OFFICIAL VISIT OF THE MINISTER FOR EDUCATION OF SINGAPORE TO 7 SEAMEO CENTRES IN INDONESIA

Fostering Sales Professionals through the South-East Asian Sales Competition (SEASAC) 2022

The Virtual Governing Board Meeting of SEAMOLEC
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Assalamualaikum warahmatullahi waborokatuh!

I am delighted to present the end-year edition of SEAMOLEC Info 2022 to our friends and colleagues. This newsletter provides a wrap-up on various activities conducted by SEAMOLEC in the last quarter of the year.

Within the last four months, SEAMOLEC has had new partners and managed to initiate programmes and activities with them. One of the stories is captured in this edition, a training programme on the Internet of Things (IoT) at Industrial Technology Vocational Highschool (SMK SMTI), Bandar Lampung.

The centre hosted 2 webinars session internationally and nationally. The international webinar was held in September, back-to-back with the 25th SEAMOLEC Governing Board Meeting (GBM), entitled EdTech Implementation in the Post-COVID Era to Support Open Distance Learning in Southeast Asia. The national webinar was conducted in October, in cooperation with Creative Commons Indonesia and Wikimedia Indonesia. The webinar took the topic Digital Learning Resources: Creating, Sharing, and Collaborating. You may read the whole article in this edition.

SEAMOLEC was also honored to receive the visit of the SEAMEO Council President, the Minister of Education of Singapore, Mr. Chen Chun Sing. The event was intended to pay a visit to seven Indonesian SEAMEO Centres, and SEAMOLEC was chosen as the host.

Dr Wahyudi
DIRECTOR

There is more than that, this edition presented various training programmes held by SEAMOLEC with its national and international partners. I hope you will have a great time reading this SEAMOLEC info edition.

The year 2022 has been a very productive year for the centre. Let us embrace the new year with positivity. New Year is a time to say goodbye and a time to say hello. A time to bid farewell and a time to look forward. A time to let go and a time to learn new things. I wish you all a happy New Year 2023, may it be filled with new adventures and good fortunes.

Season’s Greetings

Wishing you happy holidays and a new year filled with prosperity and more success.
SEAMOLEC COLLABORATION PROGRAM SERIES AND STARTUP MIFLY

Extended reality, or popularly known as XR, is a general term that refers to all the combinations of real and virtual environments and interactions generated by computer technology. This includes augmented reality (AR), mixed reality (MR), and virtual reality (VR). This technology is slowly becoming familiar in the education field. XR helps students focus more and increases their engagement in learning sessions.

Seeing the advantages of XR technology, it is necessary for educational institutions to increase the capacity of their education personnel in the field of XR to provide more interesting learning sessions for students. SEAMOLEC answers the needs by organizing training on developing XR-based teaching materials.

In this training, SEAMOLEC worked with a mobile application provider from Taiwan: Mifly. This company provides an editing platform for XR-based professional digital teaching materials called MAKAR. MAKAR enables users to create interactive XR learning content supported by various mobile devices (AR glasses, VR headsets, tablets, mobile phones, web browsing, etc).

Online Training by SEAMOLEC

The collaboration between SEAMOLEC and Mifly was realized through conducting AR, MR and VR online training using the MAKAR platform on August 3-5, 2022. The training sessions were held in English and facilitated by Jaxon Wu, a trainer from Mifly. Jaxon assisted the participants by giving tutorial on using the MAKAR application first. Then, participants were allowed to explore all the features in the MAKAR application to make them more familiar with the platform. This training were registered by 315 participants.

Face to Face Training by SEAMOLEC

Successfully organized the online training using the MAKAR platform, SEAMOLEC organized face-to-face training in several versions. The first face-to-face training was held in the SEAMOLEC building classrooms on August 15-16, 2022 at 09.00-15.00 o’clock. A total of 64 participants registered in the training. The second face-to-face training was conducted at SMK Negeri 1 Cijulang on September 26-27, 2022. On the last batch, the face-to-face training was conducted at the Curug Indonesian Aviation Polytechnic from October 19-21, 2022.

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Online Training by SEAMOLEC

In addition to face-to-face training, SEAMOLEC also organized online training using the MAKAR application in Indonesian language. The training was held on November 7-18, 2022 with three online assisting sessions via video conferencing by SEAMOLEC instructors. In this training, 150 participants were registered.

