



ASOSIASI PERUSAHAAN PAMERAN INDONESIA
INDONESIA EXHIBITION COMPANIES ASSOCIATION

STRENGTHENING THE ARCHIPELAGO: BUILDING INCLUSIVE MICE OPPORTUNITIES ACROSS REGIONS

**Driving Equitable Growth, Cultural Identity, and Regional Competitiveness in
Indonesia's MICE Landscape**

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WHY INCLUSIVE MICE DEVELOPMENT MATTERS

- The MICE industry (Meetings, Incentives, Conventions, Exhibitions) is a **powerful catalyst** for economic, tourism, and knowledge exchange growth.
- Today, **Jakarta dominates** Indonesia's MICE ecosystem — yet the **potential across other regions** remains largely untapped.
- Strengthening MICE activities across the archipelago means **creating shared prosperity** and building a truly **inclusive national economy**.

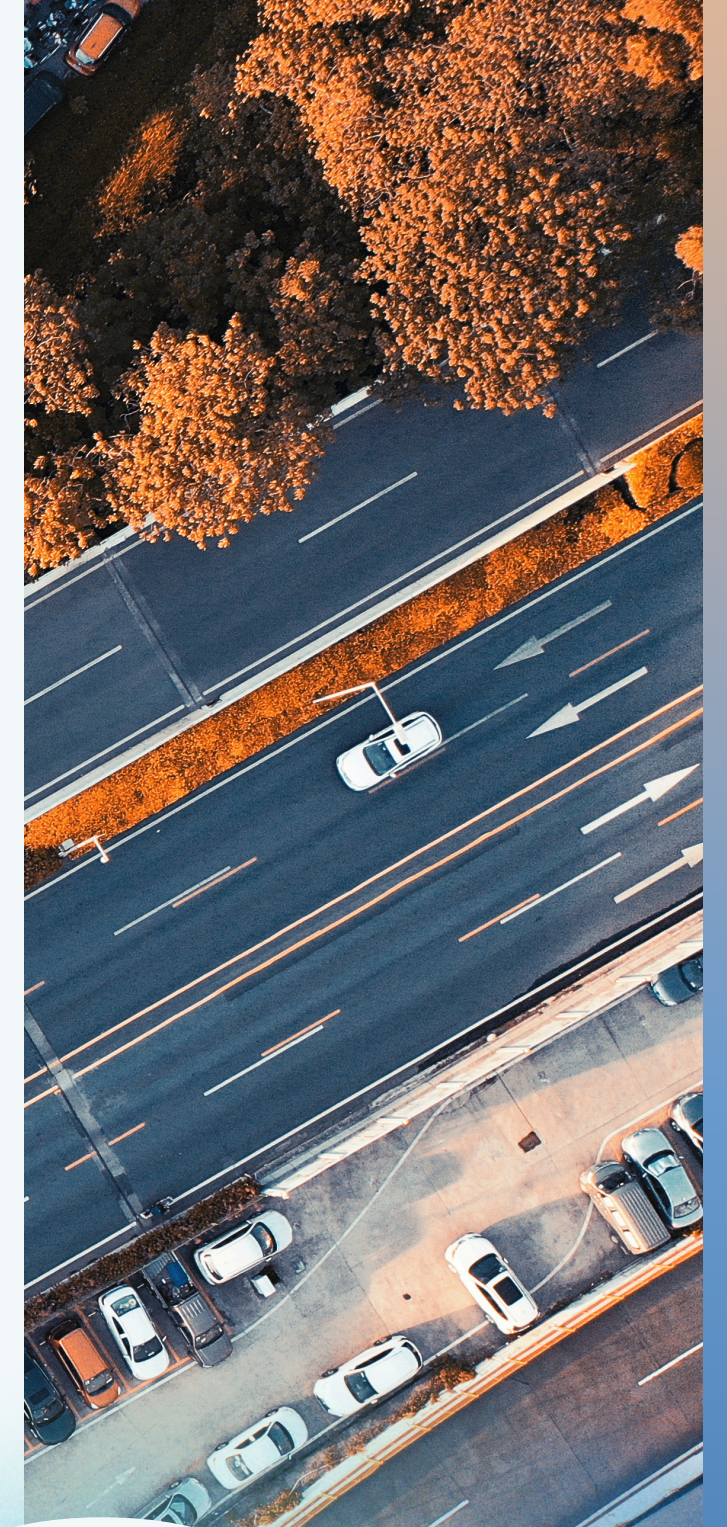
A CENTRALIZED INDUSTRY WITH REGIONAL POTENTIAL

- Over **70%** of MICE events are held in **Jakarta and Bali**.
- Regional cities face **infrastructure and capacity gaps**, but possess **unique tourism and cultural advantages**.
- Government vision: “**Indonesia as a Global MICE Destination by 2030**”, anchored in regional inclusivity.



SHIFTING FROM A CAPITAL-CENTRIC TO ARCHIPELAGO-WIDE MICE MODEL

- Decentralization unlocks:
 - **New business ecosystems** in secondary cities
 - **Infrastructure investments** in convention centers, logistics, and digital connectivity
 - **Opportunities for MSMEs** and local creative industries
- Regional MICE growth supports **balanced national development**, aligning with the “Indonesia Sentries” policy direction.



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- MICE events serve as **marketplaces** for local products, innovations, and services.
- Integrating MSMEs into exhibitions, catering, decoration, souvenirs, and logistics supply chains.
- Capacity building: training MSMEs to meet **international event standards**.
- Encourage **local sourcing** policies for major events.

MICE AS A PLATFORM FOR MSME GROWTH

FROM JAKARTA TO THE ARCHIPELAGO — EMERGING REGIONAL CENTRES

Suggested Regional Focus:

- **Medan** – Gateway to ASEAN trade and North Sumatra's economy.
- **Makassar** – Eastern Indonesia logistics and convention hub.
