



PARTNERSHIP BOOKLET

INTERNATIONAL ECONOMICS
STUDENT COMPETITION 2018

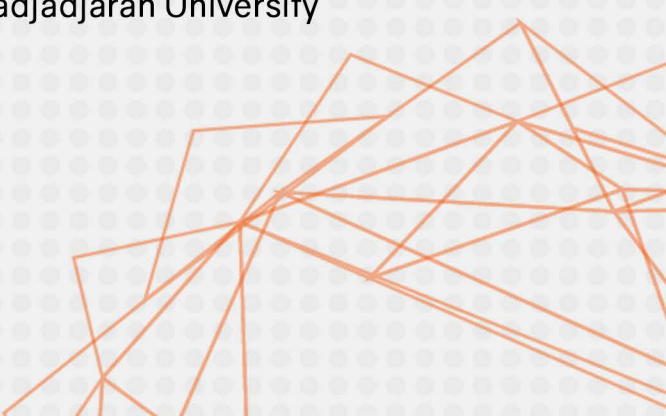


GREETINGS

It is my pleasure to write this foreword for the International Economics Student Competition (IESC) of the Padjadjaran University Association of Undergraduate Students of Economics and Development Studies (HIMA ESP FEB Unpad) sponsorship proposal. This event has been the pinnacle of the association's activities and has been on going for years.

IESC shows the interest of our students to provide the best experience both academically and non academically, in order to give contribution Nationally and/or globally. As such, we hope that by working together this event can be conducted successfully to the benefit to our students, the participants, and the society. Feel free to contact any of the staff for further information, and thank you for your kind attention.

Kind Regards,
Rudi Kurniawan, S.E., M.Si., Ph.D
Head Department of Undergraduate Economics FEB Unpad
Faculty of Economics and Business, Padjadjaran University





GREETINGS

The Association of Undergraduate Students of Economics and Development Studies (HIMA ESP FEB Unpad) has always committed as a place for the students to develop their skills and contribute to the society development extensively. International Economics Student Competitions (IESC) is our way to implement those two main points.



Every year, the world faces different global challenges. Science development, technological progress, and different political interests of some countries bring the world to a condition with full of uncertainty, specifically in economic situation. IESC always try to presenting a theme which close to the current situation, dynamic, and manage to bring solution. Therefore, as the chief of HIMA ESP FEB Unpad proudly introducing IESC's theme for this year, Reforming Economy in The Era of Global Uncertainty

Hopefully, IESC 2018 could bring a lot of good things to every stakeholder of this great competition and I believe this event could be a good place for the students to give contribution to the society development and develop their skills so they can be an individual who has critical, creative, and innovative thinking in the future.

Regards,
Alif Raditya
Chief of HIMA ESP FEB Unpad 2018
Faculty of Economics and Business, Padjadjaran University





EVENT DESCRIPTION

International Economics Student Competition (IESC) is the fourth international event in the field of economics that is held by Student Association of Economics and Development Studies (HIMA ESP FEB Unpad). With the new look of IESC, this year, we present three kinds of competition consists of International Microeconomics Competition (IMC), Padjadjaran Debate Championship (PDC), and International Student Conference Asia-Africa Studies (ISCAAS). IESC aims to improve students' creative ideas in developing the potential for critical thinking in the face of the phenomenon of economic phenomena occur.

For the sake of an independent economy for the creation of a national economy and global economy in general. This year's IESC theme is "Reforming Economy in the Era of Global Uncertainty". Independent economy is really essential especially in the era of global uncertainty like this century. IESC is the right container to channel the creative ideas of the students.

Goals

1. To create hardly a critical and analytical thinking and accountable to the students.
2. To elevate the awareness about the economic symptoms of both national and global economy in every student.
3. To increase the student participation in developing Indonesia economy.

