

THE ASSOCIATION OF INDONESIA AUTOMOTIVE INDUSTRY

GAIKINDO

BIMONTHLY BULLETIN - VOL. 04 YEAR 2 - MARCH-APRIL 2015 **NEWS**



Here Comes **GIIAS 2015**

The *Largest Auto Show*
in *Southeast Asia*,
now in a *NEW venue* ICE - BSD City

 **GAIKINDO**
INDONESIA INTERNATIONAL
AUTO SHOW
2015

Smart
Mobility
for the
Future



20-30 AUGUST 2015
Indonesia Convention Exhibition (ICE) BSD City

www.indonesiaautoshow.com  Gaikindo Indonesia International Auto Show  #GIIAS2015  GIIAS2015

Driven with Passion by:





Dear reader,

GAIKINDO is embarking into 2015 with some of the developments, all of which spur optimism among the national automotive industry. One of the most meaningful leap is the new face of the national automotive exhibition that bears a new brand: *GAIKINDO Indonesia International Auto Show (GIAS)*. In addition to the new name, the exhibition will also occupy a new venue in ICE BSD, Tangerang (Banten). For this year, GIAS will take place from 20 until August 30, 2015, supporting the theme of *"Smart Mobility for the Future"*.

Another leap forward by GAIKINDO is such a good international relations between GAIKINDO with its stakeholders. This results in the recognition and support of the *Organisation Internationale des Constructeurs d'Automobiles (OICA)* for GIAS. During GAIKINDO visit to OICA's headquarter in Paris (France) on 3 March 2015, OICA was willing to study some updates on GIAS and new venue which is more modern and more widely perceived as one of reflection leap forward for the automotive industry in Indonesia. The President of OICA Mr Kim Yong Keun also boldly expressed readiness to present in the Indonesia International Automotive Conference (IIAC) held in conjunction with the annual auto show. Mr Kim again confirmed his intention to attend the IIAC during GAIKINDO visit to Seoul (South Korea) in 1 April 2015.

OICA's recognition and support for GIAS and IIAC is a distinctive achievement for Indonesian

automotive industry. To that end, GAIKINDO feels the need to conduct all activities related to the automotive industry with much better performance. Now, right from the beginning GAIKINDO is committed to organizing the international exhibition in sustainable manner. GIAS 2015 is the only official exhibition by GAIKINDO with all its members, which aims to support and encourage the automotive industry in Indonesia.

GAIKINDO hopes that GIAS 2015 can be a development benchmark of the automotive industry in Indonesia. Its implementation continues to be increased each year in line with the development of this industry. GIAS 2015 offers several advantages for participants. For example, over the years, the demand for more spaces of the exhibition of the participants continued to increase.

OICA's support drives GAIKINDO to work with more passion to achieve better results. It mainly deals with all aspects of preparing GIAS exhibition in 2015, in order to be aligned with other international automobile exhibition. Support from OICA prompts us to make GIAS be much better than the previous auto show to meet international standards of automotive exhibition.

In the midst of exchange rate movements on foreign currency IDR and the decline in world oil prices, the national automotive industry still manages to create outcomes that provide the opportunity to become better.

Best regards,
Sudirman MR

GAIKINDO

Board of Governors

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GAIKINDO INDONESIA INTERNATIONAL AUTO SHOW (GIAS) 2015

Show name : GAIKINDO Indonesia International AUTO SHOW 2015 (GIAS)
Show dates : 20 – 30 August 2015
VIP & Press Day : Thursday, 20 August 2015 (Invitee & Registered journalist only)
Open for Public : 21 – 30 August 2015
Venue : Indonesia Convection Exhibition (ICE) – BSD City, South Tangerang

Entrance Fee : ● VIP day : IDR 100,000
● Monday – Thursday : IDR 40,000
● Friday – Sunday : IDR 60,000
● Free Admission for : < 3 years old and adult > 65 years old. ■



GAIKINDO Indonesia International Auto Show 2015 (GIIAS) Launched

This year the Indonesian Automotive Industry Association (GAIKINDO) re-organizes international auto show with a number of new innovations. The largest automotive exhibition in Southeast Asia brings new name *GAIKINDO Indonesia International Auto Show (GIIAS)* in 2015.

The name of *GAIKINDO Indonesia International Auto Show* is selected to emphasise that this exhibition is the only official exhibition belongs GAIKINDO. GIAAS is intended to encourage the growth of the automotive industry in Indonesia. In addition, the inclusion of the exhibition's name is also to strengthen the identity and existence GAIKINDO.

