

Co-creation to Bridge Gap in Digital Era

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The digital era has brought new challenges to the business world. The rapid development in ICT will bring positive results to those that can adapt and make use of that technology. To respond to these challenges, co-creation becomes a principle that has to be adhered to by business players.

“In the current business situation, we cannot build a successful business if we don’t work together. Co-creation has become a must for each company to establish in this digital era,” said CEO of Six Capital, Patrick Teng, on Tuesday (20/12) at the Senate Hall UGM during an international seminar titled *Co-creation in the Digital Economy: Bridging the Digital Divide* that is a collaboration between UGM, Australian Chamber of Commerce and Industry, Indonesia - Australia Business Council, and Indonesian Chamber of Commerce. The seminar is part of a series of events to celebrate the UGM’s 67 anniversary, aiming to identify and mitigate gaps in digital economy as well as enhancing cooperation to realise co-creation in digital economy.

According to Patrick Teng, digital economy corresponds to the collaboration to achieve shared goals and create a bigger work. This explains his collaborating with UGM for digital economy development. UGM is recognised for its quality research and community service programme.

“I admire the capacities shown by UGM and what we have achieved together in the duration of less



than one year. We respect highly that UGM cares to contribute to Indonesia,” he added.

Six Capital and UGM have initiated cooperations to bridge the gap between the urban and rural communities. Rector of UGM, Prof. Ir. Dwikorita Karnawati welcomed this cooperation, saying that as "the university of the village", the gap is one of main concerns of UGM.

“UGM is committed to supporting rural development. Our students and researchers have to keep working to reduce the gap between the urban and rural communities,” said Dwikorita.

“By developing the rural areas, we can develop Indonesia. Our economic growth is predicted to go very rapidly, but unfortunately, this has not been reflected into realities,” she added.

In the near future, UGM and Six Capital will develop Digital Innovation Center that will complement Teaching Factory and Science Technopark facilities built by UGM. Both parties will collaborate to enable access to health for rural people by distributing smartphones as well as socialising the use of health apps for health preventive efforts. UGM has also initiated a cooperation with the Australian Chamber of Commerce through Memorandum of Understanding signing.

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