

JURUSANKU[®]



Proposal

Ada Apa Dengan Laut?
(What's Up With The Sea)



Background

Due to the development in marine and fisheries sectors during the past few years, several young people have aimed these sectors for their future businesses and professions.

Also bearing in mind the richness and diversity of Indonesia's waters along with its sub-sectors, which can be seen as work and business opportunities, such as in the tourism, logistics, sea transportation, and fisheries sectors.

Even Mr. President Joko Widodo has committed to develop Indonesian maritime sectors. His belief that the sea is the future of our nation makes these sectors attract even more attention from young people in Indonesia.

However, the lack of information about career choices and education required to fill positions in the maritime and fisheries sectors have created misunderstanding in the community.

On the basis of this thinking, Jurusanku will hold a seminar and an educational exhibition with the theme "ADA APA DENGAN LAUT" (What's Up with The Sea).

In this event, we will socialize and disseminate information on the richness and opportunities in Indonesian fisheries and maritime sectors through a variety of activities such as seminars, workshops, education exhibition and competition.

Place & Time

The main hall of Mina Bahari III at Ministry of Marine Affairs and Fisheries building

Mina Bahari I Building 5th floor
Medan Merdeka Timur Street No. 16 - **Central Jakarta**

Day / Date : Friday, October 28th
2016 - Saturday,
October 29th 2016

Time : 08:00 - 18:00

Coinciding with Youth Pledge commemoration, we hope this event has the right momentum that is in accordance with the purpose.



Purpose of the Event

- » Giving insights and knowledge to young generation regarding the development of professions and entrepreneurship opportunities related to the sea and its resources.
- » Presenting maritime and fisheries education institutions in Indonesia and overseas to students and their parents.
- » Drawing attention, gaining interest and arising desire which will generate actions of Indonesian young generation and the society in general toward Indonesian marine richness and diversity and its professional and entrepreneurial opportunities.

Visitor Profile

(Over 3000 expected participants)

1. Public and Private High School Students throughout Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) and Bandung.
2. Public and Private High School Students from partners schools of this event.
3. Officials and staffs of the Ministry of Fisheries and Marine Affairs with scholarship possibilities.
4. Undergraduate students in general and those coming from the major who want to pursue higher education or to find related job vacancies and business in maritime and fisheries sectors.
5. Individual parents or members of parent associations throughout Jabodetabek and Bandung.
6. Teachers, principals and heads of foundations of both Private and Public Schools.
7. Public.



Promotion Strategy

- » Advertisement in printed media.
- » Promotion through radio station.
- » Promotion through online media and media partner of this event.
- » Promotion through community partner.
- » Social media promotion.
- » Collaboration with the Cambridge IGCSE to invite schools throughout Jabodetabek that have Cambridge IGCSE.
- » Invitation to the principals and counseling teachers in public and private high school in Jabodetabek.
- » Invitation to the parent associations or parenting communities throughout Jabodetabek and Bandung.
- » Putting up posters in schools throughout Jabodetabek.
- » Promotion by holding contest to invite the students actively participated in this event.

Exhibitor Profile

- » Indonesian Universities/Higher Education both public and private especially those having courses or majors related to marine fisheries, tourism and culinary.
- » Overseas Universities/Higher Education both public and private especially those having courses or majors related to marine fisheries, tourism and culinary.
- » Training Center under the Ministry of Fisheries and Marine of Indonesia.

Series of Events

1. Photo Competition of Ada Apa Dengan Laut (What's up with The Sea):

Day / Date :

August 2016 - October 2016

2. Seminar and Education Exhibition

Day / Date :

Friday, October 28th, 2016

Saturday, October 29th, 2016

Time :

09:00 - 18:00

For 2 days, the exhibition will hold exciting events for visitors such as:

- » The opening of the exhibition by the Minister of Fisheries and Maritime Affairs Indonesia accompanied by the performing arts.
- » Awarding of Photo Competition Winners.
- » Seminar "Ada Apa Dengan Laut" by expert staff Ministry of Fisheries and Marine Indonesia.
- » Seminar "Majors For The Future" by Ina Liem, CEO Jurusanku.
- » Talkshow with the experts in the field of maritime affairs and fisheries.
- » Indonesian Seafood Cooking Demo.
- » Education Exhibition.
- » University Presentation.
- » Workshop expertise related to marine and fisheries.

Schedule

DAY 1

Friday, October 28th, 2016

08:00 – 09:00	Registration
09:00 – 09:40	Opening Ceremony 1. Arts Performances 2. Opening speech by Minister of Fisheries and Maritime Affairs Indonesia (TBC)
09:40 – 10:00	Awarding and exhibition of works of Competition of Ada Apa Dengan Laut
10:00 – 11:30	Seminar “Ada Apa Dengan Laut” (What’s up with The Sea) by expert staff Ministry of Fisheries and Marine Indonesia
11:30 – 12:30	Break
12:30 – 18:00	Education Exhibition
13:00 – 18:00	Pararel Session of Workshop
13:00 – 18:00	Pararel Session of University Presentation

DAY 2

Saturday, October 29th, 2016

08:00 – 09:00	Registration
09:30 – 10:50	Seminar “Majors For The Future” by: Ina Liem, CEO Jurusanku
11:00 – 12:00	Talkshow with the experts in the field of maritime affairs and fisheries
12:00 – 12:30	Break
12:30 – 18:00	Educational Exhibition
13:00 – 18:00	Pararel Session of Workshop
13:00 – 18:00	Pararel Session of University Presentation

