

## **CONCEPT PAPER**

### **ASEM FIRST YOUTH ENTREPRENEURIAL MEETING: PASSION-PRENEURS' CHALLENGE TOWARDS 20 YEARS OF ASEM**

**JAKARTA, 25 - 29 OKTOBER 2016 (TBC)**

#### **A. BACKGROUND INFO**

Following up the spirit to raise public awareness of ASEM, as mandated by the 10<sup>th</sup> ASEM Summit in Milan in 2014 and the 12<sup>th</sup> ASEM Foreign Ministers' Meeting in Luxembourg in 2015, as well as the aspiration to strengthen the fabric connectivity among countries of ASEM itself, Indonesia intends to host of a youth entrepreneurship competition for ASEM partners.

The type of entrepreneurship to be competed is Passion-Preneurship. A hybrid between Socio-Preneurship and Techno-Preneurship, Passion-Preneurship is an interest and creativity based entrepreneurship that also driven by social mission to give back to community.

Through the Passion-Preneurship Competition, Indonesia is utilizing the ASEM's Economic and Socio-Cultural Pillar of Cooperation, in order to harness and mobilize the potential of Youth within ASEM partners, also to strengthen the connectivity through people-to-people contact, and to build a more comprehensive partnership between countries in Asia and Europe regions.

#### **B. VISION AND MISSION**

1. To disseminate the existence and benefits of ASEM as a forum for a comprehensive dialogue among countries in Asia and Europe, especially among young people in ASEM member countries.
2. To open lines of communication and networking among young people in ASEM member countries.
3. To explore and take stock potential economic and socio-cultural cooperation among young people in ASEM member countries
4. To explore interest and potential interest-based entrepreneurship and creativity driven by social mission (Passion-preneurship) among young ASEM in order to combat social problem and/or creating more social impact.
5. To mainstream passion-preneurship spirit among the youth of ASEM.
6. To be a regular platform for young people ASEM to conduct information exchange, share of best practices, as well as for business-match-making, especially in the field of Passion-preneurship.
7. To serve as a medium for Indonesia to show its commitment and leadership in promoting ASEM cooperation.

#### **C. OUTCOME OF ACTIVITY**

1. Increased public awareness of the existence and role of ASEM.

2. Increased Indonesia's leadership in ASEM, especially in the area of cooperation of people-to-people contact among youth of ASEM member countries.
3. Strengthened ASEM connectivity, through the establishment of networks between youth of ASEM member countries.
4. Elected Passion-preneur challenge's winners who are able to effectively lead a business Enterprise, as well as creating social impact within its surroundings.

#### **D. ACTIVITIES**

##### **1. TITLE**

ASEM FIRST YOUTH ENTREPRENEURIAL MEETING: PASSION-PRENEURS' CHALLENGE TOWARDS 20 YEARS OF ASEM

##### **2. FORMAT**

Activities will take the format of Competition (Challenge), which will be divided into two events, namely:

- (I) Preliminary Challenge Event
- (II) Final Challenge Event

##### **(I) Preliminary Challenge Event**

Targeting the participation of 2500 youth applicants between the age of 16-30 from ASEM member countries, each participating team (minimum of 2 people) will be required to submit an online resume to the official website, proposal, and a video pitch which includes a business plan as Passion-Preneur. The absolute selection criteria shall be: Social impact of Businesses, Feasibility of such Businesses, and Potential Profit for Sustainability.

Submissions will be selected by a Panel of Juries and also through On-Line Voting mechanism by target voters from ASEM member countries. 50 (fifty) best and most feasible proposals and video pitches will be chosen. Subsequently, 10 (ten) teams will be shortlisted as finalists.

Simultaneously, a selection process for representatives for Indonesia will also be conducted at national level. Selection process will shortlist submissions into 10 (ten) teams from sub-national areas within Indonesia, namely: Western Sumatra, Southern Sumatra, Jakarta, Western Java, Central part Java, Eastern Java, Borneo, Celebes, Nusa Tenggara, Molucca, and Papua.

All finalists will have the opportunity to meet up in a final elimination process in Jakarta.

##### **NOTE:**

##### **Funding**

The Government of Indonesia will provide courtesy accommodation in our Centre of Education and Training's dormitory, meals (3 times a day), and transportation (airport and event transfer). Those who prefer to stay in a hotel could make their own arrangement at their own cost.

All finalist teams are required to provide themselves with airfares, visas, and personal expenses.

