

# 3S

SAMPOERNA STRATEGIC SQUARE

SAMPOERNA STRATEGIC SQUARE

One Legacy,  
One Energy,  
One Sampoerna

Pro barista  
+  
Delicious beans



**50%**

**FOR THE 2ND CUP  
EVERY TUESDAY**

**DONT MISS OUR PROMO !**

 B1, sebelah alfa  
 0812-1304-6275



Sampoerna Strategic  
Square

#### THE TEAM

Director

**Sentosa Sitia**

Leasing & Tenant Relations Manager

**Sherly**

Finance & Accounting Manager

**Muhaemin Toha**

Engineering Manager

**Firma Purbantoro**

Safety & Security Risk

Management Asst Manager

**Alpian Tri Marta Wiguna**

Head Of Human Resource Manager

**Henrica Julprima**

Event & Procurement Manager

**Daniel Pohan**

Legal Manager

**Desy Sutjiati**

Asst. Engineering Manager

**Sujarwo**

PUBLISHED BY

PT SAMPOERNA LAND

South Tower Mezzanine Level

Jl. Jenderal Sudirman,

Kav. 45-46 Jakarta 12930, Indonesia

T: +6221 577 0001-4

F: +6221 577 0901

sampoernastrategicsquare.com

Editorial Consultant:

www.alveo.co.id

## Raising the Bar

Dear Readers,

The pandemic is over, and we have strengthened our foothold by delivering service excellence that reflects the esteemed reputation of Sampoerna Strategic Square as a prominent boutique office building.



We also continuously strive to raise the standards through the enhancement of our facilities for the convenience of both tenants and visitors. We have recently installed Electric Vehicle (EV) charging stations and introduced additional features in our new ready-to-use offices, catering to businesses in search of adaptable workspace solutions. As you flip through the pages, you will discover more about our convenient facilities, which now include a newly added billiard hall, fitness center, nursery, sports arena, and swimming pool.

Moreover, we have a special reportage on Sampoerna Group's 110th anniversary, themed "One Legacy, One Energy, One Sampoerna." This theme marks a significant milestone for all business units within the group, as they have successfully navigated the path to recovery following the pandemic.

As the holiday season nears, explore Bandung's historic hotels in West Jakarta. For an international experience, discover Virginia's captivating landscapes in the United States. Our publication also includes engaging content, ranging from culinary delights to time management tips and updates on our CSR activities, among other subjects.

Last but not the least, we wish you all a prosperous and fruitful year ahead.

*Sherly, LTR Manager*



The management and staff of Sampoerna Land would like to extend a warm welcome to Digital Logistics Solutions Pte. Ltd., PT Polarisweb, and BAT Instrumen Bank Internasional as our new tenants.

# 3S CONTENTS



08



12



14



16



20



21



18

## 6 | CALENDAR

## 7 | EVENTS

## 8 | HIGHLIGHT

### Enhanced Accessibility

Facilities designed for the convenience of tenants and guests

## 12 | FEATURE

### Ready-to-use-offices

Flexible and convenient office spaces tailored to accommodate your business needs

## 14 | ARCHIPELAGO

### Bandung's Historic Hotels

Explore the sophistication of four historic hotels in the "Paris of Java."

## 16 | OVERSEAS

### The Wanderlust of Virginia

Discover East Coast destinations within Virginia's picturesque landscapes

## 18 | SPECIAL REPORTAGE

### Enthralling New Milestone

Celebrating Sampoerna Group's 110<sup>th</sup> Anniversary under the theme of "One Legacy, One Energy, One Sampoerna Family"

## 20 | EDUCATION

### International Collaboration

The University of Arizona and Sampoerna University jointly hosted the 2023 Microcampus Conference in Jakarta

## 21 | KIDS' ZONE

### Where Little Minds Shine Bright

Featuring SPARKS!

As an all-inclusive early learning academy and day care

## 23 | HEALTH

Find out more about PACE and explore all the fitness and health programs available.

## 24 | INSIGHT

The efficient ways to maintain a healthy balance of mind and body

## 25 | TIPS

How to Effectively Manage Your Time

## 26 | F&B CORNER

Bites 'n Bowls takes you to a journey of culinary excellence

## 28 | CARE

### Nurturing Entrepreneurship

An event designed to empower MSME entrepreneurs to contribute to the national economy

## 30 | NOTIFICATION

Nursery Room

## 31 | DIRECTORY



28



# Christmas and New Year

**S**ampoerna Strategic Square extends warm greetings for a joyful Christmas and a prosperous New Year in 2024. We are eagerly looking forward to a more promising year ahead, as economic recovery continues to remain steady.

**S**ampoerna Strategic Square siap menyambut Hari Natal yang penuh keceriaan dan Tahun Baru 2024 yang memberikan kesejahteraan. Kami semua menantikan tahun yang lebih baik, seiring dengan pemulihan ekonomi yang terus stabil.

## Fire Drill

The fire fighting training for tenants was held on May 26, 2023, in The Garden. This activity aimed to improve fire prevention and suppression in the Sampoerna Strategic Square Building.

Pelatihan pemadaman kebakaran untuk para tenant diselenggarakan pada 26 Mei 2023 di area The Garden. Kegiatan ini bertujuan untuk meningkatkan pencegahan dan penanggulangan kebakaran di Gedung Sampoerna Strategic Square.



## Ramadhan Fast Breaking

On April 5, 2023, Sampoerna Land held a fast-breaking event with the objective of strengthening the relationships among its tenants. The event welcomed the participation of 300 orphans, along with district and sub-district officials from various areas in Jakarta.

Pada 5 April 2023, Sampoerna Land mengadakan acara buka puasa bersama. Acara ini bertujuan untuk mempererat silaturahmi antar tenant. Acara tersebut juga dihadiri oleh 300 anak yatim, serta pejabat kecamatan dan kelurahan dari sejumlah daerah di Jakarta.



## Ramadhan Entertainment & Takjil

During the blessed month of Ramadhan, Sampoerna Land featured a Ramadhan performance while providing 'takjil' (light bites and drinks to break the fast) for its tenants.

Selama bulan suci Ramadan, Sampoerna Land menggelar atraksi pertunjukan serta menyediakan 'takjil' bagi para tenant..

## Fun Sunday

In collaboration with PT Grant Thornton Indonesia, Sampoerna Land held a Fun Sunday event on March 12, 2023, from 7 to 9 a.m. The route started at the 3S Building in Senayan, passed through Bundaran HI, and returned to the 3S Building. All participants were provided with 100 bicycles, bicycle jerseys, as well as snacks and breakfast. Additionally, they had the option to participate in a 'fun walk' or Zumba session within the event area.

