

# IndoConnect

CONNECTING INDONESIANS IN SINGAPORE

## MALIN KUNDANG REIMAGINED!

Creative twist to traditional tale

## KEMLU'S NEW DIASPORA CARD

Tracking size and skills of  
diaspora

## PANGGUNG GEMBIRA ROCKS AGAIN!

Highlight of RI's 70th  
Anniversary did not  
disappoint



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## EDITOR'S NOTE

# WAY TO GO INDONESIA!



**T**he 'Diaspora Effect' is going from strength to strength. We saw this in the Third Congress of Indonesian Diaspora held in Jakarta in the month of August there were positive moves to introduce measures to more accurately track the growth and profile of the diaspora. More details are featured in this issue. In Singapore, Indonesian students from the island and around the world have shown their mettle in promoting the image of Indonesia in the fields of arts and culture and national development. Indonesian students from the Nanyang Technological University organised the landmark NILAM: The Musical production which impressed; then members from Indonesian students associations from all around the world came to Singapore to discuss Indonesia's integration in the ASEAN Economic Community with Vice-President Jusuf Kalla among the dignitaries who actively participated in the Overseas Indonesian Student Association Alliance (OISAA) International Symposium held at the Indonesian Embassy in August.

Travel among the islands of the archipelago will receive a boost as the Indonesian government has declared its intent to build up its maritime infrastructure and industry. For private boat owners and charter companies, the announcement by Indonesia's Ministry of Tourism that there will be 100 new marinas built is definitely welcome news and we carry a news item on the announcement in this issue as well as another potential development of what might possibly be a new way to travel the waters of the archipelago. Find out what is an AirFish and how – if or when it is eventually launched – can help maritime travel in Indonesia.

In terms of rail travel, it seems more practical heads and consequently thinking have prevailed as the news of the Jakarta to Surabaya high speed train project has been put on hold. A budget has been put aside for developing train links outside Java Island and this will receive priority instead. The cost of the high speed rail project alone would have been astronomical at Rp 150 trillion and would have been a strain on the country's coffers but the government has left the door open to any private sector initiative for the 750-km journey.

Finally, we take a look at three special Indonesians in this issue. They represent three different phases of life – youth, middle and senior age groups: two of them have helped shape the media landscape in this region and one who is an 'old timer,' a member of the diaspora who has contributed to the culinary scene in Indonesia. As we have always said variety is truly indeed, the spice of life!

**Nomita Dhar**  
*Editor-in-chief*

## CONTRIBUTORS



### PUTRA MUSKITA

Putra Mustika was born and raised in Jakarta but now lives and writes in Singapore. He graduated from Singapore Management University in 2013. He is at home and comfortable writing on tech-related subjects as well as being a classically-trained pianist for eight years.



### MUHAMAD ALAMSYAH

He is with the Republic of Indonesia Embassy in Singapore's Information, Social and Culture section and the embassy's official photographer. He also teaches photography at the Sekolah Indonesia Singapura and is responsible for many of the photos in IndoConnect related to events and functions of the Embassy.



### PRIONKA RAY

She is an author, educator and advocate for social change. She mentors abused children at foster homes and manages projects for social enterprise that works with youth. Originally from India, Prionka has lived in Switzerland and Hong Kong before dropping roots in Singapore.





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# KEMLU ANNOUNCES DIASPORA CARD AT 3<sup>RD</sup> CID

Diaspora database to more accurately track numbers, professions and expertise

Indonesia's Foreign Ministry (Kemlu) is introducing a system to track the country's diaspora so that it can have a better profile of their jobs and skills. As reported by Antara News, Indonesian Foreign Minister Retno Marsudi in her opening speech at the 3rd Indonesian Diaspora Congress (CID) announced, "The Foreign Ministry will issue a diaspora card which will create a database for mapping the potential of Indonesia's diaspora all over the world."

According to the minister, the system will provide the government a better view of the status of the numbers and where they are located, along with other data relating to the entire Indonesian diaspora community across the globe.

She said, "Currently, when asked about the number of Indonesians living overseas, we are still giving out estimates – around eight million. With this system, the number will be more precise."

She also added that another feature of the system is to track the professions and expertise of card holders, to better understand their potential. It is hoped that if this is achieved, it will make it easier to work with them.

At the Congress, Indonesian Diaspora President Edward Wanandi also urged the government to reconsider its stance on dual citizenship. He cited China and the Philippines as examples, of countries whose diaspora benefitted from allowing dual citizenships. This has resulted in increased foreign exchange reserves from the remittance of those living overseas.



Indonesia Vice-President Jusuf Kalla (2nd from right) did the honours of opening this year's Congress

Indonesia's estimated eight million citizens living overseas contribute Rp 115 trillion (US\$8.3 billion) per year to the country's foreign exchange reserves. For the Philippines, which allows dual citizenship for around 10 million overseas Filipinos, that figure is US\$25 billion.

There is no doubt that the Indonesian Diaspora can play a significant role in supporting the homeland and one of the most visible contributions is the amount of funds remitted back to the Indonesian economy. According to data from the Agency for the Placement and Protection of Indonesian Migrant Workers, last year Indonesia received Rp 97 trillion rupiah in remittance alone. While there was an estimated eight million Indonesians

overseas in 2014 said Indonesia Diaspora Chairman Edward Wanandi, the Diaspora is more than just about fund transfers.

"We gathered from around the world to show our love to Indonesia. We came here at our own expense to celebrate the 70th anniversary of Indonesian Independence," said Edward.

The Congress which was held from the 12 to 14 August in Bidakara, Jakarta was opened by Vice-President Jusuf Kalla and the conference segment divided into two plenary sessions, one of which was addressed by former President of Indonesia BJ Habibie, who talked about The Diaspora and the Revival of Indonesia's Aviation Industry. There was a further 38 seminars divided into four breakout sessions for delegates to choose from. Activities included screenings of three Indonesian movies (by Iwan Setyawan, Karya Deyantono and A. Fuadi) and on the second day there was a musical concert to commemorate the closing of the Congress. On the third day participants could choose from four Full Day Side Event categories: philanthropy, social services, inspirational education and culinary adventure. And finally on Sunday, 16 August participants travelled to Bandung where another full day programme of activities awaited them!



## Bandung and Hollywood

Bandung was in the spotlight when Ridwan Kamil, the city's mayor cited the reasons behind the city's success at one of the discussions tabled during the Congress. He pointed out how the city's pace of progress has been especially rapid in the last two years and the key to its success is leadership. A leader, he said, must not only provide the vision for tomorrow but also walk the talk. For example, he said, "If we have a Clean Up campaign, I too must pick up litter – not just issue orders to others and sit by watching from the sidelines." This promotes a positive spirit, togetherness and happiness. He said Bandung has been successful in fostering this positive spirit. One effect of it was when the Asia-Africa Conference was held

there, 50,000 volunteers stepped forward to help clean up the city because they identified with the city's "positive aura," said Ridwan.

Among the panel speakers in this discussion was also Hollywood film director from Indonesia, Livi Zeng. The 26-year old was awarded the Diaspora Creative Award during the Congress. The award recognises the achievements of Indonesians abroad whose successful careers are an inspiration to others. Zeng has directed two Hollywood productions, *Brush with Danger* and another yet to be released martial arts movie. She was also the speaker on the 'Diaspora Story & Indonesia's Cinematic Industry: Exemplary Indonesian Diaspora Share Their Lives' and she also shared the stage with former Minister of Tourism and Creative Economy Ibu Mari Elka Pangestu

for the panel discussion on 'The Creative Economy: Diaspora Talents Abroad Tells It All.'

The Indonesia Diaspora Network (IDN), the main convener for the 3rd CID, is the main umbrella organisation for the diaspora with over 70 chapters in 44 countries. The Congress received support from the Indonesian government through the Ministry of Foreign Affairs in coordination with other ministries and relevant agencies. The IDN has contributed funding to the event and supported many activities and this year's theme 'Bakti Bangsa' or 'Serving the Nation' reflects the spirit of the diaspora. The Congress showed how much more can be done and how it (the diaspora) can contribute to the development of the country. (See below 'IDN Initiatives')



Diaspora participants at work and play during the 3rd CID

## IDN Initiatives

There has been steady progress made by the Indonesian Diaspora Network (IDN) as it spearheads collaborations in business, innovation and the culinary world. In a report by Heru Prama Yuda and Diah Ratna Pratiwi in the Foreign Policy Community Network website's 'Specific Issues' column, IDN Global President Mohammad Al Arief said in an interview that "IDN is a means to an end; not the end cause itself," Al Arief said. "As a forum, IDN provide a platform to collectively aggregate our skills and capabilities."

According to Al Arief, who also serves as Head of Communications for Social Protection and Labour Global Practice at the World Bank headquarters in Washington, IDN has gained traction

with multifaceted activities initiated by its task forces that deal in business, investment and culinary diplomacy. The extension of this principle is manifested through programs initiated and executed by IDN members often at their own costs. He cited several examples:

- Daliana Suryawinata, an Indonesian architect who now works and lives in the Netherlands, initiated a task force on liveable cities known as Rumah Tambah (Open Cities) and Vertikal Kampung (Vertical Village) which is aimed at creating more liveable and sustainable cities in Indonesia. They have won the commitment from the governments of Jakarta and Bandung for further implementation.
- Herry Utomo, a professor at Louisiana State University, provides pro bono consultation to the Minister of

Research and Higher Education to improve the quality of Indonesia's tertiary education.

- To further support Indonesian communities living abroad, IDN created a "boot camp" for Indonesian start-ups in Silicon Valley, California, in which members share their expertise and ideas on how to establish a business. Upon their return to the archipelago, the participants would have the chance to apply the skills and knowledge they gained.
- The IDN Culinary Task Force aims to guide culinary students on how to open their own Indonesian restaurant abroad. The programme is run by established chefs and restaurant owners, including those of the Blauw Restaurant in the Netherlands and Yono's Restaurant in New York.



# MALIN KUNDANG REIMAGINED!

Indonesian students show their creativity, professionalism and organisational flair in this ground breaking performance

**NILAM:** A Musical, featured the best of what 130 Indonesian students from Nanyang Technological University can do when they put their hearts and minds to it. On performance night, as the curtains parted, the audience was transported back in time. The musical production showed there was no lack of talent on and behind the stage at the Drama Centre Theatre on 12 September 2015.

It began with a spotlight shining on a grand rumah gadang towering high on the stage. A

musical note with a touch of Indonesian flavour started playing and a group of Tari Piring dancers began their dance to welcome the audience. Behind these dancers, you could spot Silat martial artists showing off their expertise while on the right a group of Javanese dancers swinging gracefully to the beat.

Altogether, the musical was successfully performed to an audience of over 900 people over two shows. It was based on the renowned folklore, Malin Kundang, and aimed to promote Indonesian culture to the Singapore community.





### Interesting Twist

Nilam told the familiar folktale of Malin Kundang but it filled in the gaps of the folklore that were “not known before.” It explored his relationships with his friends, his dreams and, of course, his mother. It began with Malin wanting to leave his village to explore the world without his mother’s blessing. When he returned, he denied his mother on account that she would ruin everything that he had earned. One interesting twist to the story is that Malin asked for forgiveness from his mother, Mirah, who was willing to accept his apology.

The captivating story managed to stir the hearts of the audiences. One of them, Julian Boxriker, a student from Germany, remarked, “It was a great story and at some points I even shed a tear.” Nilam’s scriptwriter, Matthew Zakharia, said, “Nilam portrays a universal value of a Mother’s love that cut across cultures and can be appreciated by anyone”. On the moral of the story, the artistic director, Revinta Sutandi, commented, “Through Nilam, we want to tell the audience that no matter what you do, your family will always be there for you.”

This was the seventh performance staged by the Indonesian Students of NTU or PINTU since 2007. “We are very excited to showcase the diversity of Indonesian culture to everyone here in Singapore”, said Christiandy Franciscus, the producer of ICN 2015. “I am very happy to see the impact of the show. The story continues to grow and reach and touch more people, not just Indonesians, but also people of other nationalities.”

It was based on the renowned folklore, Malin Kundang, and aimed to promote Indonesian culture to the Singapore community.





### Largest Production

This year, the musical production was one of the largest by far, involving more than 130 students from many different faculties and majors who are driven by passion and love for Indonesian culture said Christiandy. These students contributed in various ways from acting and dancing to marketing and publicity. The experience had taught the participants many important lessons. for the participants. When the curtains closed, Wibie Christianto, who played Malin Kundang, admitted, "It has been a long and difficult journey but it all paid off today."

