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## **Intro to BHTV**

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LAPI-ITB Seminar  
“Strategi dan Kebijakan Industri Teknologi  
Informasi dengan Penekanan Pad Industri Software  
dan Sistem Integrasi”  
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## **BACKGROUND**

- ◆ Opportunities in the Global New Economy
  - Various statistics have shown growth in Information Technology (IT) and Electronics
  - Indonesia is not far behind in this field
- ◆ Indonesia’s economy is not in a good shape
  - We must find ways to strengthen Indonesia’s economy
  - New economy provides opportunity we cannot miss

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## ECONOMICAL BACKGROUND

- ◆ Export is a viable means to support Indonesia's economy
- ◆ Indonesian export:
  - Oil & Gas
  - Wood
  - Textile
  - Electronics (including IT)

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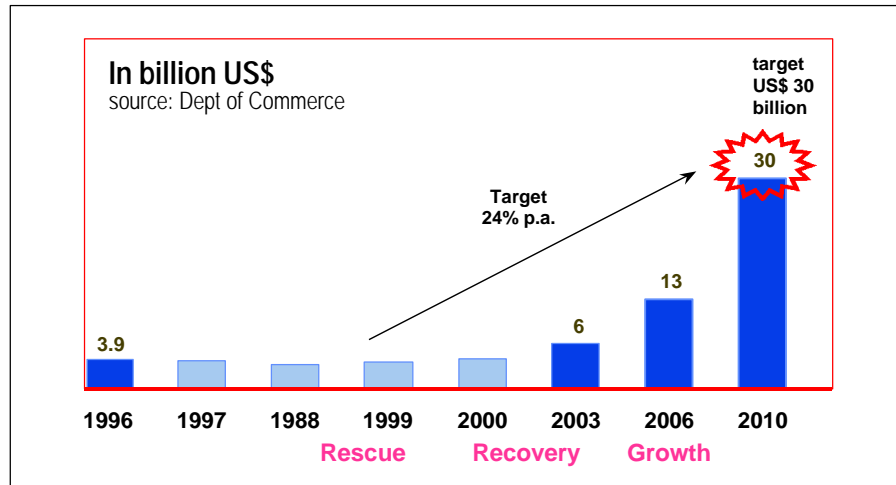
## ELECTRONICS

- ◆ Electronics according to DEPRINDAG includes
  - Information Technology
  - Modules and components
  - Semiconductor
  - Consumer Electronics
  - Telecommunications
  - Home Appliances
  - Misc.

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## INDONESIA ELECTRONICS EXPORT



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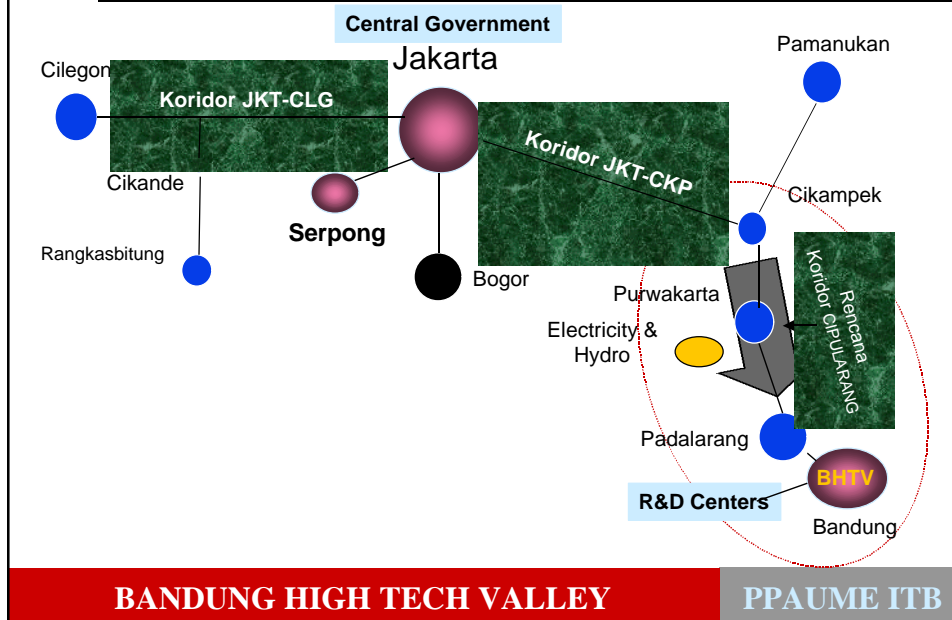
## DEPRINDAG