- **Yogyakarta** – Heritage, culture, and creative industry synergy.
- **Surabaya** – Industrial and business convention centre potential.
- **Labuan Bajo / Lombok / Manado** – Nature-driven MICE destinations for eco-meetings.

Policy Recommendations:

- Fiscal incentives for regional convention investments.
- National MICE Infrastructure Fund.
- Public-Private Partnerships for regional venue development.

CULTURE AS A COMPETITIVE ADVANTAGE

Every MICE destination should reflect **local culture, heritage, and storytelling**.

Cultural performances, culinary experiences, and indigenous art add **emotional and memorable dimensions** to events.

Encourage **co-branding between MICE** and tourism boards to highlight regional uniqueness.

Promotes **authentic Indonesia** on the global stage.

ENGAGING LOCAL STAKEHOLDERS

Collaborative Ecosystem for Regional MICE Growth

Key Stakeholders:

- Local Governments
- Tourism Boards
- Chambers of Commerce
- Event Organizers and Associations
- Educational Institutions
- Community and Cultural Groups

Approach:

- Establish Regional MICE Councils.
- Create cross-sector partnerships to align goals.
- Develop community-based tourism models supporting MICE sustainability.

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Building an Inclusive National MICE Framework

■ SHORT-TERM (1–2 YEARS):

- Identify 5–6 priority regional MICE cities.
- Launch National MICE Capacity Building Program.
- Create incentive schemes for regional event organizers.

■ MEDIUM-TERM (3–5 YEARS):

- Develop regional convention facilities through PPP.
- Strengthen MSME participation networks.
- Integrate cultural and creative economy into MICE branding.

■ LONG-TERM (5–10 YEARS):

- Position Indonesia as a multi-city global MICE hub.
- Achieve balanced economic contribution from at least 10 major regional cities.



“Inclusive MICE development is not just about events — it’s about creating value chains, empowering communities, and celebrating the rich diversity of our archipelago.

Together, we can transform Indonesia’s MICE industry into a bridge that connects regions, people, and opportunities.”

CONCLUSION

STRENGTHENING THE ARCHIPELAGO,
TOGETHER