



Ninja Xpress Encourages SMEs to Grow through New Creative Hub in Jakarta

The new Ninja Xpress Creative Hub is not only a center of collaboration and creativity for SMEs, but it also provides a community space that can be used by anyone for various activities.

JAKARTA, INDONESIA, 26 JUNE 2023 – According to data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), SMEs in Indonesia totaled 8.71 million units in 2022. When viewed by province, DKI Jakarta occupies the fourth position with the largest number of SMEs reaching 658,365 thousand business units.

In order to accelerate SME growth, [Ninja Xpress](#), a leading technology-based delivery service company in Indonesia, is back with a new Creative Hub that is larger than before and located in Pejaten Barat, South Jakarta. This new Creative Hub can not only be used by SMEs, but also various communities who want to develop their activities.

Andi Djoewarsa, Chief Marketing Officer (CMO) of Ninja Xpress explained: "Seeing the great potential of businesses in Jakarta and other cities, the Creative Hub is expected to be an important milestone in Ninja Xpress's commitment to support the growth and progress of SMEs in Indonesia. Creative Hub is a place that provides a variety of services such as a studio for professional product photo, video shooting as well as live selling, and event venue for both SMEs and communities. Creative Hub is expected to become a center of collaboration and creativity that encourages business growth for SMEs."

Since its opening March 2023 until early June 2023, Creative Hub in Pejaten has been used for more than 800 product photo shoots and more than 350 product videos, as well as being used by more than 80 shippers for product photos and videos and five shippers doing live selling with a total duration of live selling for more than 10 hours.

The Creative Hub also has several areas consisting of:

- **Multifunction Space:** This theatre-style multipurpose room can accommodate up to 40 people. This area can be used by shippers and various communities, such as artists, academics, entrepreneurs, and so on for various activities. There are also additional facilities, such as professional technical equipment, LED projectors and screens, and sound systems. This area is also equipped with a VIP Area, located adjacent to the multipurpose room and can be used as a waiting area and meeting room. This space can accommodate up to seven people.



- **Showcase Area:** It serves as an exhibition or display space for SMEs that have become Ninja Xpress partners since 2019. The products on display vary, ranging from fashion, accessories, herbs, to food.
- **Outdoor Multifunction:** Located outdoors, this area can be used for various community activities that can accommodate up to 30 people. In this area, there is a swimming pool and a variety of plants that will add to the cozy atmosphere.

One of Ninja Xpress's shippers is **Avianty Utami, Owner Cuambel**, an SME from Bekasi that sells variants of ready-to-eat chili sauce. She explained that limited resources is no longer an obstacle to following the latest sales trends, such as live selling. Ninja Xpress's live selling service provides solutions to overcome challenges during the live selling process.

"With Ninja Xpress, we received assistance from content creation to live selling implementation. This is very helpful, especially for those of us who have just started live selling. And although it is still new, live selling is able to increase product sales and increase awareness," explained Avianty Utami.

Another shipper, **Romario Sumali, Owner of Livana Shoes**, an SME that sells an exclusive collection of sandals and shoes for mothers, faces challenges in the pre-production process, especially in terms of creating attractive photos of selling products.

"For photos of our products, we have hired freelance photographers and models, and sometimes we even have to rent a studio. This, of course, increased production costs. Finally, we decided to use Ninja Xpress's product photo service. Besides the results being better and in accordance with our standards, we have also save production costs," explained Romario Sumali.

SMEs and communities in Jakarta can visit and use various facilities at Creative Hub Jakarta located at Jl. Pejaten Barat I No.1A RT.2/RW.8, Pejaten Barat, Pasar Minggu, South Jakarta City, DKI Jakarta 12510.