

THE LAND

BEYOND PROPERTIES

VOLUME 02 • APRIL 2019

LAKE LIDO,
TRACES OF BEAUTY
FROM THE COLONIAL ERA

Lido Lake Resort
by MNC Hotel

Redefining
Indonesian Tourism





MNC Land during the year 2018 have launched several of it's flagship projects. One East Penthouse & Residences Luxury Collection in Surabaya had its grand opening in May 2018, Oakwood Hotel in Surabaya also has been officially in operation since September 2018, and Lido Lake Resort by MNC Hotel in Bogor has been reopened since October 2018.

In the beginning of 2019, we have introduced three international-standard event venues located at iNews Tower, Kebon Sirih, Jakarta, that can be used for various events. The venues are: Jakarta Concert Hall, MNC Conference Hall, and Lavender Function Hall.



We are also proud to announce that one of our latest developments will be officially opened this year: Park Tower, a premium office tower and 6-star luxury hotel in Kebon Sirih, Jakarta.

To that end, we are confident that this year MNC Land as one of the leading property companies in Indonesia, can contribute to the growth of the national property market and creating a better tomorrow.

Regards,
Josephine Hutasoit
Editor in Chief

THE LAND

BEYOND PROPERTIES

 www.mncland.com      [mncland](#)

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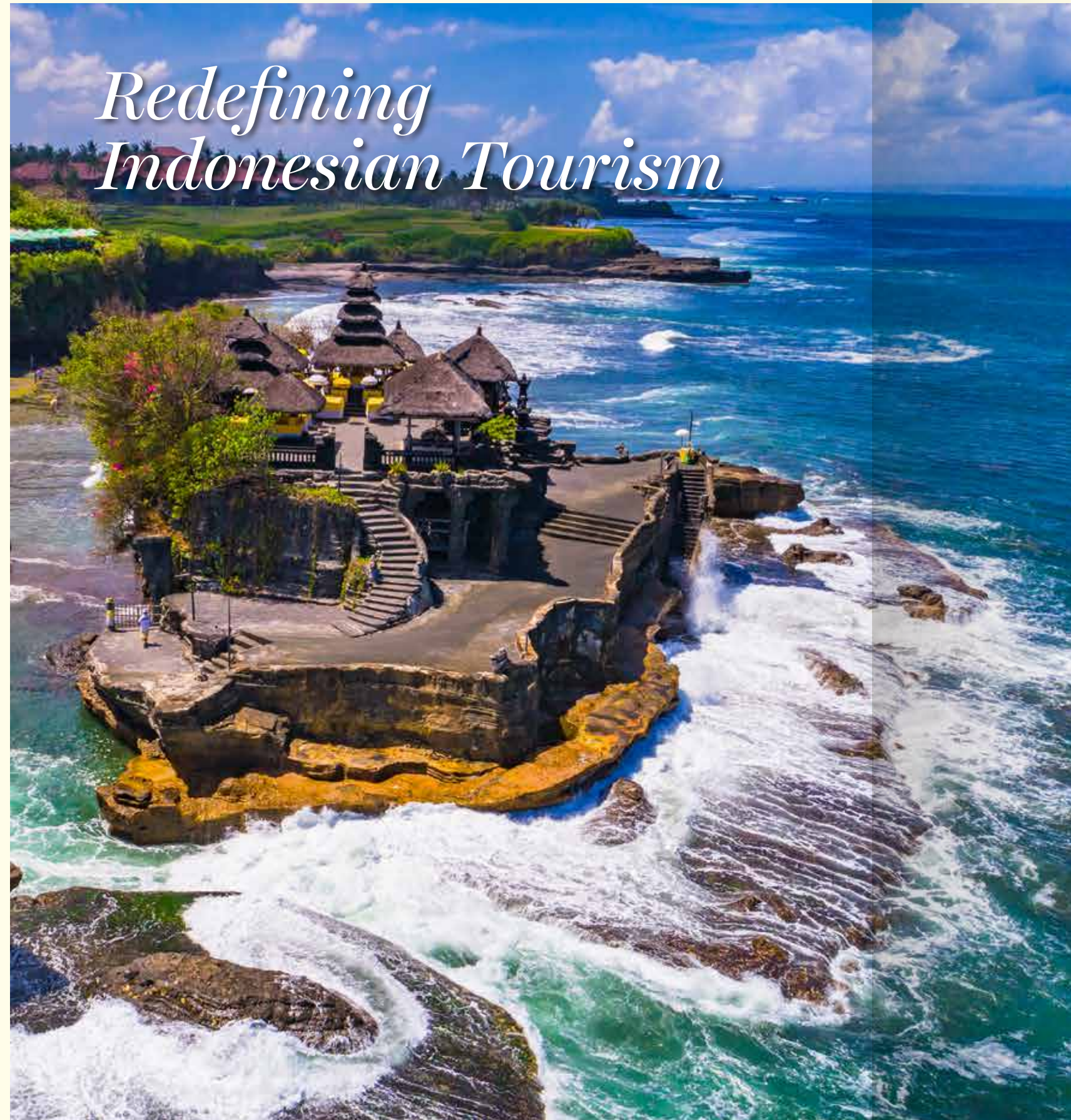
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Redefining Indonesian Tourism



