



## Siaran Pers

Jakarta, 15 Februari 2010

### **Siemens Indonesia Media Award 2009 dipersembahkan kepada 13 pemenang**

**Dalam rangka peringatan ke-100 tahun di Indonesia sejak kantor pertama didirikan di kota Surabaya, Jawa Timur, pada tahun 1909, PT. Siemens Indonesia mengadakan kompetisi penulisan artikel di bidang ilmu pengetahuan dan teknologi bagi kalangan media cetak dan online nasional di Indonesia. Berangkat dari pemikiran sebagai sebuah perusahaan multinasional penyedia teknologi pendukung infrastruktur, bahwa minat membaca di bidang ilmu pengetahuan dan teknologi harus terus ditingkatkan demi perbaikan. “Karena itu, Siemens melihat penulisan atau pemberitaan di bidang ilmu pengetahuan dan teknologi harus terus ditingkatkan di Indonesia”, jelas Hans Peter Haesslein, Presiden Direktur dan CEO PT. Siemens Indonesia.**

Sebagai salah satu dari sebuah perusahaan terdepan di dunia dalam bidang kelistrikan dan elektronik, Siemens digerakkan oleh inovasi berbasis ilmu pengetahuan dan teknologi sebagai inti dari kegiatan usaha kami. Portfolio bisnis kami mencakup industri energi dan kelistrikan, otomatisasi dan kontrol, teknologi gedung, transportasi, serta peralatan kesehatan. Produk, solusi, serta teknologi yang kami tawarkan mampu menjadikan segala sesuatu menjadi lebih baik.

“Dalam kaitan ini, kami mengucapkan terima kasih kepada para wartawan dari media cetak dan *online* nasional yang telah turut ambil bagian dalam mendidik bangsa dengan meningkatkan minat baca serta menyebarkan informasi di bidang ilmu pengetahuan dan teknologi di Indonesia”, lanjut Julieta Glasmacher, Manajer Komunikasi PT. Siemens Indonesia.

Ajang kompetisi Siemens Indonesia Media Award 2009 (SIMA 2009) yang berlangsung sejak tanggal 3 Agustus sampai dengan 3 Desember 2009 ini telah menghasilkan artikel-artikel informatif di seputar 5 topik kategori. Kategori tersebut adalah Energi dan Lingkungan, Urbanisasi dan Pembangunan, Kesehatan dan Keterjangkauan, Globalisasi dan Persaingan, serta Kewajiban Korporasi.

Pihak panitia berhasil menyaring sebanyak 52 artikel yang mempunyai keterkaitan erat dengan kategori kompetisi. Selanjutnya Dewan juri telah memutuskan 13 pemenang dari 5 kategori. Dewan juri terdiri dari 2 orang eksternal yaitu perwakilan dari Kementerian Lingkungan Hidup dan Persatuan Wartawan Indonesia Pusat; serta 4 orang internal dari PT. Siemens Indonesia.

Acara penyerahan penghargaan SIMA 2009 bertempat di pabrik Siemens yang berlokasi di Pulo Mas, Jakarta Timur yang disertai dengan kunjungan pabrik dalam rangka hari jadinya yang ke-35 tahun. Pabrik yang didirikan pada tahun 1975 ini bertempat di sebuah lahan sebesar 24.300 meter persegi. Kapasitas produksi per tahun mencakup 3.000 panel hubung *Medium Voltage*; 1.500 panel hubung *Low Voltage* dan *Relay Control and Protection Panel*; dan 7.000 *Relay Test Switch*. Dari tahun ke tahun, pabrik ini melakukan tahapan investasi di bidang teknologi demi meningkatkan persaingan. Sekarang pabrik ini telah berhasil menjadi salah satu pusat kompetensi internasional Siemens untuk produksi panel hubung. Selain menyuplai proyek domestik dalam negeri seperti Pembangkit Listrik Paiton dan Muara Tawar, pabrik ini juga mengeskpor hasil produksinya ke proyek-proyek besar internasional di hampir 20 negara di dunia seperti Australia, Thailand, Cina, India, Timur Tengah, Eropa, Afrika, dan lain-lain.

Dalam aktivitas pada proses produksi panel hubung, pabrik ini juga menerapkan sistem manajemen kualitas ISO 9001-2000, keselamatan kerja SMK3 dan lingkungan ISO 14001-2004 secara terpadu. Kegiatan yang dilakukan antara lain penerapan zona bebas emisi, lubang penyerapan biopori, serta penggantian cairan pendingin udara dari freon CFC ke hidrokarbon non-CFC.

### **Tentang PT. Siemens Indonesia**

Siemens telah hadir di Indonesia lebih dari 100 tahun sejak kantor pertamanya didirikan di kota Surabaya, Jawa Timur pada tahun 1909. Selama ini, Siemens telah berperan aktif dalam mendukung pembangunan infrastruktur di Indonesia melalui teknologi inovatif khususnya di bidang Energi, Industri, dan Kesehatan. Kami merupakan mitra yang handal sebagai integrator sistem dan solusi di berbagai bidang seperti pembangkitan, transmisi serta pendistribusian listrik; otomatisasi dan kontrol, teknologi bangunan; mobilitas; dan kesehatan. Saat ini, PT. Siemens Indonesia mempekerjakan sekitar 1.250 karyawan dan mempunyai 2 fasilitas produksi di Cilegon, Banten dan Pulo Mas, Jakarta sebagai pusat kompetensi internasional Siemens khususnya untuk fabrikasi komponen pembangkit listrik berskala besar dan panel hubung untuk pasar domestik dan internasional.

