



# NEWSLETTER



BINA B.V. is delighted to welcome Indonesian SMEs who visited BINA (Business Indonesia Netherlands Association) as part of their effort to explore international business opportunities. Their visit provided a valuable opportunity for meaningful dialogue, knowledge exchange, and exploration of potential collaboration between Indonesian producers and the European market.



Monique Patricia, Founder and CEO of BINA, was invited to speak at a Dutch Kumpulan held at Sophiahof, where she delivered a presentation titled “Building Indonesia’s Integrated and Innovative Industrial Future.” During the session, she shared key insights on the development of i-Sentra @ Lamongan Smart Eco Industrial Park and offered a forward-looking glimpse of Ibu Kota Nusantara (IKN) as a symbol of Indonesia’s evolving industrial and urban landscape.

## **Dear readers, how are you?**

It has been quite some time since the last BINA newsletter was published. Towards the end of the year, we went through an internal organizational restructuring, which required our full attention and focus. Thankfully, everything has progressed well, and we are grateful for that.

We are now entering 2026 with optimism and renewed energy. As the saying goes, what does not kill us makes us stronger.

This year, the BINA newsletter will be published five (5) times. Next month, we will have a special edition celebrating BINA's 5th anniversary.

As CEO, I am now surrounded by many young talents. The atmosphere in the office has become more dynamic and lively, with many stories to share, while professionalism remains at the heart of everything we do.

As always, BINA has many ongoing projects to pursue. One of our key agendas is the Indonesian Economic Mission in October 2026, where we plan to attend the Trade Expo Indonesia at BSD City, then visit i-Sentra @ Lamongan, a project by PT Jakamitra Indonesia, which is also entering its commercial phase. Labuan Bajo is another destination in our program, where we will bring potential investors to explore hotel sites and higher education opportunities in the area.

We also continue to develop various initiatives aimed at creating positive impact, bringing value, improving livelihoods, and ensuring win-win outcomes for all parties involved.

On April 21st, BINA will celebrate its 5th anniversary. The journey has not been easy, but step by step, we remain committed to staying focused on our goals. We sincerely appreciate your continued support and prayers.



**Monique Patricia**  
Founder/ CEO



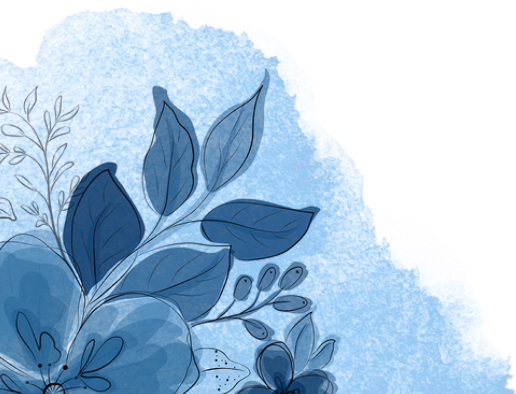
## **STRENGTHENING GLOBAL CONNECTIONS AT THE AMBASSADORS CONFERENCE 2026**

BINA B.V. participated in the Bedrijvendag Ambassadeursconferentie 2026, engaging with key stakeholders as part of its ongoing efforts to expand its international business presence. The event provided a valuable platform for meaningful dialogue, knowledge exchange, and the strengthening of relationships within a global diplomatic and business network.

During the conference, BINA had the opportunity to introduce its latest projects and initiatives to a distinguished group of Dutch Ambassadors representing multiple countries. These interactions allowed BINA to present its vision, highlight its strategic priorities, and demonstrate its commitment to fostering cross-border collaboration between Indonesia and international markets.

The discussions offered important insights into emerging global opportunities, diplomatic perspectives, and potential areas for collaboration. By engaging directly with ambassadors and stakeholders, BINA was able to deepen its understanding of international market dynamics while positioning itself as a proactive and globally oriented organization.

By actively participating in high-level events such as the Ambassadors Conference, BINA continues to strengthen its international network, enhance its visibility, and support its long-term mission of connecting Indonesian businesses with global opportunities.





## **INDONESIAN SME VISITS THE BINA B.V. OFFICE**

BINA was delighted to welcome one of Indonesia's SMEs that visited BINA (Business Indonesia Netherlands Association) as part of their efforts to explore international business opportunities. Their visit provided a valuable opportunity for meaningful dialogue, knowledge exchange, and the exploration of potential collaboration between Indonesian producers and the European market.

