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BUSINESS INDONESIA NETHERLANDS ASSOCIATION BV Business Without Frontiers

# NEWSLETTER

# Anniversary Special Edition





## **BINA B.V.:**

# A Founder's Journey of Purpose, People, and Possibility

BINA B.V. was founded by Monique Patricia, who previously managed an event and travel management company in the Netherlands. When the COVID-19 pandemic disrupted both industries, she began exploring business models that could operate both online and offline, and remain resilient in any situation. With a strong network and experience, Monique envisioned five distinct business lines and decided to build a more diversified company.

To establish this vision, Monique partnered with Kian Tjoa. She brought in Titi Tauran-Sutomo, a graphic designer and longtime friend-turned-family, and Tina Phefferkorn, an



IT coordinator from Jakarta who had relocated to Maastricht. Together, they developed BINA's foundation-including its logo, vision, and mission-with the guidance and legal support of Martine Flipse, a trusted friend and lawyer. BINA B.V. was officially registered in the Netherlands on April 21, 2021, during the height of the pandemic.

In Indonesian, "BINA" means "to build." The logo-a blooming flower with five petals and a bee-symbolizes the company's five business lines and its commitment to growth and harmony. The bee represents diligence and prosperity, while its body reflects the flags of Indonesia and the Netherlands, symbolizing cross-cultural roots of the company.

BINA operates with a commitment to reliability, trust, and excellence–embodying our motto: Business without Frontiers.



### **Our Journey**

BINA's first project launched in December 2021, working with its first group of interns–Kartika, Arrafi, Zhafran, and Amara–on a corporate event for the Indonesian Ministry of Agriculture, delivered in just ten days. This success positioned BINA as a rising corporate event organizer.

In 2022, BINA won a competitive bid to organize the grand opening of an Indonesian state-owned bank in Amsterdam. The client praised BINA's detailed preparation, professional style, and dedication, leading to ongoing referrals and growing recognition.



BINA has successfully managed a wide range of high-profile projects, including the grand opening of Padang restaurant Lapek Jo, coordinating performances by internationally renowned artists such as Anggun C. Sasmi, saxophonist Nicky Manuputty, and Andre Hehanussa at an event in The Hague, and curating an exclusive Indonesian fine dining experience aboard the RotterTram with Chef Eduard Roesdi (of Iboe Tjilik and Nona Manis restaurants).



BINA also supported numerous corporate delegations and VIPs from Indonesia during their visits to the Netherlands and played a key role in organizing the Indonesian Pavilion at a major international event held at Amsterdam RAI.



As part of its growth journey, BINA began exploring additional business lines. With valuable insights from Han Harlan and Andreas Tan, the team looked into facilitating the placement of caregivers and seafarers in the Netherlands. However, due to a misalignment between BINA's vision and the needs of the potential employers, as well as limited capacity at the time, this initiative was respectfully put on hold.

The core operations of BINA have been led by Monique and Kian from the Rotterdam office, supported by dedicated interns from Erasmus University Rotterdam as part of their academic programs. Behind the scenes, Titi and Tina continued to play key roles in design and IT support, together with the Indonesian team: Nova, Rani, and Chris. One notable intern, Himawan Nur Ardhito, contributed significantly to BINA's activities for over a year, providing invaluable assistance to Monique before completing his Master's degree and transitioning into a full-time professional role.

### **A New Chapter**

In early 2024, Wati Chaeron reached out with a heartfelt intention to join BINA. After exploring the company's website, Wati felt a deep connection with BINA's mission-to strengthen the relationship between Indonesia and the Netherlands,



two countries that are also close to her heart. Although Wati and Monique had first met in 2014, and even shared a photo in 2015, their professional paths converged meaningfully a decade later. After an open discussion about BINA's current situation and future aspirations, Wati wholeheartedly accepted the opportunity.What followed was a natural synergy–not only did Wati and Monique share similar values, but Wati's presence brought renewed energy and optimism to BINA. Her dedication extended beyond the company, reflecting her passion for community engagement and family. With the full support of BINA's shareholders, Wati formally joined the management team and is now in the process of becoming a shareholder herself.

March 2024 marked a significant turning point for BINA. It was the month when several key developments came together seamlessly.



Wati Chaeron officially joined BINA's management team, bringing renewed vision and momentum. Around the same time, Monique and Kian successfully assisted Mr. Wardhana in establishing Multindo Technology Europe in the Netherlands, with BINA appointed as their operational agency.