The term "Auto Show" is based on trends in the automotive world in naming the exhibition. Meanwhile, the name "Auto" itself has a meaning that is more focused to explain the automotive industry, which is the underlying reason for the choice of name of *GIIAS 2015*.

The *GIIAS 2015*, the largest auto show in Southeast Asia, will take place 20 to 31 August 2015 in Indonesia Convention Exhibition (ICE), Bumi Serpong Damai (BSD). A total of 30 brands of vehicles of Agent licensee (APM) which consists of 23 brands of passenger vehicles.

They already declare readiness to support the implementation of *GIIAS 2015*. The exhibition will also include hundreds of supporting industries.

Chairman of GAIKINDO Mr Sudirman MR reveals that one of the association's commitments is the operation of a sustainable international exhibition. The *GIIAS 2015* is the only official exhibition GAIKINDO which aims to support and encourage the automotive industry in Indonesia.

Chief Organizer of *GIIAS 2015* Mr Johnny Darmawan explains that *GIIAS 2015* offers several advantages for participants. For example, over the years, the demand for cotton area of the exhibition of the participants continued to increase. ■



In order to accommodate public and other stakeholders' needs for more convenient facilities and infrastructures, GAIKINDO holds *GIIAS* and *IAC 2015* in a new venue at Indonesia Convention Exhibition (ICE) BSD City that holds more spacious area of 6,000 hectares with elegant and modern environment.

OICA Supports GAIKINDO Indonesia International Auto Show (GIIAS)

GIIAS makes a presentation on the development of the automotive exhibition in Indonesia in the presence of the President and Members of OICA.

Organisation Internationale des Constructeurs d'Automobiles (OICA) turns to express its support for the auto show held in Indonesia by GAIKINDO, namely *GAIKINDO Indonesia International Auto Show (GIIAS)*. OICA President Mr Kim Yong Keun underlines his support after team of GAIKINDO made a presentation on the GIIAS 2015 Exhibition in the OICA Exhibition Committee Meeting in Geneva (Switzerland), 3 March 2015.

Mr Kim, who is also President and CEO of the Korea Automobile Manufacturers Association (KAMA) exclaims, "We are impressed with the development of the automotive exhibition in Indonesia by GAIKINDO. We will give full support to the exhibition."

Furthermore, Mr Kim also invites GAIKINDO to attend the Seoul Motor Show in early April 2015 to see the development of the automotive industry in Korea.

During the presentation GAIKINDO conveys

a theme that will be carried on the exhibition *GIIAS 2015*. With the theme "Smart Mobility for the Future", the *GIIAS 2015* will present a long-term goal of Indonesia's automotive industry— the use of more fuel efficient, environmentally friendly, comfort and driving safety and also illustrates the Indonesian automotive industry that is dynamic and constantly moving.

Mr Johnny Darmawan, chairman GIIAS Exhibition 2015 who participated in the Exhibition Committee Meeting, reveals that he is very impressed. He thanks for all members of the OICA's support for the GIIAS. "The development of the automotive industry in Indonesia has received the attention of the President OICA delivered directly in front of all members of the OICA," said Mr Johnny Darmawan.

Furthermore, Mr Johnny Darmawan states, "Support from OICA will make our work more passion to achieve better results in preparing the exhibition GIIAS 2015, in order to be aligned with other international automobile exhibition." ■





Secretary General OICA: **GIIAS the Official International Automobile Exhibition of Indonesia**

GIIAS gains recognition of World Automotive Industry Association (Organisation Internationale des Constructeurs d'Automobiles, OICA).

OICA officially declares its support for the auto show held in Indonesia by GAIKINDO, namely *GAIKINDO Indonesia International Auto Show (GIIAS)*. The recognition comes from Mr Yves van der Straaten (Secretary General OICA) and Ms Dominique Legendre (Executive Secretary OICA) on GAIKINDO's official visit to OICA's headquarter in Paris (France) on February 12, 2015.

"We express support for GIIAS Exhibition 2015 and for GAIKINDO as an official member of OICA. And we will invite GAIKINDO to make a presentation related to the development of this GAIKINDO's official exhibition at the Exhibition Committee Meeting OICA on the VIP Day event in the 85th Geneva International Motor Show on March 3, 2015," said Mr Yves van der Straaten.

This has to do with the GIIAS 2015's new location in BSD which provides more spaces for the exhibition. OICA views this is a very rapid development of the exhibition. For OICA, the development is interesting to discuss more deeply during the Exhibition Committee Meeting.

OICA ensures that GIIAS will be included in OICA's official exhibition calendar. OICA

issues official calendar for several exhibitions in several countries every two years. Once GIIAS is included in the OICA calendar, the exhibition finds equivalent status to a series of every other international caliber auto shows such as that in Frankfurt (Germany), Paris (France), Detroit (USA), Tokyo (Japan), London (Great Britain), Beijing (China), Geneva (Swiss).

