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November 22, 2009

Dear Colleagues/Fellow Students,

We are pleased to invite you to participate in the 3<sup>rd</sup> ASEAN Economics and Business Student Summit which will take place at Prasetiya Mulya Business School, Jakarta, Indonesia, on March 18 – 20, 2010. This year's theme will be "Beyond Crisis: Be Creative, Be Survivors!"

The details regarding this event shall be attached to this letter. We will be delighted to provide you with more information about this event through our contact persons below:

Name	Phone Number	Email Address
Fitrie Arianti Boer	+62 811987085	<a href="mailto:3rdebs.officials@gmail.com">3rdebs.officials@gmail.com</a>
Kharisma Putra	+62 8881940038	
Naldi Feriyandi	+62 811946796	

Please do not hesitate to contact them directly.

We sincerely believe that your participation in the event would be greatly contributive and mutually beneficial to the ASEAN economic and business students community. Please read the details on the Summit and to register please fill out the attached registration form and kindly return it via email to [3rdebs.officials@gmail.com](mailto:3rdebs.officials@gmail.com) or fax it to +62-21-7500462 before the closing date for registration 16<sup>th</sup> January 2010.

On behalf of the committee, thank you for your kind of attention, we look forward to your attendance. **Together we can help build and forge a better ASEAN Community.**

Yours sincerely,

Merry Christianti,  
Chairman, Organising Committee  
3<sup>rd</sup> ASEAN EBS Summit



## **Attachment**

### **3<sup>rd</sup> ASEAN Economics and Business Students Summit**

- I. Foreword from the Dean of Prasetiya Mulya Business School**
- II. Executive Summary**
- III. Registration Requirement**
- IV. Registration Fee**
- V. How to Register**
- VI. Accommodation and Transportation**
- VII. Registration Form**



## I. Foreword from the Dean of Prasetiya Mulya Business School

Dear Students,

Southeast Asia has been experiencing global economic crisis after crisis. The situation of crises hinders the economic growth of most Southeast-Asian countries. All over the ASEAN region, efforts to restore the local economies are at full throttle. The possibility of a moral degradation in business people and practices is eminent. In order to anticipate that possibility which breeds growing uneasiness and mistrust, we should try to see this situation in a more positive manner and seek for the opportunities offered by the current crisis to survive.

I hope that the 3<sup>rd</sup> ASEAN Economics and Business Students Summit 2010 will set off the first step of many more, in building understanding among students in the Southeast Asian countries regarding the current situation faced by their respective countries, thereby, finding probable solutions to the situation. Thus, it is hoped through active participation in this event positive solutions will be brought forth as contributions from the participating regional students for Southeast Asia in facing and recovering from crisis in the region.

As the Dean of Prasetiya Mulya Business School, it is my honor to host all of you in the 3<sup>rd</sup> ASEAN Economics and Business Students Summit. I wish you a pleasant time in Indonesia and the best of luck in bringing together different minds and purposes to one common goal: peaceful and prosperous ASEAN.

Sincerely

Dean,

Prof. Sammy Kristamuljana, PhD



## II. Executive Summary

The economic crisis last year in the United States affected the whole world, including ASEAN countries, which experienced slower growth in their economies. As the Southeast Asian countries strive to recover from the global economic crisis, the interdependence of their economies pushed them to act together as one integrated ASEAN proving that together, facing the economic downturn, ASEAN pose a strong emerging economy. This realization of the importance of a united ASEAN encouraged the forming of a forum for ASEAN undergraduate economics and business students where they can relate and build unity positively contributing to ASEAN as a community.

This year's theme '*Beyond Crisis: Be Creative, Be Survivors*' has a deep meaning since it symbolizes our hope for ASEAN to emerge from the crisis as survivor and a winner. Aligned with this theme, in this year's summit we are going to relook at the global economic crisis and learn about ASEAN's responses in facing the crisis. As for the business side, the creative industry has been chosen, recently this industry has been given a lot of attention and is often said to be an industry vulnerably prone to crisis.