Additionally, PT. Jakamitra Indonesia-a subsidiary of Japfa Comfeed Tbk and the developer of the smart eco-industrial park i-Sentra @ Lamongan-appointed BINA as their official representative in Europe. This partnership expanded BINA's role in promoting sustainable industrial development and enhancing strategic connections between Indonesia and Europe. Beyond representing i-Sentra

@Lamongan, BINA now also supports the Japfa Group in promoting its premium spices, rice, and seafood products internationally.

In its trading business line, BINA formed a consortium with PYNX, a Dutch company with over two decades of experience in international trade and commodities. The introduction to PYNX came through Wati, who connected BINA



with the company through a trusted relationship–Kawing Sing, a member of PYNX's management team and a long-time family friend. Under this collaboration, BINA is responsible for sourcing quality products from Indonesia and within its global network, while buyers span multiple countries.

Recognizing the importance of multidisciplinary support for international ventures, BINA established a consortium in Indonesia with Techne Praxis and MMI Law. One of MMI Law's partners, Ms. Sri Kusdinarti Martoatmodjo, has been Monique's legal advisor for over seven years, with a longstanding relationship that dates back to their high school years. Together, the consortium provides a full suite of services including pre-feasibility and feasibility studies, legal structuring, company establishment, due diligence, and more, serving clients in Indonesia and worldwide.



In addition, Emma Tangdikarrang, who previously contributed as a freelancer on BINA's projects, is currently in the process of becoming a full-time employee, further strengthening the company's operational capabilities.

## A Promising 2025, A Year of Growth and Opportunity

As BINA continued to grow, it welcomed Dr. Farah Purwaningrum, a highly accomplished lawyer and researcher with academic credentials from top universities in Indonesia, the UK, and Germany. Farah proactively pitched her expertise to BINA and was enthusiastically invited to join the team.

BINA is proud to have established a growing network of international representatives to strengthen our global reach. We are honored to be represented by: Kartini Sarsilaningsih in Doha, Qatar; Intania Mutiara in Dubai, UAE, and Stephanus Titus Widjaja in Singapore. Their primary role is to support BINA in



market expansion efforts, including for BINA's strategic partner in cybersecurity, FEHA International Consulting BV. We are also grateful for the presence of Meta Sukma, who is our journalist and the heart behind BINA's monthly newsletter and social media, ensuring our stories and milestones are thoughtfully shared with the world. We deeply value their friendship, professionalism, and dedication.

For the third consecutive year, BINA is a trusted partner of the Free From and Specialty Food exhibition series. In 2025, the events will be held in Vienna (June) and Dubai (September)-further solidifying BINA's role in international trade promotion and event coordination.

In the trading division, BINA is proud to collaborate with Ms. Maya Dharmahutama in Canada. This partnership marks a strategic step in growing the reach and success of BINA's commodity consortium with PYNX BV and expanding trade opportunities across new markets.

In the travel industry, BINA is now officially a member of VVKR-a recognized association for small-scale tour and travel agencies in the Netherlands-after receiving approval from VZR Garantiefonds, and which was supported by AON





insurance. This recognition allows BINA to confidently offer complete travel services, including flights, hotels, and curated travel packages under our brand of Jappa-Jappa (inspired by the Makassar word for "sightseeing" or *jalan-jalan*).

Under Jappa-Jappa by BINA, we proudly introduce Sadjadah Travel, a dedicated division focusing on Umrah and Halal travel to destinations around the world. This division is led by Wati Chaeron, BINA's Chief Program Officer, whose vision is to create enriching journeys that offer participants a deeper understanding of Islamic history, values, and teachings.

While Umrah is a key focus, Sadjadah Travel is open to all individuals seeking a meaningful travel experience. Upcoming programs include a Bosnia and Herzegovina (Ladies Only) trip on 19 to 23 June 2025, and Umrah in October 2025.

Jappa-Jappa by BINA is also organizing strategic missions, namely (i) Dubai Economic Mission on 7 to 9 October 2025, and (ii) Indonesia Economic Mission in October 2025 (exact dates to be announced).





### Dear Readers,

At BINA, we remain steadfast in our commitment to building long-term partnerships rooted in professionalism, integrity, and mutual trust. As we continue to grow and evolve, we are deeply grateful for the support, collaboration, and belief shown by our clients, partners, colleagues, and beloved families.

