

Press Release



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transcosmos inc.

transcosmos gives lectures on startups for undergraduate and MBA students at the University of Indonesia

Shares transcosmos Commerce success story, its subsidiary running e-commerce business in Indonesia

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) hereby announces that PT. transcosmos Commerce (Headquarters: Jakarta, Indonesia; President Director & CEO: Naoto Osada; transcosmos Commerce), its Indonesian subsidiary specializing in e-commerce business, has given lectures for students at the University of Indonesia (Location: Depok, Indonesia; President: Dr. Ari Kuncoro), the oldest state-run university in Indonesia. Naoto Osada, CEO at transcosmos Commerce delivered a series of three lectures on managing a startup and shared success stories for free of charge.



transcosmos Commerce, an e-commerce enabler for the Indonesian market, launched its business in November, 2018. As a sales partner who connects global brands with the Indonesian consumers, transcosmos Commerce helps clients manage their e-commerce services. transcosmos Commerce operates clients' online flagship stores as well as runs marketing campaigns for the stores primarily on Indonesia's 5 leading marketplaces – Shopee, Tokopedia, Bukalapak, Lazada, and BliBli. The company has a proven record in selling SONY audio and televisions, SEIKO watches, Roland musical instruments and more, helping clients expand their e-commerce sales.

Despite its economic growth, Indonesia still faces a challenge of youth employment. Against this backdrop, young generations are highly interested in, and prefer starting up their own business as a workstyle option. Recognizing such trends, the University of Indonesia, a state-run university which won the top spot in the List of 100 best universities in Indonesia (*1), invited transcosmos Commerce to give a lecture for its students as a successful startup in Indonesia's e-commerce market, the largest in the entire ASEAN region. transcosmos Commerce has already delivered similar lectures at four other top-ranked universities including the Bandung Institute of Technology, and plans to continue this activity to serve society.

Dr. Fia Fridayanti Adam, Head of Administration and Applied Business Department, Vocational Education Program, Universitas Indonesia, commented as follows;

“The lecture provided by Mr. Naoto Osada fully stimulated our students' interest, considering the current job potential either to

join some company or to start their business. E-commerce is one of the right choices to fill these opportunities. It was a very rare and special opportunity for us to experience Mr. Naoto Osada's workshop, as he shared his experience of how his competence and knowledge in the IT field worked out in the globalized eCommerce field. We were able to come to know more pragmatic reality about the digital economy, which is beyond the usual classes. We hope that the partnership between University of Indonesia Vocational and PT. transcosmos Commerce (TCCM) will not be limited to the public lecture, but be extended to other fields such as research, community services, or other forms. Thank you Mr. Naoto Osada and PT. transcosmos Commerce.”

From operations centers in Vietnam, the Philippines, Thailand, Malaysia, and Indonesia, transcosmos delivers a diverse range of services including contact centers, digital marketing and e-commerce one-stop services for the ASEAN market. With its e-commerce services tailored for each client based on their phase of globalization and local market strategies, transcosmos helps clients build and develop their business in local markets. With the aims of assisting clients in their branding activities and expanding sales, transcosmos will continue to provide services that best fit each local market in the rapidly changing e-commerce market.



(*1) Reference: Edurank.org List of 100 best universities in Indonesia: <https://edurank.org/geo/id/>

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About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 171 bases across 28 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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