ASEM partner Governments are strongly urged to offer support in providing sponsorship including air fares and/or personal expenses especially for participating teams from their countries.

Third party sponsorship from private sectors can also be an option for the airfares funding.

Another option for funding resource is Crowdfunding, where participants can conduct campaigns to promote their business ideas to gain support.

Indonesia will gladly provide a letter of recommendation for participating teams when required.

## **(II) Final Challenge Event**

The finalist teams of Passion-Preneurs will be matched-up in Jakarta in the Final Challenge Event.

The final round will consist of:

### **1. Mentoring and Group Discussion Sessions**

Namely:

- (a) Role of Socio-Entrepreneur (Sociopreneur)
- (b) Funding and Resources, and
- (c) Marketing and Digital Tech

In each of these sessions, the Passion-Preneurs will have the opportunity to have discussions with competent Mentors and Resource Persons.

### **2. Final Pitch Session**

This session will be an opportunity for the Passion-preneurs to finalize the ideas / proposals of their business, as well as "sell" the idea / proposal of the jury, and in the presence of the invitees.

The Juries will consist of:

- Nadiem Makarim (CEO & Founder of Go-Jek) – TBC
- Rhenald Kasali (Business practitioner) – TBC
- ASEF Representatives – TBC
- Venture Capital (Investors) from ASEM member countries - TBC  
e.g.: Gobi Capital China, East Venture Singapore, and 360 Capital Ventures Germany

### **3. Winner Announcement and Award Ceremony**

The Minister for Foreign Affairs of Indonesia is expected to attend the Award Ceremony to announce and present the award to the winning team.

The Challenge winner will also be appointed as the designated ASEM Youth Passion-Preneurship Representatives, and will be recommended to be involved in ASEM's future related activities.

The Final Challenge Event will be broadcasted via Online for the convenience of all ASEM Countries to access.

## **3. TIMELINE & PROGRAMME**

### **END OF MAY**

Submission of Invitations and Concept Paper / Administrative Arrangement of ASEM activities ENTREPRENEURIAL YOUTH FIRST MEETING: PASSION-PRENEURS' CHALLENGE TOWARDS 20 YEARS OF ASEM to the countries of ASEM.

### **EARLY JUNE**

Open for registration and submission of business proposals.

A Fully Online Registration Website will handle the submission, interested participant can log to [asempreneurchallenge.com](http://asempreneurchallenge.com) and register themselves as well as submitting their business proposal.

**EARLY JULY**

Closing of registration, and beginning a process of selection. Panel of judges from Asia and Europe will cooperate in determining the winner of this phase.

**MID JULY**

Announcement of 50 best and most feasible regional proposals and video pitch. After this, all selected participant will publicly promote their business ideas to their peers and obtain as much as support from their colleagues and public for 40% of the scores. Meanwhile, a panel of judges will evaluate their business pitch and videos for the other 60% of the scores. It is expected that more than 50.000 people from across Asia and Europe will vote during this stage .

**MID AUGUST**

Announcement of finalist teams. During this stage, committee will help them prepare their departure to Jakarta, especially for VISA arrangement, all inquiries and questions can be submitted through the website.

**25 – 28 October 2016**

ASEM FIRST YOUTH ENTREPRENEURIAL MEETING: PASSION-PRENEURS' CHALLENGE TOWARDS 20 YEARS OF ASEM Final Rounds in Jakarta, Indonesia

**1<sup>st</sup> Day (25 October 2016)**

Arrival, Checking in to Accommodation, Opening Ceremony

**2<sup>nd</sup> Day (26 October 2016)**

Workshop on Strategic Organization and Structure, Funding and Resources, and Marketing and Digital Tech. Then proceed to 2nd Preliminary Rounds

**3<sup>rd</sup> Day (27 October 2016)**

Jakarta City Tour, Semifinal Rounds Part 1

**4<sup>th</sup> Day (28 October 2016)**

Semifinal Rounds Part 2, Grand Final, Closing Ceremony

**5<sup>th</sup> Day (29 October 2016)**

Check out and Departure back to the respective country

*As of 27 May 2016*

**ASEM FIRST YOUTH ENTREPRENEURIAL  
MEETING: PASSION-PRENEURS' CHALLENGE  
TOWARDS 20 YEARS OF ASEM**

**ADMINISTRATIVE ARRANGEMENTS**

**JAKARTA  
25-29 OCTOBER 2016**

As of 27 May 2016

## Introduction

The Government of the Republic of Indonesia has the honour to welcome participants from ASEM member countries to the ASEM First Youth Entrepreneurial Meeting: Passion-Preneurs' Challenge Towards 20 Years Of ASEM.