Siemens Indonesia

# *Media Award 2009*

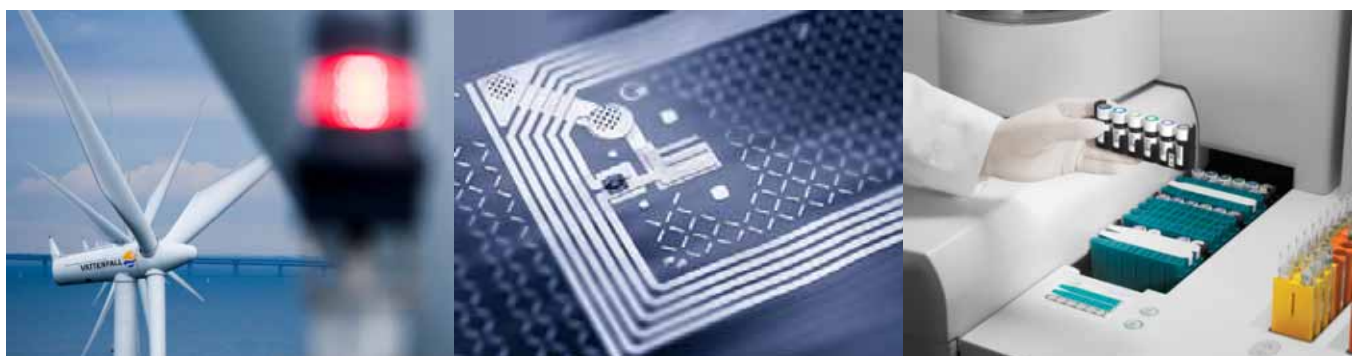
3 Agustus – 3 Desember 2009

**SIEMENS**

PT. Siemens Indonesia mengucapkan selamat kepada 13 pemenang:

1. Ananda Bintang, Majalah Listrik Indonesia
2. Brigitta Isworo Laksmi, Kompas
3. Elisatriana Ginting, Majalah Petrominer
4. Esti Widyasari, Majalah Tambang
5. Hasyim Widhi Arto, The Jakarta Post
6. Hilman Handoni, Green Radio
7. John Manoppo, Majalah Sentra Elektrik
8. Muhammad Irham, Green Radio
9. Santoso, Green Radio
10. Slamet Susanto, The Jakarta Post
11. Sri Handi Lestari, Surya
12. ST. Sularto, Kompas
13. Wahyu Kuncoro SN, Bhirawa

Untuk informasi lebih lanjut silahkan kunjungi website kami:  
[www.siemens.co.id/sima2009](http://www.siemens.co.id/sima2009)



# Siemens Indonesia

## *Media Award 2009*

3 Agustus – 3 Desember 2009

**SIEMENS**

Dalam rangka peringatan ke 100 tahun di Indonesia sejak kantor pertama didirikan di kota Surabaya, Jawa Timur, pada tahun 1909, PT. Siemens Indonesia mengadakan kompetisi penulisan artikel di bidang ilmu pengetahuan dan teknologi bagi kalangan media cetak dan online nasional di Indonesia.

Berangkat dari pemikiran kami sebagai sebuah perusahaan multinasional penyedia teknologi pendukung infrastruktur, bahwa minat membaca di bidang ilmu pengetahuan dan teknologi harus terus ditingkatkan demi membawa perubahan ke arah yang lebih baik. Karena itu, Siemens melihat penulisan atau pemberitaan di bidang ilmu pengetahuan dan teknologi dalam format yang mudah dimengerti adalah sebagai sebuah prioritas di Indonesia.

Sebagai salah satu dari sebuah perusahaan terdepan di dunia dalam bidang rekayasa dan elektronik, Siemens digerakkan oleh inovasi berbasis ilmu pengetahuan dan teknologi sebagai inti dari kegiatan usaha kami.

Portfolio bisnis kami mencakup industri energi dan kelistrikan, otomatisasi dan kontrol, teknologi gedung, transportasi, serta peralatan kesehatan. Produk, solusi, serta teknologi yang kami tawarkan mampu menjadikan segala sesuatu menjadi lebih baik.

Dalam kaitan ini, saya ingin mengajak para wartawan dari media cetak dan online nasional untuk turut ambil bagian dalam mendidik bangsa dengan meningkatkan minat baca serta menyebarkan informasi di bidang ilmu pengetahuan dan teknologi di Indonesia.

Hormat saya,

Hans Peter Haesslein  
Presiden Direktur dan CEO  
PT. Siemens Indonesia

### ► Tujuan

Tujuan paling mendasar dari ajang kompetisi penulisan artikel di bidang sains dan teknologi ini adalah untuk membangun, memelihara dan memajukan pemberitaan ilmu pengetahuan dan teknologi di Indonesia. Para rekan wartawan dari media cetak dan online nasional diharapkan untuk ikut serta dalam mengidentifikasi topik seputar ilmu pengetahuan dan teknologi di Indonesia dengan penyampaian yang positif dan mudah dimengerti serta mampu membawa perubahan sosial ekonomi yang lebih baik.

Tujuan kedua adalah untuk mempererat hubungan antar media dan Siemens di Indonesia melalui sebuah dialog dan interaksi. Dalam rangka peringatan ke 100 tahun di Indonesia, Siemens ingin memberikan sebuah bentuk apresiasi atas dukungan media dalam kesuksesan kami.

