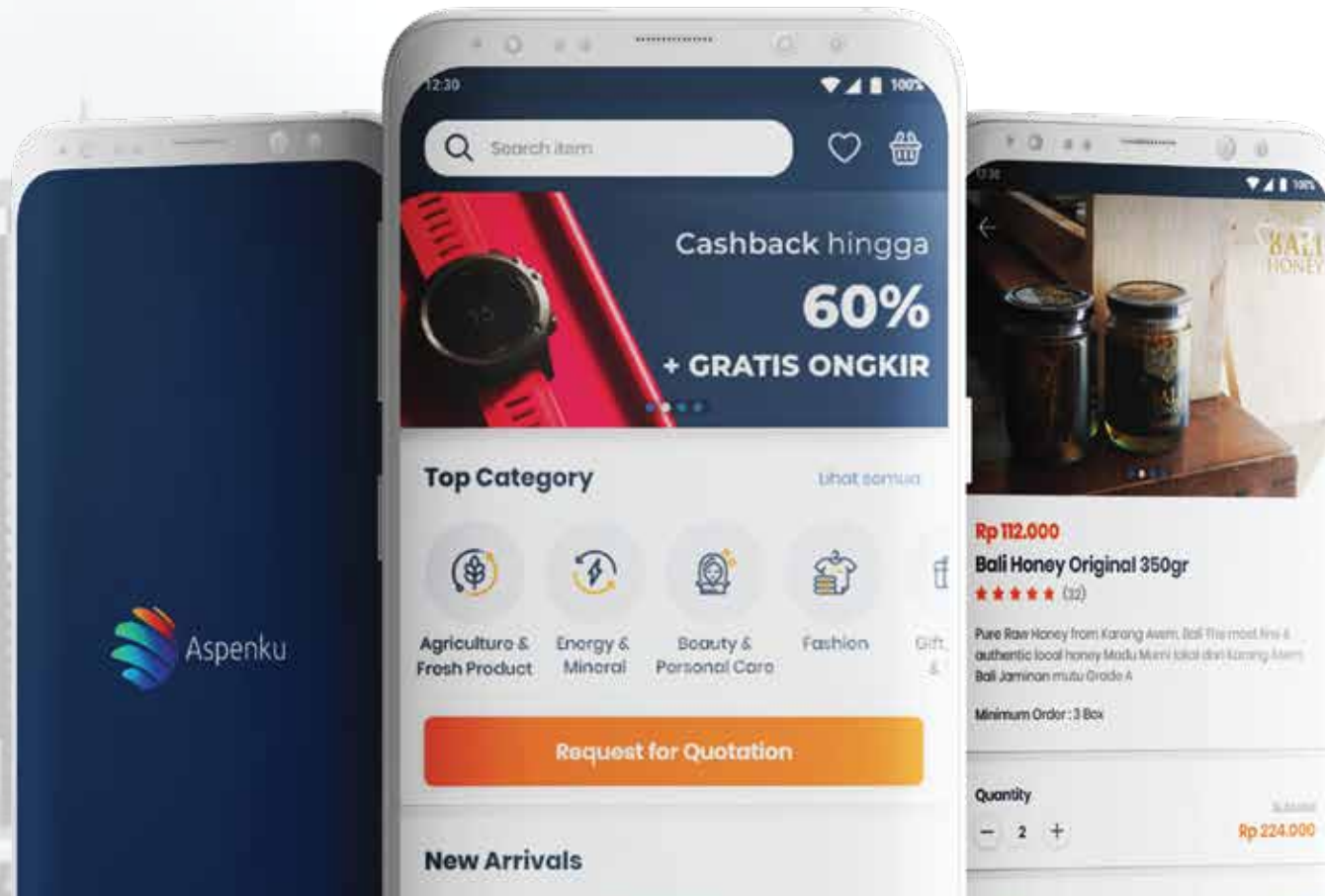




Aspenku

COMPANY  
**PRO  
FILE**

2021



# ABOUT ASPENKU

**ASPENKU** is a marketplace created by PT. Aplikasi Penunjang Ekonomi Nasional, aimed to build a network between producers, exporters, and buyers who are looking for Indonesian high quality products (commodities, raw materials, spare parts, machines, and processed industrial products).

PT. Aplikasi Penunjang Ekonomi Nasional was founded in 2018 by a group of professionals and business owners who have more than 20 years of experience in several industrial sectors such as oil and gas, agriculture, mining and FMCG.