EVENT DESCRIPTION

IMC

International Microeconomics Competition is annual international undergraduate student competition held by The Association of Undergraduate Students of Economics and Development Studies (HIMA ESP FEB Unpad). IMC enables national and international undergraduate student to compete in the field of microeconomics. It has succeeded four times in national scale. This year, IMC will bring up the issue about the "Companies Welfare Against the Fourth Industrial Revolution."

PDC

Padjadjaran Debate Championship is annual event by The Association of Undergraduate Students of Economics and Development Studies (HIMA ESP FEB Unpad) which has been held for the past 11 years. This year will take 29th September – 1st October 2018 in Faculty of Economy and Business, Padjadjaran University, Jatinangor and bring up "Advance in the Independency of Indonesia Economy Through Small and Medium Enterprises" as our grand theme. This competition adopts British Parliamentary Debate Format and 44 teams from all universities around Indonesia will be invited to compete in Padjadjaran Debate Championship.

ISCAAS

International Student Conference on Asia-Africa Studies (ISCAAS) 2018 is the 3rd conference for international undergraduate student held by The Association of Undergraduate Students of Economics and Development Studies (HIMA ESP FEB Unpad). The International Student Conference on Asia-Africa Studies (ISCAAS) invites all undergraduate student to propose their ideas in this conference with the grand theme "Strengthening Asian-African Economy in the Midst of Unpredictability"



INTERNATIONAL MICROECONOMICS COMPETITION

"Companies Welfare Against the Fourth Industrial Revolution"

GOALS

- 1. Participant can develop both their skill and potential in the field of microeconomics as a basic to analyze the economic issue that happened.*
- 2. Participants are expected to get the knowledge related to the application of microeconomic, specifically about the theme of International Microeconomic Competition 2018.*
- 3. The committees are also expected to get to increase their soft skills in teamwork, time management, and organization the event in international level.*

PARTICIPANT TARGET

Competition consist of 30 teams from across the country and 6 International teams.



36

Total of teams



30

Teams from Indonesia



108

Total of participant



6

Teams from International




SERIES
OF EVENT



*WELCOMING DINNER AND
TECHNICAL MEETING*

Date : Friday, September 21st 2018
Time : 19.00 - 21.00 WIB
Place : Citarum Hotel
Jalan Citarum No. 16, Jalan Riau,
Bandung, Jawa Barat, Indonesia

*DAY 1 - PRELIMINARY (ROUND 1,2,3) &
ELIMINATION ROUND*




Date : Saturday, September 22nd 2018
Time : 08.00 - 18.00 WIB
Place : Faculty of Economics and Business,
Padjadjaran University
Jl. Dipatiukur No.35 Lebakgede,
Bandung



*DAY 2 - SEMIFINAL ROUND & FINAL
ROUND*

Date : Sunday, September 23rd 2018
Time : 08.15 - 16.45 WIB
Place : Citarum Hotel
Jalan Citarum No. 16, Jalan Riau,
Bandung, Jawa Barat, Indonesia



PADJADJARAN DEBATE CHAMPIONSHIP

"Advance in the Independency of Indonesia Economy Through Small and Medium Enterprises"

GOALS

1. Increase participants awareness about the importance of realizing an indepent Indonesian economy and how to make it happen.
2. Increase participants scientific, critical, rational and analytical thinking power.
3. Participants dare to express and defend their opinion in public in a logical and systematic way.
4. Enchance participants ability to argue in English and build a healthy competitive edge through scientific debate.
5. Participants are expected to be motivated to build the business sector.
6. Participants are expected to play an active role, in order to realize an independent Indonesian economy.

PARTICIPANT TARGET

Competition consist of 44 teams from all universities around Indonesia.



