

Dyandra Event Solutions

Make Your Event Unforgettable

Dyandra Event Solutions (DES), part of Dyandra & Co, is a leading event organizer ready to assist you comprehensively. Our team of experts specializes in all types of events, such as Brand Activation, Convention, Exhibition, Festival, and Special Events. We are committed to delivering the best results through the services we offer. We believe in innovation and unforgettable event experiences for our clients.



Anniversary



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Dyandra&co.

PT DYANDRA MEDIA INTERNATIONAL Tbk.

PT Dyandra Media International Tbk officially became a public company on March 25, 2013, by listing 1,282,000,000 shares on the Indonesia Stock Exchange. At the beginning of its establishment in 2007, Dyandra was formed as a holding company that now oversees 27 subsidiaries engaged in the MICE industry (Meeting, Incentive, Convention, and Exhibition).

Line of Business



Professional Event/ Exhibition Organizer Business



Subsidiaries



Subsidiary



Properties



Hotels



We are the Creative Challenger!

We transform your brand narratives into unforgettable stories

We analyze, optimize, and strategize your brand not just with breathtaking visuals but also strategically sound

D
[dy·nam·ic]
continuously changing or developing.
ynamic.

As event planners, we are continuously working on improving our ability to adapt our events in an environment that is constantly changing.

E
[en·er·get·ic]
very active physically and mentally.
nergic.

Our agile and versatile teams are fueled with passion, energy and goal focus to thrive together and develop trusting relationships with you.

S
[sav·vy]
having practical knowledge and experience.
avvy.

As we reflect on our core values in excellence, our team of experts are working tirelessly in search of innovative solutions to delight your audience.

CORE TEAM



Michael Bayu A. Sumarijanto

President Director

Michael Bayu has served as President Director of Dyandra Event Solutions since 2019. He holds a double degree in Marketing and Management from Monash University, Australia. His career began in 2008 at PT Hartindo Chemicatama as Business Development Manager, followed by roles at PT Karingau Power as Project Coordinator and PT Bayan Resources Tbk as Assistant of CEO. In 2015, he joined Dyandra Promosindo as Sales Director before being appointed to lead Dyandra Event Solutions.

CORE TEAM



Rachadian Nashidik
Managing Director

Rachadian Nashidik joined Dyandra Event Solutions in 2020. He holds a degree in Social and Political Sciences from Universitas Pasundan Bandung. His professional journey with Dyandra Promosindo began in 2016, where he developed his skills and built a career that led to his role as General Manager of Sales. His innovative approach and strategic thinking have played a vital role in driving the company's growth

CORE TEAM



Handono Suryanto
Vice President Supporting

Handono Suryanto is Vice President Supporting at Dyandra Event Solutions. A graduate of Universitas Trisakti Jakarta, he brings extensive expertise in finance, audit, and risk management. He began his career as a Public Accountant and later held various managerial roles in internal audit. Since joining Dyandra Group in 2014 as Head of Internal Audit at Dyandra Media Internasional, he has held strategic positions at PT Samudra Dyan Praga, PT Dyandra Promosindo, and PT Dyandra Mitra Indah. With a solid background in internal audit and risk management, Handono plays a key role in driving operational efficiency and continuous improvement within the organization.



Ratih Fahmawati Kurnia
Vice President of Sales & Marketing

Ratih Fahmawati Kurnia serves as the Vice President of Sales & Marketing at Dyandra Event Solutions. Holding a Bachelor's degree in Tourism from the Bandung Institute of Tourism and a Master's degree in Human Resource Management from Padjadjaran University, she brings over two decades of experience in the MICE industry. Her expertise in client relationship management, marketing strategy, and overseeing both national and international projects has made her one of the key leaders driving the continuous growth of Dyandra Event Solutions.



Defry Rachmatiansjach
Vice President of Operations

Defry Rachmatiansjach has held the position of Vice President of Operations at Dyandra Event Solutions since 2024. With over 24 years of experience in the event industry, he brings extensive expertise in technical production and operations for both national and international events. His proven track record positions him as a key figure in upholding the high operational standards of Dyandra Event Solutions.