Of the three training schemes that have been mentioned, participants were expected to produce the same output, they were XR-based teaching materials or quizzes, either in AR or VR.
GLOBAL EDUCATIONAL SUPPLIES AND SOLUTIONS (GESS) EXHIBITION 2022

The Exhibition

Global Educational Supplies and Solutions (GESS), with its experience in the education industry for more than fifteen years, provides educators access to the products and solutions that meet the needs of the modern classroom and transform the way students learn by holding an annual exhibition event.

The exhibitor of more than 50 participants from around the world displayed their technology to support the education community. SEAMEO Regional Open Learning Centre (SEAMOLEC) as one of the exhibitors showed various programmes and services in education, such as its massive open online courses (MOOCs), face-to-face training, online training, workshops, internet of things (IoT) for education, robotics for education, and augmented/virtual reality for education.

Aji Wicaksono, the Marketing and Publication Officer of SEAMOLEC, was invited as one of the GESS conference’s speakers. He shared a topic in the Edtech in Action area, explained the potential of the immersive technology using metaverse as a new tool, and how to prepare the human resources to be able to use it as learning media.

The Future of GESS

As predicted by Asian Development Bank, the economic growth in Asia will be 5.4% in 2022. Indonesia, the Philippines, Vietnam, and Thailand are expected to be the world’s 25th largest economies in 2050. In response and to take advantage of unprecedented growth, GESS Indonesia is expanding its previous event’s scale into Asia. Starting in 2022, the name GESS Indonesia was changed to GESS Asia.

The GESS Asia 2022 was started on 14 September, and held for three days until 16 September, taking place at Jakarta Convention Center, Indonesia. The annual exhibition event for the first time will be continued in several Asian countries to help widen the education community.
THE VIRTUAL GOVERNING BOARD MEETING OF SEAMOLEC

SEAMOLEC hosted its Governing Board Meeting (GBM) this year in virtual mode for the third time. Every year SEAMOLEC conducted its GBM which carries out the authority powers of the board to determine policies for the operation of the Center, to approve the annual programmes and budgets of the Center, as well as to make the annual evaluation and reviews of the Center’s programmes.

This year SEAMOLEC GBM was participated by 10 out of 11 Governing Board Members from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam. Unfortunately, 1 Governing Board Member from Timor Leste was unable to participate in the meeting.

The SEAMOLEC GBM this year is the 25th GBM conducted by the Centre since its establishment in 1997. It also marked the 25 years of services made by the Centre to the Southeast Asia region. The meeting was started with the welcome remarks of SEAMOLEC’s Director, Dr Wahyudi, followed by the remarks from SEAMEO Secretariat Director, Dr Ethel Agnes P Valenzuela, and officially opened by the Acting Director of Learning and Student Affairs of Higher Education, on behalf of the Ministry of Education Culture Research and Technology (MoECRT) of Indonesia, Dr Ir Sri Gunani Pratiwi, MT.

The meeting was led by Dr M Hasan Chabibie, the Governing Board Member from Indonesia, who is also the Chairperson of the meeting. There were 14 working papers and 1 information shared with the Governing Board Members to request their support and endorsements. The meeting went effectively and fruitfully, with all members actively contributing. By the end of the meeting, SEAMOLEC’s Director shared with all meeting participants that the Centre will conduct the International Webinar on September 27, 2022, entitled “EdTech Implementation in the Post-COVID Era to Support Open Distance Learning in Southeast Asia.”
THE TRAINING ON FINANCIAL OPERATIONS MANUAL (FOM) FOR ADMINISTRATION AND FINANCE STAFF OF THE SEAMEO REGIONAL CENTRES IN INDONESIA

SEAMOLEC in collaboration with SEAMEO Secretariat (SEAMES) organized a training on The Financial Operations Manual (FOM) for administration and finance staff of the SEAMEO Regional Centres in Indonesia. The training was conducted on August 16, 2022, at SEAMOLEC’s office in Jakarta. The main objective of this activity is to share financial management issues and challenges, and to strengthen educational, cultural, and social bonds between the SEAMEO Secretariat and SEAMEO Regional Centres. The FOM training is one of SEAMES team agenda during their visit to Indonesia on August 14 to 17, 2022.

The SEAMES team were:

1. Dr Kritsachai Somsaman, Deputy Director for Administration and Communication, as a team leader,
2. Mrs Kornkanok Chareonwuthilarp, Finance Manager,
3. Ms Sujitra Sophonpattana, Finance Officer,
4. Ms Lamyai Sopa, Accountant,
5. Ms Pairin Klaychookul, Accountant.

