



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Souvenir Vending Machines during ASEAN Summit**

**Jakarta, Kominfo Newsroom** – PT Jakarta Tourisindo (Jakarta Experience Board/JXB) presents an automatic vending machine for micro, small and medium enterprises (MSMEs) Jakarta's specialty souvenirs to serve delegates to the ASEAN Summit in September 2023.

Head of Marketing and Attractions for DKI Jakarta Provincial Tourism and Creative Economy (Parekraf) Office, Hari Wibowo, said the program was a breakthrough for his party at the right moment.

"We also want to welcome the ASEAN delegation. So that the machine is used by delegates looking for 'souvenirs' typical of Jakarta," he said, Wednesday (12/4/2023) in Jakarta.

Hari also hoped that the machine, "Creative Box", could make it easier for local and foreign tourists to find such "souvenirs", especially culinary delights. They can also read the relevant information in the "Jakarta Culinary Experience" pocketbook.

Meanwhile, the Main Director of JXB, Novita Dewi, added that Jakarta culinary pocket books can be obtained by paying Rp. 1 rupiah through the "Creative Box" and free of charge at totems located at several MRT stations.

In preparing this pocketbook, Jaktour (JXB) collaborated with Feastin as a culinary recommendation curator.

"We invite tourists to be more active in exploring the corners of Jakarta by recommending culinary delights approximately one kilometer from the MRT Station," said Novita.

The two products launched are expected to provide opportunities and spaces for MSMEs in Jakarta to expand their market and meet the needs of tourists exploring the city.

"The development of the tourism and creative economy sectors in Jakarta can certainly run smoothly with the support of the DKI Jakarta Provincial Government through synergy with BUMDs [regional government-owned enterprises] and the private sector," he said.

In the first phase, JXB will launch five "Creative Boxes" spread across various points. Two units are at the CSW Integration Stop, one at the City Hall TransJakarta Bus Stop, one at Tebet Eco Park, and one at the "Creative Zone" in Dukuh Atas.

The regional government targets the installation of more than twenty JXB "Creative Boxes" in the future, including at MRT Stations.



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The launch of the "Creative Box" and "Jakarta Culinary Experience" took place at the CSW bus stop and was attended by the Head of Marketing and Attractions for the DKI Jakarta Disparekraf, Hari Wibowo; Head of the BP BUMD DKI Jakarta Tourism Business Subgroup, Karel Tambunan; JXB President Director Novita Dewi, MRT Jakarta President Director Tuhiyat, Editorial Director Kevindra Soemantri, and media crew.

In addition, JXB signed an MoU with MRT Jakarta at this event to develop transit-oriented areas (TOD) and Jakarta tourism. (TR/Vira)

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Get more information at <https://infopublik.id>



Peluncuran "Creative Box" dan "Jakarta Culinary Experience" diselenggarakan di Halte CSW, Jakarta, Rabu (12/4/2023). (ANTARA/Luthfia Miranda Putri)