Passion-Preneurship is a hybrid between Socio-Preneurship and Techno-Preneurship, Passion-Preneurship is an interest and creativity based entrepreneurship that also driven by social mission to give back to community.

Through the Passion-Preneurship Competition, Indonesia is utilizing the ASEM's Economic and Socio-Cultural Pillar of Cooperation, in order to harness and mobilize the potential of Youth within ASEM partners, also to strengthen the connectivity through people-to-people contact, and to build a more comprehensive partnership between countries in Asia and Europe regions.

This Administrative Arrangements is to provide information on logistic and administrative procedures and requirements to participate in the ASEM First Youth Entrepreneurial Meeting: Passion-Preneur' Challenge Towards 20 Years Of ASEM.

Hospitalities and courtesies for the participants is included in this Administrative Arrangements. Any amendments to this information will be issued via email.

### 1. Date and Venues

The Program will be convened starting from mid May to 29 October 2016. The submission of business proposals will be open online and the final rounds will be held in Jakarta from 25-29 October 2016.

### 2. Participants

The program is open for participants from all ASEM Partners. Targeting the participation of 2500 youth applicants between the age of 16-30 from ASEM Partners, each participating team (minimum of 2 people) will be required to submit an on-line resume to the official website, proposal, and a video pitch which includes a business plan as Passion-Preneur.

### 3. Program Organizer

ASEM First Youth Entrepreneurial Meeting: Passion-Preneurs' Challenge Towards 20 Years Of ASEM is organized by the Ministry of Foreign Affairs of the Republic of Indonesia. For registration, administration and enquiries please contact:

**Organizing Committee of the ASEM First Youth Entrepreneurial Meeting: Passion-Preneurs' Challenge Towards 20 Years Of ASEM**

Directorate of Intra Regional Cooperation for America and Europe,  
Ministry of Foreign Affairs, Republic of Indonesia

Tel: (62-21) 3812778, 3441508 ext. 4642 Fax: (62-21) 3813142

Website: [asempreneurchallenge.com](http://asempreneurchallenge.com)

As of 27 May 2016

#### 4. Travel Arrangements, Accommodation, Transportation and Meals

The Government of Indonesia will provide courtesy accommodation, meals (3 times a day), and transportation (airport and event transfer).

All finalist teams are required to provide themselves with airfares, visas, and personal expenses.

#### 5. Dress Code

The dress code for the events will be smart casual. The dress code for the Grand Final will be lounge suit.

#### 6. Visa Arrangements and Entry Formalities

Participants have to ensure the six month validity of their passports.

Nationals of participating countries are required to apply for visas prior to their departure for Indonesia. They should contact the nearest Embassy/Consulate General/Consulate of the Republic of Indonesia in the respective country of residence to obtain an entry visa. To avoid inconvenience, please note that visa applications should be submitted at least 10 working days before the date of departure for Indonesia.

Nationals of countries with no Indonesian diplomatic mission in their country of residence should send the following, at least 15 working days in advance of their departure, to the Organizer:

1. Copies of the relevant pages of the passport.
2. Confirmed flight itinerary, specifying the first port of entry in Indonesia where the visa is to be issued.

The Organizer will use the information provided to make special arrangements with the immigration authorities for the participant to be issued a visa on arrival. If the abovementioned procedures are not adhered to and the requisite information and payment are not provided on time, no special arrangement can be made, which could result in refusal of entry.

Participants from the following countries **do not need** a visa to travel to Indonesia (all types of passport) for a short visit up to 30 days:

- |                      |                |                        |
|----------------------|----------------|------------------------|
| 1. Brunei Darussalam | 21. Germany    | 41. Slovenia           |
| 2. Cambodia          | 22. Greece     | 42. South Korea        |
| 3. Laos              | 23. Hungary    | 43. Spain              |
| 4. Malaysia          | 24. India      | 44. Sweden             |
| 5. Myanmar           | 25. Ireland    | 45. Switzerland        |
| 6. The Philippines   | 26. Italy      | 46. The United Kingdom |
| 7. Thailand          | 27. Japan      | 47. Australia          |
| 8. Singapore         | 28. Kazakhstan | 48. Mongolia           |
| 9. Vietnam           | 29. Latvia     | 49. Bangladesh         |

