrated ecosystem.
- **Strategic Commercialization in Indonesia:** A robust ecosystem, effective IP management, and strategic preparation are vital for sustainable commercialization.
- **Practical Steps for Aspiring Creators:** Start with available resources, avoid overthinking, and maximize creativity within cost constraints to realize visions.

The panel emphasizes adapting cultural stories for animation, breaking molds for global relevance, and the importance of emotional engagement and value preservation.





CREATIVE TALKS 07

Culinary Diplomacy: Building Bridges through Southeast Asian Cuisine



Helianti Hilman
(Founder and Executive Chairperson, Javara Indonesia)



Ade Putri Paramadita
(Culinary Storyteller)



Muhammad Badarudin
(Co-Founder, Second Floor Coffee)

* MODERATOR

Social media and technology connect Southeast Asia's diverse culinary landscape, which combines local and modern methods. The region's culinary sector has economic potential despite heritage preservation issues. To maximize cultural impact, stakeholders should encourage innovation, inclusive access, cross-border knowledge exchange, and regional cooperation.

Ade Putri Paramadita's culinary tales reveal Indonesia's complexity. From foreign culinary adulation to Indonesia's diverse culinary traditions. She emphasized the difficulty of introducing exotic flavors to diverse audiences and how to overcome the challenges that come with it.

Meanwhile, Helianti Hilman discussed the importance of gastrodiploacy and gastro-cultural diplomacy to introduce Indonesian culinary heritage in a bigger stage. Reflecting to her company's journey, Javara promotes Indonesian cuisine worldwide through trade, tourism, investment, and nation branding.

To wrap up the session, Ade Putri advised young people to tell authentic stories, while Helianti Hilman suggested exploring Indonesia's biodiversity and food culture to create a market-relevant unique selling point (USP). Both also emphasized sustainability to meet the global market's growing demand for eco-friendly practices.

- **Helianti Hilman**, Founder and Executive Chairperson of Javara Indonesia, stressed the importance of connecting smallholder farmers with international markets through the Javara Academy, which empowers local communities to use their food culture to promote tourism. Javara's commitment to food diversity supports agricultural heritage and its mission to find forgotten foods vital to global health.
- **Ade Putri Paramadita**, a culinary storyteller, highlighted the challenges in introducing Indonesian culinary delicacies to unfamiliar tongues. When sharing Indonesia's culinary heritage with international audiences, accessibility, halal standards, and ingredient diversity are crucial to creating the most impactful moments.

Watch the full session here:

<https://s.id/2023ct7>



*** KEY TAKEAWAYS**

- **Blending Tradition and Innovation Using Technology:** Southeast Asia engages in a dynamic form of culinary diplomacy (the use of food as a tool to foster international relations, cultural exchange, and understanding between nations) that seamlessly merges traditional culinary practices with innovative approaches. This region actively leverages technology to facilitate global exchange, emphasizing the role of cuisine in fostering international relations and cultural understanding.
- **Supportive Policies to Boost Local Culinary Sector:** The culinary sector in Southeast Asia demonstrates remarkable economic resilience in the face of challenges. Recognizing its substantial economic potential, it calls for the implementation of supportive policies to further enhance its growth and contribution to the overall economic landscape.
- **Indonesian Culinary Renaissance:** There's a shift towards celebrating Indonesia's diverse culinary traditions. Ade Putri Paramadita's initiatives signify a noteworthy transformation in Indonesia's culinary landscape, representing a resurgence or renaissance (revival, renewal, or transformative period in the culinary world where there is a renewed interest, appreciation, and innovation in traditional and regional cuisines).

This shift is characterized by a renewed emphasis on celebrating the diverse and rich culinary traditions that Indonesia possesses, showcasing the nation's unique flavors and culinary heritage.

- **Connecting Culinary Diplomacy with Tourism:** Javara Indonesia's gastrodiploamacy journey intertwines the realms of culinary diplomacy and tourism, strategically molding Indonesia's global identity. By showcasing the country's culinary excellence on the world stage, this initiative not only promotes diplomacy through food but also contributes to shaping a positive and distinctive image of Indonesia on the global platform.
- **Sustainability and Global Positioning Through Genuine Storytelling:** Ade Putri Paramadita and Helianti Hilman advocate for the intertwining principles of genuine storytelling and sustainability in positioning Indonesia as a global culinary powerhouse. This underscores the importance of transparently sharing the narrative behind Indonesian cuisine and emphasizing sustainable practices, aligning the nation with global trends and values in the culinary world.

In essence, Southeast Asia's culinary diplomacy combines tradition and innovation, using technology to reach a global audience. Despite its challenges, the region's culinary sector has enormous economic potential. Javara's gastrodiploamacy journey and Indonesian culinary narrative serve as lighthouses for conserving and promoting culinary history, contributing to global sustainability, and cultivating a profound understanding for varied culinary cultures. According to the advice to the younger generation, true story and sustainable practices are critical to Indonesia's culinary dominance.





ACE

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2023



CREATIVE TALKS 08

The Future of Asian Creative Economy

Antonny Liem
(Founding Partner, GDP Venture)



Andi Kristianto
(CEO, PT Telkomsel Ekosistem Digital (Indico))



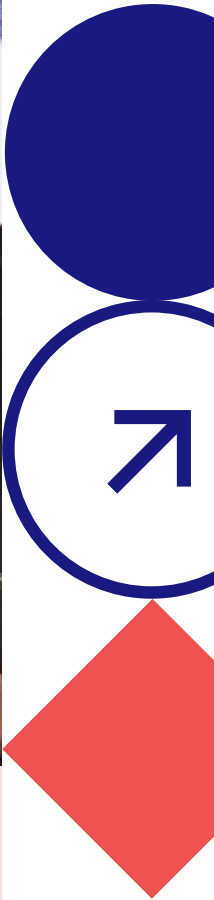
Ricky Pesik
(Chairman of the KADIN Creative Economy and Digital Standing Committee, KADIN Indonesia)



Sonny Rustiadi
(Assistant Professor, School of Business and Management Institut Teknologi Bandung)



* MODERATOR



The complex interplay between tradition and innovation was explored, revealing the transformative potential inherent in Asia's diverse creative industries. This dynamic discourse delved into the convergence of cultures across the continent, emphasizing the significance of intercultural exchange and collaboration. Unraveling the threads that connect these cultures, the dialogue highlighted the collective creativity propelling Asia's economic progress and shaping a more interconnected global landscape.

Addressing the imperative for Indonesia to not only be a market-focused host country but also to prioritize productivity related to youth, the discussion acknowledged the generational gap and the importance of local languages, such as Javanese. Envisioning a future where Indonesia leverages its cultural richness to foster deeper connections within the local network, the reflections emphasized the need for strategic facilitation of youth innovation, positioning Indico as a key player in steering Indonesia toward a digitally-driven and culturally enriched future within the creative economy.

Further reflections on Indonesia's potential and the crucial lessons to be learned from mature neighboring countries underscored the imperative for local businesses to move beyond the label of "potential." Particularly in media and games, there is a call to seize opportunities and contribute significantly to the global creative landscape. This reflects the urgency for Indonesia to catch up with China's advancements in areas like science fiction and intellectual property. These perspectives highlighted Indonesia's room for growth and innovation, emphasizing the global impact of creative economies and the strategic importance of aligning government initiatives with creative industries to accelerate growth in the Asian context.

- **Andi Kristianto**, CEO of PT Telkomsel Ekosistem Digital (Indico), provided a compelling vision for the future of the Asian creative economy within the digital landscape. Emphasizing Indonesia's demographic advantage, Andi shed light on the untapped potential of the youth, highlighting their role in driving innovation, particularly in the gaming industry.
- **Antonny Liem**, Founding Partner of GDP Venture, provided valuable insights into the evolution of the creative economy in Asia, emphasizing the need for a structural movement to capitalize on the region's demographic dividend. Highlighting GDP Venture's role as a venture builder, he stressed the importance of not just investing but actively partnering with founders.
- **Ricky Pesik**, Chairman of the Creative Economy and Digital Standing Committee at Indonesia Chamber of Commerce (KADIN Indonesia), provided valuable insights during the Creative Talks panel. Drawing from his recent trip to Chengdu, China, Ricky highlighted key takeaways with relevance to the creative economies of other Asian countries. His account of Chengdu's ambitious initiatives, such as the establishment of a creative hub and a science fiction museum, demonstrated the real-world application of creative economy principles, particularly in intellectual property.

Watch the full session here:

<https://s.id/2023ct8>



It is discussed in the session several number of lessons SEA Creative industries could learn from Chengdu's Initiative

- **Tradition and Innovation:** Asia's creative industries explore the transformative potential in blending tradition and innovation.
- **Cultural Convergence:** The discussion underscores the importance of intercultural exchange, emphasizing its role in Asia's economic progress and global interconnectedness.
- **Indonesia's Imperatives:** Indonesia is urged to prioritize productivity related to youth, bridging generational gaps and leveraging local languages like Javanese.
- **Strategic Cultural Facilitation:** Envisioning a culturally enriched future, there's a call for strategic facilitation of youth innovation to position Indonesia prominently in the creative economy.
- **Global Contributions:** Indonesia is encouraged, especially in media and games, to move beyond its "potential" label, seizing opportunities to contribute significantly to the global creative landscape.
- **Government Alignment:** Aligning government initiatives with creative industries is stressed as strategically important for accelerating growth in the Asian context.
- **Industry Insights:** Key figures in the industry provide insights into the future of the Asian creative economy, emphasizing the untapped potential of youth, structural movements, and the real-world application of creative economy principles.

The session offered a deep exploration of Asia's creative economy, spotlighting the delicate dance between tradition and innovation. It underscored how the convergence of diverse cultures drives economic progress, emphasizing the pivotal role of intercultural exchange. Specifically addressing Indonesia's path forward, the imperative was clear: prioritize youth productivity, bridge generational divides, and harness the power of local languages like Javanese.

The vision for Indonesia's future centered on strategic facilitation of youth innovation, positioning the nation as a digital and culturally rich hub within the creative economy. The urgency to highlight the potentials, especially in media and games, resonated, encouraging Indonesia to actively contribute to the global creative landscape. Insights from industry leaders amplified the call for structural movements and the practical application of creative economy principles, collectively shaping a compelling narrative for the future trajectory of the Asian creative economy.