The training was participated by finance and administration officers from all SEAMEO Centres in Indonesia. SEAMOLEC was represented by Ms Nurhajati (Finance and Administration Manager) and Ms Aprilia Indah (Finance and Administration Officer).

The training was officially opened by a welcome remark from Dr Wahyudi, SEAMOLEC Director. Dr Wahyudi briefed all participants about the objective of this training and wished all the best for the training. Dr Kritsachai Somsaman, SEAMES Deputy Director for Administration and Communication, delivered an overview about FOM training. Followed by Mrs Kornkanok Chareonwuthilarp, SEAMES Finance Manager, she explained about the financial operations manual. The financial procedure was developed to be used by SEAMEO and its Regional Centres. The objective of the financial system was to develop budgetary procedures which will serve to assist SEAMEO Council, The respective Governing Board, and SEAMEO Secretariat processing the budgets of the Regional Centres. The training continued with the explanation from Ms Sujitra Sophonpattana on budgetary system, Ms Lamyai Sopa on SEAMEO Secretariat’s financial reporting system, and Ms Pairin Klaychookul on Regional Centre accounting system. After group discussion, the training was ended by wrapping up and closing by SEAMES team.
INITIATING COLLABORATION: SEAMOLEC HELD A TRAINING PROGRAMME ON INTERNET OF THINGS AT INDUSTRIAL TECHNOLOGY VOCATIONAL HIGHSCHOOL (SMK SMTI), BANDAR LAMPUANG

Internet of things (IoT) is a form of internet technology development which has recently become a topic of conversation among IT industry activists. IoT allows every item (things) owned to be connected to the internet, so that it can be controlled remotely with a smartphone or even with voice commands.

The government encourages the development of IoT technology to support the implementation of the smart city 4.0 concept. One of the government’s instructions is to ask the younger generation, especially those at the Vocational High School (SMK) level, to be prepared with this technology, starting from recognizing, studying, and implementing the IoT. It's expected that they can produce IoT products and in the future they will be ready to compete with the IoT products of the ASEAN Economic Community (AEC).

In the last couple years, SEAMOLEC has been developing the IoT learning model and implemented it in various vocational education institutions. On 22-24 August 2022, SEAMOLEC conducted training at SMK SMTI Bandar Lampung which is a vocational education institution under the coordination of the Ministry of Industry. It was followed by 63 participants consisted of teachers and students. The training agenda was to learn about one of the devices that can implement IoT, namely the microcontroller and Arduino.

The materials provided introduction of features and carrying out commands with case studies provided by the SEAMOLEC team. As a result of this training, students can practice LED blinking, servo motors on Arduino, temperature sensors, and device connectivity with IoT platforms (web and mobile).
AS A REALIZATION OF COOPERATION WITH III–SEAMOLEC ORGANIZING ROBOTIC TRAINING FOR BEGINNERS

Under the cooperation with Institute for Information Industry (III), Taiwan, SEAMOLEC conducted a face-to-face Training on Robotic for Beginners together with PT. Emliku Smart Technology; a company runs in the field of educational technology (EdTech). The training was organised in two batches; on September 15-16, 2022 and September 22-23, 2022 in SEAMOLEC’s classroom. Both trainings were participated by more than 25 participants consisting of teachers and students from various vocational high school.

Emliku brought together two robot-learning providers in this training, namely Tarkustech Innovations Co. Ltd. and Matrix Robotic from KK Intelligent. Robot products from both companies integrate the concepts of AI (artificial intelligence) and IoT (Internet of things) into autonomous robot applications.

The first batch of training was facilitated directly by trainers from Tarkustech, namely Kenneth Kao and Claire Kao. Apart from being a trainer, Kenneth is the Co-Founder of Tarkustech Innovations, while Claire is the CEO and Co-Founder of the same company.

During this time, participants were invited to assemble a robot that can read distances using ultrasonic sensors and can detect objects in front of the robot. Participants also learned to compose a programme to control a car using a mobile phone or laptop via a bluetooth network.

The second training was accompanied by trainers from AICI (Artificial Intelligence Center Indonesia), namely Fitria Yunita Dewi. Beside being able to programme the robot to detect objects and their distances, participants were also able to programme a mobile robot that could detect it using black and white colors. The robot car is also programmed to be able to turn automatically when there is an obstacle in front.
SEAMOLEC INTERNATIONAL WEBINAR INTRODUCING EDTECH IMPLEMENTATION IN SOUTHEAST ASIA

Education Technology or EdTech has had massive growth, especially during the pandemic. COVID-19 has reshaped people's mindsets and created a new trend of learning for future education. This situation is rapidly gaining the attention of students, educators, parents, policymakers, and industry as one alternative to advancing education in the Southeast Asia region. The use of EdTech in the classroom is unavoidable.

