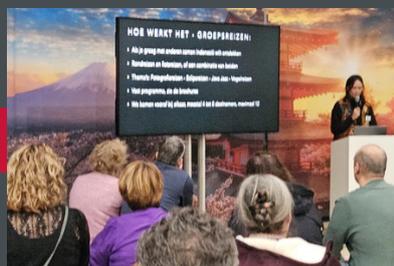




# NEWSLETTER



On January 26, 2025, BINA held a pivotal meeting with His Excellency Ridwan Hasan, Ambassador of the Republic of Indonesia to Qatar, in Doha.



BINA is on track to be a member of the Vereniging van Kleinschalige Reisorganisaties (VvKR), the Association of Small-Scale Travel Organisations. This strategic move aligns with BINA's mission to enhance business between Indonesia and the Netherlands and to promote Indonesian tourism and culture in Europe.



BINA had the honor of meeting Mr. Jeroen Schillings, Senior Economic and Commercial Advisor at the Consulate General of the Kingdom of the Netherlands in Dubai, UAE. The meeting focused on introducing BINA's business activities, and the upcoming Economic Mission from the Netherlands to Dubai, which BINA will organize in October 2025. BINA looks forward to fostering stronger economic ties and collaboration between the two regions.



With gratitude to God Almighty, BINA is honored to present the inaugural edition of its newsletter to all stakeholders and the general public.

This publication serves as a platform to share updates and highlight the progress of BINA's ongoing developments.

BINA B.V. is proud to contribute, however modestly, to advancing the economies of both Indonesia and the Netherlands, and through this partnership, fostering stronger global ties.

We extend our sincere appreciation to our clients and stakeholders who have collaborated with BINA.

Together, we are building a future of shared success!!

**Monique Patricia**  
Founder/ CEO





## **BINA COURTESY CALL WITH THE INDONESIAN AMBASSADOR IN DOHA, QATAR**

On January 26, 2025, BINA B.V., a Dutch-based company dedicated to fostering business relations between Indonesia and the Netherlands, held a pivotal meeting with His Excellency Ridwan Hasan, Ambassador of the Republic of Indonesia to Qatar, and Mr. Iwan Wijaya Mulyatno, Minister Counsellor at the Indonesian Embassy in Doha. Our visit was accompanied by Ms. Kartini Sarsilaningsih, BINA's local representative in Doha. Chief Executive Officer, Monique Patricia, and Chief Program Officer, Wati Chaeron, led the delegation from BINA in the Netherlands. The primary objective of this meeting was to explore avenues for expanding BINA's network and strengthening bilateral business ties between Netherlands, Indonesia and Qatar.

This courtesy call with His Excellency Indonesia's Ambassador Ridwan Hasan underscores BINA's commitment to its mission of enhancing business between Indonesia and the Netherlands and expanding its reach globally. Throughout the call, it was discussed recent updates regarding migration of workers from Indonesia to Qatar, cybersecurity laws and cyber laws in Doha, Qatar and in the Netherlands. By engaging with key diplomatic figures, BINA seeks to identify new opportunities and strengthen existing partnerships, further solidifying its role as a bridge between Indonesian and European markets.

Established on April 21, 2021, BINA,—short for Business Indonesia Netherlands Association—aims to develop business opportunities between Indonesia and the Netherlands to meet the needs of both countries and from these two countries to the world. The name "BINA" itself means "to build" in Indonesian, reflecting the company's mission to construct and enhance business relationships.

For more information about BINA and its initiatives, visit their official website at [www.binabv.com](http://www.binabv.com)

# HIGHLIGHT

## BINA BUSINESS TRIP IN DUBAI AND DOHA

### JANUARY 2025

On 25-30 January 2025, BINA conducted a successful business trip to Dubai, engaging with key stakeholders from different business sectors. The visit provided an opportunity to introduce BINA's business activities and explore potential partnerships for BINA and for BINA's partners: FEHA, PT Jakamitra Indonesia (a subsidiary company of PT Japfa Comfeed Indonesia Tbk), and Multindo Technology Europe. It also laid the groundwork for the upcoming economic mission in October 2025, which aims to connect Dutch and Indonesian companies with valuable business prospects in the region.



In Doha, BINA engaged with several Indonesian and Qatari stakeholders to explore partnership opportunities across various business initiatives. Discussions included the development of a market ecosystem for FEHA - BINA's business partner specializing in cybersecurity and data protection.





## **BINA PARTNERS WITH FEHA TO ENHANCE CYBERSECURITY AND COMPLIANCE**

BINA has announced a strategic collaboration with FEHA, an international IT Governance, Risk Management, and Compliance (GRC) firm specializing in cybersecurity and privacy management. This partnership aims to bolster BINA's and FEHA's business outreach in the cybersecurity field, ensuring robust cybersecurity measures and adherence to international compliance standards.

