



Happy
Anniversary

5th

21 April 2026

“Come celebrate our milestone full of opportunities and achievements.”



BINA at a Turning Point : “Reflection, Growth, and the Road Ahead”



Monique Patricia
Founder/ CEO

Looking back on the past year, I am deeply grateful to God for the journey BINA has gone through. What started with vision and courage continues to grow through trust and collaboration. I would like to sincerely thank Kian Tjoa, Titi Tauran-Sutomo, and Tina Phefferkorn as co-founders. Each of them has played an important role in complementing one another, providing unwavering support, and most importantly, placing full trust in me to lead BINA forward.

The year 2025 has been a year of learning and strengthening. It challenged us to improve, to listen more closely to our clients and deliver better services to them.

Based on valuable feedback from former clients, we have taken concrete steps to enhance BINA's performance and started upgrading our systems toward a more digitalized way of working.

At the same time, new energy entered BINA. I would like to thank Amara, our Business Development Manager; Chrischantelle, our Jappa-Jappa Travel Support; and Vina, our Business Development Intern. As Gen Z talents, they have brought fresh perspectives and momentum. In just three months in 2026, we developed multiple project proposals, reorganized and improved our files, strengthened our social media presence, and together arranged two important trips, alongside many other initiatives.

Behind the scenes, strong support continues to come from our team in Indonesia: Titi, Nova, Meta, and Chris. Their support to our Rotterdam team has been invaluable, especially during periods when deadlines demanded our very best.

On a personal level, this journey has also deepened my faith. I have come to trust more in God's plan, realizing that the right people often come at the right time, sometimes unexpectedly, to support and help me in my work.

I am especially thankful to Ms. Martine Flipse, our lawyer in the Netherlands, and Ms. Sri Kusdinarti Martoatmodjo, our corporate lawyer in Indonesia, who have supported me from the beginning in ensuring the legal aspects for the well-being and security of BINA's operations.

A significant milestone came in October 2025, when I was unanimously elected by fellow Indonesian diaspora entrepreneurs within Indonesian Diaspora Network Global to serve as the Chairwoman of the Working Group on Entrepreneurship. Today, this initiative has grown into IDN-Preneur Global Network by IDN Global, a platform that connects Indonesian diaspora entrepreneurs worldwide. Together, we share a vision to collaborate, grow, and contribute to positioning Indonesia as a country with a sustainable and trusted economy on the global stage.

I am truly grateful to Mr. Edi Sugiyanto, my Vice Chair and an entrepreneur based in Dubai, for his extraordinary and consistent support. My appreciation also goes to all division coordinators, the Executive Board of Indonesian Diaspora Network Global, and all registered members. Encouragingly, we are already beginning to see real impact and tangible results, not only for BINA, but also for Indonesian diaspora entrepreneurs globally.

In parallel, BINA continues to expand its trading activities through a collaboration with a consortium in Canada, represented by Ms. Maya Dharmahutama. Together, we navigate commodity transactions, supporting one another in regulatory matters and pricing to ensure accuracy and compliance. Over the past year, I have personally learned a great deal about trading from Maya, even though she is much younger than me.

In 2025, Sadjadah Travel, the Muslim-friendly travel division of Jappa-Jappa BINA B.V., successfully brought participants from the Netherlands to Bosnia and Herzegovina as well as for Umrah. We will not forget the contribution of Ms. Wati Chaeron, who carefully started, prepared and accompanied the participants throughout the journey. Meanwhile, Elkumene Travel, the ecumenical Christian-Catholic travel division of Jappa-Jappa BINA B.V., organized an Advent trip to Cologne, which received very positive feedback. We hope that in 2026, BINA B.V.'s Tour, Travel, and MICE division, which we have built with strong attention to legal compliance and insurance to ensure safety and peace of mind for both participants and BINA, will continue to grow smoothly, and that every participant will always gain meaningful and beautiful experiences.

Another meaningful collaboration is with Ms. Ivonny and the team at Kinarya Coop, who have entrusted me to help carry forward their vision and mission through the “#1ticket1mangrove” program, supported by Indonesian Diaspora Network (IDN) Global, the United Nations and seven ministries in Indonesia. This blockchain-based cooperative movement reflects a powerful combination of sustainability and economic empowerment, benefiting both the environment and communities in Indonesia.

This year also marks a new creative milestone for BINA. On our 5th anniversary, we launched our first podcast, “The Turning Point with Usi Mo’.” I have always been inspired by stories of transformation, journeys from nothing to something, from difficulty to purpose. With my roots in the Maluku Islands, where “Usi” means older sister, this podcast is my way of sharing real stories that can inspire and encourage others, especially the younger generation, to find their own turning point in life.

