



POLBANEXPO 2009

The Amazing
27th Years

PROPOSAL

Assuring Your Future
Kampus POLBAN

16 - 18 April 2009



POLITEKNIK NEGERI BANDUNG

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PROPOSAL FOR

INDUSTRIAL AND TECHNOLOGY EXHIBITION AND SEMINAR



April 16 – 18, 2009 at Pendopo Agung – *Politeknik Negeri Bandung*

INTRODUCTION

POLITEKNIK NEGERI BANDUNG (POLBAN) previously called Politeknik ITB has started to have students since 1982 (it became Politeknik Negeri Bandung in 1997). This year, 2009, is the 27th anniversary and it has graduated 15,937 students coming from two main streams, engineering departments 11,792 graduates and commerce departments 4,145. Mechanical Engineering department has graduated 2,121 students, Refrigeration and Air Conditioning Engineering 933, Electrical & Electronic Engineering 3,137, Chemical Engineering 989, and Computer Engineering 1,190. These numbers indicate that POLBAN has been playing important roles in developing business and industries in Indonesia.

To celebrate the 27th anniversary, POLBAN and its stakeholders present technologies exhibition and seminars called *POLBANEXPO 2009*. The aims of *POLBANEXPO 2009* are to widely socialize POLBAN's potential and roles in achieving the ideals of Indonesians i.e. having more prosperous, prestigious lives, and respectful to moral values.

POLBANEXPO 2009 is celebrating the 27th anniversary of POLBAN and is warmly responded by its alumni, industries, local government and other polytechnics in Indonesia. POLBAN is located in Bandung, West Java; it is surrounded by industrial areas and more than 990 vocational schools.

Industrial and Technology exhibition is one of main activities in *POLBANEXPO 2009* to celebrate the 27th anniversary of POLBAN. This event provides various benefits to many parties. It is a means of technology transformation from the most recent technologies to the next ones, from the parts of industries to the users and to higher education institutions as the human resource producers who will make use of technologies.

BACKGROUND

Nowadays the price of energy are soaring; issues about Renewable energy and solutions of unrenewable energy efficiency has becomes the most popular issues in energy sector, then the word **energy saving** is the main marketing tool in all industrial sectors. The second class merchandises are abundant and the word **natural** is put on various products in the market. These words often do not have any connection with the intended commodities. This complicates

both the novice industries and users (end users) to obtain the real essence of the word **saving**. Facing these circumstances POLBAN encourage all parties to find any solutions for energy resources.

The rapid development of technologies and market conditions are the challenge of Indonesian industries and education. Industries are challenged to deliver technologies and education institutions have to provide the human resources that are able to adapt themselves easily to these developments. There are many alternative ways to face those challenges, both in delivering the modern technologies to the users and in developing the human resource capability.

One of those many ways to face those challenges is to have synergy collaboration between POLBAN and industries by means of having **Industrial and Technology Exhibition and Seminar**. This event is expected to be able to transform the recent technologies to the next ones. Both industries and academics are able to introduce them to the users; in addition, the higher education institutions will be able to produce human resources who are able to make use of those technologies. This occasion, furthermore, is expected to provide some contributions to the development of vocational education and national industries.

STRATEGIC GOALS

- Synergizing among educations, industries, Alumni, and community to create the development of efficient technology and alternatives technologies for renewable and unrenewable energy.

CONCEPTS OF ACTIVITIES

The seminar on technology and the exhibition of the related products are being held at the same time.

The seminar has a synergy concept with the exhibition in professional seminar service. The seminar will be participated by potential attendances coming from various industries, higher education institutions, related departments, and local government who are specially invited and free of charge.

The seminar presenters are the experts of the companies taking part in exhibition, educators or lecturers and keynote speakers from policy decision makers of the related matter in government sectors.

