

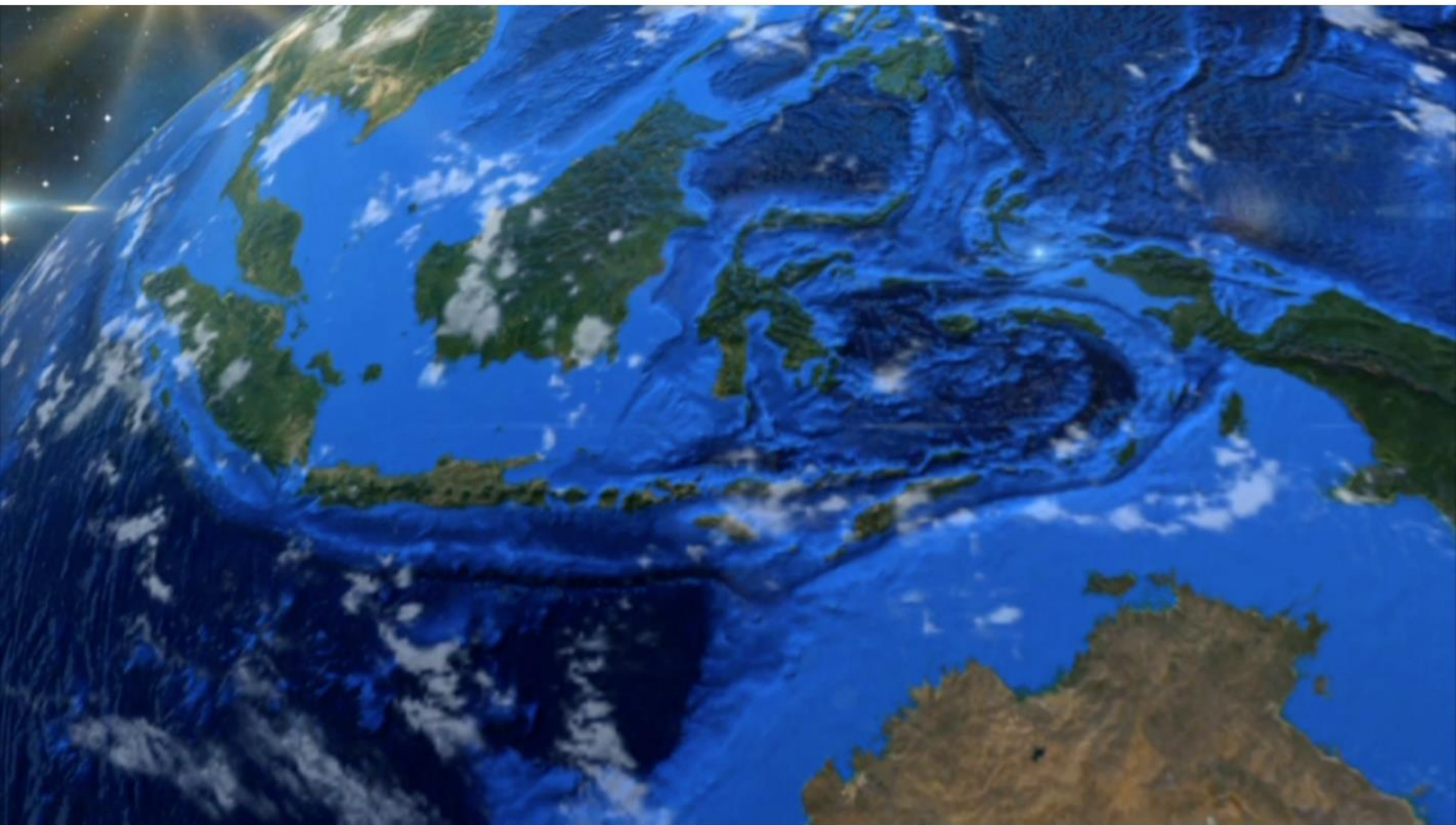
MAKASSAR

CENTERPOINT OF **INDONESIA**

City of Makassar

World Cities Project in Indonesia, 22 May 2017





MAKASSAR

SOMBERE' & SMART CITY

AREA

175.77 KM²

ALLEY / PASSAGE WAYS

7.520

POPULATION

1,7 million inhabitants

ISLANDS

12

COASTAL LINE

35 KM

DISTRICTS & SUBDISTRICTS

15 districts; **153** subdist

VISION

“TO CREATE **MAKASSAR** AS A LIVEABLE
WORLD CLASS CITY FOR ALL”