### ► Periode Lomba

Siemens Indonesia Media Award 2009 akan berlangsung selama 4 bulan mulai dari 3 Agustus 2009 s/d 3 Desember 2009.

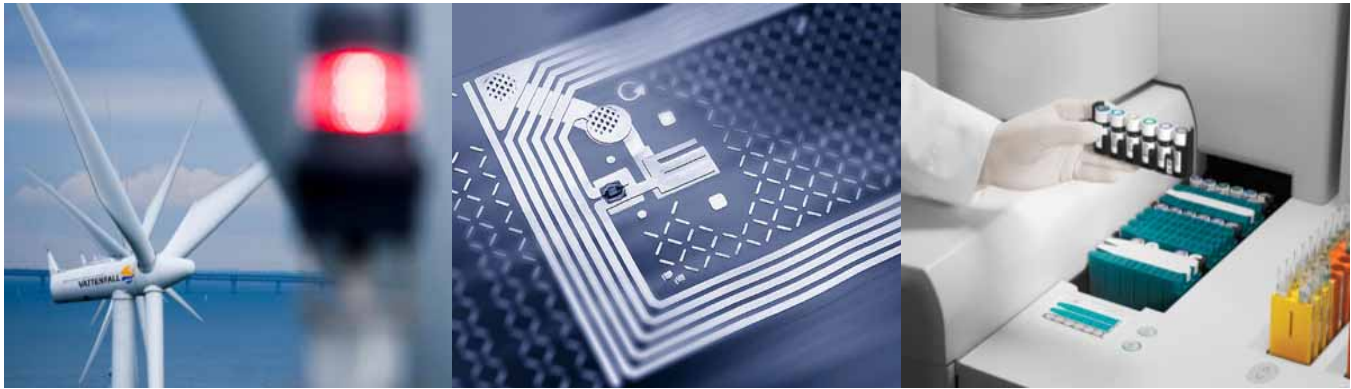
Proses penjurian akan dilakukan mulai tanggal 7 Desember 2009 s/d 31 Desember 2009.

Pengumuman pemenang serta penyerahan penghargaan akan dilakukan pada tanggal 20 January 2010 di Jakarta. Waktu dan tempat akan diumumkan selanjutnya.

### ► Hadiah

Hadiah akan diserahkan kepada 15 pemenang dari 5 kategori lomba:

- Juara I : Rp. 5.000.000
- Juara II : Rp. 4.000.000
- Juara III : Rp. 3.000.000



## ► Pendaftaran Lomba

Kompetisi ini terbuka bagi para wartawan aktif media cetak dan online. Mohon daftarkan keikutsertaan Anda pada Siemens Indonesia Media Award 2009 dengan mengisi formulir yang terdapat di [www.siemens.co.id/sima2009](http://www.siemens.co.id/sima2009) serta melampirkan fotokopi kartu identitas pers.

## ► Kategori Lomba

### Kategori I - Energi dan Lingkungan (Energy and Environment)

*Topik seputar: energi terbarukan, pembangkit listrik dengan tingkat efisiensi tinggi, pengolahan limbah karbon, efisiensi energi bagi bangunan gedung, motor hemat energi bagi aplikasi industri.*

### Kategori II - Urbanisasi dan Pembangunan (Urbanization and Development)

*Topik seputar: sistem perawatan air dan air limbah, solusi inovatif bagi industri, sistem transportasi yang terintegrasi.*

### Kategori III - Kesehatan dan Kemampuan (Healthcare and Affordability)

*Topik seputar: solusi pencegahan untuk menanggulangi biaya kesehatan yang tinggi, peralatan kesehatan yang hemat energi.*

### Kategori IV - Globalisasi dan Persaingan (Globalization and Competitiveness)

*Topik seputar: efisiensi yang lebih tinggi dengan penerapan solusi terintegrasi dan teknologi otomatisasi bagi industri.*

### Kategori V - Kewajiban Korporasi (Corporate Responsibility)

*Topik seputar: 100 tahun kontribusi Siemens di Indonesia sebagai penyedia teknologi bagi pembangunan infrastruktur di Indonesia, Corporate Governance, Compliance, Climate Protection, dan Corporate Citizenship.*

## ► Persyaratan Lomba

Artikel harus asli dan bukan adaptasi atau terjemahan dan belum pernah dipublikasikan sebelumnya di media cetak atau online.

Judul bebas dan harus berhubungan dengan topik kategori lomba.

Penulisan artikel harus memenuhi jumlah minimum 1.000 kata atau lebih serta harus dipublikasikan pada media cetak dan online dalam periode 3 Agustus s/d 3 Desember 2009.

Penulisan artikel yang telah dipublikasikan harap dikirim ke panitia lomba untuk keperluan penjurian paling lambat 3 Desember 2009.

## ► Penjurian

Panel juri terdiri dari wartawan senior dari beberapa media, perwakilan dari asosiasi dan universitas, serta ahli Siemens di setiap bidang. Penulisan artikel tentang topik sains dan teknologi yang berhubungan dengan kategori lomba harus jelas serta mudah dimengerti oleh pembaca tentang manfaat yang diberikan atas penerapan teknologi tepat guna. Panel juri akan menilai teknik penulisan yang jelas, ringkas, kreatif, dan unik dalam penyampaiannya.

