10th UCLG ASPAC 2025 Goyang

UCLG ASPAC United Cities and Local Governments Asia-Pacific

고양특례시

10th UCLG ASPAC CONGRESS 2025 Goyang

Strengthening Urban Capabilities and Realising a Virtuous Cycle through the Creation of High-Quality Job Creation

Presented by
Tri Rismaharini
President of UCLG ASPAC 2018-2020, Mayor of Surabaya 2010-2020, Minister of Social Affairs, Republic of Indonesia: 2020-

OVERVIEW SURABAYA

Center of
East Java Economy

30+
Universities

2nd
Largest City

3.307.300
Juta Jiwa

334,51 Km²
Luas Area

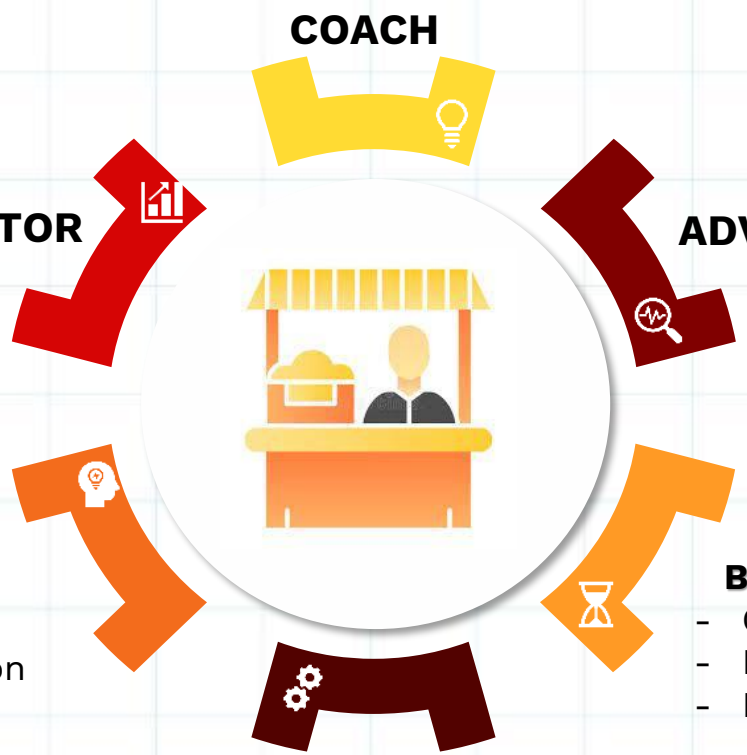
Characteristic:
Critical & Aggresive

Home of
Top Entrepreneurs
of the Country

BUSINESS DEVELOPMENT APPROACH

pahlawan ekonomi

"Preparing SMEs strong infrastructure in conjunction with the preparation of the proper context to try, so that SMEs become increasingly Mandiri and even Superior product development, packaging, and brand that can be accepted by the market"



WORKSHOP
- Online & Offline
- One On One Session

BAZAAR / DIRECT SELLING
- Online Bazaar
- Roadshow
- Direct Selling

STRATEGIC PARTNER
- Enterpreneur
- Professional
- Training Center/University
- Social Media/Mainstream
- Government Agency

ROADSHOW

Roadshow Malang Raya

Roadshow Jakarta

Roadshow Jombang

Roadshow Sidoarjo

- **Core Competence Workshop**
- **Management Workshop**
- **One on One Consultancy**

TATARUPA
Pahlawan Ekonomi
(An effort to Go Global through strong Packaging & Branding)
Go Global | Workshop Tatarupa

BEFORE

AFTER

Aminah – Selendang Semanggi
Education: Junior High School

Diah Afriyanti – Diah Cookies
Education: High School

Wiwit Manfaati- Witrove
Education: High School

TATA RUPA Nusantara

bersama

KEMENTERIAN SOSIAL REPUBLIK INDONESIA

Watashi Cake (Bu Wiartati, 39 tahun)

Menjual bolu kukus di pasar dan acara pengajian dengan harga murah

Jakarta

Sebelum

Rp 18.000/isi 25

Sesudah

Rp 20.000/isi 5

TATA RVPA Nusantara bersama KEMENTERIAN SOSIAL

Marie Wijen IVANES (Pak Sumadi)