Aspenku

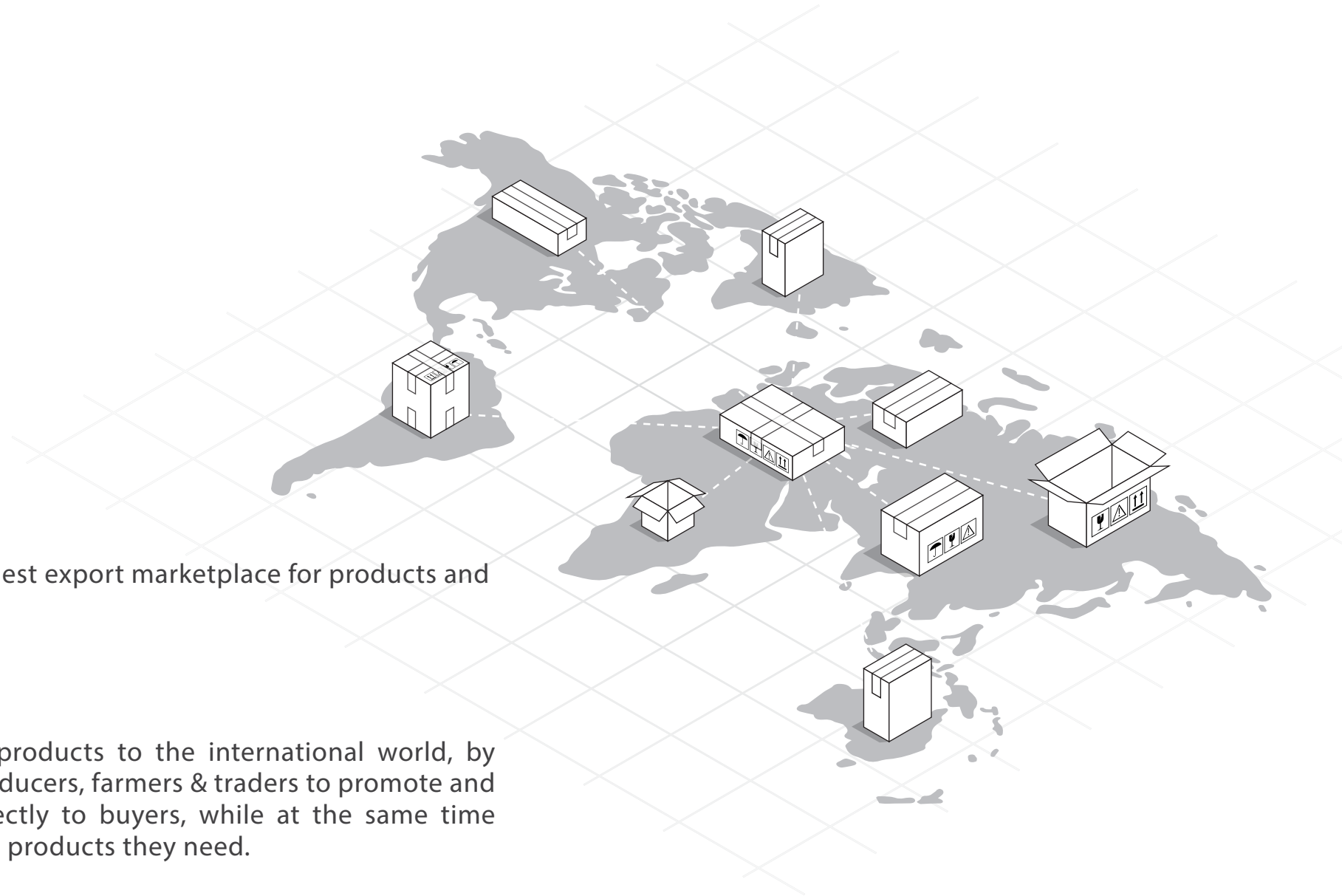
INDONESIA'S  
EXPORTER  
MARKETPLACE

## ***VISION***

To be the best and biggest export marketplace for products and services from Indonesia

## ***MISSION***

Bringing high quality products to the international world, by helping Indonesian producers, farmers & traders to promote and sell their products directly to buyers, while at the same time helping people find the products they need.