During the visit, the founders showcased a diverse range of their products, with a particular focus on high-quality Indonesian spices and coffee, which are globally recognized for their authenticity and superior taste. One of the highlights was their innovative nutmeg butter, a unique product that reflects Indonesia's ability to combine traditional agricultural resources with modern product development. This innovation demonstrates how Indonesian SMEs can add value to raw materials while meeting evolving global consumer demands.

The discussion allowed BINA to gain deeper insights into their vision, production processes, and commitment to quality and sustainability. More importantly, it opened the door to exploring strategic partnerships that could support their market entry and expansion in Europe.

By connecting entrepreneurs with international networks, BINA aims to strengthen Indonesia's presence in global trade while contributing to sustainable economic growth.

## BINA TEAM ATTENDS THE NATIONAAL EXPORT EVENT AT NIEUWEGEIN



BINA team had the opportunity to attend the Nationaal Export Event (NEX) held in Nieuwegein, the Netherlands. This year's theme, "**Grip op Groei**," which can be interpreted as "Mastering Growth" or "Taking Control of Growth," perfectly reflected the challenges and opportunities faced by businesses aiming to expand in an increasingly competitive global market.

The event proved to be both eye-opening and highly informative, offering a wide range of educational sessions led by industry experts. Key topics included the integration of artificial intelligence (AI) into business operations, highlighting how digital tools can improve efficiency, decision-making, and competitiveness. In addition, participants gained valuable insights into available resources that support market entry for various products and industries across different regions and countries.

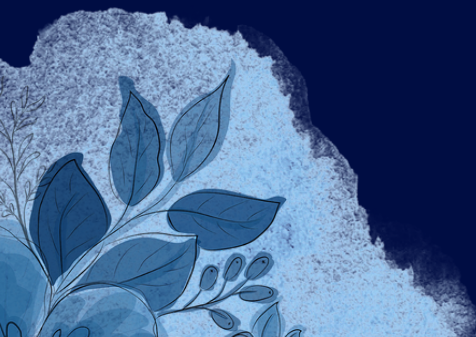
For BINA, which primarily facilitates trade and business development between Indonesia and the Netherlands, attending NEX was particularly valuable. The event provided a fresh perspective from the exporter's point of view, enriching the understanding of international trade dynamics. As a company operating from the Netherlands, these insights will support efforts to strengthen cross-border collaboration and drive sustainable international growth.

## **BINA STRENGTHENING DUTCH - INDONESIAN BUSINESS CONNECTIONS THROUGH NETWORKING DINNER**

BINA had the pleasure of assisting the Netherlands Business Support Office (NBSO) Surabaya in bringing together Dutch companies conducting business with and from Indonesia for a networking dinner held in The Hague (Den Haag). The event was designed to create a space where professionals could connect, exchange experiences, and explore opportunities for collaboration in an informal and welcoming atmosphere.

Building on the success of the first gathering, BINA again supported NBSO Surabaya in organizing a second networking dinner in Rotterdam. Both evenings were well attended by representatives of Dutch companies operating in or closely connected to the Indonesian market. The strong participation reflected a shared interest in strengthening business ties between the two countries.

The dinners provided more than just an opportunity to network; they fostered meaningful conversations and knowledge exchange among participants. The warm and informal settings encouraged open dialogue, allowing companies to share insights, challenges, and best practices related to doing business in the Netherlands and Indonesia.





## ADVANCING INDONESIA'S INDUSTRIAL VISION THROUGH INNOVATION AND COLLABORATION



Monique Patricia, Founder and CEO of BINA, together with the Trade Attaché of Indonesia in the Hague, Ms. Annisa Hapsari, were invited to speak at a Dutch Kumpulan held at Sophiahof, where Monique delivered a presentation titled **“Building Indonesia’s Integrated and Innovative Industrial Future.”** During the session, she shared key insights on the development of i-Sentra @ Lamongan Smart Eco Industrial Park and offered a forward-looking glimpse of Ibu Kota Nusantara (IKN) as a symbol of Indonesia’s evolving industrial and urban landscape.