Menjalankan bisnis marie wijen bersama istrinya setelah mendapatkan bantuan dari Kemensos

Malang

Sebelum

Rp 8.000

Sesudah

Rp 15.000

KISAH SUKSES KPM PENA BERDIKARI

Siti Komsatun – Bakso, Sragen

Siti Komsatun Penjual Bakso Sragen Rev 1.2 (youtube.com)

Siti Munazilah-ayam penyet-Kab Demak-PENA Berdikari :
https://www.youtube.com/watch?v=B9VWLL3QWWw

Heni Istianah-nasi goreng-Kab Demak- PENA Berdikari :
https://www.youtube.com/watch?v=16RxIWgsMyc

Kartini – Lesehan, Dompu

KARTINI ALUMNI PENA DIKLAT, OWNER LESEHAN OHA DOKU, KABUPATEN DOMPU (youtube.com))

Tantri Sumarni Usaha Tengteng, Kabupaten Tasikmalaya
https://youtu.be/pc-oRwNpqlA?si=ba3Al9nzMsHfq3x9

PENA Berdikari: kewirausahaan bagi penerima bansos (PKH, Sembako) berusia produktif dan telah memiliki rintisan usaha

KISAH SUKSES KPM PENA ATENSI

Rifki – Gold Coffee, Bekasi

Rifki Barista SKA di Sentra Terpadu Pangudi Luhur Bekasi (youtube.com)

Joko – Ternak Bebek, Grobogan

Joko Susanto (youtube.com)

Edy – Aneka Juice, Bekasi

Edy PENA SKA STPL (youtube.com)

Fifit – Jamur Tiram, Lumajang

REVISI Fifit Yudha TPPO Lumajang (youtube.com)

Dedi – Bengkel Motor, Kupang

PENA Disabilitas _ Frisly Briliand (youtube.com)

PENA Atensi: kewirausahaan untuk response kasus dan rehabilitasi sosial

HOW SATISFIED ARE CITIZENS WITH DIFFERENT ASPECTS OF THEIR CITIES?

Overall City Satisfaction

Chennai	95,1%
Surabaya	**89,5%**
Nairobi	51,5%
Beijing	75,3%
Mexico	76,8%
Accra	55,6%
Cairo	51,1%

Public Transportation

Chennai	98,0%
Surabaya	**70,2%**
Nairobi	56,1%
Beijing	72,8%
Mexico	53,2%
Accra	70,7%
Cairo	51,1%

Educational System

Chennai	83,5%
Surabaya	**81,1%**
Nairobi	73,1%
Beijing	60,0%
Mexico	51,5%
Accra	68,2%
Cairo	30,8%

Water Services

Chennai	73,6%
Surabaya	**96,7%**
Nairobi	59,1%
Beijing	51,3%
Mexico	61,5%
Accra	68,2%
Cairo	53,9%

Health Care

Chennai	75,3%
Surabaya	**81,0%**
Nairobi	57.91%
Beijing	70,0%
Mexico	62,7%
Accra	54,0%
Cairo	27,1%

Safe Walking Alone

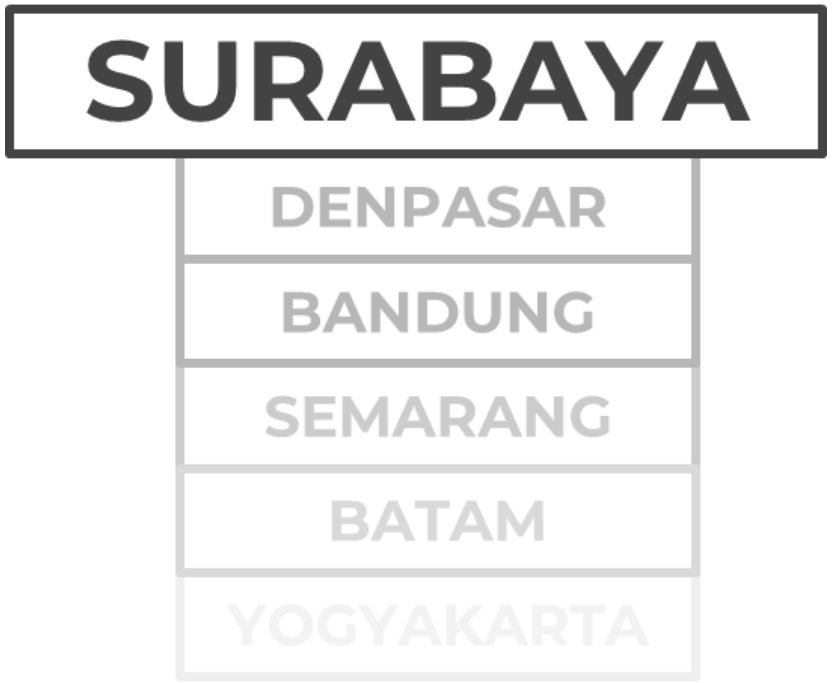
Chennai	89,6%
Surabaya	**91,0%**
Nairobi	52,6%
Beijing	83,2%
Mexico	47,5%
Accra	69,2%
Cairo	40,8%