Fun Sunday kembali digelar. Kali ini, Sampoerna Land berkolaborasi bersama PT Grant Thornton Indonesia pada 12 Maret 2023, dari pukul 7.00 hingga 9.00 dengan rute dari Gedung 3S, Senayan, Bundaran HI, serta kembali ke Gedung 3S. Panitia juga menyediakan 100 unit sepeda, jersey sepeda, serta snack dan breakfast untuk para peserta yang juga dapat mengikuti funwalk dan Zumba di area acara.



## Chinese New Year

Sampoerna Land organized the 2023 Chinese New Year event after a two-year absence due to the pandemic. The event, which featured an exhilarating barongsai performance, was attended by both general and VIP guests from the Sampoerna Family.

Sampoerna Land kembali menggelar Chinese New Year 2023 setelah terhenti selama dua tahun akibat pandemi. Acara tersebut dihadiri oleh tamu undangan dan tamu VIP dari Keluarga Sampoerna serta dimeriahkan oleh pertunjukan barongsai.



## Earthquake Simulation

Sampoerna Land organized an earthquake awareness campaign and First Aid training for tenants and employees. The campaign, which was held on February 17, 2023, from 8:00 to 11:30 AM at North Tower - Anggrek 6, featured speakers from the Regional Disaster Management Agency.

Sampoerna Land menggelar sosialisasi gempa bumi dan pelatihan First Aid untuk para tenant dan seluruh karyawan. Dipandu oleh narasumber dari Badan Penanggulangan Bencana Daerah, sosialisasi ini dilakukan pada 17 Februari 2023 pukul 8.00 hingga 11.30 di North Tower - Anggrek 6.

# Enhanced Accessibility

**CONVENIENT FACILITIES THAT ELEVATE LEISURE EXPERIENCES FOR TENANTS AND VISITORS**

**S**ampoerna Strategic Square presents an array of its diverse amenities, meticulously curated to elevate the comfort and satisfaction of both tenants and visitors. The facilities featured in this article include the provision of Electric Vehicle (EV) charging stations, an inviting swimming pool, a versatile sports arena equipped with basketball and tennis courts, and an enjoyable billiards hall.

## EV Charging Stations

At Sampoerna Strategic Square, we always keep a finger on the pulse of current trends. We recognize the significant growth in demand for Electric Vehicles (EVs) over the past decade, driven by factors such as environmental concerns and the increasing cost competitiveness compared to traditional gas-powered vehicles.

We also understand that one common concern among EV owners is what is known as “range anxiety.” This term refers to the fear that EV owners may not be able to locate a nearby charging station when their vehicle’s power is running low. That’s why Sampoerna Strategic Square is proud to offer its customers exclusive EV Charging Stations.



These state-of-the-art facilities can be found in our Lower Ground Floor parking garage and are a testament to Sampoerna Strategic Square’s unwavering commitment to our esteemed tenants. The cost for charging an EV is Rp 30,000 per hour. Additionally, we provide a comprehensive tutorial for tenants to download, which guides them through the straightforward process of accessing and utilizing our charging facilities using the Buzz Application.

## Swimming Pool

Imagine a magical L-shaped swimming pool discreetly nestled behind the North Tower. When the sun graces it with its presence, the water shimmers as if it were adorned with fairy dust. It beckons irresistibly, tempting you to cast aside all your concerns and simply plunge in, especially when Jakarta’s sweltering heat is at its peak.

This pool resembles a hidden oasis, enveloped by a lush, verdant paradise of trees and plants. And guess what? A cleverly designed roof partially shields you from the sun's intense rays. They've thought of everything, even providing a neat changing room where you can slip into more comfortable attire and freshen up.



This aqueous sanctuary isn't just your run-of-the-mill pool; it's a private haven for anyone seeking a moment of tranquility or a quick recharge. Whether it's a small group with a couple of playful kids, a couple lost in each other's gaze, or a team of colleagues looking for some relaxation, this spot caters to all, regardless of age.

But here's the fascinating part: even if you're not in the mood for a swim, you can lounge on a cozy bean bag chair by the poolside and lose yourself in daydreams as you gaze at the endless blue sky. The paradisiacal ambiance acts as a magnet for heartfelt conversations with your dearest ones or laid-back chats with your pals.

## Sports Area

Exiting the North Tower through the VIP door and passing by the Athena statue, you'll discover a multifunctional field nestled amidst trees, plants, and flowers. To enhance its aesthetic appeal, there is not only an Athena statue but also one of the Winged Victory of Samothrace, both overlooking the field.

In the midst of the routine monotony experienced by almost everyone at work, this field serves as both a sports facility and a relaxation spot. Provided by Sampoerna Strategic Square management, tenants have the option to rent the field for sports activities or gatherings.

Beyond being a basketball court with two hoops at either end, this versatile space can also transform into a futsal or tennis court. Simply set up a net in the middle or goals below the aforementioned hoops, and the field adapts to a different function.





Moreover, the field is equipped with a roof net that shields it from direct sunlight, ensuring a comfortable environment for tenants to engage in their activities. Additionally, along the field's perimeter, there is a designated area for post-sports relaxation. Here, tenants can sit and engage in casual conversations. Importantly, this space is not limited to tenants alone; they are welcome to invite their families to partake in activities here as well.

### Billiards Hall

Get ready to aim, shoot, and score, because an exciting addition is on the horizon for our cherished tenants! Allow us to introduce the upcoming billiard facility, your soon-to-be favorite hangout right here in the heart of P1, South Tower.

Whether you're an early riser or a "night owl," our billiard facility opens its doors at 8:30 am and keeps the fun rolling until 7 pm. It's your go-to spot for a break that's both entertaining and refreshing.

Located in the thriving South Tower, this prime spot effortlessly combines convenience and amusement. Not one, not two, but three top-notch pool tables await



your skills and friendly matches. Get ready to showcase your prowess and enjoy some friendly competition!

Whether you're a billiard aficionado or simply looking to add some excitement to your day, the billiard facility is your ticket to unwinding and savoring your time here at Sampoerna Strategic Square.

Stay tuned for the grand unveiling of this tenant-exclusive haven and be prepared to make your mark on the felt!

**FOR MORE QUERIES,  
PLEASE CONTACT :**



**+62 21 577 0001-4**



**cs@sampoernastrategicsquare.com**



**@sampoernastrategicquare**



**www.sampoernastrategicsquare.com**



# SPARKS!

LEARNING CENTRE & DAYCARE

## Daycare packages include:

- ✓ 3 meals and 2 snacks daily
- ✓ 2 fun classes every day
- ✓ Outdoor activity every morning
- ✓ National Day Events  
(Independence Days, United Nations Day, Kartini Day, Christmas, Eid Al Fitr, etc.)