## Informasi lebih lanjut & Panitia Lomba:

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## atau kunjungi website:

[www.siemens.co.id/sima2009](http://www.siemens.co.id/sima2009)



# Siemens in Indonesia

Hans Peter Haesslein  
President Director and CEO  
PT. Siemens Indonesia

Jakarta, 15 February 2010

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A pioneer of our time – yesterday, today and tomorrow



From the first direct transatlantic telegraph cable – to the floating wind turbine



From the Electric Victoria – to the Greenster



From the first views inside the body – to 3D body scans in less than one second

**Our vision and our values**



**Siemens – the pioneer in**

**Energy efficiency**

**Industrial productivity**

**Affordable and personalized healthcare**

**Intelligent infrastructure solutions**

**Our values**

**Responsible**

**Committed to ethical and responsible actions**

**Excellent**

**Achieving high performance and excellent results**

**Innovative**

**Being innovative to create sustainable value**

**Innovation is our lifeblood**

**Major R&D investments**

- €3.9 billion in fiscal 2009, or 5.1% of revenue
- 31,800 R&D employees worldwide
- 17,000 software engineers
- 176 R&D locations in over 30 countries around the world
- 7,700 inventions in FY2009
- More than 56,000 active patents



**Major innovations**

- **Our patent position in fiscal 2009:**
  - ➔ Germany: No. 2
  - ➔ Europe: No. 2
  - ➔ USA: No. 12
- **Most recent innovations:**
  - ➔ Somatom Definition Flash: CT with fastest imaging and lowest radiation dosage
  - ➔ Efficient power transport (HVDC): the new 800-kV high-voltage, direct-current transmission system minimizes power losses
  - ➔ Arvedi endless strip steel production: new plant delivers energy savings of 45 percent and steel of superior quality

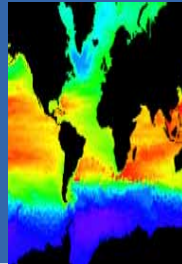
## Megatrends shape our future

### Urbanization



- 2007: for the first time in history, more people live in cities than in rural areas.
- Today 280 million people live in megacities (> 10 million residents).
- 2030: 60% of the world's population will live in cities.
- Urban conglomerations contribute a high share of a nation's economic output: Tokyo provides 40% of Japan's GDP, Paris generates 30% of France's GDP.

### Climate Change



- The average global surface temperature has increased by 0.76°C compared to the 18th century.
- 11 of the 12 years between 1994 and 2005 rank among the 12 warmest since weather observations began.
- Greenhouse gas emissions have risen dramatically since industrialization. Today we face the highest CO2 concentration in the atmosphere for the past 350,000 yrs.

### Demographic Change



- Average life expectancy worldwide will increase to 72 years in 2025 from 46.6 years in 1950.
- World population will grow from more than 6 billion now to 8 billion by 2025.
- 95% of the global population growth is taking place in developing countries.
- The 65+ generation will nearly double worldwide by 2030 (from 7% to 12%),

### Globalization



- From 1950 to 2004, the volume of global trade has increased 27.5-fold.
- The number of global players has grown from 17,000 in 1980 to over 70,000 today.
- Ocean freight has increased over the past four decades from less than 6,000 billion ton-miles to over 27,500 billion ton-miles a year.

## Well positioned for a sustainable future – we provide answers to the most urgent questions of our time



### Industry

#### Facts that prompt questions

- Growing global population requires efficient production of foods & goods.
- Freight transport worldwide will increase over 60% by 2030.
- More than one billion people have no access to drinking water.
- Growing need for public security.

#### Siemens answers

- Leader in automation technologies.
- Full spectrum of mobility systems (Complete Mobility).
- Biggest provider of products and systems for every stage of water treatment.
- Complete security solutions.



### Energy

#### Facts that prompt questions

- By 2030, global electricity production is to increase by 60%.
- Emerging countries account for 2/3 of the increase in the world's primary energy consumption.
- Increase of CO<sub>2</sub> emissions endangers climate.

#### Siemens answers

- Market leader in offshore wind farms and manufacturer of largest and most efficient gas turbine.
- Leading provider of HVDC lines and world's most powerful 800-kV transformer.
- "Performance Contracting" – energy savings up to 40% finance investments in energy-efficient building technology



### Healthcare

#### Facts that prompt questions

- 80+ generation's share of population will grow worldwide.
- Healthcare costs in industrial nations account for more than 10% of GDP.
- By 2020, the number of people requiring daily care will rise to 165 million in India and China.

#### Siemens answers

- Combination of state-of-the-art laboratory diagnostics (in-vitro) and imaging technologies (in-vivo) enables early detection of disease
- World leader in IT solutions for healthcare.
- Efficient processes in hospitals reduce healthcare costs.



# Well positioned for a sustainable future – Siemens is the green infrastructure giant

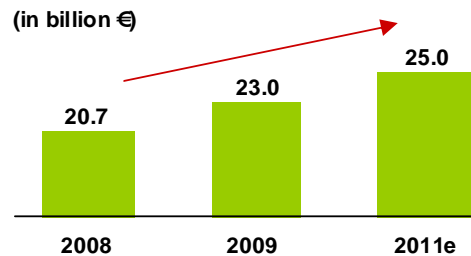


## Siemens environmental portfolio

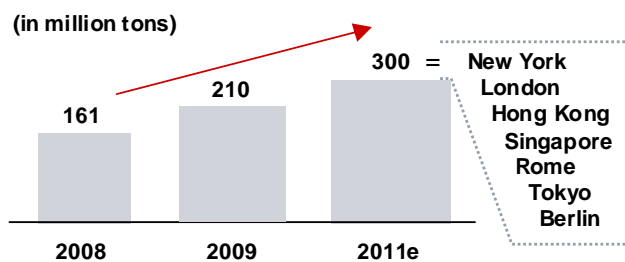
- The world's largest environmental portfolio consists of products and solutions that make a direct, quantifiable contribution to environment and climate protection\* (~ €23 billion).
- Siemens' green portfolio has grown by 11% in comparison with fiscal 2008
- In fiscal 2009, energy-efficient products and solutions of our environmental portfolio abated about 210 million tons of CO2 for our customers. By 2011, we expect it to be 300 million tons...
  - ➔ ... that equals the total CO2 emitted by New York City, London, Hong Kong, Singapore, Rome, Tokyo and Berlin

