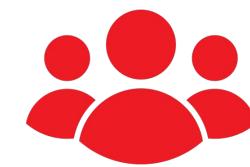


J&T
connect
preneur
summit

TERM OF REFERENCE

J&T Connect Preneur Summit, **the first and largest** business conference by J&T Express, brings together entrepreneurs to explore business strategies and growth across various topics.

500



**MSMEs ACROSS
INDONESIA**

**NOV 15TH 2024
08.30-19.00 WIB
SWISSOTEL PIK AVENUE, JAKARTA**

**5 PANEL DISCUSSION
3 WORKSHOP**

J&T connect preneur summit



SUMMARY BRIEF

Event Name

J&T Connect Preneur Summit

Date

15 November 2024

Location

Swissotel PIK Avenue Jakarta, Indonesia

Format

Hybrid : Offline & Online

Participants

Invitation only : seller, business partner & Brand max to 500 persons

**Target
Market**

Micro – Nano – Macro Seller

Tone

Young, warm, humble, dynamic

Feeling

Humble, entertain, delightful



UNLEASH ABILITIES BEYOND PREVIOUS LIMITS

Economic changes, challenges and innovation trends are things we will always encounter in world economic development. MSMEs in Indonesia must be able to adapt and prepare their capabilities to face future economic developments.

Presenting and **connecting** parties in the business ecosystem which will later become provisions and new initiatives for Indonesian SMEs to grow.

J&T Connect Preneur Summit is a forum for J&T Express commitment to grow with MSMEs and *"Unleash Abilities Beyond Previous Limits"*.



J&T connect preneur summit

SPEAKERS WISHLIST

TOP TIER SPEAKER WISHLIST*

Ministry / People of
Kemenparekraf

Ministry / People of
Kemenkop UKM

Ministry / People of
Kementerian BUMN



*Speakers are on progress to be
confirmed / can be adjusted.

PANEL

An inspirational **Panel Discussion** talk from prominent speakers led by moderators, to give constructive perspective to UMKM to raise up the bar and ***"Unleash Abilities Beyond Previous Limits"***.

Discussion Panel #1

Evolution and Trends: A Decade-long Overview of Indonesia SMEs Behaviour



**Felicia Putri
Tjiasaka**



**Arief
Muhammad
Payakumbuh**



**Wientor Rah
Mada
SMESCO**

Discussion Panel #2

Social Commerce Trends in 2024 and Beyond



**Maria
Anggraini
This is April**



**Ammar
Prayitno
DENTSU**

Discussion Panel #3

Efficient Logistics & Enhancing Supply Chains across Indonesia



**Muhammad
Sadad
ERIGO**



**Iwan Senjaya
J&T Express**



**KEMEN
KOPUKM
Kementerian Koperasi dan UMKM
Republik Indonesia**

Discussion Panel #4

Financial Inclusion: Digital Financial Inclusion & SME Finance



**Aria
Widayanto
Amarta**



**Prita Hapsari
Ghozie
ZAP Finance**

Discussion Panel #5

Small Business, Big Impact



**Aang
Permana
Sipetek**



**Mohamad Bijaksana
Junerosano
Waste4Change**



*Speakers are on progress to be confirmed / can be adjusted.

*Speakers are on progress to be confirmed / can be adjusted.

GROW ROOM SPEAKER WISHLIST*

CONTENT CREATOR



Louisse Scarlett
Content Creator



Kohcun
Content Creator



Awan Prasetyo
Vindes



**Deryansha
Azhary**
Kasisolusi

EXPERTISE



**Alamanda
Shantika**
Binar Academy



**Narendra
Pryottama**
Dekorumra



Hicary
KoinWorks

SERVICES



@Fotoprodukkatalog
Catalog photo
services



Yopie Suryadi
MTARGET
Mail target



Aldhy Eka Putra
Two Nation Together
Branding services

FORMAT

3 WORKSHOP
1 SPEAKER EACH WORKSHOP

J&T connect preneur summit

EVENT RUNDOWN

PANEL DISCUSSION SCHEDULE

An inspirational **Panel Discussion** talk from prominent speakers led by moderators, to give constructive perspective to audience to raise up the bar and "**Unleash Abilities Beyond Previous Limits**".