**START FROM 3 MO - 6 YO**



*"Every child has the right to learn, and learning should be a joyful journey"*

# Preconfigured Workspace

**WHY GO THROUGH THE EXPENSE, TEDIUM, PAPERWORK, AND HASSLE OF CREATING YOUR OWN OFFICE WHEN READY-TO-USE, FULLY FURNISHED WORKSPACE ALLOWS YOU TO HIT THE GROUND RUNNING WITH YOUR BUSINESS IMMEDIATELY?**

In recent years, the traditional approach to setting up businesses has become less favorable. The evolving business landscape has placed a high priority on flexible working conditions, enabling companies to remain agile and avoid being tied down by long-term lease commitments associated with more traditional offices.

Whether you are a new enterprise embarking on your business journey or an established company looking to expand, ready-to-use offices have solutions tailored to your needs. The ready-to-use offices, such as those provided by Sampoerna Strategic Square, cater to a diverse range of business requirements.





Their premier offices offer customers a wide spectrum of possibilities, ranging from intimate chambers to expansive domains. Each turnkey office solution includes a welcoming reception area, an inviting conference chamber, an executive boardroom, private workspaces for management, and a collaborative area for your dedicated team.

The strategic locations of these ready-to-use offices provide additional advantages for businesses, as they are situated at the epicenter of commerce in the capital city. Customers can enjoy seamless accessibility, with unparalleled conveniences, such as nearby busway stations and a mere 3-minute walk to the Bendungan Hilir MRT station, ensuring smooth transit.



Moreover, these ready-to-use offices offer customers an office experience unlike any other, thanks to the captivating vistas that frame Jakarta's urban tapestry.

Discover the synergy of location, facilities, and convenience that Sampoerna Strategic Square is offering with its ready-to-use premier offices.





Our other facilities on the building premises include:

#### OUR FACILITIES

- A swimming pool
- Futsal & basketball fields
- A jogging track (the Garden)
- Function Rooms
- Ballrooms
- PACE Gym
- Nursery Rooms
- A Musholla & Mosque
- A Retail Area  
(that includes businesses like banks and F&B establishments)

Sampoerna Strategic Square provides the perfect match between your enterprise and Indonesia's thriving market, ready to transform your aspirations into accomplishments.

**FOR MORE QUERIES,  
PLEASE CONTACT :**

-  **+62 21 577 0001-4**
-  **cs@sampoernastrategicsquare.com**
-  **@sampoernastrategicquare**
-  **www.sampoernastrategicsquare.com**

# *Iconic Hotels in West Java's Capital*

## DISCOVER THE ELEGANCE OF FOUR ICONIC HOTELS IN THE PARIS OF JAVA

By Rafa A. Ramadhan

**B**andung, a popular Indonesian tourist spot, captivates with attractions, vibrant culture, and diverse cuisine. Situated at 708 meters above sea level, it draws visitors from Jakarta due to its cooler climate. Influenced by Dutch colonialism, the city showcases well-preserved Dutch and European-style buildings, including repurposed and abandoned ones. The city is also home to historic hotels, blending history and hospitality, offering a glimpse into Bandung's past and present.

So everyone agrees the place is beautiful and important and that you need to visit it in your lifetime. But where to begin? Here are five of the best destinations in Bali to get you started.

### **HOTEL SAVOY HOMANN**

The Hotel Savoy Homann is a remarkable example of French-inspired art deco design, showcasing exquisite craftsmanship and luxurious materials. Originally established in 1880, it has undergone transformations over the years, incorporating various architectural styles such as baroque, art nouveau, gothic revival, and modern international styles. The hotel gained historical significance as the venue for the 1955 Asian-African Conference,



hosting influential leaders like Soekarno, Nehru, and Zhou Enlai. With 185 rooms in different wings, including the Tower Wing, Millennium Wing, Garden Wing, and Asia Africa Wing, the hotel offers a range of options from Deluxe to Homann Suite, with prices starting at Rp 600,000. Amenities include pools, a fitness center, spa, kids' playground, and a business center. Located on Jalan Asia Afrika, it provides easy access to nearby attractions such as the Great Mosque, Square, and Jalan Braga.

### **HOTEL GRAND PREANGER**

Originally a Priangan planter's bakery, Hotel Grand Preanger in Bandung has a captivating history. After bankruptcy in 1897, it was transformed into a hotel by Dutchman W.H.C Van Deeterkom, named Preanger Hotel. In 1929, with Soekarno and architect C.P. Wolff





Schoemaker's help, it underwent an art deco renovation. Notable guests like Charlie Chaplin and Amelia Earhart have stayed there. This five-star hotel, located in Bandung's OKM area, features 187 rooms with rates ranging from Rp 599,000 to Rp 5.8 million. It offers facilities like an outdoor pool, spa, and Secret Garden. The Brasserie Restaurant provides an exquisite dining experience. Positioned at the junction of Jalan Asia Afrika and Jalan Naripan, near Hotel Savoy Homann, it allows easy exploration of Bandung's history by walking along Asia Afrika Street.

### EL ROYALE

This unique art deco hotel on Jalan Merdeka has a history to tell. Originally known as Hotel Van Hegel and built in 1924, it was owned by Anna Marie Meister. Later, it was taken over by H.E.K. Ruhiyat and renamed Hotel Panghegar before settling on its current name.

Today, eL Royale is an elegant hotel with 439 rooms featuring impressive amenities and a classic art deco interior. Room rates range from Rp 700,000 to Rp 7 million, subject to change based on occupancy and seasonal fluctuations.

Guests can indulge in a variety of beverages at the Lobby Lounge, including tea, coffee, cocktails, and mocktails. Pakuan Café offers a delightful fusion of international and Sundanese cuisine with warm hospitality. The Sky Lounge, located on the 19th floor, offers breathtaking views of the city, prominent landmarks, and the majestic Tangkuban Parahu Mount to the north. It's also a prime spot for observing airplanes at Husein Sastranegara Airport.



### HOTEL GINO FERUCI KEBONJATI

This hotel holds a significant historical legacy, dating back to 1884 when it was originally constructed as the Landhuis residence complex for local Chinese residents. Combining Dutch and Chinese architectural elements, the hotel has undergone several name changes over the years, including Hotel Toeng Hoa, Hotel Sangkuriang, and Hotel Surabaya. Nevertheless, the original front building has been preserved throughout.