44

Total of teams



16

Total of participant for accreditation of Adjudicators

DAY 1 - ADJUDICATOR ACCREDITATION AND PRELIMINARY ROUND 1 & 2

Adjudicator Accreditation

Date : Saturday, September 29th 2018

Time : 08:00 – 16.00 WIB

Place : LEAD Building Padjadjaran University Jatinangor
Jl. Raya Bandung - Sumedang Km. 21

Preliminary Round 1 and 2

Date : Saturday, September 29th 2018

Time : 08:00 – 16.00 WIB

Place : LEAD Building Padjadjaran University Jatinangor
Jl. Raya Bandung - Sumedang Km. 21



DAY 2 - PRELIMINARY ROUND 3,4 & 5 AND GALA DINNER

Preliminary Round 3, 4 and 5

Date : Sunday, September 30th 2018

Time : 08:00 – 16.00 WIB

Place : LEAD Building Padjadjaran University Jatinangor
Jl. Raya Bandung - Sumedang Km. 21

Gala Dinner

Date : Sunday, September 30th 2018

Time : 19.00 – 21.00 WIB

Place : Bandung Giri Gahana Golf and Resort,
Jatinangor



DAY 3 - QUARTER FINAL ROUND, SEMIFINAL ROUND AND GRAND FINAL

Quarterfinal Round, Semifinal Round and Grand Final Round

Date : Monday, October 1st 2018

Time : 08:00 – 16.00 WIB

Place : LEAD Building Padjadjaran University Jatinangor
Jl. Raya Bandung - Sumedang Km. 21
Bale Santika (Final Round)



INTERNATIONAL STUDENT CONFERENCE ON ASIA AFRICA STUDIES

ISCAAS

"Strengthening Asian-African Economy in the Midst of Unpredictability"

SEMINAR IESC

"Reforming Economy in the Era of Global Uncertainty"

GOALS

1. *Provide the facility for students to develop their skill and potential by making a paper based on the analysis concerning the theme.*
2. *Broaden participants' knowledge regarding the main theme of ISCAAS 2018 and add the new empirical insight relating to sub-themes.*
3. *Widen participants' comprehension and awareness relating to the Asian and African nations' issues.*
4. *Improve participants' critical thinking ability and problem-solving skills about the concern of Asian and African countries.*
5. *Establish and improve the relation between national university students and international university students.*

Saturday. November 3rd, 2018

IESC Seminar

IESC Seminar will be held on the first day of the event. Each speaker will talk for one hour consist of forty-five minutes presentation and fifteen minutes question and answer session. The topic that is presented by speakers will be related to the grand theme of IESC: Reforming Economy in The Era of Uncertainty. Seminar discussion will also be relevant to the conference. Therefore, all participants are expected to attend the seminar. **(Participant are expected to wear casual formal clothes for this event)**

Welcoming Dinner and Technical Meeting

Welcoming dinner will be held after IESC Seminar, on the same night, in which for officially welcome all the conference participants. This event is also the way for the participant to get to know each other, along with each of team's Liaison Officer, with whom they will work with for the next day. There will also be Technical Meeting in which the committees will explain the entirety of the event. **(Participant are expected to wear formal attire (suit & ties and dress) for these events)**

Sunday. November 4th, 2018

Conference

Plenary Session

Plenary session is a seminar with the competent speakers from diverse background. Plenary Session is held on Conference Day, the 2nd Day of ISCAAS 2018, and will be split into two sessions. Speakers will explain the subject related to the theme of ISCAAS 2018.

Parallel Session

The selected participant will present their paper and will be examined by scientific committee. Moreover, the participant will also discuss the topic to provide constructive feedback to the author. Paper presentation will be in English.