Pura Tanah Lot, Bali

Indonesia is best known to many travellers for its alluring beaches and exotic culture.

Indonesia's fame as a tourist destination obscures its enviable abundance of natural resources and biological diversity. From its beautiful beaches to its lush tropical rainforest and the mountains, Indonesia has a diverse tourism potential that can continue to grow.

Many Indonesian tourism destinations have been very popular among local and global tourists such as Bali, Raja Ampat, Mount Bromo, Mount Gede-Pangrango, and Komodo Island. Even so, there are still many exciting destinations not yet exposed.

Indonesian tourism should continue to be developed evenly in every province, so it will be a positive influence on the economic growth in the region. For that, it needs government and the private sector to contribute and cooperate in developing the tourism potential in Indonesia.

Quoted from various sources, President Joko Widodo has highlighted that tourism should be a leading sector for the economic growth of Indonesia. The infrastructure that is massively developed by government is also expected to support and grow the tourism development across Indonesia

Also noted by the Chairman of MNC Group, Hary Tanoesoedibjo at the FIABCI Global Summit 2018, that the property and tourism can move forward simultaneously. Many developers nowadays not only built property but also develop local area to become a new tourism destination.

MNC Land as one of the leading property developer in Indonesia, is currently developing some projects that expected to help government in building Indonesian tourism especially in the area of Lido Bogor and Bali.



Mount Gede-Pangrango



Lido Lake, West Java



Mount Gede Pangrango National Park



Lido Lake Resort by MNC Hotel



1. Lido Lake Resort



2. Wedding Deck with Lido Lake View



3. Deluxe Room



4. Lobby Area

Lido Lake Resort is a 5-star resort under MNC Hotel's management, subsidiary of MNC Land. The Resort area of 3.3 hectares provides a wide selection of 5-star services with beautiful landscape of Lake Lido, Bogor.

Located between the valley of Mount Salak and Mount Gede Pangrango in West Java at an altitude of 600 meters above sea level, this resort offers cool weather year-round and lush tropical forest surroundings that span the valley between those two majestic mountains.



5. Merica Café Grill & Tapas



6. Pool View Lido Lake Resort
7. Main Lobby Resort
8. Lido Bridge



OAKWOOD HOTEL & RESIDENCE SURABAYA

Oakwood Hotel & Residence Surabaya consists of 144 units of luxury rooms with four different types of rooms: the superior, deluxe studio apartment, one-bedroom apartment, and two-bedroom apartment.

