



SURAT TUGAS

No. 001/A/ST/FEB/UAA/VI/2025

Yang bertanda tangan di bawah ini :

Nama : Defia Ifsantin Maula, S.I.P., M.B.A., CEC

NIDN : 0523099002

Jabatan : Dekan Fakultas Ekonomi dan Bisnis

Dengan ini menerangkan bahwa dosen atas nama:

Nama : Elisa Jayanti Lestari, S.M., M.M.

NIDN : 0503019801

Jabatan : Dosen Prodi S1 Manajemen

Untuk dapat mengikuti kegiatan “**ASEAN BUSINESS CONNECT (ABC) Collaborative 2025**” yang diselenggarakan oleh School of Business, Singapore Polytechnic. Kegiatan tersebut akan diselenggarakan pada:

Hari/tanggal : Senin-Sabtu, 09 s.d. 14 Juni 2025

Waktu : *Jadwal Terlampir*

Tempat : School of Business, Singapore Polytechnic, Singapura

Demikian surat ini dibuat untuk dapat digunakan sebagaimana mestinya.

Yogyakarta, 02 Juni 2025

Dekan Fakultas Ekonomi dan Bisnis



Defia Ifsantin Maula, S.I.P., M.B.A., CEC

Tembusan :

1. Yang Bersangkutan
2. Direktur SDM
3. Arsip

ASEAN BUSINESS CONNECT Collaborative 2025 PROGRAMME FOR PARTICIPANTS



| Date | Planned Itinerary |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sun, 8 June | ASEAN delegates arrive in Singapore |
| Mon, 9 June | 8:00 am Welcome BREAKFAST (catered) 9:00 am Opening Welcome 10:00 am Start of Hackathon 11:00 am SP Heritage Tour 12:00 pm LUNCH (catered) 1:30 pm Industry Speaker 3:00 pm Bonding Activities 5:00 pm End of Day 1 |
| Tue, 10 June | 8:00 am BREAKFAST (kofu) 9:00 am Lesson on Empathy Process 10:30 am Briefing on lunch @hawker centre 11:00 am Move out to hawker centre 12:00 pm LUNCH @hawker centre 1:00 pm Return to SB 1:30 pm Debrief on hawker experience 2:00 pm Lesson on Digital Marketing 4:00 pm Start on Ideation 6:00 pm End of Day 2 |

ASEAN BUSINESS CONNECT Collaborative 2025 PROGRAMME FOR PARTICIPANTS

| Date | Planned Itinerary |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wed, 11 June | <p>8:00 am BREAKFAST (kofu)</p> <p>9:00 am Ideation and Conceptualisation (continuation)</p> <p>10:30 am Update Presentation of DM Campaign Concept and Storyboard</p> <p>11:30 am Briefing on Fieldwork at place of chosen SG cultural heritage</p> <p>12:00 pm LUNCH + Fieldwork</p> <p style="text-align: center;"><i>ASEAN Staff lunch with SB Mgt</i></p> <p>1:30 pm <i>Staff return to SB</i></p> <p>2:00 pm <i>Presentation by Mr Sukma Putra, BINUS University, on Case Methods and discussion on collaboration</i></p> <p>3:45 pm Students return to SB after Fieldwork</p> <p>4:00 pm Debrief on Fieldwork experience</p> <p>5:00 pm Start work on Content curation for Social Media</p> <p>6:00 pm End of Day 3</p> |
| Thu, 12 June | <p>8:00 am BREAKFAST (kofu)</p> <p>9:00 am Continuation of Content curation / consultation</p> <p>11:30 am Post content on Social Media</p> <p>12:00 pm LUNCH (kofu)</p> <p>1:00 pm Preparation for Hackathon Pitch</p> <p>5:00 pm End of Day 4</p> |
| Fri, 13 June | <p>8:00 am BREAKFAST (kofu)</p> <p>9:30 am Student Pitch to Judging panel – 10min Pitch + 10min QCA Panel:</p> <p>11:00 am Refreshment (catered)</p> <p>11:30 am Judges deliberation</p> <p>12:00 pm Announcement of Hackathon winner</p> <p>12:45pm Closing Address</p> |