Padjadjaran Cultural Night

This event will be held after the conference, on the same night, in which the culture, especially the culture in Bandung, will be introduced to the participants. In this series of event, the best paper and best speaker will also be announced. Padjadjaran cultural night will be ended by the closing of ISCAAS 2018 **(Participant are expected to wear batik clothes for this event).**

Seminar IESC Speakers



Dr. Titik Anas

Managing Director
Rumah Riset Presisi Indonesia



Oscar Darmawan

CEO - PT. INDODAX
(Indonesia Digital Asset Exchange, platform marketplace)



Yoga Affandi

Executive Director
Department of Financial Market Development
Bank of Indonesia

Plenary Speakers



Daniel Suryadarma

Deputy Team Leader
RISE at The SMERU Research Institute



Fauziah Zen*

Senior Economist
Economic Research Institute
for ASEAN and East Asia

Quantitative Target:



Seminar IESC

1000 Participants

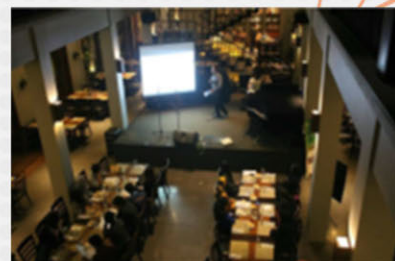
Consist of 90 people from ISCAAS participants
and 910 people from non-ISCAAS participants

ISCAAS

30 papers submission teams from undergraduate students will participate the conference on ISCAAS 2018, which consist of:

- 1) 24 teams from national undergraduate university
- 2) 6 teams from international undergraduate university

EVENT REVIEW IESC



PAST SPONSORSHIP & MEDIA PARTNER

SPONSORSHIP :



MEDIA PARTNER :



SPONSORSHIP PACKAGE

**All of this package can be customized*

PLATINUM

Total Mass Exposure
171,500

RADIO/TV	✓
PROMOTION SITE	✓
PERSENTATION SESSION	✓
VIDEO SCREEN	✓
ADLIBS	✓
AFTER MOVIE	✓
BALIGHO SPOT DIPATIUKUR	XL
X BANNER	XL
POSTER (ONLINE & PRINTED)	XL
FLYER	XL
ID CARD AND T-SHIRT	XL
BACKDROP	XL
COMPETITION KIT	XL
PHOTOBOOTH	XL
BOOTH IN EVENT	3 days

Rp 30.000.000,00

SPONSORSHIP PACKAGE

GOLD

Total Mass Exposure
153,500

✓

✓

✓

✓

✓

✓

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2 days

Rp 15.000.000,00

SILVER

Total Mass Exposure
136,000

✗

✗

✗

✗

✗

✓

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1 days

Rp 10.000.000,00

BRONZE

Total Mass Exposure
112,400

✗

✗

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Rp 5.000.000,00

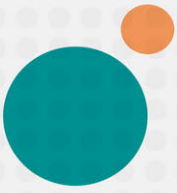
SPONSORSHIP BENEFITS

As the biggest and the most prestigious annual event of The Association of Undergraduate Students of Economics and Development Studies (HIMA ESP FEB Unpad), IESC aims to attract both Indonesian and International students from various regions and countries.

There are many advantages you can get from becoming our sponsorship, such as:

1. The sponsor's logo will be displayed in IESC promotion media
2. The sponsor may award prize package to the winner
3. The sponsor is entitled for a place to open a promotional stand during IESC series of events
4. The sponsor can do branding on IESC series of events
5. Sponsors are entitled to get the promotions adlibs by MC during IESC event series
6. Helps to socialize and improve sponsorship among committees and participants
7. Getting sponsor publication through social media accounts
8. The event that will be attended not only national universities, but internationally make IESC series of events can be a potential market for the company's products
9. Fulfilling social responsibility of corporate program to improve the image and increase credibility of the company
10. Get free pass to come and report our events





