



**busworld.**  
SOUTH EAST ASIA JAKARTA  
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**Press release Busworld South East Asia 2019**

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## **Busworld Academy Congress presents strong programme with high level speakers at Busworld South East Asia**

The first Busworld South East Asia exhibition and congress will be taking place from March 20 – 22, 2019 at the Jakarta International Expo (JIEXPO) Kemayoran, Jakarta. This exhibition will open its door for the first time in the Busworld history.

It is not the only new exhibition for Busworld in 2019: Busworld Central Asia has its premiere in Almaty, Kazakhstan and Busworld Europe, the mother exhibition who is celebrating its 25<sup>th</sup> edition in 2019, is having its own premiere by moving from Kortrijk to Brussels.

### **Why Jakarta?**

Busworld decided to land in Jakarta because of two main reasons.

First of all is Indonesia a country with a big population – 260 million people- that likes to use the bus. A lot of people implies a lot of vehicles. Indonesia is continuously improving the public transport system with for example a Bus Rapid Transit system in Jakarta, Yogyakarta, Solo and other provinces. This creates a huge potential for the bus manufacturers, together with the fact that the current bus fleet is old and needs to be renewed urgently. The Ministry of Transportation is in the process of regulating the maximum age.

Second of all, Indonesia is actively aiming to reach 20 million visitors by the end of 2019. Coach tourism is the next big thing in Indonesia. Since 2016 coach operators also started to introduce double decker coaches.

Again, a lot of tourists means a lot of vehicles. Some sources are talking about 5,000 new coaches in 2019.

### **The Busworld Academy Conference**

Even for the very first edition in Jakarta, Busworld Academy wants to start with a bang. It has foreseen a long list of prominent partners and speakers for the 3-day-programme called “Making bus transport systems attractive, efficient and affordable in South East Asia”.

The programme is aimed at operators, authorities, schools, research and development departments, etc. Everybody that is active in the bus and coach industry and eager to know what is going on today and tomorrow has a place here. The programme consists of a normal cocktail of international and local best cases and issues that are presented to

and discussed with the participants. The vision of Busworld Academy is to inform and be informed with the final goal to help developing the bus and coach operations and businesses around the world. This time in South East Asia.

One of the newest partners of Busworld Academy is UCLG ASPAC. They are the key knowledge management hub on local government issues in the Asia Pacific region with linkages to more than 7,000 local governments, representing over 3.76 billion people- making up more than half of the world's population- and incorporate economically fast developing countries such as China, India, and Indonesia. On 20 March, they will moderate the "South-East Asian Mayor's Forum", where several mayors will have a panel discussion about sustainable mobility.

Another unmissable event is the CEO round table, moderated by Busworld Academy and chaired by Budi Setiyadi, General Director of Land Transport in the Ministry of Transport. The main topic in this event will be "Shaping Tomorrow's Public Transport in ASEAN countries".

All fully updated programme is available on the Busworld Academy website.

Joining the Busworld Academy Conference will be a very insightful experience in combination with a visit to the exhibition where the latest vehicles of Laksana, Daimler and Volvo will be presented. Jakarta is well worth a visit too being a bus(y) city with its own BRT-system TransJakarta.

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Note to the editors

About Busworld South East Asia:

- Website: [www.busworldsoutheastasia.org](http://www.busworldsoutheastasia.org)
- All Busworld press releases: [press release link](#)
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About the Busworld exhibitions around the world:

- Website: [www.busworld.org](http://www.busworld.org)

About GEM

Global Expo Management is a professional and leading organizer for international specialized trade exhibitions based in Indonesia. Since its establishing in 2009, GEM Indonesia has earned its reputation as a success organizer to hold world class trade exhibitions in the commercial vehicle sector amongst other sectors.

- Website: [click here](#)