On that occasion, GAIKINDO is represented by Mr Noegardjito (Secretary General GAIKINDO), Mr Freddy Sutrisno (Senior Advisor of Exhibitions and Conventions of GAIKINDO), accompanied by Mr Andy Wismarsyah (President of Seven Events that organises the GIIAS 2015).

"Like the previous exhibitions by GAIKINDO, the GIIAS is officially supported by OICA, making the exhibition included in the official list of the world's automotive exhibition. Thus, this exhibition definitely must meet the standards of international automobile exhibition. Hopefully this support can make the exhibition GAIKINDO better and be able to support the growth of the national automotive industry," said Mr Noegardjito.

"The support of OICA prompts us to make the exhibition GIIAS much better than the previous GAIKINDO auto shows, where the automotive exhibition meets international standards," said Andy Wismarsyah. ■

OICA's President to Deliver Speech in IIAC during GIIAS 2015

GAIKINDO's official visit to OICA's headquarter in Paris (France) on 12 February 2015 reaped fruitful achievements for the development of the automotive industry in Indonesia. Two main points that OICA emphasized are its support for GIIAS and *Indonesia International Automotive Conference* (IIAC). The support was directly and clearly expressed by Mr Yves van der Straaten (Secretary General OICA) and Ms Dominique Legendre (Executive Secretary OICA).

On its support for the IIAC, OICA expressed willingness to present in the IIAC in the current implementation of GIIAS later. OICA will present as one of the speakers in the IIAC.

GAIKINDO delegate in its visit to the headquarter of OICA comprised Mr Noegardjito (Secretary General GAIKINDO) and Mr Freddy Sutrisno (Senior Advisor on Exhibitions and Conventions of GAIKINDO), accompanied by Mr Andy Wismaryah (President Director of Seven Events that organises GAIKINDO's official exhibition).

Further endorsement and support for GIIAS and IIAC comes from OICA's President Mr Kim Yong Keun who is also the president of KAMA on 1 April 2015 in Seoul where GAIKINDO delegate attended Seoul International Motor Show 2015 and met with Mr Kim to invite him to GIIAS and IIAC this year in Jakarta. Mr Kim immediately and directly exclaims that he is willing to attend GIIAS and IIAC 2015 as one of keynote speakers.

GAIKINDO holds IIAC each year in conjunction with the exhibition. IIAC is an international conference that involves the world's automotive stakeholders and brings a number of speakers from the Government and representatives of the automotive industry at home and abroad who are competent and have a strong influence in the industry.

IIAC is a complimentary effort of the exhibition to reach the international automotive industry. Through this event the local and international participants can get a more complete picture about the state and development of the automotive industry in Indonesia.

IIAC has entered its tenth year this time. Thus, this year's exhibition and conference will also be attended by the actors in the development of business and the automotive world. ■

IIAC 25 August 2015 to Promote Future Energy and Low Carbon Emission

Some key persons in automotive industry will discuss relevant topics in two sessions in accordance of two sub-themes—"Future Energy for Road Transportation" and "Low Carbon Emissions Car Development".

The topics, among others, will focus on:

- The availability of alternative energy for road transport
- Future fiscal policy to support low carbon emission automotive industry
- Development of dedicated gas vehicle
- Experience in the implementation of advanced diesel fuel
- Future prospect of advanced fossil fuel vehicles
- Policy on the production of low carbon emission vehicles
- The prospect of electric & and; dedicated gas vehicle
- The feasibility of alternative and renewable fuel
- Experience on developing hybrid vehicle
- Experience on electrical vehicle. ■





GIIAS with New and Modern Venue at ICE for More Advanced Auto Show

Transition that GAIKINDO is making towards the *GAIKINDO Indonesia International Auto Show* (GIIAS) conceives profound and far-reaching viewpoint. This reflects GAIKINDO's understanding to catch up with better future exhibition. This particularly can be seen from the newer and more modern venue at ICE where the GIIAS is being held.

The ICE (Indonesia Convention Exhibition) is located at the heart of Bumi Serpong Damai (BSD) City, one of the most advanced planned cities in Jakarta and covers the biggest area of any planned city project in Indonesia. The 6,000-hectare facility is fully equipped with areas dedicated to industrial, office, trade, education, tourism, and residential purposes— all in international standards convenient to support GIIAS's leverage as a global event.