Looking at this condition, SEAMEO Regional Open Learning Centre (SEAMOLEC) initiated an online webinar entitled EdTech Implementation in the Post-COVID Era to Support Open Distance Learning in Southeast Asia. The event was held virtually on September 27, 2022, inviting speakers representing Southeast Asian countries, experts, and practitioners.

The webinar was set into two sessions. The first session was EdTech Implementation from Southeast Asian Countries’ Perspective. There were five speakers in the first session representing their respective countries of Cambodia, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam. Each panelist delivered information about the use of EdTech in each country. The session went very interesting to all participants, collecting various questions for the panelists, asking about the challenges faced by countries in implementing EdTech, specific strategies using EdTech to improve learning quality, especially in online classes, and self-regulated learning during the pandemic.

The second session was EdTech Implementation from Technology Practitioners’ Perspective which featured three panelists. They are PT Bisa Artificial Indonesia, MilleaLab, Shinta VR, and Pelita Harapan University. The panelists share their best practices in developing and implementing their platforms in improving education quality using EdTech. This session also went very appealing, driving participants to actively ask questions to the panelists. Participants asked about how to mitigate the cost of EdTech which is usually expensive. How to motivate educators to create and gamify their classes while they are already busy with other matters?

This webinar was broadcasted live through SEAMOLEC's official YouTube channel, and the recording is open to be accessed by public through this link: https://bit.ly/edtechwebinar2022.
THE FIRST ONLINE TRAINING FOR YANGON UNIVERSITY OF DISTANCE EDUCATION, MYANMAR

Over the years, Pro-Rector of Yangon University of Distance Education (YUDE), Myanmar, act as SEAMOLEC’s Governing Board Member from Myanmar. Prof Dr Nu Nu Ya always gives the guidance, support, and assistance to SEAMOLEC in improving its programmes and performances based on its vision and mission. Answering her request in the 2021 SEAMOLEC Governing Board Meeting, this year SEAMOLEC and YUDE conducted the first online training for YUDE’s education practitioners. This is also a sign of the first cooperation between SEAMOLEC and YUDE.

The online training was conducted using Zoom platform, and the topic selected is Digital Learning Material Development in form of whiteboard animation. At the end of the training, all participants were required to produce their own whiteboard animation video on a particular topic related to their subject, which later can be implemented as learning material in their classes.

The training was held for two days on October 25-26, 2022, with additional assistance sessions with the trainer for four days after the training. This is to ensure that the participants are finishing and submitting their project on October 31, 2022. It was participated by 20 lecturers of YUDE. They were all very active in following the session. Ms. Zahrani Balqis from SEAMOLEC acted as the instructor and facilitator of the training. The Centre provides e-certificates for participants who submit their work results. The participants were very pleased with the training materials and the deliverable, they wish to be invited to another training programmes like this.

HAPPY MOMENT

With much excitement, we welcome to the world baby Arkatama Ahmad Laksono, the newest member of the SEAMOLEC family. The wait is finally over for the proud parents, Allan Pujo Laksono (SEAMOLEC IT Content and Knowledge Management Officer) the father, and Rista Delyani, the mother. A new journey of parenthood has started for them, and they feel blessed with the arrival of the baby boy on August 15, 2022. May the life of this small family be filled with warm love and laughter.
SEAMOLEC’s First Collaboration with Creative Commons Indonesia and Wikimedia Indonesia

SEAMOLEC, in cooperation with Creative Commons Indonesia (CCID) and Wikimedia Indonesia (WMID), held a webinar for Indonesian educators, with the title ‘Digital Learning Resources: Creating, Sharing, and Collaborating.’ The webinar was conducted on Tuesday, October 25, 2022, virtually, through SEAMOLEC’s official YouTube channel. The main objective of this activity is to share knowledge with educators on how to look for valid learning resources, which will also improve the digital literacy of educators.

There were five panelists who are experts in their specific fields. They shared valuable information to all participants, especially teachers, lecturers, and digital content developers, in order for them to feel safer in creating their works. There were more than 600 participants registered in this webinar. It was broadcast live through the SEAMOLEC YouTube channel.