ORGANIZER:

- POLBANEXPO 2009 Committee, POLITEKNIK NEGERI BANDUNG.
- Contact persons:
 - **Adri Maldy Subardjah, MSc.** – hand phone: **0813 213 00233**
 - **Sugianto, ST** – hand phone: **085 793 109 102**
 - **Wati Herlina** – hand phone: **022 608 388 90**

SEMINAR ON ALTERNATIVES ENERGY RESOURCES

THURSDAY: April 16, 2009

In this seminar, the global issues of energy resources will be discussed. It is initiated by the fact that the world recently is faced to three-dimension crisis: financial, food and fuel. The emerged problem has a wide impact to all sectors, especially fuel crisis. This crisis causes the lack of energy supply that will effect on the rate of economic growth, because the energy is the important commodity in the modern life as leading countries consume much more energy than developing countries.

Indonesian is an archipelago country in equator and has a tropical climate. It has many potential resources of alternative energy, like wind, mini/micro hydro, geo thermal, biomass and solar. These resources should use to take place the lack of energy both now and the future. In this case, not only the exploration of the alternative energy should be managed but also the know how of its technology and application. Regarding of this argument, POLBAN as a state high education institution in applied science present a seminar of energy, which focus to solar energy. Expectantly, the outcome of this seminar will be an input for academic institution to modify energy curricula and contributes the new application for industries.

Agenda of Seminar on Alternatives Energy Resources

Time	Theme	Speaker	Institution
10.00 – 10.15	Opening Ceremony	Dr.Ir. Agus Wismakumara	Director of POLBAN
10.15 – 10.30	<i>Keynote speaker</i>	Ahmad Heryawan, Lc.	Governor of West Java
10.30 – 11.00	Energy resources and policies in Indonesia	To be confirmed	Direktorat Energi dan Sumber Daya Mineral
11.00 – 12.00	Solar energy as an alternative energy	Dr.Ir. Paula Santi Rudati	Lecturer of electronics Departement of POLBAN
12.00 – 13.00	Prayer and Lunch Break		
13.00– 14.00	Solar Panel Technology)**	To be confirmed)**	Solar panel industry
14.00 – 14.30	Solar Energy Systems)**	To be confirmed)**	Solar Energy System Industry/manufacturer
14.30 – 15.00	Energy Efficiency Policy (end user outlook)	Potential POLBAN Alumnae)*	Process or manufacturing industry
15.00 – 15.15	Closing Statement	Kepala Dinas	Dinas Pertambangan dan Energi Jawa Barat

*Allocated time for potential alumnae to present their related topics

**Allocated time for companies to present their related topics

SEMINAR ON HCFC PHASE-OUT IN REFRIGERATION AND AIR CONDITIONING SECTOR

FRIDAY: April 17, 2009

Seminar of Refrigeration and Air Conditioning discusses recent issues about accelerated HCFC phase-out. This seminar discusses thoroughly the preparations and programs plan of HCFC phase out. Hence this is Indonesia country program under Ministry of Environment with support from UNDP as the lead agency, POLBAN has to give its best contribution for this program.

Seminar on HCFC Phase-out in Refrigeration and Air Conditioning sector will raised and disseminate program plan from HPMP working group to industries, related bussiness (hotels, supermarkets and other commercial buildings), and general community. The workshop is designed to maintain awarness and interests of all parties on preparation of HCFC phase-out program.

Agenda of Seminar on HCFC Phase-out in Refrigeration and Air Conditioning Sector

Time	Theme	Speaker	Institution
09.00 – 09.10	Wellcome	Dr.Ir. Agus Wismakumara	Director of POLBAN
09.10 – 09.20	Opening Statement	Ms. Sulistyowati	Ministry Deputy Asistance of Environment (KLH)
09.20 – 09.40	Indonesia ODS Regulations	Ms. Tri Widayanti	Ka. Bid. Perlindungan Ozon (KLH)
09.40 – 10.10	HCFC Phase-out Program Plans from Refrigeration Sector	Iwan Chandra, Dipl.Ing.	Coordinator of Refrigeration Sector in Indonesia HPMP
10.10 – 10.30	Tea/Coffee Break		
10.30 – 11.00	HCFC Phase-out Program Plans from Air Conditioning Sector	Rana Yusuf Nasir, Ir.	Coordinator of AC Sector in Indonesia HPMP
11.00 – 12.00	HCFC Altenatives Technology and POLBAN contributions for HPMP	Arda Rahardja L. Ir.M.Eng.	Lecturer of Refrigeration dan Air Conditioning Departement of POLBAN
12.00 – 13.00	Prayer and Lunch Break		
13.00 – 13.45	Impact and Management Policies facing HCFC phase out in Supermarket Bussiness	POLBAN Alumnae: Mr. Daniel Soebijakto	Matahari Putra Prima, Tbk
13.45 – 14.30	HCFC Phase-out outlook from Hotel Bussiness	Mr. Eka Supriadi	Chief Engineer Novotel Bdg
14.30 – 15.15	Open Discussions	All participants	
15.15 – 15.30	Keynote Address and Closing Statement	Mr. Nandan Chirmulay	UNDP