With 109 guest rooms categorized into Superior, Deluxe, Suite, and Grand Suite options, the hotel caters to various accommodation needs. It also provides meeting rooms and a ballroom for business purposes, all at attractive rates. The King Dynasty Restaurant offers a splendid dining experience, serving delectable Indonesian and international



cuisine alongside refreshing beverages. Guests can also enjoy entertainment at the D'Dragon Lounge and Karaoke, adding to their fun-filled moments.

For relaxation, My Place Spa offers rejuvenating massage and spa services. Conveniently situated on Jalan Kebonjati, this four-star hotel is a mere 5-minute drive from Stasiun Bandung and a 7-minute drive from the city center.

# Virginia's Enchanting Places

EXPLORE UNIQUE DESTINATIONS ALONG THE EAST COAST WITHIN THE BEAUTIFUL STATE OF VIRGINIA

By Prasiddha Gustanto



When international readers outside the United States think of the East Coast, their minds immediately gravitate towards the cosmopolitan glamour of New York, the sunny attractions of Florida, the educational prestige of Massachusetts, or the historic beauty of South Carolina. However, Virginia does not enjoy the same international reputation, despite boasting its own diverse array of destinations. Whether it's history, nature, festivals, cuisine, or simply scenic places to relax, Virginia has something for everyone. Here are some places that showcase Virginia's multifaceted identity as a tourism destination.

## HISTORY: COLONIAL WILLIAMSBURG

Virginia, known as the birthplace of the US, holds immense historical significance. It played a crucial role in the American Revolution, with key figures like Thomas Jefferson and Patrick Henry originating from the state. Battles like the Battle of Yorktown took place in Virginia, and four of the first five US presidents hailed from

the state. Richmond, Virginia's capital, became the Confederate capital during the Civil War, leading to intense conflict.

Colonial Williamsburg, the world's largest living history museum, encapsulates Virginia's early heritage. Spanning 122 hectares, it features preserved houses, gardens, streets, and original 18th-century buildings. Colonial Williamsburg's employees dress and work in colonial-era fashion, offering visitors an immersive experience. Carriage rides allow visitors to explore the picturesque surroundings, providing a true sense of traveling back in time. Conveniently located within an hour's drive from Richmond International Airport, Colonial Williamsburg remains open throughout the year.

Virginia's historical tapestry is enriched by its role in the birth of the nation, the American Revolution, and the Civil War. Colonial Williamsburg serves as a living testament to this heritage, providing a captivating and educational experience for all who visit.

## RELAXATION: BUSCH GARDENS AND VIRGINIA BEACH

Once you've had your fill of history, you can travel to nearby James City County, where you can visit Busch Gardens, the state's largest water park. It is renowned for its roller coasters, such as the 3,200-foot-long Loch Ness Monster and the 3,800-foot-long Alpengeist, each featuring drops that exceed 100 feet. The park is also famous for its European-inspired landscaped villages, including Parisian streets, Scottish hamlets, and even a tribute to Germany's Oktoberfest.



Located approximately an hour's drive away from Williamsburg is Virginia Beach, a resort city that holds the Guinness record for being the world's longest pleasure beach, stretching 35 miles. It is the perfect destination to visit during the summer, not only for its vast coastline but also for its impressive 3-mile boardwalk. Spanning 40 city blocks, the boardwalk is adorned with five-star hotels, restaurants, and entertainment options, making it an ideal spot to enjoy the summer season.

## FOOD AND FESTIVALS

Virginia offers an array of festivals and fairs conveniently located near major tourist attractions. The annual Neptune Festival in Virginia Beach celebrates the

city's maritime heritage with music, arts, crafts, and seafood. Nearby, the Oceana Air Show pays tribute to military history, while the Boardwalk Art Show showcases 150 artists. In Richmond, the Folk Festival draws over 100,000 visitors who immerse themselves in international music, food, and culture. The city is also home to the prestigious University of Virginia. Charlottesville hosts the Virginia Film Festival, featuring renowned filmmakers like Werner Herzog and Spike Lee. Norfolk presents the Norfolk Harborfest, the nation's oldest maritime festival, scheduled for June this year. These diverse events offer an opportunity to enjoy the rich cultural experiences and attractions Virginia has to offer without extensive travel within the state.

## NATURE: SHENANDOAH NATIONAL PARK

Virginia is home to eight mountain ranges, five of which are over 5,000 feet tall. Among them are the Blue Ridge Mountains, which extend 550 miles across several states. Shenandoah National Park, situated 75 miles west of the nation's capital, Washington, D.C., is a notable location within this mountainous region. The park features Skyline Drive, a main road spanning 105 miles along the mountain ridge, boasting 75 different overlooks that offer picturesque views of the Shenandoah Valley to the west and the Piedmont plateau region to the east. Within the park's 306 square miles of backcountry and wilderness camping areas, nine major waterfalls await exploration. Additionally, visitors can observe over 200 species of birds, as well as encounter various animals such as black bears, coyotes, and foxes. The highest peak in the park is Hawksbill Mountain, standing at over 4,000 feet.



# Enthralling New Milestone

**THE YEAR 2023 SIGNIFIES A REMARKABLE MILESTONE FOR THE EXTENDED SAMPOERNA GROUP FAMILY. AT LONG LAST, WE HAVE CONVENED TO COMMEMORATE OUR 110<sup>TH</sup> ANNIVERSARY, UNIFIED UNDER THE THEME OF “ONE LEGACY, ONE ENERGY, ONE SAMPOERNA FAMILY.”**



Every anniversary carries with it a profound journey that has shaped us into who we are today. It is a moment for which we must be grateful, as we have successfully navigated numerous challenges throughout the year. This celebration also serves as a testament to the Group's triumphant pursuit of a new milestone, showcasing our remarkable resilience.

All members of the Sampoerna Group were invited to attend the 110<sup>th</sup> Anniversary celebration on Sunday, August 27, 2023, at the Sampoerna Strategic Square Building Park from 7 AM to 11:30 AM.

We deeply regretted that we were unable to meet and socialize in person for the past three years due to the pandemic.

However, this shared experience has strengthened our bonds as a big family. With the government's declaration of the end of the COVID-19 pandemic status, this year marks the moment when we can finally gather at our beloved home.

To enliven the celebration, we organized the Sampoerna Olympics, a mini-Olympic games featuring participation from all staff of each unit. The games included futsal, badminton, pool, basketball, table tennis, and an online gaming tournament of Mobile Legend. Furthermore, 365 members of the Group participated in the Sampoerna Blood Drive, a blood donation event in collaboration with Thalassemia, DKI Jakarta, and Bekasi Red Cross. This event underscored our collective commitment to making a positive impact in the community.

During the event, Michael Sampoerna took the stage and shared a remarkable message about the Group's unwavering dedication. He emphasized the importance of rallying all members within the group to actively contribute towards fortifying Sampoerna's resilience.