NO	TIME		DUR	ACTIVITY SUMMIT ROOM	ACTIVITY GROW ROOM
	START	END			
1	8:30	9:30	1:00	Registration	
2	9:30	9:40	0:10	Opening by MC	
3	9:40	9:48	0:08	Opening Act	
4	9:48	9:53	0:05	Welcome Speech from J&T Key Person	
5	9:53	10:00	0:07	Opening Procession	
6	10:00	11:00	1:00	Discussion Panel #1 : Social Commerce Trends in 2024 and Beyond	Press Conference
7	11:00	12:00	1:00	Discussion Panel #2 : Financial Inclusion: Digital Financial Inclusion & SME Finance	Workshop #1 : Leveraging Social Media for SME Growth
8	12:00	13:30	1:30	Lunch & Ishoma Break	
9	13:30	14:30	1:00	Discussion Panel #3 : Evolution and Trends: A Decade-long Overview of Indonesia SMEs Behaviour	Workshop #2 : Mastering Live Streaming Shopping for SMEs
10	14:30	14:50	0:20	Awarding 1	
11	14:50	15:50	1:00	Discussion Panel #4 : Efficient Logistics & Enhancing Supply Chains across Indonesia	
12	15:50	16:20	0:30	Coffee Break	
13	16:20	17:20	1:00	Discussion Panel #5 : Small Business, Big Impact.	Workshop #3 : Mastering E-commerce for SME Success
14	17:20	18:20	1:00	Awarding 2 & Lucky Draw	
15	18:20	18:50	0:30	Dinner	
16	18:50	19:50	1:00	Dinner + Guest Star Closing Performance	

J&T connect preneur summit

PANEL DISCUSSION TOPICS

November 15TH 2024

13.30-14.30 WIB

60 minutes

Panel discussion



PANEL DISCUSSION #3

Evolution and Trends: A Decade-long Overview of Indonesia MSMEs Behaviour

Moderator: J&T Express Representative

Speakers Wishlist:

- Felicia Putri Tjisaka
- Arief Muhammad, Founder of Payakumbuh
- Wientor Rah Mada, President Director of SMESCO Indonesia

Key Discussion Points:

- **Understanding Evolution:** Review the past decade's trends in Indonesia's SMEs to help owners adapt to market changes.
- **Consumer Behavior:** Explore how digital transformation has reshaped consumer habits, particularly in tech-driven retail.
- **Innovation & Creativity:** Gain insights into innovative shifts within the MSME sector from industry experts.
- **Government Support:** Discuss the impact of government policies on SME growth, offering a macro perspective.

Expected Outcomes:

- Identify strategies for long-term success in a changing market.
- Develop a clear understanding of consumer trends and their implications.
- Gain practical insights into navigating innovation in the MSME sector.

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SPEAKER RESPONSIBILITIES

SPEAKER SCOPE OF WORK

PRE-EVENT

- Attend a preparatory meeting with all parties involved in the event to discuss briefing details.
- Review the recommended talking points provided by the J&T Express team for the panel discussion session.
- Prepare a presentation that aligns with the event's theme and includes relevant case studies as references for participants **[only applicable to workshop speakers]**.
- Submit the presentation materials to the J&T Express team no later than seven days before the event **[only applicable to workshop speakers]**.

EVENT DAY

- Attend the rehearsal session at the designated location before the event day.
- Educate, present, and explain knowledge to participants in alignment with the event's theme and specified scope of work (SOW).
- Participate in the Q&A session open to participants.
- Deliver a **45'** minutes presentation **[only applicable to workshop speakers]**.
- Expand on the provided talking points during the presentation.



THANK YOU

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Looking forward to your participation!



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