Our Services

Activation Solutions and Digital Optimization

Exhibitions



Brand Activations

Festival



Convention

Special Event



International Event



SUCCESS STORY

des

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Official Promoter of The Mandalika GP Series (ARRC & MotoGP™) 2023-2025



As the official Promoter of the Indonesian MotoGP, MGPA is tasked in the operational setup and execution of the event, working closely with DORNA and other stakeholders on the logistical nature of the event and the future races. Furthermore, MGPA is specifically responsible for the promotion of the event and oversees, on behalf of DORNA, the usage of the MotoGP brand and sub-brands (e.g. ATC, Road to MotoGP, Green Campaign, Licenses etc). MGPA further supports DORNA on securing the right “Title Sponsor” as well as General Sponsors for the Event at the Circuit and beyond.

Dyandra & Co, which houses various subsidiaries that are experts and experienced in organizing prestigious International Automotive, Racing and Sport Events, including the Indonesian International Motor Show (IIMS), World Superbike 2021 and MotoGP™ 2022, through Dyandra Event Solutions has now appointed as Co-Promoter to cooperate with MGPA in making MotoGP™ successful for the next 3 years.



Official Promoter of the FIM
Motocross World Championship
(MXGP) 2024-2026



Samota Enduro Gemilang ("SEG") had been appointed as the 'Official National Promoter' and owns the license of MXGP in Indonesia since 2022. SEG had successfully working hand-in-hand with Infront in organizing The FIM Motocross World Championship.

Towards MXGP 2024, SEG is now assisted by Dyandra Event Solutions to take the championship to the next level.

A little highlight on MXGP 2022 – 2023, over than 100.000 consisting of Local and National Citizens are wildly entertained and thrilled during Race Days. A memorable momentum for the fans with our Meet & Greet Programs and unique Welcoming Ceremony.

Pertamina Grand Prix of Indonesia (MotoGP™) 2023



After the success of the World Superbike 2021, Dyandra Event Solutions, again had the opportunity to collaborate with ITDC and MGPA to make history by organizing the prestigious international motorsports racing events namely Pertamina Grand Prix of Indonesia (MotoGP™) 2022 on 18-20 March 2022.

Attended by more than 100,000 spectators who enlivened this event, we played a role in managing the spectators' flow of arrivals and departures, running exhibitions within the Mandalika Circuit area to unforgettable exciting activations.



MotoGP Has successfully brought success through the Indonesian GP event owned by PT. PERTAMINA and has made achievements for Indonesia as the host of this international event. This event is not only a celebration of racing sports, but is also able to provide a positive impact on the economy, including for local business actors and tourist

The 3rd Shandong Heavy Industry Group-Weichai Power Global Partner Conference



Dyandra Event Solutions has been one of the leading creative forces in the success of The 3rd Shandong Heavy Industry Group-Weichai Power Global Partner Conference in Jakarta on January 22-23, 2024. DES is not just organizing events, but creating unforgettable experiences for foreign participants at ICE BSD and The Langham Hotel.

With a creative touch and a high level of dedication, DES ensures that every element of the event leaves a profound impression. In line with Shandong Heavy Industry Group, we also contribute a special nuance that sets this event apart from others.

Indonesia Investment Forum 2024 - London



Dyandra Event An annual event organized by the Ministry of Investment and Downstream/BKPM through the Indonesia Investment Promotion Center (IIPC) London and the Indonesian Embassy (KBRI) in London to be a forum for policy dialogue and showcase Indonesian investment opportunities



Pope Francis: Apostolic Journey to Indonesia



On Thursday, September 5, 2024, 90,000 Catholics gathered at Gelora Bung Karno Main Stadium for a Mass led by Pope Francis. Pope Francis' key message was Faith, Brotherhood, and Compassion.

With the involvement of 1,130 altar servers, 1,100 volunteers, over 700 communion ministers, 300 sanitation volunteers, 248 orderly volunteers, and 300 medical volunteers, this event ran successfully, filled with love and joy.



Perayaan Natal Nasional 2024



The 2024 National Christmas Celebration, held on 28 December 2024, was successfully conducted with great joy, carrying the theme 'Let Us Now Go to Bethlehem' (Luke 2:15). Led by the Chairman of the 2024 National Christmas Celebration, who is also the Deputy Minister of Finance, Mr. Thomas Djwandono, the celebration was attended by the President of the Republic of Indonesia, Mr. Prabowo Subianto, the Vice President of the Republic of Indonesia, Mr. Gibran Rakabuming, the Red and White Cabinet, and 11,000 Christian worshippers. The festivity was made even more special with performances by Alice Putri, Acyuta Amara, Lea Simanjuntak, Nowela, Grezia Epiphania, Citra Scholastika, Ruth Sahanaya, Amigos Band, Ki Ageng Ganjur, Garudayaksa Orchestra & The Garudas, as well as choirs from various universities, including Universitas Parahyangan, Universitas Negeri Surakarta, Universitas Sam Ratulangi, and Universitas Cenderawasih. Hosted by Novita Angie and Tommy Tjokro.