\* reviewed by PwC

## Business volume of environmental portfolio



## CO2 abatement at customers



# Examples from our environmental portfolio



## 1| Renewables

### All renewables qualify:

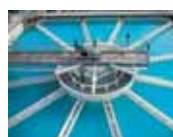
- Wind power
- Grid access for wind power
- Steam turbines for solar thermal power plants



## 2| Environmental technology

### All environmental technologies qualify:

- Water technologies
- Air pollution control



## 3| Energy efficiency

### Products and solutions with exceptional energy efficiency qualify:

- Combined-cycle power plants
- Industrial drive systems
- High Voltage Direct Current (HVDC) power transmission
- Traffic management solutions
- Efficient lighting
- Energy performance contracting



## Our business

### Industry

#### Divisions

- Drive Technologies
- Industry Automation
- Building Technologies
- Mobility
- Lighting (OSRAM)
- Industry Solutions



### Energy

#### Divisions

- Fossil Power Generation
- Renewable Energy
- Oil & Gas
- Energy Service
- Power Transmission
- Power Distribution



### Healthcare

#### Divisions

- Imaging & IT
- Workflow & Solutions
- Diagnostics

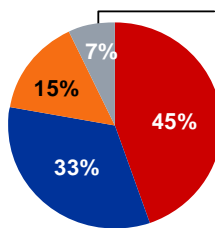


## Committed to profit and growth

### Revenue by Sector

**Healthcare**

€11.9 billion



**Cross-Sector Businesses**  
€5.4 billion

**Industry**  
€35 billion

**Energy**

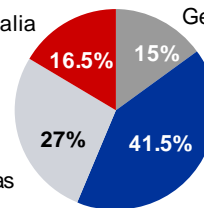
€25.8 billion

*Total Revenue Sectors and Cross-Sector Businesses*

### Revenue by region

Asia, Australia

Germany

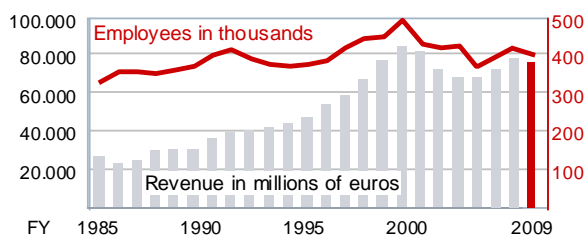


Americas

Europe, CIS,  
Africa, Middle East  
(excl. Germany)

*Location of customer*

### Revenue and employees



### Key figures

Continuing operations  
(in millions of euros)