The webinar was opened by a welcome remark from Dr. Wahyudi, SEAMOLEC Director, who greeted all panelists and participants of the webinar. He mentioned that the webinar was specially designed as a means of sharing creative ideas in creating fun digital learning content from the perspective of educators and content creators or YouTubers, also on how to expand the scope of someone’s creative work so that later the work can be used and distributed legally.

The event was officially opened by Drs. Zulfikri, M Ed, the Acting Head of the Center for Curriculum and Learning, the Ministry of Education Culture Research and Technology. In his remark, he acknowledged appreciation for SEAMOLEC’s initiative in hosting this webinar which is very beneficial to educators. He added, “This webinar is expected to improve the digital literacy of Indonesian educators, and furthermore, it would be even better if this skill could be passed on to other fellow educators.”

The first speaker was Mr. Abdul Rizal Adompo, the Manager of IT Content dan Knowledge Management of SEAMOLEC. He shared about the Open Educational Resources (OER) platform developed by SEAMOLEC on https://sumberbelajar.seamolec.org/. In his presentation, he informed about the platform’s introduction and how educators can benefit from it, as well as how to contribute to it.
The second panelist was Dr. Finita Dewi, a lecturer of Universitas Pendidikan Indonesia (UPI) who shared material with the title Digital Literacy in Creating Learning Resources. She shared about things that need to be considered by educators in finding, evaluating, and processing resources in creating digital learning materials, as well as how to utilize free resources.

The third panelist was a content creator, more familiar as YouTuber, Mr. Irwan Kusuma, and his YouTube channel: Sobat HAPE. He delivered materials related to tips and tricks on looking for inspiration in creating videos, and what kind of video content is of interest to the viewers.

The fourth panelist was Ma Fitri Ayu from CCID who explained about sharing learning materials through the use of Creative Commons license. Participants were invited to “the open and free” movement. She also elaborated more about Creative Commons, and its four types of licenses, with all examples of using Creative Common licenses in creating learning materials.

The last speaker was Mr. Hardiansyah from Wikimedia Indonesia who shared about collaborating in creating digital learning materials. He also informed webinar participants about existing projects at Wikimedia, and how the public could contribute to those projects.

The question and answer session was led by Mr. Victor Labotano, the Community Partnership Manager of SEAMOLEC as the moderator of the session. Lots of questions came in from webinar participants who were very active. Each of the panelists gave clear and satisfying answers. Watch the full recording of the webinar through SEAMOLEC’s official YouTube channel at this link: https://bit.ly/youtubewebinar_251022.
OFFICIAL VISIT OF THE MINISTER FOR EDUCATION OF SINGAPORE TO 7 SEAMEO CENTRES IN INDONESIA

Jakarta, 18 October 2022 - The Minister of Education of Singapore, HE Mr Chan Chun Sing, visited Indonesia in one of his roles as the President of the Southeast Asian Ministers of Education Organization (SEAMEO) Council. The last visit done by the SEAMEO Council President to Indonesia was in April 2016, when General Daping Ratanasuwon, the Minister of Education of Thailand who was officiated at that time, attended the 21st Strategic Dialogue for Education Ministers (SDEM) in Bandung. All SEAMEO Centres in Indonesia were also invited to participate in this event. During the COVID-19 pandemic, there was no visitation paid by the SEAMEO Council President to SEAMEO member countries, until now.

Indonesia is the second country visited by HE Mr Chan Chun Sing, after Malaysia last July, where he had the chance to do dialogue with all Malaysian SEAMEO Centres.

In Indonesia, HE Mr Chan Chun Sing also had the opportunity to do a bilateral dialogue with the Minister of Education Culture Research and Technology (MoECRT) of Indonesia, Mr. Nadiem Makarim, on October 18, 2022, morning. After that, Mr Chan Chun Sing paid a visit to 7 (seven) SEAMEO Centres in Indonesia, they are SEAMEO BIOTROP, SEAMEO CECCEP, SEAMEO QITEP in Language, SEAMEO QITEP in Mathematics, SEAMEO QITEP in Science, SEAMEO RECIFON, and SEAMEO SEAMOLEC. The welcoming ceremony took place at the SEAMEO SEAMOLEC office, Complex Universitas Terbuka, South Tangerang, on Tuesday, October 18, 2022, at noon time.

The Ambassador of Singapore in Jakarta, Mr. Kwok Fook Seng, also attended the ceremony, with the Counsellor and delegates from the Ministry for Education of Singapore. The MoECRT was represented by the Director General of Early Childhood, Basic, and Secondary Education, Dr. Iwan Syahril, with delegates, and a representative from the SEAMEO Secretariat.