MEDIA PARTNER BENEFIT

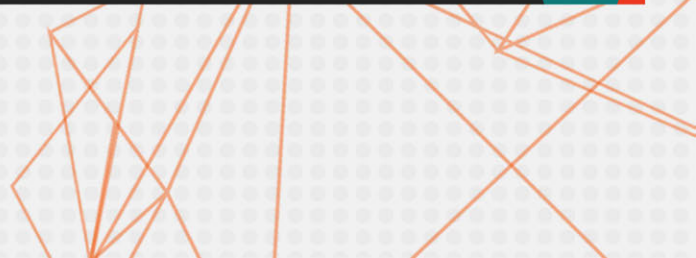
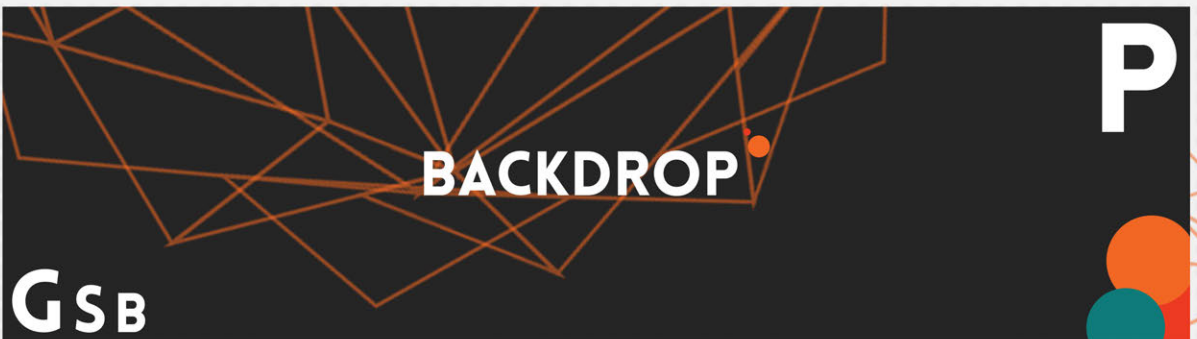
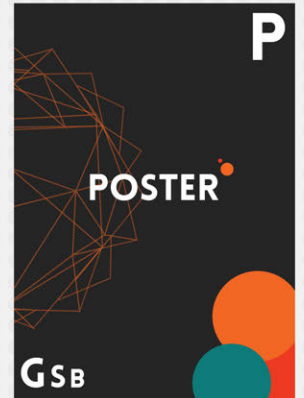
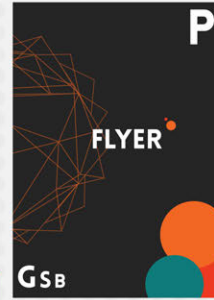
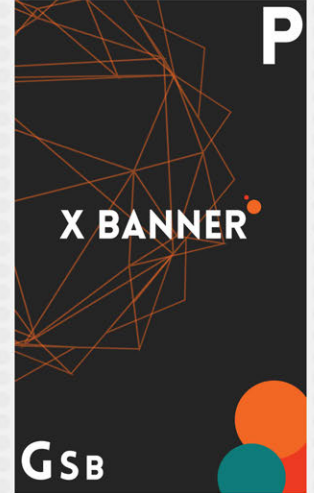
As the biggest and the most prestigious annual event of The Association of Undergraduate Students of Economics and Development Studies (HIMA ESP FEB Unpad), IESC aims to attract both Indonesian and International students from various regions and countries.

There are many advantages you can get from becoming our media partner, such as:

1. The logo of your brand will be imprinted on our T-shirts (Except ISCAAS), ID Cards, Baligho, X-Banner, Poster, Flyer, Backdrop, Banner, and IESC Website
2. Fulfilling social responsibility of corporate program to improve the image and increase credibility of the company
3. Promoting the brand of our media partners to be well accustomed for students
4. Brands will be mentioned by the MCs; in order to increase its recognition by both domestic and international students
5. Get free pass to come and report our events



DETAIL MEDIA DESIGN



DETAIL MEDIA DESIGN & ESTIMATED BENEFITS

1

BALIGHO

Placed at Jatinangor and Dipatiukur for 2 weeks.

2

X BANNER

Placed at Jatinangor and Dipatiukur for 2 weeks.

3

FLYER

Given to all of economics student and attendants.

4

POSTER

Placed on National magazines for 1 month.