Selamat Pagi Bapak dan Ibu,  
Keluarga Besar Sampoerna,

It is with great pleasure that we gather here today at the Sampoerna Strategic Square Garden to commemorate the 110<sup>th</sup> Sampoerna Anniversary. After the past three years of celebrating our anniversary through online and hybrid means due to the challenges posed by the pandemic, it brings me immense joy to be able to come together physically once again.

As President Joko Widodo officially declared the end of the Covid-19 pandemic status in Indonesia in June 2023, we are now able to celebrate this year's Sampoerna Anniversary, which falls on a Sunday, surrounded by our fellow employees as the united Keluarga Besar Sampoerna.

Reflecting on the past, our primary aim for this celebration remains consistent: to cherish moments of “ke-ber-sa-ma-an” as One Team and One Sampoerna Family. This objective gained even more significance during the pandemic when social distancing was necessary. Thus, this year's Sampoerna Anniversary stands as a testament to our resilience and marks the return of the exhilarating Sampoerna Olympics games, in addition to the other anniversary activities we have enjoyed this morning.

Bapak dan Ibu Sekalian,

The theme chosen by the committee for this year's anniversary is “One Legacy, One Energy, One Sampoerna Family.” Let's delve into our history—the ultimate guide that faithfully records our journey thus far and inspires our future endeavors. The “Sampoerna Way,” characterized by Anggarda Paramita and the Three Hands philosophies, has been instrumental in fostering enduring relationships and sustaining our business for over a century. These core values continue to guide us in upholding unwavering integrity, a pivotal component of the “One Legacy” that stems from our founder's vision.

Our theme also emphasizes “Energy,” the cornerstone of all activities—both physical and mental. Energy emanates from four main sources within human beings: the body as the Physical Energy, emotions, the Quality of Energy, the mind through the Focus of Energy, and the spirit that imparts Meaning and Purpose to our energy. Nurturing and revitalizing these four aspects of energy not only enhances productivity but also contributes to our growth in value. This growth is aimed at improving the well-being and prosperity of all members of the “Keluarga Besar Sampoerna”

# International Collaboration

**CELEBRATING THE REMARKABLE PARTNERSHIP BETWEEN SAMPOERNA UNIVERSITY AND THE UNIVERSITY OF ARIZONA**



From June 28 to 30, the University of Arizona and Sampoerna University jointly hosted the 2023 Microcampus Conference in Jakarta, demonstrating their dedication to providing top-tier education in Indonesia. This event brought together distinguished representatives from the University of Arizona, fostering cooperation that positively impacts the education landscape in Indonesia.

stated, “Sampoerna University believes in education without borders, enabling our students to thrive in an increasingly interconnected world. By embracing American educational standards and partnering with the University of Arizona, we’ve opened up vast opportunities for internationalization for our students.”

John Paul Jones, Dean of International Education at the University of Arizona, also attended the event, elaborated on the benefits of the U.S. curriculum, which prioritizes project-based learning, enabling students to apply theory to practice effectively. He emphasized, “By merging U.S. educational standards with local values and culture, we can establish a distinctive learning environment that nurtures innovation, critical thinking, teamwork, and a global perspective. This results in producing high-caliber graduates capable of competing globally.” Jones added that many alumni have already achieved significant positions as directors, department heads, or successful entrepreneurs, thanks to this unique educational approach.

Prominent alumni from both institutions shared their success stories, illustrating the transformative influence of this partnership on students’ opportunities and their readiness for the global job market.

Dr. Marshall Schott, President of Sampoerna University, highlighted the significance of the collaboration during the Welcome Reception and Dinner at The Atrium, Sampoerna Strategic Square. He emphasized this collaboration has enabled the integration of American curriculum standards into the Indonesian education system, particularly at Sampoerna University. Dr. Schott



# Where Little Minds Shine Bright

**AN ALL-INCLUSIVE EARLY LEARNING ACADEMY AND DAYCARE, THOUGHTFULLY DESIGNED TO CATER TO THE DEVELOPMENTAL NEEDS OF BABIES, TODDLERS, AND CHILDREN.**



**S**PARKS! Learning Centre and Daycare was established in April 2023. As the name suggests, we offer an early learning academy for toddlers and children aged up to 6 years old, and our daycare is designed for babies as young as 6 months old.

With small class sizes accommodating 15 to 20 children, personalized attention ensures that every child can flourish. Our programs include Sports, Academica, and Visual Art, catering to various age groups and interests.



For children aged 4 years and above, the Visual Art class sparks creativity through painting, illustrations, drawings, and crafts.

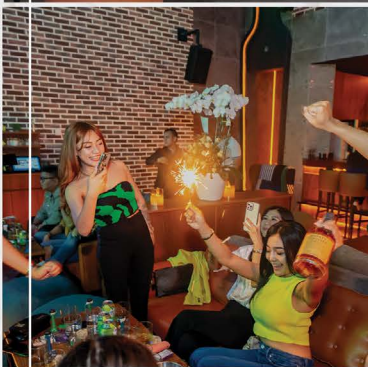
Parents can avail daycare packages that offer three daily meals, two snacks, two fun classes, invigorating morning outdoor activities, and festive celebrations on National Days and special occasions.

The Sports class introduces gymnastics, Muay Thai, Taekwondo, and Ballet. The Academica programs comprise Baby Sparkle, Toddler Twinkle, and Kinder Dazzle, all of which focus on essential sensory and motor lessons.

## SPARKS! LEARNING CENTRE AND DAYCARE

**Sampoerna Strategic Square,  
South Tower LG-33**

Jl. Jend. Sudirman Kav. 45-46  
T. 0811 999 8637



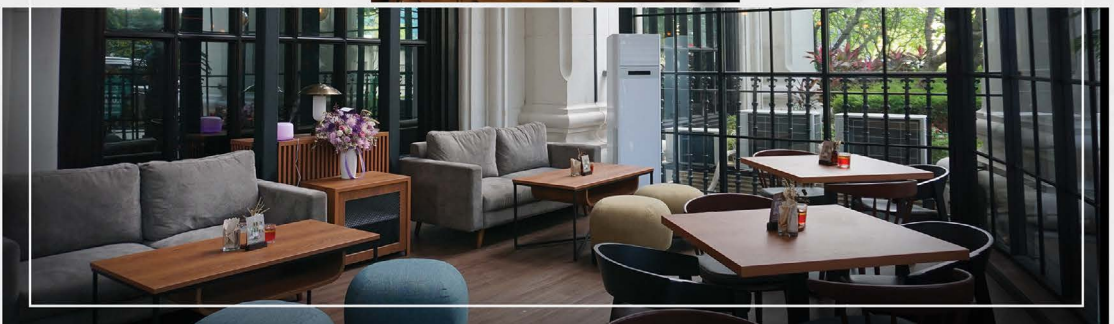
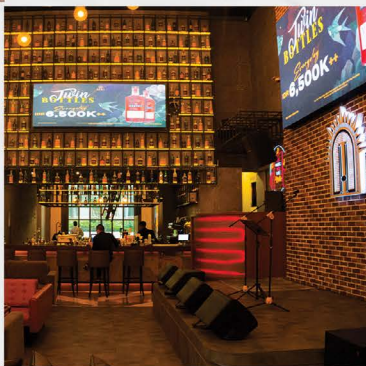
**YES, WE ALSO MAKING  
LIFELONG MEMORIES  
FOR PRIVATE PARTIES  
AND OTHER SPECIAL GATHERING**

