



NEWSLETTER



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Dear Readers,

February brought the coldest temperatures the Netherlands has seen for some time. Unfortunately, a flu epidemic affected many people quite severely. As we move into early March, we are beginning to experience much milder weather—spring is finally on its way!

For the second edition of our newsletter, we are pleased to share insights from the recent visit of our client, PT. Jakamitra Indonesia, a subsidiary of Japfa Comfeed Tbk, in Rotterdam, the Netherlands. We – the BINA B.V. team - have had the privilege of representing them in promoting their i-Sentra @Lamongan, a smart-eco industrial park located in East Java, Indonesia. We are excited to announce that this project has recently been granted the prestigious status of a National Strategic Project in Indonesia.

This February 2025, BINA had an exciting opportunity to prepare our booth for the INDO Pop-Up Store at Rotterdam Central Station, an event organized by Stichting Indo Zijn and Eating Habits. BINA is pleased to showcase our efforts in fostering meaningful business connections between Indonesia, the Netherlands, and beyond.

A key highlight of this initiative is the launch of our exclusive travel packages to Indonesia, our Umrah packages, alongside other curated journeys that immerse travellers in the rich culture, traditions, and regional perspectives. Through these experiences, we aim to

strengthen mutual understanding, promote solidarity, and cultivate harmony among diverse communities.

But it is only in the upcoming edition, we will share first-hand stories from this experience, including a special moment when I will have the privilege of performing at the plaza of Rotterdam Central Station! Aha!

Last but not least, I extend my heartfelt wishes to all our fellow Muslims for a meaningful and blessed Ramadan, and to our fellow Catholics, a peaceful and reflective Lent. May this season of devotion bring spiritual growth, peace, and abundant blessings to all of us.



Monique Patricia
Founder/ CEO

BINA STRENGTHENS COLLABORATIONS IN ENERGY, TRADE, AND INVESTMENTS

In a series of high-level meetings held throughout February, BINA reinforced its international partnerships and explored new business opportunities, particularly in trade and sustainable energy. These engagements brought together key stakeholders from various industries, including renewable energy, agrifood, and industrial development.



On February of 15th, BINA and SolarAM, one of Jakamitra's potential business client, convened a meeting to exchange updates on their respective initiatives. During the discussion, Mr. Mazid from SolarAM provided an overview of the technical strategy and their update plan to open a company at i-Sentra @Lamongan Smart-Eco Industrial Park.

BINA facilitated the introduction of its trade consortium, which includes PYNX B.V., to Vice President Strategic Planning of Japfa Comfeed Tbk., Mr. Gerald Eman, and Director of PT Jakamitra Indonesia, Mr. Benjamin Abednego, on 17th of February. Ms. Kawing Sing and Mr. Jaap Peter Schuurink from PYNX welcomed the introduction. They actively participated in a brainstorming session on potential commodity trade opportunities, particularly in spices and seasonings, between Japfa and BINA's consortium. PYNX committed to informing its trading networks about agrifood and fisheries products, further expanding potential market linkages. Additionally, PYNX expressed a strong interest in Pazar's seasoning products and tilapia fish from Lake Toba, highlighting the potential for further trade collaborations.



On the following day, BINA facilitated an introduction between Rotterdam Partners and Japfa Comfeed and PT Jakamitra Indonesia. Sector Manager Agro Food from Rotterdam Partners, Mr. René Hanssens, is responsible for economic development in Rotterdam through international trade and investment. He expressed great interest in Mr. Gerald's presentation on the i-Sentra @Lamongan Smart-Eco Industrial Park. For the next stage, he suggested introducing PT Jakamitra Indonesia to the Dutch Fresh Port and *Gemeente Rotterdam* (Municipality of Rotterdam).





The meeting continued with potential spice buyer Dutch importer Mr. Fuad Secici in The Hague to explore export business opportunities for its "Pazar", a brand of spice and seasoning products produced by PT Japfa Comfeed Tbk. The meeting was facilitated by BINA and the Trade Attaché of the Indonesian Embassy in The Hague, Ms. Annisa Hapsari, as part of ongoing efforts to expand spice exports to the European market.

BINA also accompanied Japfa Comfeed and PT Jakamitra Indonesia for an audience with the Indonesian Embassy in The Hague on the same day. The purpose of this meeting was to expand networks, collaborations, and explore potential investment with companies in the Netherlands. JAPFA Comfeed is a leading agribusiness company based in Indonesia, primarily engaged in animal feed production, poultry breeding, livestock farming, and aquaculture. Japfa Comfeed operates across multiple countries in Asia and has established a strong presence in the animal nutrition and food production industries.



SMART-ECO INDUSTRIAL PARK at East Java, Indonesia

i-Sentra
@ Lamongan

Integrated Port & Industrial Zone

Tri-gateway Industrial
Manufacturing Hub

Circular Economy Ecosystem

New Growth Engine
for East Java



SECURITY ~~≠~~ COMPLIANCE BUT IF COMPLIANCE WORKS, WHY NOT?

By : Ferry Haris



Security and compliance are often used interchangeably, but they are not the same. Compliance is about meeting a defined set of requirements—often to pass an audit. Security, on the other hand, is about protecting your business, your customers, and your future.

At FEHA, we believe compliance should be more than just a checkbox exercise. If compliance frameworks help companies understand security better, then why not use them as a foundation? The key is implementing compliance the right way —not just to pass an audit, but to build real security maturity .

This is where our team makes a difference. We don't just help businesses get certified; we ensure they develop sustainable security practices. Our clients don't just pass audits—they gain a solid security posture that grows with them.

So yes, compliance is not the same as security. But done right, it can be a powerful tool to build resilient businesses. At FEHA, we make sure it's done right.

Conversations regarding cybersecurity compliance are available on FEHA's youtube: <https://www.youtube.com/@FEHAteam>.

BINA AND FEHA'S ENGAGEMENTS IN DOHA AND DUBAI

BINA team assisted and arranged a few meetings with several stakeholders in Dubai and Doha for FEHA at the end of February 2025. There was a meeting with Jeroen Schillings, Economic Advisor, Consulate-General of the Netherlands in Dubai during the STEP Conference with Ferry Haris, Founder and CEO of FEHA, to discuss cybersecurity and FEHA's role in ensuring cybersecurity compliance for SME's. On a different meeting, Ferry Haris met with Zarko Ackovik, Director of Commercial at Dubai World Trade Centre at the STEP Conference on the 20th of February 2025.



Engagements also unfolded in Doha. There was a meet-up for networking with Indonesian diasporas on the 24th of February in Doha. Ms. Kartini Sarsilaningsih – as a partner of BINA B.V. in Doha assisted a networking event between Ferry and Indonesian entrepreneurs in Qatar. A meet-up with H.E. Ridwan Hasan – Ambassador of the Republic of Indonesia in Doha, Qatar was organized on the 26th of February. The initial objective of the meet-up with His Excellency Pak Ridwan was to network and increase brand awareness of FEHA.



BINA OFFICIALLY PART OF VVKR IN THE NETHERLANDS

BINA is officially 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. 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, GGTO, 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.

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.

The Vereniging van Kleinschalige Reisorganisaties (VvKR), or Association of Small-Scale Travel Organizations, is a Dutch association representing small, specialized travel companies. With 493 members, VvKR advocates for the interests of these organizations, ensuring that travelers receive personalized and reliable services. Members offering package holidays are affiliated with travel guarantee schemes such as STO-Garant, GGTO, VZR Garant, or SGR, providing financial protection to consumers in case of tour operator insolvency.

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