

SOUTH EAST ASIA  
JAKARTA



“Making Bus Transport Systems Attractive,  
Efficient and Affordable in South East Asia”



Ribbon cutting ceremony by VIPs to mark the opening of Busworld SEA, Jakarta, Indonesia.

## Busworld South East Asia

*For the debut of the South East Asian edition of the Busworld, Farezza Hanum Rashid went to get the inside scoop at the show.*

**B**usworld made its South East Asian debut in Jakarta, Indonesia in March 2019. After more than 40 years, it made perfect sense that the world's oldest and most famous bus and coach exhibition chose Jakarta as its first venue in the SEA region.

A projection of growing bus sales in Indonesia alone is about 6 700 new vehicles in 2020, from 6 100 new vehicles reported in 2015. This supports Indonesia's development of tourism with double decker buses which kicked off in 2016. Indonesia's current buses are old. Indonesia will regulate bus and coach age where a bus's maximum age is 25 years and tourism bus (coach) is 10 years. According to police records, there are over 500 000 units of buses on the road that are over 20 years old therefore the country will need over 200 000 units of new buses to replace the old ones. On tourism, Indonesia is aiming to attract 20 million visitors by the end of the year. To accommodate that number, travel companies are planning to add 5 000 new coaches.

During the opening ceremony, PT Global Expo Management (GEM) Director, Baki Lee said: "As a country with a huge population of 260 million, or 40 percent of SEA population, hosting Busworld creates big opportunities for bus manufacturers to renew aged buses and for tourism. The latter is an industry that Indonesia currently needs now. We have projects for tourism where buses are needed nationwide."

Buses exhibited at Busworld SEA consisted of both futuristic and retro ones.



## Indonesia Welcomes Busworld

Busworld South East Asia opened its curtains with a Balinese dance called "Cenderawasih," to welcome industry players from all over the world to a region yet to be explored by them.

Didier Ramoudt, President of Busworld International, donned the traditional Batik shirt at the opening ceremony where he told attendees that bringing Busworld into SEA was very challenging but with the right people from the industry and authorities coming together, Busworld SEA became a reality.

"Indonesia is a huge country with its cultures and traditions, but we did it. We would like to thank the exhibitors who took up the challenge of participating in this first Busworld in South East Asia. From a small Belgian town in 1971, Busworld is now in Russia, Turkey, India, South America, South Africa, going to China next year and the United States of America in 2021," he said.

Baki Lee, in his speech said the people of Indonesia, particularly Jakarta, were very honoured to host the global event, which was already well known especially in Europe. "Being the first one in the region, this offers a lot of opportunity in our bus and coach industry as exhibitors present high-quality products and services to potential customers.

"Also, as with previous Busworld events, we have the Busworld Academy sessions where we share and exchange information about the bus business around the world, as well as our goals for SEA," he said.

Chairman of the Young Bus Entrepreneurs Association of Indonesia (IPOMI) Kurnia Lesani Adnan hoped the event would be a good kickstart for the bus scene in the country to move forward. He also said it was an important platform for members of the public to get information on buses from technical updates to accessories.

Speaking in behalf of the Indonesian Carrosserie Association (Askarindo), Sommy Lumadjeng said 500 of Askarindo members will always support Busworld if it decides to come back to Indonesia. "When I first heard the news that Jakarta will be hosting Busworld, I thought I was dreaming, and now I am seeing it happening before my eyes," he said. Sommy added that bus builders also need the government's support to export local products, not only import, because their products are of good quality.

Prof. Sutanto Soehodho, Jakarta Deputy Governor for Industry, Trade and Transport said with the Busworld Academy sessions, Indonesian speakers and delegates could take the the opportunity to discuss and get insights of how to move forward in the bus industry. The theme of the event was "Making Bus Transport Systems Attractive, Efficient and Affordable in South East Asia."

"We will explore how to provide attractive bus services for the traveling public. Even with the new MRT service in Jakarta, feeder buses are needed. We also need to combat the growing number of motorcycles. There are over 2 million motorcycles on the road in Jakarta, creating massive congestions. Travelling by motorcycle is cheap so we have to make buses more affordable, too," he added.



### A Tour with TransJakarta

On the second day of Busworld SEA, members of the international press were taken on a tour of the TransJakarta bus rapid transit (BRT) system, led by Institute for Transportation and Development Policy (ITDP) Urban Planning Associate, Deliani Siregar.