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2024 International Mayors Forum

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Jakarta hosted the International Mayors Forum 2024 from 2–4 July, bringing together over 200 city leaders and global stakeholders to accelerate the achievement of the Sustainable Development Goals (SDGs). Dyandra Event Solutions proudly supported the seamless execution of this forum through professional and integrated event management.

The forum also concluded with the Jakarta Declaration, highlighting six key transitions for advancing local-level sustainable development and strengthening intercity collaboration across the Asia-Pacific region.



BRI Subsidiaries Forum 2025 & Group Golf Tournament

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The BRI Subsidiaries Forum 2025 was successfully held on Friday, 4 July 2025. This strategic forum brought together BRI Group leaders to explore the role of Generative AI in banking. Participants gained valuable insights from industry experts and discussed real-world AI applications to drive future growth and competitiveness. The forum also served as a platform for performance reviews and to strengthen synergy across BRI Group units. To conclude the series, the BRI Group Golf Tournament was held on Saturday, 5 July 2025, fostering stronger leadership bonds in a relaxed yet collaborative atmosphere.



ByteDance IMC Team Building ShopTokopedia & Tokopedia



The ByteDance IMC Team Building 2025, held on 26 February 2025, at Taman Mini Indonesia Indah (TMII) attended by 130 participants from the Integrated Marketing Communication (IMC) Team. As part of ByteDance parent company of ShopTokopedia and Tokopedia the IMC team plays a crucial role in shaping communication and marketing strategies. Through a series of engaging activities, participants strengthened collaboration, enhanced communication, and reinforced their unity as a cohesive team.





Samsung Indonesia officially launched its latest product, the Samsung Galaxy S25 Edge, on 26 May 2025. The event was attended by VIPs from Samsung, the Galaxy Team, as well as members of the general and lifestyle media, tech reviewers, key opinion leaders, and influencers. Guests were given an exclusive opportunity to experience the new Samsung Galaxy S25 Edge firsthand, including a live product unveiling. Samsung Indonesia in collaboration with Dyandra Event Solutions as the event organizer, meticulously designed every element of the event to deliver a memorable and professionally executed experience.



Soft Launch of PT VKTR Sakti Industries (VKTS) Electric Vehicle Assembly Facility