5

ID CARD

Worn by committees, participants, and adjudicator on 3 event of IESC which is 3 days for each event.

6

BACKDROP

Placed at Gala Dinner place for 1 day.

7

VIDEO SCREEN

Displayed at days of event.

8

ADLIBS

In front of 1000 and more attendants.

9

T-SHIRT

Worn by 100 and more committees on days of event.

10

PROMOTION SITE

Placed at IESC Website for 1 month.

11

BOOTH IN EVENT

Placed at Faculty of Business Padjadjaran University for 3 days.

12

COMPETITION KIT

Distributed to 1000++ seminar attendants.

13

PHOTOBOOTH

Placed at Event place for 9 days.

14

PRESENTATION

Displayed at days of event.

15

AFTER MOVIE

Distributed to all IESC social media account and kept it after event.

INTERNATIONAL MICROECONOMICS COMPETITION

ESTIMATED
BUDGET

INCOME

▶ PARTICIPANT REGISTRATION FEE

REGISTRATION PARTICIPANT

EARLY BID	(20 X RP 580.000)	: RP	11.600.000,00
2ND PHASE	(16 X RP 680.000)	: RP	10.880.000,00
TOTAL		: RP	22.480.000,00

▶ CONTRIBUTION

● COMMITTEE CONTRIBUTION		: RP	6.100.000,00
● FEB UNPAD CONTRIBUTION		: RP	6.780.000,00
● HIMA ESP UNPAD TREASURY		: RP	1.000.000,00
● FUNDRAISING		: RP	10.000.000,00
● SPONSORSHIP		: RP	61.216.900,00

TOTAL INCOME

RP 107.576.900,00

SPENDING

● SECRETARY		: RP	65.000,00
● TREASURY		: RP	25.000,00
● EVENT		: RP	58.229.900,00
● LOGISTICS		: RP	9.212.000,00
● ACCOMODATION		: RP	28.040.000,00
● PUBLIC RELATION AND LIAISON OFFICER		: RP	600.000,00
● PUBLICATION		: RP	1.200.000,00
● LEGAL AFFAIRS		: RP	330.000,00
● DOCUMENTATION AND DESIGN		: RP	8.525.000,00
● FUNDRAISING		: RP	750.000,00
● SPONSORSHIP		: RP	600.000,00

TOTAL SPENDING

RP 107.576.900,00



PADJADJARAN DEBATE CHAMPIONSHIP

ESTIMATED
BUDGET

INCOME

▶ PARTICIPANT REGISTRATION FEE

DEBATE CHAMPIONSHIP PARTICIPANT

BATCH 1 (32 X RP 550.000)

BATCH 2 (12 X RP 600.000)

TOTAL :RP 24.800.000,00

ACRE ADJU PARTICIPANT (16 X RP 100.000) :RP 1.600.000,00

▶ CONTRIBUTION

● COMMITTEE CONTRIBUTION :RP 8.090.000,00

● FEB UNPAD CONTRIBUTION :RP 4.500.000,00

● FUNDRAISING :RP 11.500.000,00

● SPONSORSHIP :RP 30.000.000,00

TOTAL INCOME RP 80.490.000,00

SPENDING

● SECRETARY :RP 569.000,00

● TREASURY :RP 55.000,00

● MARKETING :RP 4.000.000,00

● DESIGN AND DOCUMENTATION :RP 1.423.000,00

● PUBLICATION :RP 1.850.000,00

● LEGAL AFFAIRS :RP 670.000,00

● EVENT :RP 47.105.000,00

● PUBLIC RELATION AND LIAISON OFFICER :RP 1.760.000,00

● LOGISTICS :RP 8.638.000,00

● ACCOMODATION :RP 14.420.000,00

TOTAL SPENDING RP 80.490.000,00



INTERNATIONAL STUDENT CONFERENCE ASIA-AFRICA STUDIES

ESTIMATED
BUDGET

INCOME

● PARTICIPANT REGISTRATION FEE		
REGISTRATION PARTICIPANT (90 X RP. 750.000)	: RP	67.500.000,00
● CONTRIBUTION		
COMMITTEE CONTRIBUTION	: RP	6.075.000,00
FEB UNPAD CONTRIBUTION	: RP	4.110.000,00
● FUNDRAISING	: RP	10.000.000,00
● SPONSORSHIP	: RP	42.103.200,00
TOTAL INCOME	RP	129.788.200,00