# ASPENKU TEAM



**RACHMAT S. MARPAUNG**  
CHIEF EXECUTIVE OFFICER



**M. SYAHRUL AMARULLAH**  
CHIEF MARKETING OFFICER



**RAYMOND SYAMSUDIN**  
CHIEF MERCHANT ACQUISITION



**IRHAM AMIR**  
CHIEF INTERNATIONAL RELATION OFFICER



**HIRTANTO ANGGARUKMA**  
CHIEF OPERATION OFFICER



**SARWILA DWILIANTO**  
CHIEF TECHNOLOGY OFFICER

# BENEFITS



Aspenku.com is a marketplace made originally by the locals, and founded also with 100% capitals from the locals. Aspenku.com often participates in various large exhibitions at home and abroad in order to market Indonesian best products and the marketplace itself to the international buyers. Joining Aspenku.com is free of charge, without any membership fees nor deduction fees. All businessmen, including those already experienced in export, or those who want to start a business as exporters are welcomed to join.

## SECURE PAYMENT

To protect users from various crimes within the transactions, Aspenku.com offers a payment system with payment gateway. New sellers will receive the money when the goods are onboard the ship or received by the buyer, according to initial agreement. As for the tools, users have a variety of choice from Virtual Accounts, Credit Cards, and Gopay for domestic transactions. While for overseas transactions they can use Paypal, transfers, and Letters of Credit (LC).

# WHAT WE HAVE ?



*SMEs Entrepreneurs and Ministry of Cooperatives and SMEs Republic Of Indonesia Meeting*

Aspenku.com also act as an export aggregator, so that the merchants, who have products with limited quantity can be collected together, to be distributed to the same destination country.

**Current Overseas Agent (Export Aggregator & Fulfillment Distribution Channels)**

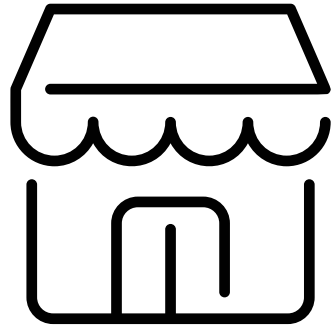
Saudi Arabia  
United Kingdom  
New Zealand  
Qatar  
Tanzania  
Sudan  
USA

Nigeria  
France

And many other countries will follow

- Established
- Ongoing process

# WHAT WE HAVE ?



- 13.500+ Merchants/Shops have been registered
- 73 Products Categories



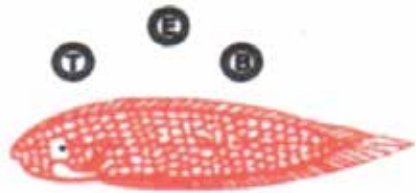
- More than 20,000+ potential buyers from 98 countries have been registered

# SOME OF OUR MERCHANTS

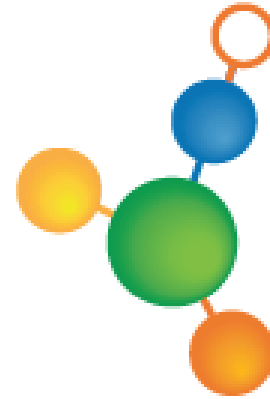




# SOME OF OUR MERCHANTS



PT TRIDAYA ERAMINA BAHARI



P U P U K  
**INDONESIA**  
H O L D I N G   C O M P A N Y



*Lezatnya Tak Terlupakan*

# SOME OF OUR MERCHANTS



**PT PAN BROTHERS Tbk**

**SUBSIDIARY**

Z ( ) E label

W A S T U

Salt n Pepper 

*Any many more*



# FEATURES OF ASPENKU



## OPEN TENDER

1

Through Open Tender feature, verified international buyer (with complete documents) can open tenders to find the best price for the product they are looking for. Meanwhile, traders can do tender bidding, namely offering prices to buyer. However, only verified traders can bid the tender. The transaction must be carried out in the end after the tender is done, otherwise the buyer will be suspended.



## REFUND MANAGER

3

A feature available on Aspenku Marketplace that allows buyer to cancel the transaction and request for refund when there are violations against the initial contract.