The first BRT system in Asia, TransJakarta commenced operations on 15 January 2004. The buses run in dedicated lanes where the buses travel at a maximum speed of 50km/h and ticket prices, which have not been changed or increased for 15 years, are subsidised by the regional government. As of 2018, TransJakarta has the world's longest BRT system (251.2 km) with a total of 155 routes as of January 2019 (corridor, cross routes and feeder routes). This is a significant increase from 41 routes in 2015. The number of TransJakarta buses has also increased dramatically, from 605 buses in 2015 to 1 500 buses in 2017 and plans to double that number to 3 000.

The latest feature of the BRT is an elevated corridor. There are some old buses, like the mini bus, still operating either by other companies or individual operators and with the new MRT, there are talks to integrate all land public transportation under TransJakarta.

"Public buses used to be very unpopular. People did not like taking the bus because of very limited access and the buses were not comfortable to travel in, especially with other people, as there was no air conditioning. Some buses were really old, too, around 15 years old," Deliani told us. She had us strolling along the sidewalks of Jakarta so we could see the different types and ages of the buses plying the roads of Jakarta city. True enough, a variety of bus sizes, old and new could be seen. The newer buses, Deliani added, were no more than five years old. "These new ones, mostly from Hino, Volvo or Scania, have better maintenance and good buses lead to good operations and mobility. The old buses are individually run, not big companies," she said. In 2018, there was an improvement in mobility from private to public transportation.



TransJakarta control centre.



TransJakarta has school programmes where kids are taught about public transportations.

TransJakarta started segregating men and women on its buses since 2010 where women travelling without male companion sit in the front half of the bus while men, or groups of mixed genders, sit in the back. There is an onboard staff on each bus and CCTV cameras to monitor this gender segregation. In 2016, TransJakarta launched the pink bus, only for women commuters. These efforts are to avoid sexual harassments.

We were taken to the Harmoni Station on Corridor 1, which is also the longest in the system and serves as the main hub for commuters to transfer to other corridors. There are 12 routes from this station and has the capacity to hold up to 9 000 people. Due to the growth in passenger numbers, there are many stages to improve the station specially to accommodate peak hours. While we were there, we managed to witness one of ITDP's programmes for school children when a group of small children, accompanied by their teachers and ITDP staff, passed by. These trips on TransJakarta buses are aimed to introduce and educate children on the importance of public transport. We also visited the Gelora Bung Karno Station which is located opposite the stadium. In conjunction of Jakarta hosting the Asian Games last year, the station is sports-themed.



University students checking out a Mercedes-Benz bus chassis.



Mercedes-Benz's New Generation OF 917 was launched at Busworld SEA

We were then brought to see the 23-meter high elevated station which although is complete, is not yet opened. According to Deliani, this particular corridor or Corridor 3, was controversial and not properly thought through. "It is about five storeys high but there are no elevator or escelator to take commuters up. Abled people can take the long climb up the stairs but there is no way for the disabled to access. We are talking to the government to add more facilities and also to integrate it with the new MRT station which is just a few meters away. Hopefully it will be open to the public by next year," she said.

Our final stop was the TransJakarta command centre. This is where the buses, stations and passengers are monitored to ensure the smooth-running of the operations. It is also where staff communicate with the bus captains and take passenger feedback. It is a 24-hour operation where staff work in three eight-hour shifts.

Head of operations at the command centre, Kadir Ardiyansyah said to monitor the operations in each line, they use GPS to know the locations and positions of the buses, and CCTV on the buses and BRT stations to see the congestions. "Our monitoring includes uncommon activities where we will take action and ensure everything runs according to standards. For example, if there are demonstrations or protests, or unscheduled road closures, we act by removing the obstacles, divert routes, tell bus captains to slow down or temporarily close the affected corridors. We take immediate actions and handle the situation to not cause too much delay for our passengers," he said.

During mishaps, they try to evacuate passengers as soon as possible. "If the entire corridor is blocked by a bus and there is another bus coming from behind, we will guide the latter to slowly reverse and reroute. Through a one-way communication, we will also tell drivers if they are exceeding the 50km/h speed limit," Kadir added.

With all the system's advancement and future plans, ITDP is currently reaching out to the public, especially those in rural areas, to educate them on public transportation in general and is aiming to increase bus ridership to 1 million from the current 700 000.

### Global and Local Big Players at Busworld SEA

Some industry players took the opportunity to launch some new products and services during the expo, witnessed by their competitors.

PT Daimler Commercial Vehicles Indonesia (DCVI), the official sole sales agent of Mercedes-Benz commercial vehicles in Indonesia, was one of the exhibitors at Busworld South East Asia 2019.