**FY2008**

**FY2009**

**Revenue**

77,327

76,651

**New orders**

93,495

78,991

**Income**

1,859

2,457

**Free cash flow**

5,739

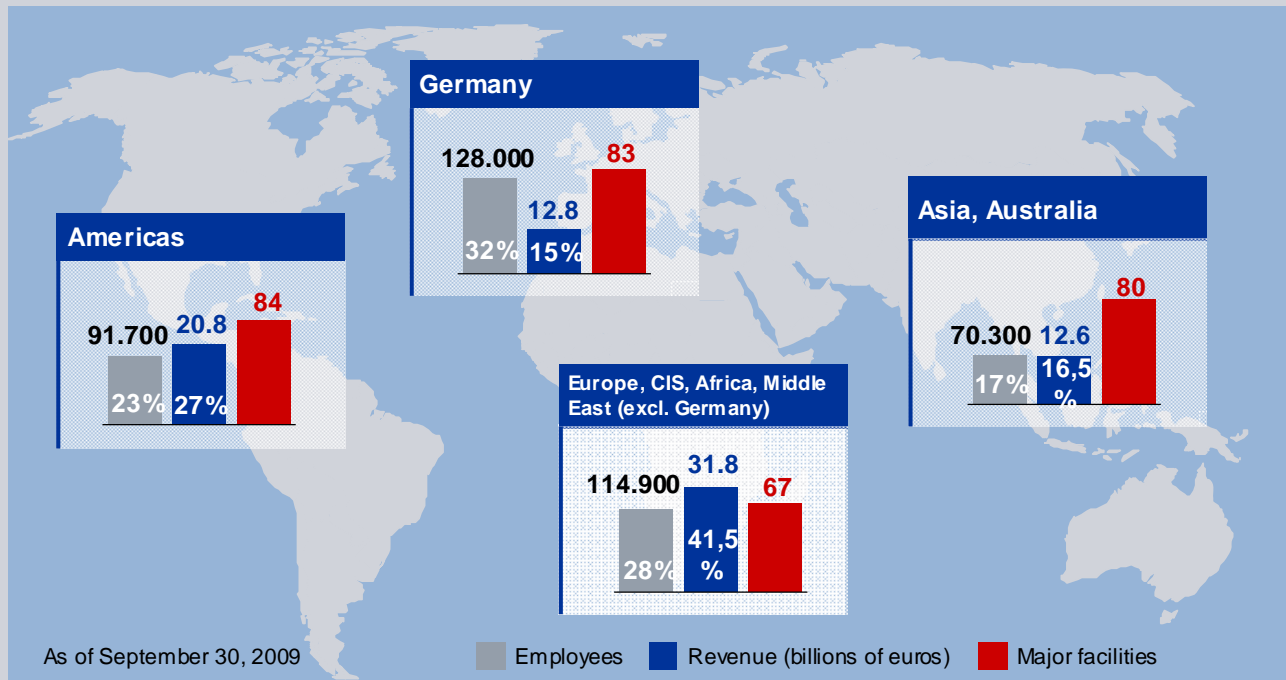
3,786

**Employees**

427,000

405,000

## Global presence – basis for competitiveness



## Important Milestones in Indonesia

<b>1847</b>	Founding of "Telegraphen Bauanstalt von Siemens und Halske" in Berlin
<b>1855</b>	Supply and installation of 10 pointer telegraph machines to Indonesia
<b>1909</b>	Siemens first office was established in Surabaya
<b>1921</b>	Two branch offices were opened in Bandung and Batavia
<b>1973</b>	Founding of PT. Siemens Indonesia
<b>1975</b>	Pulo Mas Factory in Jakarta was established for the production of switchgear panels
<b>1977</b>	Vocational Training Center was established
<b>1989</b>	Cilegon Factory in Banten was established for large-steel assembly of power plant components
<b>1982</b>	Major contract for digitization of fixed network telephone infrastructure
<b>1997</b>	PT. OSRAM Indonesia launched production in Tangerang, Banten
<b>1997</b>	Contract for Paiton II Power Plant awarded to Siemens from PLN
<b>2000</b>	PT. Siemens Hearing Instruments launched production in Batam
<b>2004</b>	Received O&M contract for Muara Tawar Power Plant from PLN
<b>2006</b>	First 3G contract awarded to Siemens from Hutchison
<b>2007</b>	Supplied the first electrical drive for LNG application in Indonesia
<b>2008</b>	Delivered and installed the first 128-slice CT Scanner in Indonesia
<b>2009</b>	Operating in Indonesia with a total of 4 companies and 3,000 employees

## Indonesia – dependable partner



### Overview of fiscal 2009

<b>Sales</b> (in millions of euros)	<b>155</b>
<b>New Orders</b> (in millions of euros)	<b>201</b>
<b>Employees</b>	<b>3,000</b>
<b>Regional Offices</b>	<b>3</b>
<b>Companies</b>	<b>4</b>



### Contributions to Indonesia's infrastructure

- Generating one-sixth of the installed power capacity in Indonesia
- Automation systems that help Indonesian factories to simplify complex production processes into one integrated solution.
- Extensive safety modernization project to equip all main rail stations in Java with relay interlocking and electrical outdoor components.
- Supplied municipality of Jakarta with energy efficient lamps

## Siemens Group of Companies in Indonesia

### PT. Siemens Indonesia



- A subsidiary of Siemens AG, Germany established in Jakarta on 1973.
- Offers complete products, systems, solutions as well as services in the sectors of Energy, Industry, and Healthcare.
- The two manufacturing facilities are located in Jakarta and Banten.

### PT. Jawa Power



- Siemens holds a 50% share in the joint venture company that sells electricity to state-owned utility company PLN under a long term contract.
- Owner of 2 x 610MW coal-fired thermal power station "Paiton II", the most environmentally friendly coal-fired power stations in the world, located in East Java.

### PT. OSRAM Indonesia



- The company was established in 1997 producing incandescent and fluorescent lamps for both domestic and export market at its factory in Tangerang, Banten.
- Successfully supplied the municipality of Jakarta with some 70,000 energy efficient lamps including the light up of Jakarta's National Monument.

### PT. Siemens Hearing Instruments



- Established in Batam island on October 2000, the company is 100% owned by Siemens Medical Instruments Pte. Ltd. Singapore.
- The factory manufactures hearing instruments starting from the "Behind The Ear Instruments" to the Pre-Assembly for those "Complete in the Canal" Instruments.



# Organization Structure PT. Siemens Indonesia



## Executive Management

- Hans Peter Haesslein, President Director and CEO
- Wolfgang Hofmann, Executive Vice President and CFO

### Business Sectors



#### Energy

- Fossil Power Generation (E F)
- Renewable Energy (E R)
- Oil & Gas (E O)
- Energy Service (E S)
- Power Transmission (E T)
- Power Distribution (E D)



#### Industry

- Industry Automation (IA)
- Drive Technologies (DT)
- Building Technologies (BT)
- Industry Solutions (IS)
- Mobility (MO)



#### Healthcare

- Imaging & IT (IM)
- Workflow & Solutions (WS)
- Diagnostics (DX)

### Functional Departments

Accounting and Controlling  
Business Excellence  
Communications  
Compliance  
Corporate Security Office  
Export Control & Customs  
Human Resources  
Information Technology  
Legal  
Logistics  
Management Office  
Procurement  
Risk and Internal Control  
Siemens Real Estate  
SOA Officer

### Manufacturing Facilities

Cilegon (E F PR FP)

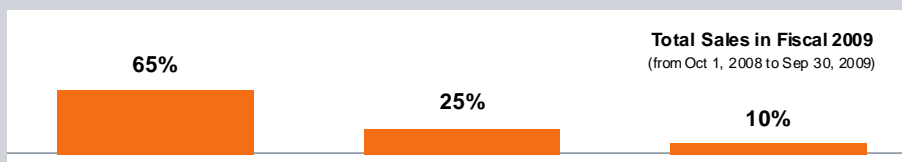
Pulo Mas (E D MV)

### Branch Offices

Medan, North Sumatra

Surabaya, East Java

Balikpapan, East Kalimantan



# Energy Sector - Highlights



## Fossil Power Generation

Our innovative technologies generate more electricity from less fuel. We boost the efficiency of coal- and gas-based power generation and supply technologies for low-carbon fossil power generation.