MISSION

- TO RECONSTRUCT SOCIETY'S DESTINY, TO WORLD CLASS STANDARD PROSPEROUS SOCIETY
- TO RESTORATE CITY SPATIAL PLAN , TO BECOME LIVEABLE WORLD CLASS CITY
- TO REFORM OF BUREAUCRACY, TO WORLD CLASS PUBLIC SERVICES, AGAINST CORRUPTION

SOMBERE'
THE GREAT HOSPITALITY

&

SMART CITIES

WHY MAKASSAR NEED TO PUT "SOMBERE" TOGETHER WITH "SMART CITY"

SMART CITY IS
ABOUT
HARDWARE AND
SOFTWARE,
SOMBERE' IS
ABOUT
HEARTWARE

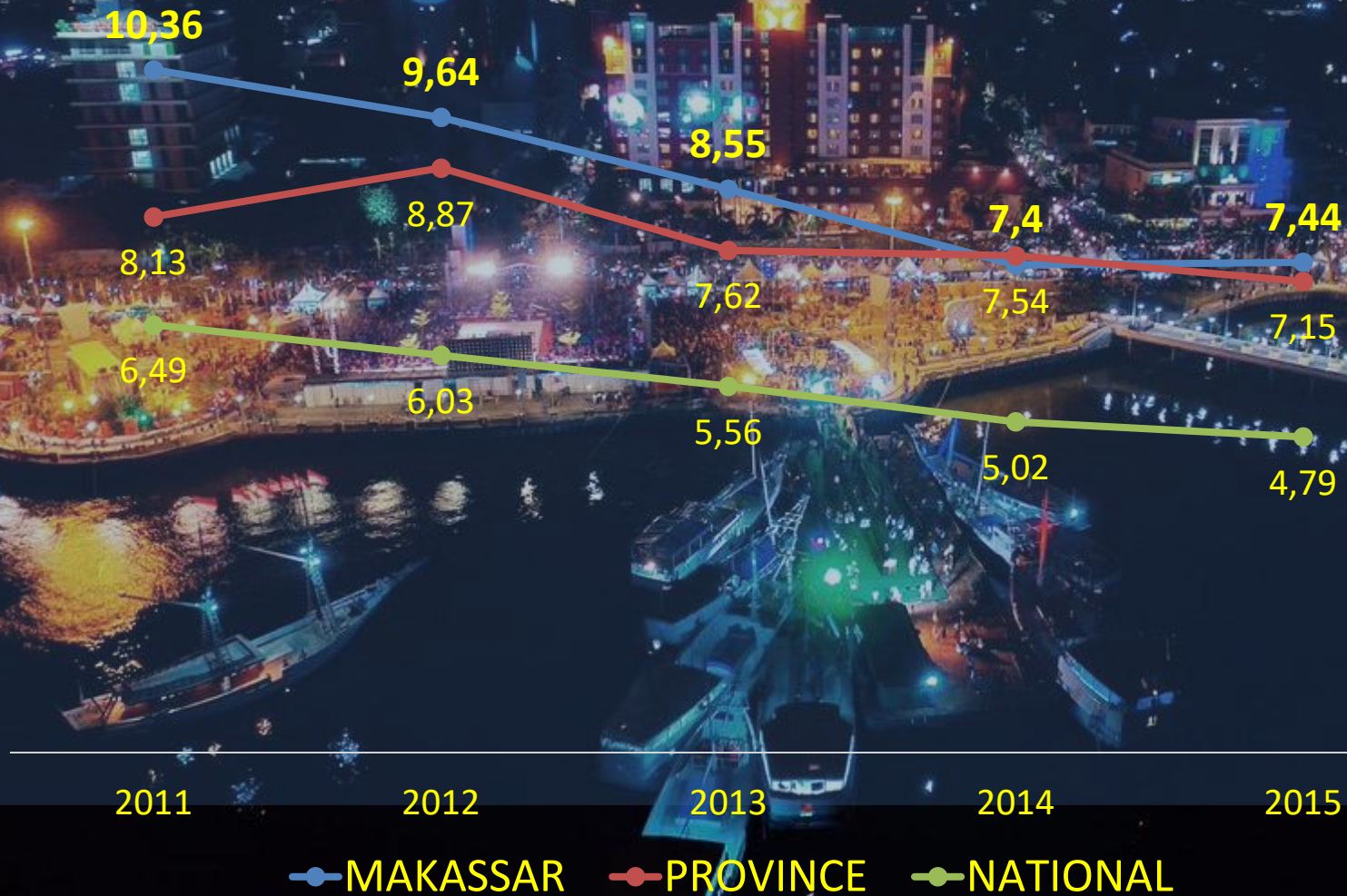
SMART CITY IS
WILL MAKE ALL
THE CITIES BE
EQUAL, SOMBERE
WILL MAKE THE
STRONG CITY
CHARACTER