BOOK YOUR NEXT EVENT AT :  
HENZ.HOMEDINELOUNGE@GMAIL.COM

RSVP:  
6281293339449



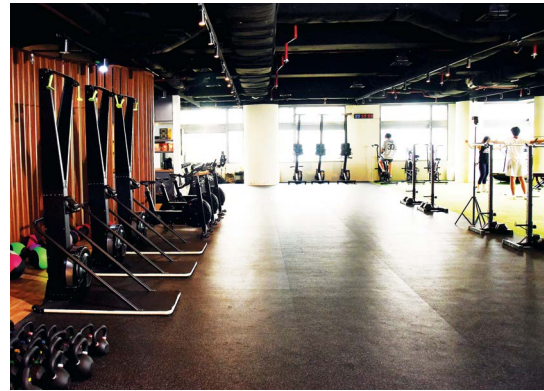
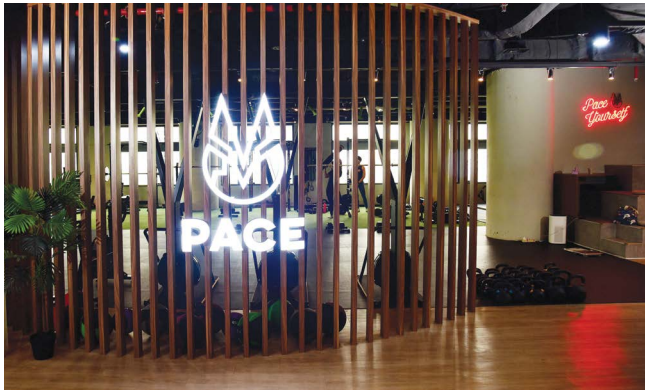
YOU'RE  
HOME



GROUND FLOOR—SOUTH TOWER, SAMPOERNA STRATEGIC SQUARE, JL. JENDRAL SUDIRMAN SOUTH JAKARTA CITY.

# Get in Shape

DISCOVER A MODERN GYM WHERE YOU CAN SET YOUR OWN PACE



Jakarta may not be the most pedestrian-friendly city, nor does it boast an abundance of spacious and clean public parks where you'd often find crowds of people jogging or working out, as seen in many other major metropolitan cities worldwide.

However, anyone seeking a conveniently accessible place to exercise need not worry, as PACE gym at Sampoerna Strategic Square in South Jakarta caters to their fitness requirements. Whether it's muscle building, learning new workout routines, or simply staying in shape, PACE offers a range of services to suit individual needs.

This fitness center boasts a modern and modest design, featuring an open gym area capable of accommodating up to 25 people, equipped with all the standard

gym facilities like treadmills and exercise bikes. Additionally, it offers a dedicated Pilates room accommodating up to nine individuals. The gym offers various programs, including muay thai and yoga lessons, cardio dance workouts, and personalized training sessions.

If you prefer a less crowded workout experience, it's best to visit the gym earlier in the day as it tends to get busier around sunset. PACE operates from Mondays to Saturdays, offering ample opportunities for people to incorporate fitness into their daily routines.

## PACE

**Sampoerna Strategic Square  
North Tower, Floor 3A**

Jl. Jend. Sudirman Kav. 45-46  
T. 0818 1815 5798

# Maintaining a Healthy Balance of Mind and Body



In today's demanding world, maintaining a healthy balance between mind and body is crucial. Physical health keeps our bodies functioning, while mental health ensures emotional well-being and cognitive abilities. The interconnection between the two is undeniable, supporting and influencing each other. By adopting mindful practices and healthy habits, we can enhance our overall well-being. Here are five effective ways to achieve this balance: prioritize well-being, exercise regularly, practice mindfulness, nourish your body with healthy food, and get enough rest.

## 1. REGULAR EXERCISE

Physical activity is not only beneficial for our bodies but also plays a significant role in promoting mental well-being. Engaging in regular exercise helps release endorphins, commonly known as “feel-good” hormones, which can boost mood and reduce stress and anxiety levels. Whether it's going for a brisk walk, practicing yoga, or hitting the gym, find a form of exercise that you enjoy and make it a part of your routine.

## 2. BALANCED DIET

What we eat has a direct impact on both our physical and mental health. Opting for a balanced diet rich in nutrient-dense foods nourishes our body while providing the necessary fuel for our brain. Include a variety of fruits, vegetables, whole grains, lean proteins, and healthy fats in your meals. Avoid excessive intake of processed foods, refined sugars, and unhealthy fats, as they can lead to inflammation and negatively affect your mood and cognitive functions.

## 3. MINDFULNESS AND MEDITATION

Practicing mindfulness and meditation allows us to cultivate a calm and focused state of mind. Taking a few moments each day to engage in deep breathing exercises, observe our thoughts without judgment, or practice meditation can help reduce stress, improve concentration, and enhance emotional resilience. These techniques enable us to develop a better understanding of ourselves and promote a sense of inner peace and balance.

## 4. QUALITY SLEEP

Adequate sleep is vital for maintaining optimal physical and mental health. During sleep, our body undergoes crucial restorative processes, while our brain consolidates memories and processes emotions. Aim for seven to eight hours of uninterrupted sleep each night, and establish a relaxing bedtime routine to promote better sleep quality. Avoid screen time and stimulating activities before bed, create a comfortable sleep environment, and prioritize a consistent sleep schedule.

## 5. SOCIAL CONNECTIONS AND SUPPORT

Human beings are inherently social creatures, and fostering meaningful connections with others is essential for our well-being. Engage in regular social interactions with family, friends, and loved ones, as they provide emotional support, understanding, and a sense of belonging. Sharing experiences, thoughts, and emotions with others can alleviate stress, enhance mood, and strengthen our mental resilience. Cultivate a supportive network and prioritize spending time with those who uplift and inspire you.