Mercedes-Benz's spirit "The Standard for Buses" manifested throughout the introduction of Mercedes-Benz OF 917 on the first day of the event, on 20 March, along with the display of three latest premium buses Mercedes-Benz OF 1623, O500RS 1836 and OC500RF 2542. Present at the launch ceremony were Christoph Stemmer, Vice President of Sales, Marketing and CSP Mercedes-Benz Commercial Vehicles - SEA, Mercedes-Benz, and Jung-Woo Park, Marketing Director for DCVI.

Speaking at the event, Christoph Stemmer said that Mercedes-Benz focuses on the preference of its passengers and customers. "As the only premium brand with strong legacy and experience in developing cars, vans, buses and trucks, Mercedes-Benz has been devoting its resources to continue setting new benchmark for bus-related mobility solution to answer the need of our passengers and customers. With the advancement of Indonesia road infrastructure, we are very proud to see that in Indonesia, Mercedes-Benz buses can go beyond a mere transportation tool but a solution of connectivity and people's mobility".

Built up to serve tourism sector and city transportation while maintaining the pride of Mercedes-Benz which stands for quality and technology, the improved model of Mercedes-Benz OF 917 maintains its strong characteristics as a leader in its segment with wider total width, full airbrake, better ergonomic driving position and two seat number options. Furthermore, improvements are also made in engine, axle and suspension sectors with result in a safer, more efficient and comfortable bus operation.

In his remarks Jung Woo Park expressed that listening to customers voice and collaborating with them are what it takes to develop a bus model that completely suits the market. "Mercedes-Benz strives to deliver products that offer the best experience to passengers and best value to customers. Mercedes-Benz OF 917 is a proof of looking at every aspect in developing the best product, including listening attentively to the customers' voice". In addition, DCVI also guarantees the sustainability and efficiency operation of all its commercial vehicle line-ups by expanding dealership networks and introducing FleetBoard Indonesia. In 2018, five new dealers serving Mercedes-Benz commercial vehicles were opened including in some cities outside Java Island such as Sulawesi and Kalimantan.

DCVI is also making Busworld South East Asia 2019 a platform to introduce FleetBoard Indonesia to customers. On the second day of the event, customers were introduced to the comprehensive fleet management system powered by DCVI. Special offers were provided by DCVI with five FleetBoard Indonesia systems provided for free to customers purchasing Mercedes-Benz buses during the event.

On March 20 at Busworld South East Asia 2019 Jakarta, **Volvo Bus officially launched their world-famous Volvo B11R and Volvo B8R** chassis for the Indonesian bus market.

Akash Passey, Volvo Bus's Senior Vice President of Volvo Bus Region International, said described Indonesia as a very large and modern market for buses which brings significant opportunities for bus operators and bus producers to support the progress of high-quality, safe and environmentally friendly land transportation via buses. "Through a proven track record of over 90 years, Volvo Bus is ideal to meet the demands of bus operators and passengers. We are very pleased to introduce our latest products, Volvo B8R



and Volvo B11R in Indonesia. These buses have proven their performance with various customer demands in several countries and certainly will fulfil the bus market requirements in Indonesia," he said.

Since 2018, more than 100 Volvo B11R buses have been operating as part of the TransJakarta Bus Rapid Transport (BRT) Busway system. This configuration, known locally as "maxibus" which can comfortably accommodate up to 90 passengers and is very popular among users. "Volvo has extensive experience in the BRT system, since pioneering this concept more than 40 years ago in Curitiba, Brazil. BRT is a mass transit solution that is proven to be effective and has high capacity, providing the equivalent performance of metro trains with lower cost and complexity. Volvo Bus is very honoured for the opportunity to be part of the TransJakarta Busway," Akash said.

Volvo Bus displayed two versions of their Volvo B11R chassis at Busworld namely the Ultra-High-Coach and the Double Decker Coach, to meet a variety of long-distance and inter-city transportation needs. Volvo B11R with an 11-liter engine and 430hp engine can provide the best performance and driver satisfaction. Coupled with Volvo Bus's leading I-Shift AMT 12-speed transmission, which is optimised for coach touring, the driver can safely and easily speed up and ensure a smooth and enjoyable trip for passengers.



Akash Passey (2nd from left) at Volvo's launch of B11R.



Sommy Lumadjeng, Director of Marketing & Sales, New Armada.

The low-entry Volvo B8RLE model was also presented at the Busworld SEA exhibition. Ideal for developing cities, the Volvo B8RLE is suitable for high passenger capacity routes that require fast entry and exit activities. The Volvo B8R series is designed to meet the demands of city, inter-city and urban traffic applications. Equipped with a Volvo B8 engine - the most fuel-efficient Volvo engine, the Volvo B8RLE is designed to optimise overall operating costs. "Volvo Bus hopes to build relationships with Indonesian bus operators and focus on building quality improvements and distinctive differences from Volvo Bus," Akash added.