SMART CITY IS
TECHNOLOGY,
SOMBERE IS A
CULTURE

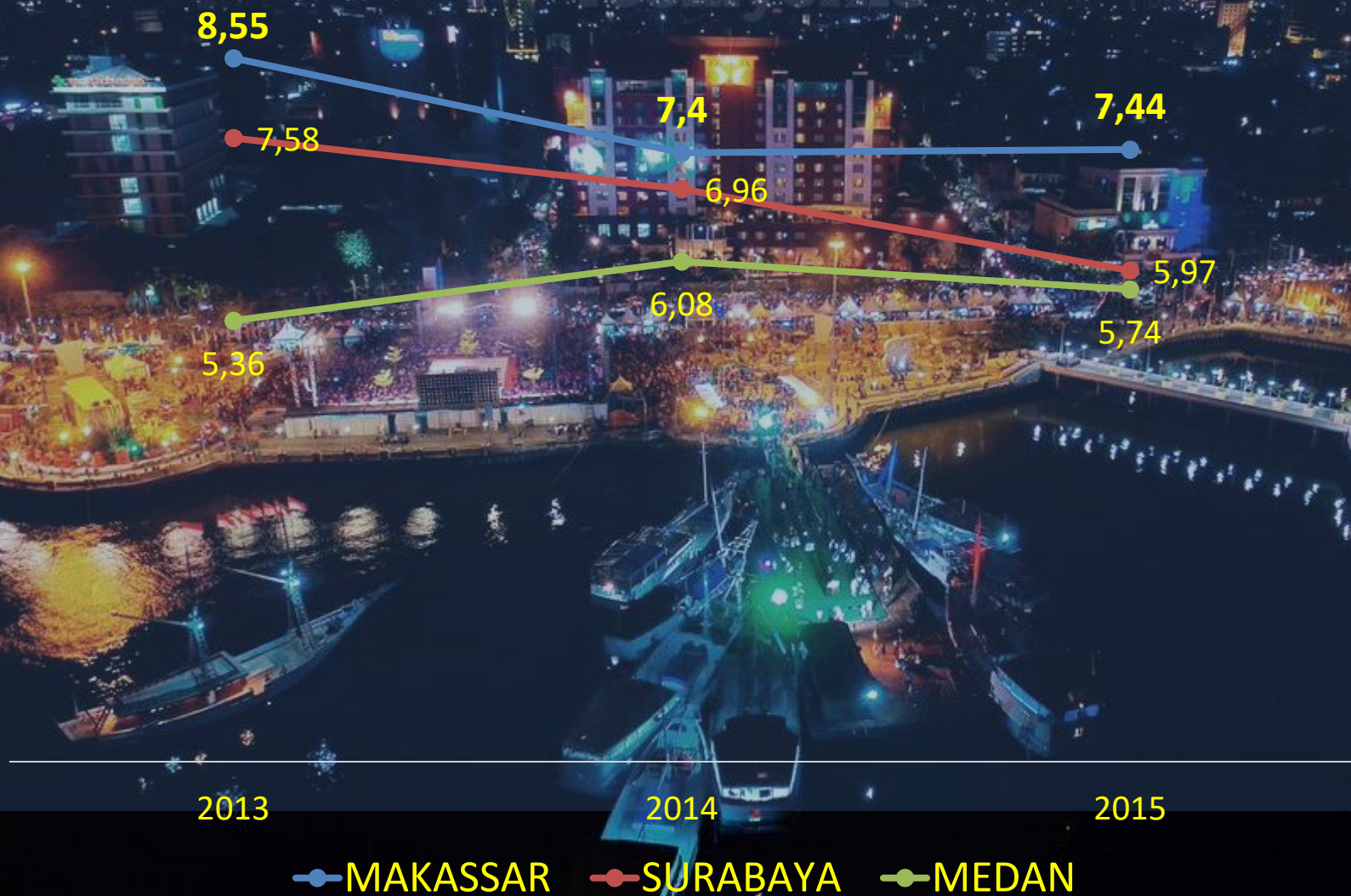
SMART CITY AND
SOMBERE **BOTH**
WILL GENERATE
GOOD BUSINESS



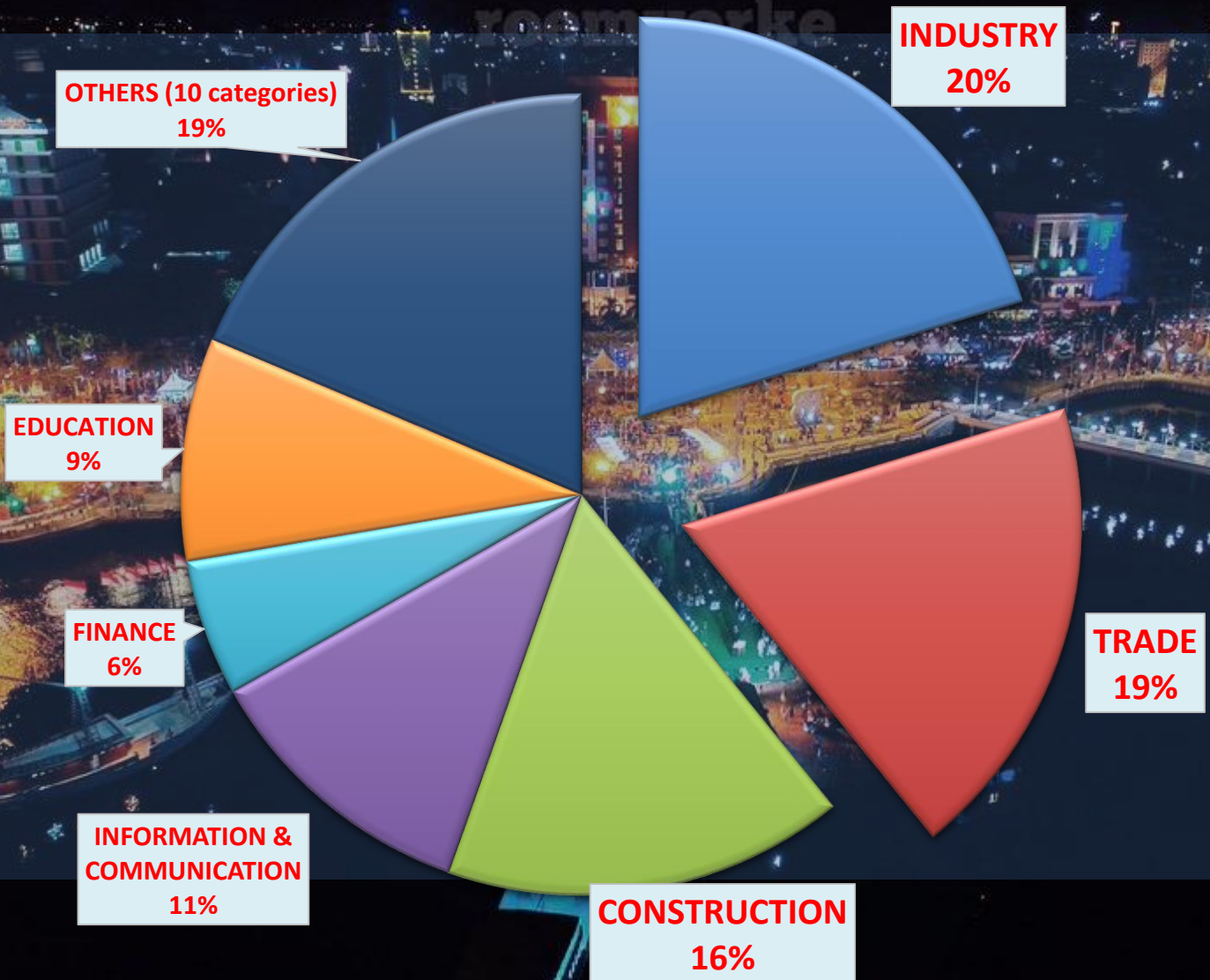
MAKASSAR GROSS DOMESTIC REGIONAL PRODUCT (GDRP) GROWTH RATE



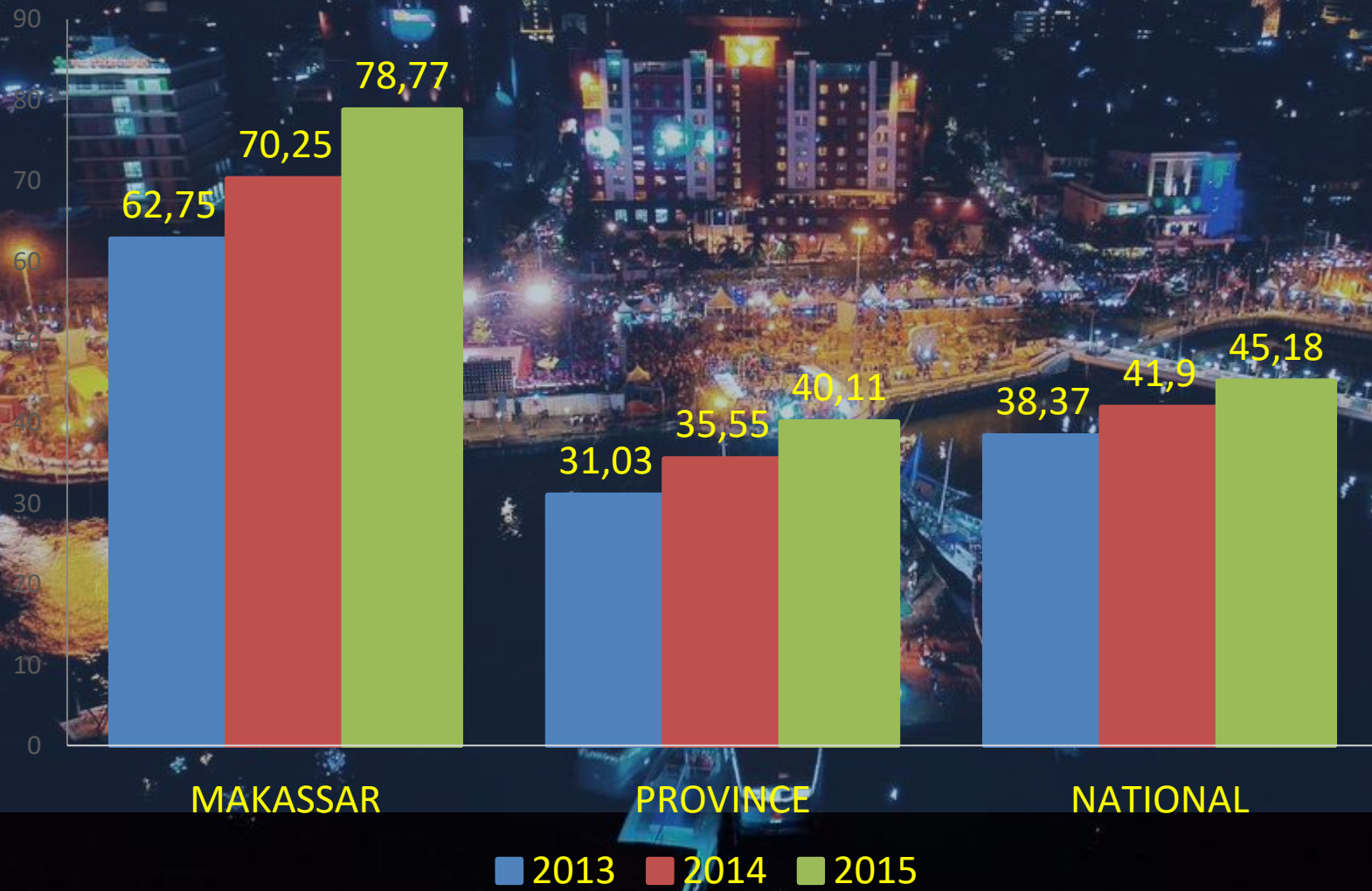
MAKASSAR GDRP GROWTH RATE COMPARISON