## Renewable Energy

Steadily expanding our position in the dynamic renewable market – with innovative wind turbines that rank among the most reliable in the world, with major photovoltaic projects and with the most advanced technologies for solar-thermal power plants.

## Oil & Gas

Providing products, systems, and solutions for numerous industry processes and electricity producers. Solutions include increasing pressure in oil and gas fields as well as applications for pipelines, floating production, storage and off loading, and refineries.

## Energy Service

Utilizing the most advanced plant diagnostics and systems technologies to provide comprehensive services for complete power plants & rotating machines of our customers in the utilities, oil & gas, industrial processing & power generation industries.

## Power Transmission

With innovative strength in efficient power transmission, reliable switchgear, high-performance transformers and advanced power transmission systems for safe and efficient transport of electricity.

## Power Distribution

Our smart grid technologies increase energy system efficiency. We offer medium-voltage components and systems, efficient solutions for energy automation, and services for electrical systems and networks.



- Both power plants owned by the State-Owned Power Utility, **PT. PLN (Persero)** which was supplied by Siemens at **Paiton, East Java** and **Muara Tawar, Bekasi** have obtained awards for three consecutive years for high availability rate in the average of above 90% and high efficiency rate of above 35%.
- Siemens converts **PLN's Muara Tawar Power Plant** from fuel oil to fuel gas by providing fuel gas skid and pipeline up to the combustion chamber in a record 5-month time. Siemens was the first company in Indonesia to provide Substation Automation solutions to PLN based on the interoperable new international standard IEC 61850.
- Siemens has been a reliable provider of big-size **Power Transformers** to PLN's backbone grids: **Tasikmalaya** is Siemens' first 500/150 kV air-insulated substation and transmission lines project in Indonesia which marks an important step forward in ensuring reliable power supplies for Indonesia's key island of Java; Siemens supplied PLN with 275/150kV ASI to **Simangluk** as part of Sumatra's Interconnection Systems connected to Asahan I Hydropower Plant.
- Siemens also supplied large-scale **SCADA (Supervisory Control And Data Acquisition)** systems in Indonesia to manage modern electrical networks of the **Java-Bali Control Center** in Gandul, the **Medan Regional Control Center**, the **Jakarta Distribution Control Center** in Gambir, and the **Ungaran Regional Control Center**.

## Industry Sector – Highlights

### Industry Automation

Comprehensive and integrated portfolio of automation systems, industrial switchgear, industrial software and complete industry solutions to ensure faster, more efficient and more flexible manufacturing and processing.

### Drive Technologies

Providing products, complete systems, applications and services for complete power trains and for all industry segments which ensures energy efficiency and reliability.

### Building Technologies

Offers a wide portfolio of building solutions in energy management, building automation, security and fire protection systems, ensuring maximum comfort and energy efficient buildings, while maintaining a high-level of security and safety.

### OSRAM

A wholly-owned Siemens company, OSRAM offers a comprehensive range of lighting applications and products that are cost-effective, environmentally friendly and energy-efficient.

### Industry Solutions

Provides comprehensive solutions and services for industrial plants and infrastructure systems. Offers a broad portfolio of eco-friendly solutions with technologies to increase productivity and competitiveness across the entire life cycles.

### Mobility

Integrated solutions for intermodal transport, traffic management, postal automation and airport logistics which are efficient and environmentally friendly for the movement of people and goods.



- Siemens supplied automation and control to **PT. Philips Indonesia** to further increase productivity and efficiency at its manufacturing facility.
- For one of the world's largest pit mining operations located in Indonesia, Siemens has upgraded **PT. Kaltim Prima Coal's** plant operation with SIMATIC S7 Programmable Logic Controllers (PLC) for longer availability and efficient operational cost.
- The new green leaves threshing plant of **PT. Sadhana** was equipped with an entire spectrum of Siemens control system for simpler and easier operation, monitoring, and maintenance.
- Siemens provided **Holcim** with SIMATIC PCS 7 and CEMAT distributed control systems for more efficiency and ecologically friendly act.
- Siemens provided a full spectrum of fire detector & danger management system using fire alarm control panel AlgoRex EP7F – CS1140 combined with SINTESO devices to **PERUM PERURI**.
- With the government's future plan for greater mobility, Siemens have took part in installing signalling systems in the eastern and southern corridors of Jakarta's railways including the delivery of turnkey project consisting of building and the High-Speed Circuit-Breaker (HSCB) panels for a **railway substation in Ciater, West Java**.
- OSRAM was entrusted to fit Jakarta's trendiest building "**The Pacific Place**" with a great variety of lamp technologies to ensure greater energy efficiency with, long-lived and brilliant light.

## Healthcare Sector – Highlights

### Imaging & IT

Our innovative imaging systems are routinely used in hospitals and doctors' offices, where they support physicians in early disease detection, reliable diagnosis, effective treatment and patient-friendly follow up. And our advanced IT solutions optimize customer workflow, cutting cost in the process.