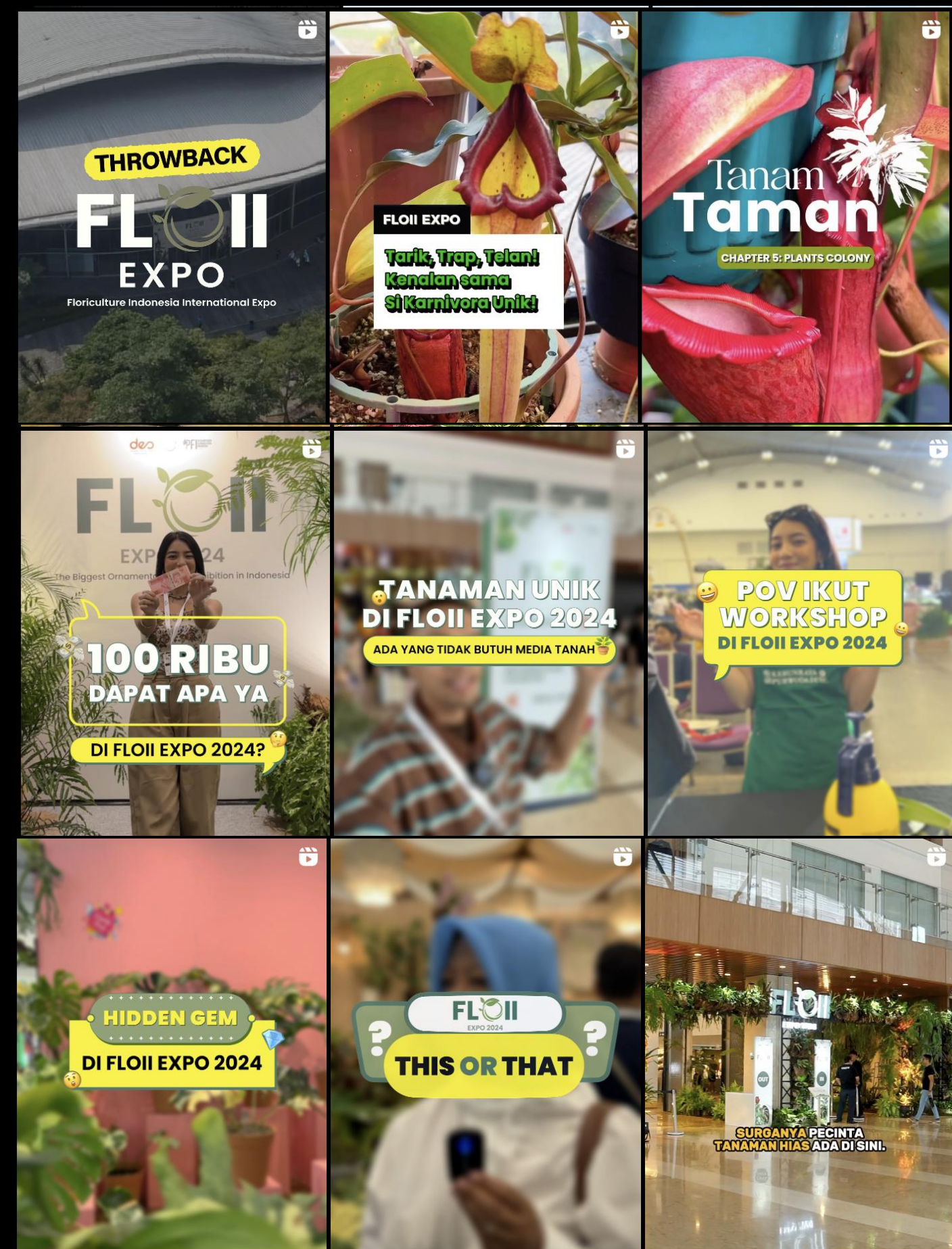
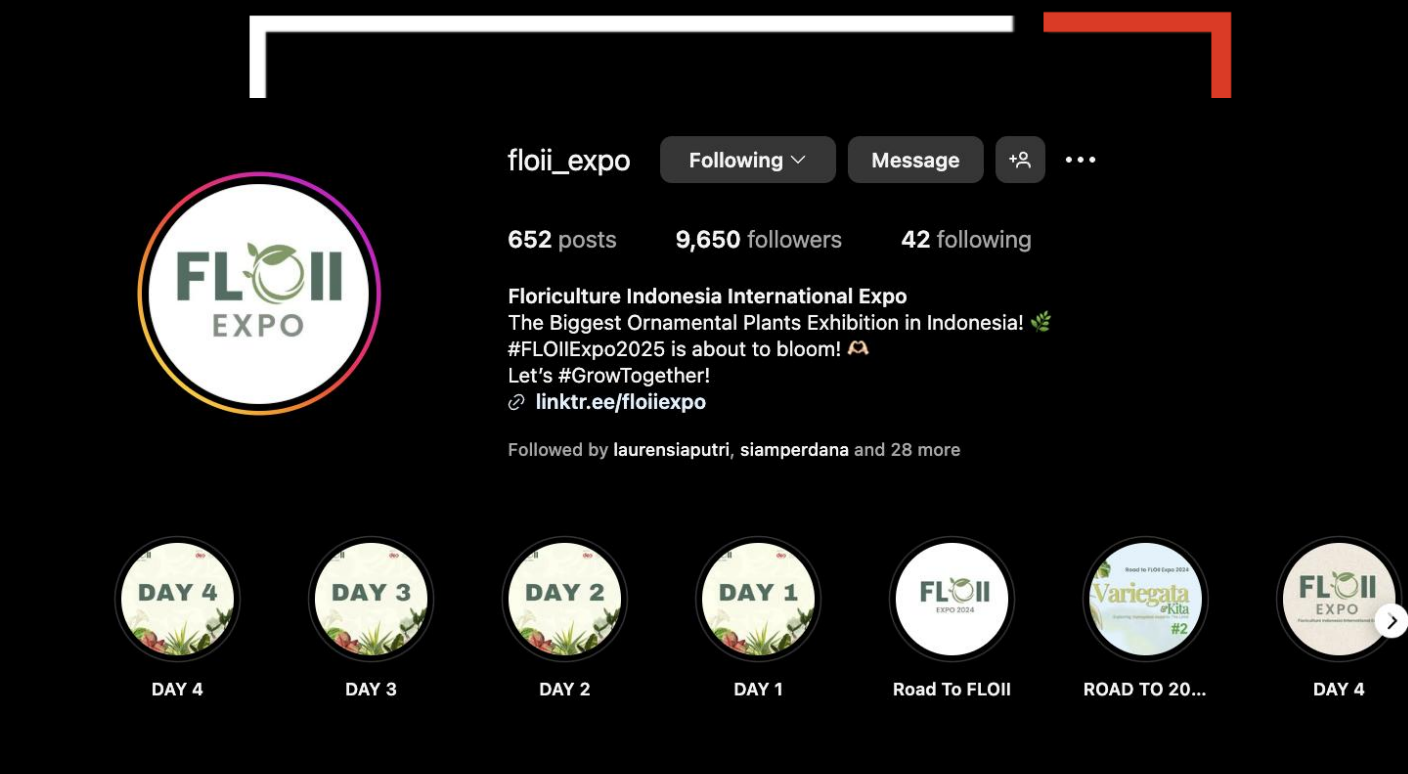
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Dyandra Event Solutions and its team are proud to contribute to a milestone moment for the national automotive industry. On 29 May 2025, VKTR, in collaboration with Karoseri Tri Sakti, officially launched Indonesia's first Completely Knocked Down (CKD)-based assembly facility for electric buses and trucks, owned by PT VKTR Teknologi Mobilitas Tbk.