It is equipped with a variety of luxury amenities, such as a semi indoor swimming pool, excellent dining restaurant, the fitness center by Oakwood, spice restaurant, lounge & cafe slide decks, private ballroom, and lobby lounge.



1. Dining & Spice Restaurant



- 2. Restaurant Area
- 3. Swimming Pool
- 4. One Bedroom & Living Room with Surabaya City View
- 5. Studio Room



JAKARTA CONCERT HALL Luas Area : 897 m2 | Kapasitas : 1.024 orang



MNC CONFERENCE HALL
Luas Area : 500 m2 | Kapasitas : 455 orang



LAVENDER FUNCTION HALL
Luas Area : 1.896 m2 | Kapasitas : 600-700 orang (standing), 350 orang (seating)

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Lokasi strategis di iNews Tower, Kebon Sirih, Jakarta, berada dekat dengan Jalan Protokol Sudirman-Thamrin, akses mudah transportasi modern, dan berada di pusat budaya Ibu Kota.

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FAMILY VACATION PACKAGE

The Best Vacation Destinations with families

Type of Guestroom	Price (in IDR)
• Deluxe	2.277.464
• Deluxe with Pool Access	2.351.335
• Junior Suite	2.769.934
• Executive Suite	3.239.112
• Lido Suite	4.273.964
• President Suite	5.725.964

- Package Inclusive**
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 - Daily breakfast for maximum 2 (two) adults + 2 childrens below 8 years old
 - Daily Mini Bar (4 cans of softdrink, 2 bottles of mineral water, 3 types of snack & chocolates)
 - Activities program (Lido Bridge & Flying Fox for Parents & Shooting target for Kids)

- Restriction**
- Package validity 1 January, 2019 - 23 December, 2019
 - Black out date 5 & 6 June, 2019



www.lidolakeresort.com

@lidolakeresort



LAKE LIDO, TRACES OF BEAUTY FROM THE COLONIAL ERA

The history of Lake Lido began in the 1900's when the Dutch East Indies government built the Bogor-Sukabumi Highway. The idea was to make an artificial lake around Lido area as a place to relax and rest for government officials during the era when the road construction was carried out.

Lake Lido was opened for public in the 1940's after the completion of Oranje Pergola Restaurant and several cottages located around the lake which was built by Antonius Johannes Ludoficus Maria Zwijsen, a police officer in the colonial period who retired and chose to develop hotel and restaurant business.

The area became popular because of its location and beautiful mountain panorama. Queen Wilhelmina from the Netherlands once visited and stayed at Lido in the same year of its opening for public. The first Indonesian President, Soekarno also often stayed at Lido and it was known that he wrote a book called "Sarinah" while staying at this place.

Over time, the lake which has an area of around 1.7 hectares continues to develop into an icon of the people of Bogor and its surroundings. With an easy access of only one-hour travel time from Jakarta via Bocimi (Bogor-Ciawi-Sukabumi) Toll Road, and the development of MNC Lido City by MNC Land, Lido is projected to become one of the most integrated entertainment, leisure and lifestyle developments in Indonesia.



Lake Lido



Lake Lido Area



Raft on the Lake



TRENDS ON CO-WORKING SPACE

Changes of working style in today's digital era is a positive influence to the growth of the co-working space in Indonesia.

The demand for co-working space is now increasing as freelancer profession continue growing especially in the digital industry. With many options to choose from boutique or café-like working environment to large private office, freelancers can now conduct business from a shared space conveniently.

Check out 5 trends for co-working spaces in 2019.

1. Technology

Co-working trends in 2019 are more focused on technology. With the utilization of digital technology like the implementation of access cards, management software, booking system, attendance system, automated invoices, time trackers etc., now both user and owner can benefit from a more efficient process.

2. Multiple-Location

As per current work trends, everyone tends to choose a co-working space provider that has more than one location, both inside and outside the city. With more locations, users can conveniently choose where they work or meet their clients.