It is indeed very heartening to see Indonesian students outside Indonesia continue to find ways to promote Indonesian culture. Let us hope that such efforts continue to find favour in the future and great musicals will be performed again for the years to come. Mrs Nomita Dhar, publisher of IndoConnect Magazine was one of the many patrons in the audience who walked away impressed by level of polish and professionalism shown by the cast and all those backstage who had supported them. "The production values were impressive. The actors gave very convincing performances especially the two leads. For me, all the work by the students also signify it augurs well for the future of Indonesia that there are such capable youths here. The standing ovation at the end of the performance was well deserved!"







### About ICN Cultural Production

ICN Cultural Production is an organisation under Indonesian Students of Nanyang Technological University (PINTU). Founded in 2007, ICN Cultural Production aims to promote Indonesian culture to the Singapore community. To date, ICN Cultural Production has showcased 7 different musicals with total audience of more than 4,000 people. To know more about ICN, you can visit [www.icnmusical.com](http://www.icnmusical.com)





Joseph welcoming the charismatic President Sukarno to Jakarta's Hotel Indonesia

# JOSEPH CAVIEZEL - A SLICE OF HISTORY

By Nomita Dhar

**Now an accomplished painter, Sukarno-era chef  
recollects the revolutionary times and triumphs  
pioneering pastry making in Asia**

**H**e was a special guest in Indonesia. In the sixties, he stayed in the country working as a Chef during President Sukarno's rule. Born a Swiss national, Joseph has always made Asia his home. He first stayed in Thailand, then Indonesia, before he finally came to raise his family in Singapore. Along the way, as part of his legacy, he passed on his skills as a Pastry Chef, to many baking professionals and enthusiasts throughout Asia.

Long before there were structured culinary schools, this chef willingly trained his colleagues and is widely recognised as a "pioneer of pastry making in Asia". He learnt the craft of baking from his father who had a bake shop. Joseph, now an octogenarian, has gathered a storehouse

of experiences across various continents. Since he retired, he has worked as a chef and international food consultant for international hotel chains, food conglomerates such as Nestle and was regularly invited to many worldwide Chef Olympics (competitions).

A special witness to the changes in the region, he has experienced Asia's growth first hand while working in Indonesia and Singapore. While he delighted patrons with his impeccable baking skills, sometimes "like a fly on the wall," he's seen or over-heard exciting developments in the region.

As a professional, he was discreet, then even as he is now about private discussions that have transpired in the course of his work but he did admit,



(Top): Joseph with his family outside the Thai Embassy in Singapore in the mid-60s and (above) with his youngest son today

"We would hear the whispers as many Heads of the State and the Who's Who of society would visit the hotel." One of the pioneer chefs in Hotel Indonesia (part of the Inter-Continental chain), he was the hotel's Pastry Chef from 1962 to 1969.

During that period, he was involved in preparing many state banquets during President Sukarno's era. One incident that is still fresh in his mind is the multilayered cake that he baked and carried to the Palace on the First Lady's birthday. With delight in his expression he shared his memory, "We made 28 decorative roses on the cake to celebrate her 28th birthday, which she appreciated and enjoyed."





Examples of his art on his name card (above) and canvass (right).

While he was in Hotel Indonesia, he was happy to train youngsters and the newcomers in the art of western-style pastry making which was then new to Indonesia. He said, "In those days even getting all the ingredients for the pastries was hard, so we would often have to improvise and also make a list of items that had to be imported to get the best results." The hotel gave him opportunities to share his craft in other properties in the region and he participated in the opening of Inter-Continental Hotels in Singapore and Hotel Bali in 1963 and 1966 respectively.

After spending many years in Indonesia, he still holds all things Indonesian close



to his heart. For example, he said, "Batik is my favourite. I have been wearing it at many functions, so much so they started calling me 'Mr Batik'." Most of all he found the people of Indonesia to be very hospitable and warm. He shared, "Culture, art, music and dance are also closely intertwined in their lives. It is such qualities that draw people closer to the country." Joseph has been married twice; the father of two children from his earlier marriage, he is today a proud grandparent of three grand kids. When asked does he regret anything. He replied, "No. Except..." he smiles and says "...getting old". But his eyes still reflect a youthful spirit.

Now retired, he keeps himself occupied with painting. Joseph had enrolled in an arts school and learnt how to paint and already has a collection of 400 paintings on a variety of subjects. He is proud of them and has rented a special place to store the art works. He does not sell his paintings but has donated them for many charitable causes.

Joseph Caviezel is part of the silver-haired generation of the Indonesian diaspora, and he represents a very dynamic example of someone who still is learning, re-inventing himself and still contributing to society - ultimately he is teaching us to live life to the fullest.



(Inset) This 28 roses cake was a hit with President Sukarno's wife. (Above): The top pastry chef surrounded by the cooking staff of Hotel Indonesia

# VOICE OF A GLOBAL INDONESIAN - MAULANA BACHTIAR

The man behind Global Indonesian Voices  
explains the *raison d'être* for the website and how  
Singapore changed his life



**T**he 28-year old founder and editor of the Global Indonesian Voices (GIV) website - GIVnews.com – is a doctor by profession. He received his PhD from the National University of Singapore and is currently a Postdoctoral Fellow at the National Cancer Centre Singapore. GIV was established for ‘Connecting Indonesia to the World’ by publishing independent news and stories. The two-year old start-up covers the current political, social, cultural and commercial affairs of Indonesia. It seeks to provide an online platform to “spotlight, analyse, question and spark debate on issues that affect millions of Indonesians.”

## Tell us about when you started this initiative and why?

With a group of close friends, I officially started Global Indonesian Voices (GIV) in Singapore in July 2013. Having resided overseas for a significant period of time, we feel that Indonesia is lacking a truly independent media that can act

as counterbalancing voice against the often one-sided reporting by the Western media. This is a void that GIV is trying to fulfil. I believe that through GIV, I can positively contribute to Indonesia, regardless of my geographical location.

## Who is your target audience and run us through some of the peaks and valley since you started?

Currently, GIV targets both international and Indonesian readers. Our international readers are served with unique perspectives from Indonesia; many of them are stories that will probably go untold by the mainstream media. In addition, GIV is also followed by a significant number of highly influential and educated Indonesian readers, including the diaspora community in various countries. Because many of our audience are also thought leaders, they can help spread the unique Indonesian perspectives to the world.

## What is your reading of the opportunities for investors in Indonesia?

Indonesia has a large pool of young and talented people who can produce great ideas and innovations, not only for solving local challenges, but also those that are faced by the global community. Investors, who share the strong belief and vision with this group of promising people, would find Indonesia an archipelago carrying a vast array of opportunities not to be missed.

## Culturally Indonesia is very rich and the arts, crafts and music are integral parts of the society. How do you use this as an integration tool for your overseas audiences?

Indonesians are actually a bunch of hard working individuals who can produce great products such as in the arts, crafts and music industries. But, there is one thing missing: great packaging. In GIV, we believe that great story telling is an essential process in great packaging. And here, we seek to integrate the great Indonesian minds and the resulting tangible products with effective stories, which deliver unique Indonesian perspectives to the global stage. I hope GIV can continue doing so for now and be even stronger in its story packaging in the future, because we believe in a better Indonesia, and that's our core value.

## What defines the Indonesian diaspora and what do you think connects them and keeps them attached to the homeland?

As long as you feel connected to Indonesia, you can consider yourself part of the diaspora. That's my version. For instance, you can feel connected to Indonesia because you were born in Solo, or your grandmother used to live there before. Whilst a bulk of the diaspora are those who are still Indonesian by citizenship, I also sometimes encounter non-Indonesians who feel even more connected with the country than Indonesian citizens themselves. Many of them have a deep interest towards Indonesia, including its people, food, culture, scenery and even its nice tropical weather.

I feel the Indonesian government and business community should pay greater attention to the diaspora because they may know more about the country than those living inside Indonesia. And from my personal experience, I have learnt so much about my country when I am outside of it.





Participants of GIV Young Leaders' Night gathered after the panel discussion on 'Building Indonesia from Overseas and from Home' held in Singapore on 22 December 2013

### You have been living in Singapore for a long time, what brought you here and what are your future plans?

Honestly speaking, I never had any plans to move to Singapore. What brought me here were difficult circumstances. Back in 2004, when I just graduated from high school in Melbourne, I faced the difficult dilemma of not being able to continue further studies there as my family did not have sufficient funds. The Australian universities I applied to had accepted my application, but none provided scholarships. At the same time, I failed to enter Indonesian universities for failing their entrance exams despite being the best graduate in an Australian high school. Well, I think it was fair enough because the two countries have very different curriculum. Luckily there was the internet!

As I happened to pick Singapore for one of my last English assignments at school, I encountered the National University of Singapore (NUS) website during literature research. Shallowly speaking, the NUS website looked very nice and colourful and hence I decided to take my chance in applying into one of the courses there. And to my surprise, just a few days after receiving a rejection note from an Indonesian university, NUS offered me a place to study with tuition and living

subsidy. A few months later, I touched down at Changi Airport for the first time in my life.

Under those circumstances, I considered myself to be very lucky, and now feel that I have to be very useful to other people around me. In the future, I would like to be a humble person who can bring about benefits and positive changes that can benefit society.

### If you were given an opportunity to replicate one feature of Singapore in Indonesia what would it be?

None. I think both Singapore and Indonesia are unique in their own ways with a different set of opportunities and challenges. And this is what makes things exciting. Like Singapore, Indonesia can generate its own unique ideas that can be used for effectively solving the specific issues and challenges in the country.

### Please share your memories of your home town and something that you will encourage them to experience if they visit.

Yes, please visit Jakarta, the big durian. If you like it, you will like it a lot!

### What are the common interests of Indonesian youth either as a diaspora or back home?

Based on my observation, there is one



common interest: Indonesia. Many Indonesian youths strongly believe in the country and its potential to always become better than the current state. Today, 70 years after achieving independence, Indonesians have worked hard to make the country better. The fact that I am now in Singapore doing exciting things at GIV, is because of the hard work done by my parents, grandparents and their generation. And for the next 30 years, I believe that it will be our turn to contribute, in making Indonesia an even better place to live and die. This is also what makes GIV strong, because all of our contributors strongly believe in a better Indonesia. And the good thing is that for today and tomorrow, you can basically contribute from anywhere around the world.

# IBU INDIRA ABIDIN: NO STRANGER TO FORTUNE

Her firm has successfully stood toe-to-toe against international competitors and is the leader in Indonesia's image, marketing & public relations sectors

It might sound like a 'family' story but the reality was very different. Ibu Indira Abidin's father built up Fortune Indonesia to become one of the country's leading advertising agencies in the 1970s. Then when her mother joined him and launched Fortune's PR division in 1983, they founded one of the first public relations consultancies in Indonesia. From such a humble familial foundation grew one of the country's most inspiring corporate success stories. Fortune PR was headed by 'Chief Happiness Officer,' Ibu Indira. In September she was appointed Director to the Fortune Group Board after being CEO of Fortune PR for 10 years.

## How was Fortune PR started?

PT Fortune Pramana Rancang (Fortune PR) was established in 1983 as a subsidiary of PT Fortune Indonesia Tbk (FORU). It was one of the earliest public relations consultancies in Indonesia. In 1981, the government banned advertising on TVRI, the only one TV station during that era. Then, advertising was very expensive due to the prohibition. At the same time, corporations in Indonesia started to be aware of the importance of corporate communications. As usual in life, crisis sometimes happens and corporate reputations can be at stake.

Fortune saw this as an opportunity (see accompanying story 'Tribute to Mom'). These developments encouraged Fortune to utilize the power of public relations to reach consumers and the public at large both for marketing and corporate reputations, and now also branding, purposes.

We grew along with the needs of the Indonesian consumer. Fortune has become an integrated communications consultancy by developing digital, advertising, event management brand strategy, and social marketing services as a part of our Public Relations services.

Fortune PR now works with government institutions, donor agencies, NGOs, multinational companies as well as national companies and political parties to build reputation, educate the market, educate

the public, build investor's support and we have helped many companies penetrate the Indonesian market.

## What are the differences you see in the world of PR now and then?

The field of public relations used to be dominated by dealing with the mass media. "Public" in public relations really means the public at large or "mass" as in mass communications.

Public relations is now People Relations. Now you don't speak with the "public" anymore. You have to communicate with "people." Technology has enabled many to become journalists, publishers, videographers, bloggers, and commentators at the same time. They have their own unique needs and personalities that we need to take into account.