## REQUEST FOR QUOTATION

2

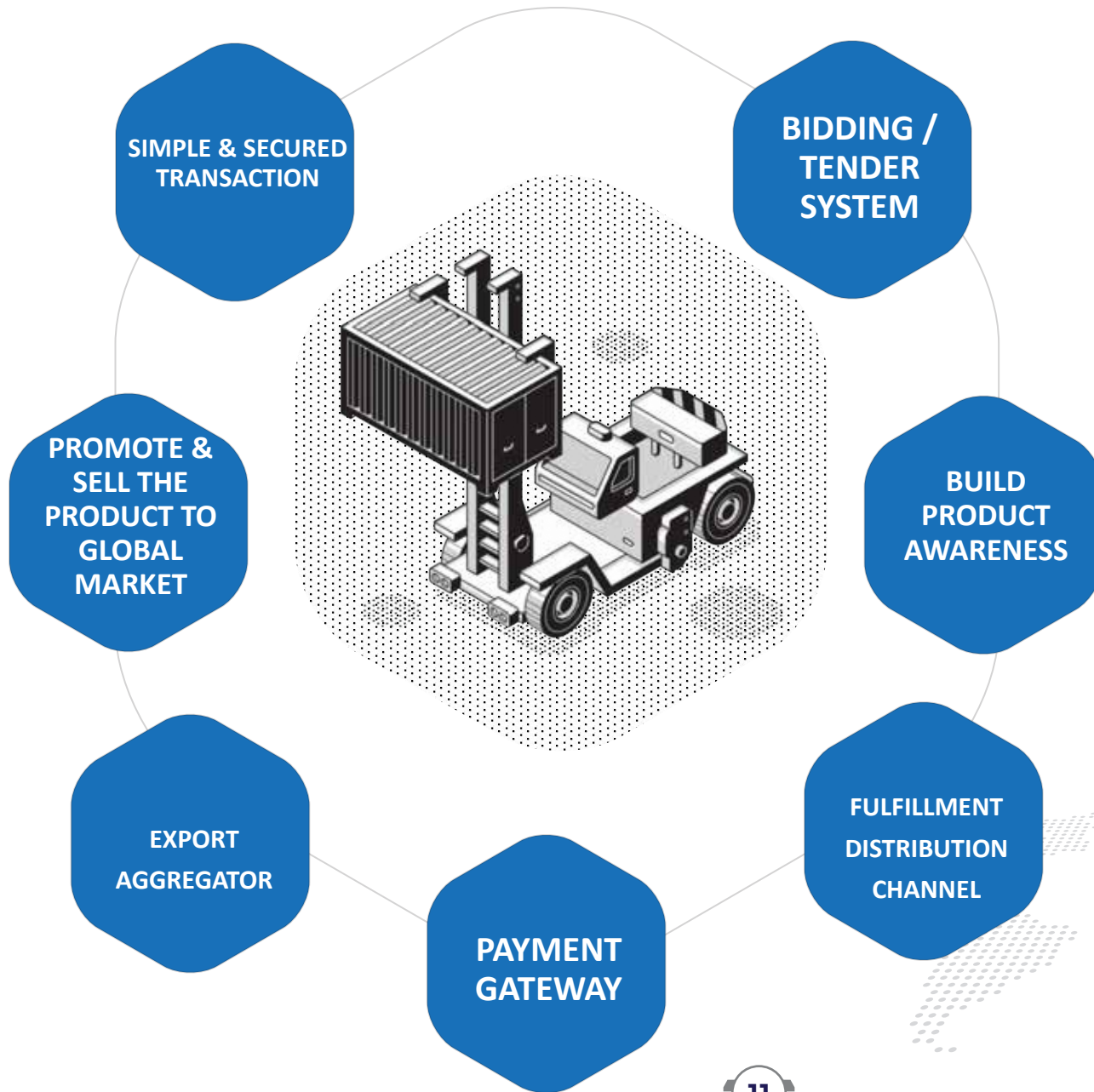
Request a quote for an item to all merchants on aspenku.com that match the specifications desired by the buyer, without having to contact each of them. This feature helps buyer to find the desired item with quality, price, and specifications as needed.