*** KEY TAKEAWAYS**

- **Indonesia’s Creative Advantage:** It is important to emphasize Indonesia’s demographic dividend, positioning the youth as a unique asset for driving innovation and creativity in the creative economy.
- **Learning from Others:** Insights from Chengdu showcased the global impact of creative economies, emphasizing the need for Indonesia to catch up, particularly in areas of intellectual property, technological advancement, and ambition.
- **Revolutionizing Indonesia’s Creative Economy:** Technology and innovation play important roles as catalysts for the evolution of the creative economy, with a particular focus on GDP Venture’s pillars in e-commerce, B2B solutions, and gaming.
- **Collaborative Solution:** There’s potential for cross-sectoral solutions in the digital landscape, highlighting the role of companies like Indico in supporting and accelerating innovation in creative industries.
- **Policy Power:** Strategic policies contribute in cultivating a nurturing ground for the Asian creative economy’s vibrant future, emphasizing the need for governments to play a facilitating role in the industry.
- **Interplay of Cultures:** Intercultural exchange and cooperation within Asia could shape a more interconnected global landscape of creative talents and products.

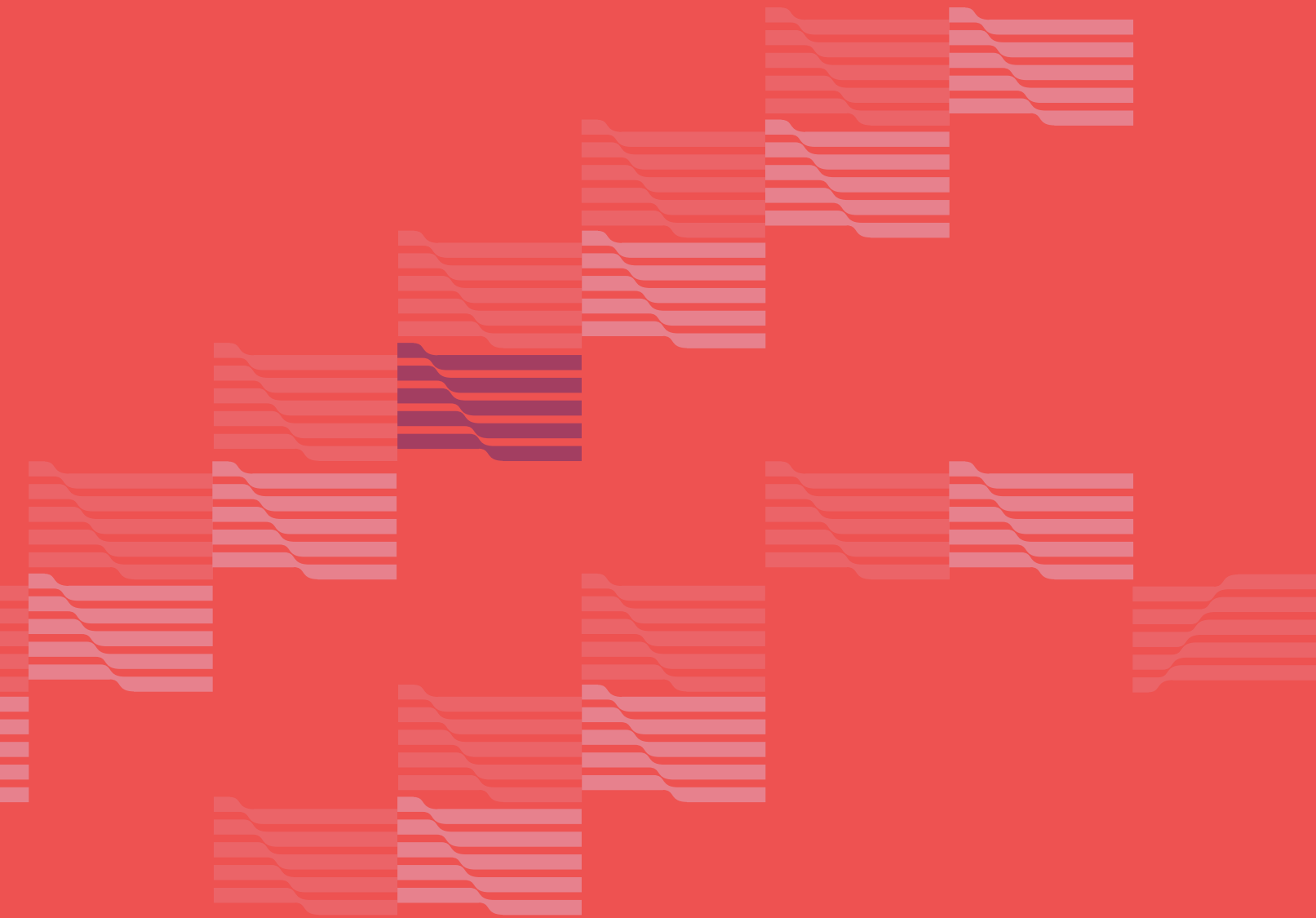
The Creative Talks panel on "The Future of Asian Creative Economy" at the ACE-YS Summit provided a panoramic view of the evolving landscape where innovation, culture, and strategic policy intersect. The key takeaways underscored the potential of Asia’s youth demographic as a driving force for innovation, the importance of sustainable business models, and the need for governments to align initiatives with creative industries. The session illuminated the global impact of creative economies, as exemplified by Ricky Pesik’s insights from Chengdu. The interconnected narratives envision a future where dynamic interactions propel innovation, cultural vibrancy thrives, and strategic policies foster a vibrant Asian creative economy. As the ACE-YS Summit continues to empower young creatives, these insights lay the groundwork for collaborative efforts that can shape a resilient and interconnected creative economy in the years to come.



⊛ 02 Summit Overview and Key Insights

Creative Catalyst Roundtable Sessions

📅 28—29 October 2023





Financial Access and Opportunities for Digital Creative Economy



The Future of Cultural and Creative Gig Workers in the Informal Sector



*** Shaun Wellbourne-Wood**
Senior Applied
Research Specialist,
Asian Development Bank

*** Novrizal Pratama**
Secretary General 2021–2024,
Komite Ekraf Jakarta

* MODERATOR

*** Palmira Permata Bachtiar**
Senior Researcher,
SMERU Research Institute

*** Angela Chen-Delantar**
Co-Founder & Chair, Eskwelabs

The cultural and creative industries have witnessed significant growth in recent years, driven in part by the rise of the gig economy. However, many of these workers operate in the informal sector, often facing unique challenges that impact their livelihoods and well-being. This theme aligns with Asia's goals of economic integration, cultural preservation, and youth empowerment.

In the insightful discussions of the first roundtable, participants delved into the transformative landscape, casting reflections back to the pivotal year of 1987, marked by the absence of automated teller machines (ATM) and economic challenges faced by a significant portion of Indonesia's population. The consensus emphasized the critical importance of comprehending historical shifts as a foundation for anticipating the future.

The impact of the digital era on work dynamics emerged as a central theme, revealing a shift towards more individuals engaging in laptop-centric work, thereby posing challenges for access, education, and healthcare in Indonesia. This discourse illuminated the dual nature of digital transformation, presenting both opportunities—such as productivity growth, access to new markets, and improved work-life balance—and challenges, including

infrastructure, limitations, access issues, governance concerns, and the imperative need for social security.

The narrative then shifted to the specific context of Indonesia, particularly the eastern part grappling with digital inequality manifested through 4G coverage gaps and disparities in internet access based on factors like affordability, literacy, and application accessibility. The rise of the gig economy and gig workers was identified as a consequential outcome of digital transformation, accompanied by existing partnership mechanisms for digital work but hindered by suboptimal governance structures and regulatory challenges managed by various ministries.

The discussion further delved into the critical need for improving governance data for gig workers, citing challenges like the abundance but limited accessibility of data, undefined terms, the diverse nature of gig work, and irregular surveys on gig workers. Inclusivity took center stage as a crucial theme, underscoring internet access as a civil right, with Jakarta recognized as a cultural and economic hub presenting both opportunities and challenges.



Opportunities in Jakarta included well-equipped infrastructure, cultural richness due to significant events, and collaborative communities fostering innovative ideas. However, challenges, such as access to funding, the need for skilled individuals, and addressing issues of acknowledgement and plagiarism through improved societal education, were also acknowledged. Recommendations for overcoming these challenges focused on the transfer of knowledge, fostering collaboration, and clustering and championing to identify and support the most promising clusters within the creative and cultural sector.

Participants identified several key challenges and opportunities pertinent to the creative economy in Jakarta. Access to funding and support for creative practitioners emerged as a pressing concern, alongside a talent shortage and the difficulty of securing skilled workers. The discussion delved into the undermining and lack of appreciation for the creative economy, acknowledging the need for broader recognition of its impact on the economy, society, culture, and the environment.

To address these challenges, recommendations were put forth, centering around knowledge transfer, collaboration, and enhanced connectivity. The importance of fostering collaboration and connectivity through events was underscored as a means to catalyze growth and innovation within the creative economy.

The session concluded by highlighting the challenge of unequal internet access in countries like Indonesia, advocating for a focus on guaranteeing social security for inclusive digital transformation. Emphasis was placed on the importance of social protection in a company’s approach to employees, stressing the need to compete on different bases and increase productivity for sustained competitiveness.

In response to a question about the crucial mindset for gig workers, the emphasis was placed on continuous learning, particularly in utilizing AI, with additional stress on the significance of coordinating and consolidating collective belief in the societal impact of creative industries, underscoring the broader significance of individual work within the creative sector.

SDGs Tapped:







Shaun Wellbourne-Wood

Senior Applied
Research Specialist,
Asian Development Bank

Shaun Wellbourne-Wood has worked in international development for more than 25 years. He is currently a senior applied research specialist for the Asian Development Bank (ADB) and the Director of Saksara Research, an independent research institute based in Indonesia.

Shaun has led a substantial portfolio of research projects related to energy storage for the energy transition, maternal mortality in Indonesia, technical vocational education and training (TVET) systems, tobacco control, and research related to sustainable technologies and the future of work. He was previously Dean (ASEAN) for Curtin University in Australia and the ASEAN Representative for the Australian Technology Network of Universities (ATN) based in Indonesia.

Shaun has worked and studied in Australia, France, Botswana, Seychelles, UK, and has been permanently based in Indonesia since 2013. He is passionate about driving collaborations and partnerships that result in sustainable, creative, and courageous solutions to the challenges confronting people and the planet.