ASEAN BUSINESS CONNECT Collaborative 2025 PROGRAMME FOR PARTICIPANTS

| Date | Planned Itinerary |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p>1:00 pm Closing LUNCH (catered)</p> <p>2:00 pm Student Bonding</p> |
| Sat, 14 June | <p>CULTURAL IMMERSION AND DISCOVERY TOUR</p> <p>8:00 am BREAKFAST (own)</p> <p>8:30 am Move out to Cultural Heritage tour location</p> <p>9:00 am Heritage Walking Tour onsite</p> <p>11:30 am End of Heritage Tour</p> <p>PM Student bonding</p> |
| Sun, 15 June | <p>ASEAN DELEGATES DEPART</p> <p>Departure from Singapore</p> |

ASEAN BUSINESS CONNECT Collaborative 2025 PROGRAMME FOR PARTICIPANTS



| Date | Planned Itinerary |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sun, 8 June | ASEAN delegates arrive in Singapore |
| Mon, 9 June | 8:00 am Welcome BREAKFAST (catered) 9:00 am Opening Welcome 10:00 am Start of Hackathon 11:00 am SP Heritage Tour 12:00 pm LUNCH (catered) 1:30 pm Industry Speaker 3:00 pm Bonding Activities 5:00 pm End of Day 1 |
| Tue, 10 June | 8:00 am BREAKFAST (kofu) 9:00 am Lesson on Empathy Process 10:30 am Briefing on lunch @hawker centre 11:00 am Move out to hawker centre 12:00 pm LUNCH @hawker centre 1:00 pm Return to SB 1:30 pm Debrief on hawker experience 2:00 pm Lesson on Digital Marketing 4:00 pm Start on Ideation 6:00 pm End of Day 2 |

ASEAN BUSINESS CONNECT Collaborative 2025 PROGRAMME FOR PARTICIPANTS

| Date | Planned Itinerary |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wed, 11 June | <p>8:00 am BREAKFAST (kofu)</p> <p>9:00 am Ideation and Conceptualisation (continuation)</p> <p>10:30 am Update Presentation of DM Campaign Concept and Storyboard</p> <p>11:30 am Briefing on Fieldwork at place of chosen SG cultural heritage</p> <p>12:00 pm LUNCH + Fieldwork</p> <p style="text-align: center;"><i>ASEAN Staff lunch with SB Mgt</i></p> <p>1:30 pm <i>Staff return to SB</i></p> <p>2:00 pm <i>Presentation by Mr Sukma Putra, BINUS University, on Case Methods and discussion on collaboration</i></p> <p>3:45 pm Students return to SB after Fieldwork</p> <p>4:00 pm Debrief on Fieldwork experience</p> <p>5:00 pm Start work on Content curation for Social Media</p> <p>6:00 pm End of Day 3</p> |
| Thu, 12 June | <p>8:00 am BREAKFAST (kofu)</p> <p>9:00 am Continuation of Content curation / consultation</p> <p>11:30 am Post content on Social Media</p> <p>12:00 pm LUNCH (kofu)</p> <p>1:00 pm Preparation for Hackathon Pitch</p> <p>5:00 pm End of Day 4</p> |
| Fri, 13 June | <p>8:00 am BREAKFAST (kofu)</p> <p>9:30 am Student Pitch to Judging panel – 10min Pitch + 10min QCA Panel:</p> <p>11:00 am Refreshment (catered)</p> <p>11:30 am Judges deliberation</p> <p>12:00 pm Announcement of Hackathon winner</p> <p>12:45pm Closing Address</p> |

ASEAN BUSINESS CONNECT Collaborative 2025 PROGRAMME FOR PARTICIPANTS

| Date | Planned Itinerary |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p>1:00 pm Closing LUNCH (catered)</p> <p>2:00 pm Student Bonding</p> |
| Sat, 14 June | <p>CULTURAL IMMERSION AND DISCOVERY TOUR</p> <p>8:00 am BREAKFAST (own)</p> <p>8:30 am Move out to Cultural Heritage tour location</p> <p>9:00 am Heritage Walking Tour onsite</p> <p>11:30 am End of Heritage Tour</p> <p>PM Student bonding</p> |
| Sun, 15 June | <p>ASEAN DELEGATES DEPART</p> <p>Departure from Singapore</p> |

Acceptance Letter to ASEAN Business Connect Collaborative 2025

Andre HAN (SP) <Andre_HAN@sp.edu.sg>

6 Mei 2025 pukul 17.20

Kepada: feb feb <feb@almaata.ac.id>

Cc: "Benjamin CHAN (SP)" <Benjamin_CHAN@sp.edu.sg>, "asriariyani@almaata.ac.id" <asriariyani@almaata.ac.id>, "defia@almaata.ac.id" <defia@almaata.ac.id>, "Kok Soon FOO (SP)" <FOO_Kok_Soon@sp.edu.sg>, "Andre HAN (SP)" <Andre_HAN@sp.edu.sg>, "Andy LEONG (SP)" <Andy_LEONG@sp.edu.sg>

