City of Makassar
World Cities Project in Indonesia, 22 May 2017
### MAFFASSAR
**SOMBERE’ & SMART CITY**

<table>
<thead>
<tr>
<th><strong>Area</strong></th>
<th><strong>175.77 km²</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td><strong>1,7 million inhabitants</strong></td>
</tr>
<tr>
<td><strong>Coastal Line</strong></td>
<td><strong>35 km</strong></td>
</tr>
<tr>
<td><strong>Islands</strong></td>
<td><strong>12</strong></td>
</tr>
<tr>
<td><strong>Alley / Passage Ways</strong></td>
<td><strong>7,520</strong></td>
</tr>
<tr>
<td><strong>Districts &amp; Subdistricts</strong></td>
<td><strong>15 districts; 153 subdist</strong></td>
</tr>
</tbody>
</table>
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

CITY OF MAKASSAR
SOMBERE’ & SMART CITIES

THE GREAT HOSPITALITY

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

CITY OF MAKASSAR
MAKASSAR GDRP GROWTH RATE COMPARISON

2013  2014  2015

MAKASSAR  SURABAYA  MEDAN

8.55  7.4  7.44
7.58  6.96  5.97
5.36  6.08  5.74

CITY OF MAKASSAR
ECONOMIC CONTRIBUTION

66.59%

33.41%

Lainnya (23 Kab/Kota)

MAKASSAR

CITY OF MAKASSAR
WHY MAKAASSAR 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 MAKAASSAR QUALITY OF LIFE

City of Makassar
### Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Quantity/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty</td>
<td>92,719 Citizens</td>
</tr>
<tr>
<td>Traffic Jam</td>
<td>247,204 Vehicles, 1,897,235 Motorcycles</td>
</tr>
<tr>
<td>Health Care</td>
<td>1,700,571 Citizens</td>
</tr>
<tr>
<td>Waste</td>
<td>749 Ton Per Day</td>
</tr>
<tr>
<td>Flood</td>
<td>21 Spot Area, 7 Critical Spot</td>
</tr>
<tr>
<td>Water</td>
<td>68.5% Coverage Area</td>
</tr>
</tbody>
</table>

**City of Makassar**
NEEDS

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

AUGUST 17, 2014

MAKASSAR
SMART CARD
LAUNCHING

OCTOBER 2, 2014

CITYAPP
500 STUDENTS PARTICIPATED
IN THIS EVENT

OCTOBER 3, 2014

ISO 18091: 2014
INTRODUCING ISO 18091
FOR GOVERNMENT

CITY OF MAKASSAR
NOVEMBER 4, 2014
CITY BRANDING
EVERY EVENT USING THIS LOGO

NOVEMBER 18, 2014
SMART SCHOOL
INTRODUCING SMART SCHOOL
FOR 50,000 STUDENTS

DECEMBER 22, 2014
BUDGETING APPROVAL
GOVERNMENT AND HOUSE
OF REPRESENTATIVES

OCTOBER 3, 2014
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
<table>
<thead>
<tr>
<th>Target</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>MAKASSAR SOMBERE’ &amp; SMART CARD</td>
</tr>
<tr>
<td>2</td>
<td>MAKASSAR SOMBERE’ &amp; SMART HOME CARE</td>
</tr>
<tr>
<td>3</td>
<td>MAKASSAR SOMBERE’ &amp; SMART CARE &amp; RESCUE CENTER</td>
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MAKASSAR SOMBERE’ & SMART

EDUCATION

TRAFFIC

PUBLIC SAFETY

CITY OF MAKASSAR
COME AND SEE

MAFASSAR
SOMBERE’ & SMART CITY

EVERYDAY IS YOUR BEST TIME..
THANK YOU