Palmira Permata Bachtiar

Senior Researcher,
SMERU Research Institute

Palmira Permata Bachtiar led SMERU Research Institute’s study on the ecosystem for tech startups in Indonesia, which observes how the government, incubators/accelerators, and financing institutions assist the development of startups. The study focuses on tech startups, namely agritech, cleantech, edtech, and healthtech.

Her current study is on labor market information (IPK). In this study, she and her team examine the readiness of employers and vocational high school graduates in making use of Karirhub-Sisnaker (Karirhub-Sistem Informasi Ketenagakerjaan), which is the national job platform provided by Indonesian Ministry of Labor ahead of the implementation of the Unemployment Benefit (JKP).

To increase research uptake, Mia ensures that engagements with important stakeholders are made during the research and the research outputs are also produced as policy briefs, research notes, and other publications for the policymakers. Her other efforts in policy engagement include being a resource person in seminars and focus group discussions (FGDs) related to the research topics, as well as in interviews with journalists.





Novrizal Pratama

Secretary General 2021–2024,
Komite Ekraf Jakarta

Novrizal Pratama is a visionary creative and digital entrepreneur with more than 12 years experience in the creative industry. His personal vision is to grow the Indonesian economy through creativity and technology led initiatives; by spurring mass collaboration of creators.

A big believer in Creative IP and its potential to elevate our nation’s positioning in the world, Novrizal is currently building Gaspack, a Web3 company that is empowering creators and brands to engage directly with global fans.

Novrizal is also active as the Secretary General of Komite Ekraf Jakarta, a strategic partner of the Government of Jakarta, to build the city’s creative economy roadmap and grand design.



* MODERATOR

Angela Chen-Delantar

Co-Founder & Chair, Eskwelabs

Angela Chen-Delantar, Co-Founder and CEO of Eskwelabs, is a venture-backed startup that focuses on experiential learning in future work skills. The startup has received awards from organizations like the World Economic Forum and Asian Development Bank.

Angela has accumulated 10 years of experience in innovative financing and business models. She has previously worked at financial institutions, institutional investors, and impact investors in Canada and the United States. Angela has also led due diligence and structuring for project finance activities in emerging markets.



Financial Access and Opportunities for Digital Creative Economy

28 — 29
Oct 2023



Financial Access and Opportunities for Digital Creative Economy



*** Wafa Taftazani**
Founder & CEO, UpBanx

*** Nikolas Papet**
Business Strategy Specialist,
AHANA by TORAJAMELO

*** MODERATOR**

*** Endiyan Rakhmanda**
Co-founder, Kairi & Principal
Consultant, Think Policy

In the dynamic context of Indonesia's flourishing digital creative industries, the conversation emphasised the critical role of youth while also highlighting the numerous obstacles these innovative initiatives must overcome. The largest of these difficulties is obtaining funding, as the vast majority of digital creative enterprises struggle with the harsh reality of having little access to loans or investments. These businesses' potential for expansion is stifled by this financial bottleneck, which has been identified as a major limitation. This is especially true for individual businesses, as it makes it more difficult for them to grow and scale.

The discussion underscored the vital role that youths play in the dynamic context of Indonesia's thriving digital creative industries, but it also highlighted the many challenges that these creative projects face. The biggest challenge among these is funding, as the great majority of digital creative businesses face the hard reality of having limited access to investments or loans. This financial bottleneck has been identified as a major barrier that stifles the possibility for expansion of these enterprises. This is particularly true for small enterprises, since it creates obstacles to their expansion and scalability.

As the conversation delved deeper into the world of artisanal creative economies, it focused on the gendered aspect of technology access. Women weavers encounter difficulties participating in the growing digital marketplace due to the digital divide they live in. Significant efforts, such those undertaken by TORAJAMELO, show the way forward by giving communities access to comprehensive support in addition to technology, enabling them to join the digital ecosystem. Further discussion touched on the majority's lack of concern about sustainability and the need for companies to prioritize social impact alongside financial metrics. Participants emphasized the role of governments in incentivizing companies aligned with Sustainable Development Goals (SDGs).

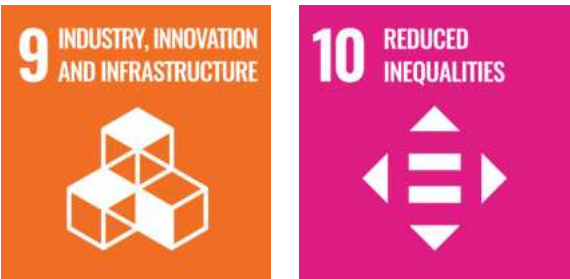


The discourse widened its lens to encompass the performing arts, unraveling the intricate challenges in financing endeavors within this sphere. Alternative models, notably leveraging technology and blockchain, emerged as beacons of potential, offering decentralized funding and direct community support. The call for performing artists to explore digital platforms and crowdfunding resonated as a transformative avenue for establishing a direct connection with their audiences.

The panelists addressed the significance of creative independence, emphasizing the need to carefully choose financial partners, considering their agendas and ensuring transparency in financial dealings. The discussion further explored the stages at which digital creators require financial support, with a focus on sustainable growth and creating more value. From an investor's perspective, the conversation highlighted the importance of major social impact, even as financial metrics remain a primary objective.

Questions were raised about convincing people in rural areas to embrace financial discussions and exploring weaknesses in the live performing arts industry in Indonesia and Malaysia. The speakers offered insights into building stages, exploring unconventional avenues, and adapting to the changing dynamics of the digital creative economy. Additionally, considerations for digital creators seeking external financing while maintaining creative independence were discussed, emphasizing the need to understand where investments come from.

SDGs tapped:





Wafa Taftazani

Founder & CEO, UpBanx

Wafa Taftazani is an experienced entrepreneur and investor with 11 years of experience in technology, digital entertainment, corporate finance, public policy, and international relations.

Wafa is the Founder & CEO of UpBanx, Co-Founder & Chairman of VCGamers, Co-Founder & President Commissioner of ModalRakyat, and Director at RANS Ventures. He also serves as senior advisor to BebasInvestasi and lectures on entrepreneurship and digital innovation at the Universitas Indonesia (UI) and Universitas Gadjah Mada (UGM).



Nikolas Papet

Business Strategy Specialist,
AHANA by TORAJAMELO

Nikolas Papet is the Marketing Communications Lead at AHANA by TORAJAMELO, an online platform offering responsibly curated products for conscious consumers, initiated in 2023 by TORAJAMELO, a B-Corp Certified slow fashion brand, focused on enabling indigenous women weaver communities and promoting sustainable consumption.

Nikolas is passionate about using marketing and communication to create positive social and environmental impact. He believes that businesses have a responsibility to use their platforms for good, and is committed to helping AHANA by TORAJAMELO achieve its mission of empowering individuals to make better choices and [#Bethecatalystforchange](#).



* MODERATOR

Endiyan Rakhmanda

Co-founder, Kairi & Principal
Consultant, Think Policy

Endiyan Rakhmanda's professional journey spans a range of diverse roles, but he is best known as the Digital Government Expert. He is currently an expert in residence at Think Policy to establish technology-led initiatives across various ministries and sectors in Indonesia, including the creative economy

Endiyan is also the founder of KAIRI, which offers specialized services enhanced with generative AI. In the past, Endiyan served as the Machine Learning Platform Lead at Dattabot, was the COO of YKRA—a tech-centric educational/human capital platform—and worked with the Government of Jakarta as the Head of Data Analytics, contributing to the development of Jakarta Smart City.



Fostering Youth Creativity, Innovation and Entrepreneurship



*** Athina Dinda**
Project Development & Content
Manager, CAST Foundation

* MODERATOR

*** Lerwen Liu**
Founding Director,
STEAM Platform

*** Daniel Tumewu**
Co-founder, Habibie Innovation
Incubator

Fostering Youth creativity, innovation, and entrepreneurship is not only essential for the region's economic growth but also for empowering its young population to become drivers of positive change, especially in the midst of increasing global issues, especially climate change. This session aims to explore strategies and opportunities for nurturing creativity, fostering sustainable innovation, and promoting entrepreneurship, all with a strong focus on involving Asia's youth while also pointing out the importance of IP.

The conversation emphasized the fundamental value of developing an innovation ecosystem that supports collaborations, research and development (R&D), and information sharing. Open-source innovation gained prominence, encouraging the group exchange of concepts and blueprints to accomplish common sustainability objectives. The substantial potential of combining innovation and sustainability was demonstrated by a number of noteworthy projects that concentrated on waste reduction, social effect, and alternative materials.

A recurring theme highlighted the power of storytelling in instilling appreciation and value for sustainable products. Beyond this, a comparative analysis unfolded, scrutinizing the growth trajectories of digital economy companies against traditional counterparts. The discussion elucidated the rapid growth potential of digital ventures, accentuating the imperative of maintaining sustainability as a key factor in their trajectory.

Naturally, the conversation grew to include the necessity of standardizing Asia's and Indonesia's innovation environment to ensure fair accessibility. It was emphasized how important it is to provide company ventures a clear purpose and impact, and how the government may function as a catalyst for entrepreneurial platforms. The connection between sustainability and growth was examined, with a focus on societal well-being rather than individual financial gain.

Prominent entities surfaced as exemplars within this landscape. CAST Foundation, at the intersection of arts, culture, science, and technology, wielded innovation to address emergent future problems and advocate for sustainability. Meanwhile, the Habibi Innovation Incubator took strides to augment collaboration through open innovation, placing significant emphasis on forging impactful partnerships.

SDGs tapped:





Athina Dinda

**Project Development & Content
Manager, CAST Foundation**

As the Project Manager at CAST Foundation, **Athina Dinda N. Ibrahim** has had more than a decade of experience within the creative industry in Indonesia. She had started working in media on arts and design, implementing editorial work and content development, before venturing into designing and managing programs in the field of culture, and arts, and now including its intersection with science and technology.

She has delved into the creation of programs and content where culture and design are a means of answering the various social and environmental matters we face today. Through these experiences, she also gathers insights into the topic of culture.

Athina works collaboratively in designing a creative and healthy ecosystem in Indonesia through understanding the impact of culture, sustainability, and design.



Daniel Tumewu

**Co-founder, Habibie Innovation
Incubator**

Daniel Tumewu has over a decade of experience in innovation ecosystems and startup development across Indonesia and Germany. Beginning his career in media and project management, he transitioned to roles that shape and mentor entrepreneurial ventures, driving collaboration between governments, startups, and corporate partners.