MAKASSAR ECONOMIC STRUCTURE



PERSONAL INCOME



ECONOMIC CONTRIBUTION

33,41%

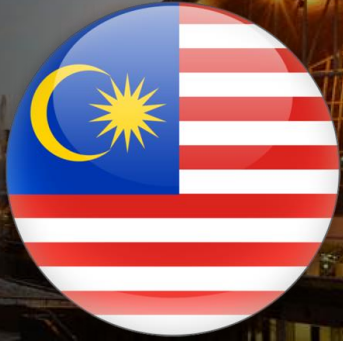
66,59%

■ Lainnya (23 Kab/Kota)

■ **MAKASSAR**

FOREIGN EMBASSY

IN MAKASSAR



MALAYSIA



JAPAN



AUSTRALIA



GERMANY



SWITZERLAND

WHY MAKASSAR NEED SMART CITY

TO DRIVE

18,103

EMPLOYEES

TO MANAGE

54

CITY DEPARTMENT

TO SERVICE

1,700,571

CITIZENS

TO CONTROL AREA OF

174

KM²

TO IMPLEMENT

8 FUTURE WAYS

VISIONS

TO CREATE MAKASSAR
QUALITY OF LIFE



ISSUES

POVERTY

92,719

CITIZENS

TRAFFIC JAM

247,204

VEHICLES

1,897,235

MOTOR CYCLES

HEALTH CARE

1,700,571

CITIZENS

WASTE

749 TON

PER DAY

FLOOD

21

SPOT AREA

7

CRITICAL SPOT

WATER

68.5%

COVERAGE AREA



ISSUES

SLUM

36

HIGH SLUM
SPOT AREA

49

MIDDLE SLUM
SPOT AREA

MITIGATION

35 KM

COASTALINE

GREEN AREA

9.2%

EXISTING AREA

30%

NATIONAL
STANDARD

CRIME

256

AVERAGE CASE PER MONTH

EDUCATION

294,114

STUDENTS

UNEMPLOYEE

166,486 (9.79%)

