



Kempinski

JAKARTA

MEETING INCREASING DEMAND OF INDONESIA'S MICE INDUSTRY, KEMPINSKI PROVIDES ADDITIONAL 4,000 SQUAREMETER OF STATE-OF-ART VENUE

Jakarta, July, 2009 – Realizing that no particular natural resources available to offer, as a service city, Jakarta is equipped with meetings infrastructure and facility required by any meeting planners and associations when selecting Jakarta as their meetings destinations. The rapid growth of meetings industry players in numbers and room capacity over the year has given planners more alternatives in choosing the most appropriate venue to suit their event's characteristic. To achieve Jakarta's ambition as 'The Meetings Capital of Indonesia', Jakarta Provincial Government will ensure that every area in Jakarta region will have convention and exhibition centers available to meet the demands of this business events sector.

"Currently, Jakarta Convention & Exhibition Bureau, the City's marketing arm to promote Jakarta as a viable meetings destination for regional and international events in undergoing a mapping inventory to identify every area's potential as a meeting destination. Once the exercise is completed, Jakarta will live up to its claim 'Meet in Jakarta, the Meetings Capital of Indonesia,'" said Ms Indra Sukirno, the Executive Director of Jakarta Convention & Exhibition Bureau.

Kempinski Hotels S.A., the oldest hotel chain in Europe, has entered the Indonesian market since year 2008 and become one of MICE industry player in Jakarta by managing Hotel Indonesia which now is known as Hotel Indonesia Kempinski Jakarta. After being reconstructed, now Hotel Indonesia Kempinski Jakarta is ready to provide five-star service in a combination of Indonesian hospitality and European luxury. The facilities of Hotel Indonesia Kempinski Jakarta that has been operating since mid-2008 are two ballrooms **Kempinski Grand Ballroom** and **Bali Room** suitable for various MICE activity.

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Bali Room, a legendary oval-shape room only exists in Hotel Indonesia Kempinski Jakarta, has re-operated to become the most prestigious Meetings address in Jakarta. Indonesia's First Head of State, President Soekarno utilized this meeting room a lot in the 1960s to entertain state guests and other VIP dignitaries. Bali Room is now transformed to become a combination between Indonesian heritage and modern technology.

"Hotel Indonesia is a cultural heritage, which is why we work so hard to rebuild the building and rooms, while keeping the originality of existing building design. The characteristic of the oval shaped Bali Room is a combination of Indonesia contemporary design with the latest modern technology of "LCD mood lighting" on the ceiling doing color changes according to client's requirement," General Manager of Hotel Indonesia Kempinski Jakarta, Gerhard E. Mitrovits, explained. Balinese-motif wood carving wall that has been decorating the 900 standing capacity room since year 1962 is still maintained until today in its best condition.

"The demand towards Meetings facilities in Jakarta have had a significant rise for the past few months, particularly after the United States government revoked its travel warning," Indra Sukirno stated. "If this condition stays until the next few years, hopefully we can rebound to the period before crisis. No matter what Jakarta means to people, the city has always have its own appeal and maintains its charms," she added.

The 3,000 square-meter Kempinski Grand Ballroom is one of the largest function room in Jakarta which is located on the 11th floor of West Mall, Grand Indonesia Shopping Town. The luxury ballroom with capacity of more than 3,000 people is the ideal solution for exhibition, corporate functions, product launching and luxury wedding in the heart of Jakarta. To accommodate guest with speedy access to the Kempinski Grand Ballroom, three direct access lifts are ready in the to transport up to 100 guests per minute to the 11th level.

"We welcome the presence of Hotel Indonesia Kempinski Jakarta as additional meetings venue and to enrich our inventory of the meetings facilities. With its own characteristics, Hotel Indonesia Kempinski Jakarta certainly complements facilities in the Central Jakarta to suit planners who preferred this location. After all, each venue offers its charms and people will have more choices which venue is more appropriate for a certain type of meetings, big or exclusive events," Indra Sukirno stated while ending the conversation.

Editor's Notes:

The **Kempinski** name is proudly borne by a growing collection of distinguished properties around the world. Europe's oldest luxury hotel group, Kempinski has built its reputation on the belief that exclusivity and individuality are key elements of true luxury. Each year, an increasing number of guests come to appreciate these qualities, as Kempinski adds new hotels and resorts in Europe, the Middle East, Africa and Asia. While this growth reflects the strength and success of the Kempinski brand, the collection will remain a limited one, where exclusivity can be nurtured and individuality can flourish.

As a valued private-sector member of the **Stop TB Partnership**, Kempinski is proud to support the Luis Figo Campaign to Stop TB through the distribution of campaign postcards in guest rooms, explaining how tuberculosis, if it is diagnosed and treated with effective medication, is curable. We share the Stop TB Partnership's vision and goal of a TB-free world.

Kempinski is a member of the **Global Hotel Alliance**. Based on the airline alliance model, Global Hotel Alliance is the world's largest alliance of independent hotel brands. GHA currently comprises Anantara, Cham, Dusit, Kempinski, Landis, Leela, Marco Polo, Omni, Pan Pacific, Parkroyal and The Doyle Collection, encompassing 180 upscale and luxury hotels in 43 different countries.

To book or for further information visit

Website: www.kempinski-jakarta.com

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