He co-founded Habibie Innovation (Hi) Incubator, providing strategic advice to the Indonesian government on startup ecosystems and facilitating German-Indonesian partnerships for innovation. His contributions extend to mentoring startups for corporate incubators and government initiatives. As a connector and mentor for German Accelerator Southeast Asia and ambassador for AsiaBerlin, Daniel fosters cross-continental collaborations to enhance the innovation landscape.

Daniel's work reflects his commitment to bridging ecosystems, supporting sustainable growth, and leveraging innovation to address global challenges.





* MODERATOR

Lerwen Liu

Founding Director,
STEAM Platform

Dr. Lerwen Liu specializes in business development and education in emerging technologies, circular economy, and sustainability. She focuses on strategy, assessment, and support of emerging technologies, including nanotechnology and Artificial Intelligence, with applications in all sectors.

With her 20 years of practice in global business development in strategic partnership, communication, and marketing, Lerwen bridges government, industry, and academics in developing sustainable solutions to address the challenges humanity is facing today. She has worked in both the developed and developing world focusing on youth leadership and entrepreneurship development towards sustainability.

Lerwen is the founding managing director of NanoGlobe, a strategic consultancy on sustainable and emerging technologies. She is currently supporting the Asian Development Bank (ADB) as a Circular Economy Institutional and Business Model Specialist and Consultant Team Leader for the ADB’s Technical Assistance project: PRC Green Circular Economy Zero Waste Cities. She is the founding director of STEAM Platform, which empowers the youth in the developing world to become global leaders in driving the transition towards a sustainable economy.



Equal Access and Mobility Within Digital Creative Economy



*** David Irianto**
Co-Founder & Managing
Director, Greatmind.ID

* MODERATOR

*** Fia Mahanani**
Data Science Indonesia

*** Cynthia Krisanti**
Director, Pijar Foundation

Ensuring that access to skills, opportunities, and mobility within this dynamic sector is equitable for all is a fundamental challenge. This theme aims to explore strategies, policies, and initiatives that promote equal access and mobility, with a specific focus on fostering inclusivity within Asia's digital creative economy by bridging disparities and ensuring that the benefits of the digital creative economy are accessible to all segments of society, particularly the region's youth.

The session began by pinpointing significant challenges faced by the industry, including market segregation, a perplexing political landscape in Indonesia, toxic nationalism hindering cross-border collaboration, and the prevalence of short-term thinking and template-based approaches. Uneven skill distribution across Southeast Asian countries added another layer to the hurdles. Amid these challenges, a multitude of opportunities emerged. The ascent of Asian narratives globally, a thriving social media and digital ecosystem, active government policies supporting digital economy development, and the interconnectedness fostered by communities painted a promising picture.

Throughout the discussion, the importance of industry collaboration and networking was emphasized. Stakeholders highlighted the necessity of real connections and partnerships, as well as preserving authenticity while adjusting to changing trends. The lack of a level playing field, particularly in terms of financial literacy and

ecosystem support, created problems for the creative industry's growth and development. It further expanded to include the broader aims and goals for the future of the digital and creative industries. A consensus emerged that growth, both locally and globally, is a common goal. The discussion then went to the critical question of who should drive this growth, with participants identifying a shared duty among policymakers, universities, investors, and the creators themselves.

Collaboration, knowledge sharing, and government support through training and funding were highlighted as key actions to drive the desired growth. The government emerged as a pivotal actor in facilitating progress, with participants expressing a positive mindset and a willingness to contribute their knowledge and skills.

Related SDGs:





David Irianto

Co-Founder & Managing Director,
Greatmind.ID

As the head-of-content of IdeaFest and co-curator of TEDxJakarta, **David Irianto** (@tygerd) has a demonstrated a history of involvement in many cross-sector socio-creative projects, also contributing design curatorial expertise for Indonesia pavilion in Milan Expo 2015, Salone del Mobile 2018, and Maison et Objet 2019.

David was a member of the Jakarta City Book Committee, where he led the creative production of the 33rd International Publishers Association World Congress and drafted the dossier that earned Jakarta the UNESCO Creative City of Literature title in 2021. Since finishing his graduate study in psychology, David works to produce meaningful contents for the minds through Greatmind.id and publishing books for young minds via PearPress, these things have led him to be selected as Obama Leaders Asia-Pacific in 2022. Now, he is also the director of strategic partnership of the Indonesian Association of Graphic Designers (ADGI).



Cynthia Krisanti

Director, Pijar Foundation

Cynthia Krisanti is the Director of Innovation at Pijar Foundation. She is a seasoned tech leader turned investor, with over 10 years of experience in technology, business analysis, business development, and commercial strategy as a former founder, operator, and management consultant.

Cynthia held several leading positions in multiple startups across sectors, primarily focusing on commercial strategy and business development/analysis. She led and built one of the categories in Ula, a B2B Commerce backed by Jeff Bezos. Before that, she was Head of Sales Strategy and Analytics, and spearheaded international expansion initiatives in Go-Jek, superapp decacorn. She also co-founded a retail-as-a-service startup, making premium retail space accessible to DTC brands in Indonesia.

Cynthia received MSc in Strategic Marketing from Imperial College London, MBA from Quantic School of Business and Technology, and BSc in Industrial Engineering from Institute Technology of Bandung.





* MODERATOR

Fia Mahanani

Data Science Indonesia

Fia Mahanani is a digital government specialist based in Jakarta, currently working as an independent consultant for government and international development agencies in their initiatives to support the digital transformation of the Government of Indonesia. She has been involved in projects with various partners including the World Bank, Bappenas, as well as Indonesian Ministry of Religious Affairs, Ministry of Agriculture, and Ministry of Finance.

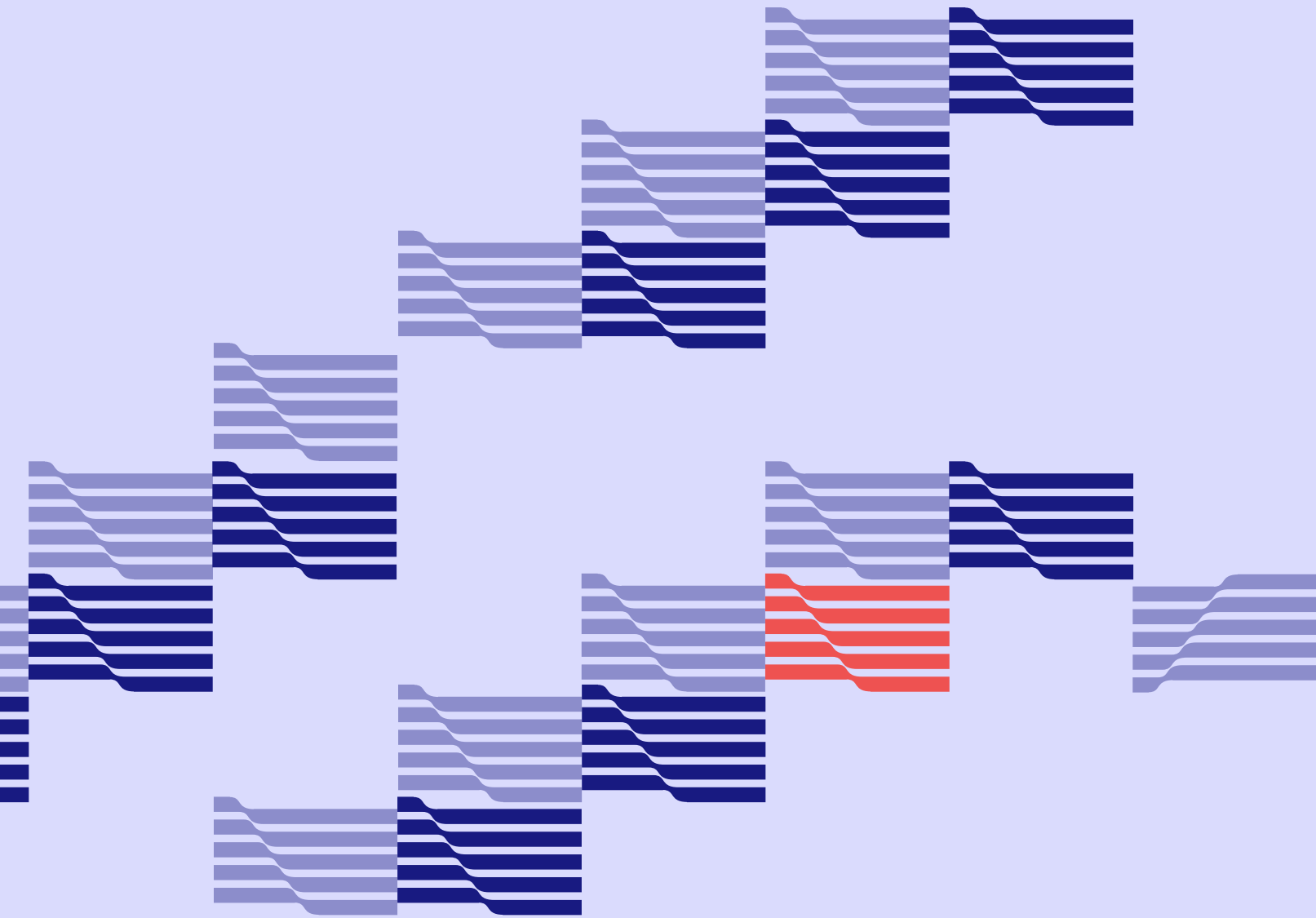
Fia is passionate in learning information technology to improve the public sectors and contribute to inclusive welfare for everyone. She has previously been involved in numerous roles, both technical (developers, business analyst, policy lead) as well as managerial (project manager). The experience has familiarized herself to the end-to-end cycle on how a tech initiative has to grow.

Fia's ability to communicate using technical as well as business jargon fosters her expertise in the field of digital government with considerable exposure to bureaucracy, public policy, and administration.