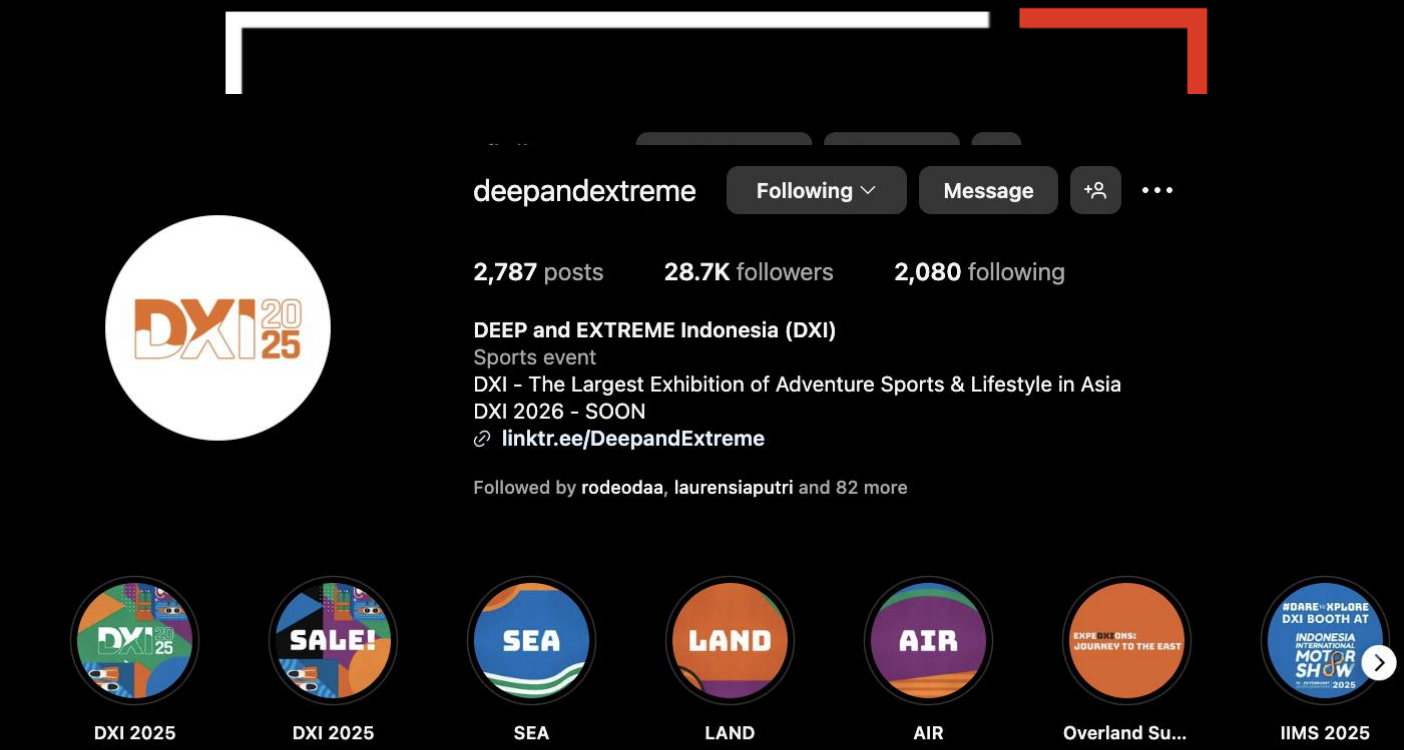
With a strong commitment to supporting the success of this soft launch, Dyandra Event Solutions ensured that every aspect of the event was executed smoothly and professionally.