Through this summit, we hope that the ASEAN youth, through the undergraduate economics and business students, can forge strong ties, friendship, and network that will enhance the sense of belonging to ASEAN, especially as we are preparing for the formation of the ASEAN Community in the year of 2015.

### Objectives

The objectives of the 3<sup>rd</sup> ASEAN Economics and Business Students Summit are:

1. To forge strong ties, friendship and solidarity among ASEAN people, especially the youth
2. To share knowledge and experience related to economic issues
3. To maintain continuity of Southeast Asian Economics and Business Students Network (SEACON)
4. To promote the Indonesian economy and culture.



## The Events

### Day One – Thursday, 18th March 2010

- **Opening Ceremony** (09.00 – 10.15)

The opening ceremony will consist of Opening Remarks by Prof. Sammy Kristamuljana, Dean of Prasetiya Mulya Business School, followed by Keynote Speeches entitled:

- Strategy of the ASEAN Secretariat with Regard to ASEAN Economic Community (His Excellency Dr. Surin Pitsuwan, the Secretary General of ASEAN)
- Putting ASEAN Economic Community into Reality, in the Case of Indonesia (Dr. Mari Elka Pangestu, Minister of Trade, Republic of Indonesia)

- **Seminar** (10.45 – 17.15)

The seminar will discuss about the implication of global financial crisis toward economy and business in ASEAN and how the youth of ASEAN can learn and survive from it through creative industry. The seminar will be divided into three sessions and each session will have competent speakers in their fields.

#### **SESSION 1: East Asia Concerted Recovery: The Role of ASEAN**

- o From Crisis to Early Recovery (Prof. Djisman Simanjuntak, Economist, Executive Director of Prasetiya Mulya Business School)
- o ASEAN Responses to the Global Economic Crisis (Representative from ASEAN Secretariat)



## **SESSION 2: Creative Industry as Engine of Recovery**

- o Building Business in Creative Industry  
(Peter F.Gontha, Founder of Jakarta International Java Jazz Festival)
- o Expanding Your Creative Business Internationally  
(Josephine Komara, Indonesian Top Batik Designer & Owner of Bin House)
- o Creativity in Solving Business Problem  
(Yoris Sebastian, Chief Creative Officer of OMG Consulting, Winner of International Young Creative Entrepreneur Award 2006 by British Council International)

## **SESSION 3: Building Network among the Youth of ASEAN**

- o Building Network among the Youth of ASEAN  
(Representative from ASEAN Secretariat)

- **Student Session** (17.30 – 19.00)

The student session will focus on building trust, friendship and network among the Youth of ASEAN through creative activities.

## **Day Two – Friday, 19th March 2010**

- **One Year Commitment Program** (09.00 – 11.30)

With regard to the importance of ensuring the continuity of SEACON, the session on One Year Commitment Program is designed to ensure the continuity of the network and also to actualize the results of the 3<sup>rd</sup> ASEAN EBS Summit. The delegates will decide on how to maintain the continuity of this relationship throughout the year. It also allows every student body to announce officially the one year commitment program as the outcome of the 3<sup>rd</sup> ASEAN EBS Summit. The delegates can then execute the activities in their respective universities based on the decision. These activities will serve as the binding factor in the relationship between the youth of ASEAN.



- **Creativity and Sharing Session** (13.30 – 17.00)  
The participant will discuss on one kind of business in the creative industry that can still survive despite crisis and meet with the director and producer of the movie which they will watch together.

### **Day Three – Saturday, 20th March 2010**

- **Jakarta City Tour** (09.00 – 15.00)  
The delegates will be taken to become better acquainted with the history and culture of Jakarta. Several tourism places in Jakarta, such as National Monument, Gajah Museum and Presidential Palace will be visited.
- **Farewell Party** (19.00 – 21.00)  
A cultural Farewell Gala Dinner Party for the delegates is organized as the memorable end to the 3<sup>rd</sup> ASEAN EBS Summit. The farewell party will be held at Balai Agung DKI Jakarta.