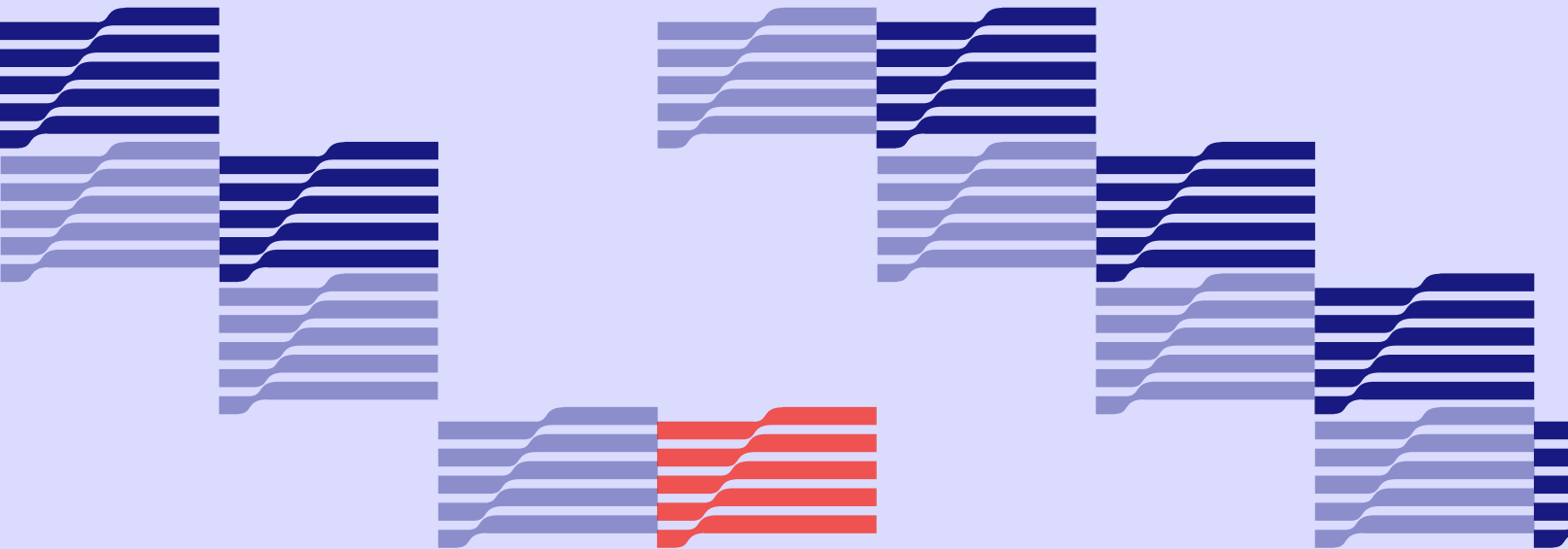
03

Collective
Vision Joint
Declaration



 **27—29**
October 2023

 **Taman Mini
Indonesia Indah (TMII)
Jakarta, Indonesia**



COLLECTIVE VISION JOINT DECLARATION OF THE FIRST ASIAN CREATIVE AND DIGITAL ECONOMY YOUTH SUMMIT

29 October 2023

We, the Creative Catalysts delegates (listed in Annex I), convened in Jakarta from 28 to 29 October 2023 for the first Asian Creative and Digital Economy Youth Summit (ACE-YS):

- 1. Acknowledge** the Joint Statement of the Thirtieth ASEAN Socio-Cultural Community (ASCC) Council and Bali Creative Economy Roadmap 2022, which expresses the importance of youth participation for regional development. The First Asian Creative and Digital Economy Youth Summit aims to ignite youth’s collective actions, contributing to sustainable creative and digital economy.
- 2. Commit** to champion youth creativity, innovation as essential drivers of the creative and digital economy by creating an ecosystem that nurtures youth innovation by accentuating the themes of SDGs, digital transformation, and digital literacy as essential drivers of continuous growth.
- 3. Emphasize** the importance of advocating for diversity, inclusivity, and social impact within the creative and digital industry, ensuring equitable access to funding, network opportunities, and knowledge and skills for all, fostering a more inclusive and vibrant creative ecosystem led by youth.
- 4. Actively share** our expertise, experiences, and insights to empower fellow youth in the creative and digital sectors by creating a culture of learning, continuous improvement, and shared knowledge within and across countries, bridging and preserving local wisdom and cultural practices, and adapting to digital transformation.
- 5. Understand** that access to funding, investment opportunities, and grants are critical and we will engage in collaborative discussions that explore and promote access to various financial resources available in different regions.
- 6. Recognize** the potential of emerging talent to shape the future of the digital and creative economy. We pledge to provide mentorship, resources, and opportunities to empower and uplift the next generation of creative professionals.



7. **Advocate** for policies and initiatives that facilitate the growth of the creative and digital economy. We will engage with governments, organizations, and stakeholders to ensure an enabling environment for creativity and innovation in Asia.

8. **Engage** in robust intellectual property (IP) protection including but not limited to discussion and enforcement measures to prevent plagiarism and theft, particularly in light of rapid technological advancements.

9. **Encourage** research and discussion to shape the future development of the creative and digital economy in order to cultivate an environment where creativity flourishes, where every idea and innovation is valued, and where creative professionals' well-being is prioritized.
10. **Strengthen our commitment** towards the importance of measuring the impact of our actions, striving for results that benefit individuals, communities, and the broader society.

11. **Establish** the ACE-YS secretariat to oversee and coordinate long-term impactful collaboration activities in Asian countries in the creative and digital sectors.

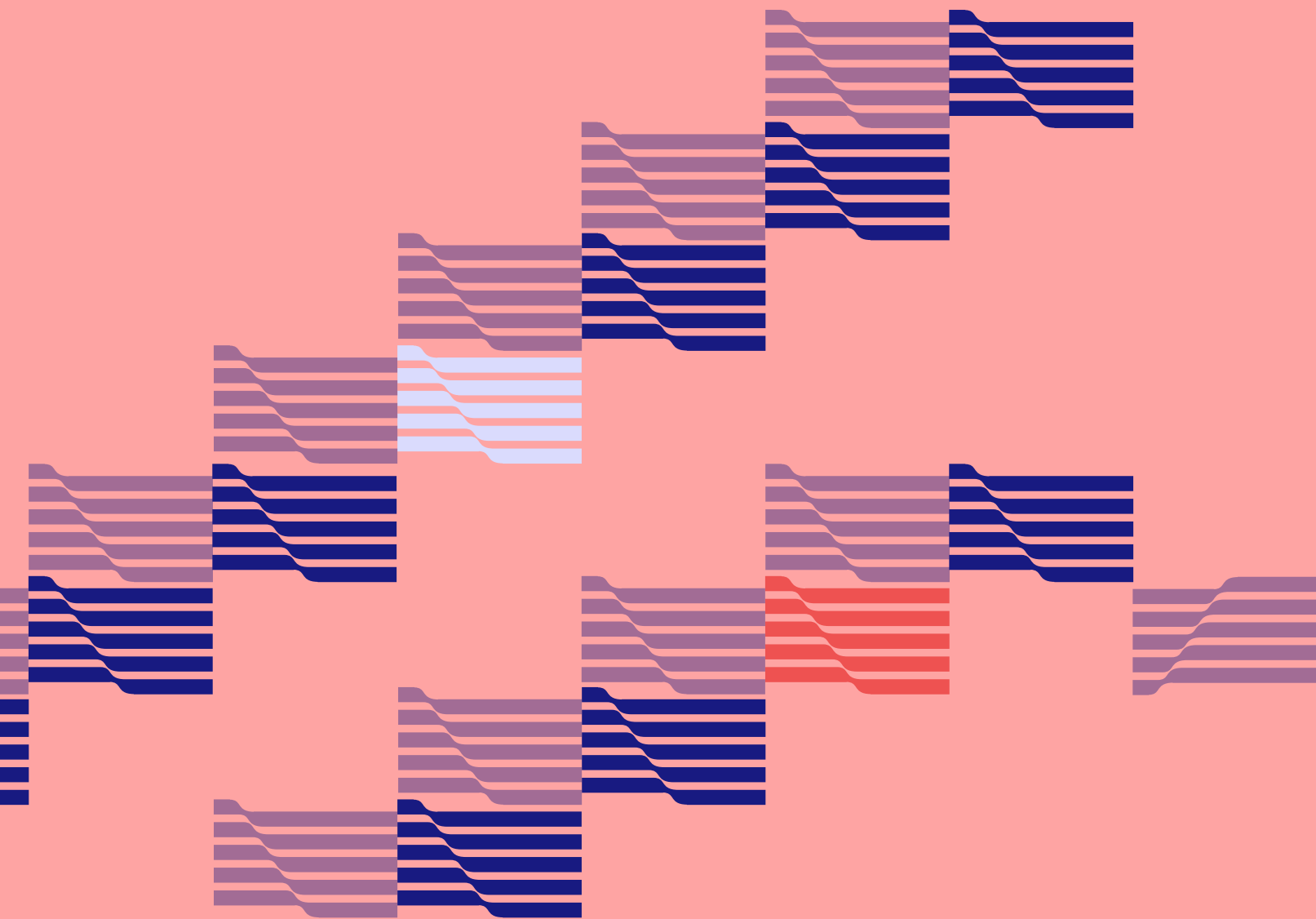
12. **Agree** in the organization of ACE-YS regular annual summit on the weekend closest to 28th October in Jakarta.

Agreed in Jakarta, Indonesia, on the Twenty Ninth of October in the year Two Thousand and Twenty Three, in a single original copy, in the English language.