### Workflow & Solutions

Our mission is to accelerate the accurate diagnosis of their treatment. We leverage our broad portfolio of products and services to create integrated solutions that increase the clinical and economic value of the individual offerings of the Healthcare Sector. Reflecting the local focus of healthcare delivery, we provide these solutions where they are needed through our global and regional Customer Relationship Management and Customer Service organizations.

### Diagnostics

We develop, manufacture and market clinical laboratory diagnostics products that generate test results which help physicians detect diseases, managed patient conditions and monitor medical therapies.



- Supplied the **Indonesian Ministry of Health** with two units of Artis zee systems, the latest in coronary angiography imaging systems.
- Received a contract from the **Sahid Sahirman Memorial Hospital in Jakarta** to supply all requisite detection and diagnostic imaging equipment.
- Received an order for two units of SOMATOM Definition AS+ (128-slice Computed Tomography scanners) for the **Pantai Indah Kapuk and Sahid Sahirman Hospitals**.
- Signed a contract with **Siloam Hospitals in Karawaci and Kebon Jeruk** for the supply of two units SOMATOM Definition Dual Source computed tomography scanners with the latest multi-slice technology using a dual X-ray tube, which enables the heart to be scanned without beta blocker medication.
- From the time of a massive earthquake to the devastating Tsunami several years later, the **Dr. Zainoel Abidin Hospital** has gone through an evolution of its own in Banda Aceh. Siemens took part in this evolution by supplying the Magnetom Verio, a patient-friendly Magnetic Resonance Imaging (MRI) system combining 3 Tesla ultra high-field technologies which is Asia's first compact system with wide open bore for a new class of patient comfort.

## Corporate Responsibility

<b>Compliance</b>		Compliance Implementation Controls, Web-based and In-person Training to all employees, Compliance Helpdesk, Business Conduct Guidelines.
<b>Environmental Protection</b>		Application of environmental management system to monitor and control our environmental impacts and performance (i.e. emissions, water, waste, energy).
<b>Product Responsibility</b>		Siemens Environmental Portfolio comprised of outstanding products and solutions that make a direct and verifiable contribution to environmental and climate protection.
<b>Suppliers</b>		Implementation of supply chain management for responsible business practices in our entire value chain, from raw materials procurement to sales.
<b>Employees</b>		Diversity, Top Talents Development, Commercial Apprenticeship Program, Leadership Excellent Program, Share Matching Plan
<b>Occupational Health &amp; Safety</b>		ISO 9001-2008 "QMS", ISO 14001-2004 "EMS", SMK3 Gold Flag "OHS-MS", CHESM (Contractor Health, Environment Safety Management), Zero Accident Award.
<b>Society</b>		Disaster Relief Donations, Sponsoring in the area of Science and Education, Social Giving, Arts and Culture Performances.

## Energy Distribution – Medium Voltage Factory



### About

**Location:** Pulo Mas, East Jakarta

**Year of establishment:** 1975

**Total land area:** 24,300 sqm

**Production area:** 5,500 sqm

#### Production Capacity:

- MV Switchgear: 3000 panels MV

- LV and RCP: 1500 panels per annum

- Relay production: 7,000 units test switch p.a.

#### Service:

- Engineering
- Project Management
- Production
- Installation
- Commissioning
- After sales service



Product Range

Air Insulated Switchgear



Low-Voltage Switchgear



Retrofit



Compact Substation



Serving local and export markets



- Indonesia
- Australia
- Malaysia
- Singapore
- Philippines
- Vietnam
- Cambodia
- Thailand
- Pakistan
- Afghanistan
- Middle East
- Taiwan
- China
- India
- Europe
- Afrika



Project References

EGAT  
Thailand



Nov 2009

Scope of supply:

- 22kV, 1250A, 25KA/1s, 50HZ AIS Switchgear Type Simoprime A4
- 7.2kV, 1250A, 25KA/1s, 50HZ AIS Switchgear Type Simoprime World

Janamanjung  
Malaysia



2000

Scope of supply:

- 12kV, 1250A, 40KA/1s, 50HZ AIS Switchgear Type 8BK20
- 7.2kV, 1250A, 31.5KA/1s, 50HZ AIS Switchgear Type 8BK20

DEWA  
Dubai



2005

Scope of supply:

- 3000-11/22kV Switchgear, 3150A, 25kA/3Sec, 50HZ
- 120-22kV Switchgear, 2000A, 25kA/3Sec

Muara Tawar  
Indonesia



2003

Scope of supply:

- 7.2kV, 1250A, 31.5KA/1s, 50HZ AIS Switchgear Type 8BK20

Environmental Protection

Emission Free Zone



Since 2005, the factory premises of Siemens in Pulo Mas has been declared as emission free zone.

This is as part of our company's environmental policy and in line with government's regulation.

All vehicles entering the premises must have emission test stickers.

Biophore  
Absorption Hole



Absorption holes that give the land in the premises the ability to absorb more water and process organic waste into compost, while at the same time maintaining the soil's role as a carbon sink.

There are a total of 309 biophore absorption holes since 2008. We are targeting for a total of 1,000 units by end of 2010.

Air Conditioning  
Retrofitting



Replacement of 133 units of Air Conditioning with Freon CFC to Hydrocarbon Non-CFC.

Benefit advantage:

- Highly efficient, reduce energy
- Non-toxic and non-corrosive
- Non-ozone depleting
- Very low global warming potential