In 2015, PR will face many challenges that must be overcome with innovation, creativity, better planning and management. In this dynamic era, we need real time information. We need a strategic communication management with a measurable and advanced technology. The rise of digital media in PR industry is increasingly important in a communication campaign. In addition, PR agencies should be able to provide adequate PR professionals, infrastructure, and know how to create and distribute interesting digital content and video graphic. We also have to foster and maintain our business by strengthening human capital development. For us, our employees are the key assets, which have to be built and empowered with hard and soft skills. PR agencies have to create impactful works to increase client's businesses and to contribute in the development of this country.

PR consultants have to learn to become "creativitytics", creative people who build communications strategy based on analytic data. Technology should be a common skill.

## What are your thoughts about the rise of women entrepreneurs especially when you compare your





## mother's time when there was just a handful and now? Are there more opportunities for women now?

In the past, only a few women worked as entrepreneurs in the corporate communications field. A woman then was taught to follow tradition; that meant working at home, as a mother and a wife. They didn't have higher education, because they should marry at a young age. Quite the opposite in this modern era; there are more opportunities for women to work as entrepreneurs. As a developing country, Indonesia has a challenging investment climate and business opportunities are growing. Therefore, women should empower themselves in the economic, social, education, and health sectors. Due to higher education levels more women choose to work as businesswomen or entrepreneurs. Technology now has made it possible for them to run their business from the comforts of their home, while taking care of the kids.

## International investors are looking at Indonesia as a great opportunity, as a player on the ground, which are the areas the world should look at?

Indonesia is still a developing country, with many potential areas of businesses for investors, some of these include: Food businesses (culinary), communication consultant services, digital services, health services and travel services.

## Share with us the current trends in the media and PR sector and how do you deal with competition?

First, listen well. People talk everywhere. It's very dynamic out there. We need to really listen and pay attention to the daily conversation. Big data can help strategic planners to learn about what's important for customers. This knowledge should be the foundation of a communications strategy, brand building and innovations.

Second, is the use multimedia. People love multimedia. Text alone is not enough. This is where many PR consultants are not equipped with. PR firms need to embrace advertising agency's capabilities in building multimedia content. Third, realise that ordinary people are extraordinary. They influence people better than experts or academicians. People trust their friends better than those people.

Finally, as I mentioned earlier everyone can become a part of media.

To deal with those trends, we will broaden our services to include multi-



Ibu Indra with husband and daughter- "Family life always comes first"

platform services that cover online video, social media, influencers, digital content, video graphic, and a proper measurement system.

## Please share your story of growth and perseverance with our readers?

There are many unique challenges and opportunities in running a business in Indonesia. In Fortune PR, we overcome these challenges with several approaches, such as to set clear and specific rules, implementation of a values-based leadership, and to be a good role model of a leader that implements those rules. We are also very conscious about building a good relationship with the internal and external public, such as stakeholders, press, and government to maintain our reputation and earn trust from the society.

In addition to this, we foster and maintain our business by strengthening human capital development. For us, our employees are the key assets, they have to be developed and empowered with hard and soft skills. Fortune PR always strives to produce work that creates an impact to increase our clients' business

and to contribute in the development of this country. This is the reason behind my title as Indonesia's first Chief Happiness Officer. A leader should focus on the happiness of the people as the first priority. When people are happy, they will make clients happy, work passionately to make the public happy and at the end, investors will be happy.

## This year, Fortune PR was nominated as the best PR Company in ASEAN. What factors contributed to this choice?

I will share with you what Holmes Report, organisers of the annual international awards for PR agencies actually said about Fortune PR in its citation: "It is also one of the region's best—its seven Asia-Pacific SABRE Award nominations this year were more than several of the major multinationals, and showcased the firm's wide range of capabilities, from a campaign to reduce the stigma of children with disabilities on behalf of Save the Children to a digital initiative to build the confidence of Muslim women for Wardah Cosmetics, to promoting Akzo Nobel's

## Best of Best Awards

Based on international PR industry surveys, Fortune PR is the winner of "Best of The Best PR Agency of The Year" award in 2009, 2010, and 2011 from MIX. It is also the winner of 2012 South-East Asia Consultancy of the Year according to The Holmes Report. The PR firm was the pioneer of public relations in Indonesia in the 80's and has helped build the image and reputation for various local and international brands and corporations in Indonesia. As a company, PT Fortune Pramana Rancang is a part of Fortune Indonesia Group of Companies, led by PT Fortune Indonesia Tbk, the only communications consultancy listed in the Indonesian Stock Exchange. Through partnership with Worldcom Public Relations Group, Fortune PR can deliver local advantage, worldwide. This year, it was nominated for seven categories in the PR industry's international SABRE Awards 2015 held in September.

Dulux brand and its sponsorship of the Indonesian Color Run.

Other clients are primarily large Indonesian companies, with a handful of multinationals mixed in that included KKP (The Ministry of Maritime and Fisheries Affairs), Express Mulia Perdana, AMSL Indonesia, Indocement, LinkedIn, Oracle, GSK."

## For women what is more important, home or work life?

I would choose family. We are replaceable at the work place, but we are not replaceable in the hearts of our family members. I can arrange so that people take care of the business on my behalf, but it needs to be me - personally - to be there for my daughter and husband. I believe that balance in pursuing career and strong family is a big challenge and very important thing for women. Strong moms and wives build a strong nation, and should contribute to the development of Indonesia and mankind.

## What is your perception of Indonesian youth?

Indonesian youth is amazing. We can see progressive professionals, business owners, science, olympic champions from all over Indonesia now. As business leaders we need to encourage those amazing talents. I was

selected as a coach in the "local genius" programme to help young entrepreneurs who are making impactful changes in the local areas. I also helped to establish Sanggar Fortune, an early learning centre as the CSR arm of Fortune Group. We work to strengthen kindergartens and help them to become independent. We also established curriculums for teachers and parents training with Komunitas Rumah Pencerah (Enlightment House Community).

We are training teachers and parents from all over Jakarta now. We aim to enlarge the programme to all Indonesia. Empowered moms and teachers will raise and build empowered kids, who will become empowered youth.

## What are the difficulties in doing business in Indonesia?

As a developing country, Indonesia has many obstacles and risks in doing businesses. It is caused by the political, social, and cultural dynamics. Bureaucracy is also still challenging. However, business opportunities in Indonesia are growing and business conditions should be able to transform to win the competition in the industry.

## Please share with us the various charitable causes you are

## involved with and after surviving your recent sickness how have you been reaching out to those in need.

After surviving cancer, I established Lavender Ribbon Cancer Support Group to share my experience and motivate other cancer survivors. Lavender is a communication and education forum for cancer survivors to support the holistic and integrated healing method. Through the forum, we communicate to support each other. I took my coaching certification. I am now Indonesia's first Erickson Certified Professional Coach specializing in communication and cancer coaching. Lavender Ribbon Cancer Support Group has not even celebrated our first anniversary yet, but we have had approximately 400 to 500 members from all over Indonesia.

We established chatting groups in What's App, telegram, Black Berry, blogs, and social media accounts in Twitter and Facebook. I chat with the members every day from morning till night to empower them in facing cancer and to help other members. We also run events and trainings. I train self-healing techniques in Jakarta and other cities in Indonesia. It's great to share.



Ibu Miranty Abidin

# TRIBUTE TO MOM

Ibu Indira insists that, "We have never considered Fortune to be a 'family' company. Yes it seems like a family company, because my mom happens to be the wife of the big boss, but all decision making is taken by the management group."

Fortune Indonesia was established by Mochtar Lubis, a prominent journalist, as the affiliate of Fortune Australia in 1970. Ibu Indira's father Pak Indra Abidin joined in early 1970s. When Fortune Australia went bankrupt, he was the MD at that time. He took over the shares, the debt and leadership and built up Fortune Indonesia from minus to become Indonesia's leading advertising agency.

"My mother, Miranty Abidin, was a great former journalist, who joined Fortune later on. She saw a growing demand for Corporate Communications

services and established Fortune PR.

It grew from a humble beginning, as a division of Adwitya Alembana, Fortune Indonesia's subsidiary, to become an independent company, a pioneer and leader of Indonesia's PR industry. I think my mom prepared me as a future leader since I was at college. She always had me as a teaching assistant every time she taught in seminars, workshops or Fortune's learning centre," says Ibu Indira. She credits her mother as one of the major influences in her life in choosing PR as a profession, "That's how I learnt about PR. I was the communications officer at several organisations at college and taught about PR and communications to practice what I learnt from my mom. That's how I built myself up as a PR practitioner, public speaker, thought leader and trainer."





Indonesian Minister of Education & Culture, Dr Anies Bawedan, hits the gong to officially launch the OISAA International Symposium

# JK: YOUTH OF TODAY REFLECTS THE FUTURE OF INDONESIA

High powered panels of speakers engage youths about Indonesia's preparations for AEC 2015

**T**he Indonesian Vice-President Jusuf Kalla attended this year's Overseas Indonesian Student Association Alliance (OISAA) International Symposium in Singapore on 9 August 2015. This year's theme was on Indonesia's Preparation for Integration in the ASEAN Economic Community (AEC) 2015.

In his address the Vice President remarked the students who participated in the event reflect the future of Indonesia. He said he was proud that the students are meeting and are collaborating together from different countries to discuss the issues facing Indonesia and they have their country in mind even while they are still studying. About 350 students from Indonesian student associations in 37 countries came for the event.

Mr Jusuf Kalla also said the government has set aside almost 20 trillion rupiah annually for educational subsidies to help students studying abroad to be ready as the next generation of scholars to develop Indonesia in the future. After his address, the Vice President also answered questions from the audience.

The day's discussions were divided into four interactive panels whose topics and members were as follows:

## **Semangat 250 Juta Manusia: Banyak Anak, Pastikah Banyak Rezeki? (Challenges and Opportunities Presented by AEC 2015):**

Faisal Basri (Economist), Rizal Ramli (former Indonesian Coordinating Minister for Economic Affairs) and Bastian Sembiring (Telkom Indonesia representative)

## **Memperbaiki Pendidikan, Meraih Momentum di Era Keterbukaan Ekonomi (The Stage of Indonesia's Level of Education):**

Dr Anies Baswedan (Indonesian Minister of Education & Culture), Yohanes Surya (Physicist & Founder Surya University) and Philia Wibowo (Co-founder of Young Leaders for Indonesia)

## **Pengalaman Internasional untuk Kemajuan Nasional: Meningkatkan Kontribusi Diaspora Indonesia (The Contribution that the Diaspora Community Could Make):**

Dino Pati Djalal (former Indonesian Minister of Foreign Affairs), Haryanto Budiman (CEO JP Morgan Indonesia) and Ainun Najib (Web master kawalpemilu.org)



Vice-President Jusuf Kalla delivered a keynote address and took questions from the floor

## **tingkatkan Kontribusi Semangat Kewirausahaan: Membangun Keunggulan Kompetitif bagi Indonesia (Cultivation of the Entrepreneurial Spirit in Indonesia):**

Mari Eka Pangestu (former Indonesian Minister of Tourism and Creative Economy), Sandiaga Uno (President Director Saratoga Investama Sedaya), Derianto Kusuma (CTO Traveloka.com)

This is the sixth in the series of International Symposiums organised by the OISAA. Next year's symposium is planned to be held in Russia.

# PANGGUNG GEMBIRA ROCKS AGAIN!

The major highlight of the 70th Anniversary of Indonesia Independence Day did not disappoint



On 30 August 2015, an estimated 15,000 Indonesians converged at the Indonesian Embassy to celebrate the country's 70th Independence Day with a musical concert extravaganza. The concert cum bazaar is considered by many as one of the major highlights of the celebrations.

It was an extraordinary experience and treat for both the fans and artists who came to perform. They were many leading A-list acts from Jakarta who made Panggung Gembira again a very memorable one for all who attended. The performers included Kotak Band, Cita Citata, Indah Sari, Bebizie Nasar, Cakra Khan, Thomas Arya, Benigno, Sahrul Gunawan, Teuku Zacky, Irfan Hakim, Wika Salim and famous musician Om Purwacaraka as well as singers from Dangdut Academy – Danang and Evi Masamba! There were also new bands such as Jast5 and from Cirebon PROjectQIU supported by local performers from the Indonesian community in Singapore.

The Indonesian Embassy did an excellent job of organising an excellent roster of performers and there was also support from the members of various Indonesian communities in Singapore in assisting the organisers in the running of the concert and bazaar.