None of this journey would be possible without the trust and collaboration of many parties. My sincere thanks go to all tour operators, partners, and Indonesian and Dutch government bodies and authorities, especially the Indonesian Embassy in The Hague, for their continuous support. I would also like to thank the management of PT. Jakamitra Indonesia, a subsidiary of Japfa Comfeed Group, and the management of PT. Multindo Technology Utama and Multindo Technology Europe B.V., for their continued trust in BINA as their representative and operational partner.

As Founder and CEO, I truly believe that as BINA marks its 5th anniversary, we are standing at the edge of a new chapter. I hope BINA will take off even more and reach its full potential, while continuing to earn the trust of more companies to collaborate with us.

This journey has shaped me in many ways, both personally and professionally. I have learned that growth does not come from comfort, but from faith, perseverance, clarity of purpose, and the courage to keep moving forward. Through every challenge and opportunity, I have seen that even in uncertainty, there is always a path being prepared.

By holding firmly to the principles of integrity, sincerity, and focus, in Indonesian “LURUS, TULUS, FOKUS,” I believe BINA is not only growing as a business, but also living out a greater purpose, to create meaningful impact and become a true blessing to everyone involved in and supporting our journey, today and in the years to come.





How Indonesian Healthy Food Brands Can Seize a Growing Opportunity in Europe

The European market is rapidly evolving, driven by a surge in health-conscious consumers seeking natural, nutritious, and authentic food products. This key insight was highlighted by Monique Patricia, Founder and CEO of BINA, during her appearance as a speaker at the Market Access EU Food and Condiments Webinar on 12 February 2026. The event was hosted by the Ministry of Trade of the Republic of Indonesia and the Indonesian Trade Promotion Center (ITPC) in Budapest, in collaboration with IDN-Preneur Global Network and Bank BNI.

During the session, Monique emphasized that European consumers are increasingly prioritizing clean-label products, plant-based ingredients, and functional foods. This trend strongly aligns with Indonesia's rich portfolio of traditional products such as palm sugar, coffee, and spices—ingredients that are not only natural but also deeply connected to cultural authenticity.

Beyond general health trends, another promising segment lies within Europe's sizable Muslim population. The growing demand for halal-certified products creates a strategic entry point for Indonesian exporters who can meet both quality and certification standards. Halal food is no longer a niche market; it is becoming an essential part of Europe's diverse food ecosystem.

However, tapping into the European Union market is not without its challenges. Many Indonesian producers struggle with strict regulatory frameworks, complex compliance procedures, and high standards related to food safety, labeling, and traceability. These barriers often slow down or even prevent market entry.

This is where institutional support becomes critical. Organizations such as Indonesian Trade Promotion Centers (ITPCs) play an important role in bridging the gap by providing guidance, market insights, and facilitation for exporters navigating EU requirements.

Under Monique's leadership, BINA has positioned itself as a strategic partner in this journey. The company actively supports Indonesian businesses in preparing for international expansion, ranging from compliance readiness to market entry strategy and business matchmaking in Europe.

BINA Collaborates with CBI Netherlands to Empower Indonesian Exporters

BINA officially became a digital partner of CBI Netherlands for market intelligence, marking a significant step toward bridging the knowledge gap between Indonesian companies and the European Union market. This partnership is designed to empower businesses with the insights and tools needed to compete globally.

Through this collaboration, BINA strengthens its commitment to supporting Indonesian exporters by providing access to reliable, up-to-date, and actionable market information. With accurate data at their fingertips, businesses can make more informed decisions, reduce risks, and enter the European market with greater confidence.

One of the key benefits of this partnership is access to the EU Market Information Portal—available for free via CBI's platform and accessible through BINA's APAPA site. This portal offers comprehensive research covering essential aspects of the European market, including regulatory requirements, buyer preferences, industry trends, and sector-specific insights across various product categories.



We are proud to be a

DIGITAL PARTNER FOR MARKET INTELLIGENCE



CBI |  Government of the Netherlands

 **BUSINESS INDONESIA NETHERLANDS ASSOCIATION BV**

For Indonesian businesses aiming to expand internationally, understanding the market is no longer optional—it is the foundation of success. From compliance standards to consumer behavior, having the right information can determine whether a product thrives or fails in a competitive landscape like Europe.

With this partnership, BINA becomes a strategic gateway for Indonesian companies looking to expand internationally. This collaboration gives access to valuable intelligence and reinforces the importance of preparation in global trade.