SEMINAR ON INFORMATION TECHNOLOGY FOR INDUSTRIAL AUTOMATION

Saturday, April 18, 2009

This seminar provides an excellent opportunity to stay aware of the latest and best that automation technology has to offer. This focusing on advanced automation product, integrated control and information architecture and value-add services and solutions, covers the topic like factory Automation, Process Automation, Instrumentation & Controls System, Robotics, Information Technology & Software Solutions.

This seminar acts as bridging between an office of Ministry of Communication and Information and Industry especially on Information Technology for Industrial Automation. Some successful models for information technology innovation and service delivery to special Food and Beverages Industry are present. At the end of seminar, we are looking to POLBAN PLC Training Center, which was growing up to accommodate the recent innovation on Information Technology for Industrial Automation.

Agenda of Seminar on Information Technology for Industrial Automation

Time	Theme	Speaker	Institution
09.00 – 09.10	Wellcome	Dr.Ir. Agus Wismakumara	Director of POLBAN
09.10 – 09.30	Keynote Address: Polytechnic as a	Dr. Fasli Djalal	Director General of Higher Education
09.30 – 10.00	<i>Keynote speaker</i> Information Technology Trend in Industrial Sector	Dr. Muhamad Nuh, DEA	Minister of Communication and Information
10.00 – 10.30	Image Processing for Industrial Automation	Dr. Eril Mozef, DEA	Lecturer of Electronics Department, POLBAN
10.30 – 10.45	Tea/Coffee Break		
11.15 – 11.45	Industrial Automation with Information Technology	Mr. Safri Susanto	FESTO
11.45 – 12.30	Information Technology Supporting system for Industrial Automation	PLC Software industry)**	Siemens/Alan Braidley/Schneider/Omron
12.30 – 13.30	Prayer and Lunch Break		
13.30 – 14.00	Industrial Automation outlook from manufacturer industry	Mr. Muhamad Nur	PT Denso Indonesia
14.00 – 14.30	Industrial Automation outlook from Food and Beverages industry	Potential POLBAN Alumnae)*	Fully automated industry
14.30 – 14.45	POLBAN PLC Training Center at Glance	Dr.Ir. Agus Wismakumara	Director of POLBAN
14.45 – 15.00	Closing Statement	Dr.Ir. Agus Wismakumara	Director of POLBAN

*Allocated time for potential alumnae to present their related topics

**Allocated time for companies to present their related topics

PARTICIPANT PROFILES OF INDUSTRIAL AND TECHNOLOGY EXHIBITION OF POLBANEXPO 2009

- Companies of Machinery
- Companies of Information Technologies/Telecommunications
- Companies of Engineering Software
- Companies of Electro-mechanics and automation
- Companies of Refrigeration and Air Conditioning
- Companies of Solar Energy Technology
- Companies of Alternatives Energy

VISITOR PROFILES OF INDUSTRIAL AND TECHNOLOGY EXHIBITION OF POLBANEXPO 2009

- Main and Local Government officials
- Businessmen
- POLBAN Alumni (graduated in 1985 - 2008)
- Industries in and around Bandung
- Industries in West Java
- Educators and students of Senior High Schools and Vocational High Schools in West Java
- Higher Education Institutions in Indonesia
- General Society.

