



SMART AND SUSTAINABLE CITIES - ASEAN MISSION 2019

ABOUT THIS MISSION

Austrade invites you to join the Australian delegation heading to Jakarta, Kuala Lumpur and Bangkok from **4-9 March 2019** to participate in the **Smart and Sustainable Cities - ASEAN Mission**.

Cities in the ASEAN region are proactively pursuing smart and sustainable city development. This agenda is being driven by government and implemented by the private sector. South East Asia's property developers/managers, telco's and utility operators, together with multinational technology groups and multilateral aid agencies are looking to Australia for strategy, technology and innovation to enhance their projects.

The 2019 ASEAN Mission areas of focus are:

- PropTech / Digital Buildings
- Energy efficiency
- Environmental technology
- Water technology
- IoT, AI, big data analytics
- Logistics / parking tech

This mission provides your business with a unique opportunity to showcase your capability and identify business partners / customers in three South East Asian markets that have a clear smart city agenda and project pipeline:

Indonesia has tripled its smart cities budget in 2018 encouraging the private sector to partner on projects. Opportunity exists for AI and data analytics companies to deliver better data and insights to Indonesia's control centres.

Malaysian cities have developed smart city blueprints and ambitious plans to reduce congestion and contamination in major cities through increased green space. This presents an opportunity for logistics and environmental tech.

Thailand's smart city development is being driven by major property developers at a precinct scale. These developers are looking to Australia for solutions that can be easily integrated into projects and scaled across developments in logistics, energy efficiency and digital buildings.

Travel and accommodation costs are to be borne by mission delegates.

Important information

Dates:

4-9 March 2019

Location:

Jakarta, Indonesia

Kuala Lumpur, Malaysia

Bangkok, Thailand

Apply by:

25 January 2019

Who should attend?

Australian businesses, startups and scaleups with capability in:

- artificial Intelligence + IoT
- proptech / digital buildings
- logistics and parking tech
- environmental technology
- energy efficiency
- big data analytics
- water technology.

Apply now at www.austrade.gov.au/aseansmartcities

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MARKET OVERVIEW

Indonesia

Indonesia's decision-making responsibilities are devolved to local governments and as a result of this there are more than 300 municipalities in Indonesia looking to procure smart city solutions. Opportunity exists across the IoT sectors, particularly for Australian smart city firms offering civil and waste management and technology applications.

Malaysia

Malaysia has four pilot cities under the ASEAN Smart Cities Network (ASCN): Kuala Lumpur, Kota Kinabalu, Johor Bahru and Kuching. These cities are pursuing future transport projects that address Malaysia's congestion and pollution challenges in addition to water, waste and flood management. More broadly Malaysia's ambitious urban greening agenda will aim to remove car parks by 2030.

Thailand

Thailand's capital of Bangkok has significant, long term development projects planned and underway, from refurbishment through to green-field developments on single building and precinct scale, by developers who seek to attract high paying tenants by incorporating the latest in green and smart cities technologies.

The challenges urbanisation brings are well documented, from managing vehicle and pedestrian congestion, water and air quality, citizen wellness, security and safety and energy management. Thailand's largest property developers realise technological and digital solutions can be utilised to resolve these issues, and as competition between cities and developers for international investors and higher paying tenants increases, so too is demand for proven technology.

WHY YOU SHOULD PARTICIPATE

- **Gain** market insights from industry briefings and roundtable meetings with corporate leaders
- **Advance** your connections through exclusive networking functions with members and influencers of Indonesia, Malaysia and Thailand's key built environment industry bodies and smart city entrepreneurs
- **Build** relationships with leading smart city stakeholders investing in urban development initiatives, including prominent South East Asian corporations, property developers, telcos and multilateral financial institutions
- **Explore** the fast growing digital hubs of Indonesia, Malaysia and Thailand and meet with key innovators in each market's smart cities ecosystem
- **Meet** private sector players who are driving smart city project implementation through tailored business matching.