The alliance between BINA and FEHA represents a strategic move to enhance BINA outreach and businesses in terms of cybersecurity framework and compliance adherence. By introducing FEHA's services to potential clients and clients of BINA, it is expected that FEHA's and BINA's clients are more equipped to navigate complexities of international business securely and efficiently.

The partnership between BINA and FEHA is driven by several key objectives:

- **Ensuring Regulatory Compliance:** Operating across international borders requires adherence to a myriad of regulatory frameworks. FEHA's expertise in IT GRC will guide BINA in navigating complex compliance landscapes, ensuring that all business practices meet the stringent requirements of both Indonesian and European regulations.
- **Enhancing Client Trust:** By proactively addressing cybersecurity and compliance, BINA aims to reinforce trust among its clients and partners. Demonstrating a commitment to safeguarding data and maintaining ethical business practices serves as a cornerstone for long-term relationships and business growth.



## BINA IS ON TRACK TO BE PART OF VVKR IN THE NETHERLANDS



BINA B.V. Netherlands is on track to be a member of the Vereniging van Kleinschalige Reisorganisaties (VvKR), the Association of Small-Scale Travel Organizations. This strategic move aligns with BINA's mission to enhance business between Indonesia and the Netherlands and to promote Indonesian tourism and culture in Europe. Currently, BINA plans to launch its umrah travel services and other travel services to its clients. The decision to join VvKR is particularly significant for BINA's JAPPA-JAPPA division,

which focuses on travel and tourism services. VvKR represents over 483 small-scale travel specialists that prioritise personalized travel experiences, often involving small groups or individual travel, and accommodations in authentic settings. Members of VvKR are committed to responsible tourism, ensuring respect for local cultures, traditions, and practices.

BINA's plan to be part of VvKR marks a significant milestone in its commitment to promoting Indonesian tourism in Europe. This affiliation not only enhances the company's credibility and network but also ensures that clients receive high-quality, authentic, and secure travel experiences.

By becoming a member of VvKR, BINA aims to achieve several objectives:

- **Enhanced Credibility:** Affiliation with VvKR provides assurance to clients that BINA adheres to high standards of service and ethical business practices.
- **Networking Opportunities:** Access to a network of like-minded travel organisations opens avenues for collaboration, knowledge exchange, and shared best practices.
- **Market Insights:** Engagement with VvKR offers valuable insights into the latest trends and developments in the European travel market, enabling BINA to tailor its offerings effectively.
- **Consumer Protection:** VvKR members offering package holidays are affiliated with travel guarantee schemes namely STO-Garant, CGTO, VZR Garant, or SGR, ensuring clients are protected in case of unforeseen circumstances akin to that of company insolvency. BINA is affiliated with VZR Garant.

Benefits of this membership extend to BINA's clients as well:

- **Assured Quality:** Clients can trust quality and reliability of services offered, knowing that BINA B.V. meets stringent criteria set by VvKR.
- **Unique Experiences:** Through VvKR's network, BINA can offer clients unique and authentic travel experiences that go beyond conventional tourism.
- **Financial Security:** Affiliation with recognised travel guarantee schemes provides clients with financial protection, offering peace of mind when booking travel packages.

# Welcome to Vakantiebeurs 2025

BINA team recently attended the Vakantiebeurs 2025, held from January 9 to 12 at the Jaarbeurs in Utrecht. This annual event is renowned for showcasing a diverse array of travel destinations and services, attracting industry professionals and travel enthusiasts alike. BINA's participation in Vakantiebeurs 2025 was to explore and expand opportunities within the travel and tourism sector, particularly in promoting Indonesian destinations to the European market.

Through its participation in events like Vakantiebeurs, BINA underscores its dedication to enhancing business relations between Indonesia and the Netherlands. By promoting Indonesian tourism, BINA not only contributes to Indonesia's economic growth but also fosters cultural exchange and mutual understanding between the two nations of the Netherlands and Indonesia.

Vakantiebeurs is a premier travel and tourism fair that brings together exhibitors from around the globe, presenting a wide range of destinations and travel-related services. The event offers attendees the opportunity to discover new cultures, cuisines, and adventures, with insights from enthusiastic travel experts. Whether seeking relaxation, adventure, or a blend of both, visitors can find inspiration for their next journey at Vakantiebeurs.

## BINA EXPLORES NEW HORIZON AT VAKANTIEBEURS 2025



By engaging with various stakeholders at the event, BINA intends to:

- **Network with Industry Professionals:** Establish connections with travel agencies and tourism boards including Garuda Indonesia Airways. In this event we met with the General Manager of Garuda Indonesia in the Netherlands, Dimas Nugroho.
- **Keeping Abreast as regards Market Trends:** Gain insights into the latest travel trends and consumer preferences to tailor offerings that meet the evolving demands of European and Indonesian travelers.
- **Promote Sustainable Tourism:** Advocate for responsible and sustainable tourism practices that benefit local communities in Indonesia while providing authentic experiences for visitors.

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<https://binabv.com/>

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