## HCIS OPEN HOUSE ON 10 OCTOBER 2015, 9 AM - 1 PM

**H**CIS Open House 2015 offers parents and their children the opportunity to learn more about our rigorous IGCSE and IBDP curriculum and explore our school facilities which include our latest Student Hub, Hwa Chong Cultural Centre (HCCC) Theatre and Indoor Sports Hall. Meet our teachers and key personnel as they share with you how our students under the guidance of the school have achieved much, developing themselves through competitions at both the local and international arena, or in their academic development and scholastic achievements, as well as admission to world renowned universities.

With the completion of our HCIS Building Expansion Project last month, HCIS is poised for enhancement of a repertoire of effective pedagogy and modern facilities to create an enriched learning environment for our students to excel holistically.

Please register early by contacting us at tel: **6464 7077** or email us at [admin@hcis.edu.sg](mailto:admin@hcis.edu.sg) to redeem an attractive goodie bag.

For more information about our Open House, please visit our website: [www.hcis.edu.sg](http://www.hcis.edu.sg)





# BELAJAR DI WAKTU YANG SESUAI DENGAN KEBUTUHANMU!



## British Council Singapore sekarang membuka kelas 'myClass' dan 'myClub'!

Claire Firat, Ketua dari Adults of British Council Singapura, membuka program pembelajaran myClass dan myClub. Kedua program tersebut telah sukses diperkenalkan tahun lalu dan telah merubah cara kelas bahasa dihantarkan.

### Area apa yang paling diminati oleh kaum dewasa dalam belajar bahasa Inggris?

Selain dari minat untuk persiapan ujian Inggris Cambridge dan bahasa Inggris untuk keperluan bisnis, terdapat minat yang tinggi juga untuk belajar bahasa Inggris untuk percakapan sehari-hari.

### Apakah maksud anda ada minat lebih tinggi untuk belajar percakapan bahasa Inggris?

Ya. Banyak orang yang tinggal di Singapura berasal dari negara-negara yang bahasa utamanya bukan bahasa Inggris. Ketika sampai di Singapura, mereka harus sering berbicara bahasa Inggris sehari-hari. Baik untuk belanja ataupun makan, dalam percakapan sehari-hari di rumah, berbicara dengan teknisi AC, atau berbicara dengan dokter, bahasa Inggris adalah bahasa utama yang dipakai di Singapura. Oleh karena itu, kemampuan untuk mengerti dan berbicara bahasa Inggris sangatlah membantu mereka dalam berkomunikasi di Singapura.

### Apakah ada persyaratan yang harus dimiliki murid-murid untuk mengikuti kelas di British Council?

Jaman sekarang orang-orang memiliki jadwal yang ketat. Hari-hari mereka dipenuhi dengan berbagai aktivitas mulai dari perjanjian bisnis sampai dengan kegiatan rutin sehari-hari dengan anak-anak mereka. Seringkali murid-murid saya tidak bisa merencanakan jadwal pasti mereka untuk beberapa hari kedepan. Oleh sebab itu, konsep pembelajaran myClass

mengutamakan fleksibilitas. Setiap murid bisa memutuskan untuk diri mereka sendiri seberapa cepat dan topik-topik apa saja yang ingin mereka pelajari. Konsep ini sangat menarik bagi para murid karena mereka bisa mengambil alih proses pembelajaran mereka sendiri dan juga seberapa cepat mereka hendak belajar. Hal ini membuat proses pembelajaran lebih menyenangkan dan alami.

### myClub – ini terdengar lebih seperti hiburan daripada pembelajaran!

Ya dan tidak. myClub adalah keduanya. Kami mau menyediakan kondisi belajar yang cukup santai di mana murid-murid bisa mendukung satu sama lain dengan cara membagi pengalaman mereka belajar bahasa Inggris. Ini akan membantu para murid untuk meningkatkan kemampuan bahasa Inggris mereka dan juga memperluas pergaulan. myClub memiliki jadwal kegiatan yang penuh dengan pilihan kegiatan yang bisa diikuti oleh para murid untuk mengenal satu sama lain dan belajar bersama. Kegiatan-kegiatan ini bebas biaya untuk semua murid British Council. Lokakarya, acara dan tamasya diadakan setiap hari; mulai dari dokter tata bahasa hingga 'Coffee dan conversation', kunjungan ke museum dan tamasya dengan bersepeda, selalu ada sesuatu bagi semua orang di myClub.

### Terdengar sangat menarik! Apakah anak-anak boleh ikut serta?

Sayangnya tidak. myClub dirancang dan ditujukan untuk pelajar dewasa British Council. Akan tetapi, kami menawarkan program pembelajaran bagi anak-anak usia dini, dengan menampilkan dua karakter menarik dari televisi: 'Shaun, the sheep' Nama programnya adalah 'Learning Time with Shaun and Timmy' dan program ini sangat disukai oleh anak-anak.

Saya sangat menyukai myClass. Jadwalnya yang fleksibel memperbolehkan

Masa favorit saya adalah saat aktivitas-aktivitas di myClub. Saya dapat bertemu dengan orang-orang dari seluruh penjuru dunia! - Svetlana Voropaeva

saya untuk mengatur pelajaran saya supaya sesuai dengan kebutuhan.

### Promosi SG50 Golden Jubilee

British Council Singapore kini menawarkan para pelajar dewasa sebuah promosi spesial SG50 Golden Jubilee. Silahkan pindai kode QR atau klik tautan ini (<http://bit.ly/201510indoconnect>) untuk mereservasi tes penempatan gratis mulai dari 9 sampai dengan 30 Oktober 2015. Dengan tes ini, anda memiliki kesempatan hingga 30 November 2015 untuk mendaftarkan diri untuk paket myClass sejumlah 30 kelas atau kelas paruh waktu sejumlah 48 jam dan anda akan menerima diskon sebesar S\$150.



Hubungi kami dan kami akan memberikan anda tes penempatan secara cuma-cuma supaya anda dapat mengetahui tingkat kemampuan bahasa Inggris anda dan juga anda dapat berkonsultasi dengan staf profesional kami mengenai rencana pembelajaran yang cocok bagi anda.

Hubungi kami di +65 6653 7103 (Napier Road Centre) / +65 6653 7104 (Toa Payoh Centre) untuk mereservasi tes penempatan anda. Pelajari lebih lanjut program bahasa Inggris kami untuk pelajar dewasa di: <http://www.britishcouncil.sg/indoconnect>



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# MAKING A SEAMLESS TRANSITION TO SINGAPORE

For the 90,000 Indonesian citizens living in Singapore as a student or working professional, the adjustment to a new life, in a new environment, is never easy. To help those who have just arrived here, we've got the inside perspective on how one student did it. Richard Thoriq, Indonesian secondary school student at the Australian International School (AIS), shares how he adapted to life in Singapore and discovered his passion for the arts.

## 1. How did you feel about moving from Indonesia to Singapore?

**Richard:** Initially I was worried about moving to an English speaking country as at home I only spoke Bahasa Indonesian. Joining AIS, the school community was very welcoming and I was lucky to go on an eco-field camp to Malaysia at the beginning of the school year which helped me get to know all my classmates. The great thing about Singapore is the mix of nationalities, at AIS there are over 60. It's not every day that you get the chance to meet people from so many different countries and learn about their cultures.

## 2. How have you overcome the challenges of moving from a Bahasa Indonesian speaking community to an English speaking community?

**Richard:** I had limited English-speaking abilities when I first came to Singapore so I enrolled in AIS' English as an Additional Language (EAL) program. In this programme I spent seven lessons a week learning English grammar and literature at a level that I was comfortable with. The programme developed my English proficiency to a level at which I could integrate fully into the mainstream English class. Now I can speak it fluently and easily understand complex scientific concepts in English.

## 3. How would you describe the Indonesian community here?

**Richard:** At AIS we have a very tight-knit group of Indonesian students of all ages. When I first joined it was great to have senior students to ask for advice and now I'm more than happy to help any new Indonesian students moving here. AIS also offers a Mother Tongue program in Bahasa Indonesian which enables students to develop native language skills as they would in Indonesia. However, one of the greatest things about AIS is that you are in a truly international community with friends from around the world.



#### 4. What other experiences have you enjoyed since moving to Singapore?

**Richard:** In my first term here I was at a school assembly watching the choir perform and it just hit me that I wanted to sing too. The AIS choir gave me an opportunity to really express myself in a way I hadn't experienced before. I love performing and the incredible thing is that at AIS there are over 100 music performances each year, so there really is an opportunity for every student to shine.

#### 5. What have you learned most since coming to Singapore?

**Richard:** Apart from singing, I've also realised that I love acting! My theatre arts class at AIS enables me to practice speaking English confidently and it really brings out my creative energies. This year I'm even taking part in the Lower Secondary Annual Production where I hope to play a lead role in Skellig. Discovering that I love the arts, when I start studying for the

Cambridge IGCSE next year I will take music and drama as my elective subjects and this is something I didn't get the chance to do in my school in Jakarta.

#### 6. What does the future look like for you?

**Richard:** I definitely hope to stay in Singapore until I graduate, although I'm not sure if I want to go to university back home in Indonesia or overseas in Australia, the UK or US. The good thing is that at AIS I'll get to study the International Baccalaureate Diploma Programme (IB DP), which is world-recognised and allows me to apply to any university around the world.

#### 7. Any words of advice to Indonesians moving here?

**Richard:** My advice to anyone looking to move to Singapore would be, do it! Find a great community, English language support and the opportunity to develop your passions and it will be an amazing experience.



To find out more about life at AIS for Indonesian students, call +65 6653 7906 or visit [www.ais.com.sg](http://www.ais.com.sg) and book a personal tour.





The Honourable Sir Peter Cosgrove, the Governor-General of Australia and Lady Cosgrove (5th & 6th from left resp) leads the ground breaking ceremony for the Early Years Centre

# AIS INVESTS \$200 MILLION IN EARLY YEARS FACILITY

Said to be the first and only of its kind by an international school to start from 18 months

**A**ustralian International School (AIS) has invested heavily in a purpose-built Early Years Facility which it said is the first and only one by an international school here to commence from 18 months.

This is a worldwide first in Early Years education here in Singapore, establishing a campus complete with the widest range of state-of-the-art facilities for students from 18 months to 6 years old.

AIS announced this in a ground breaking ceremony by His Excellency General the Honourable Sir Peter Cosgrove AK, MC (Ret'd), Governor-General of the Commonwealth of Australia and Lady Cosgrove on 23 September 2015. This specialist early years campus will offer children access to a 22m swimming pool, 470 sq m multi-function hall, five library and learning resource centres, nine arts and language specialist classrooms and a dedicated parent café, all in one centrally-located facility.

The campus, set to open in 2017 next to the existing AIS facility at Lorong

Chuan, will house teaching and learning for an enhanced Early Years curriculum that launches at AIS this coming January. This progressive curriculum includes daily maths, mandarin and literacy lessons, the London Academy of Music and Dramatic Arts (LAMDA) Speech and Drama Program, structured Physical Education under the SMART Steps Perceptual Motor Program and weekly violin lessons taught by specialist teachers.

Sir Peter Cosgrove comments: "International schools not only offer a wonderful life experience they also provide an education and a curriculum that meets every child's needs, whether it be the NSW Higher School Certificate, the British iGCSE or the increasingly popular Baccalaureate programme, so to be at this school and to be in Singapore is a great opportunity. It is my pleasure to be part of this ceremony, to see the ties of education and friendship between Australia and Singapore develop and grow even further."

Brian Rogove, CEO at Cognita Asia, states: "This \$200 million investment

is the largest worldwide for a dedicated Early Years campus, joining the very best in academics and facilities to offer exceptional educational opportunities to young children residing in Singapore. Children at AIS will gain a strong academic foundation and personal confidence ensuring an early passport to success."

Andre Casson, Principal at AIS said, "AIS is the only school in Singapore to offer an Australian inquiry based curriculum for children from 18 months to 6 years. Our 22-year history in graduating students from 2 to 18 years old in this curriculum sets us in good stead to take our institution into this next phase. We are exceptional excited about our collaboration with specialist educators in delivering an enhanced curriculum from this January which will be significantly developed with the launch of our purpose built Early Years facility in 2017."

For more information on the Australian International School, please visit: [www.ais.com.sg](http://www.ais.com.sg) or call tel: +65 6653 7906

# BRINGING ANIMATION TO THE WORLD

A Singapore animation studio and school head shares his experience in developing intellectual property for the global market



David Kwok demonstrating how augmented reality might be used in teaching the class of the future

One of Singapore's leading animation creators, Mr David Kwok, seeks to inspire Indonesian animators to develop their creations for the world stage. The successful boss of Tiny Island Productions and CG protégé Animation School will speak on this topic at the Baros International Animation Festival (BIAF) on 9 October 2015 at the Simply Valore Hotel, Baros-Cimahi West Java. The festival is organized by the regional province of Cimahi together with the Cimahi Creative Association.