Official (Open)

Dear Yunita

ASEAN BUSINESS CONNECT Collaborative 2025 – ACCEPTANCE LETTER

Thank you so much for the effort to recruit the following students and staff from Universitas Alma Ata (UAA) for ASEAN Business Connect Collaborative (ABC Collaborative) 2025. We look forward to hosting the UAA delegation at Singapore Polytechnic (SP) for the duration of ABC Collaborative 2025 which runs from 9th to 14th June 2025.

| No. | Name | Lecturer or Student? |
|-----|------------------------|----------------------|
| 1 | Defia Ifsantin Maula | Lecturer |
| 2 | Elisa Jayanti Lestari | Lecturer |
| 3 | Adil Persada | Student |
| 4 | Karara Widya Ningrum | Student |
| 5 | Nailatu Faizatussoimah | Student |

We are pleased to provide accommodation in our SP apartments from 8th June (Sunday) to 15th June (Sunday). Each SP apartment has 3 bedrooms (equipped with 6 single beds), bathroom & toilet facilities, a living room and a kitchen.

Selected meals will be provided. On days where meals are not provided, participants may procure their meals from food courts around the SP campus or from the neighbourhood food centres.

SP will arrange coach transfer on 8th June from Changi Airport to SP apartments for participants traveling in the main-body. We would like to request that each institution arrange for the main-body to fly-in and arrive as a group on the same flight so as to facilitate coach transfer. As SP needs to charter coach services very soon, we would appreciate your advice on the arrival flight details (i.e. flight number, arrival time and arrival terminal). Kindly update the enclosed Details of Participants template by Monday, 11 May.

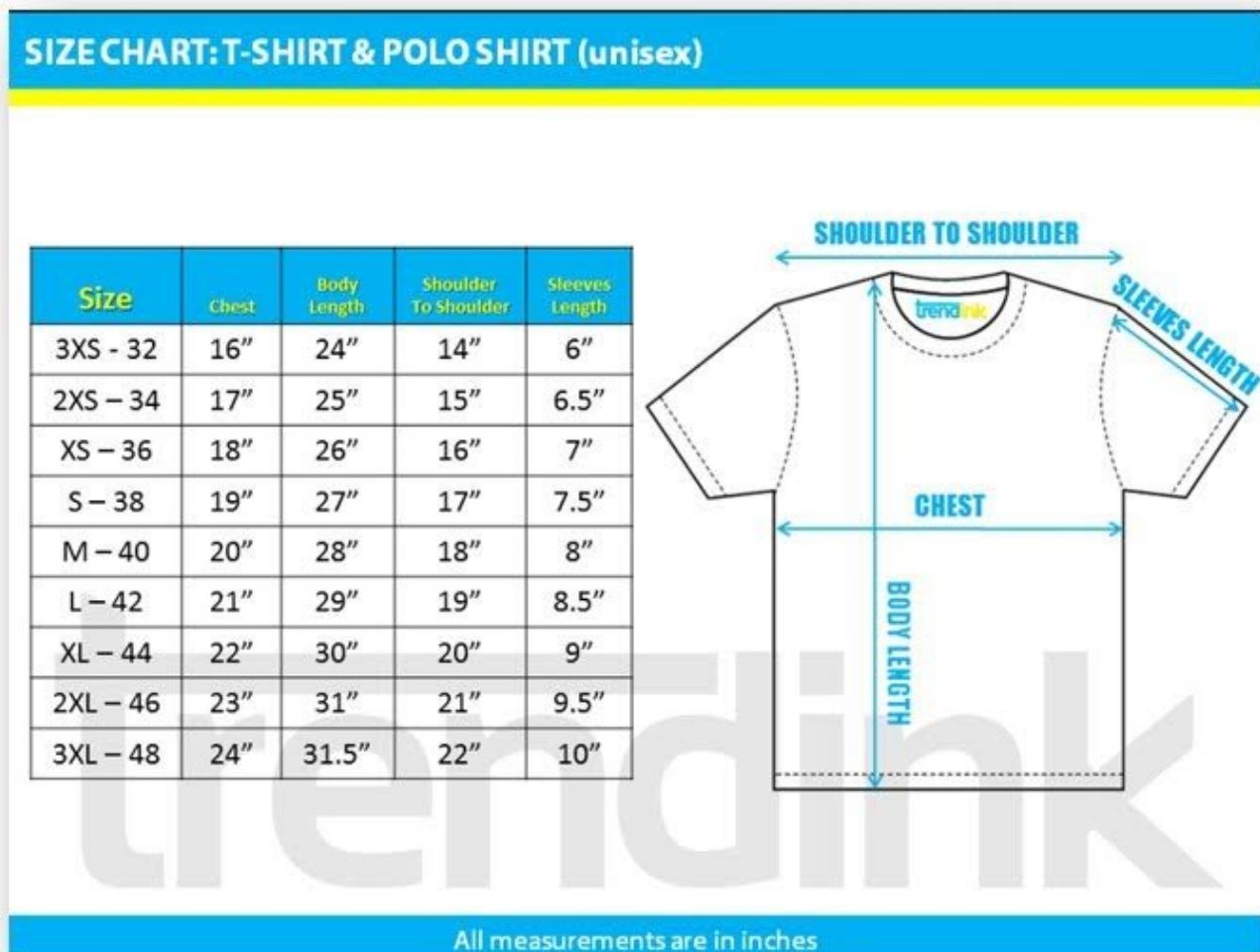
If any participant is not travelling with the main-body, he/she may take the following transport to the SP Staff Apartments