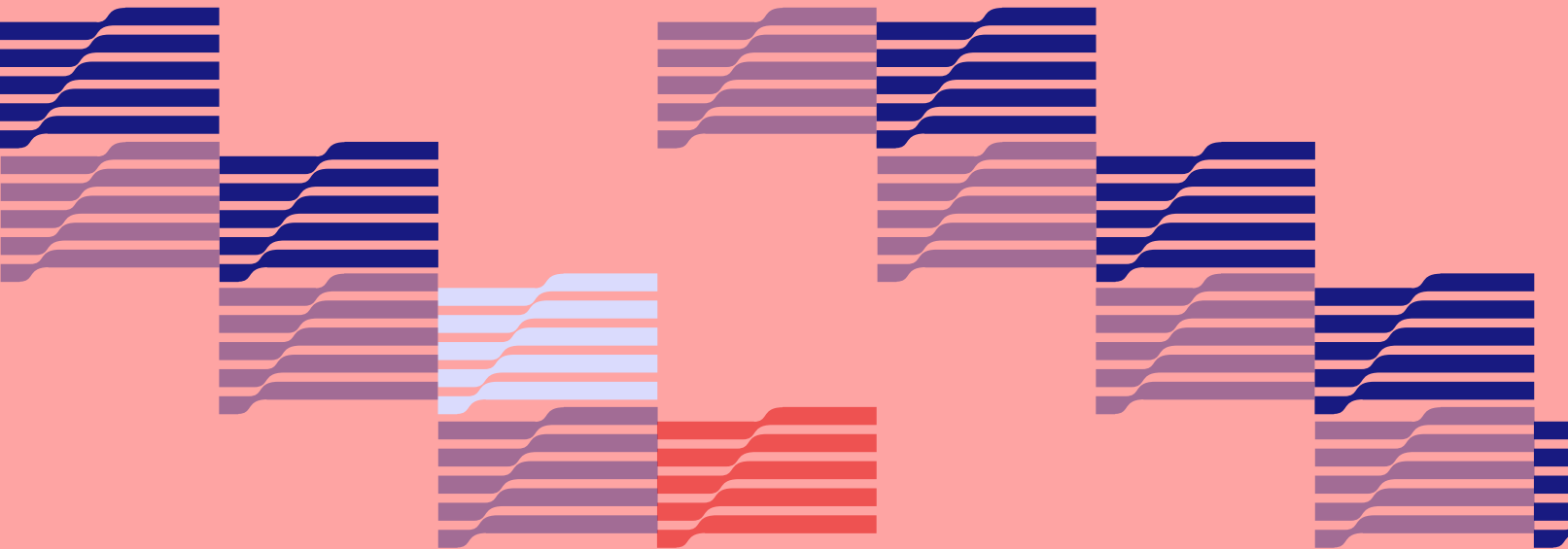
04

Creative Catalyst Profile



 **27—29**
October 2023

 **Taman Mini
Indonesia Indah (TMII)**
Jakarta, Indonesia



DELEGATES

Community Leaders

Name	Institution	Nationality
Alfi PANGESTIAWAN	Kreasi Jabar (Kreasi Jabar-British Council Training of Trainers Creative Hub Leader 2022 alumni)	Indonesia
Friska Titi NOVA	Founder of Pustakawan Mendunia	Indonesia
Imas Mugi RESTUNI	Komib.id	Indonesia
Intan AZHAR	Kompas TV	Indonesia
Mirawati PILIANG	InterNations	Indonesia
Muhammad Zikri BIN ABDUL RAHMAN	Pusat Sejarah Rakyat (People's History Center)	Malaysia
Natalie VALENTINE	In-Docs	Indonesia
Ranitya NURLITA	Wastehub Alam Lestari (Wastehub®)	Indonesia
Richie WIRJAN	Foundry	Indonesia
Rizal Nauval QOTRUNDA	GroupM Indonesia	Indonesia
Safita Ardhia PANGESTIKA	US-ASEAN Science, Technology, and Innovation Cooperation	Indonesia
Santika SYARAVINA	Business Incubator in BINUS University Bandung	Indonesia
TIAWAN	Peningkatan Ekspor RI, Pemimpin Indonesia.	Indonesia
Yopi Irianto PANUT	Independent	Indonesia



Entrepreneurs

Name	Institution	Nationality
Abdullah HAIDAR	Kakasan Fashion	Indonesia
Akmal Irsyad PERMANA	Hallo Group	Indonesia
Andy GOZALI	RevComm APAC	Indonesia
Antonetta CANTIKA	Sphere Studio	Indonesia
Cosmas SAKRISTIANDIO	PT DRITIVE RISET EDUKASI	Indonesia
Fahezul AZRI	LILA Productions/LIBERAL LATTE CAFE	Malaysia
Fahmi Ghani ARDIYANTO	Tiranyx (Startup Alumni from Indigo Incubator by Telkom Indonesia Group)	Malaysia
Ghina SARI	Vinilon Group & Ahgengsi Studio	Indonesia
Hazel Ithamara EUGENE	Sphere Studio	Indonesia
Mutiah ABDAT	Independent	Indonesia
Sandee USANACHITT	Sand Studio & Co.	Thailand
Schmidt MARTEN	Art Calls Indonesia	Indonesia
Teguh TRIGUNA	WATERBOX	Indonesia
Yury HERDIAN	KADIN Indonesia	Indonesia



Policymakers

Name	Institution	Nationality
Andreas TJENDRA	UNESCO, Asean-BAC, Asean Youth Agenda, Simulate Indonesia	Indonesia
Bima SAKTI	Dinas Pariwisata Tangerang Selatan	Indonesia
Cahya Trisady GUSTIARI	Ministry of Tourism and Creative Economy	Indonesia
Fasya Miftah AKBAR	Ministry of National Development Planning/ Bappenas RI	Indonesia
I Gusta Ngurah Gede DYKSA	Directorate General of Culture, Ministry of Education, Culture, Research, and Technology	Indonesia
Jeva NEUTRONY	NIRAS International Consulting	Indonesia
Muhammad Agung SETYAWAN	Government	Indonesia
Nurul CHAIRUNNISA	Vretania and Partners Law Firm	Indonesia
Venggi Obdi OVISA	Ministry of Finance	Indonesia

Practitioners

Name	Institution	Nationality
Adifa Fajri SAMPURNO	Independent	Indonesia
Ahmad FARIDUDDIN	Malang Creative Center	Indonesia
Albizia AKBAR	Australia Awards in Indonesia	Indonesia
Aulia Ardista WIRADARMO	Universitas Prasetiya Mulya	Indonesia
Dhita Herdhiani PUTRI	Independent	Indonesia
Dizca ROSALIA	Geniebook	Indonesia
Fadilah ARIEF	Independent	Indonesia
Febelicia NISURA	Independent	Indonesia



Name	Institution	Nationality
Garlanda Bellamy MAZALIO	Independent	Indonesia
Dizca ROSALIA	IDN Media	Indonesia
Georgiana MARIA	Paragon Technology and Innovation	Indonesia
Ghiffari HARIS	Independent	Indonesia
Jadiene Shani TENG	Independent	Philippines
M. Dzaki Z Aidan	Place in Place Studio	Indonesia
Muhammad Iman Adi PERKASA	Independent	Indonesia
Muhammad Josep Abdi Razaqi	Independent	Indonesia
Putri Permata HERMAN	@Cottonary	Indonesia
Putu Ditta AGASTYA	Bartega Studio	Indonesia
Rahmatullah AKBAR	SAC Indonesia	Indonesia
Randi Erika RAHMAN	State-Owned Enterprises	Indonesia
Setthawut FANG	Sand Studio	Thailand
Stephanie PRASETYO	Solo City	Indonesia



⊛ CREATIVE CATALYST PROFILE

CREATORS

Ashweein Narayanan

MALAYSIAN
Director

Ashweein is a serial entrepreneur of Malaysian descent with a background in engineering, design, and sales and marketing in both the technical and creative sectors. He is fluent in multiple languages and can blend into any crowd, and he has the technical and soft skills to propel his companies to new heights. He is currently running or involved in 12 companies and is a co-founder of a culture and arts-driven community project. His Industry focus ranges from tourism, creative, to tech, with area of expertise in creative industry and technology.

Wachidatus Karinda

INDONESIAN
Secretary and Chief
Marketing Officer

Wachidatus Karinda, fondly known as Karin, is a dynamic individual who seamlessly balances her roles as a dedicated student and a visionary entrepreneur. She also holds the positions of Secretary and CMO at DreamBig Records, which isn't just your typical label. It's a platform designed to connect culture through music.

DreamBig Records, born in the year 2020, is a testament of the power of passion and perseverance. It is committed to nurturing dreams of talented individuals and providing them with the tools they need to succeed. DreamBig Records took a significant step towards global engagement by collaborating with Believe, a renowned French company with a mission to develop the music industry worldwide.

Adi Perkasa

INDONESIAN
Musician/Storyteller

Adi Perkasa tells stories by exploring two human senses through singing and writing. Two of his latest works are designed as emotion-focused coping mechanisms during times of grief and an attempt to let go.

- "KULASENTANA" is a project that combines music and a digital novel. This extended play (EP) consists of five songs, with each song corresponding to one chapter summarized in a digital novel.
- "RAGA BERSAMA IMAN BERBEDA" is a song reflected in an almost eight minute-short film. The song revolves around allusive lyrics that are highly relatable to most Indonesian young adults and their relationships across faith. It proposes a positive affirmation in the process of growing up and letting go, setting it apart from other Indonesian heartbreak songs.

Esa Putra

INDONESIAN
Content Manager

Esa Putra is an avid comic enthusiast and comic artist. Since his popular comic comedy character "Jendral Pavly" was self-published in 2009 through social media, his name has become well-known among local comic artists and other practitioners. Experienced with working as Editor-in-Chief for comics, he now works as Content Manager at re:ON Comics, the number one Indonesian comic publisher. re:ON Comics is the number one local comic publisher in Indonesia. Since 2013, re:ON has sold around 1.5 million copies of comic magazines nationally and published more than 70 comic titles, of which 27 have been licensed to other countries in nine languages.



**Muhammad
Ridwan Halim**

INDONESIAN
Director

Muhammad Ridwan Halim is the founder of Kapten Justice and began his video career in early 2012. Kapten Justice has released four episodes of a web series on YouTube and has eight upcoming episodes that will be aired on RTV. Kapten Justice is an independent superhero content creator from Tangerang.

Filmography

- Short Movie "The Hostage", 2012 (Director, Editor)
- "Youtube Rewind Tangerang", 2015 (Director, Editor)
- Short Movie "Void", 2016 (Director, Editor)
- "Youtube Rewind Tangerang", 2018 (Editor)
- Serial "Kapten Justice", 2020-2023 (Director, Editor, Cast)
- Short Film OJK 2021
- BSI Oto Special Dua Promo Milad (Director)

**Rizki
Rizaldi**

INDONESIAN
Content Creator

Rizki Rizaldi, also known as Pak GM, is a content creator on YouTube, Instagram, and TikTok. He started his journey on YouTube, where he currently has 2 million subscribers. His main content is playing Minecraft with friends, but he also publishes pranks, podcasts, vlogs, and comedy sketches. Starting from nothing, with his family at stake, Rizki took one last chance and started his career as a content creator on YouTube. With his main content being Minecraft, he creates a lot of content and works hard, playing with friends and creating fantasy stories through Minecraft using animation and assets from the game. In the past, Rizki has collaborated with various institutions, one of which is Team RRQ and all of its sponsors. In this collaboration, he worked with many extraordinary individuals.

**Arief Khoirul
Alim**

INDONESIAN
Producer

Arief first directed an animated short film in 2017 titled "Go-Axy" which won the GoVideo 2017 competition. His second project was directing an animated music video titled "Arus Merah" by Iga Massardi. In early 2019, he returned to write and direct the short film "Ani dan Waktu yang Mundur" which won the DigiCon 6 animation festival, and took him to Hong Kong and Tokyo (Yebisu International Festival for Art & Alternative Vision). In 2019, he also worked on the music video for Yellow Claw titled "Amsterdamned" as a producer.