- ◆ 1996
  - Electronic Super Sites (ESS)
  - Super Highway / 3 Jalur Kemudahan (Koridor Cilegon-Jakarta-Cikampek-Purwakarta-Padalarang-Bandung)
  - Incentive, Taxtion, Training
  - Domestic market – distribution
  - **Bandung High Tech Valley (BHTV)**
  - Technology Transfer Agency
  - Software dan Engineering Support Development
- ◆ 1997 Crisis!

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Source: DEPARTEMEN PERINDUSTRIAN DAN PERDAGANGAN



## WHY BANDUNG

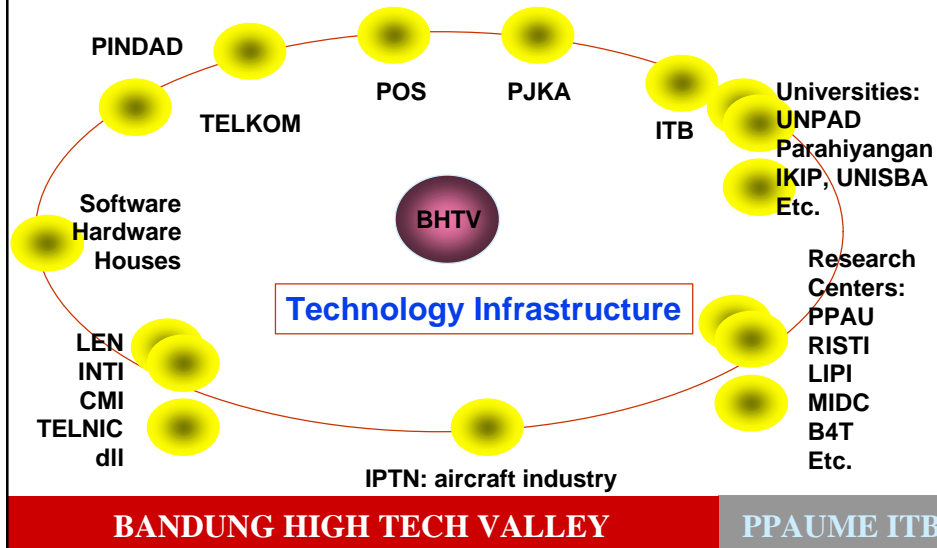
- ◆ Bandung's "goldmine"
  - Science & Technology  
Top universities, research centers, tech-related corporations (crown corp./BUMN & private)
  - Talented and intelligent human resources  
Top students study in Bandung. Universities in Bandung are attended by top Indonesian students
  - Nice place to work and live (ecosystem)

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## Bandung SciTech community

source: Direktorat Industri Elektronika, Dirjen ILMEA, Deprindag



## LESSONS FROM OTHER COUNTRIES

### ◆ India

- The success of India in software industry proves that everybody can participate in the new economy
- In less than (5) years, India's software export multiplied and became US\$ 4 billion in 2000. Estimated US\$50 billion in year 2008
- NOT DOMESTIC MARKET!
- Political situation in India is not stable (Kashmir, change in government, etc.), yet business progresses
- English (language) is not a barrier

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## LESSONS FROM OTHER COUNTRIES

- ◆ China
  - Progressing very rapidly!
  - Internet users grow exponentially
  - Yet not a rich country
  - Piracy is high, but Microsoft (and other software industries) open research centers in China!
  - English is still a barrier

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## CHALLENGES

- ◆ Human Resources Crisis!  
The demand is greater than the supply
  - Various initiatives have been started (eg. “Sekolah 2000” [school 2000 programme], IT centers, certification, non-degree & competency learning centers)
- ◆ Government policy
- ◆ Infrastructure

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