1. Mass Rapid Transit (SMRT) – stop at Dover Station (opposite Singapore Polytechnic)

2. Taxi
3. Grab Car or GOJEK

The enclosed we provide Guidelines for International Participants as well as the ABC Collaborative 2025 Program for Participants.

Finally, we have included a T-shirt sizing chart in this email as we are planning to order a T-shirt for each participant.



Kindly revert to us by Monday 11 May with T-shirt size as well as Gender for each individual in the table below. Thank you.

| No. | Student / Staff Name | T-shirt Size | Gender (Male/Female) |
|-----|----------------------|--------------|----------------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |

We look forward to receiving and hosting UAA participants for ABC Collaborative 2025.

Best regards

Andre Han

SENIOR LECTURER | LEAD (PARTNERSHIP AND PROJECTS)



DID +65 6870 4848 | MOB +65 8180 5232 | OFFICE +65 6772 1888 | [500 Dover Road Singapore 139651](#)

www.sp.edu.sg | | | | |

With SP, It's So Possible.

This message may contain privileged/confidential information.

If you are not the intended recipient, please destroy it and notify the sender immediately.

Singapore Polytechnic is not liable for any unauthorised dissemination, copying or use of this message.

4 lampiran

SIZE CHART: T-SHIRT & POLO SHIRT (unions)

| Size | Chest | Neck | Shoulder | Length |
|----------|-------|-------|----------|--------|
| SXS - 32 | 16" | 24" | 14" | 8" |
| XS - 34 | 17" | 25" | 15" | 6.5" |
| XS - 36 | 18" | 26" | 16" | 7" |
| S - 38 | 19" | 27" | 17" | 7.5" |
| M - 40 | 20" | 28" | 18" | 8" |
| L - 42 | 21" | 29" | 19" | 8.5" |
| XL - 44 | 22" | 30" | 20" | 9" |
| 2XL - 46 | 23" | 31" | 21" | 9.5" |
| 3XL - 48 | 24" | 32.5" | 22" | 10" |

A diagram of a white t-shirt with blue measurement lines. The lines indicate the chest width, neck circumference, shoulder width, and length from the shoulder to the hem. Labels include 'SHOULDER TO SHOULDER', 'SHOULDER CIRCUMFERENCE', 'CHEST', and 'LENGTH'.

T-shirt & Polo Size Chart (Trendink).png
94K

ABCC 2025 - Guidelines for International Participants.docx
101K

ABC Collaborative 2025 - Details of Participants (Template).xlsx
57K

ABCC 2025 - Program for Participants.docx
110K

Follow-up on Discussion of Collaboration Plans - Universitas Alma Ata

Benjamin CHAN (SP) <Benjamin_CHAN@sp.edu.sg>

13 Maret 2025 pukul 12.06

Kepada: "feb@almaata.ac.id" <feb@almaata.ac.id>

Cc: "Andy LEONG (SP)" <Andy_LEONG@sp.edu.sg>, "Mark HO (SP)" <Mark_HO@sp.edu.sg>,
"asriariyani@almaata.ac.id" <asriariyani@almaata.ac.id>, "defia@almaata.ac.id" <defia@almaata.ac.id>

Official (Open)

Dear Yunita,

Invitation to attend ASEAN BUSINESS CONNECT Collaborative 2025

Thanks for the meeting last month.