3. Space Design

Space design becomes a major factor when users are looking for a co-working space. In Jakarta, interior design for co-working space is getting more diverse, ranging from home-style, cafe, industrial to garden-style which will make users more comfortable working on various daily deadlines.

4. Additional Services

Shared office spaces have started to provide many additional services to their co-workers like a babysitting service, a chartered accountant for the startups, making office space pet-friendly, bank tie-ups for a loan, business account etc.

5. Community & Classes

In a big cities, such as Jakarta, co-coworking space is not only providing comfortable workspace but also providing a space for discussion or workshop that can be followed at any time by members. Themes were diverse, but still within the context of the digital industry, from the sharing of ideas to share techniques that will add new knowledge.

MNC Land as one of the leading property companies in Indonesia is currently developing co-working spaces in several regions in Indonesia. In Jakarta, MNC Land has collaborated with Kolega to develop a co-working space at the Park Tower located in MNC Center Kebon Sirih. MNC Land will also open co-working spaces in MNC Vision Tower and Sopodel Tower in Jakarta, and Stock Exchange Building at Surabaya.



1. Co-working space at Jakarta

2. Co-working space by Kolega

3. The millenials move in a co-working space

Trend Of Tourism Gives Positive Influence To Hotels & Resort Business

Muhamad Munir: PRODUCT & PEOPLE ARE THE 2 IMPORTANT FACTORS

As tourism industry continue to grow in Indonesia, it gives positive influence on the growth of hotel and resort business. Developers keep on developing new hotels or resorts brand in some of the favourite tourist destinations in Indonesia.

Even so, the developers would need to consider various strategies to attract tourists to stay in a hotel or resort that has been developed. According to the Chief Operation Officer of Lido Lake Resort by MNC Hotel, Muhamad Munir, there are two important factors or that need to be considered in managing hotels or resorts.

"We need to pay attention to product and people. These are the two important factors in managing a hotel or resort," said the man who has been in the hospitality field for 25 years.

He continued, the product could be in the form of rooms, food, drinks to facilities available at the hotel or resort. There's a need for a continuous innovation to keep it relevant to the target market

"For example, We can add gimmicks to the hotel's interior, create a more diverse menu, even to renovate the hotel to a more modern exterior or interior style " he added.

Another important factor is people. Every employee or staff working in a hotel or resort becomes an important part as they are expected to always provide the best service to the guests. "For example, every employee of the hotel or resort should automatically offer a help, be friendly and smile while serving the guests," he said when interviewed by The Land magazine.



Chief Operation Officer Lido Lake Resort

Although simple, those two important factors are the key to success when managing a brand of hotel or resort. Evidently, since the Lido Lake Resort by MNC hotel reopened after heavy renovation in last October 2018, yesterday get a lot of positive comments from the guests.

This is because of both factors, products and people have been well considered and managed since Muhamad Munir appointed as Chief Operation Officer of Lido Lake Resort by MNC Hotel. According to him, the experience was gained from around 25 years of career in the field of hospitality as management of the world's leading star hotels.

Various training was also given by him to the entire staff of the resort. One of them is a service culture training that promotes the best services of local culture.

With the successful implementation of the training program has helped the resort to grow, as well as improve the image of the resort.

As already known, Lido Lake Resort by MNC Hotel which located in Bogor, has been operating again as the best 5-star resort in Lido, Bogor. Now the access to the resort area is also faster with the opening of the new Bocimi (Bogor-Ciawi-Sukabumi) Toll road which shorten the travel time to only 1 hour from Jakarta. To that end, the Lido Lake Resort by MNC hotel is the perfect choice for recreation, wedding, and even company meeting or outing activities.



1. Receptionist Area 2. Lobby Area 3. Lido Lake Resort by MNC Hotel



Open House Event Venue at Jakarta Concert Hall, iNews Tower

MNC Land Held an Open House for International Standard Event Venue at iNews Tower

MNCLand.com – On Thursday (February 14, 2019), MNC Land together with its subsidiaries, Global Jasa Sejahtera (GJS), held an open house to introduce some of MNC Land’s event venues located in iNews Tower, Kebon Sirih, Jakarta.