Source : Wonderful Indonesia 2016

2nd

TOP 10 highest **tourism** index in Indonesia

Source : Wonderful Indonesia 2016

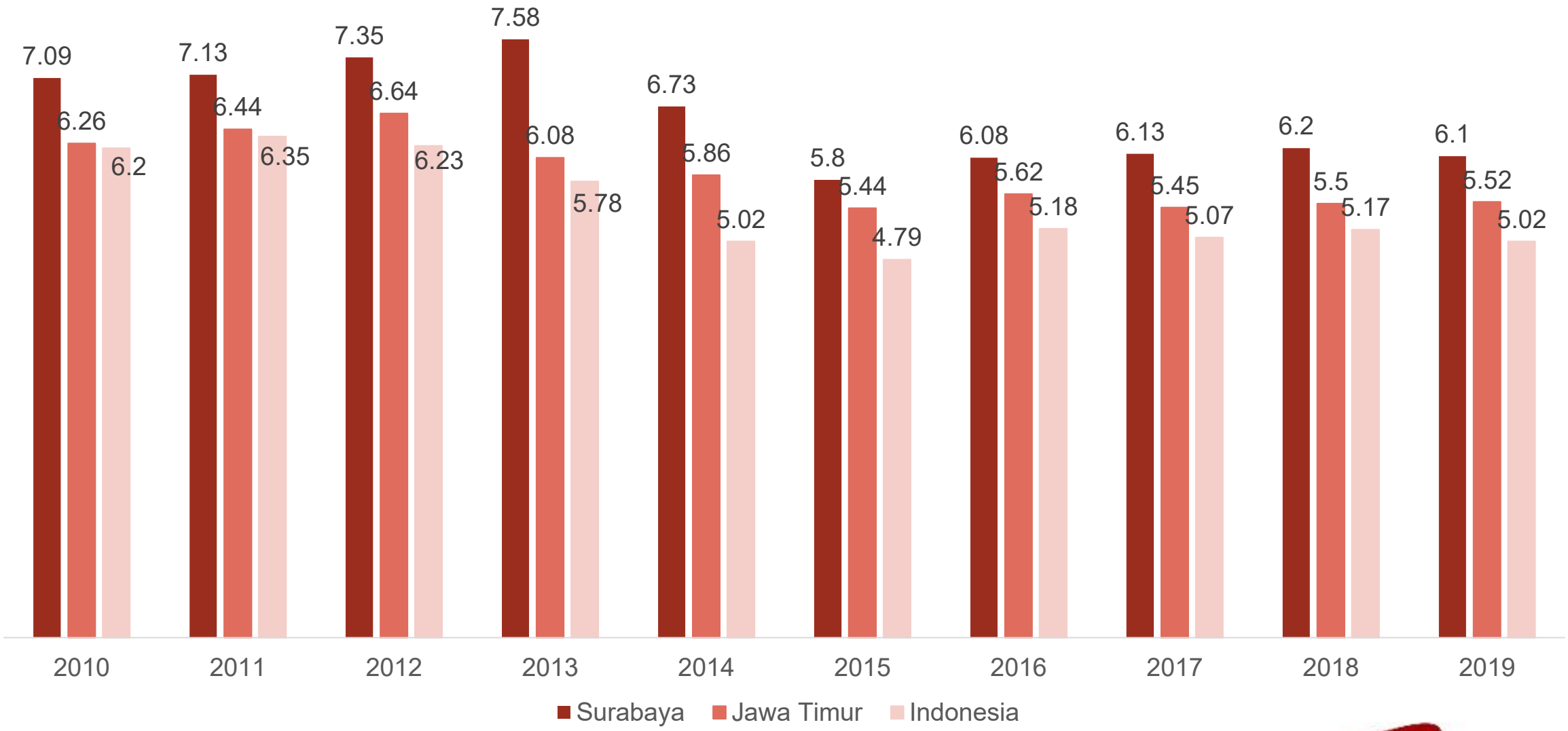