Mr Kwok will share his experience and the knowledge he gained from building and expanding his own TV animation show 'Dream Defenders' across the globe. He will also be offering tips on how to monetize one's intellectual property (IP)

work. "When I first came to Indonesia last May, I was deeply inspired by the passion and dedication of the artists in Indonesia. Since my last trip where I have shared my experience in IP creations, many artists and founders of animation companies have been writing to me for advice. Many of them have created wonderful works of their own but their IP got stuck in Indonesia as they do not know how to take it beyond Indonesia," said Mr Kwok.

"The salaries for many artists are very low. I hope that my talk can inspire more artists to start up their own companies and build their own future. This way, they can stay on top of the value chain by creating their own IP and make a better living for themselves in future." Tiny Island Productions developed Dream Defenders, an intellectual property that

has been sold to 60 countries around the world, including channels such as Hulu and Discovery Family in the US, Planeta Junior and SUPER RTL in Europe. The series has recently been acquired by Dreamworks TV Asia for 19 countries across Asia. In order to step-up its globalisation strategy, the studio is currently in talks with two more major TV broadcasters in China, with plans to roll out more seasons of the show, as well as feature films based on the IP. This will lead to licensing and merchandising opportunities in China, as well as exploring opportunities for theme parks and restaurants at a future date.

## Pioneering Work

Mr Kwok is a firm believer in the future of animation here. He founded the first Animation Association in Singapore in the late 1990s to put the case to the Singapore Government that there really is talent in Singapore to support this industry. About the same time, he founded CG Protégé Animation School and together with Tiny Island he created a successful business "eco-system" that offered budding animation artists the opportunity to develop their talents in this field.

The school offers Diploma level courses that cover 3D Modeling/Texturing, Character Animation and Digital Visual Effects as well as apprenticeship training at several animation studios here. There are also short courses on subjects such as 'Storyboard' and 'Character Design.' For more information, please visit

[www.cgprotege.com](http://www.cgprotege.com)

Photos: Tiny Island Production





# SPIRITS OF METAL

Exhibition highlights Bugis Makassar cultural heritage is also ingrained in the iron weaponry of its people!



At the exhibition - HE Indonesian Ambassador to Singapore Andri Hadi appreciates close-up a Bugis Keris while others including Mr Andi M Irvan Zulfikar (2nd from left) the Supervisory Chairman of the Bugis Makassar Polobessi Club look on

For the Indonesian diaspora, there's always a desire to share with their friends in Singapore tales of their origin, where they come from and what is special about their place of birth. "We all know how big the Bugis influence in Singapore is, so it seemed logical to promote the culture of south Sulawesi here," said Irvina Hulyer, who lives in Singapore and is one of the members of the Indonesian Women Society Singapore (Persatuan Wanita Indonesia Singapura). It was such sentiments that helped germinate the idea of promoting Bugis Makassar weaponry here.

This desire became a reality with the collaboration and support from The Bugis Makassar Polobessi Club, Rumah Budaya and the National University of Singapore (NUS) Department of Southeast Asian Studies. The "Spirits of Metal" an exhibition of Bugis Makassar weaponry was showcased here from 27 August to 4 September.

The exhibition was inaugurated by HE Indonesia Ambassador to Singapore Andri Hadi with a beautiful presentation of dance drama that enthralled the audience at the opening. Under the leadership of Mr Andi Mohammad Irvan Zulfikar (Supervisory Chairman, Bugis Makassar Polo Bessi Club) a large collection of traditional weapons made their way to the NUS Central Library.



Examples of Bugis weaponry (above) keris with wooden sheath and spearheads (above right)



## Important symbol

Bugis weapons are as diverse as the Bugis diaspora, each having its own characteristics and hold a position of respect in the Bugis society. The Bugis consider it a shame when a man dies without having his keris – his "brother" – by his side. As such the keris in Bugis Makassar society is highly venerated and is an important symbol of status and

masculinity. Possession of these weapons have traditionally been associated with the concepts of Kalampoen – arajang (greatness) and Kalebbireng (glory) and are central to Bugis notions of manhood.

So venerated is the Bugis keris to cultural notions of power that when the Bugis rulers who could not attend official meetings traditionally had their Keris Pusaka Karajaan represent them as it was thought that the weapon manifested the ruler's power and political authority.

Apart from traditional rulers, the keris was and continues to be used in various ceremonies conducted by the Bissu, the transversite Bugis priest. The keris is considered by many Bugis to be an important sacred object with magical propensities and kept as a family heirloom.

## Keris Types

The **badik** is a machete-type weapon forged by the Bugis of Makassar. Though it is considered of lesser ritual and political significance than the keris, it holds powerful cultural meaning in the community.

Keris blades in particular, are forged from iron or "besi luwak". The metal is believed by some Bugis to be ideal as it is light and brings luck to the keris owner. Some keris blades are infused with meteorite iron which supposedly enhances its magical qualities.

The **pamor** is the intricate shape on the blade of the keris. There are many types of pamor which allow for the classification

of a keris. The three main types of pamor are: lakurisi, bari bojo and lagaring. In addition, keris are also distinguished by the shape of their carved hilts and sheaths.

A seminar was also organised about two dimensions of Bugis culture: the community's historical significance in early Singapore and the fascinating world of Bugis weapons. It also included papers that discussed the art and significance of keris making in Bugis society as well as issues pertinent in the preservation of Bugis traditional culture in modern Indonesia.

### The Buginese & Iron

According to Mr Andi M Irvan Zulfikar of the Bugis Makassar Polobessi Club, the Bugis people, also known as Buginese, develop a special relationship with iron or traditional weapons such as Kawali (small dagger), Keris (dagger), Alameng (sword), and Bessi (spear) from an early age, sometimes even when they are born. The Buginese believe that a weapon (iron) is even closer than family or friends and is a symbol of man's bravery to uphold honesty, pride, and dignity. There is a Bugis saying: "*Taniya Ugi narekko de'na punai Kawali*" which means: *You are not a Buginese unless you own a kawali.*"



Kawali Geeong blade

Today, there are still quite a number of blacksmiths spread across several districts e.g., Babang-Luwu, Segeri-Pangkajene Kepulauan, Palakka-Barro, Maseppe-Sidenreng Rappang, Pacing-Bone, and Takalala-Soppeng who maintain the traditional ways of making the weapons and are considered the gatekeepers to the ancient art of Buginese weaponry.

Just like his father who inherited many family heirlooms of keris, kawali and bessi,

Mr Andi is keeping his family heritage alive with a collection of hundreds of weapons, following in his father footsteps. A founder member and supervisory chairman who is actively involved with the Bugis Makassar Polobessi Club, he has organised several Bugis Makassar weaponry exhibitions internationally and in Indonesia. He shared, "Most of my collections are from South Sulawesi and I intend to open a small gallery for those interested in the history of the weapons. I have also written articles in Indonesia and Malaysia magazines and co-author a book about Bugis weapons titled *Senjata Pusaka Bugis, Pamor dan Landasan Spiritual* (Gramedia-Jakarta, 2015).

He also wished that his children would appreciate the collections and learn about Bugis Makassar culture. He said, "Today, they are objects of art and no longer used as weapons but they are also symbols of bravery, honesty, and dignity of our people. The important thing is for us understand the history, philosophy, and meaning so that we can relate them in today's life. My father told me not to forget where you come from and no matter where you are always uphold the Bugis Makassar culture, character, and way of life."

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Teza Sumendra

# HIGH FIVE TO NEW SOUNDS

by Putra Muskita

## Five contemporary Indonesian singers to check out



Tulus



Raisa



Neonomora



Isyana Sarasvati

Indonesia has always produced a high quality crop of artists - musicians, filmmakers, and their ilk - that they have gained renown amongst our regional neighbors. But the music scene in particular is burgeoning, with soon-to-be household names starting to make their name among the crowds.

Here are five young names you should give a listen. You'll be forgiven for not having heard of them, as the more established artists are the ones who tend to hold regional gigs. Good news? They're all on iTunes and Spotify.

### TULUS

A trained architect from the esteemed Parahyangan Catholic University programme, Tulus first racked up accolades in 2011, for his self-titled debut album. It garnered him, among others, a Best New Male Artist win at Singapore's Anugrah Planet Muzik awards, and led to performances at the Java Jazz International Festival.

A crooner in the mold of Tompi and Angga Puradiredja of Maliq & d'Essentials, his frequent collaborators include fellow rising star Raisa and the jazz pop group RAN.

Best known song: "1000 Tahun Lamanya"

### RAISA

The most well-known out of the group, Raisa started out singing in cafes before a performance at the Java Jazz International Festival led to her big break. She has since headlined her own concerts, including one recent gig in Singapore.

Interestingly, Raisa started out singing in Kevin Aprilio's Andante band, before being dropped after the band changed musical directions. No matter; she eventually sang Whitney Houston's "I Have Nothing" with legendary producer David Foster during his Jakarta concert.

Best known song: "Serba Salah"

### NEONOMORA

Unlike the others' soul-inflected pop sensibilities and relatively squeaky-clean images, Neonomora is the resident alt kid of the group. Her Instagram bio describes herself as "That singer who wears black all the time."

Raised partly in the United States, China and Australia, her music is an indie cocktail of alternative rock and electronica, with pop hooks. Her lilting vocals in the atmospheric debut single "You Want My Love" brings into mind Florence and the Machine.

Best known song: "You Want My Love"

### ISYANA SARASVATI

Perhaps the most talented vocalist out of the group, Isyana Sarasvati honed her career in Singapore for a spell, attending the Nanyang Academy of Fine Arts' Music Performance programme while also performing with the Singapore Lyric Opera.

Described as a mix between Raisa and American singer Mariah Carey, she also writes her own songs. Two singles have been released so far, to fanfare; a full-length album should not be too far behind.

Best known song: "Tetap Dalam Jiwa"

### TEZA SUMENDRA

Teza Sumendra is relatively under-the-radar compared to the others, though not for long; he has parlayed a tenth-place finish in the third season of Indonesian Idol to a career complete with indie cred, almost 10 years after. It didn't hurt that his most high-profile performance so far is at Ismaya Live's We the Fest.

His musical style, while also within the soul-R&B realm, takes a decidedly darker and less vanilla turn than his contemporaries; more D'Angelo than Tulus' Brian McKnight.

Best known song: "I Want You, Love"

## THE PANORAMA



Great Reasons to Live in The Panorama!

Artist's Impression

## TOP SELLING SUBURBAN PROJECT FOR 2015

### 1) Renowned Developer

The Panorama, is developed by Wheelock Properties (Singapore) Ltd, one of Singapore's leading property developer. Its portfolio of luxury properties includes - Ardmore Park, Ardmore II, Scotts Square, Grange Residences, Orchard View and The Cosmopolitan.

Buyers are now offered the opportunity to purchase a quality development in this northern suburban region at competitive prices.

### 2) Superb Location

Nestled amidst the landed estates in the Upper Thomson locale, The Panorama, a stunning new 698-unit condominium is set to dominate the skylines in this highly sought-after residential enclave. Flanked by the Thomson and Mayflower landed estates, residents can also enjoy picturesque greenery views towards the Lower Peirce Reservoir.

The Panorama is easily accessible to all parts of Singapore via major expressways and is a stone's throw from the upcoming Mayflower MRT station which forms part of the Thomson-East Coast Line.

Slated to be operational in 2020, this new line links the development seamlessly to Singapore's main shopping belt in Orchard Road, Marina Bay Sands and the Central Business District within minutes.

With the Seletar Aerospace Industry and Business Park located within close proximity, investors can benefit from leasing demand from the pool of professionals who work there. Being situated next to the reputable CHIJ St. Nicholas Girls' School and surrounded by a cluster of established tertiary educational institutions such as Anderson Junior College and Nanyang Polytechnic, The Panorama can reap further benefits of potential upside in capital appreciation with these desirable attributes.

### 3) Comprehensive Facilities and Expansive Landscape

With an expansive landscape of more than 198,000 sqft (equivalent to about 3 football fields), the development is ingeniously designed with ground and roof facilities to cater to the residents' needs and lifestyle.

