



Asia-Europe Meeting

ADMINISTRATIVE CIRCULAR

ASEM CONFERENCE ON FOSTERING GREEN BUSINESS OF SMEs

JAKARTA, 19th – 20th June 2014

As of 12 May 2014

The Event

The Ministry of Cooperatives and SMEs of Republic of Indonesia is honored to host an international conference on cooperatives and SMEs development within the framework of Asia Europe Meeting (ASEM) initiatives. The theme of the conference is Fostering Green Business of SMEs. The conference will be held in Jakarta, Indonesia on 19th – 20th June, 2014 in conjunction with the 12th SMESCO Festival (SME and Cooperatives Exhibition).

The SMESCO Festival is an annual exhibition organized by Ministry of Cooperatives and SMEs. This year's Festival will be held on 19th – 22nd June 2014 at Assembly Hall, Jakarta Convention Center (JCC). The main theme of the Festival is "The 12th SMESCO Festival toward Global Connection, Collaboration, and Commerce", which is aimed at showcasing the Indonesian SMEs achievement in promoting environmentally business creativity and diversity of their products as well as in supporting sustainable economic growth. This event will be participated by 274 SMEs from 34 provinces across Indonesia and specifically for this year we wish to have participation from Asia and Europe SMEs as exhibitors at the Festival.

Background

Climate change has posed a pressing, multidimensional and complex international problem, which its extreme effects have tremendously impacted all spheres of existence on our planet. On 31th March 2014 the United Nation Intergovernmental Panel on Climate Change (IPCC) has released its report which confirmed that people around the world are already suffering from climate change as it directly affect their livelihoods, reducing crops, destroying homes and raising food prices, and that this will accelerate if climate change is left unchecked. It also worsens poverty and economic shocks. This report requires that all communities accelerate and scale up efforts towards a low carbon world and manage the risk of climate change. Solutions to address the negative effect of climate change must come from all stakeholders inter alia governments, private sectors, business players, academia, media as well as Small and Medium Enterprises (SMEs) to play their active roles in ensuring sustainability of their business practices.

In response to that matter, green business has much potential and offer strategic part in driving innovation and stimulates a sustainable economic growth. In such endeavor, the prospects and strategies to achieve green business practices can only be entirely understood by involving the production, technology and management practices of SMEs. Given the SMEs significant roles in the social and

economic development of a country, SMEs should become an important agent of green growth in terms of eco-innovation and fully participate in the transition towards sustainable economic pattern and seize the opportunities arising from it.

Against this backdrop, the ASEM Conference on Fostering Green Business is conducted to facilitate SMEs to find alternative policy initiatives and implement consistent policy strategies on green business development and to encourage SME investment in eco-innovation and sustainable practices, in both manufacturing and services.

Objectives

1. Sharing information, knowledge and experience on SME green business practices.
2. Raising the awareness of SMEs of ASEM Countries to fully participate in the transition towards sustainable economic patterns.
3. Exchanging best practices on how to develop SME green business policies and measures of their implementation.
4. Formulating policy recommendation on how to foster green business of SMEs and prospective cooperation.

Themes

1. Policy Initiatives on Green Business of SMEs
→ To exchange information of policy initiatives in adjusting business practices among countries to realize green business targets.
2. Best Practices and Market Opportunity for Green Business of SMEs
→ To share best practices and create market opportunity among various stakeholders on green business

Organizational Expenses

1. Organizational costs will mainly be covered by Indonesia as the host country.
2. Indonesia will provide only 3 (three) night accommodation for speakers or resource persons.
3. The international travel of speakers and all participants or any additional charges will not be covered by Indonesia.

Co-Sponsorship

Indonesia would like also to encourage all ASEM Partners to be co - sponsors of this initiative in the form of dispatching their experts as speakers or resource persons.

Participants

1. Conference

Each ASEM Partner is invited to appoint 2 (two) participants to The Conference. Target participants are government officials, representatives from organizations who are concerned on environmental issues and SMEs from ASEM Countries.

2. Exhibition

Our target participants of the Exhibition are Cooperatives and SMEs from all over Indonesia and from Asia and Europe countries, as well as other relevant agencies.

Date and venue

Date

19th – 20th June 2014 in Jakarta, Indonesia.

Venue

Opening ceremony will be held at Assembly Hall, Jakarta Convention Center, Jakarta while the Conference will be held at Golden Ballroom The Sultan Hotel, Jakarta

Accommodation

For convenience, the Sultan Hotel and Century Park Hotel Jakarta are recommended for the participants. Participants may make individual reservations at any of the designated/official hotels listed below. Bookings and payment should be made directly to the hotel. Participants will be responsible for all individual costs incurred during their stay.

The Sultan Hotel, Jakarta

Address : Jalan Gatot Subroto Jakarta - 10002 Indonesia

Tel : +62(21)5703600

Fax : +62(21)5733089

Email : info@sultanjakarta.com

Century Park Hotel Jakarta

Address : Jalan Pintu Satu Senayan, Jakarta 10270 Jakarta, Indonesia

Tel : (62-21) 571-2041

E-mail : reservation@atletcentury.com

Language

The language used in the discussion of this Conference is English.