Are you planning to export your products to Europe? The first and most critical step is understanding the market. Through its partnership with CBI, BINA ensures that Indonesian businesses are no longer navigating blindly—but moving forward with clarity, strategy, and confidence.

Highlights from Leiden's First International Culinary Symposium

On 27 March 2026, BINA took part in a landmark moment for Indonesian gastronomy—the first-ever international culinary symposium dedicated entirely to Indonesian food. Held at Oudesterrenwacht in Leiden, the event gathered a diverse group of chefs, food writers, researchers, cookbook authors, and entrepreneurs. The symposium was hosted by Helena Smit of Eating Habits and Renu Lubis of IDN Global, in collaboration with KITLV Leiden. Together, they created a platform for dialogue, collaboration, and celebration of Indonesia's rich culinary heritage. A key theme throughout the event was the importance of unity within the Indonesian diaspora culinary community. Speakers and participants emphasized that collaboration—not competition—is essential to positioning Indonesian cuisine among the world's most recognized and respected food cultures. The symposium also paid tribute to the enduring legacy of Indisch culinary heritage, highlighting the layered historical influences that have shaped Indonesia's unique gastronomic identity. From colonial-era fusion to modern reinterpretations, this heritage remains a vital part of the story being told to global audiences.



Panel discussions explored a range of topics, including the development of Indonesian restaurants abroad, the role of cookbook authors and culinary writers in shaping narratives, and strategies for promoting Indonesian cuisine internationally. These conversations underscored the importance of storytelling, authenticity, and market positioning in building global recognition. The event concluded with three immersive workshops that brought Indonesia's flavors to life: Kecap Manis, Coffee and Chocolate, and Jamu—Indonesia's traditional herbal drink. Each session highlighted not only the country's diverse ingredients but also the cultural significance behind them. BINA was represented by its newest team member, Vina, who participated in the Coffee and Chocolate pairing workshop.



BINA at Trade Gateway Amsterdam: Driving Indonesia–EU Market Expansion

On 31 March 2026, BINA strengthened its role in international trade by attending the Trade Gateway session “Expanding Market Access to Europe” at Indonesia House in Amsterdam. The session was initiated by Ms. Annisa Hapsari, Trade Attaché of the Indonesian Embassy in the Hague, creating a strategic platform for collaboration between European and Indonesian trade partners.

Discussions throughout the event addressed key challenges and opportunities in cross-border trade. Topics included how European businesses can access high-quality Indonesian products, how Indonesian producers can successfully enter the European Union market, and the potential impact of EU-CEPA on future trade flows. The session also highlighted emerging market opportunities, facilitated dialogue with Dutch partners, and extended invitations to participate in Trade Expo Indonesia 2026.

A key highlight of the event was the presentation by Monique Patricia, who introduced BINA’s flagship annual program, the Indonesian Economic Mission 2026, scheduled for October. This initiative is designed to connect international stakeholders directly with Indonesia’s economic landscape through curated experiences. The program includes participation in Trade Expo Indonesia (TEI) 2026 in Jakarta, featuring business matching sessions and masterclasses. It also offers a visit to Labuan Bajo, focusing on hospitality and human resource development, as well as a strategic site visit to Surabaya. In Surabaya, participants will explore i-Sentra @ Lamongan, a Smart Eco Industrial Park developed by PT Jakamitra Indonesia, which is directly connected to the East Java Multipurpose Terminal, a key logistics hub supporting industrial growth.

Beyond insights and presentations, the Trade Gateway event proved to be a valuable networking platform. The Indonesian Economic Mission 2026 itself is a collaborative initiative between BINA B.V. and Ecliptica B.V., reflecting a commitment to fostering meaningful economic partnerships between Indonesia and Europe.




Indonesian Economic Mission 2026


Under Jappa Jappa by BINA and in collaboration with Richard R. van Nieuwenhoven Helbach, the Indonesia Economic Mission 2026 runs from 13 to 23 October 2026 — a curated, high-impact mission connecting you directly with decision-makers, trade officials, and industry leaders across one of the world's fastest-growing markets.


We would like to thank all participants who trusted us in our previous edition. Together, we expanded networks, unlocked new opportunities, and turned introductions into long-term partnerships. Many came for business and left with far more.

Trip Highlights

 **Jakarta** — Direct access to Trade Expo Indonesia (TEI), Indonesia's largest international trade exhibition, with the opportunity to engage with trade officials, local governments, and industry leaders.

