



IRIS

INDONESIA
RETAIL INVESTOR
SUMMIT 2027

THE NEXT-GEN INVESTORS!

20-21 JANUARY 2027

Nusantara Hall, ICE BSD City

Organized by:
 **NAGANAYA**

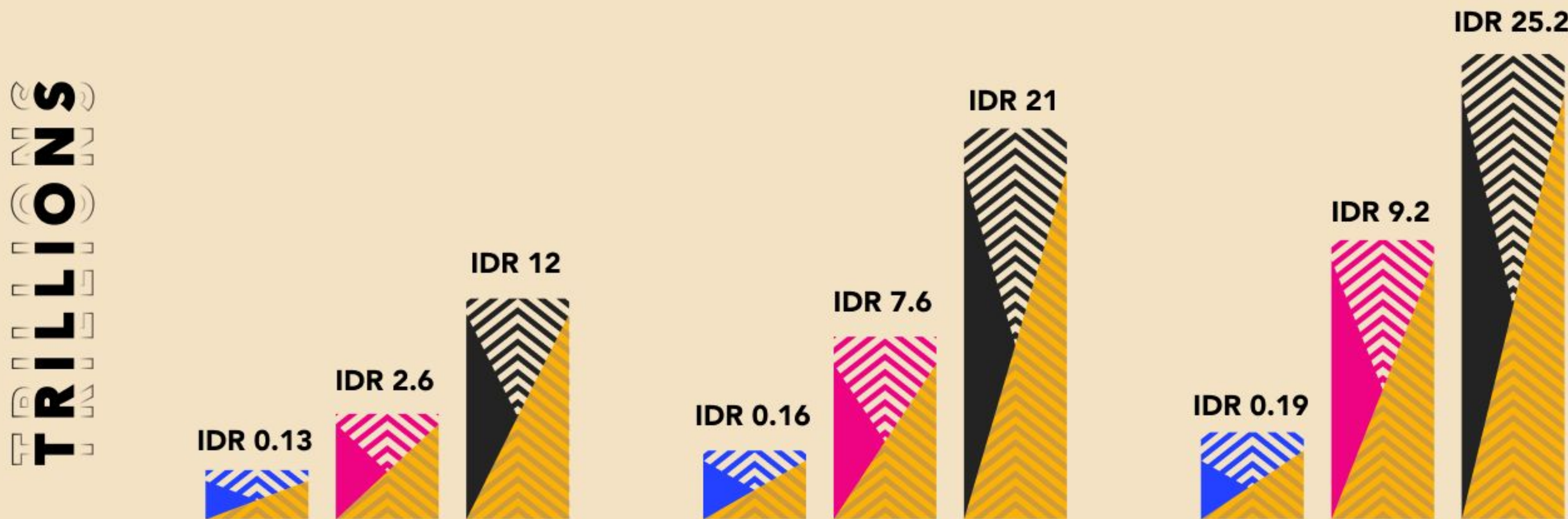
EVENT BACKGROUND

The rapid rise of retail investors, estimated to reach **65 million** within 2024 to 2027, underscores the increasing significance of diverse investment options, including equities, crypto, mutual funds, sukuk, bonds, and ETFs. This expanding base of retail investors is transforming the financial landscape, creating a need for platforms that can empower and guide this growing demographic.

IRIS 2026 steps in as a national platform designed to bridge the gap. Through seminars, exhibitions, and workshops, IRIS connects key stakeholders, product providers, and educators, providing essential resources for both new and seasoned investors. The event is particularly focused on empowering the younger generation, offering them the tools and knowledge to explore investment opportunities, understand associated risks, and improve their financial literacy.

With retail investors projected to grow by 20% in 2027, the untapped potential remains substantial. The launch of IRIS 2027 is expected to further accelerate this growth, contributing an additional 20% of increased total market ownership held by retail investors in 2027. By fostering greater investor understanding and confidence, IRIS 2027 plays a key role in shaping an inclusive, resilient, and sustainable investment ecosystem for Indonesia's future.

ESTIMATED TOTAL RETAIL INVESTOR TRANSACTIONS



2025

2026

2027

*Daily Transaction

*Projection Number

COMMODITIES

CRYPTO

STOCK

INVESTMENT INSTRUMENTS COVERED IN IRIS



BONDS



STOCK & EQUITY



CRYPTO



COMMODITIES



TIME DEPOSIT



MUTUAL FUNDS



FOREX



ETFs



DERIVATIVES

OBJECTIVE

**1**

A solution platform for educating retail investors in investing and understanding safe investment instruments.