Through photos and reflections from her site visits, attendees gained a firsthand perspective on these strategic projects. The presentation emphasized the importance of collaboration, innovation, and sustainable development in strengthening Indonesia’s industrial ecosystem, highlighting the role of cross-sector and international partnerships in supporting long-term growth.

## CELEBRATING THE SEASON THROUGH CRAFTSMANSHIP AND COMMUNITY AT CIC ROTTERDAM

The office community at CIC Rotterdam came together to host a lively community Winter market, creating a festive space for connection, creativity, and seasonal celebration. The event brought together a diverse selection of small and artisanal businesses, most of which are based in Rotterdam, offering thoughtfully crafted products ranging from handmade soaps and baked goods to a variety of seasonal treats—ideal for those looking to purchase gifts during the holiday season.

Among the participating stands, BINA presented a curated selection of Indonesian products that highlighted the richness of Indonesia’s craftsmanship. Visitors were welcomed to explore Indonesian jewelry, elegant batik thermos bottles, handcrafted bookmarks, and natural soaps, each reflecting cultural heritage combined with contemporary design. The stand attracted strong interest from attendees seeking unique and meaningful gifts.

In addition to showcasing craftsmanship, the BINA stand also offered a selection of Indonesian snacks, both sweet and savory. Sales from these items contributed to a fundraising initiative supporting orphanages in Bali through the IMAS Bali Trip program. This initiative added a meaningful social dimension to the market, allowing visitors to support a charitable cause while enjoying traditional flavors.

The Winter Market at CIC Rotterdam created a warm and inclusive atmosphere, encouraging interaction between local entrepreneurs, international communities, and visitors. The event reflected the spirit of the season, offering a space to find thoughtful gifts while bringing people together through culture, generosity, and shared celebration.



## **A JOURNEY OF FAITH AND FELLOWSHIP : ELKUMENE TRAVEL'S FIRST ADVENT EXPERIENCE IN COLOGNE**

Elkumene Travel, the ecumenical Christian travel line of JAPPA JAPPA by BINA B.V., successfully hosted its inaugural Advent journey to Cologne (Köln), Germany. Designed as a one-day spiritual retreat, the trip offered participants a meaningful opportunity to step away from daily routines and reconnect through faith, reflection, and shared experience.

The journey was spiritually guided by Pendeta Ida Pattinama and Pastor Klemens Hayon SVD, whose presence enriched the ecumenical character of the program. Through shared prayers, reflections, and pastoral accompaniment, they helped create a welcoming space for participants from diverse Christian backgrounds to grow together in faith.

The journey centered on moments of prayer, contemplation, and fellowship, with a highlight being time spent at the iconic Cologne Cathedral (Kölner Dom). Standing as one of Europe's most significant Gothic landmarks, the cathedral provided a powerful setting for prayer and quiet reflection, allowing participants to experience spiritual enrichment within a historically sacred space.

Beyond its spiritual focus, the trip also embraced cultural discovery and seasonal joy. Participants enjoyed leisure time exploring the city, concluding the day with visits to Cologne's renowned Christmas markets (Kerstmarkts). The festive atmosphere, illuminated stalls, and traditional seasonal offerings created a warm and celebratory ending to the Advent experience.

This inaugural journey demonstrated how faith-based travel can seamlessly integrate spiritual reflection, cultural exploration, and moments of relaxation. This year, Elkumene Travel plans to expand its offerings by organizing additional trips that continue to balance spiritual reflection with leisure and enjoyment. Through thoughtfully curated experiences, participants are invited to nurture faith while discovering meaningful destinations together.



## INSPIRING THE NEXT GENERATION OF ENTREPRENEURS IN ROTTERDAM

Monique Patricia, Founder and CEO of BINA, was invited by CIC Rotterdam to serve as an honorary speaker at an entrepreneurial speed dating event, organized in collaboration with Albeda, a leading vocational education college in Rotterdam. The event brought together students, aspiring entrepreneurs, and business professionals in a dynamic setting designed to encourage learning, interaction, and inspiration.

During the session, Monique shared valuable insights drawn from her journey as a founder, entrepreneur, and organizational leader. She spoke openly about the realities of building a business, highlighting the importance of resilience, adaptability, and long-term vision in navigating entrepreneurial challenges. Her experience provided practical perspectives that resonated strongly with students preparing to enter the professional world.