There are three venues visited by the invited guests at the open house, Jakarta Concert Hall on the 14th floor, MNC Conference Hall on the 3rd floor, and Lavender Function Hall on the 4th floor.

Chief Operation Officer of Global Jasa Sejahtera, Wishnu Handoyono, was present and accompanied the guests during the open house and briefed the guests about the detail of the venues that can be rented.

“MNC Land currently has several event venues with international standard located at iNews Tower, Jakarta. So, for the guests who want to organize various corporate events, we provide three locations, Jakarta Concert Hall, MNC Conference Hall, and Lavender Function Hall,” said Wishnu Handoyono explaining to the guests invited.

He added, there are various facilities available at the locations that will support the event, such as audio & lighting with broadcast standards, make-up rooms, practice & preparation rooms, VIP lounges, and several other supporting facilities.

“For those three venues, of course we have special price lists and can be negotiated according to the needs of the ladies and gentlemen,” concluded the Chief Operation Officer of GJS when giving explanation at the Jakarta Concert Hall.



Statement Chairman MNC Group at FIABCI, Bali

"FIABCI Global Business Summit 2018", Hary Tanoesoedibjo: Property & Tourism Must Be a Priority

MNCLand.com – International Real Estate Federation (FIABCI) held Global FIABCI Business Summit 2018 with the theme of Affordable Housing & International Tourism Development.

The conference, which took place on 5-8 December 2018 at the BICC, The Westin Resort Nusa Dua, Bali, Indonesia, became the first conference held outside Europe for the last 68 years.

As many as 72 countries FIABCI members comprised of individuals, consultants, agencies, and developers attended the annual conference event. MNC Land, which is a member of the FIABCI Indonesia - REI, is also participating in the four-day event.

Chairman of MNC Group, Hary Tanoesoedibjo also present and be one of the speakers in the talk show FIABCI Global Business Summit 2018. On the talk show FIABCI Global Business Summit 2018 that took place on Wednesday (December 6, 2018). Hary said that the annual event had become the starting point for Indonesia to boost investor confidence, particularly in the property and tourism sector.



BOD Visit Park Tower Project

Project Update of Park Tower

MNCLand.com – In 2019, some MNC Land projects are in the final development phase, one of which is the Park Tower project.

Park Tower, located in Kebon Sirih, Jakarta is an office tower integrated with the luxury 6-star hotel of Park Hyatt which occupies the top 17 floors of total 37 floors of Park Tower.

Chairman of MNC Group, Hary Tanoesoedibjo with the commissioners and directors of MNC Land visited and monitored the progress of this project in November 2018.

MNC Land is slated to open and start operating in the second quarter of 2019.



CSR Waste Management



CSR Traffic Socialization

CSR: MNC Land Held a Socialization of Orderly Traffic for Students

MNCLand.com – In October 2018, MNC Land as a public listed company conducted a socialization event for orderly traffic.

This activity was in collaboration with traffic division of Cijeruk Sector Police and was attended by students of Cigombong 1 State High School, Bogor.

The event was filled with several activities, including knowledge sharing about ethical aspects of road traffic and demonstration of safety riding especially for two-wheeled motor vehicle.

CSR: Transforming Used Cooking Oil into Laundry Soap

MNCLand.com – In November 2018, MNC Land carried out environmental activities by utilizing used cooking oil to be used as laundry soap.

This activity is social responsibility (CSR) to society and the environment. MNC Land along with a team of experts to educate Housewife are present in the area of Lido, Bogor.

With this activity, it is expected that housewives can be more active and care for the environment to be able to use used cooking oil into laundry soap that can be used daily.