Amidst the participants visitors could also meet with local industry players Indonesia's biggest body builders, Laksana and New Armada at Busworld SEA. Indonesian bus body builder Laksana takes it upon itself to run tests in accordance to the United Nations Economic Commission for Europe (UN-ECE) Regulation 66 Standard to ensure its products are safe, although there are no such regulations binding body builders by the Indonesian government.

Stefan Arman, CV Laksana told panellists at the Busworld Academy recently that Laksana started running the rollover tests last year, based on the abovementioned standard, with the support of various shareholders. "Rollovers are among the top causes of deaths in bus accidents. Test methods we use are computer

simulations and tests with actual bus bodies," he said. They run multiple tests with the computer simulation and based on those results, actual tests are done on the third sections of the buses.

In the future, Laksana plans to also run seat strength tests according to the R80 Standard. This test is to ensure seats remain attached to the bus body during accidents, so that passengers are not thrown to the front of the bus.

On the second day of Busworld SEA, Laksana invited the Minister of Foreign Affairs, Retno Lestari and the Ambassador for Bangladesh in Indonesia, H.E. Major General Azmal Kabir to inaugurate four of their brand new Laksana SR2 XHD Prime Legacy coaches that were about to be exported to Bangladesh. The ceremony took place on the open-air premises in between the JIexpo halls.

Bangladesh is the third country importing Laksana buses after Fiji Island and Timor Leste. Retno was confident that the Indonesian bus body builders will continue to export to other countries in the future. "This export is just a glimpse of the commitment by both countries when it comes to economic relations. We can export and compete with other countries even in non-traditional markets such as this," she said in her speech during the ceremony.



The four Laksana buses to be exported to Bangladesh.

The 42-year-old body builder makes 1 300 buses a year for brands like Volvo, Mercedes-Benz and Scania. The newly launched Volvo B11R is Laksana's Legacy double decker model.

Laksana Commercial Director Alvin Arman told reporters that not only is Laksana concerned about safety, but also the design and comfort of its buses. Laksana recently won a best design award in Indonesia. "We have our own team that does original designs of our buses," he said.

With the new highway that connects Jakarta to Surabaya, Alvin expected more people to be more interested in taking the bus. "Travels that usually took up to 15 hours now take around nine hours. When more people are taking the bus, hopefully there'll be more demand for more buses as well and sale will go up," he commented.

This was echoed by New Armada Director of Marketing and Sales, Sommy Lumadjeng who said that with the new highway, people will change their mindset and they would want bigger buses for comfort.

Like Laksana, New Armada also uses galvanised steel in their bus body productions to protect from corrosion. Although the bodies will be scrapped after five years, the bodies still need to be protected due to the high humidity of Indonesia. "If not galvanised, the steel bodies can corrode in just a month. "We do not use aluminium because for the price, it is not worth it as it will be scrapped after five years," he said. Sommy explained that it is an old trend in Indonesia that bus bodies are changed every five years for cosmetic purposes. "Bus operators want to refresh the looks or models of their buses. After five years, a bus body becomes scrap metal. The chassis may remain, but the body will change. This is an old trend," he added.

New Armada builds small 16-seaters up to 70-seat double deckers. "We were the first to build double deckers in Indonesia. In 2011 we launched a double decker for Mercedes-Benz," Sommy told reporters, adding that 70 percent of production is hand-made which slows down the process but ensures quality.

"We manufacture according to demand. There are constant demands from the private sector, although not in high volume while in the government sector, it is the other way around. It takes us about two months from order to delivery," Sommy said.

In Indonesia, customers would usually buy the chassis first then look for a body builder. There are about 100 body builders in the country.

### **Busworld Academy**

As with previous Busworlds held around the world, the Jakarta edition also had many panel discussions by experts and industry leaders in Busworld Academy. Amidst the excitement and many activities lined up at Busworld, Asian Buses managed to sit in a few sessions at the Academy.

### **Friendly Access for All by Deliani Siregar, Urban Planning Associate, ITDP**

With around 700 000 passengers daily, the Institute for Transportation and Development Policy (ITDP) wants the number to reach 1 million for TransJakarta buses. TransJakarta runs the buses on the first Bus Rapid Transit (BRT) system in Asia, which also has the longest corridor in the world at 208km. BRT is based on the TransMilenio system in Bogota, Colombia.