The interactive format of the speed dating sessions fostered open dialogue and meaningful knowledge exchange between Monique and the participants. Through engaging conversations and thoughtful discussions, attendees gained firsthand exposure to real-world entrepreneurial experiences, reinforcing the importance of mentorship and collaboration in shaping future business leaders.



## EXPLORING GLOBAL FOODSERVICE TRENDS AT HORECAVA 2026



The BINA team spent the day attending HORECAVA, held at RAI Amsterdam, one of the most influential foodservice trade fairs in the Netherlands. HORECAVA brings together more than 60,000 hospitality professionals from over 30,000 companies, serving as a key platform that supports the industry throughout the year.

For BINA, the event offered valuable exposure to the latest industry trends, innovations, and consumer preferences shaping the food service sector. The exhibition also presented meaningful opportunities to explore new market developments, identify potential business partnerships, and gain insights into evolving standards within the international hospitality industry.

Following their participation at the event, the BINA team visited Bakmi Aries in Amsterdam, taking time to connect over Indonesian cuisine after a productive day at HORECAVA.

## **A FOND FAREWELL AND A BRIGHT NEW BEGINNING : WELCOMING 2026 WITH BINA**



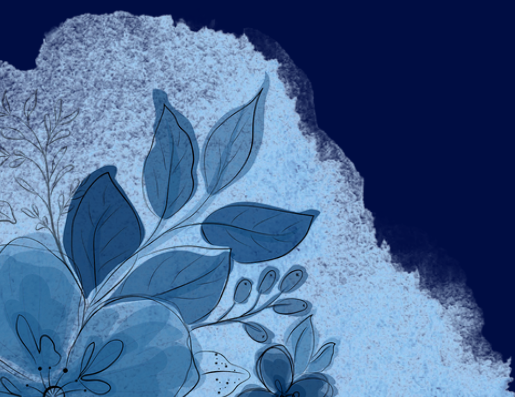
As 2026 begins, BINA enters the new year with a renewed spirit, marked by both heartfelt farewells and exciting new beginnings. Change is a natural part of growth, and this moment offers an opportunity to reflect with gratitude while looking forward with optimism.

BINA bids a warm farewell to two valued team members, Wati Chaeron and Emma Tangdikarrang, who have been part of the organization for nearly two years. Their dedication, professionalism, and contributions have played a meaningful role in BINA's journey. As they move on to pursue new endeavors and explore exciting opportunities,

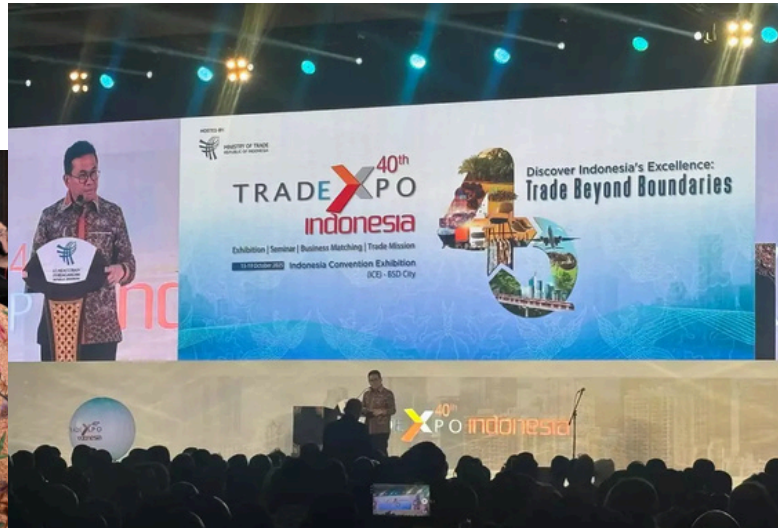
Sincere appreciation and best wishes accompany them. A special note goes to Emma, who will be returning home to Indonesia to begin her next chapter, an exciting step filled with promise and new horizons.