While challenges may arise, we believe that with perseverance, shared purpose, and by the grace of God, anything is possible. Your trust, encouragement, and prayers have carried us through-and continue to inspire us every step of the way.

Here's to continued growth, meaningful collaboration, and a future filled with possibilities.

Happy 4th Anniversary, BINA.

With gratitude and hope - God bless us all,

Monique Patricia CEO/Founder



# MEET OUR TEAM







WATI CHAERON Chief Program Officer **The Netherlands** 

**FARAH PURWANINGRUM** Chief Strategy Officer The Netherlands







**AGUSTINA T.C. TITI SUTOMO** Chief Financial Officer Chief Business Development Chief Operational Officer The Netherlands Indonesia





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Greetings and Nishes

# From our clients and partners

### PT JAPFA COMFEED TBK.



Japfa Comfeed Indonesia Tbk's interest in the Dutch market stems from its early connection with the Netherlands. Established in 1971, Japfa's 1973 plant expansion involved Dutch partners. This likely motivated their later pursuit of an EU presence, particularly in the Netherlands. Jakamitra is a subsidiary of Japfa Comfeed Indonesia Tbk., overseeing the i-Sentra @ Lamongan project.

Mr. Mark Gerald Eman, VP of Strategic Alliances Partnership at Japfa Comfeed Indonesia Tbk. and Managing Director of Japfa Comfeed Myanmar Pte. Ltd., stated, "Being connected with *Ibu* Monique and her team at BINA, we have relied on their language skills (Dutch, English, Indonesian) and cross-cultural understanding. Their experience, expertise, and network have been crucial in our market entry research and advice."

"A cornerstone of our European market entry has been our valued partnership with BINA. The representation of Ibu Monique and her team has proven to be a significant asset in achieving our expansion goals. Through this collaboration, we do hope to get access to potential investors and prospective tenants for our innovative i-Sentra Lamongan Smart-Eco Industrial Park in East Java. This productive partnership is directly contributing to our consistent growth, and we are optimistic about its continued positive trajectory," says Mr. Gerald. We are very lucky to have a partnership with BINA, expressed by Mr. Gerald. Looking ahead, they are excited about the economic mission to Indonesia later this year, offering business leaders and investors an exclusive visit to the dynamic i-Sentra @ Lamongan, especially now that i-Sentra @ Lamongan is recognized as a National Strategic Project (*Proyek Strategis Nasional*) by the Indonesian Government.

"Especially as the Industrial Park of i-Sentra Lamongan is only 2 km away from a deep-sea port, named 'East Java Multipurpose Terminal', it will bring exciting and large potential to the industrial park. The proximity to a deep-sea port is making it accessible by land and sea to bring products or get raw materials, or exporting to neighbouring countries and the world," says Mr. Benjamin Soenadi Abednego, the Managing Director of PT Jakamitra Indonesia, the subsidiary of PT Japfa Comfeed Tbk., that is managing the i-Sentra @ Lamongan, a smart Eco Industrial Park.

Mr. Gerald says: "Our partnership with BINA keeps growing and may it only continue to grow! We successfully achieved trademark registrations for our products in August 2024. There's already strong interest, and we hope for even more shared growth between us. BINA has strong potential, enabling us to accomplish a lot together. Wishing you a happy anniversary!"

### PT MULTINDO TECHNOLOGY UTAMA



Established in Indonesia in 2002, Multindo Technology Utama achieved sustained growth throughout the archipelago for several years. Building on this success and their establishment in Ningbo, China, Multindo aimed for a broader global reach, leading to their entry into the European market via the Netherlands, initially focusing on supplying spare parts and services.

After three years in Europe and exploring strategies to build a strong EU foundation, Multindo's collaboration with BINA marked a significant step. The initial meeting between Mr. Wardhana and Monique Patricia prompted preparations that led to BINA becoming their operational office/agency in the Netherlands for over a year. This ultimately enabled Multindo Technology Utama to officially establish its European presence as Multindo Technology Europe (MTEu).

"After connecting with Ibu Monique and BINA, MTEu was established, and other quick developments followed, including the successful trademarks of our products. We achieved trademarking for our products in August 2024, and recently in early April 2025, for our hose and fitting products. In total, we have four successful trademarks through MTEu. These successful testings and trademarkings give us hope that MTEu will continue to grow our EU presence," says Mr. Wardhana Halking Hamka, President Director at PT Multindo Technology Utama.