According to ITDP Urban Planning Associate, Deliani Siregar, the 1 million aim does not come without its issues as Jakarta residents are still ill-informed about the bus service, especially those living in rural areas. "We are now reaching out to 'kampung' folks to not only give them more information about public transport especially buses, but also to learn more about their needs and preferences when it comes to moving around," Deliani said in her presentation.

"We also want to educate them on environmental issues where public transportation plays an important role. Most environmental programmes for the kampungs emphasise on planting trees, they don't touch on public transports. We have learned that villagers who do take public buses, prefer the old ones that do not require the modern cashless payment methods," she added.



Other issues include weaknesses found in the bus services including ease of boarding the buses (for less-able passengers), inadequate lighting at the stations and lack of information at the bus stations as well as on the buses. Despite these challenges, ITDP is confident that the targeted ridership can be achieved as there has been an increase in the past two years. The #cityforall campaign is one of ITDP's efforts to meet people of all backgrounds to promote public transportation.

Sustainable Urban Mobility towards a Sustainable Use of Public Transport by Gina Karina, Country Manager, International Council for Local Environmental Initiatives (ICLEI) Jakarta

ICLEI is a global network of cities, towns and regions committed to building a sustainable future. The international network was established when more than 200 local governments from 43 countries convened at its inaugural conference, the World Congress of Local Governments for a Sustainable Future, at the United Nations in New York in September 1990. Today, the ICLEI network includes more than 1 750 local and regional governments in over 100 countries.

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ING BUS TRANSPORT SYSTEMS ATTRACTIVE,  
ICIENT AND AFFORDABLE IN SOUTH EAST ASIA



Deliani Siregar, Urban  
Planning Associate, ITDP.

The Jakarta chapter of ICLEI is led by Gina Karina, the Country Manager, who cited that mobility will become a common urban challenge worldwide as there will be 2.9 billion cars in 2050, up from 600 million now. "This is due to an Urban Sprawl, which contributes to the high numbers of cars, distances travelled, length of paved roads, fuel consumption, alternation of ecological structures and the conversion of rural land into urban uses, all of which are unsustainable."

Gina went on to elaborate how unsustainable urban mobility impacts the economy, society and environment. Economic impacts are traffic congestion, mobility barriers, accident damages, facility costs and depletion of non-renewable resources (DNRR). Socially it gives an inequity of impacts especially for the vulnerable population, mobility disadvantaged, human health impacts related to air pollution and community liveability. Lastly, environmental impacts are air and water pollution, habitat loss, hydrologic impacts and again, DNRR.

"Private motorised transport modes such as cars or mopeds emit 3.5 times more greenhouse gas per passenger than public transport," Gina said, adding that today's culture of transport is not sustainable.

According to ICLEI, sustainable mobility solutions are:

1. Policies - a well-defined framework is required.
2. Public transport (efficient systems to serve different populations) - Public transport holds the key to provide a more economic, flexible and convenient alternative of mobility to residents.
3. Intermodality - New ways to cope with urban transport have appeared. Car sharing, bike sharing, taxis, car rental as well as walking provide a more complete mobility offer and services.
4. Integrated land-use and transport - Higher density development offers environmental and economic benefits as well as mix used areas with business, leisure and residential activities along public transport networks.
5. Technological Solutions
  - To improve information systems and integration: e.g. real-time travel information, integrated urban navigation systems and online journey planners;
  - To provide low-carbon, energy-efficient and inclusive mobility solutions.
 ICLEI also proposed the Avoid – Shift – Improve (ASI) methodology which means avoid or reduce the need to travel, shift or maintain share of more environmentally friendly modes and improve the energy efficiency of transport modes and vehicle technology.

Other presentations included "Building smart, resilient and liveable cities: Role of high valued bus transportation" by Dr Ganesh Raj Joshi, Researcher, United Nations Centre for Regional Development (UNCRD), Japan; "Successful Deployment of Electric Buses in a South East Asian countries – Right Approach" by Nitin Bansal, Associate Vice President & Head, KPIT Technologies Ltd; "CEO Conclave: Futuristic Transportation Solutions for SE Asia" by Akash Passey, Senior Vice President, Volvo; "The future of Coach Tourism in Asian Countries" by Prasanna Patwardhan, President, BOCI, and many others.

There were in total 11 sessions and 35 presentations. To conclude, participants of the Busworld Academy Conference gathered to draft the "Jakarta Declaration" where they declared their commitment to the goals and agenda. It was not legally binding declaration but a voluntary commitment, as they will pursue in their own ways and efforts to meet the challenges that the world is facing. However, these efforts will be monitored. The next time they meet, they will see how much progress was made and how each country modifies their approaches. ■



A Q&A session at  
Busworld Academy.