



Dewan Pengurus Pusat  
**HIMPUNAN PENGEMBANGAN JALAN INDONESIA (HPJI)**  
*Indonesian Road Development Association (IRDA)*

**DPP-HPJI**  
2019 - 2023

SEKRETARIAT :

Jl. Dharmawangsa Raya no.125, Kebayoran Baru, Jakarta Selatan, Indonesia 12160  
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No. : UM.031/DPP-HPJI/VI/2023 Jakarta, June 21, 2023  
Category : General  
Attachment : One Document  
Subject : Invitation to Participate in Asia Australasia Road Conference 2023 Sponsorship

To  
Company Directors

Dear Sir/Madam,

To support the government's effort in accelerating economic recovery in construction sector post COVID-19 Pandemic, and to encourage transformation towards the era of Construction 4.0, we are delighted to inform you that Indonesia Road Development Association (IRDA) is organizing

**Asia Australasia Road Conference 2023 (AARC 2023)**

Date/Time : August 24<sup>th</sup> - 26<sup>th</sup> 2023 (09:00-21:00 WITA/UTC+8)  
Venue : Convention Hall – Meruorah Komodo Labuan Bajo, Nusa Tenggara Timur

This year's conference theme is "**Advance Technology Implementation Towards Sustainable Road Development**". Consists of various events including Seminar, Technical Sessions, Workshops, Interactive Discussions on Road and Bridge Construction, Exhibition, and Site Visit. This conference is expected to attract more than 800 participants both from national and international scale, including stakeholders related to road and bridge construction, IRDA Regional Offices, local government officials, and academics. The conference is focused into seven technical categories, including:

- New and Innovative Pavement Design & Maintenance/Road Pavement Recycling
- Road Safety
- Resilience and Disaster Management for Road and Climate Change
- Geotechnic, Bridge, and Tunnel
- Transport and Highway Planning, Geometric of Road, and Accessibility
- Transport Administration and Strategic Improvisation of Project Management
- Asset Management and Digital in Road Network

This letter is an invitation for your company to participate in AARC 2023 Sponsorship. Attached to this letter the Sponsorship proposal for your perusal. Should you have any inquiries, please do not hesitate to contact:

- Agung Yudhianto +62 811-295-2527
- Yudi Hardiana +62 878-9997-1226
- Khusairi +62 822-1018-1310
- Rahadyan S +62 811-836-991

Thank you and I hope to see you in Labuan Bajo this year.

**HEAD OF INDONESIAN ROAD  
DEVELOPMENT ASSOCIATION**

**Dr. Ir. Hedy Rahadian, MSc.**  
Member No.: B-08438

CC:

1. IRDA Treasury
2. IRDA Head of Department II



# SPONSORSHIP PROPOSAL

## ASIA AUSTRALASIA ROAD CONFERENCE

### ADVANCE TECHNOLOGY IMPLEMENTATION TOWARDS SUSTAINABLE ROAD DEVELOPMENT

24<sup>th</sup> - 27<sup>th</sup> August 2023

09.00-21.00 Central Indonesia Time (UTC +8)

Labuan Bajo - Indonesia

To support the government's effort in advancing economic recovery post COVID-19 Pandemic, especially in construction sector and also to encourage transformation towards the era of Construction 4.0, we hereby inform you that Himpunan Pengembangan Jalan Indonesia (HPJI) will hold an exhibition "*Pameran Konferensi Nasional Teknik Jalan Ke-11 (KNTJ-11)*" and a conference "**Asia Australasia Road Conference 2023 (AARC 2023)**", on **August 24-27 2023**, at Convention Hall – Meurorah Komodo Labuan Bajo, Nusa Tenggara Timur.