The ceremony began with a formal luncheon. Continued with a visit to a small exhibition booth where all SEAMEO Centres got a good chance to explain their roles and functions in supporting literacy and education in Southeast Asia through their flagship programmes.

In his remarks, Mr. Chan Chun Sing appreciated each of
the respective SEAMEO Centres in Indonesia and will support other innovations to be carried out. “Let us continue to work together and I look forward to working closely with all of you.”

Dr Iwan Syahril added, “The Ministry of Education has a high hope for SEAMEO Centers in Indonesia that have strategic roles to not only implement the 7 SEAMEO Priority Areas for the region but also to support the current Indonesia education policy, namely Emancipated Learning.”

On behalf of all Centre Directors, Dr Wahyudi, the Director of SEAMOLEC and the host of the event, emphasized that “7 SEAMEO Centres in Indonesia are ready to support the educational priorities in Southeast Asia through its flagship programmes, in order to realize the SEAMEO mission of improving the quality of human resources in the region.”

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**FOSTERING SALES PROFESSIONALS THROUGH THE SOUTH-EAST ASIAN SALES COMPETITION (SEASAC) 2022**

Students’ competition in business-to-business sales was held again this year. For the third time, the South-East Asian Sales Competition (SEASAC) will share practices in terms of sales learning, especially business-to-business (B2B) sales. This capacity-building project for higher education, funded by Erasmus+ European Union, appointed BINUS University as the host for this year. This event has invited many universities, especially from the Southeast Asia region.

“SEASAC Project is a consortium of four universities in Europe; Turku University of Applied Sciences and Haaga-Helia University of Applied Sciences from Finland, University of Applied Sciences Wiener Neustadt from Austria, Edinburgh Napier University from Scotland; 2 universities from Thailand: Mahasarakham University and Rangsit University; and 5 universities from Indonesia: Universitas Sebelas Maret (UNS), Parahyangan Catholic University, Universitas Putra Indonesia “YPTK” Padang, Batem State Polytechnic, and BINUS University,” explained Harri Lappalainen, Head of SEASAC Project from Turku University of Applied Sciences, Finland, as the coordinator of SEASAC project.

SEAMOLEC is also involved as one of the active consortium members, especially in programme publication and socialization. SEAMOLEC Director, Dr. Wahyudi, said, “Competition like SEASAC 2022 is actually a special event for Southeast Asia students to be able to foster Global Citizenship. This competition will also give them added value as higher education graduates with excellent skills, such as problem-solving, communication, collaboration, and understanding other cultures.”

There were 8 countries from Southeast Asia sending 104 delegates from 36 universities. Moreover, there were 63
judges and 20 buyers involved, who are representatives from universities and industries in ASEAN and Europe. The selection process began in September 2022, then continued with semi-final and final rounds on October 12-13, 2022. The whole competition was held in online mode and in hybrid mode—the final round took place at BINUS University Campus, Senayan, Jakarta.

Not only sales competition, but SEASAC also held a Sales Pitch and Sales Conference at the peak of the event. Sales Pitch is useful for participants to present themselves to industries. Participants got tips, tricks, and mentoring from experts and the opportunity to practice their own sales pitches. The sales conference session invited panelists from industries and academicians to discuss the needs of practitioners and how academicians can bridge these needs through the curriculum and learning process.

Dr. Rini Setiowati, the Dean of BINUS Business School Master Program explained, “From an academic perspective, collaboration with industry also provides an opportunity for educators to gain knowledge improvement to form talented B2B sales professionals who are qualified to fill market needs according to international standards.”

The SEASAC 2022 was closed by the winner announcement. They are:

- Natasya Samuela Serefinia from Gadjah Mada University, Yogyakarta, Indonesia (1st place winner);
- Daphne Andrea from Parahyangan Catholic University, Bandung, Indonesia (2nd place winner);
- Vinsen Kevin Mingking from Gadjah Mada University, Yogyakarta, Indonesia (3rd place winner);
- Charles Kryxian P Lara from the University of Nueva Caceres, Filipina (4th place winner);
- Shannon Malena Santos from Parahyangan Catholic University, Bandung, Indonesia (5th place winner);
- Wirmandi Pamungkas from BINUS University, Jakarta, Indonesia (6th place winner);

The total prize given to the winners is 27.5 million rupiah. Congratulations!