The Singapore Polytechnic (SP) School of Business (SB) cordially invites your students and lecturer to participate in **ASEAN BUSINESS CONNECT Collaborative 2025 (ABC Collaborative 2025)** from 9th to 14th June 2025 in Singapore.

ABC Collaborative 2025 is a specially-tailored programme to promote mutual learning, cultural exchange and international understanding & bonding among students of ASEAN countries through a hackathon. We are very pleased to invite participants from your institution to join our very own Singapore Polytechnic students in this programme.

The objectives of **ABC Collaborative 2025** are as follows:

- To learn about the Singapore business environment and experience Singapore's unique culture.
- To apply Entrepreneurial Thinking (A.R.T) for collaboration on a real-world tourism-related project.
- To bond, and discuss topics of mutual interests, with fellow tertiary students from the ASEAN region.
- To deliver a pitch about Singapore as a must-visit destination for ASEAN Gen Zs using social media as a marketing tool.

This year, the official programme will start at 9am, 9th June (Monday) and will end on 14th June (Saturday). During this period, the participants will attend workshops to facilitate a hackathon collaboration, visit SG heritage sites and attractions, taste local cuisines, and participate in bonding activities.

We are pleased to provide accommodation in our SP apartments from 8th June (Sunday) to 15th June (Sunday). We would like to invite **3 students and 1 lecturer** from your institution. Selected meals will be provided. On days where meals are not provided, participants may procure their meals from the food

courts around the SP campus or from the neighbourhood food centres. There is no fee payable to attend the programme.

As **ABC Collaborative 2025** will involve student collaboration in a hackathon pitch using social media (e.g. Instagram and/or Tiktok), we are seeking English-speaking participants who are eager to share their knowledge and experience, and who will actively participate, in the hackathon in the spirit of mutual learning and collaboration. Participants should also be proficient in English in both written and speech, proficient in using social media apps like Tiktok and Instagram, and proficient in using presentation tools like PowerPoint slides or equivalent.

If you have any questions regarding **ABC Collaborative 2025**, please contact my colleagues Mr Andre Han (Andre_HAN@sp.edu.sg), Dr John Foo (johnfoo@sp.edu.sg) or Mr Andy Leong (andy_leong@sp.edu.sg).

We would appreciate your response via email as an indication of intent to participate in **ABC Collaborative 2025** as well as the projected number of participants by 28th March with contact details of person-in-charge. A nil response is also appreciated by the same date to facilitate contingency planning. If we do not hear from you by the deadline, we will assume your university is unable to participate in **ABC Collaborative 2025**.

We look forward to hearing from you and meeting you and your students this June.

Regards,

Benjamin Chan

ASSISTANT DIRECTOR

COURSE MANAGEMENT, STUDENT SUPPORT & PEDAGOGY



DID 6772 1871 | OFFICE 6772 1888 | [500 Dover Road Singapore 139651](https://www.sp.edu.sg) | www.sp.edu.sg | [Facebook SingaporePolytechnic](https://www.facebook.com/SingaporePolytechnic) | [@singaporepoly](https://twitter.com/singaporepoly)

With SP, It's So Possible.

This message may contain privileged/confidential information.

If you are not the intended recipient, please destroy it and notify the sender immediately.

Singapore Polytechnic is not liable for any unauthorised dissemination, copying or use of this message.

From: Mark HO (SP) <Mark_HO@sp.edu.sg>

Sent: Tuesday, 11 March 2025 1:56 pm

To: Benjamin CHAN (SP) <Benjamin_CHAN@sp.edu.sg>

Subject: FW: Follow-up on Discussion of Collaboration Plans - Universitas Alma Ata

Official (Closed), Non-Sensitive

Hi Ben

Could you advise?

Thank you.

Regards

Mark Ho

[Kutipan teks disembunyikan]



ABC EDM 2025.png
2982K

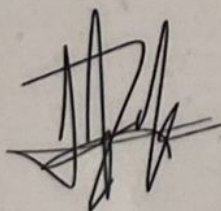
Certificate of Participation

This certificate is presented to

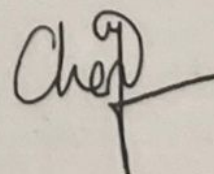
ELISA JAYANTI LESTARI

Universitas Alma Ata

in recognition of her participation in
ASEAN Business Connect Collaborative 2025
from 9 to 14 June 2025.



Lucas Tok
Acting Director
School of Business



Tan Yen Yen
Senior Director
Business and the Creatives Cluster