FLOII Expo is the first and largest international ornamental plant exhibition in Indonesia which is a place for business people, enthusiasts and lovers of ornamental plants in Indonesia to gather. Not only as a place to meet and transact, FLOII Expo is the Early Shoots of One Ecosystem for the ornamental plant industry by inviting business people to grow together, engage in and develop their businesses, and dream of developing this industry to the international realm.





DXI is the largest exhibition of adventure sports & lifestyle in Asia and the most anticipated event of the year.

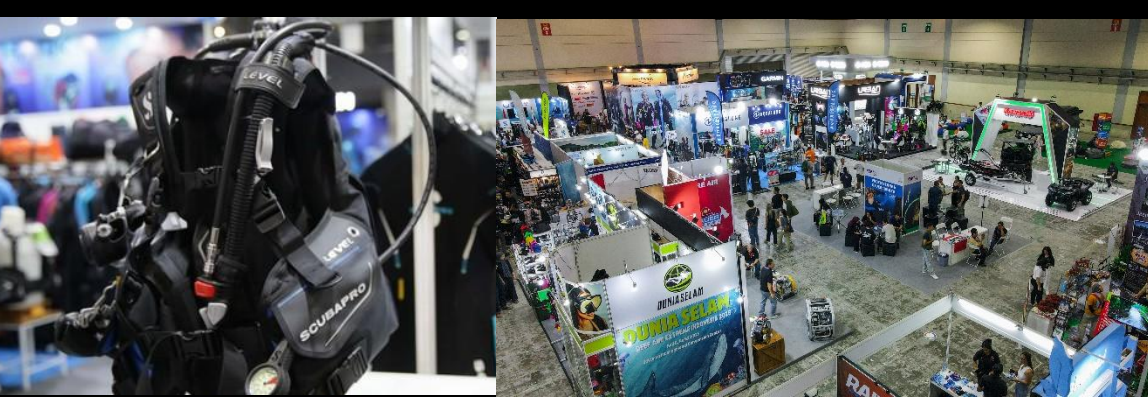
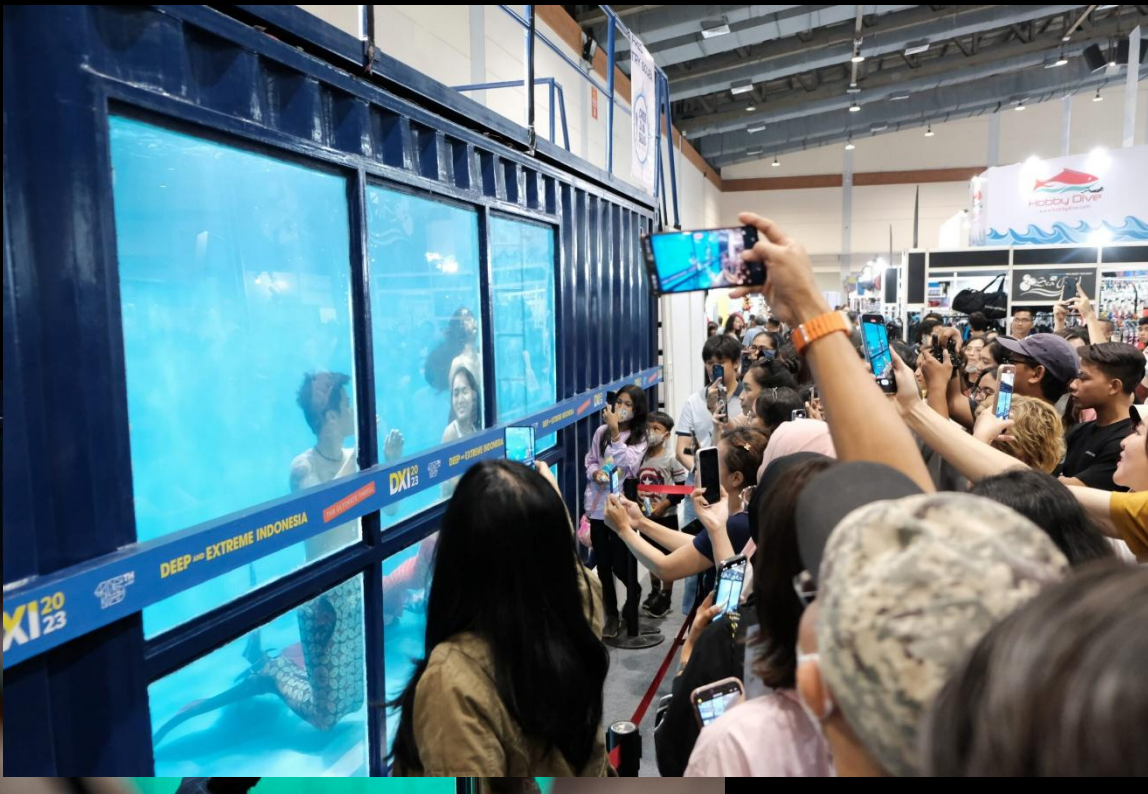
DEEP Indonesia was created in 2007 and has become a leading promotion platform for diving, adventure travel and water sports industry in Indonesia. In 2009, in the effort to extend and combine adventure market demand, the first EXTREME Indonesia was introduced and held concurrently with DEEP Indonesia.