Registration

Registration to the ASEM Conference on Fostering Green Business of SMEs will be done by sending the registration form in attachment to ***asemsmes@gmail.com*** or through ASEM Contact Point: ***asem-kik@kemlu.go.id***.

Please also note that registration deadline is **10th June 2014**.

Liability

The organizer shall not be liable for personal accidents and losses, or damage to personal property of the registered participants of the meeting. Participants should make their own arrangements with regard to personal insurance.

Entry requirements

1. All participants wishing to enter Indonesia must have a passport valid for at least six (6) months from the date of arrival with sufficient pages for visa stamps. Please contact the Indonesian Embassy/Consulate in your country well before the Conference in order to check if you require any immigration documents necessary to visit Indonesia.
2. Participants are advised to apply for necessary visa as early as possible. In this connection, The Ministry of Foreign Affairs of the Republic of Indonesia has advised Indonesian Diplomatic and Consular Missions worldwide regarding the ASEM Conference on Fostering Green Business in Jakarta.
3. Passport holders (holders of diplomatic, service and ordinary passport) from the following countries do not require a visa and are eligible to stay in the territory of Indonesia for a visit up to 30 (thirty) days (Brunei Darussalam, Cambodia, Chile, Ecuador, Hong Kong SAR, Lao PDR, Macau SAR, Malaysia, Morocco, Myanmar, Peru, Singapore, Thailand, the Philippines and Viet Nam)

4. Diplomatic and Service passport holders from 43 countries do not require a visa and are eligible to stay in the territory of Indonesia for a visit up to 30 (thirty) days

Argentina	Bulgaria	Rep Korea	Mongolia	Serbia	Turkey
Austria	China	DPR Korea	Myanmar	Slovakia	Tunisia
Azerbaijan	Ecuador	Croatia	Pakistan	Slovenia	Vietnam
Bangladesh	India	Cuba	Paraguay	Suriname	Hungary
Belarus	Iran	Kyrgyztan	Peru	Sri Lanka	Colombia
Brazil	Cambodia	Lao PDR	Portugal	Switzerland	Afghanistan
Bosnia Herzegovina	Kazakhstan	Macedonia	Russia	United Arab Emirates	Venezuela
Poland					

5. Visa on Arrival (VoA)

VoA is issued upon arrival at the Soekarno-Hatta International Airport Jakarta. Nationals from 64 countries are provided with this facility for a visit not exceeding 30 (thirty) days. For further details please visit:

<http://www.deplu.go.id/Pages/ServiceDisplay.aspx?IDP=7&IDP2=21&Name=ConsularService&l=en>

The fee for a VoA for up to 30 (thirty) days is US\$ 25. This type of visa is not extendable nor can it be converted into other types of visas. Should the bearer of a diplomatic or service visa wishes to apply for a VoA, the above-mentioned fee shall apply.

6. Passport holders from countries not stated above are required to apply for a visa at the Indonesian Embassy/Consulate General/Consulate abroad.

Transportation

1. Transportation from airport to the official hotel is available for participants who stay in the Sultan Hotel and Century Park Hotel on 18th June.
2. Transportation from the Sultan Hotel and Century Park Hotel to airport is available on 21st June. Please clearly indicate your flight details in the registration form for this purpose.

Additional information

Telephone

Country code of Indonesia + 62

Area code of Jakarta + 62 21

Weather

Average day temperature in Jakarta at the middle of June is expected to be about 24 - 33 degrees Celsius.

Time

The time in Indonesia is 7 hours ahead of Greenwich Mean Time (GMT + 7)

Currency

Currency of the Republic of Indonesia is Rupiah. Exchange rate fixed by Bank of Indonesia is 1 USD = 11,253 Rupiahs (as of April 4, 2014), 1 EUR = 15,431 Rupiahs (as of April 4, 2014). All major international credit cards are accepted in Jakarta.

Emergency Contacts

Below are listings for police, fire, flood control, hospitals and other important emergency phone numbers in Jakarta.

Fire - 113

Police - 110

Ambulance – 118

Tourist Destinations

1. Ragunan Zoo South Jakarta. Komodo, Cendrawasih bird, and other exotic animals. Located at Pasar Minggu area, South Jakarta.
2. Art and Cultural Centre
 - British Council Jakarta, Gedung Bursa Efek Jakarta Tower 2, 16th floor, Jl. Jend. Sudirman, Jakarta 12190. Tel: (62)(21) 515 5561, Fax: (62)(21) 515 5562
 - Erasmus Huis, Jl. H.R. Rasuna Said Kav. S-3, Kuningan Jakarta 12950, Tel.: (62)(21) 524 1069, Fax: (62)(21) 527 5978.

- SME Tower - SMEs Gallery, Jl. Jend. Gatot Subroto Kav.94
Jakarta 12780 – Indonesia. Telp: 62.21 2753 5400.