CITIZENS

CITY OF MAKASSAR



NEEDS

INFORMATION
TRANSPARENT

DATA
REAL TIME

RESOURCES
CONNECTIVITY

RESULT
EASY TO ACCESS

TECHNOLOGY
COST REDUCTION

TO DRIVE
QUICK RESPONSE

DATA
ACCURACY

TREND
ADAPTIVE

LOCAL CHARACTER
CUSTOMIZE

OUTCOME
ACCUMULATED

SYSTEM
SECURE

PROGRAMS

STARTED FROM 2014

1

TO GENERATE
PUBLIC ENGAGEMENT

2

TO CONVINCE
PUBLIC ACCEPTANCE

3

TO GET
BIG DATA

4

TO BUILD PLATFORM
SMART SYSTEM

5

TO INNOVATE
CITY APPS

6

TO BUILD
WAR ROOM

7

TO PREPARE
OPERATING & MAINTENANCE

8

TO TRAIN
UPDATING MANAGEMENT

PROGRESS

MAY 8, 2014

MOU

SIGNING OF
MOU WITH ALL
JOINT PARTNERS



1

AUGUST 17, 2014

MAKASSAR SMART CARD

LAUNCHING



2

OCTOBER 2, 2014

CITYAPP

500 STUDENTS PARTICIPATED
IN THIS EVENT



3

OCTOBER 3, 2014

ISO 18091 : 2014

INTRODUCING ISO 18091
FOR GOVERNMENT



4

NOVEMBER 4, 2014

5

CITY BRANDING

EVERY EVENT USING THIS LOGO



PROGRESS

NOVEMBER 18, 2014

6

SMART SCHOOL

INTRODUCING SMART SCHOOL
FOR 50,000 STUDENTS



DECEMBER 22, 2014

7

BUDGETING APPROVAL

GOVERNMENT AND HOUSE
OF REPRESENTATIVES



OCTOBER 3, 2014

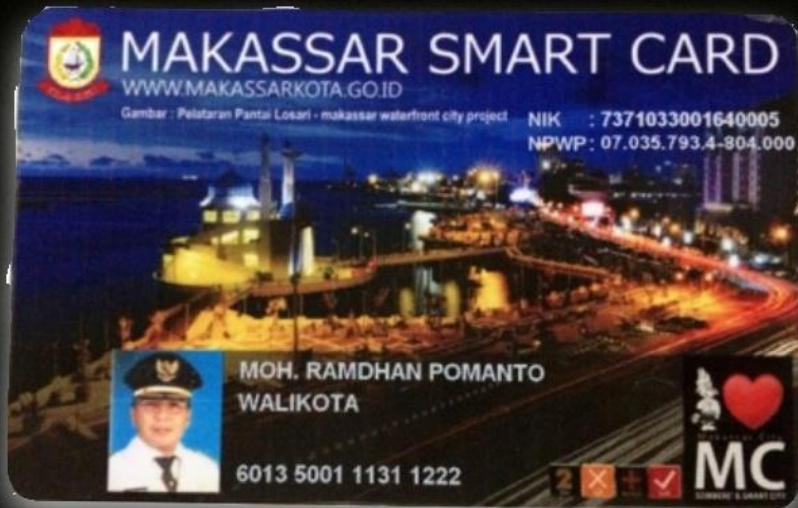
8

SCHOOL TO SCHOOL

OFFICE 365 FOR EDUCATION



CITY OF MAKASSAR



**ONE
CARD
FOR
ALL**

**15,000 CARD USERS TOWARD
1 MILLION CARD USERS IN 2016**



FEBRUARY 26, 2015



CITY OF MAKASSAR



TARGETS

STARTING FROM 2015

1

**MAKASSAR SOMBERE' & SMART
CARD**

2

**MAKASSAR SOMBERE' & SMART
HOME CARE**

3

**MAKASSAR SOMBERE' & SMART
CARE & RESCUE CENTER**

4 **MAKASSAR SOMBERE' & SMART
EDUCATION**

5 **MAKASSAR SOMBERE' & SMART
TRAFFIC**

6 **MAKASSAR SOMBERE' & SMART
PUBLIC SAFETY**



7 **MAKASSAR** SOMBERE' & SMART

WASTE

8 **MAKASSAR** SOMBERE' & SMART

WATER

9 **MAKASSAR** SOMBERE' & SMART

GOVERNMENT



10

MAKASSAR SOMBERE' & SMART PARKING

11

MAKASSAR SOMBERE' & SMART ALLEY

12

MAKASSAR SOMBERE' & SMART HAWKERS

COME AND SEE

MASSAR
SOMBERE' & SMART CITY



EVERYDAY IS YOUR BEST TIME..



THANK YOU

DANNY P O M A N T O