Avid joggers can enjoy a morning run along the Jogger's Path and Panorama Trail and the fitness buffs can get a good workout while relishing in the spectacular

sunset view at the Sky Gym. Family fun is ensured with the 3-storey Pano Club House and Poolside Grill. The little ones can revel in bountiful childhood fun in the Kids' Play area and Children's Pool.

### 4) Quality Homes with impeccable finishes

Spanning across two 20-storeys towers and four 17-storey towers, the development has a wide range of choice unit types for your selection.

2 bedroom	700 sqft
2 bedroom + Study	797 sqft
3 bedroom	990 to 1066 sqft
3 bedroom + Study	1109 to 1163 sqft
4 bedroom	1313 to 1335 sqft
5 bedroom	1561 sqft
Penthouse	2379 to 2411 sqft

The Panorama, poised as a suburban luxury development is completed with quality finishes like marble flooring for its living and dining areas, branded Miele kitchen appliances and Hansgrohe fixtures.

The showroom located along Ang Mo Kio Avenue 8, is open daily from 11am – 6pm. For enquiries, call 67339822.





# A GREAT STAY CLOSE TO THE CITY

Moving and relocating cost both money and time.

Knowledge of the process and proper planning helps in reducing both cost and time involved. This article points out some cost and time saving tips about home moving.

**G**reat World Serviced Apartments are the largest stand-alone serviced apartment development in Singapore. You can choose the appropriate size, type and layout to meet the needs of your visit. Located centrally in the heart of the prime River Valley residential district, the apartments are just minutes away from Orchard Road and the Central Business District.

The tastefully decorated apartments are spacious, practical, functional and user-friendly, offering value-for-money. The aim is to provide a convenient and affordable home-away-from-home environment. The apartments are never 'old' as they undergo constant refurbishing to enhance the existing facilities and amenities. This is a unique feature at Great World and customers pay premium to book these apartments. Facilities include a near Olympic-sized swimming pool and within the Great World City Complex is an array of over 200 shops including a Cold Storage Supermarket (the largest in Singapore) and a cinema, clinics, restaurants, pharmacies and hair salons. In the past, Indonesian families residing in Great World appreciate the convenience and flexibility offered. For example, Melissa Alatas came to Singapore to accompany her father for medical treatment, they had to bring their family pet, a three-year old dog, along with them. "At Great World, we could stay with Bruno, and it made the entire trip relaxed," she said.

Enquiries: Great World Serviced Apartments 2 Kim Seng Walk Singapore 239404. Tel: (65) 6722 7000. Website: [www.greatworld.com.sg](http://www.greatworld.com.sg)



# RESORT WEAR WITH A TOUCH OF CLASS

by Ranees Sahaney

Stay calm, cool and collected with a dash of pizzazz

**R**esort wear is reliant for its allure on being fun and casual – that’s how the pieces are styled. That was how it was until we checked with the iconic Harper’s Bazaar annual Resort Collection for 2015-2016. Choose to create your own *personalised image* when you hit the beaches and the midnight hot spots in the tropical islands. That is the now the way to go!

Plunge into a tempting trawl of the sites of the designers to get a firsthand view of this seasons offering regardless of whether you attended their high octane shows or not. First some general advice:

## For Novices

Do remember that resort wear is not

about down-at-heel flip flops and sagging bikinis. Today it has a guarded niche of its own in the industry and judging from the number of collections being showcased by designers both new and old, it’s here to stay.

Chic simplicity and smart, with more luxurious fabrics and styles is the fashion but it’s also *how you wear it* that also matters whether it be it your swim waer or sarong, your hat or your sunshades, your tote or sandals... and then there’s the evening to take care of...

So ladies and gents, guys and gals... let’s put it together for a hot and happening holiday in the right company of designer resort wear built with your own flair and touch of class.

Slip into a ►  
spiffy Phillip  
Lim skirt  
for a smart  
luncheon  
after the day  
at the beach



◀ For dinner and dancing in slow mode on the waterfront go for a gauzy black floor length gown from Caroline Herrera



▲ Casual chic - a 3-in-1 ensemble from Phillip Lim’s Top Resort 2015 Collection



▲ Team your Chanel Resort 2015 bag and sunshades by Miu Miu.



# MORE MARINAS FOR INDONESIA

by Prionka Ray

Indonesia and foreign pleasure craft owners will be able to drop anchor at any of the 100 new marinas to be built by 2020



It is no more a pipe dream. Boat owners can look forward to motor yachting or sailing to more marine destinations in Indonesia waters. The country's maritime tourism industry is all set to grow as the Indonesian Tourism Minister Arief Yahya announced plans to build 100 marinas in the next five years. He said this at the 2015 Indonesia Yacht Forum in Sunda Kelapa, West Jakarta on 21 August during the Indonesia Yacht Show 2015.

Indonesia aims to attract up to 5,000 yachts in 2019 and is building the infrastructure to support this target beginning with 1,500 yacht visits this year and 4,000 in 2018. He cited Australia as a good example of well-developed marinas for handling maritime tourism. The minister stated that Indonesia also expects the number of foreign tourists to increase in tandem with the yacht visits. With 17,480 islands to explore, the new marinas will go a long way towards helping yacht owners travel the archipelago.

The first marina to be built will be at Banyuwangi in the easternmost part of

Java; the turning of the sod for the marina will take place in September. President Jokowi's government has massive growth plans to re-establish Indonesia as a pre-eminent maritime nation and the new marinas form one part of the programme to exploit the full potential of the maritime sector.

The President in his 70th Independence Day address emphasised the nation's need to promote its maritime identity and said, "Indonesia is a maritime nation. It must preserve and utilize its marine resources seriously. This way, we can realise the international maritime axis program to strengthen our national, regional and global position".

## Yachting Scene

Indonesia is already well known for possessing beautiful yacht charter destinations and there are plenty of signs of a growing domestic market. There is "a growing amount of highly affluent local Indonesians and expats searching for yachts and leisure crafts," according to the

organisers of the Indonesia Yacht Show 2015 at the Batavia Sunda Kelapa Marina. It showcased the latest yachts and boats and also highlights the growing class of Indonesian millionaires with their massive dispensable incomes.

Indonesia leads the world in terms of new millionaires with a 22 per cent increase from 2013 to 2014. A Business Insider news report published in May last year, said this compared favourably against countries such as Mexico's 7 per cent and Russia's 4.8 per cent increase over the same period. The affluent Pantai Mutiara enclave in Jakarta, where many of the rich reside, provides direct access to personal yachts and boats at their very own backyard.

So there is every indication that Indonesia has the potential to become a yachting haven while Singapore struggles with a shortage of berthing capacity. Singapore's ONE15 Marina Club, where monthly berth rentals cost \$10,000 for a 40-metre boat, is currently at full capacity.

# NEW WAVE RARE GEMS

Tourmalines, spinels and tanzanites – Mouawad does it with bold and vivid colours

**U**ltra luxe jewellers, Mouawad, presents these three extraordinary 'new wave gems' with exotic hues and contrasting colours. According to them, these hand-crafted pieces are for the "expressive and fashion forward women who are not afraid to embrace their personalities and letting it shine with the selection of jewels."

## Orange Sapphire Ring

A unique coloured sapphire of a rich salmon hue framed by a circle of mint green tsavorite garnets, the dramatic colour contrast draws every eye to this otherwise classic ring.

*Set with White Diamonds 0.49cts + Tsavorite Garnet 0.75cts + Orange Sapphire 2.53cts + 18K Rose Gold*



## Dancing Orchid Earrings

Dainty pink and violet earrings are also encrusted with 2.67 cts of white diamonds. These dancing orchids blooming in tropical gardens are not exact clones with colours inverted on each side, a reminder of Mother Nature's unique beauty.

*Set with White Diamonds 2.67cts + Tanzanite 10.59cts + Rubellite Tourmaline 7.84cts + 18K White Gold*



features lagoon green tourmaline, neon red spinels and sun-kissed orange mandarin garnets; these earrings will surely attract attention.

*Set with White Diamonds 0.94cts + Lagoon Green Tourmaline: 2.81ct + Neon Red Spinel 1.24cts + Mandarin Garnet 6.8cts + 18K White Gold*

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# MILK TEETH MAINTENANCE

So your baby's has graduated from a gummy grin to a toothy one! As your child passes this major milestone, Dr Paul WONG, Dental Surgeon with T32 Dental Centre shares his expertise on how to maintain your baby's milk teeth



## When will my baby's teeth start appearing?

The first lower front teeth usually emerge at around six months, though there is a lot of variation and some do not appear until 12 months and rarely some babies can even be born with a tooth!

## When should I start cleaning my baby's teeth?

You should start cleaning baby's teeth as soon as the first one appears. The front teeth can be wiped twice a day with a damp cloth. Once the molars emerge, you will need to start using a baby toothbrush to clean them. If baby doesn't like it, try distraction techniques like letting him/her hold a toy or play favourite nursery rhymes. Aim for brushing each tooth back and forth four times. You will need to help brush baby's teeth until they are around seven years old.

## Should I be using toothpaste to brush her teeth?

Use children's toothpaste that contains fluoride, especially if you are living in an area without fluoridated water. Babies do

not know how to spit out toothpaste and swallowing too much fluoride can have side effects, so use children's toothpaste with only 500-600 ppm (parts per million) of fluoride and a smear size of baby's fingernail. You can increase this to a pea size amount when they learn to spit out.

## Is it okay to give my baby milk or food after brushing at bedtime?

No. The sugar in milk is very bad for teeth so try to brush afterwards or at least make them drink some water. The worst thing is to let baby fall asleep with a bottle of milk and then let her suck on it in bed. Tooth decay will start very quickly. If baby needs milk to fall sleep, take the bottle away after they doze off and replace it with water and try to progressively dilute the milk over a week until you get down to plain water only.

For older children taking snack after brushing before bedtime, try giving them food that has no sugar and refined carbohydrates (e.g. meat, fish, nuts and raw carrot).

## Why does my son's teeth have black stains on them?

Often these stains are caused by pigment

producing bacteria and doesn't harm the tooth, although it does look terrible. Other possible causes are foods like herbal soups, soya sauce and tea. Chlorine from swimming pools may also be one of the cause if he swims very frequently. Take him to the dentist to have them cleaned, and also to rule out tooth decay, which can also appear black.

## When should I take my child to the dentist?

The American Academy of Paediatric Dentistry actually recommends that parents take their babies to the dentist when the first tooth appears or by the first birthday at the latest. In Singapore, it is estimated that 40 per cent of preschool children have tooth decay. The purpose of this early visit is to detect children at risk of tooth decay before it occurs and to familiarise them with the dentist. The first visit will usually involve a quick examination and the dentist will ask parents' questions on the child eating and tooth brushing habits. Look for a dentist who treat young children and a clinic that has a child friendly, fun environment that hopefully gets them looking forward to their check-ups!

# REVOLUTIONARY

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In addition to eliminating fats, EXILIS also rejuvenates skin with its Collagen Refill Technology to give users smoother and tighter skin that they can be proud of. It is an anti-ageing solution as it reduces wrinkles around the mouth, eyes, forehead and neck.

This treatment, has shown results that are easily visible immediately; is a comfortable treatment, which produces fast results in a reduced number of sessions at no downtime.



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# POCKET MONEY ECONOMY

By Priya Ramakrishnan

Experts recommend children be taught the value of money as early as possible

Parenting experts agree that it is essential to make a conscious effort to teach young children about the value of money. By starting financial education early, they observed that children are more likely to value money and be responsible with their cash. As a bonus, you can avoid the headache of having incessant and unreasonable demands from children who believe that parents are a source of unlimited money supply.

Experts recommend that children as young as four to five years old can be taught the value and importance of money. Setting a good example by saving money and avoiding unnecessary purchases also instils similar value in children who often emulate their parents in their developing years. The earlier you start, the easier it is to teach children to save up and value money. Here are a few easy ways to start them on the road to a sound financial education.

## Make your children work for their money

This method has been used by parents for ages. However, if you provide your child

with a huge amount of pocket money, this method will not work. Enlisting children's help in household chores and paying them for their work will help them understand that to earn money, one needs to work for it. Even if it just folding the laundry, helping in the kitchen or cleaning the bicycle, paying a small token will help them learn that money has to be earned.

## Save up for the new toy

As many children find it difficult to grasp the concept of saving while young, it is crucial to encourage and remind them to put away some of their allowance or money they earned through chores for future needs. It can be the new Lego set or a trip to the zoo. Helping them save and achieve their goal by saving the full amount of the purchase gives children a sense of accomplishment.

Another idea is to match their savings for any purchase decisions they make. This helps them be discerning in their purchase decisions and review their spending habits.