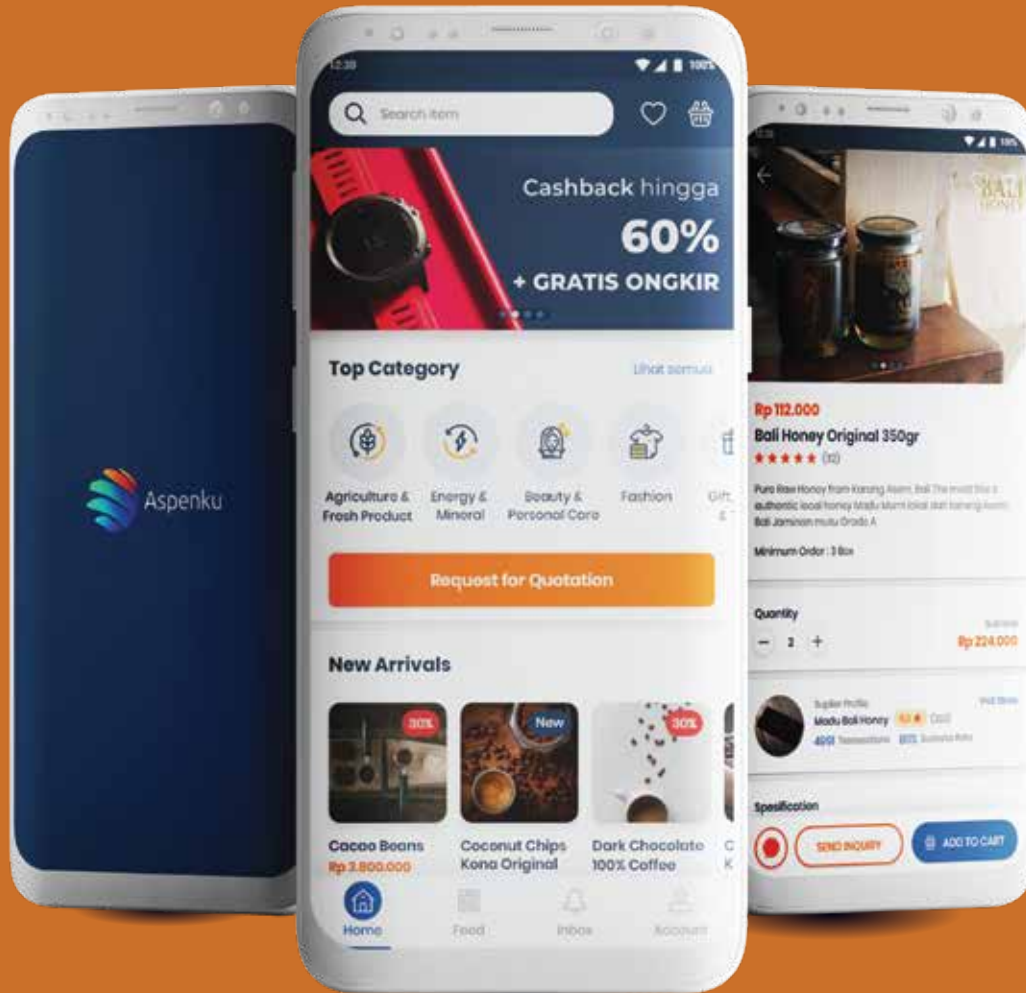
## CHATTING & SEND INQUIRY

4

Aspenku.com also offer chatting feature to help buyers and sellers connect each other to have conversations about availability of goods, price bargaining, and option of payments.



# OUR SERVICES



**WHAT WE  
ARE DOING**

# EXHIBITIONS

**27 – 29  
JUN 2019**

The 2019 Guangzhou  
International Fruit  
Expodi Guangzhou -  
Tiongkok

**3 – 7  
DES 2019**

International  
Coffee & Chocolate  
Exhibition di Riyadh  
- Arab Saudi



**16 – 20  
OKT 2019**

TEI 2019 (Trade Expo  
Indonesia) di BSD,  
Banten - Indonesia

**18 – 20  
DES 2019**

Jeddah International  
Trade Fair di Jeddah -  
Arab Saudi

# ***SINERGY SME'S ACTIVITIES WITH ASPENKU***

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**ONLINE & OFFLINE  
ACTIVITY**



**Aspenku**

INDONESIA'S  
EXPORTER  
MARKETPLACE

# ONLINE ACTIVITY

- Promote Indonesian SME Product through Aspenku to various relevant platforms
  - Helping our merchant in producing creative content to promote and sell their products ( videos, flyers, articles, story telling).
- 
- *Website and social media management*





# ONLINEACTIVITY

- On boarding merchant's products in local EDC (NTE) Marketplace
- 
- Managing Social Media Platforms and advert them in local EDC