Presentation and Workshop Schedule

Workshop		University Presentation	
13:15 – 14:15	Workshop 1	13:15 – 13:45	Presentation 1
14:30 – 15:30	Workshop 2	14:00 – 14:30	Presentation 2
15:45 – 16:45	Workshop 3	14:45 – 15:15	Presentation 3
		15:30 – 16:00	Presentation 4
		16:15 – 16:45	Presentation 5
		17:00 – 17:30	Presentation 6

Participation Fee

The participation fee is AUD 3,000 with the following benefits :

- » 2 days Full Exhibition .
- » 1 Presentation Session (first comes first served)
- » 1 Workshop Session (first comes first served)
- » Exhibitor Package:
 - 1 table, 160 cm X 70 cm
 - 6 chairs (Interview Setup)
 - Electrical plugs
 - Exhibitor to bring their own banners
- » Lunch and Coffee Break for 2

Booth Reservation

Please fill:

Item	Date	Hours	Rate (AUD)
Booth Exhibition	28-29 Oktober 2016	13:00 – 18:00	3,000

Total **AUD 3,000**

Institution :Country :

NOTE: The above information will be shown either on booth and exhibitor list. Please write clearly and correctly.

CONTACT PERSON (For Administrative purposes)

First name : Title: Mr. Mrs. Ms. Dr. Gender: M / F

Last name :Position:

Address :Telephone :

Fax:E-mail :

Website:

Exhibitor representatives attending:

REPRESENTATIVE #1

Name : Title: Mr. Mrs. Ms. Dr.

Last name : Gender: M / F

Telephone :

E-mail :

REPRESENTATIVE #2

Name : Title: Mr. Mrs. Ms. Dr.

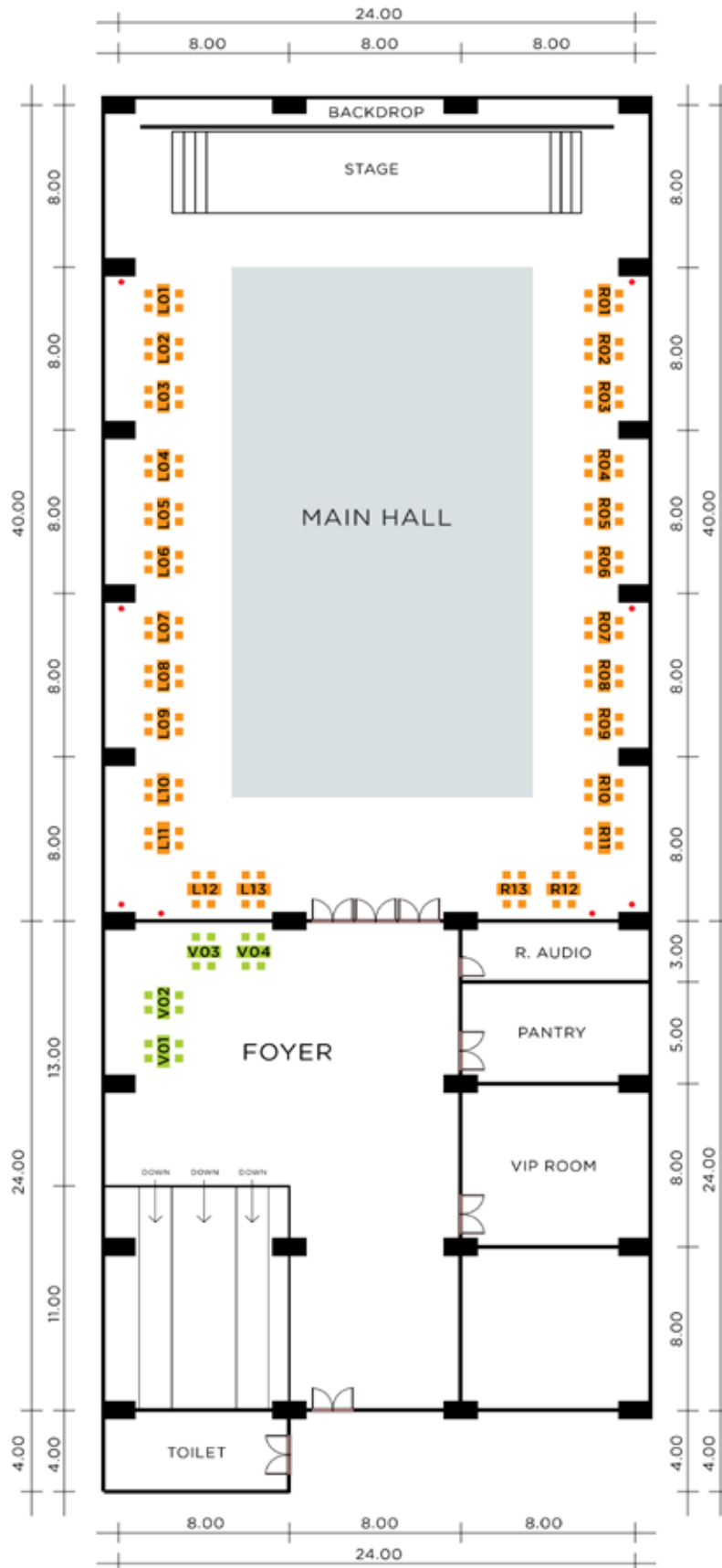
Last name : Gender: M / F

Telephone :

E-mail :

Signature : Date :

Floor Plan



2ND FLOOR PLAN