At the same time, 2026 welcomes fresh energy and talent into the BINA team, Amara Zafira (Business Development Manager) and Benedicta Vina Ursula (Business Development Intern), bringing enthusiasm and a forward-looking approach to these initiatives. Amara takes on the role of supporting the CEO in daily operations. Amara is not a new face to BINA's network, having been one of the first four interns during 2021-2022 and later contributing to a special BINA project in 2024. Her return marks a meaningful continuation of a shared journey.

With a refreshed team and renewed commitment, BINA looks ahead to 2026 with confidence, embracing collaboration, growth, and new opportunities in the year to come.



## TRADE EXPO 2025 IN RETROSPECT (LATE POST OF INDOONESIAN ECONOMIC MISSION 2025)



During the Trade Expo Indonesia (TEI) 2025, BINA led and coordinated an exclusive six-day (14-21 October) economic mission in Indonesia. The program was designed to give participants an immersive understanding of Indonesia's rapidly expanding industrial and trade environment. Beyond providing direct exposure to major economic sectors, the mission also aimed to strengthen professional relationships and introduce participants to the richness of Indonesian culinary traditions and cultural experiences.

Throughout the agenda, BINA guided its client through the Trade Expo and a series of important business hubs, enabling engagements with influential industry figures, government officials, and potential collaborators. By arranging these targeted interactions, BINA helped participants gain relevant insights, identify opportunities, and build connections that would support future cooperation.

This initiative demonstrates BINA's ongoing dedication to helping companies broaden their international reach and pursue new avenues for growth. By facilitating access to key stakeholders and promising markets, BINA reinforces its role in promoting business development that supports sustainable and mutually beneficial economic ties between Indonesia and the Netherlands.

BINA extends its sincere thanks to Ms. Annisa Hapsari, Trade Attaché of the Indonesian Embassy, for her active accompaniment of the Dutch business delegation and her support of BINA's participation in TEI.

## TRADE EXPO INDONESIA 2025 HIGHLIGHTS : BINA NEW PARTNERSHIP AND LEADERSHIP MILESTONES



Founder and CEO BINA, Monique Patricia, represented BINA at the 40th Trade Expo Indonesia (TEI) 2025, held at ICE Jakarta. This year's expo marked a major milestone for TEI, showcasing four decades of Indonesia's trade achievements and global outreach. For BINA, it was an especially energized and productive week filled with new encounters, strategic conversations, and several partnerships that hold strong potential for the future. The event was also personally significant for Monique, as it marked her tenth time attending TEI—making this edition both memorable and meaningful.

The week brought several exciting developments for BINA. One of the highlights was the signing of a collaboration with KAWisata, the tourism arm of Kereta Api Indonesia (KAI). Through this partnership, BINA will help promote KAWisata's travel packages, opening doors for new outreach opportunities and strengthening cross-sector cooperation within Indonesia's tourism landscape. Another key agreement was established with Kinarya Coop for the "One Ticket Mangrove" program, an initiative focused on sustainability and environmental stewardship. This collaboration reflects BINA's commitment not only to business growth but also to contributing to eco-focused efforts that support Indonesia's long-term development.

In addition to forging partnerships, BINA was also active in knowledge sharing during the expo. Monique participated as a speaker in the Indonesian Diaspora Network (IDN) Global Session titled **"Opening Global Markets Through the Diaspora (Australia, Europe, and Asia)"**. Her session highlighted the power and potential of the Indonesian diaspora across multiple regions, emphasizing how global networks, expertise, and collaborative initiatives can help unlock broader international market opportunities for Indonesian businesses.

A major moment during TEI 2025 was the announcement of Monique's official appointment as the Chairperson of the IDN Preneur Global Network by IDN Global. This new role represents an important milestone in her journey as a leader within the Indonesian diaspora ecosystem. Her appointment reinforces her long-standing dedication to empowering Indonesian entrepreneurs abroad, strengthening cross-border connections, and amplifying Indonesia's presence on the global stage. It also acknowledges her continuous work in building bridges between Indonesia and international markets through business, innovation, and community-driven efforts.

## ADVANCING COLLABORATION WITH INDONESIA'S EMERGING GLOBAL SMES

After wrapping up a productive week at the Trade Expo Indonesia (TEI), CEO of BINA, Monique Patricia, continued her journey to Surabaya at the invitation of Bank Jatim for a dedicated business matching event. The visit provided an opportunity to engage directly with a diverse group of promising Indonesian small and medium enterprises (SMEs), each presenting innovative and competitively crafted products.