## Make learning about money fun

There are plenty of resources available online that can help make learning about



finances fun for the tots. You can create colourful saving charts and encourage your child to help, either by getting out the chart whenever it is time to set money aside, or if you have a child who can write, allow them to write in the numbers themselves. Furthermore, there are many videos and books that teach children to save money through interesting stories and visuals. Incorporate them in your daily reading.

You can also buy colourful jars to save the coins and notes. Issuing colourful receipts for deposits made via pretend play banks also help children understand the concept of money through interesting stories and visuals. Incorporate them in your daily reading. You can also buy colourful piggy banks or jars to save the coins and notes. Issuing colourful receipts for deposits made via pretend play banks also help children understand the concept of money.

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# AIR FISH: WAY TO GO THE ARCHIPELAGO?

It's a boat, it's a plane, it's the AirFish!

by Syed Jaafar Alkaff

It has been officially certified as a shipping vessel but it looks very much like an airplane. Welcome to the dual nature of the AirFish a vessel that makes use of 'wing-in-ground effect' or WIG – flying on a cushion of air two metres above the waves.

A Singapore company Wigetworks Pte Ltd is now a step closer to launching it when a Pre-Production Craft 1 was launched and flew in Malaysia this year. According to Mr Kenneth Tan, the company's General Manager the prototype flew in Malacca waters and was fully certified and classed. He said this particular prototype is the improved version for commercialization and is currently undergoing sea trials.

Wigetworks is the current owner of the patents of the technology that is used to fly the reversed delta wing aircraft which uses an automotive engine (that is easier and more economical to maintain) and has the power profile and range that makes it most suitable for transversing large lakes or the waters of an archipelago such as Indonesia.

The technology is very well established and was even used by the Russians in the 1960s to build large airplanes that ferried hundreds of Soviet troops across

lakes in then-USSR. The current model used by Wigetworks is based on the designs of German aviation engineer, Dr Alexander Lippisch (see box story).

Wigetworks' AirFish is designed to travel about 2 to 6 metres above the surface, cruising at 100 knots speeds with a range of 200 to 300 nautical miles. Aerospace engineering experts have commented that this is a very efficient design and can be the fastest and most economical mode of transport from island to island especially in an archipelago type setting.

But what happens if there is bad weather? The AirFish operates under the same meteorological conditions as any other fast ferry ships in its class. If the sea conditions are so poor and ferries can't

move out, then it's the same for the AirFish.

Wigetworks has been working on the project for the last 10 years. One major breakthrough was in 2010, when AirFish 8 (eight seater) was registered as a maritime vessel with Singapore Registry of Ships after meeting all the requirements set by IMO guidelines (which has been adopted by the Maritime Port Authority).

The classification work was done by Lloyd's Register and the craft is now recognised in any waters in the world. The sea trials in Malacca is another step in the journey for the eventual commercial launch. To know more about the aircraft or updates on the launch visit Wigetworks website at [www.wigetworks.com](http://www.wigetworks.com)

## The WIG Principle

Textbook aerodynamics explains the principle as follows: Lift is created by the difference in air pressures going over a wing but in WIG mode the airfoil is so close to the ground or water surface, under the wing an air cushion of compressed air is created with a higher level of air pressure – so you get more lift. At the same time, flying close to the ground there is hardly any time for any wing tip vortices to form and this decreases drag. So a WIG craft can increase its lift by up to 45% and reduce drag by almost 70% compared to an aircraft in free flight.





# COOK LIKE AN EGYPTIAN

Chef Khaled Elelimi recommends these delicious and healthy Arabic dishes

**C**hef Khaled Mohamed Elelimi Elorabi has been called a “culinary artist” as he creates beautiful food presentations that are a feast for the eyes before creating magic on the taste-buds. He has served dignitaries and food lovers around the world. The native Egyptian, who is now the Middle Eastern Chef at Shangri-la Hotel (Singapore) says that wherever he might be, he tries his best to infuse in

his creations, a small peek into Arabian cuisine, culture and way of life.

It is a delight to be able to prepare dishes that are delicious and very healthy at the same time. Chef Khaled has his own website [www.cookingclique.com](http://www.cookingclique.com) where he champions Arabic cuisine and healthy food preparation and ingredients. He shares his version of the Arabic salad Tabbouleh and Spiced Tikka Kebabs.. Visit the website for more of such recipes.



## VEGETARIAN QUINOA TABBOULEH SALAD

### Ingredients

- 1 cup quinoa
- 2 cups water or vegetable broth
- 1 large or two medium tomatoes, chopped small
- 1 cucumber, chopped (optional)
- 4 scallions, chopped
- 2 cloves garlic, minced
- 2 tbsp chopped fresh mint
- 1/2 cup chopped fresh parsley
- 1/4 cup olive oil
- 1/4 cup lemon juice
- 1/2 tsp salt, or to taste

### Cooking Method

1. In a medium pot, cover quinoa in water or vegetable broth and bring to a boil.
2. Reduce heat to a slow simmer; cover, and allow to cook about 15 minutes, or until quinoa is cooked and most of the liquid has been absorbed.
3. In a large bowl, combine tomatoes, cucumbers, scallions, garlic, fresh mint and fresh parsley.
4. Add cooked quinoa, olive oil, lemon juice and salt, tossing gently to combine well.
5. Season with salt, to taste.

**Preparation time:** 10 minutes

**Cooking time:** 25 minutes

According to CalorieCount, 1/3 cup of cooked quinoa has 160 calories, 2.5 grams of fat, 3 grams of fibre and 6 grams of protein.

## Quinoa Qualities

In recognition of its potential to advance food security around the globe and prevent malnutrition, the United Nations declared 2013 as the International Year of Quinoa (pronounced kee-noh-uh). In fact, quinoa is so nutritionally complete that NASA has considered it as astronaut food for long space rides. Quinoa is a complete protein, containing all eight of the essential amino acids. It's packed with dietary fibre, phosphorus, magnesium and iron, is gluten-free and easy to digest. According to Chef Khaled, “I buy my packs of Origins Organic Quinoa Seed from the local supermarkets and it is so delicious that my family has requested for it instead of rice. Not a problem for me as it takes less time to cook than other whole grains – just 10 to 15 minutes. Plus, quinoa tastes great on its own.”

Prepare quinoa as you would prepare rice. Cover it with water or vegetable broth and boil until soft, about 15 minutes. Or, place 1 part quinoa to 2 parts water in your rice cooker.

According to CalorieCount, 1/3 cup of cooked quinoa has 160 calories, 2.5 grams of fat, 3 grams of fiber and 6 grams of protein.



## SPICED TIKKA KEBABS

### Ingredients

- 2 tablespoon ginger and garlic paste
- 1 teaspoon garam masala
- 150g (5 oz) natural yogurt
- Juice of 1/2 lime
- 1/4 teaspoon orange food coloring
- 4 spring onions, chopped
- 350g (12 oz) skinless chicken cut into bite-sized pieces
- Lime wedges to serve
- Salt to taste

### Cooking Method

1. Preheat the grill. Put the ginger and garlic paste, garam masala, yogurt, orange food coloring, lime juice, salt and chopped spring onions into a large bowl. Add the chicken and toss well. Thread the chicken on skewers.
2. Grill for 8-10 minutes on each side or until cooked through, turning and basting with the paste. Serve with lime wedges to squeeze over the kebabs.

**Chef's tip:** Serve with rocket salad: put 75g (3oz) rocket in a large bowl. Add 1/4 chopped avocado, a handful of halved cherry tomatoes, 1/2 chopped cucumber and the juice of 1 lime. Season with salt and pepper and mix together.

**Preparation time:** 10 minutes

**Cooking time:** 20 minutes

**Nutritional information per serving:** 150 calories, 5g fat (of which 1g saturates), 4g carbohydrate, 0.3g salt. Gluten free.

**Serves:** 4

**GI rating:** Low

# ALLURING ADVENTURE LOMBOK

*Report compiled by Ranees Sahanev*

Often billed as the next Bali, the island is bucking up Indonesia's VQ - vacation quotient – with its natural attractions

It's the world's largest archipelago with over 300 ethnic communities and everyone knows about its fabulous natural and cultural attractions. Yes Indonesia! It's a world record breaker and its vacation quotient (VQ) is going up a few more notches thanks to Lombok.

It is a wondrous haven of natural beauty and cultural delights which the committed holidaymaker will find just irresistible. Located in the Lombok Strait across from the cluster of the pretty Gillis Islands, in Indonesia's West Nusa Tenggara province, Lombok can be accessed by air or catamaran from Bali – which some purists feel has lost its charms to this newly emerging hotspot of sun and sand and surf with a stunning crater lake as an added allurements.

The flawless, seemingly unending, white beaches of Lombok, set against the foil of the azure waters of the Strait make 'picture perfect' too tawdry a phrase to describe the utterly charming nuances of this tropical paradise. Travel further inland and marvel at the splendor of Indonesia's second highest volcano—Gunung Rinjani set in a bowl of paddy fields. Lush verdure in all its tropical hues marks the alluvial plains at the base of the high elevations of its northern mountains. Travel further south and the landscape intrigues with its stark beauty with ranks of hilly ranges, bereft of all foliage fading into the distant horizon.

## Sun, Sand & Deep Blue Sea

There are those among us who just can't resist the lure of the irresistible combination: sun, sand and aqua spaces. And Lombok doesn't want you to resist. Head out from Mataram, 12 km away, for the gorgeous setting of the resort area of Senggigi...the coolest number as beaches go. Once you're done lazing around... drift around the trawl of restaurants, bars and beach resorts where plenty of action and delicious food and a rich display of classy drinks are rival crowd pullers.

Pencil in a trip to the famous Pura Batu Bolong Temple, imbued with a legend of virgin sacrifices, and suffused in the beauty of its surrounds. Hire a scooter and drive along the coastal road between Senggigi and Pemenang to savour those jaw-dropping vistas. Feel like a jaunt further afield to, say —the cluster of three Gilis islands, the party and scuba hub? It's totally a must-do and so conveniently close, just 20 minutes by boat.

If you thought Senggigi was lovely wait till you travel south to Kuta,



which is simply splendid. Even locals at Senggigi reluctantly admit it's even lovelier than their home turf. Now that's some recommendation. You can settle down at either the secluded Mawun Beach or Selong Benak Beach famed for its surfing hub Mawi for a while, then go exploring the offerings of the cheek-by-jowl Tanjung Aan and Seger beaches which are always lively with beach combers and surfing buffs. Banko Banko is another hot spot for surfing. Pink Beach... resulting from the fine particles of coral, is difficult to access —but is highly rewarding for its seclusion and views.





### Sasak Festival

The majority (almost 90 per cent) of the populace is the Sasak people. They are related to the Balinese in language and race, although the Sasak are predominantly Muslim while the Balinese are Hindu. On the 20th day of the 10th month in the traditional Sasak Calendar (around mid-February), the Sasak celebrate the traditional ceremony of Bau Nyale. Bau in the Lombok language means “to-catch” and Nyale is a type of sea worm that surfaces only around this time of the year. Therefore, Bau Nyale is a unique festive ceremony when large crowds catch the Nyale along many of Lombok’s beaches.

### Best Buys

Lombok is famous for its magnificent South Sea cultured pearls that are found in pristine waters around the island. It also has a great reputation for its woven cloths and pottery. Visit the village of Banyumulek where some of the best pottery is produced, and the village of Sukarare for kain ikat or hand-woven textiles.

Lombok isn’t just about a glorious natural setting. Enrich your sojourn here with a village tour, with the services of a knowledgeable guide. The traditional local architecture of the island’s Sasak community is quite unique and their beautiful handicrafts make great giveaways for folks and friends back home. Pick up a handwoven sarong from Sukkare village or pottery items from Banyumulek.

### Volcanic Wonders

One of the most sacred spots for the local populace is Gunung Rinjani. It dwarfs its verdant surrounding from an elevation of 3,275 m (10,745 ft). Its rich volcanic soil has produced a cloak of many hues of green, giving rise to its importance also as a National Park, which it was declared in 1997. A sickle-shaped crater lake, Segara Anak, almost 6km in breadth, beckons visitors to the vaulting heights of the crater’s rim. The access route is located in Senaru hamlet, in the foothills, where you need to grab your trekking permit at the Rainjani Trek Centre for the two-day trek. Another popular trek is the one to

Sembalun Lawang located east of Rinjani. You can also hike down to the Sedang Gila Waterfall or the Tiu Kelep Falls, picnic basket in tow, from Senaru during dry weather

### Gilis Islands

A trip to the nearby three island holiday resort, collectively known as Gilis Islands, is de rigeur for visitors to Lombok who want to widen the canvas of their experience in this paradise. The only vehicle you need to explore Gili Trawangan, Gili Air and Gili Meno, are your own two feet...as they are motorcar-free islands. From Malimbu Hill enjoy 360 degree panoramas of sea, sky and terra firma. Get ready for plenty of adventures coral and marine life spotting with deeply satisfying scuba and snorkeling jaunts. Get back on shore and loll upon stark white seamless beaches of all three islands, all of which are linked by shuttle boat services. Dive into delicious culinary experiences of fresh seafood.