"I hope to see further development and growth for both BINA B.V. and MTEu in the EU. With exciting plans in the process for my upcoming trip to Europe, I'm eager for what's to come for the Multindo team and me. Happy anniversary, BINA! *Sukses selalu*," says Mr. Wardhana. BINA's presence in our community brings valuable connections and a international broader perspective. reflecting the dynamic and diverse spirit of Rotterdam. Through our collaboration, we have been introduced to a range of inspiring companies and entrepreneurs, each adding unique value to the business landscape. "BINA plays an important role in strengthening cross-cultural ties and fostering new opportunities for innovation and growth within our community," says Joyce Kornet-Vreugdenhil, General Manager of CIC Rotterdam.

Looking ahead, we are excited to grow our partnership further by bringing our communities even closer together, opportunities creating more for collaboration, innovation, and shared growth. We see possibilities in cohosting events, exchanging knowledge, and providing a platform for businesses to build connections that cross borders. With BINA's strong network and CIC's supportive infrastructure, we are confident that we can continue enhancing business opportunities and creating an even greater impact for the communities we serve.

#### **CIC ROTTERDAM**



JOYCE KORNET-VREUGDENHIL General Manager of CIC Rotterdam

### BINA STAFF MEMBER

#### Dear Team BINA,

Heartfelt congratulations on BINA's fourth anniversary!

As one of the first staff members, I feel incredibly lucky to have been part of its early chapter and to witness how the seed that was sown has grown into the vibrant, cross-cultural company it is today.

My time at BINA was a meaningful opportunity to stay connected to Indonesia and to help share its rich and multi-faceted beauty with the world through the unique lens of the Netherlands. Under the guidance of Bu Monique and Kian from day one, I learned the value of working with sincerity and serving clients with warmth. I also learned the importance of building something with heart and staying committed to a clear vision.

I hope BINA continues to grow not just as a business, but also as a force for good that is to foster the Indonesian community in the Netherlands and strengthen the bond between our two countries. May your journey ahead be filled with even more purpose, meaningful collaborations, and remarkable accomplishments.



**ZHAFRAN** BINA Staff Member

#### Happy 4th Anniversary, Bina!

I'm proud to have once been part of Bina's journey in 2021/22. It's inspiring to see how far you've come-growing stronger each year and continuing to build meaningful bridges between Indonesia and the Netherlands. Wishing you even more success ahead!



TIKA BINA Staff Member

### BINA BRINGS ENERGY AND ENTERPRISE TO INDO POP-UP AT ROTTERDAM CENTRAL

Rotterdam Central Station was buzzing with with color, flavor, and community spirit from March 11 to 23, as the Indo Pop-Up event transformed one of the city's busiest hubs into a celebration of Indonesian culture, creativity, and entrepreneurship. Organized by Stichting Indo Zijn and Eating Habits, this 13-day pop-up drew over 100,000 daily passengers into an immersive cultural showcase, and BINA was right at the heart of it.

BINA's active participation added a dynamic new layer to the event, amplifying the entrepreneurial energy and cultural pride that filled the space. The organization, known for fostering connections between the Netherlands and Indonesia, played a key role in highlighting both established and emerging businesses, while reinforcing the importance of cross-cultural partnerships. "BINA had to be part of this," said a representative from Stichting Indo Zijn. "Their presence didn't just diversify the entrepreneurial mix – it anchored the event in cultural identity and professional ambition. Together, we built a space where food, culture, and enterprise could meet and thrive."

The collaboration between BINA and the event's organizers stood as a testament to the power of collective effort. Partnerships like these, they explained, create ripple effects that extend well beyond a single event. By coming together, organizations with shared values amplify their reach, unlock new opportunities for their communities, and build meaningful bridges between entrepreneurs, creatives, and culture bearers.

"When networks like ours connect, it's not just about visibility – it's about resilience, growth, and the inspiration that comes from watching others succeed. This event showed exactly what's possible when communities collaborate," she added.

As the event came to a close, the mood was optimistic and forward-looking. The organizers congratulated BINA on their anniversary, with a warm "*Panjang umur dan sukses selalu*" – wishing them long life and continued success. Conversations have already begun around future collaborations, with shared ideas for programs that would not only spotlight Indo cuisine and heritage but also support capacity-building initiatives for local entrepreneurs.

### HIGHLIGHT BINA - INDO POP UP EVENT MARCH 2025



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