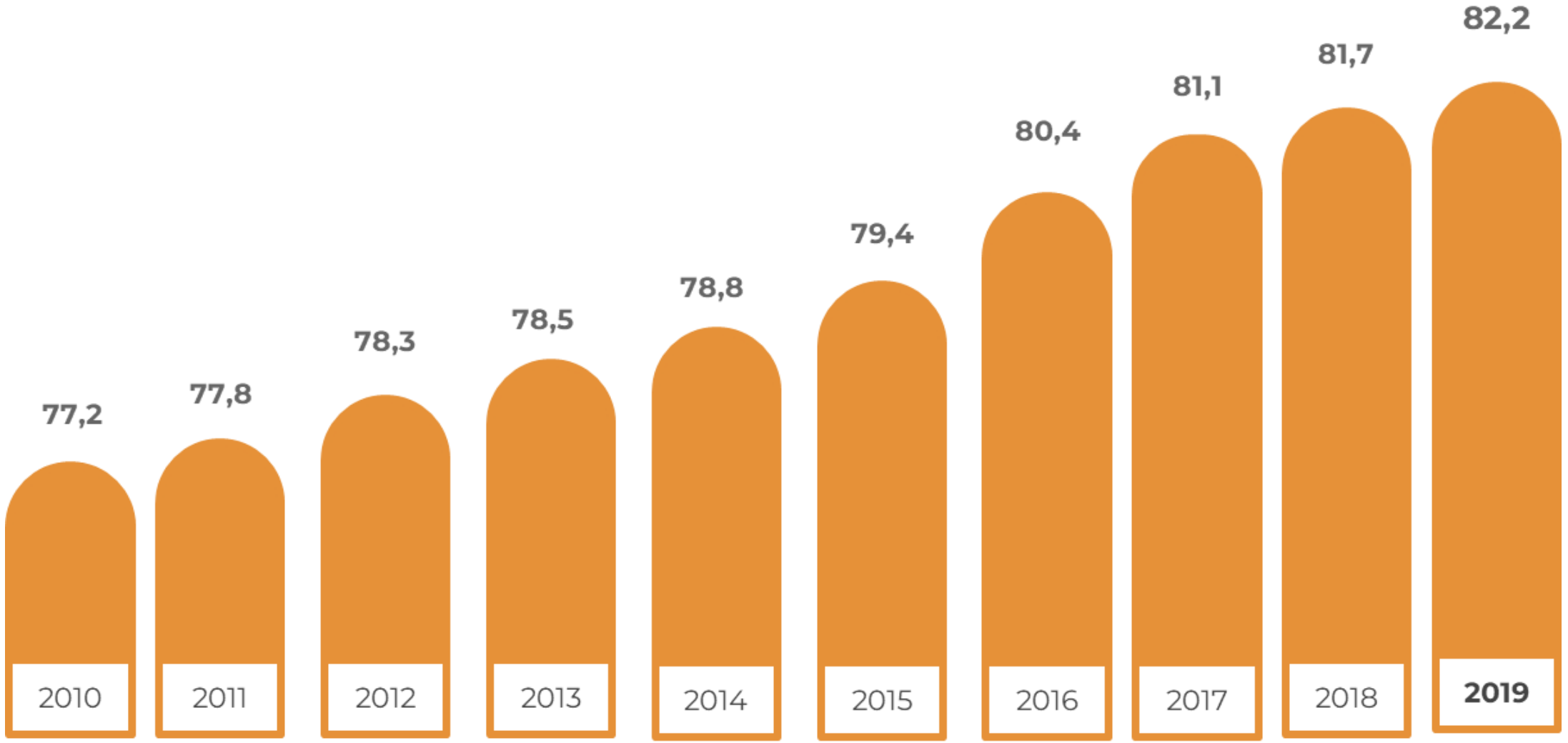
1st

TOP 10 highest **tourism** index in Indonesia

Source : Wonderful Indonesia 2018

Economy Growth of Surabaya (2010 – 2019)