# *How to Effectively Manage Your Time*

**W**e all have the same 24 hours in a day, but have you ever felt as though you're running short of time compared to others? If you're encountering this challenge, especially in your work life, it's probable that you're dealing with a time management issue. Here are some tips to enhance your time management, ultimately leading to increased productivity.



## **PRIORITIZE WISELY**

At work, we often handle multiple tasks, each with varying levels of importance and urgency. Prioritization is a key skill for enhancing time management. Begin by deferring tasks that can wait and tackling the most important and urgent task first. Maintain a checklist of completed tasks to seamlessly move on to the next ones.

## **MAKE A TO-DO LIST**

Multitasking can contribute to employee stress at work. Creating a to-do list, either the day before or upon arrival, can mitigate this issue. It enhances focus, structure, and time efficiency. Weekly lists can further improve time management.

## **SET A TIME LIMIT**

A tight work schedule and impending task deadlines can lead to stress. Sometimes tasks arrive when immediate completion is impossible. To manage this, set time limits. For instance, if given a two-hour task, concentrate on it fully to finish before moving on.

## **AVOID DISTRACTIONS**

Work distractions hamper productivity; you're not alone. Research shows 98 percent of workers face 3-4 interruptions daily, including phone alerts, chatter, and noise. Improve focus by muting notifications, using headphones, and finding a serene work environment.

## **REDUCE MULTITASKING**

While some believe multitasking accelerates work completion, research shows it reduces productivity by 40 percent. This is because the brain functions best when concentrating on a single task over time. Juggling tasks leads to difficulty, exhaustion, and incomplete work. Prioritize and fully accomplish the most crucial task for optimal results.



# Fusion Flavors

A GASTRONOMIC JOURNEY OF CULINARY EXCELLENCE



**L**ocated strategically on the lower ground of Sampoerna Strategic Square, Bites 'n Bowls serves delectable food and beverages, catering to customers on the go. This establishment is a perfect fit for busy corporate individuals seeking a dining experience featuring delectable menus prepared quickly.

The restaurant operates from 7 am to 7:30 pm and offers a fusion of Western cuisines with Indonesian authentic flavors. Among the favorites on the menu are Spicy Karubi Don with US Beef, Gyu Don Onsen Tamago, and Beef Tender Steak with Onsen Tamago. Its best-selling dish is the Wagyu Don, a mouthwatering combination of rice topped with a half-boiled egg, spring onions, spicy "sambal," and slices of tender wagyu beef.

Bites 'n Bowls provides a variety of drink selections, including an assortment of tea and coffee-based beverages.

Having opened its doors to the public in 2017, the restaurant caters to a diverse clientele, ranging from tenants, visitors, and the management and staff of Sampoerna Strategic Square, as well as others from the surrounding area in this strategic CBD location.

Moreover, Bites 'n Bowls offers customized services for special events, such as gatherings and birthday celebrations. The interior boasts a modern setting and contemporary decorations, making this venue a unique dining experience tailored to individual preferences.

## BITES 'N BOWLS

**Sampoerna Strategic Square  
Lower Ground, NT-LG 25**

Jl. Jend. Sudirman Kav. 45-46  
T. 021 2039 2099 / 021 2551 3954

## #LEBIHYAKIN wujudkan keinginan Nabung di **SAMPOERNA MOBILE SAVING**



Kesempatan  
**MENANG UNDIAN**  
Hadiah Total  
**3 MILIAR RUPIAH**

Dapatkan **CASHBACK** menarik di  
seluruh tenant yang menggunakan  
**QRIS BANK SAHABAT SAMPOERNA**

Bayar lebih murah dengan  
**SAMPOERNA MOBILE BANKING**  
di area gedung Sampoerna  
Strategic Square



Tersedia di:



Bank  
Sampoerna

Bank Sahabat Sampoerna berizin dan diawasi oleh Otoritas Jasa Keuangan serta merupakan peserta penjaminan LPS

# Nurturing Entrepreneurship

**A QUICK LOOK AT AN EVENT THAT EMPOWERS MSME ENTREPRENEURS TO PLAY A MORE SIGNIFICANT ROLE IN THE NATIONAL ECONOMIC DEVELOPMENT**



A quick look at an event that empowers MSME entrepreneurs to play a more significant role in the national economic development

Based on the definition provided in Law Number 20 of 2008, Micro, Small, and Medium Enterprises (MSMEs) are productive businesses owned by individuals or business entities that meet the criteria outlined in the law. The role of MSMEs in advancing the national economy is

of paramount importance, as they are considered a critical engine for driving economic growth.

In conjunction with Sampoerna Group's 110th Anniversary and National MSME Day, Sampoerna Land organized the Sampoerna Festival MSME 2023, which took place from August 21 to August 25, 2023. The event was attended by entrepreneurs from the crafts, fashion, and culinary industries. Furthermore, MSME entrepreneurs had the opportunity to access services

related to business legality and passport assistance. In addition, Sampoerna Group collaborated with South Jakarta Immigration Office in Mampang to meet a target of issuing 1,110 passports.

## CSR + MSME EVENT

To underscore this commitment, Sampoerna organized CSR activities to coincide with the launch of the MSME event at the Sampoerna Strategic Square. All business units

within the Sampoerna Strategic Square collectively raised a sum of Rp175 million, which will be allocated to assist individuals and groups facing various needs within the community.

## EID AL-ADHA

The Sampoerna Group, along with tenant representatives, collaborated and made contributions to support the Eid al-Adha event. They provided sacrificial animals, including 12 cows and 31 goats, and extended donations to 300 orphans from various sub-districts such as Setiabudi, Guntur, Karet, Karet Semanggi, Karet Kuningan, Kuningan Timur, Pasar Manggis, and Menteng Atas. This initiative is part of the Sampoerna Group's CSR program. Furthermore, Sampoerna Land also forged partnerships with the Musholla Sampoerna Prosperity Council and the Sampoerna Strategic Square Employee Consumer Cooperative.

**B**erdasarkan definisi dari Undang-Undang Nomor 20 tahun 2008, Usaha Mikro, Kecil, dan Menengah atau UMKM adalah usaha produktif milik orang perorangan atau badan usaha perorangan yang memenuhi kriteria mikro sebagaimana di atur dalam undang-undang. Peran UMKM dalam kemajuan perekonomian nasional sangat krusial dan dianggap sebagai critical engine untuk memajukan perekonomian.



