

Indonesia Forbes

WWW.FORBESINDONESIA.COM

E-ECONOMY 2018

THE RISE OF A



LEI JUN
XIAOMI

ROBIN LO
J&T EXPRESS

DAVID SOONG
SWEET ESCAPE

KUSUMO MARTANTO
BLIBLI.COM

DIGITAL ECONOMY



MAX LIU
EMQ

ROBY TAN AND
JASIM HALIM
KIOSON

DIATCHE HARAHAP
BJTECH

RP 50,000



Contents



Indonesia Forbes

E-ECONOMY:

THE DIGITAL MAINSTREAM



E-ECONOMY 2018

24 | ONE-STOP MALL
Blibli's Kusumo Martanto says acquiring Tiket.com was just one step in its expansion plans.

BY ARDIAN WIBISONO

28 | AGGRESSIVE VALUE
Lei Jun wants Xiaomi to be the best-selling smartphone in Indonesia.

BY YESSAR ROSENDAR

30 | SERVING THE UNDERSERVED
Kioson becomes the first tech startup listed on the IDX.

BY SHINTYA FELICITAS

32 | SWEET MEMORIES
David Soong's Sweet Escape is making high-quality photography accessible.

BY ARDIAN WIBISONO

34 | EXPRESS AMBITION
J&T Express aims to become the country's top express courier.

BY ARDIAN WIBISONO

36 | A BOT FOR EVERYONE
Diatche Harahap's BJTech is developing homegrown chatbots for Indonesia.

BY SHINTYA FELICITAS

38 | SPACE RACE
The e-commerce boom has sparked an unlikely real estate revolution: Urban warehouses are now gold mines, and Prologis is sitting on the mother lode.

BY SAMANTHA SHARF

40 | MONEY MOVER
Max Liu's EMQ comes to Indonesia to grab a slice of the global remittance market.

BY AASTHA SABOO

42 | GUEST COLUMN // Will Ongkowidjaja
Outlook for the E-economy 2018

44 | DELIVERING THE GOODS
When his top rival bought his largest customer, Instacart's Apoorva Mehta cheered. It turns out he wasn't crazy.

BY BIZ CARSON

48 | BIG DATA FOR BIG CITIES
Moovit has created the Waze of public transit. Is this the app that can beat urban congestion?

BY ALAN OHNSMAN