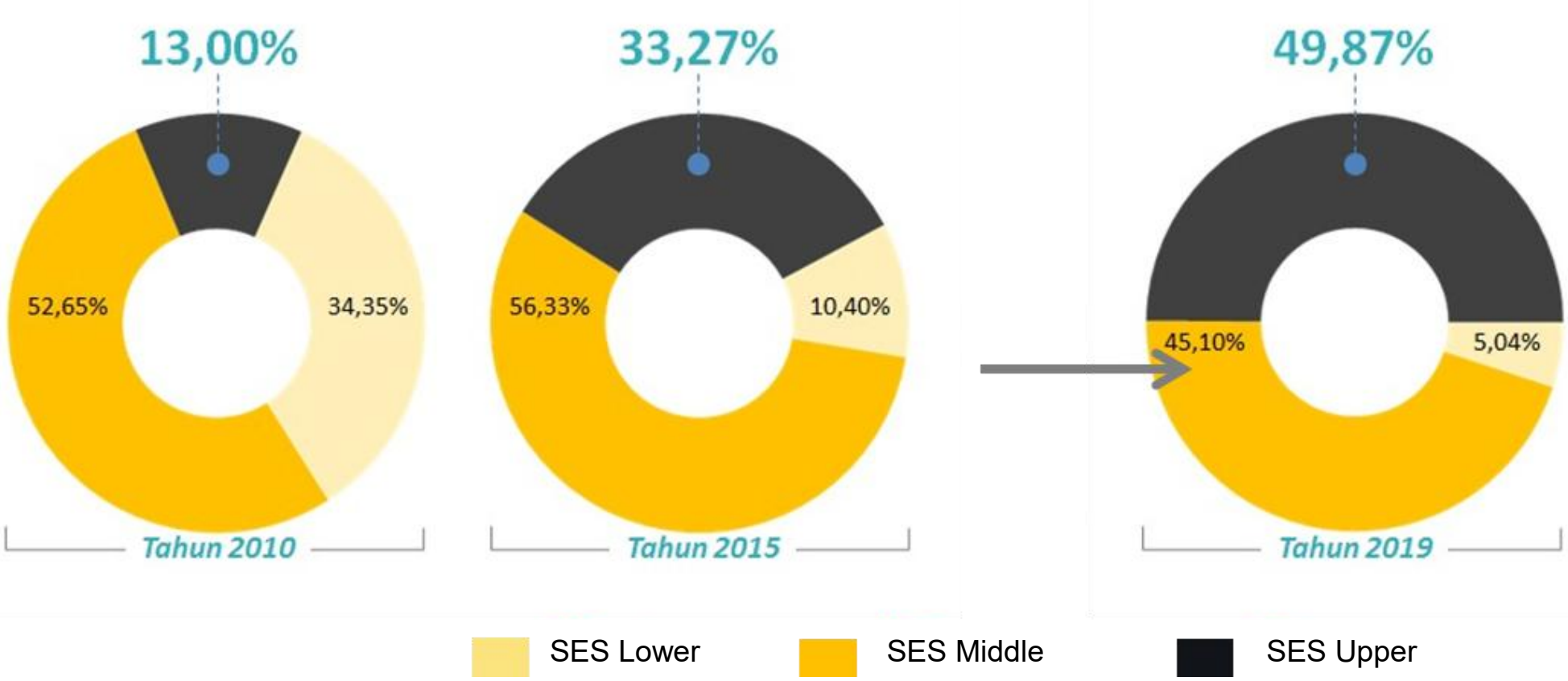




HUMAN DEVELOPMENT INDEX
SURABAYA 2010 - 2019

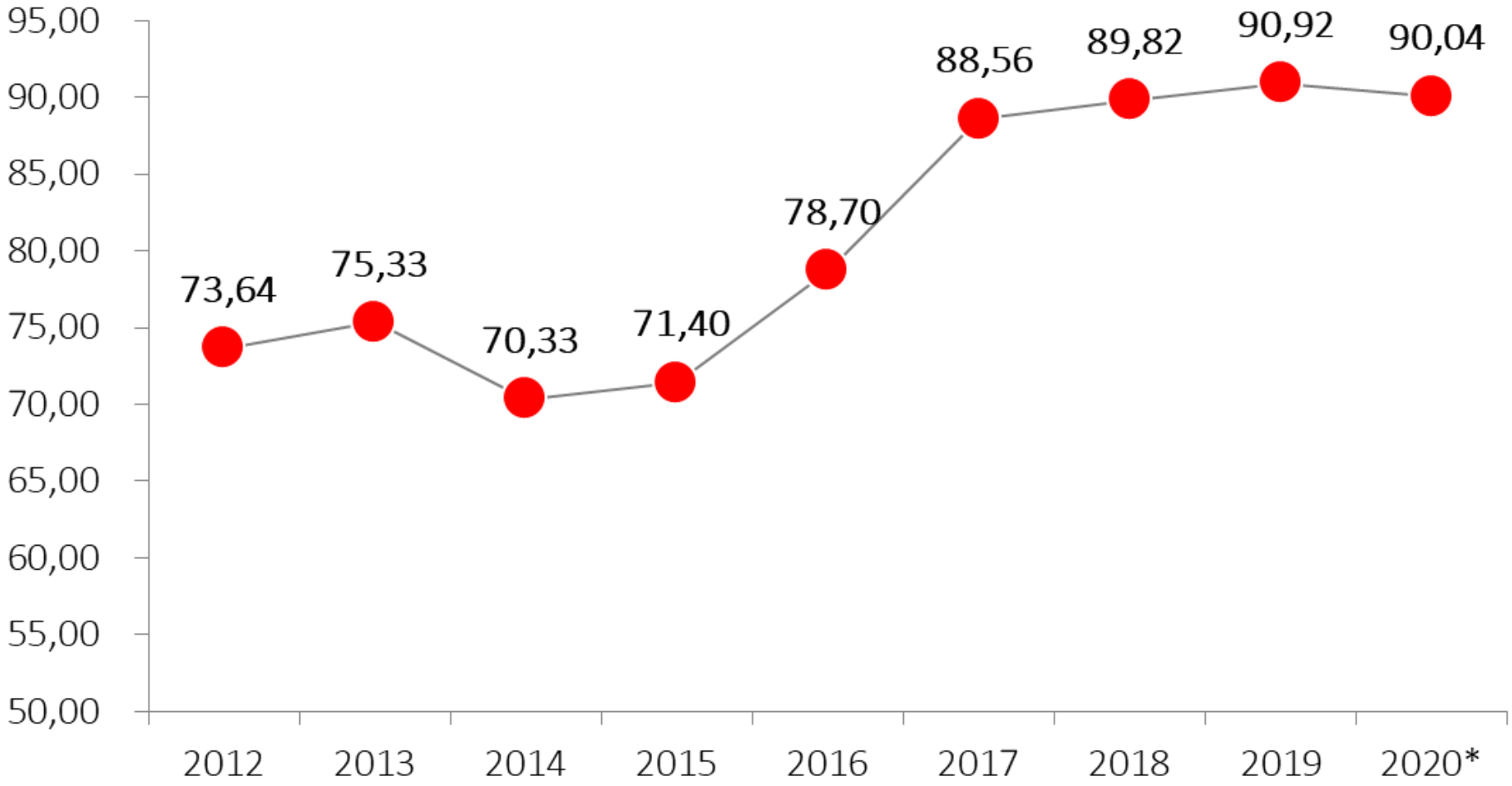
Sumber : BPS Kota Surabaya, 2019

SURABAYA SOCIAL ECONOMIC STATUS PROPORTION



Source: BPS - Statistics Indonesia and Bappeko

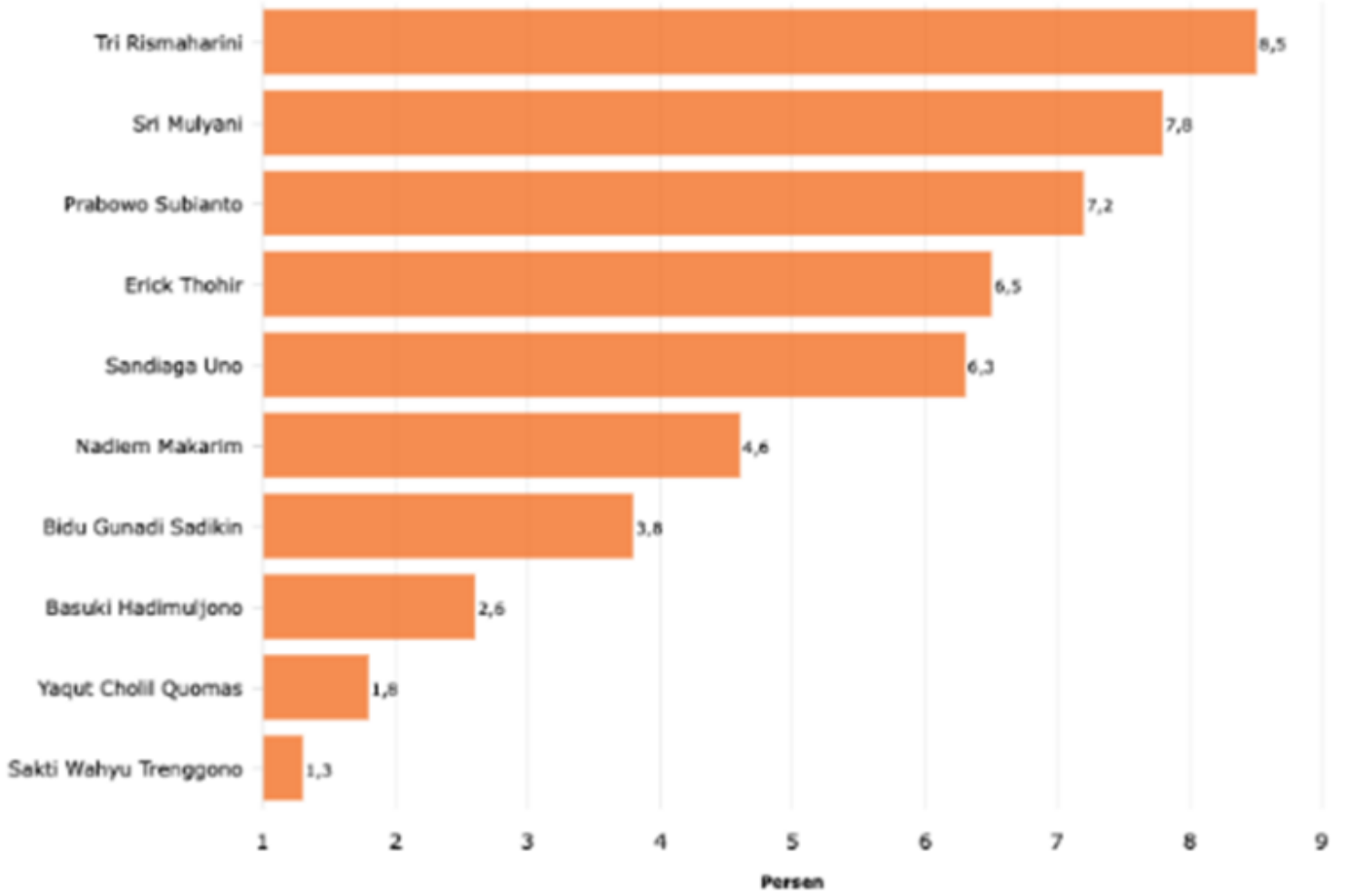
INDEKS KEPUASAN WARGA KOTA



Note: *) Survei Agustus – 2020

Source: enciety Business Consult

The Best Ministers (Survei Indikator Politik – 2022)



katadata

databoks

MENTERI DENGAN KINERJA TERBAIK

SURVEI INDIKATOR POLITIK

Survei dilakukan pada 14-19 April 2022 dengan melibatkan 1.220 responden yang terbesar di seluruh Indonesia. Penarikan sampel menggunakan metode *multistage random sampling*. Adapun toleransi kesalahan (*margin of error* atau MoE) kurang lebih 2,9% pada tingkat kepercayaan 95%.

The Best Ministry (Survei Indikator Politik – 2022)

katadata

databoks

Kementerian dengan Kinerja Paling Memuaskan

INDONESIA POLITICAL OPINION

Survei dilakukan pada 23-28 Mei 2022 dengan melibatkan 1.200 responden yang tersebar di seluruh Indonesia. Survei memiliki *margin of error* 2,9% dengan tingkat akurasi data 95%

THANK YOU