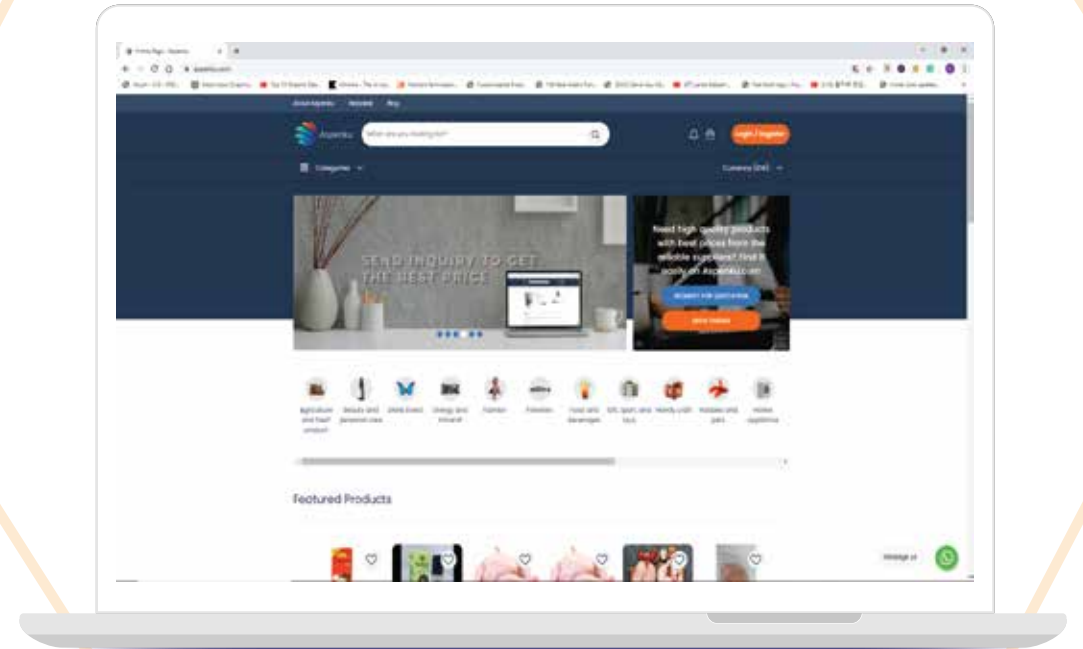


# ONLINE ACTIVITY

- Creating [www.aspenku.com](http://www.aspenku.com) platform as the main medium for Aspenku's merchants in marketing their products

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- Organizing various online coaching program for Aspenku's merchants
- Organizing online business matching regularly



# **OFFLINE** ACTIVITY

## AGGREGATOR & FULFILLMENT CHANNEL



**TRAINING**



**CANVASING**



**ESTABLISHED FULFILLMENT CHANNEL**

# PHOTOS OF ACTIVITIES

TRADE EXPO INDONESIA  
(TEI) 2019



Trade Expo Indonesia is an annual event for the Indonesian government to showcase various Indonesian quality products to international buyers. During this exhibition, Aspenku.com had the opportunity to invite merchants to join Aspenku.com. Aspenku also exhibited several excellent products from Aspenku merchants, as well as introduced Aspenku.com to international buyers.

# PHOTOS OF ACTIVITIES

## JEDDAH INTERNATIONAL TRADE FAIR (2019)



Aspenku.com realizes that the large market for Hajj and Umrah pilgrims is also a great opportunity for Indonesian products. In this exhibition, Aspenku.com exhibited Indonesian quality products and how to get them through Aspenku.com.

# PHOTOS OF ACTIVITIES

## RIYADH INTERNATIONAL COFFEE & CHOCOLATE EXHIBITON



This special exhibition for coffee and chocolate is one of the largest in the world. Aspenku.com introduced several coffee and chocolate products from Indonesia and explained how to acquire Indonesian chocolate and coffee products easily through Aspenku.com.

## PHOTOS OF ACTIVITIES

### THE 2019 GUANGZHOU INTERNATIONAL FRUIT EXPO



Guangzhou International Fruit Expo is the largest fruit exhibition in China. At this exhibition, Aspenku.com brings a vision to introduce Indonesian tropical fruit products and their processed products to the Chinese people.

# PHOTOS OF ACTIVITIES

## INTERNATIONAL FAIR OF KHARTOUM 2020



The International Fair Khartoum is a universal and multi-sector trade fair for capital goods and consumer goods.







*You can read more  
articles on  
[www.Aspenku.com](http://www.Aspenku.com).*

Aspenku.com realizes that to increase the value of exports, beside adequate facilities and policies, MSME players also need education regarding business development, knowledge and of course information on export activities. On that basis, Aspenku.com always provides various information, such as export tips, export news, inspirational stories, and export step-by-steps in the form of articles.

**OUR  
PARTNERS**





Aspenku

INDONESIA'S  
EXPORTER  
MARKETPLACE

***DO YOU WANNA JOIN WITH  
ASPENKU AS A MERCHANT?***

***Please contact us at***

***0851-5774 1842***