2

To strengthen and increase the number and value of investors and national investment transactions.



Connecting retail investors with issuers, securities firms, and investment technology providers.

3

EVENT PROFILE



2
DAYS



**ICE BSD
NUSANTARA HALL**



15000⁺
RETAIL INVESTORS



80⁺
SPEAKERS



300⁺
EXHIBITORS /
COLLABORATION



RP 3 Trillions
PROJECTED TRADING
VOLUME



5000⁺
CONFERENCE
DELEGATES



3600 SQM
EXHIBITION
SPACE

EVENT PROGRAM 2027



**SILENT
CONFERENCE**



EXHIBITION



**LIVE TRADING
COMPETITION**



WORKSHOP



ENGAGEMENTS

ENGAGEMENTS



1 PEER TO PEER
MEET UP



3 NETWORKING
SESSIONS



2 ENTERTAINMENT



4 REFRESHMENT
LOUNGE

TOPIC TO BE DISCUSSED

INFLATION VS INVESTMENT:

How to Protect & Grow Your Money in 2027?

FINANCIAL GOALS IN YOUR 30S:

Building Wealth without FOMO

NGOPI CUAN:

How To Start Investing with Your Daily Coffee Budget

PERSONAL BRANDING FOR YOUNG INVESTORS:

How Your Online Personal Impacts Opportunities

SIDE HUSTLE TO STOCKS:

Turning Extra Income into Long-Term Wealth

INVITED SPEAKERS



**Sri Mulyani
Indrawati**

Independent Co-Chair of
International Development
Association World Bank



**Destry
Damayanti**

Governor of
Bank Indonesia



**Friderica
Widiasari Dewi**

Chairman of the Board of
Commissioner of the
Financial Services Authority
(OJK)



**Lo Kheng
Hong**

Indonesia's Investor



**Ade Jona
Prasetyo**

Chairman of HIPMI
Indonesia

And Many More

INVITED SPEAKERS



**Helmy
Yahya**

Indonesian Public
Speaker



**Adrian
Maulana**

Indonesian Businessman



**Ellen
May**

Trader, Investor, and Author
Particularly in the



**Raditya
Dika**

Influencer Investment
Enthusiast



**Annisa
Steviani**

Influencer Investment
Enthusiast



**Raymond
Chin**

Investment
Content Creator

And Many More

ENTERTAINMENT



**DNA (DJAYJAX N MISTER
ALOY) DJ LIVE SET**



SAL PRIADI

TARGET VISITOR

**BEGINNER & ASPIRING
INVESTORS**



**FINANCE & INVESTMENT
PROFESSIONALS**



RETAIL INVESTORS



INVESTMENT COMMUNITIES



TRADERS



**FINANCIAL INFLUENCERS
& KOLS**



VISITOR PROFILE



DEMOGRAPHIC

Men & Women
Aged 17-60 years



GEOGRAPHIC

All Region
in Indonesia



PSYCHOGRAPHIC

- **Socioeconomic status A - B**
- **Investment-aware**
- **Follow financial investor trends**

MARKETING STRATEGIES



Social Media Activation

Instagram, LinkedIn,
Facebook



Public Relations & Media Placement

Collaboration with national and
industry media



Direct Marketing Channels Email Direct Marketing (EDM) and WhatsApp Blasting

Database: 70,000+ Naganaya
International Indonesia



Community & Association Partnerships

Collaboration with 25+
communities and industry
associations



Out-of-Home (OoH) Activation

Branding within event areas
(onsite visibility)



Digital Advertising & SEM

Meta Ads Manager & Google
Display Ads



SEO & Website Optimization

Keyword optimization and
maintenance

EXHIBITOR PROFILE

STOCK BROKER COMPANY	CRYPTO EXCHANGE PLATFORM
ONLINE STOCK BROKER APPLICATION	FINANCIAL TECHNOLOGY PLATFORM
PUBLIC LISTED COMPANY	REGULATOR COMPANY
PRIVATE STOCK ACADEMY	INVESTOR/ASSOCIATION COMMUNITY
FOREX, COMMODITY, STOCK TRADING PLATFORM	FINANCE & BANKING INSTITUTION

COMMUNITY PARTNERS



MEDIA

And Many More

PROPOSED PARTNERS



And Many More

PROPOSED GOVERNMENT INSTITUTION



WHY YOU SHOULD JOIN US?

Position Your Brand
as a leader in fighting inflation

Drive Customer Acquisition
through direct Engagement

Showcase Your Product
as real investment solutions

Gain High-Quality Leads
from a financially active segment



THANK YOU

Contact Us :

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