Contacts

Should specific assistance be necessary, please address a request by email to asemsmes@gmail.com

For further inquiries please contact:

1. Organizing Committee of ASEM Conference on Fostering Green Business of SMEs
Ministry of Cooperative and Small and Medium Enterprises of the Republic of Indonesia, Jl. HR. Rasuna Said Kav. 3 Kuningan, South Jakarta
E-mail : asemsmes@gmail.com
Phone : (+ 62 – 21) 5299 2756
Fax : (+ 62 – 21) 5204 378
Mobile : Aldo: +62 818 0639 9382
Rosy: + 62 818 0233 3826
Website : -
2. ASEM Desk Indonesia
Ministry of Foreign Affairs of the Republic of Indonesia
Jl. Taman Pejambon No.6, Central Jakarta
Phone : (+62-21) 3812778
Fax : (+62-21) 3813142
Email : asem-kik@kemlu.go.id
Mobile : Kurnya Kusuma Dewy: +62 878 3966 1673
3. Organizing Committee of SMESCO Festival
Ministry of Cooperative and Small and Medium Enterprises of the Republic of Indonesia, Jl. HR. Rasuna Said Kav. 3 Kuningan, South Jakarta
Phone : (+62-21) 52992897, 52992934, 52992930
Fax : (+62-21) 5204373
E-mail : asdepinfobis@gmail.com
Website : www.smescofestival2014.org
Mobile : Irwan : +62 812 9081 320
Wardoyo : +62 815 888 0418
Mangatas : +62 813 1013 3642

Photo
(4x6 cm)

**ASEM CONFERENCE ON FOSTERING
GREEN BUSINESS OF SMES**

Jakarta, 19th – 20th June 2014



Asia-Europe Meeting

REGISTRATION FORM

Country		
Institution/Organization		
Office address		
Full name		
Title	H.E / Mr. / Mrs. / Ms.	
Position		
Official Title		
Gender	Female: <input type="checkbox"/>	Male: <input type="checkbox"/>
Date of Birth		Place of Birth:
Nationality		
Passport number		
Place of issuance		
Date of issuance		Date of expiry:
Contact Information	Tel:	Fax:
	Email:	
Flight Itinerary <i>(Please provide flight information)</i>	Arrival time/flight number	
	Departure time/flight number	
Dietary Requirement	Vegetarian <input type="checkbox"/>	Non Vegetarian <input type="checkbox"/>
	Others <i>(Please specify)</i>	
Name of hotel		
<input type="checkbox"/> I am interested in business matchmaking opportunities at the 12 th SMESCO Festival.		

Please return the completed registration form by 10st June 2014 to:

Organizing Committee of ASEM Conference on Fostering Green Business of SMEs,
Ministry of Cooperative and Small and Medium Enterprises of the Republic of Indonesia, Jl. HR.
Rasuna Said Kav. 3 Kuningan, South Jakarta
E-mail : asemsms@gmail.com
Phone : (+ 62 – 21) 5299 2756
Fax : (+ 62 – 21) 5204 378
Mobile: Aldo: +62 818 0639 9382
Rosy: + 62 818 0233 3826

Please CC all registration information to:

ASEM Desk Indonesia,
Ministry of Foreign Affairs of the Republic of Indonesia
Jl. Taman Pejambon No.6, Central Jakarta
Phone : (+62-21) 3812778
Fax : (+62-21) 3813142
E-mail : asem-kik@kemlu.go.id

Photo (4x6 cm)



**ASEM CONFERENCE ON FOSTERING GREEN BUSINESS OF SMES
Jakarta, 19th – 20th June 2014
SPEAKERS FORM**

Country		
Institution/Organization		
Full name		
Title	H.E / Mr. / Mrs. / Ms.	
Official Title		
SPEAKERS ARRANGEMENTS		
Choose one of the Sessions	Policy Initiatives on Green Business of SMEs	
	Best Practices and Market Opportunity for Green Business of SMEs	
Title of the Presentation		

*Kindly attach your short Curriculum Vitae and send to asemsms@gmail.com

SPEAKERS ARRANGEMENTS:

ASEM Partners interested to take part in sharing their experiences in one of the sessions are invited to give presentations for up to 10 minutes. Speakers are expected to prepare a power point presentation. Please submit it and an executive summary to the organizer committee at the latest 10st June 2014 to the following contact:

Organizing Committee of ASEM Conference on Fostering Green Business of SMEs,
Ministry of Cooperative and Small and Medium Enterprises of the Republic of Indonesia, Jl. HR.
Rasuna Said Kav. 3 Kuningan, South Jakarta
E-mail : asemsmes@gmail.com
Phone : (+ 62 – 21) 5299 2756
Fax : (+ 62 – 21) 5204 378
Mobile: Aldo: +62 818 0639 9382
Rosy: + 62 818 0233 3826

ASEM Desk Indonesia,
Ministry of Foreign Affairs of the Republic of Indonesia
Jl. Taman Pejambon No.6, Central Jakarta
Phone : (+62-21) 3812778
Fax : (+62-21) 3813142
E-mail : asem-kik@kemlu.go.id