



## **The SME Economy Starts to Grow, Creative Hub Ninja Xpress Supports Jakarta to Become a Showcase for SME Products throughout Indonesia**

**JAKARTA, INDONESIA, 26 July 2022** - As a commitment to deliver success for SMEs/shippers, [Ninja Xpress](#) continues improving empowerment programs and customized solutions services through Creative Hub in Jakarta. This effort also supports the policy direction of the Ministry of Cooperatives and SMEs so that Jakarta strengthens its role as a showcase center for SME products from all over Indonesia in Jakarta.

Based on Ninja Xpress' records during Ramadan 2022, DKI Jakarta is one of the three regions that send the most packages. The potential for SMEs/shippers in DKI Jakarta is corroborated by data from the Central Statistics Agency (BPS) that records at least 1,100,000 MSMEs or 98.78% of the total number of businesses in DKI Jakarta in 2021. The DKI Jakarta Provincial Government even noted that now there are about 200 thousand new entrepreneurs added.

When visiting the Ninja Xpress Creative Hub located at Cohive 101, Kuningan, in celebration of Jakarta's 495th birthday, **Andi Djoewarsa, CMO Ninja Xpress** said: Jakarta is where we created our first Creative Hub in January 2020. From then till now, more than 1,000 shippers have used package delivery services through the Creative Hub. More than 13,000 SME products have been professionally photographed and videographed to help SMEs sell better with high quality marketing assets..”

The three product categories with the most photos and videos being taken are Fashion, food, health and beauty are the top three product categories that benefited from Ninja Xpress's photography and videography services. Meanwhile, The two SMEs that delivered the most goods through Creative Hub in Jakarta are [Antingz Bags](#), a handmade bag business product, and [Greenville Farm ID](#), a hydroponic vegetable agribusiness business.

**Free Creative Hub Services for all SMEs in the Ninja Xpress ecosystem**



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To facilitate showcases of SME/shipper products, Creative Hub also helps digitize by providing marketing support in the form of:

1. online and offline advertising
2. professional photo and video capture for online marketing
3. collaboration with influencers/KOLs on social media
4. social media management assistance
5. website development
6. event organization..

These facilities are free for all SMEs in the Ninja Xpress ecosystem. The background for offering this suite of services is built on the Suara UKM Negeri report released by Ninja Xpress in 2020. Through the report, we found that in terms of marketing, around 57% of SMEs want to be better at promoting their businesses using Facebook or Instagram ads, and around 56% want help with the usage of influencers as a marketing tool.

SMEs in Jakarta can visit and get information on various Creative Hub Ninja Xpress facilities at Cohive 101, Jl. Mega Kuningan Barat No.1, RT.5/RW.2, Kuningan Timur, Setiabudi District, South Jakarta City, Special Capital Region of Jakarta, 12950 or register via [selalusiap.ninjapress.id](http://selalusiap.ninjapress.id).

[Ninja Xpress](#) can also help deliver packages easily through direct pick-up to the location by first registering at <http://bit.ly/NXShipperSignUp> or coming directly to the nearest Ninja Point at <https://www.ninjapress.co/id-id/services/ninja-points>.