\* All speakers and places are still under confirmation



### III. Registration Requirements

1. Students must be officially registered students from the Faculty of Economics/Business from invited universities.
2. Students must represent their faculty's student body or organization or club.
3. Students must submit an official recommendation letter attesting to their student status from their university.

### IV. Registration Fees

#### A. International Delegates:

Delegates from each university should not be more than 3 persons. The registration fee for each delegate is \$ 115, inclusive of accommodations and transportation as stated below (in section VI).

#### B. Domestic Delegates

Delegates from each university should not be more than 3 persons. The registration fee for each delegate is Rp 500.000, inclusive of accommodations and transportation as stated below (in section VI).

### V. How To Register:

- Each delegate must complete the **registration form** (attached) in **capital print**.
- Universities may copy the registration form for multiple delegates
- Each registration form must include:
  1. 3 cm x 4 cm color photograph of the delegate.
  2. A copy of the delegate's i.d. card/passport/student card.

Please submit the completed Registration form by e-mail address to [3rdebs.officials@gmail.com](mailto:3rdebs.officials@gmail.com) before January 16<sup>th</sup>, 2010.



- Please confirm your participation to the Summit by finalizing the registration payment **before Friday, January 23<sup>rd</sup>, 2010.**
- For International Delegates, please transfer payments to :

**The Hongkong and Shanghai Banking Corporation Limited**

Wisma Pondok Indah 2/G 02  
Jl Sultan Iskandar Muda 5  
Pondok Indah, Jakarta 12310, Indonesia  
**Djisman S. & Charles M. & Sammy K.**  
**US \$ Saving Account**  
**Account No. 101.028561-081**  
**Swift Code: HSBC IDJA**

Please state in the transfer slip:

**Registration fees for** (state: Number of Persons) **3<sup>rd</sup> ASEAN EBS Delegates from** (state: Name of the University)

- For Domestic Delegates, please transfer payments to :

**Bank BCA Cabang Wisma GKBI**  
**a.n. Yayasan Prasetiya Mulya**  
**Account Number : 006-3083639**

Please state in the transfer slip:

**Registration fees for** (state: Number of Persons) **3<sup>rd</sup> ASEAN EBS Delegates from** (state: Name of the University)

- Deadline for registration is **Friday, January 16<sup>th</sup>, 2010.**
- Please send the copy of the transfer payment by fax to **+62 21-750 0462 (att. EBS OC: Rahmawati - S1 Bisnis 2006)** or e-mail to **[3rdebs.officials@gmail.com](mailto:3rdebs.officials@gmail.com)**. Proof of transfer payment must be received by the committee before **January 23<sup>rd</sup>, 2010.**



## VI. Accommodation and Transportation

All registered and paid up delegates will be provided with accommodations for the duration of the Summit and transportation from hotel to Summit venue.

Accommodations provided include:

1. Hotel rooms (triple sharing), during the EBS Summit effective for **five days/four nights** from 12 noon, March 17<sup>th</sup> 2010, until 12 noon, March 21<sup>st</sup> 2010. **The committee will not provide accommodations outside the dates and time stated.**
2. Full meals for the entire duration of the EBS Summit. Delegates will be given three meals each day (breakfast, lunch, and dinner), except for Free Time Period on 19<sup>th</sup> March (*no dinner will be provided*).

Transportation will be provided for all delegates from the Hotel to the Summit Venue during the EBS Summit.

Transportation will be provided (**only for delegates from outside Jakarta and Bandung area**):

1. Upon Delegates arrival at the arrival point (airport, etc), and
2. For the Delegates departure to the departure point (airport, etc).

Travel data (Name of Airline with Estimated Time of Departure and Estimate Time of Arrival) must be communicated to the Organising Committee (OC), **latest February 19<sup>th</sup>, 2010**. Please contact the OC for confirmation of pick up a week before arrival.

