ALL ABOUT BUS, COACH AND PEOPLE

busworld®
SOUTHEAST ASIA JAKARTA
23-25 March 2022

www.busworldsoutheastasia.org

Organized by:
busworld

GEM INDONESIA
(PT. Global Expo Management)
Busworld Southeast Asia, ASEAN’S Largest Meeting Place for the Bus & Coach Industry

Indonesia is conducting massive infrastructure development especially for land transport. Public transport is rapidly increasing in and around Jakarta, it doubled in the last two years. It certainly has an effect on the environment in the city so Indonesia will more focus on the electric vehicle industry to minimize the environmental impact of the large community movement. The Ministry of Transportation is getting prepared for 41 thousand electric buses. The head of the JABODETABEK Transportation Regulatory Agency (BPTJ) stated, “for the first phase is expected to be a thousand units of electric buses can be prepared in a year”.

In addition, Indonesia will spend over USD 450 billion in infrastructure projects until 2030 including toll roads, new intercity road (Trans Java, Trans Sumatera, Trans Sulawesi, Trans Kalimantan and Trans Papua), BRT System, railway projects (MRT, LRT, High/Medium Speed Train), new airport, new seaport, terminal, etc. It will bring a positive impact on the development of Indonesia’s transportation, especially land transportation.

After a successful first edition of Busworld Southeast Asia in 2019, the show will come back on March 23-25, 2022 at Jakarta International Expo (JIEpO) Kemayoran, Jakarta - Indonesia. This show will present bus, coach, electrics bus, medium bus, minibus, component, and services. This exhibition is an ideal platform and an exclusive bus and coach industry marketplace that offers you an unique opportunity to do business, expand networking, learn, source new technology and products, launch/promote new products and services, etc.

Event Fact Sheet

Show Name:
Busworld Southeast Asia 2022

Show Date:
March 23 (Wednesday) – 25 (Friday), 2022

Time:
March 23 - 24, 2022 : 10.00 am – 06.00 pm
March 25, 2022 : 10.00 am – 04.30 pm

Venue:
Jakarta International Expo (JIEpO) Kemayoran, Jakarta - Indonesia

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

Projected for the Exhibition:
Exhibitor – 150 Exhibitors
Visitor – 16,000 Professional Visitors
Size Area – 12,000 sqm (Nett)
**Exhibitor Profile**
- Bus & Coach manufacturers
- Bus & Coach bodybuilders
- Accessories manufacturers
- Spare parts manufacturers
- Battery manufacturers
- ITS/ hybrid devices
- Lights & LED displays
- Tyre manufacturers
- Bus & Coach interior decors
- Seat manufacturers
- Flooring
- Product designers
- Audio-Visual
- Air-conditioning
- Upholstery
- Dashboards
- Financial Institutions
- Paint Decors

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

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

**Mr. Adi Budiman, Head of Bus Products & Sales of PT. Daimler Commercial Vehicles Indonesia (MERCEDES-BENZ)**
I really appreciate Busworld as this event is focusing on buses only. Customers can directly pay attention and compare one brand to others. This is very useful. I am very grateful to Busworld. I wish you more success in Indonesia. Thank you.

**Mr. Stevan Wangsasinarata, Product Manager of PT. Dieselindo Utama Nusa (Allison Transmission)**
Busworld event is very good as the visitors are the right target and a lot of our existing customers and potential customers come and visit us in this exhibition. We will keep joining for the next Busworld Exhibition in 2 years ahead. Thank you.

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

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

**Mr. David Mead, Vice President of VOLVO Bus**
We participated in Busworld exhibitions in a number of cities, and Jakarta is something new. The Busworld brand is known globally for such a long time, so the opportunity to take part in the Busworld Brand is something very exciting. Through this exhibition, we had enormous opportunities to connect with the customers of Indonesia and the show gives us the chance to meet with the suppliers, meet the partners, and have networking in the bus industry within Indonesia. So we wish for a great success, and I look forward to continuing our relationship with Busworld in the future.
Busworld Southeast Asia 2022 - Indonesia will take place at Jakarta International Expo, a perfect place for exhibition in a venue built to international standards. Only 30 minutes away from Jakarta’s CBD, half an hour away from Soekarno – Hatta International Airport, 20 minutes away from Gambir train station, 5 minutes away from five stars hotels and leading restaurants, and 2 minutes from Kemayoran highway.

COST OF PARTICIPATION

Floor Space Only

**CATEGORY PRODUCT AREAS:**

A. Vehicles Unit:
   - USD 160 / sqm (100 – 150 sqm)
   - USD 135 / sqm (151 – 300 sqm)
   - USD 120 / sqm (301 – up sqm)

B. Components, Accessories & Equipment:
   - USD 280 / sqm (min area 36 sqm)

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

Premium Stand Package

USD 330 / sqm
(minimum area 18 sqm)
Description: Floor space, carpet flooring, white panel with O chanon structure, logo on the tower, power point, fluorescent tubes, info display, box display, round table, lockable cabinet, easy chair and waste basket.

Standard Stand Package

USD 320 / sqm
(minimum area 12 sqm)
Description: Floor space, carpet flooring, white panel with O chanon structure, logo on the tower, power point, fluorescent tubes, info display, box display, round table, lockable cabinet, easy chair and waste basket.

Note: *The rate excludes 10% of VAT
**All exhibitors who are domiciled in Indonesia must use IDR (Indonesia Rupiah) as payment in accordance with the current market rate.

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- The Ministry of Industry, the Republic of Indonesia
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- Indonesian Chamber of Commerce and Industry (KADIN)
- Indonesian Exhibition Companies Association (ASPERAPI)

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