This year, he released another short film titled "PDKT 6 Minggu", inspired by the song "PDKT 6 Bulan" by Bandempo. Irul founded a community called Tampar Production as a place to work with his friends. He is currently in the crowdfunding stage for his latest short animated film with Studio Wanara (Bandung) and supported by the bands .Feast & Suneater (Jakarta) titled "Wanara & the Last Temple". Visit www.wanaraanimation.com to support his latest project.



Raihan Arief

INDONESIAN
Co-Founder and COO

Raihan is a student at Institut Teknologi Bandung (ITB) with a passion for music dating back to his childhood. Leveraging his skills in operation supervision and his interest in problem-solving through business modeling, Raihan, along with his former high school bandmates, co-founded a digital music business known as Mixture. He serves as the Co-Founder and COO of the company.

Mixture embarked on its journey through a digital startup competition called Indonesia Digital Tribe, organized by the Indonesian Ministry of State-Owned Companies (BUMN), and it was selected as one of the TOP 20 National Startups. Mixture is a digital startup operating in the music sector with a vision to establish itself as an ecosystem platform, providing an end-to-end solution for various aspects of the music industry in Indonesia. Currently, Mixture’s primary focus is on enhancing the quality of life for musicians in Indonesia by offering job portal solutions for music gigs, thereby helping them increase their income.

Benita Vania

INDONESIAN
Musician & Entrepreneur

Benita Vania is a musician and entrepreneur. Reminisce Music Box, her brainchild founded in 2021, emerged as Indonesia’s first personalized music box experience, a testament to Benita’s dedication to creating unique and intimate musical experiences. Her venture has not only engaged people with music but has also established her as a visionary in the intersection of entrepreneurship and artistry. Benita Vania’s Reminisce Music Box stands as a harmonious blend of innovation and passion, resonating with music enthusiasts seeking a personal and timeless connection to their favorite melodies. Fueled by her deep passion for music, she unveiled her musical talent by releasing "At Another Time" in 2023, showcasing her ability to craft emotive and captivating melodies.

Elizabeth Raisa Tanawi

INDONESIAN
Chief Empath Officer

Elizabeth Raisa Tanawi, serving as the Chief Empath Officer at bubbME, draws on her profound understanding of the challenges women encounter when grappling with and leaving toxic relationships. She sheds light on the complexities involved, acknowledging factors such as the fear of detachment, lingering emotional ties, instances of violence, and infidelity. Raisa’s commitment manifests into BubbME, where she endeavors to establish a Herd Electronic Immunity to counteract gender-based violence online. This initiative aims to cultivate a sense of community, strategically battling the isolation that often accompanies such situations and empowering individuals in the process.

She is dedicated to assisting women in gradually liberating themselves from the constraints of toxic relationships. Her approach centers on the cultivation of self-awareness, the sharing of experiences, and the fortification of resilience as key elements in this transformative journey.



Nita Setyawati

INDONESIAN
President
Commissioner

Nita Setyawati (Nita Zanita) is the President Commissioner of PT Cahaya Cinta Nusantara, an organization born from love for Indonesia. PT Cahaya Cinta Nusantara is dedicated to realizing a vision that is inspirational, educational, and unifying. Some of the organization's services include Education, Event Organizer, Tourist Village, and Mandarin Village. With PT. Cahaya Cinta Nusantara, Nita is keen to bring the light of archipelagos potential to the world stage.

Mayasti Dwidya Nastiti

INDONESIAN
Storyteller

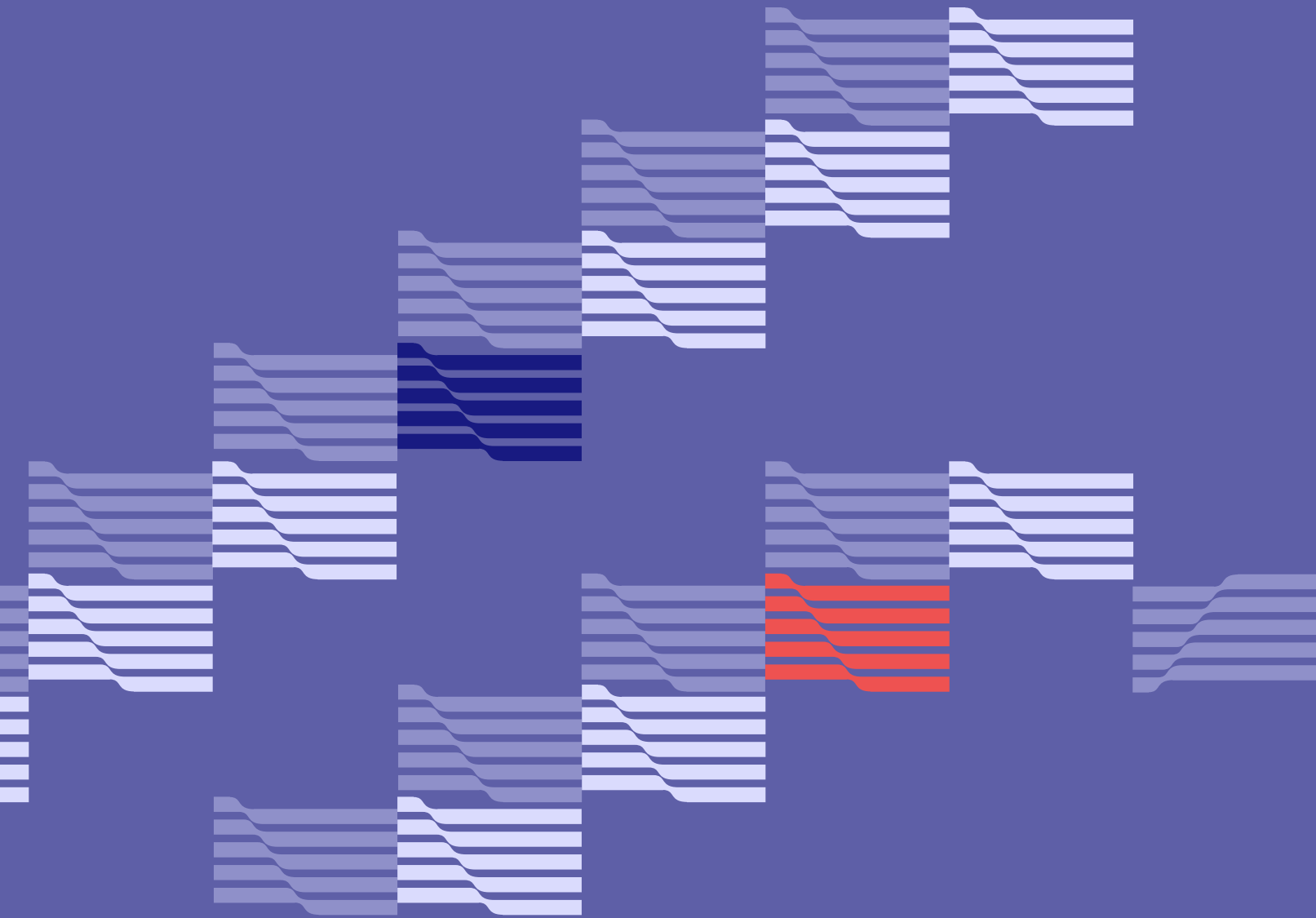
Mayasti Dwidya Nastiti is a passionate storyteller and digital communication expert. As a certified professional public relations associate expert from the Universitas Indonesia (UI), Mayasti embarked on her professional journey in the digital realm. She honed her skills at a digital bank, where she crafted compelling narratives through articles, advertising scripts, and various forms of ad copywriting, including email blasts, landing pages, and website banners.

Mayasti's creativity and dedication led her to become an integral part of Gank Klikbit, an IP featuring four unique characters—Ciro, Nawa, Kipo, and Satoi. Formed in February 2022, Gank Klikbit has a mission close to Mayasti's heart: to educate internet citizens by sharing engaging stories and valuable tips about the digital world.



05

Snapshots



 27—29
October 2023

 Taman Mini
Indonesia Indah (TMII)
Jakarta, Indonesia



 Snapshots

Networking Dinner



ACE-YS 2023 Networking Dinner brings together professionals and industry executives from many sectors for an evening of significant connections and encouraging conversations.

The evening of October 29 began with a warm welcome reception, which set the tone for visitors to mingle and start conversations in a comfortable setting.

Throughout the evening, attendees were able to participate in introductions guided by the ACE-YS hosts, which helped break down boundaries and develop a sense of community among guests. While enjoying a great supper, visitors engaged in vibrant discussions, exchanged views, and made valuable connections with peers from varied backgrounds.





Show and Tell Exhibition



**Creators Route’
Show and Tell
session offered a
dynamic platform for
creators to present
and showcase their
work in a structured
presentation format.**

This session provided a curated space where creators can exhibit their projects, innovations, or artistic endeavors, offering insights into their processes and inspirations. Each presentation was meticulously recorded, ensuring that the wealth of creativity and expertise shared during the session is preserved for broader access and future reference. This format not only facilitates the immediate sharing of ideas and accomplishments but also contributes to the documentation and archiving of valuable content, fostering knowledge exchange, and inspiration within the creative community.