The contact person for transportation is **Joy (0812 9993755) or email: 3rdebs.officials@gmail.com**. Delegates are responsible for their transportation to and from **Jakarta**. The OC is not responsible for payment of bus fares, air fares, or other transportation fares for delegates' arrival and/or their return home. **It is critical for the delegates to book and confirm round trips to and from their countries.** The committee is not responsible for providing accommodation/transportation other than the points stated above.



## VII. Registration Form

Please indicate by marking below your registration as:

- €            **International Delegate**            **(US\$ 115,-)**  
€            **Domestic Delegate**                    **(Rp 500.000,-)**

Registration Details (please print in capital letters):

### **BASIC INFORMATION**

Full Name : .....

Nickname : .....

Sex : .....

Faculty and University : .....

Country : .....

Organization Membership : .....

Position in Organization : .....

Mobile-phone Number : .....

Email Address : .....

Passport No.(Int'l delegates )/ID no : .....

(Domestic delegates)

### **ADDITIONAL INFORMATION**

Special Requirement : .....

(Dietary, allergic, others)

Are you vegetarian? : .....



**ARRIVAL/DEPARTURE INFORMATION**

Flight Number : .....

Arrival (Place, Date, and Time) : .....

Flight Number : .....

Departure (Place, Date, and Time) : .....

**MOTIVATION & EXPECTATION**

What is your motivation to join The 3rd EBS Summit?

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What is your expectation of this event?

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If you were previously delegate to The 2nd EBS Summit. Please provide some input.

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\* Please access [www.s1bisnis.pmbs.ac.id/ebs](http://www.s1bisnis.pmbs.ac.id/ebs) to download the soft copy of the registration form



## VIII. Campus Profile Submission

In order to build a strong and sustainable network among the Southeast Asian Economics and Business Students Network (SEACON) members, the 3<sup>rd</sup> ASEAN EBS Summit will include **One Year Commitment Program** which is designed to ensure the continuity of the network. Basically, One Year Program is a program proposed by each student organization that will involve other student organizations in SEACON. Through organizing this program, we hope that the SEACON members will communicate actively with one another so that the network that is built during the summit will always be maintained.

To prepare for this One Year Commitment Program, we require every student organization to write a **Campus Profile**, which consists of:

- List of things that your campus have and can be beneficial when organizing One Year Program  
These things can be campus facilities, associations to certain institutions, existing partnership with other universities, etc.
- List of programs that your student organization or university has  
Please select a few programs that you feel can be explored further to accommodate partnership with other student organizations. The programs can be existing ones or old programs that your organization used to have.
- Contact person and personal information  
The contact person will be responsible for organizing and finding partnership for One Year Program. Please state his/her position in the student organization, and provide his/her contact number (mobile phone) and email address.

The committee will then compile the Campus Profile of all student organizations participating in the 3<sup>rd</sup> ASEAN EBS Summit and distribute it back to the contact person for consideration on doing partnership and choosing the type of program that is suitable for your university.

The Campus Profile must be submitted together with the Registration Form latest by January 16<sup>th</sup> 2010 via email to [3rdebs.officials@gmail.com](mailto:3rdebs.officials@gmail.com).



## One Year Program

Later, each student organization participating in the 3<sup>rd</sup> ASEAN EBS Summit must propose at least one program to be implemented as One Year Program in their respective university, which must fulfill the following requirements:

- The program must involve collaboration with other university. University partner(s) from different country is preferable.
- Type of partnership among universities will not be specified by the committee. It will be free for the student organization to decide, as long as both parties can actively participate in the program.
- The proposed program must create a value for all members of the university, in terms of economics, social, cultural, and educational.

The program can be in the form of competition, exhibition, art performance, workshop, etc. It can also be a program that already exists in your student organization.

More details about One Year Program will be given later, together with the compiled Campus Profile. However, for further discussion about One Year Program, please feel free to join our mailing list at [3rdebs\\_forum@yahoogroups.com](mailto:3rdebs_forum@yahoogroups.com) and for more information, please access our website [www.s1bisnis.pmb.ac.id/ebs](http://www.s1bisnis.pmb.ac.id/ebs).