As of 27 May 2016

- |                        |                            |
|------------------------|----------------------------|
| 10. Austria            | 30. Lithuania              |
| 11. Belgium            | 31. Luxembourg             |
| 12. Bulgaria           | 32. Malta                  |
| 13. China              | 33. The Netherlands        |
| 14. Croatia            | 34. New Zealand            |
| 15. Cyprus             | 35. Norway                 |
| 16. The Czech Republic | 36. Poland                 |
| 17. Denmark            | 37. Portugal               |
| 18. Estonia            | 38. Romania                |
| 19. Finland            | 39. The Russian Federation |
| 20. France             | 40. Slovakia               |

## 7. Customs Regulations

Narcotic drugs, as well as arms and ammunition shall not be brought into Indonesia. They are strictly prohibited. Offenders are subject to strict and severe punishment.

Visitors may bring with them duty-free goods with a declared value not exceeding US\$ 250 per person. Travelers bringing in goods for temporary importation will be required to leave a deposit at the port of entry; the deposit will be refunded when the goods are taken out of the country.

## 8. General Information

### Indonesia

Consisting of more than 17,000 islands, the vast Indonesian archipelago spans 5,120 km across the equator, positioned between the Asian and Australian continents. Four-fifths of the area is sea, with the major islands of Sumatra, Java, Kalimantan, Sulawesi and Papua.

Indonesia is a melting pot of cultures, where over 300 ethnic groups live harmoniously. A cultural heritage passed on through generations offers a wealth of traditional arts and crafts. Batik, wooden carvings, weavings, silverworks and many other traditional skills produce exquisitely beautiful items. Indonesia's multi-racial and multi-ethnic culture mean festivals steeped in traditions are celebrated throughout the year. Frequently featured in these events are dances, wayang theaters and other performing arts.

Geographically, Indonesia's landscape is greatly varied. Java and Bali are the most fertile islands and rice fields are concentrated in these two islands, whereas Sumatra, Kalimantan, Sulawesi, Maluku and Papua remain covered with tropical rainforest. Open savannah and grassland characterize Nusa Tenggara.

The flora and fauna in Indonesia's western region represent that of mainland Asia while those in the eastern region are typical of Australia. Endangered species, which are the pride of Indonesia, exist in the central region, such as orangutans, tigers, one-horned rhinos, elephants, dugongs, anoas and komodo dragons. The warm tropical waters of the archipelago nurture a rich marine environment that holds a myriad of fish, coral species and marine mammals.



As of 27 May 2016

### **Currency and Exchange Rates**

The local currency is the Rupiah. The exchange rate is around US\$ 1 = IDR 13,175.- (as of May 2016). Foreign currencies, either banknotes or traveler's cheques, are easily exchanged at banks and money changers in major cities and towns. Credit cards are accepted at most hotels and restaurants. It is advisable to carry sufficient amount of Rupiahs when travelling to smaller towns or outer provinces.

### **Climate**

Indonesia has a tropical climate with high humidity. The average temperature is 24-31° Celcius or 75-87° Fahrenheit. There are two seasons in the year, the wet or rainy season and the dry season. The monthly rain fall varies between 3mm and 496mm in which those above 300mm take place during the month of January up to April. The heaviest rainfall usually occurs in January to February while the lowest commonly happens between May and October. Average humidity is 74% with its minimum of 65% and maximum 84% respectively.

### **Electricity and Water Supply**

Most hotels use 220 volts 50 cycles and two-pronged plugs. However it is not uncommon to find some hotels using 110 volts, particularly in the provinces. Check before using an appliance. Some hotels supply adaptors on request. Water supply fully managed by local city government, source water is usually taken from natural springs or river streams, not to be consumed directly from the tap. For those who prefer bottled mineral water, local supermarkets and grocers usually carry a sizeable selection.

### **Telephone Services**

Local phone services are reliable. GSM mobile phone system is in operation. Public phone can be found in public areas across the city. Long distance calls within Indonesia may be made by direct dialing through International Direct Dial (IDD) in major cities or through operator-assisted calls. Telex and fax services are readily available in major hotels and larger cities. The country code for Indonesia is +62. Local area code for Jakarta is 021. Omit the 0 (zero) when dialing with the country code, followed by the phone number: +6221.... For international call: 007 + country code + area code + phone number.

### **Internet**

Wireless internet facilities are available in the venue and some public areas.

### **Time**

Jakarta standard time zone is GMT +7 hours.

### **Tourism**

Information on tourism in Indonesia can be found at <http://www.indonesia.travel/id>