Most people tend stay at Gili Trawangan which is very lively and offers cheap digs and yummy food. At sunset the waterfront is abustle with restaurants and bars pulling in brisk business from the mainland as well. Pony cart rides, tranquil beach spaces and snorkeling are the allurements of Gili Air. There’s even a sea turtle hatchery that provides endless moments of delight to kids and nature lovers. If it’s deep silences and more private spaces head for the beaches of Gili Meno. The high points here are the dive sites and the avian park.

### Accommodation

#### Sheraton Senggigi Resort

Visitors love this beautiful property with its lavish gardens, super food and lagoon spa. The service is spiffy, the staff accommodating.

#### Qunci Villas Hotel

A boutique property right on Senggigi Beach with twin swimming pools and a spa.

#### The Oberoi Lombok

Set upon Medana Beach, Tanjung, it has ocean villas which fill up fast. Overlooks a small beach from where you enjoy snorkelling, windsurfing or kayaking.

#### Desa Dunia Beda Beach Resort

Located on the quieter reaches of Gili Trawangan, yet ideally located for a half hour walk to the waterfront atmospherics.







## FOREIGN POLICY TALK AT NUSS

Indonesian Ambassador to Singapore, HE Andri Hadi, was invited by National University of Singapore Society (NUSS) The Graduate Club to be the key note speaker on 'Indonesia's Foreign Policy Under the Joko Widodo Government' talk on 3 August 2015.



## BUGIS KRIS EXHIBITION

An exhibition on Bugis Makassar Weaponry was officially opened by HE Indonesia Ambassador to Singapore Andri Hadi on 27 August 2015 at the National University of Singapore (NUS) Central Library. The exhibition, cultural showcase and joint seminar was organised by the NUS Department of Southeast Asian Studies, the Indonesia Embassy in Singapore, Rumah Budaya Indonesia Singapura and The Bugis Makassar Polo Bessi Club. It was sponsored by Semen Tonasa Indonesia, Garuda Indonesia, IndoConnect and Opportunity Indonesia.





## 3 NATIONS MERDEKA RIDE

For the first time, 106 motorbike riders from Indonesia, Malaysia and Singapore came together on 23 August 2015 for a joint celebration of all three countries independence days. The route started from the Indonesian embassy, touring iconic and historical sites of Singapore before finishing at the Agrobazaar Malaysia.



## RSIS PUBLIC LECTURE BY IBU SUSI



This year's RSIS (S. Rajaratnam School of International Studies) Distinguished Public Lecture was delivered by HE Ibu Susi Pudjiastuti, Indonesia's Minister of Marine and Fisheries Affairs on 27 August 2015. The topic was on Understanding Indonesia's Marine Policy: Economic and Security Challenges. During her visit she also paid a call on the Minister of National Development, Mr Khaw Boon Wan.





## INDEPENDENCE DAY FLAG RAISING CEREMONY

As per past tradition, every year in celebrating the Republic of Indonesia Independence Day, the solemn national flag raising ceremony was held on 17 August 2015 at the Indonesian Embassy. Invited guests include students from Sekolah Indonesia Singapura as well as all staff of the Embassy. The National Day message from President Jokowi Widodo was delivered by Ambassador Andri Hadi and this was followed by a reception.

## INDEPENDENCE DAY DIPLOMATIC RECEPTION

The diplomatic community in Singapore was invited to join in the celebrations of Indonesia's 70th Independence Day with traditional Indonesian cultural performances, food and hospitality. Indonesian Ambassador to Singapore HE Andri Hadi and Madam Ferial Andri Hadi hosted the event which was held on 27 December 2015. Singapore was represented by Mr Masagos Zulkifli, Minister, Prime Minister's Office, Second Minister for Home Affairs & Foreign Affairs.





## MOVIE SCREENING & MEET BUTET MANURUNG

On 6 September 2015, Indonesian Embassy in Singapore together with Rumah Budaya Indonesia Singapura and Sekolah Indonesia Singapura (SIS) organised a movie screening of the film 'Sokola Rimba' at the SIS. This was followed by an interactive discussion session with Butet Manurung herself who was portrayed in the film. Butet is a pioneer for alternative education for people in remote areas in Indonesia.



## AWARD FOR SINGAPORE DEFENCE ATTACHE

The Republic of Indonesia Embassy in Singapore held a ceremony on 10 September 2015 to present the Bintang Yudha Dharma Nararya medal to Col Tham Chong Yean, the former Singapore Defence Attache in Indonesia in appreciation of his contributions in promoting bilateral ties.







## WORKSHOP BERTERNAK UNGGAS

There were 205 attendees for the workshop which was held on 13 September 2015 and was organised by the Indonesian Embassy (Office of the Technical Staff for Manpower) at Sekolah Indonesia Singapura.



## FKMIS NITE 2015

On 19 September 2015, 200 attendees came for the event organised by the FKMIS (Forum Komunikasi Masyarakat Indonesia di Singapura) which included a Cultural Night, Photo Exhibition and 'Pesona Indonesia' talkshow.





# WHAT'S HAPPENING?

It's that time of the year again when things go bump-in-the-night. Halloween season is here and so are spooky fun and adventures waiting for those brave enough to venture in. Check out some scary and adrenalin-charged activities for you and family this October.



Oct 23 - 31, 2015 10pm

## SCARY SCARY NIGHT: Halloween at Bugis Street

Sending chills down your spine as you experience Bugis Street's alleys when the shops are closed, after the shutters come down and the lights go out. This is a scare event like no other, promising you a night you will NEVER forget. Bugis Street and House of the Unknown Production House present SCARY SCARY NIGHT this Halloween.

Venue: Bugis Street

Ticket: : S\$45 (Excludes Booking Fee)

Oct 2-3, 9-11, 16-18, 23-25, 29-31, 2015  
7.30pm - 1.30am

## Halloween Horror Nights 5

The looming lunar eclipse will mark the beginning of the darkest age yet. Experience the horrors of the Blood Moon, unleashed across 4 haunted houses and 3 scare zones at the region's premier Halloween event. Plus, select rides will be open.

Venue: Universal Studios Singapore, Resorts World™ Sentosa, Port of Lost Wonder – Palawan Beach

Oct 29, 2015

## House of Horror

Monsters, Spooks and Thrills! Join the singers of New Opera Singapore as they celebrate Halloween with a selection of art songs and arias relating to the supernatural by Strauss, Wolf, Offenbach and many others. Experience a night of laughs and scares, a night when ghosts, vampires and mummies roam the Esplanade Recital Studio.

Venue: Esplanade Recital Studio

Ticket: S\$25

Oct 30, 2015 8pm

## Aaron Kwok De Showy Masquerade World Tour Live in Singapore

Talented solo artiste, singer, dancer, and actor, Aaron Kwok has performed sold-out shows in Hong Kong, China, USA, Canada, Malaysia and Singapore, amongst many others. As with his previous concerts, expect entertaining stunts, special effects and more surprises. The headlining act is presented by Sands Live, a concert series that feature the world's biggest artists performing in intimate, state-of-the-art entertainment venues at Marina Bay Sands.

Venue: Marina Bay Sands

Oct 24 - 31, 2015 6.00 - 9.30pm

## Spooky Junior

Dress up as a dwarf, elf, fairy, wizard or your favourite fantasy character and embark on a journey into an enchanting world! The Port of Lost Wonder celebrates Halloween with Spooky Junior!

Trick or Treat and fun carnival games for whole family are lined up for a night of fun and frolic with family.

Venue: Port of Lost Wonder – Palawan Beach

Ticket: \$49/Child, \$10/Adult

## For Health & Fitness: Breathe 30-Day Challenge

Venue: BREATHE @ Galaxis 1 Fusionopolis Place #01-04  
Singapore, 138522

Back again after popular demand, Breathe 30-Day Challenge returns for its third year running, to once again help participants achieve a more toned physique, improved fitness level, and overall wellness. This year, Breathe combines intensive Pilates exercises and specially curated diet meals by FitThree - a meal delivery service that consists of a team of professional chefs producing healthy food - to attain optimal results within the short 30-day period. The challenge runs from 5 to 31 October 2015, with classes conducted by a multi-disciplinary team of highly qualified Pilates instructors, physiotherapists, and doctors. Pilates training will be held six days a week at three of Breathe Pilates' studios island-wide (Parkway Centre, Novena Medical Centre and Galaxis), with key focus on enhancing specific core muscles. For registration or more information, please contact 98355683 or email [info@breathepilates.com.sg](mailto:info@breathepilates.com.sg)

## PICTURE POST

# PERMANENT GALLERIES RE-OPEN

Was an image of a ghost captured in this photo of one of the new Permanent Galleries in the National Museum of Singapore? To commemorate Singapore's 50th anniversary celebrations, the Museum revamped its permanent galleries to provide an "immersive and participatory visitor experience". The new galleries tell Singapore's post-independence story through an experiential journey, that includes this spooky non-present reflected image. Open daily from 10am to 6pm (last visitor admission 5.30pm).

Source: National Museum of Singapore







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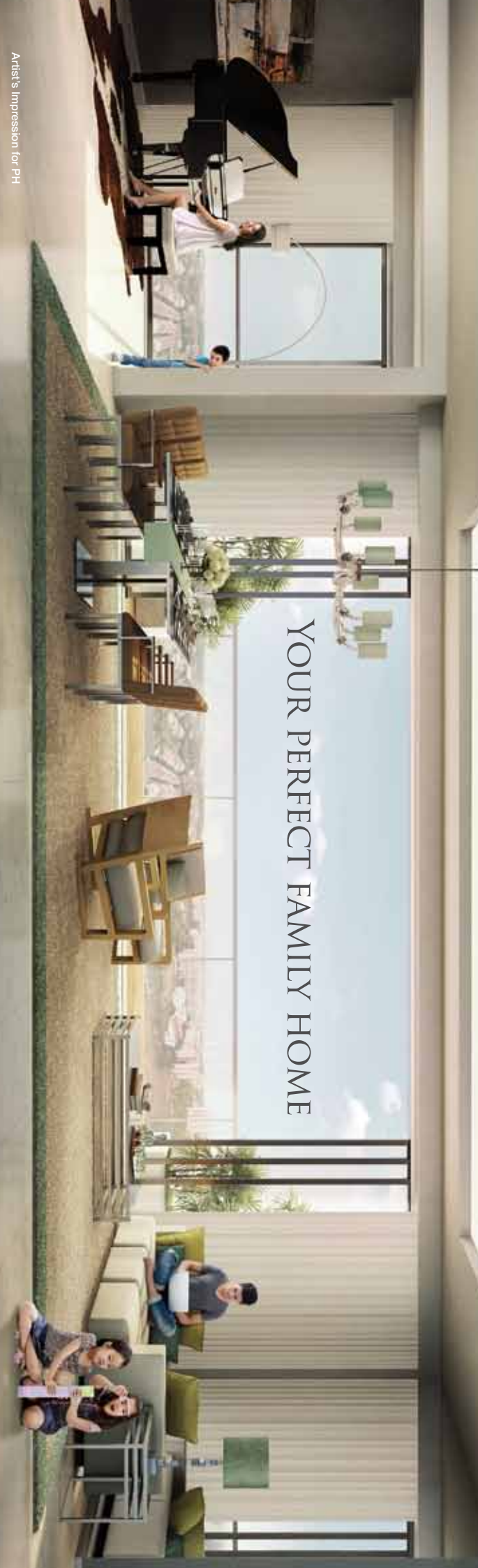
663 Bukit Timah Road Singapore 269783

*(Enter via Gate 3 along Bukit Timah Road or Gate 4 along Namly Avenue)*

### PROGRAMME

9.00 am Registration | School Tour & Faculty Showcase | 10.30 am Principal's Address | 1 pm End of Programme

Please visit [www.hcis.edu.sg](http://www.hcis.edu.sg) for the latest update on our Open House 2015.



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[www.wheelockproperties.com.sg](http://www.wheelockproperties.com.sg)

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