The exhibition and conference will discuss on **Advance Technology Implementation Towards Sustainable Road Development**. These events include Seminar, Technical Session, Workshop, Interactive Discussion on Road and Bridge Construction, Exhibition, and Site Visit. Approximately more than 1000 participants will be joining in these activities including stakeholders related to road and bridge construction, DPP HPJI, Official Departments of Highways in Indonesia, academics in National Road Sector, and International Stakeholders. The exhibition and conference will present various categories including **New and Innovative Pavement Design & Maintenance/Road Pavement Recycling; Road Safety; Resilience and Disaster Management for Road and Climate Change; Geotechnic, Bridge, and Tunnel; Transport and Highway Planning, Geometric of Road, and Accessibility; Transport Administration and Strategic Improvisation of Project Management; Asset Management and Digital in Road Network.**



## Hedy Rahadian

Director General of Highways,  
the Ministry of Public Works and Housing,  
the Republic of Indonesia and the Head of IRDA

# About the Event

## Background

In 2023, REAAA will celebrate its 50th anniversary. To commemorate its anniversary, REAAA in collaboration with PIARC hosted by IRDA and DGH Ministry of Public Work and Housing Indonesia will conduct a series of activities consisting of **road engineering conference, seminar, council meetings, business forum, exhibition, technical visit and cultural visit.**

## Target Participant

AARC expected to have around **1.000 participants** from various background such as local authorities, administrators, the private sector, those responsible for road traffic and safety, design engineers, design consultants, road network administrators, contractors, control and technical assistance consultants, academics, researchers, engineering students, business and professionals.

## Time

**24th - 27th August 2023**  
09.00-21.00 Central Indonesia Time  
(UTC +8)

## Location

**Meruorah**  
Komodo Labuan Bajo





## Agenda

- 1 Road Engineering Conference**  
(in collaboration with REAAA)
- 2 Seminar**  
(join organizing with PIARC and IRDA)
- 3 The 120<sup>th</sup> REAAA Council Meeting**
- 4 REAAA 24<sup>th</sup> Young Engineers Professional (YEP) Meeting**
- 5 The 13<sup>th</sup> Heads of Roa Authorities (HORA) Meeting**
- 6 The 10<sup>th</sup> REAAA Business Forum**
- 7 The 50<sup>th</sup> REAAA Anniversary**
- 8 International & National Exhibition**
- 9 Site Visit & Cultural Visit\***  
(Optional via registration)



# Sponsorship Package

## Benefits

	PLATINUM (Only 3 Slot)	GOLD	SILVER	BRONZE	LIGHT BRONZE
	US\$ 6600 IDR 99.000.014	US\$ 5000 IDR 75.000.014	US\$ 3500 IDR 53.000.014	US\$ 2000 IDR 30.000.014	US\$ 1000 IDR 15.000.014
Speaking slot at business forum	✓				
Press release	✓	✓	✓		
Company logo exposure					
• Event flyer	✓	✓	✓	✓	✓
• Screen layout	✓	✓	✓	✓	✓
• Banner	✓	✓	✓	✓	✓
• Merchandise	✓	✓	✓	✓	
• Photobooth	✓	✓	✓		
• REAAA business forum official website	✓	✓			
Company profile video loop	✓	✓	✓		
Business forum seat	4 Participant	2 Participant	1 Participant	1 Participant	
Gala dinner executive seat**	4 Participant	2 Participant	1 Participant		
Ad libs by master of ceremony	✓	✓	✓	✓	✓

## Contact Person

[asiaaustralasia2023@gmail.com](mailto:asiaaustralasia2023@gmail.com)

# Sponsor Confirmation Sheet

## Asia Australasia Road Conference 2023

The undersign below :

1. Name : .....

2. Position : .....

3. Institution/Company : .....

4. Address : .....

Post Code : ..... Phone/Mobile : .....

Fax : ..... Email : .....

5. Phone/HP : .....

6. Email : .....

are willing to cooperate as a sponsor in the Asia Australasia Road Conference 2023 event series which will be held on 24-27 August 2023

with a choice of sponsorship package

<b>PLATINUM</b> (Only 3 Slot) US\$ 6600 IDR 99.000.014	<b>GOLD</b> US\$ 5000 IDR 75.000.014	<b>SILVER</b> US\$ 3500 IDR 53.000.014	<b>BRONZE</b> US\$ 2000 IDR 30.000.014	<b>LIGHT BRONZE</b> US\$ 1000 IDR 15.000.014
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AARC 2023 COMMITTEE ..... 2023

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