Visitors at the ICE are well served by sport amenities including tennis courts, Olympics size swimming pools to a Jack Nicklaus-designed 18-hole golf course, and Ocean Park, a Canadian-designed thematic water adventure, which is the greatest of its kind in South East Asia. A whole range of supporting lifestyle amenities: various shopping malls and dining halls, multi Cineplex

theaters and many more entertainment and leisure facilities as well as numerous three and four star chain hotels nearby to ensure visitors' comfort and satisfaction.

Deutsche Messe

Among other things that make the ICE more remarkable than the previous venue is the fact that the venue is operated by a Hannover-based operator, Deutsche Messe. Founded in 1947, the company has constantly developed and significantly extended business to be one of the world's leading exhibition and trade fair organizers. Its services attract annual media coverage of 15,000 journalists from more than 100 countries.

Deutsche Messe is a professional and reliable partner for all aspects of event & trade fair participation and organization. Its extensive service portfolio includes invitation services and attendee data acquisition, media services, conference organization, stand construction and catering. It is hoped that the Indonesia Convention Exhibition (ICE) in cooperation with Deutsche Messe fulfills highest standards in terms of accessibility, infrastructure, service and flexibility— particularly in hosting the GIAAS 2015. ■



GIIAS and IAC 2015 will take place in a new and more convenient venue at Indonesia Convention Exhibition (ICE) BSD City that holds more spacious area of 6,000 hectares with elegant and modern facilities.

THE WORLD'S AUTO SHOW CALENDAR 2015

Automotive exhibition the *GAIKINDO Indonesia International Auto Show (GIIAS)* this year will take place on 20 to August 30, 2015. GAIKINDO already delivered directly various things about *GIIAS 2015* to the association of international automotive industry (*Organisation Internationale des Constructeurs d'Automobiles, OICA*) during a visit in Paris (France) in February 2015 and in Geneva (Swiss) in March 2015. OICA each year arranges automotive exhibition for its 38 member associations at the national level representing their respective countries, including GAIKINDO which is the officially represents Indonesia automotive industry. Here is the 2015 exhibition calendar of some OICA members.



1. 12 January
Detroit, *North American International Auto Show – NAIAS* (2015, USA)



2. 15 January
Brussels, *93rd International "Light commercial vehicles, recreational vehicles and motorcycles" Show* (2015, Belgium)



3. 12 February
Chicago Auto Show (2015, USA)



4. 3 March
Geneva, *85th International Motor Show* (2015, Swiss)



5. 12 March
Cairo International Motor Show (2015, Egypt)



6. 19 March
Belgrade International Motor Show (2015, Yugoslavia)



7. 1 April
New York International Auto Show (2015, USA)



8. 2 April
Seoul International Motor Show (2015, South Korea)



9. 14 April
UK Commercial Vehicle Show (2015, UK)



10. 16 April
Verona, *Transpotec Logitec* (2015, Italy)



11. 16 April
Amsterdam International Motor Show (2015, Netherland)



12. 7 May
Barcelona International Motor Show (2015, Spain)



13. 21 May
Istanbul International Motor Show (2015, Turkey)



14. 27 May
23rd Kiev International Motor Show, SIA 2015 (Ukraine, cancelled)



15. 29 May
Lisbon International Motor Show (2015, Portugal)



16. 18 June
Buenos Aires International Motor Show (2015, Argentina)



17. 20 August
Jakarta, *GAIKINDO Indonesia International Auto Show* (2015, Indonesia).



18. 7 September
Moscow Auto Salon – COMTRANS (2015, Russia)



19. 15 September
Frankfurt, *66th International Motor Show* (2015, Germany)



20. 9 October
Bucharest International Motor Show (2015, Rumania, cancelled)



21. 14 October
Johannesburg International Motor Show (2015, South Africa)



22. 16 October
Sofia International Motor Show (2015, Bulgaria)



23. 20 October
Amsterdam International Motor Show (2015, Netherland)



24. 28 October
44th Tokyo Motor Show (2015, Japan)



25. 8 November
São Paulo, *20th International Transport Industry Trade Fair – FENATRAN* (2015, Brazil).



Brief History of GIIAS

Established in 1986, *GAIKINDO CAR EXHIBITION (Pameran Mobil GAIKINDO)* hosted by GAIKINDO was the beginning of Indonesia's largest automotive exhibition. In 2006, the exhibition reached a new platform by becoming an international-scale exhibition endorsed by *Organisation Internationale des Constructeurs d'Automobiles (OICA)* and changed it to *Indonesia International Motor Show (IIMS)*. Along the fantastic 20 years of journey, this year we will drive the show towards a brighter future and launch the show with a new name "*GAIKINDO Indonesia International AUTO SHOW 2015*". ■



1980s

In 1986 the first automotive exhibition hosted by GAIKINDO was launched under the name of *GAIKINDO Car Exhibition (Pameran Mobil GAIKINDO)* and participated by 13 GAIKINDO members.