This show has been a huge promising market opportunity (and still expanding) and a perfect platform that captures 10 million Jakarta population and another 7 million people residing in the surrounding cities within Jakarta’s proximity.

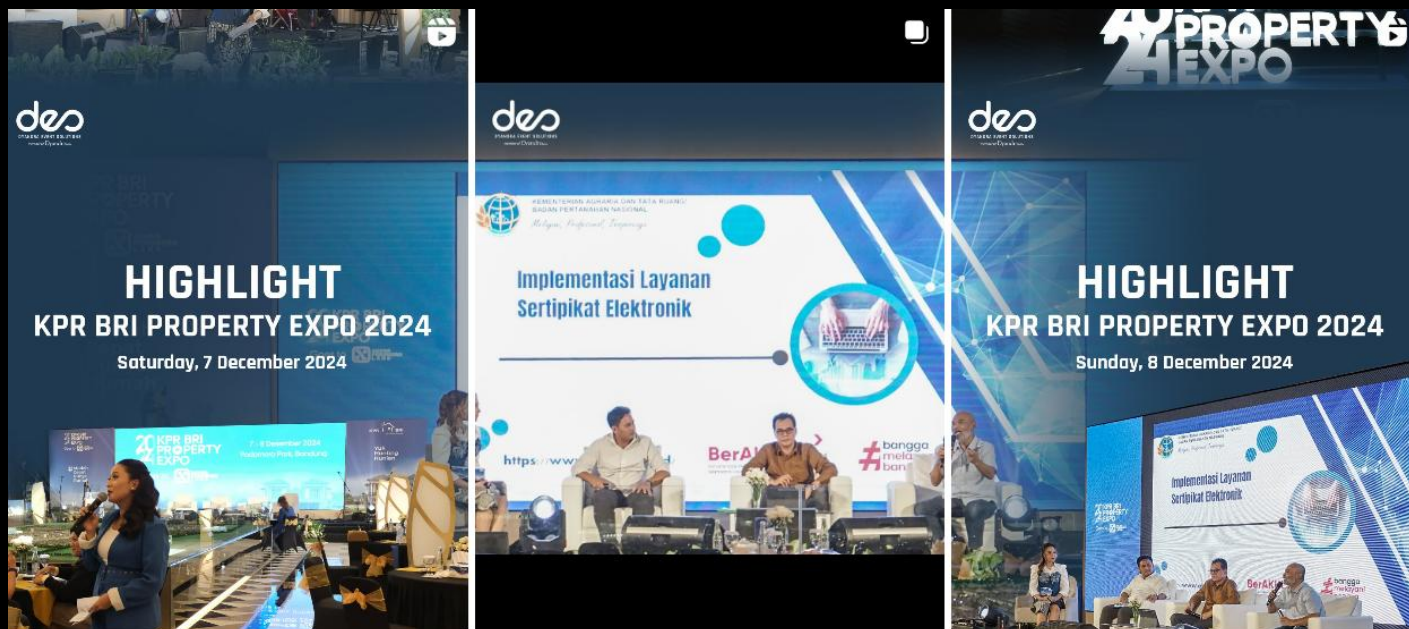
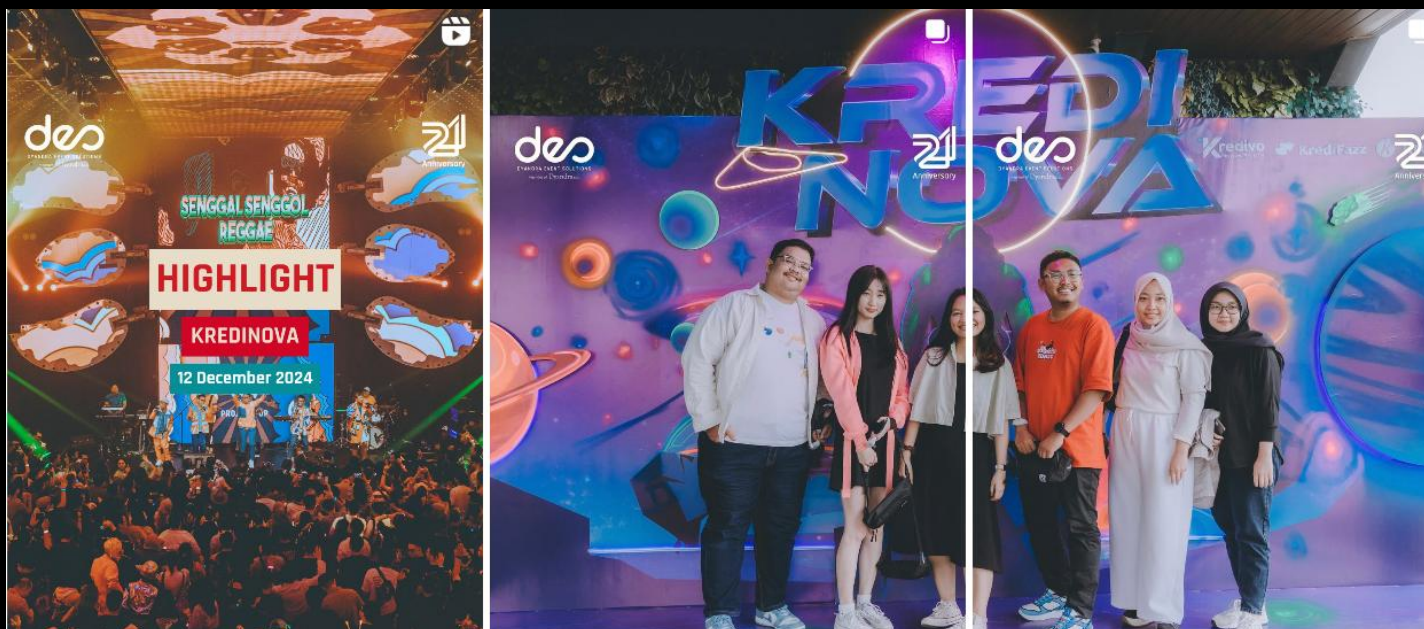
Diving, marine and ecotourism industry had accelerated the number of divers, adventure travelers and the enthusiasts and has become an industry that is continuously growing.

DXI has received large recognition that strengthens show popularity and continuous supports from Indonesian Ministries of related departments, clubs and associations and both national and international media, thus indicating the importance of the show for the industry and community.

DXI is produced and managed professionally by not only an experience organizer but also a team that is passionately dedicated to the industry and is committed to be part of building a sustainable tourism sector development and environment.



And Many More.....





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We exist to **#DELIVEREXCELLENTSERVICES.**

You have the vision, we have the team and expertise.



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