



NINJA XPRESS OPENS CREATIVE HUB IN SURABAYA TO GROW SMEs IN EAST JAVA

SURABAYA, INDONESIA, SEPTEMBER 22th, 2022 – [Ninja Xpress](#) embodies the spirit of *Siap Bantu Sampai Tujuan* with the opening of a Creative Hub in Surabaya to expanding the market potential of East Java SMEs through digitalization. The presence of Creative Hub – part of the Creative Business Solutions by Ninja Xpress – solves the challenges faced by SMEs in East Java and Surabaya, especially in digital marketing.

Data from the Department of Cooperatives and SMEs of East Java Province data shows that SMEs contributed 57.81 percent or IDR 1,418.94 trillion to East Java's Gross Regional Domestic Product (GRDP) in 2021. It reached 57.25 percent or IDR 1,361.39 trillion and increased slightly compared to 2020. SME activities are even able to absorb 97% of the workforce in East Java. In particular, Khofifah Indar Parawansa, the Governor of East Java, also mentioned that Surabaya is one of the five cities with the largest SMEs.

There are around 9.8 million SMEs in East Java, and only 46 percent have joined the digital ecosystem. But digitization plays an important role in expanding the SME market, The Department of Cooperatives and SMEs of East Java Province states that marketing is one of the obstacles faced by SMEs. This result is in line with the *Suara UKM Negeri* report by Ninja Xpress which revealed that 57% of SMEs need digital promotion assistance using advertising through Facebook and Instagram, and 56% want collaboration assistance with influencers or KOL through social media to promote their products.

Andi Djoewarsa, CMO of Ninja Xpress explained, “With its geographical condition, Surabaya is also known as a City of Commerce and City of Port which strongly supports market expansion and export potential of regional SMEs. Ninja Xpress hopes that the presence of Creative Hub in Surabaya can help SMEs in East Java do better in digital marketing.”

As of July 2022, more than 50,000 products from 5,000 SMEs nationwide have been professionally photographed and video taken. Majority of products are in the fashion, herbal, and food categories.

Creative Hub by Ninja Xpress helps digitize SMEs by providing support in the form of professional photo and video capture, online and offline advertising, mega influencers engagement, Own Local Collaboration (KLOP), masterclasses, social media management, website development, and event organization. All SMEs who join the Ninja Xpress ecosystem can get these support for free.

Surabaya SMEs can get more information on these various facilities at Creative Hub Surabaya, which is located at VISMA Coffee, Art & Co - Working Space, Jl. Tegalsari No.35, Tegalsari, Kec. Tegalsari, Kota Surabaya, Jawa Timur, 60262.



Ninja Xpress is ready to help deliver packages easily through direct pickup to the location by registering at <https://selalusiap.ninjapress.id>. Various services from regular, same day, to COD (Cash on Delivery) with exact calculation and disbursement two times a week are ready to help SMEs deliver packages to all regions in Indonesia.