1990s

1994 after it was postponed for two years due to the government tight money policy, Jakarta Auto Expo was held again on 1996 the exhibition reached a record-breaking achievement compared to the previous years, attended by more than 200.000 visitors.

2000 - 2003

In 2000, *Jakarta Auto Expo* changed to *GAIKINDO Auto Expo* after postponed for three years in a row due to monetary crisis in South East Asia. In 2003, the 12th *GAIKINDO Auto Expo* held in 19 – 27 Juli 2003, participated by 150 automotive related companies, and covered 35.000 square meters of Jakarta Convention Center (JCC).

2004 - 2008

In 2006, the exhibition was listed as part of the world's automotive exhibition schedule, endorsed by *Organisation Internationale des Constructeurs d'Automobiles (OICA)* and the exhibition changed to *Indonesia International Motor Show (IIMS)*. In 2008 the exhibition covered the whole area of Jakarta Convention Center (JCC), indoor and outdoor.

2009 - 2014

In attempt to remain progressive, in 2009 the exhibition moved the venue to Jakarta International Expo-Kemayoran which covered 60.000 square meters. Furthermore, after a remarkable success on the previous year, in 2014 the exhibition was utilising more than 80.000 square meters of extensive area.

2015

The new chapter of the exhibition begins under a new name of *GAIKINDO Indonesia International AUTO SHOW*. ■

22nd AAF/TC3-JAMA Meeting

Auto Industry Favours Road Safety

Road safety became one of topics to be discussed during a session of meeting between key stakeholders of automotive industry of ASEAN with support from Japanese partner. The meeting was a plenary one officially dubbed as the 22nd Meeting of the AAF/TC3 (ASEAN Automotive Federation Technical Committee 3 for 4 wheelers)- Japan Automobile Manufacturers Association (JAMA). The meeting took place in Yogyakarta (Indonesia) on 26 February 2015.

The session that discussed the road safety regulations took place prior to the plenary one. The discussion evolved around the importance in developing road safety and shared some key-points.

They agreed that road safety is essential for the sustainable development of the auto-industry and the auto-industry desires safer automotive society. Road safety is achieved by joint effort among government, manufacturer, and road users.

To achieve road safety, the industry is willing to offer safer vehicles and participate in the program development of road safety. Road safety measures or policies should be decided according to each country's needs in most scientific and transparent manner together with stakeholders.

There were also other sessions of dialogue held prior to the meeting from 25-26 February 2015. The dialogue was on WG1 (environment and fuel), WG2 (certification), WG3 (UNECE regulations adoption and safety), ASEAN MRA, and road safety policy.

AAF-JAMA Meeting

Hosted by Indonesia Automotive Federation (FOI) and GAIKINDO, the meetings were attended by representatives of automotive industry from ASEAN Member States (Indonesia, Malaysia, Philippines, Thailand, and Vietnam). Additionally, the meetings were also attended by representatives from the AAF/TC 5 (ASEAN Automotive Federation Technical Committee 5 for two wheelers). ■

Delegates to the 22nd AAF/TC3-JAMA meeting took a tour to the world's biggest cultural heritage, Borobudur Temple nearby Yogyakarta.





Among others, the meetings resulted in some recommendations and outcomes.

- **On Environment and Fuel regulations (WG1):**
 - The meeting supports the implementation of Euro 4/5 emission regulations but for the smooth implementation of these regulations,
 - The Meeting requests ASEAN Member States (AMSs) to provide:
 1. Corresponding fuels that satisfy specifications,
 2. Clear and consistent target implementation time-line for each vehicle categories,
 3. Sufficient lead time given to the industry.
- **On UN-R Adoption and Safety (WG3):**
 - The meeting were informed of the definition and functions of VIN as follow:
 1. VIN coding is linked with certification system (for the market)
 2. VIN Stamping requirement (For the market) is linked with the production facility,
 3. Global manufacturers may have their own system commonly used worldwide.
 - Member associations shared information of the VIN system.



A session during the 22nd AAF/TC3-JAMA meeting in Yogyakarta, 25-26 February 2015.

30 Brands to Showcase in the GIIAS 2015

The *GIAS 2015* is the largest auto show in Southeast Asia. This will take place 20 to 30 August 2015 in Indonesia Convention Exhibition (ICE), Bumi Serpong Damai (BSD). A total of 30 brands of vehicles of agent licensee (APM) which consists of 30 brands of passenger vehicles are about to showcase their latest models.