SPENDING

● SECRETARY	: RP	64.000,00
● TREASURY	: RP	290.000,00
● EVENT	: RP	23.050.000,00
● CONFERENCE	: RP	67.953.200,00
● LOGISTICS	: RP	10.336.000,00
● PUBLICATION	: RP	1.500.000,00
● SPONSORSHIP	: RP	1.650.000,00
● FUNDRAISING	: RP	500.000,00
● LEGAL AFFAIRS	: RP	350.000,00
● ACCOMODATION	: RP	21.975.000,00
● DESIGN AND DOCUMENTATION	: RP	1.820.000,00
● PUBLIC RELATION AND LIAISON OFFICER	: RP	300.000,00
TOTAL SPENDING	RP	129.788.200,00



INTERNATIONAL ECONOMICS STUDENT COMPETITIONS

ESTIMATED
BUDGET

SPENDING

INTERNATIONAL MICROECONOMICS COMPETITION	:	RP	107.576.900,00
PADJADJARAN DEBATE CHAMPIONSHIP	:	RP	80.490.000,00
INTERNATIONAL STUDENT CONFERENCE ASIA- AFRICA STUDIES	:	RP	129.788.200,00
TOTAL SPENDING		RP	317.855.100,00

INCOME

INTERNATIONAL MICROECONOMICS COMPETITION	:	RP	45.560.000,00
PADJADJARAN DEBATE CHAMPIONSHIP	:	RP	50.490.000,00
INTERNATIONAL STUDENT CONFERENCE ASIA- AFRICA STUDIES	:	RP	87.685.000,00
TOTAL INCOME		RP	184.535.000,00
SPONSORS NEEDED		RP	133.320.100,00





CORPORATE SOCIAL RESPONSIBILITY

According to UU No. 40 Year 2007, companies in Indonesia have to adopt a mandatory approach to society through corporate social responsibility. By implementing this partnership with IESC, Not only your company will be able to fulfil your CSR, but also your company will receive several benefits such as:

1. Working and collaborating with us by facilitating the preparation of our events and participating in the success of our event are the form of your company's contribution to encourage the importance of education that is less than eligible in Indonesia and other countries as well.
2. By supporting the preperation of our series of events, your company will also encourage the development of human resources in Indonesia and other countries as well. Those are benefits to your company will receive through our partnership.



CLOSING

International Economics Student Competition (IESC) is the grand economic-themed event held by an undergraduate in Indonesia. Consisting of three main events, we are aiming to reach out many talented participants (competitors, debaters, and judges), and keynote speakers from around the globe. To get exposure and visibility in this academic event and to receive great value from it are the privileges we can offer to your company.

We hope this proposal can give you a vivid description of our event. Any sponsorship level you select will help us realize our event. By conducting this event, we hope that young talent gains further insight on economic through this competition and can help to drive, focus ambitions and lead to the nation's development especially in education in years to come. Thank you for your attention and consideration. We are eagerly looking forward to your cooperation. We hope that we can count on you for the support of our event.

Head of Undergraduate
Economics Program

Rudi Kurniawan, S.E., M.Si., Ph.D

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Chief of HIMA ESP
FEB Unpad 2018

Alif Raditya

NPM 120210160080

Manager of Academic &
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Vice Dean
FEB Unpad

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MEDIA PARTNER

Nurma Sari Isnaini
089696958116



SPONSORSHIP

Nazhifah N
087785621512