VENUE

Place	: Pendopo Agung, POLBAN
Date	: April 16-18, 2009
Time	: 9.00 - 17.00 WIB
Schedule of Building the Stand	: April 14 – 15, 2009

STAND RATES

1. Platinum: stand size 3 x 4 M2 : Rp 20.000.000 (twenty million rupiahs)
2. Gold: stand size 3 x 4 M2 : Rp. 15.000.000 (fifteen million rupiahs)
3. Silver: stand size 3 x 3 M2 : Rp. 10.000.000 (ten million rupiahs)

Stand Facilities:



- Standard system Booth Partition
- 2 chairs and 1 table
- 2 TL light @ 40 watts
- Electricity: 900 watts (4 amperes)



SEMINAR FEE

The representation of companies may present in seminar on sessions of the related topics and the additional fee is Rp. 5.000.000 (five million rupiahs) for each session. The presentation of companies may also present a seminar within the department that related to the topics. Additional fee of Rp. 5.000.000 (five million rupiahs) + snacks for each session will be charged.

PROMOTION MEDIA

The information of *POLBANEXPO 2009* will be publicized by means of various promotion media. The committee provides opportunities for companies to participate in the form of various publications, as follows:

MEDIA	VENUE	DIMENSIONS AND SAMPLE IN SKETCH
1 Billboard 4 x 6 m²	April 1 – 28, 2009 In Cipularang Highway km 124	
1 Billboard 5 x 3 m²	April 1 – 28, 2009 At the front yard of POLBAN Campus	
5 Billboard 4 x 2 m²	April 4 – 25, 2009 <ul style="list-style-type: none"> 1 at Industrial area in Padalarang 1 at Industrial area in Rancaekek 3 at the strategic spot in Bandung city 	
<ul style="list-style-type: none"> 20 street banners 6 x 1,15 m² 1000 pcs poster 	Located at the strategic spot in Bandung city	
Radio Advertisements 4 radio stations	Alternative radio stations: OZ FM, Ardan FM, 99ers FM, MGT FM, K-Lite FM, RASE FM	
Web site	www.POLBANEXPO2009.com info@expo.polban.ac.id www.polban.ac.id	

<ul style="list-style-type: none"> • 500 Booklets • 1500 seminar invitations 	<p>Invitations are sent to VIP guests: main and local government officials (executive and legislative), Higher Education Institutions Rectors and Industries.</p>	
<p>Printed Media Advertisements</p>	<ul style="list-style-type: none"> • 1/8 page at KOMPAS (April 13,16 , 2009) • 1/4 page at PIKIRAN RAKYAT (April 16, 20, 2009) • 1/8 page at TRIBUN JABAR (April 16,17,18, 2009) 	
<p>75 banners</p>	<ul style="list-style-type: none"> • 25 banners along access streets to POLBAN from Pasteur tol gate. • 50 banners along access road to POLBAN and around POLBAN yard. 	

ALTERNATIVE SPONSORSHIP

A. MAIN SPONSOR OF EXHIBITION: Rp. 50.000.000,- (Fifty million rupiahs)

Main Sponsor privilege:

- 1 stands with the size of 3 x 3 M2, total 3 x 7 M2 (Platinum Booth)
- Mentioned in the President Director's foreword of exhibition catalog
- Pleased to present a session in seminar, if it is agreed
- Companies Logo is exposed at the front cover of exhibition catalog
- 2 pages full color companies profile/advertisement in the catalog
- Companies Logo is exposed in 20 banners of POLBAN Expo 2009 located around the event
- Companies Logo is exposed in block-note seminar
- Companies Logo is exposed in backdrop seminar and the stage of alumni gathering
- Companies Logo is exposed at the main entrance of exhibition building
- Companies Logo is exposed in exhibition nametag

B. CO – SPONSOR A : Rp. 35.000.000,- (Thirty five million rupiahs)

Co – Sponsor A privilege:

- 1 stand with the size of 3 x 4 M2 (Gold Booth)
- Pleased to present a session in seminar, if it is agreed
- Companies Logo is exposed at the front cover of exhibition catalog
- 1 page full color companies profile/ products in the exhibition catalog
- Companies Logo is exposed in block-note seminar
- Companies Logo is exposed in backdrop seminar
- Companies Logo is exposed at the main entrance of exhibition building