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031 **595 7111**





◀ Chairman of MNC Group
at The New KONE Office Inauguration
at Park Tower, MNC Center,
Kebon Sirih, Jakarta

BOD of MNC Land ▶
Visit Golf Lido Project
at MNC Lido City, Bogor



◀ BOD of MNC Land
Visit Residential Lido Project
at MNC Lido City, Bogor

BOD of MNC Land ▶
Visit MNC Park Lido Project
at MNC Lido City, Bogor



◀ BOD of MNC Land
Visit Access Toll Road Project
at MNC Lido City, Bogor



◀ Chairman and Chairwoman
of MNC Group with COO MNC Land
Project at MNC Group's 38th Manager
Forum, Jakarta Convention Hall,
iNews Tower Kebon Sirih, Jakarta

Chairman of MNC Group ▶
at FIABCI Global Business Summit
2018 at Bali International
Convention Center, Bali



◀ Investor Gathering Event
at MNC Conference Hall,
iNews Tower, Kebon Sirih, Jakarta

Lido Lake Resort by MNC Hotel ▶
Participate in the MG Group
Event at Ecovention Building,
Ancol, Jakarta



◀ MNC Group's 38th Manager Forum
at Jakarta Convergence Hall,
iNews Tower, Kebon Sirih Jakarta

MNC Land's Booth at FIABCI
Global Business Summit
2018 at Bali International
Convention Center, Bali



Open House Venue Event
at Jakarta Concert Hall,
iNews Tower Kebon Sirih, Jakarta



Open House Venue Event
at Lavender Function Hall
iNews Tower, Kebon Sirih, Jakarta



Chairman of MNC Group & BOD
of MNC Land Visit Park Tower
Project at MNC Center,
Kebon Sirih, Jakarta



Chairman of MNC Group
at The Kapal Api New Office
Inauguration at Park Tower,
MNC Center, Kebon Sirih, Jakarta



Chairman of MNC Group
at MNC Conference Hall, iNews
Tower, Kebon Sirih, Jakarta



The Kapal Api New Office
Inauguration at Park Tower,
MNC Center, Kebon Sirih, Jakarta



Chairman of MNC Group
& BOD of MNC Land Visit Park
Tower Project at MNC Center,
Kebon Sirih, Jakarta



COO of MNC Land Project
with BOD of MNC Land & Deputy COO
MNC Land Project at the MNC Group's 38th
Manager Forum, Jakarta Concert Hall,
iNews Tower, Kebon Sirih, Jakarta

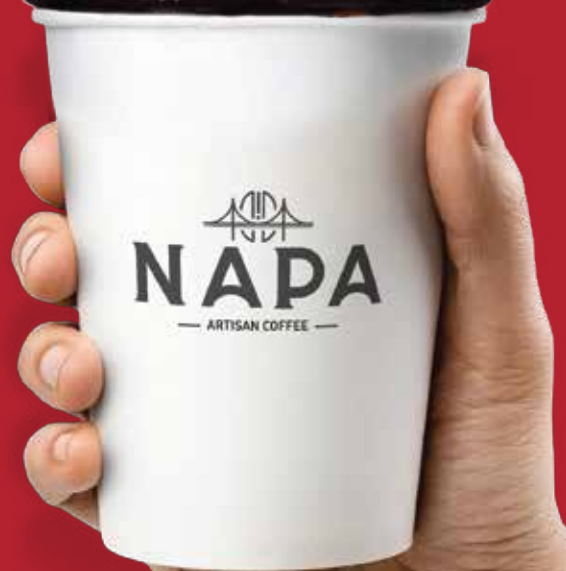
Presentation of MNC Lido City
Project in the MNC Group
Manager Forum at Jakarta Concert Hall,
iNews Tower, Kebon Sirih, Jakarta





California

“We are a home-grown brand deriving its inspiration and blend from the verdant and stunning Napa Valley area in California, as coffee is regarded as the tropical wine of the world.”



 @hellonapa

 MNC Tower kebon sirih,
GF (podium entrance)