Bertepatan dengan perayaan HUT Sampoerna Grup ke 110 serta hari UMKM Nasional, Sampoerna Land menggelar Sampoerna Festival UMKM Tahun 2023 pada 21-25 Agustus 2023. Acara ini dihadiri oleh pelaku usaha di bidang kriya, fesyen, dan kuliner. Selain itu, pelaku usaha di sektor UMKM juga memiliki kesempatan untuk memperoleh pendampingan layanan legalitas usaha serta pendampingan pembuatan paspor. Selain itu, Sampoerna Group turut bekerja sama dengan Kantor Imigrasi Jakarta Selatan di Mampang guna memenuhi target pembuatan 1.110 passport.

## CSR + MSME EVENT

Sampoerna menggelar kegiatan CSR sebagai pembuka acara UMKM di Sampoerna Strategic Square Building. Seluruh unit bisnis Sampoerna Strategic Square telah

mengumpulkan total dana Rp175 juta yang akan disalurkan kepada masyarakat yang membutuhkan.

## IDUL ADHA

Sampoerna Group serta perwakilan tenant berkolaborasi serta berkontribusi dalam mendukung acara Idul Adha dengan memberikan hewan kurban yang terdiri dari 12 sapi dan 31 kambing, serta donasi kepada 300 anak yatim dari Kelurahan Setiabudi, Guntur, Karet, Karet Semanggi, Karet Kuningan, Kuningan Timur, Pasar Manggis, dan Menteng Atas. Program ini merupakan bagian dari program CSR Sampoerna Group. Selain itu, Sampoerna Land menjalin kerja sama dengan Dewan Kemakmuran Musholla Sampoerna dan Koperasi konsumen karyawan Sampoerna Strategic Square.

# Nursery Room



**C**reating a nursery area within a corporate establishment offers a wonderful chance to extend support to parents managing their professional obligations alongside familial responsibilities.

We deeply understand the challenges confronted by working parents as they endeavor to balance their professional pursuits with their family obligations. Hence, it brings us immense joy to introduce our thoughtfully developed nursery space.

Nestled within the South Tower at 16 B, this nursery area exemplifies our commitment to nurturing a workplace that is not only welcoming but also family centric. Carefully conceived, our nursery section is tailored to the needs of mothers in search of a secure and hygienic haven for their little ones.

**M**enyediakan layanan untuk mengasuh anak di lingkungan perkantoran merupakan peluang istimewa bagi para orang tua agar tetap dapat menjalankan tugas profesional harian di kantor tanpa mengabaikan peran dan tanggung jawab mereka sebagai orang tua.

Kami memahami tantangan yang dihadapi para orang tua yang harus bekerja sambil tetap memenuhi peran mereka sebagai orang tua. Oleh karena itu, hati kami memperkenalkan Fasilitas Pengasuhan Anak sesuai dengan kebutuhan.

Berlokasi di Menara Selatan 16 B, area pengasuhan anak ini mencerminkan komitmen kami untuk membina lingkungan kerja yang nyaman. Dengan perencanaan yang teliti, fasilitas pengasuhan anak disesuaikan dengan kebutuhan para ibu yang mencari tempat yang aman dan higienis bagi buah hati mereka.

# Directory



## PT SAMPOERNA LAND

*Owner / Property Management*

Sampoerna Strategic Square  
South Tower, Mezzanine Level  
Jl. Jenderal Sudirman Kav. 45-46  
Jakarta 12930  
Indonesia

T: +6221 577 0001-4

F: +6221 577 0901

[www.sampoernastrategicsquare.com](http://www.sampoernastrategicsquare.com)

## NORTH TOWER

### FOOD & BEVERAGES

A & W T: +6221 2598 4814	LG 23
Bakmi Naga T: +62877 852 75588	LG 7
Bites & Bowls T: +62815 13770577	LG 25
BlackDrip Coffee T: +62822 6768 2228	LG 11
EverPlate T: +62858 8238 5496	LG 8 -10
Kopi SSS T: +62812 1133 1585	THE GARDEN
Mangkuk Tulus T: +62821 1720 4279	LG 26
Muffin House T: +62855 7029 862	GF 9
Pagi Siang Malam T: +62811 1598896	LG 2
Starbucks T: +6221 5795 0727	GF 3

### BEAUTY & HEALTH

Drg. Leny Listyani T: +6221 577 1540	LG 28
Kokuo Reflexology T: +6221 5795 2161	LG 29
Pace Performance (Gym) T: +62818 18158798	FL 3A
Sari Beauty Salon T: +62819 0584 2724	LG 3
Wing Chun Therapy T: +62819 0536 9369	LG 3A

### OTHER SERVICE

AlfaMart T: +6221 5795 0796	LG 1
Arcata Design T: +6221 577 0080	LG 20-21
BCA T: +6221 5795 7010 +6221 5795 7008-09	GF 1
Bank Sahabat Sampoerna M T: +6221 5795 1234	
Call Centre Asuransi Jiwa Manulife T: +6221 2555 7788	GF 3A
MBS Tour & Travel - Money Changer T: +6221 5790 3505-2729	LG 31
Gereja Bethel Indonesia T: +62811 1680 812	FL 3
Strategic Pest Control T: +6221 252 4230	LG 5
Waris	LG 12

## SOUTH TOWER

### FOOD & BEVERAGES

Cali Deli T: +6221 5790 3272-73	INTER
Fiore Bakery & Dried Flowers T: +6221 5793 0379	LG 14
Home Dine & Lounge T: +62811 8286 691	GF 8 -10
Pagi Siang Malam T: +628811 1598 896	LG 18
Quickly T: +6221 5795 2257	GF 11
Sampoerna Food Square T: +6221 5795 0685-86	LG 30
Xenia Bakery T: +6221 8027 6261	LG 12A

### ATM SERVICE/ ATM

CIMB	LG
BCA ATM	NT GF
BNI	ST GF
BRI	LG
BSS	ST MEZZ
MANDIRI ATM	M

### OTHER SERVICE

Bank Mandiri T: +6221 5795 2107	M
BNI T: +6221 5795 0397-0686	GF 5
Dress Up T: +62852 1874 3015	LG 16A
Elang Satelit Abadi Security Office T: +62857 7477 7907	LG 27
Jumpstart Coffe T: +62813 8431 9775	LG ATM CENTER
Notary - Liestiani Wang, SH T: +6221 5795 2359	LG 17A
Spark Day Care T: +6221 5795 1900	LG 33
TIKI T: +6221 5795 0622	LG 16C



# Your first choice

Great place for your meetings, conventions and seminars. Strategically located in the heart of Sudirman area, We offer wide selection of meeting rooms for your convenience . Each room is supported with Motorized Screen, LCD Projectors, Electronic Whiteboard and Free Wifi. For inquiry please call 021-5770001-04

## The Function Room

[www.sampoernastrategicsquare.com](http://www.sampoernastrategicsquare.com)



Sampoerna Strategic  
Square