Discover the inspiring work of our Creative Catalyst 2023 Creators Cohort—watch their presentation at bit.ly/showtell23





Speed Networking: Investors >< Creators Meet-Up



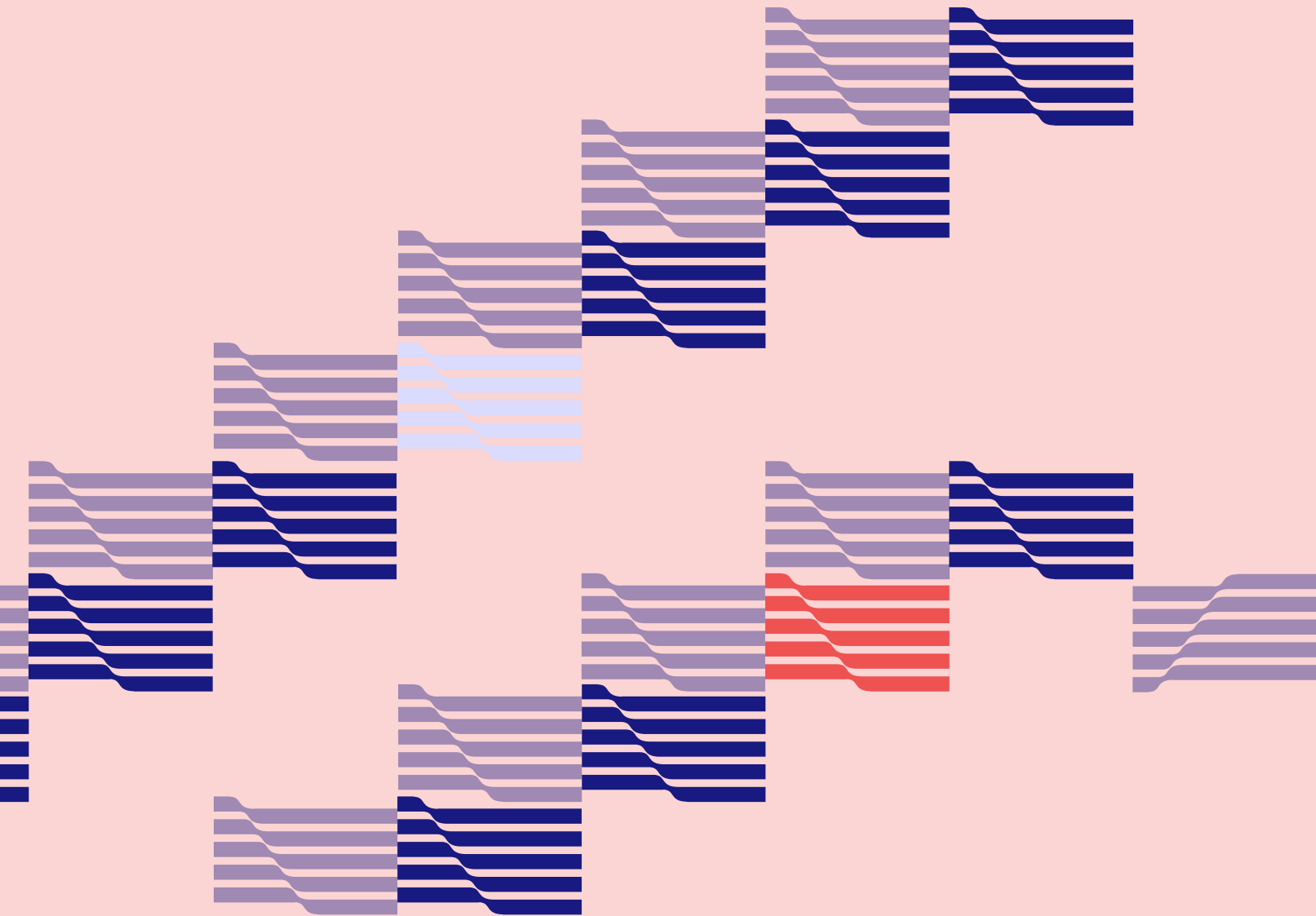
This session served as a unique opportunity for creators to engage with a diverse range of financiers, including prominent entities such as Antler, British Council, Alpha JWC, GDP Ventures, and others.

During this session, creators had the chance to pitch their products, projects, or ideas in a fast-paced and interactive format. The session is designed to facilitate meaningful connections and collaborations between creators and potential financiers, fostering an environment where innovative concepts can find the necessary financial support to thrive. By providing a platform for direct interactions and pitches, the Speed Networking session creates a dynamic space for the exchange of ideas, opening avenues for partnerships and investment within the creative community.



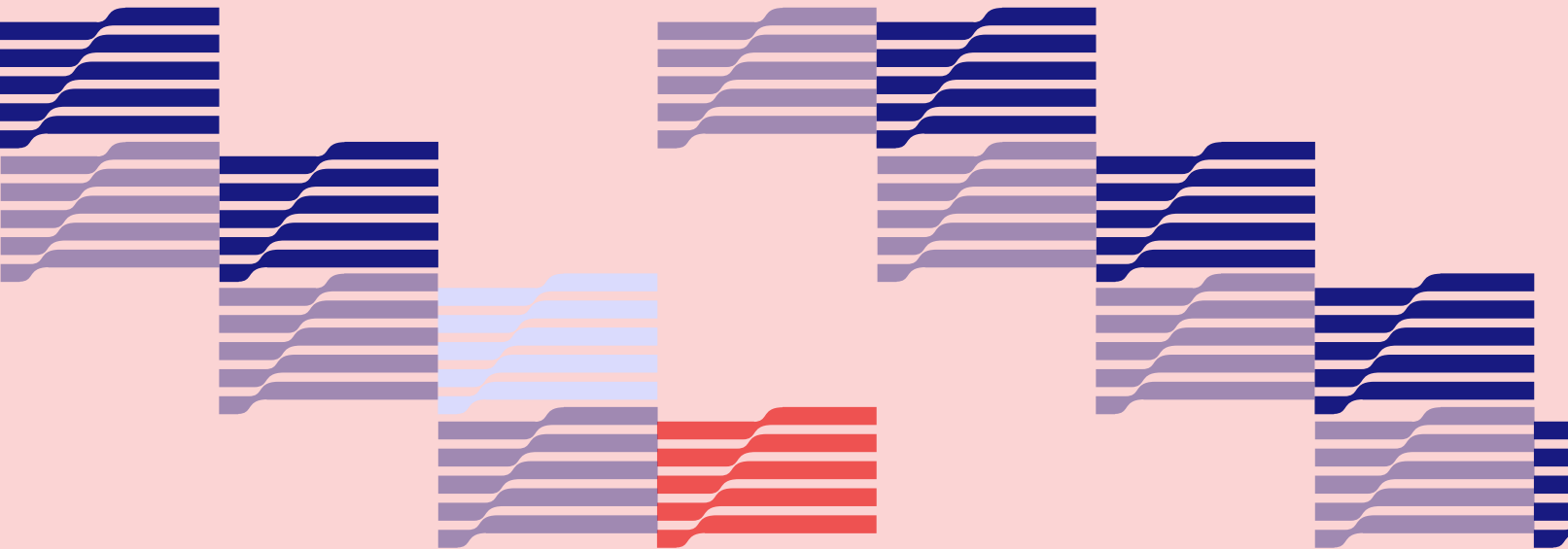
06

Acknowledgment



 **27—29**
October 2023

 **Taman Mini
Indonesia Indah (TMII)**
Jakarta, Indonesia



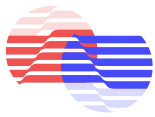
ACE-YS 2023 Insights Report is the result of the collective effort of many individuals and organizations who share the commitment to advancing the creative and digital economy in Asia.

We extend our heartfelt gratitude to everyone who contributed to the writing of this report. We'd also like to sincerely thank our partners, sponsors, and collaborators for their unwavering support and resources, without which ACE-YS 2023 would not have been possible.

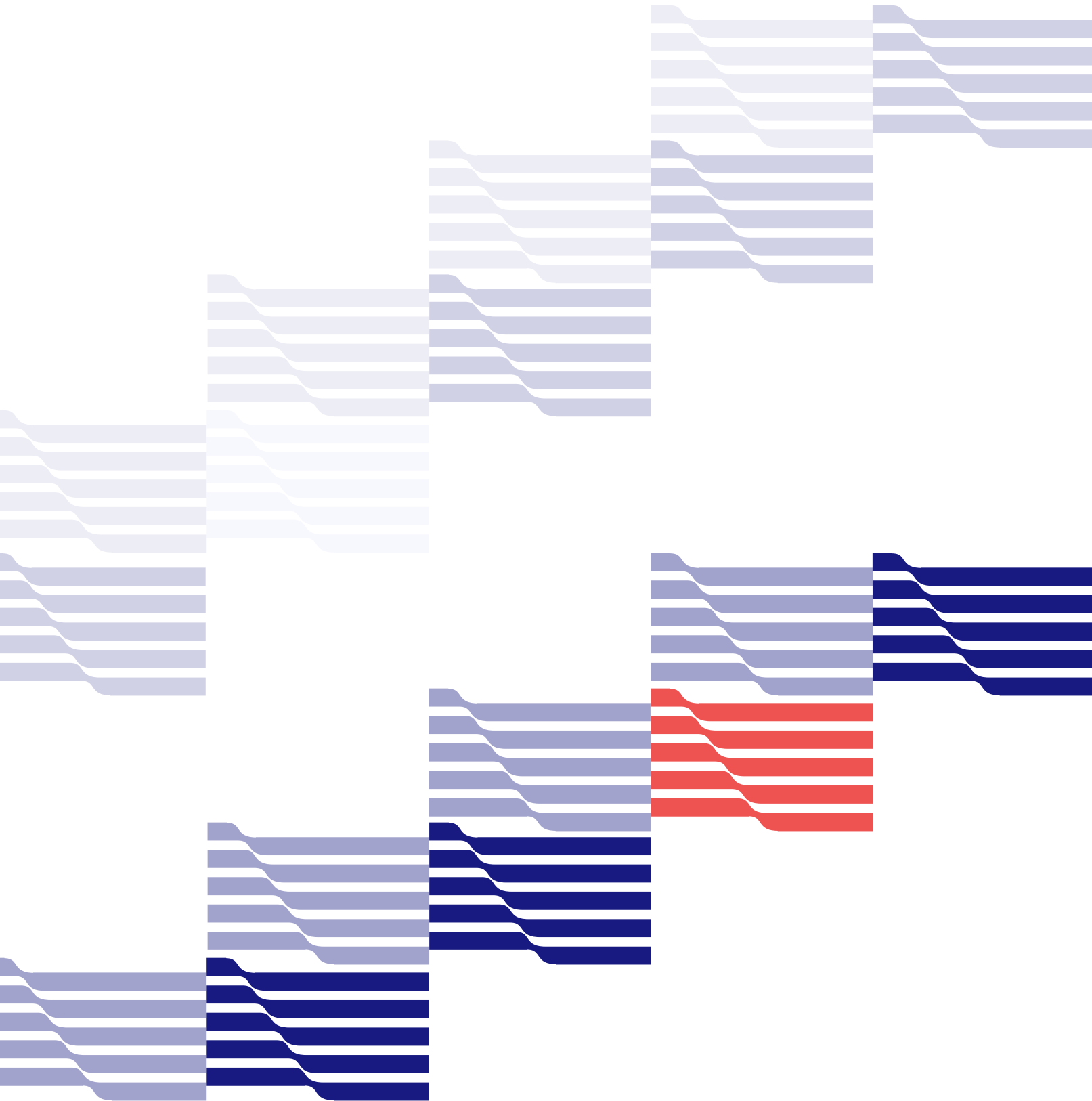
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