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MISSION SUMMARY – DRAFT (SUBJECT TO CHANGE)

The program is designed to maximise your visit. In each South East Asian market, Austrade will organise meetings with leading smart cities practitioners and focused roundtable discussions with customers, influencers and innovators.

Location	Details
Jakarta, Indonesia	<p>Day 1: Sunday 3 March – delegates arrive in Jakarta PM: Welcome dinner</p> <p>Day 2: Monday 4 March AM: Smart Cities Forum: Join decision makers from both countries to discuss possible areas of collaboration and clearly understand Indonesia’s smart cities plans and needs PM: Networking lunch, followed by site visit to Sinar Mas Land Smart City development</p> <p>Day 3: Tuesday 5 March AM: Site Visit to Jakarta Smart City Command Centre and then directly to Airport PM: Fly to Kuala Lumpur LATE: Welcome dinner / event in Kuala Lumpur</p>
Kuala Lumpur, Malaysia	<p>Day 4: Wednesday 6 March AM: Smart Cities Forum: Meet leading Malaysian smart cities leaders, property developers, telcos and planners to understand ‘Why Malaysia’ for your smart cities tech and services PM: Site visit to one of Malaysia’s ASCN pilot cities (to be confirmed)</p> <p>Day 5: Thursday 7 March AM: Smart Selangor site visit and workshop PM: Fly to Bangkok LATE: Welcome dinner / event in Bangkok</p>
Bangkok, Thailand	<p>Day 6: Friday 8 March AM: Smart Cities Forum: Pitch your technology and have meetings with key property developers, integrators and architects PM: Visit to MQDC's Research & Innovation for Sustainability Centre (RISC) and TCC / Frasers Property Bangkok One Evening: Group dinner</p> <p>Day 7: Saturday 9 March AM: Activity (to be confirmed) PM: Delegates own arrangements</p>

Note: Program details are subject to change. This mission requires a minimum of 15 participants to proceed. Austrade reserves the right to cancel the event if registration numbers are not met.

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PARTICIPATION OPTIONS

City	Package inclusions	Total cost
Jakarta 4-5 March	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none"> venue hire, interpretation and catering costs for sessions, industry roundtable, and networking events dinner reception ground transportation between dedicated events marketing and promotional costs, including design, editing, translation pre-departure webinar briefing mission program coordination and delivery preparation of electronic marketing material on-site assistance. 	A\$825
Kuala Lumpur 6-7 March	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none"> Venue hire, interpretation and catering costs for sessions, industry roundtable, and networking events dinner reception ground transportation between dedicated events marketing and promotional costs, including design, editing, translation pre-departure webinar briefing mission program coordination and delivery preparation of electronic marketing material on-site assistance. 	A\$825
Bangkok 8-9 March	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none"> venue hire, interpretation and catering costs for sessions, industry roundtable, and networking events dinner reception ground transportation between dedicated events marketing and promotional costs, including design, editing, translation pre-departure webinar briefing mission program coordination and delivery preparation of electronic marketing material on-site assistance. 	A\$825
TOTAL	<p>1 city: A\$825 2 cities: A\$1,650 3 cities: A\$2,475</p>	

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PAYMENT: Full payment is required with payment terms as per the invoice provided upon receipt of the acceptance letter. Please refer to the event [Terms & Conditions](#) for further detail.

The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other (except for 2nd delegate of accepted businesses as noted above).

Note: *If your application is successful you will be required to make and pay for your own round-trip airfare, accommodation, and other private travel arrangements. Meals are only provided where indicated.*

CLICK HERE TO REGISTER

Register your interest in attending this mission on the Austrade website (click link above). In order to provide the highest level of service to delegates places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

Please refer to the event [Terms & Conditions](#) for further details.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit www.austrade.gov.au/grants or call 13 28 78.

IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY CONTACTS IN AUSTRALIA

Gabrielle Hall

Adviser – Future Cities

Austrade Brisbane

T +61 7 3364 7732

E gabrielle.hall@austrade.gov.au

Tim Simpson

Senior Adviser – Major Infrastructure & Urban Development

Austrade Canberra

T +61 2 6201 7552

E tim.simpson@austrade.gov.au