 **Labuan Bajo** — Explore tourism and hospitality investment opportunities in East Indonesia, including an exclusive night aboard a Phinisi boat and island hopping with key developers shaping East Indonesia's hospitality landscape.

 **Surabaya** — Visit i-Sentra @ Lamongan, Indonesia's only smart eco industrial park directly connected to a deep sea port via the East Java Multipurpose Terminal (EJMT). You may choose one destination, a combination, or the full trip. Custom add-ons are available upon request.

 Scan the QR code or visit bit.ly/InterestIEM26 to receive the full programme details directly in your inbox.



REGISTER HERE

bit.ly/BINAIEM2026

INDONESIA ECONOMIC MISSION 2026

An Exclusive Economic Mission designed to elevate your business and expand your high-level network in Indonesia.

Curated Multi-City Journey that Unlocks Strategic Investment Corridors and Positions your Business at the Forefront of One of the World's Fastest-Growing Markets.


DESTINATIONS JAKARTA
 LABUAN BAJO
 SURABAYA

13 - 23 October 2026

TESTIMONY:

"This Economic Mission offers invaluable connections that will strengthen your business relationships and contribute meaningfully to your productivity and long-term profitability."

Organised by:  In collaboration with: 



Trade & Investment | **Tourism & Hospitality** | **Industry & Manufacturing**

EXPERIENCE JAKARTA

- Access to Trade Expo Indonesia (TEI).
- Engage with Indonesian Trade officials, Industry Leaders, and SMEs.
- Networking session with IDN-Preneur Global Network.

DISCOVER LABUAN BAJO

- Discover Tourism & Hospitality Investment Opportunities in East Indonesia.
- An Exclusive Night in Phinisi Boat, Experience Island Hopping in Labuan Bajo with Key Developers of Indonesia's Hospitality.
- Masterclasses in Indonesia's Cultural, Human resource & Tourism Business.

EXPLORE SURABAYA

- Visit i-Sentra @ Lamongan Smart Eco Industrial Park & East Java Multipurpose Terminal (EJMT).
- i-Sentra Stakeholder & Developer Meetings.
- Masterclasses by Government Officials & NBSO (Netherlands Business Support Office).
- Tenancy & Investment Pathways in i-Sentra.

Business Matching | **Public Sector Engagement** | **Market Insights** | **High-Level Networking** | **Curated Luxury Experience**

Java Journey 2026 — Where Heritage, Nature & Wellness Meet Purpose

It started with a conversation at Sophiahof.

Earlier this year, Monique Patricia, Founder and CEO of BINA, was invited to speak at a Dutch Kumpulan held at Sophiahof. What she found there was more than an audience. She found a community bound by a shared connection to Indonesia: its history, its culture, its warmth. That event stayed with her. And from it, an idea grew.

Together with Richard R. van Nieuwenhoven Helbach, the result is Java Journey 2026, a carefully curated and fully immersive cultural and historical trip across the island of Java, designed for those who want to do more than travel. Those who want to truly understand.

Under Jappa Jappa by BINA, this is our first dedicated leisure and cultural offering, and every detail has been chosen with intention. From the colonial streetscapes of Jakarta's Kota Tua to the misty silhouette of Borobudur at dawn, from the royal traditions of the Kraton Palace in Yogyakarta to the eerie grandeur of Lawang Sewu, this journey moves through centuries of Javanese and Indonesian history through rushing past a single moment.

Explore the Ambarawa Train Museum, where a remarkable collection of vintage locomotives tells the story of Java's railway heritage. Watch a Ramayana Ballet performed in the shadow of Prambanan. Learn the art of batik from local masters. Witness the golden sunrise over the volcanic Sea of Sand at Bromo. These are not tourist checkboxes. They are living encounters with a civilisation that has shaped this region for over a thousand years.

Eight cities. Fifteen days. One island.

The journey runs from 26 September to 10 October 2026, moving through Jakarta, Bandung, Yogyakarta, Borobudur, Semarang, Solo, Surabaya, and Bromo. Each destination offers its own distinct character, landscape, and story. Travel is fully taken care of, including return flights from Amsterdam, premium accommodations, expert local guides, and all experiences. All-inclusive, no hidden fees. Price: €4,950 per person, based on twin sharing. This trip is for anyone who has ever felt a pull toward Indonesia, whether through heritage, history, or simple curiosity. For those who believe that travel, at its best, leaves you changed.