Throughout the event, Monique met entrepreneurs who demonstrated not only creativity but also strong readiness to scale beyond domestic markets. Many of these SMEs have already secured—or are actively pursuing—international certifications, a crucial step for entering highly regulated markets such as North America and the European Union. Their commitment to meeting global standards reflects both strategic foresight and a deep understanding of what it takes to succeed on the world stage.

The experience in Surabaya highlighted the remarkable resilience, ambition, and ingenuity that define Indonesia's rising business sector. These SMEs showcased how local talent, when supported by the right networks and opportunities, can compete at an international level. Their determination to expand globally serves as an inspiring reminder of the country's growing economic potential.



## **SADJADAH TRAVEL HOSTS UMROH TO MECCA AND MEDINA**

More than 30 travelers set out on a memorable Umrah pilgrimage to the holy cities of Mecca and Medina. The program was organized by Sadjadah Travel, the Muslim travel division of JAPPA JAPPA under BINA BV, and was designed to provide participants with a meaningful, well-guided spiritual experience.

The pilgrimage brought together a diverse mix of people—families traveling with children, couples seeking a spiritual journey together, and individuals of different ages and backgrounds—who all shared the same intention of deepening their faith. Throughout the trip, the group followed a carefully planned itinerary that allowed for a balanced rhythm: structured worship moments, time for rest, and opportunities to explore the historical and religious landmarks surrounding the holy sites.

Participants were able to perform the essential rites of Umrah with guidance and support, ensuring that both first-time pilgrims and those returning for a renewal of faith could perform their worship with ease and confidence. Daily prayers, moments of reflection, and group discussions created an atmosphere of unity and spiritual growth. Many took the time to reconnect with their personal intentions, reflect on their blessings, and strengthen their relationship with God.



## **BINA ATTENDS BUSINESS MATCHING SESSION WITH INDONESIA SMEs**



BINA was invited to NH Utrecht Hotel to attend a business matching session with several SMEs. The session aimed to connect Indonesian small and medium-sized enterprises with potential international partners, fostering collaboration and market expansion opportunities.

During the session, sellers and business matchers demonstrated strong optimism and adaptability. An impressive range of products from Indonesian SMEs was presented—many of which are already market-ready for the European Union, complete with essential certifications and traceability. Several products stood out for their uniqueness, including innovative items such as nutmeg butter, which is not commonly found in the European market.



## **BINA WELCOMES THE INDONESIAN DELEGATION TO CIC ROTTERDAM**

Following the unexpected adjustments to the Expo schedule, which resulted in a shorter program than originally planned, BINA was requested to step in and host a delegation meeting along with a special presentation delivered by the Trade Attaché of the Indonesian Embassy in The Hague. Although the change required swift coordination, the invitation provided an excellent opportunity to engage directly with key representatives from Indonesia's public and private sectors. The gathering allowed us to create an intimate yet impactful setting for dialogue, collaboration, and knowledge exchange.

BINA were honored to welcome several distinguished guests who play important roles in Indonesia's trade, tourism, and business landscape. Among them was Ms. Fajarini Puntodewi, the Director General for National Export Development under the Ministry of Trade, whose leadership has been central to strengthening Indonesia's export strategies. Also attending was the Presidential Special Envoy for Tourism, Ms. Zita Anjani, who is actively involved in promoting Indonesia's tourism industry on the global stage, and from Sarinah—Indonesia's iconic state-owned retail and creative industry hub—we welcomed President Director Ms. Raisha Sharfuan and Operational Director Ms. Citra Pandansari. In addition, several exceptional Indonesian SMEs joined the delegation, each representing unique sectors and offering innovative products ready to expand internationally.

The primary goal of this gathering was twofold: to give each delegation member the chance to present their work, initiatives, and ambitions, and to provide them with firsthand exposure to the ecosystem at CIC Rotterdam. One of the most enriching elements of the meeting was the presence of Indonesian SMEs. In addition to the presentations from the delegation, the meeting also included an introduction to CIC Rotterdam delivered by Ms. Andra from the CIC team. The event served as an important reminder of the value of agility and collaboration, especially when working across borders and time constraints.

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