C. CO – SPONSOR B : Rp. 15.000.000,- (Fifteen million rupiahs)

- 1 stand with the size of 3 x 3 M2 (Silver Booth)
- Pleased to present a session in seminar, if it is agreed
- Companies Logo is exposed at the front cover of exhibition catalog
- 1/2 page full color companies profile/ products in the exhibition catalog
- Companies Logo is exposed in backdrop seminar



Platinum booth:

Located in the front of the main entrances

Size 3 x 7 m²

2 TL lights @ 40 watts

900 Watts

1 table

2 chairs



Gold booth:

Located in front of entrances

Size 3 x 4 m²

2 TL lights @ 40 watts

900 Watts

1 table

2 chairs



Silver booth:

Size 3 x 3 m²

2 TL lights @ 40 watts

900 Watts

1 table

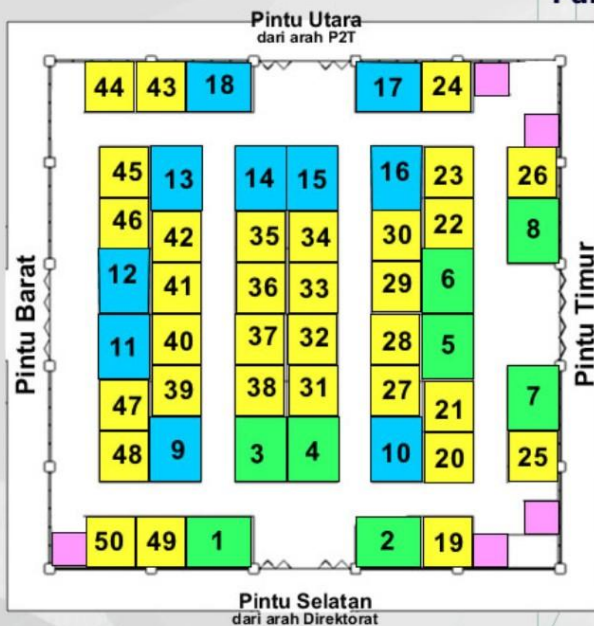
2 chairs

DENAH LOKASI

Pendopo Agung POLBAN



Pameran Industri dan Teknologi



- A. Pendopo Agung
- B. Gedung Direktorat
- C. Gedung P2T
- D. Masjid Lukmanul Hakim
- E. Food Court
- F. Parking Area (Mobil)
- G. Parking Area (Motor)

- Stand PLATINUM 4x3 m (No. 1-4)
- Stand GOLD 4x3 m (No. 5-14)
- Stand SILVER 3x3 m (No. 15-50)
- Merchandise Corner 2x2 m

PARTICIPATION CONFIRMATION FORM

IN INDUSTRIAL AND TECHNOLOGY EXHIBITION AND SEMINAR



Company Name :
Scope of Business/industry :
Contact Person :
Position :
Address :
e-mail Address :
Phone/Fax/Mobile Phone :

Herewith we agree to participate in *POLBANEXPO 2009**)

- ☐ Main Sponsor
☐ Co-Sponsor A
☐ Co-Sponsor B
☐ Sponsor of
☐ Rent a stand Platinum/Gold/Silver)**

*Put tick (✓) on the selected participation

** strike through the unselected options

....., 2009

(.....)

Please send this confirmation form together with bank transfer receipt to the Secretariat of *POLBANEXPO 2009* on latest date of:

3 April 2009 as the main sponsor & co-sponsor,

6 April 2009 as the sponsor of certain event

6 April 2009 to rent a stand at the Industrial and Technology Exhibition

To this address:

The Committee of *POLBANEXPO 2009*, Directorate Building Lt. 2

Jl. Gegerkalong Hilir Ds. Ciwaruga PO Box 1234, Bandung 40012

Telp: (022) 2005066/2013789, Fax: (022) 2014166

E-mail: info@expo.polban.ac.id Website: www.POLBANEXPO2009.com and www.polban.ac.id

Fees are transferred to this account:

Rekening Direktur Politeknik Negeri Bandung

Rekening No.: 00085.01-30.000006-9

Bank BTN Capem Sarijadi Bandung