Register at bit.ly/JAVA26 or get in touch via email/whatsapp : info@binabv.com +31 6 3065 0331



JAVA JOURNEY
Where Heritage, Nature & Wellness Meet Purpose

15 DAYS 14 NIGHTS
26 SEPTEMBER - 10 OCTOBER 2026

JAKARTA | BANDUNG | YOGYAKARTA | BOROBUDUR
SEMARANG | SOLO | SURABAYA | BROMO

REGISTER HERE
bit.ly/JAVA26

PRICE
€4950 PER PERSON
(All Inclusive - based on twin sharing - Taxes & Conditions Applied)

ALL INCLUSIVE
NO HIDDEN FEE

GET IN CONTACT: info@binabv.com +31 6 3065 0331 binabv.com



— Itineraries —

Escape into a world where ancient culture, nature and warmth embrace you at every turn. Java is waiting...

Jakarta & Bandung
26-30 September 2026

From colonial streets to steaming volcanic craters.
Museum - National Museum - Kota Tua (Old Batavia)
Pitaraas Dinner - Savoy Homans Hotel - Gedung Sate
Asia Afrika Museum - Tangkuban Perahu Volcano
Braga Street & More

Yogyakarta & Prambanan
30 Sep - 4 October 2026

Ancient temples and Javanese living traditions.
Kraton Palace - Fort Vredenburg - Prambanan
Temple - Borobudur Temple - Ramayana Ballet
Batik Workshop - Merapi Lava Jeep Tour -
Maliboro Street & More

Semarang & Solo
4-7 October 2026

Journey along historic railways in the quiet soul of Java.
Lawang Sewu - Old City Semarang - Sun Pe Koong
Temple - Ambarawa Train Museum - Digger Making
Paper Puppet Making - Wayang Orang Show & More

Surabaya & Bromo
7-10 October 2026

Volcanic landscapes meet rich history.
Majapahit Hotel - Hara Monumen - Tunjungan Street
Traditional Market - Historic Old Town - Golden
Sunrise - Sea of Sand Jeep - Savanna Picnic
Breakfast - Tanggaingin Hill - Pitaram Bromo Resort
& More

Stay in Comfort | Taste the Journey | Expert Local Guides | Captured Moments

“Working together with Ibu Monique and the BINA team has been an important step in our journey into the European market. With Multindo Technology Europe, our path into Europe and to other parts in the world is well taken care of. We truly appreciate the support and partnership, and we look forward to growing even further together. Congratulations on your 5th anniversary!”

Mr. Wardhana Halking Hamka
President Director at PT Multindo Technology Utama
and CEO of Multindo Technology Europe B.V.

“Partnering with BINA has been a rewarding experience, opening doors to new opportunities for i-Sentra @ Lamongan on the international stage. We value the commitment and professionalism of the BINA team, and we look forward to achieving even greater milestones together. Congratulations on your anniversary, and here's to a bright future ahead.”

Mr. Benjamin Soenadi Abednego
Managing Director of PT Jakamitra Indonesia

“Five years already! Over the years you have shown what's possible when people come together with purpose. I look back with a smile on many collaborations: celebrating Indonesian Independence Day, the fashion show, setting up the mini bazaar, and welcoming delegations through our doors. At CIC Rotterdam, our mission is to connect and grow communities, and BINA embodies exactly that spirit. Wishing you a wonderful anniversary and many more milestones ahead!”

Joyce Kornet-Vreugdenhil
General Manager of CIC Rotterdam

“Happy anniversary untuk BINA BV, semoga semakin sukses dan lancar semua bisnisnya.”

Annisa Hapsari
Indonesia Trade Attaché in The Hague

“First, I would like to congratulate BINA BV for the 5 years Anniversary of their business operations. In this period, it is proven that BINA has a very high added value for companies and entrepreneurs who want to be active in the business relationship between the Netherlands and Indonesia.

I am working with BINA on two major projects this year, and their CEO, Monique Patricia, and her staff made excellent progress and made my business objectives successfully happen. I wish BINA and their staff many years to come with rewarding business operations for their clients.”

Richard R. van Nieuwenhoven Helbach, MBA
CEO Ecliptica BV Int. Trading Company

“Congratulations Team BINA BV! Happy anniversary and good luck with all your future endeavours.”

Joyce & Helena
Bebas Events en Communicatie

Subscribe to our Newsletter

www.binabv.com

Groothandelsgebouw 4th Fl., unit A4.004
Stationsplein 45, 3013 AK - Rotterdam,
The Netherlands

ID +62 888-7227-999 | NL +31 06 3065 0331



info@binabv.com



[@bina.bv](https://www.instagram.com/bina.bv)



[Bina BV](https://www.facebook.com/BinaBV)