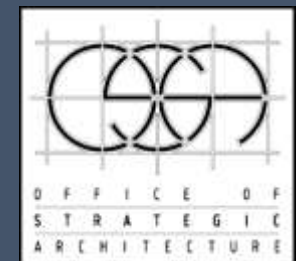




Contra Hegemony

The Regional Planning

Eka Swadiansa



THE INDONESIAN

Investment Opportunity

Indonesia is a melting pot in between two continents and two oceans. Stretch over vast 1.9 million sq km land area -as archipelago of over 18 thousand islands- scattered across 3 different time zones. Manages under 34 separate provinces, most nationwide infrastructures are clustered into 6 mainland operational installments.

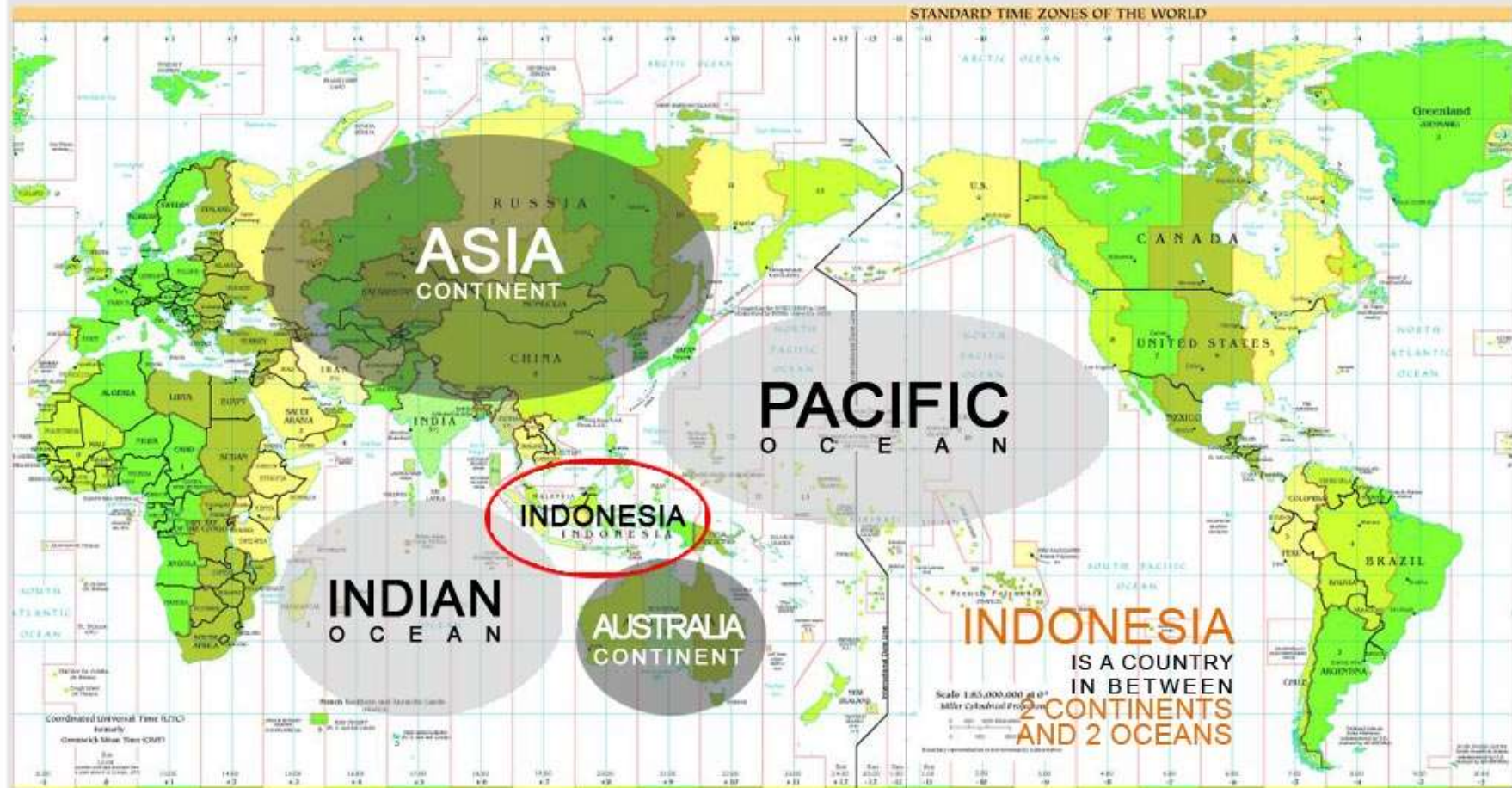
Inhabited by over 252 million population -with year 2009 as the only exception- Indonesia had enjoyed a decade period of steady 5-6.5% economic growth; launching its GDP PPP to annual projection (2014) of over US\$ 2.5 trillion, by far leaving the other neighboring countries. Hence as one of today's G20 and future's N11 country, Indonesia truly is an important economic ally not only in the regional perspective of ASEAN and or Pacific Rim. But also in the perspective of the world at large.

And with the new president leading a new more transparent development road map; Indonesia is ready to welcome all foreign investment on the base of mutual benefit agreements.

"We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia"

Joko Widodo
the President of the Republic of Indonesia
APEC CEO Summit, November 10th 2014. Beijing, China

Geography



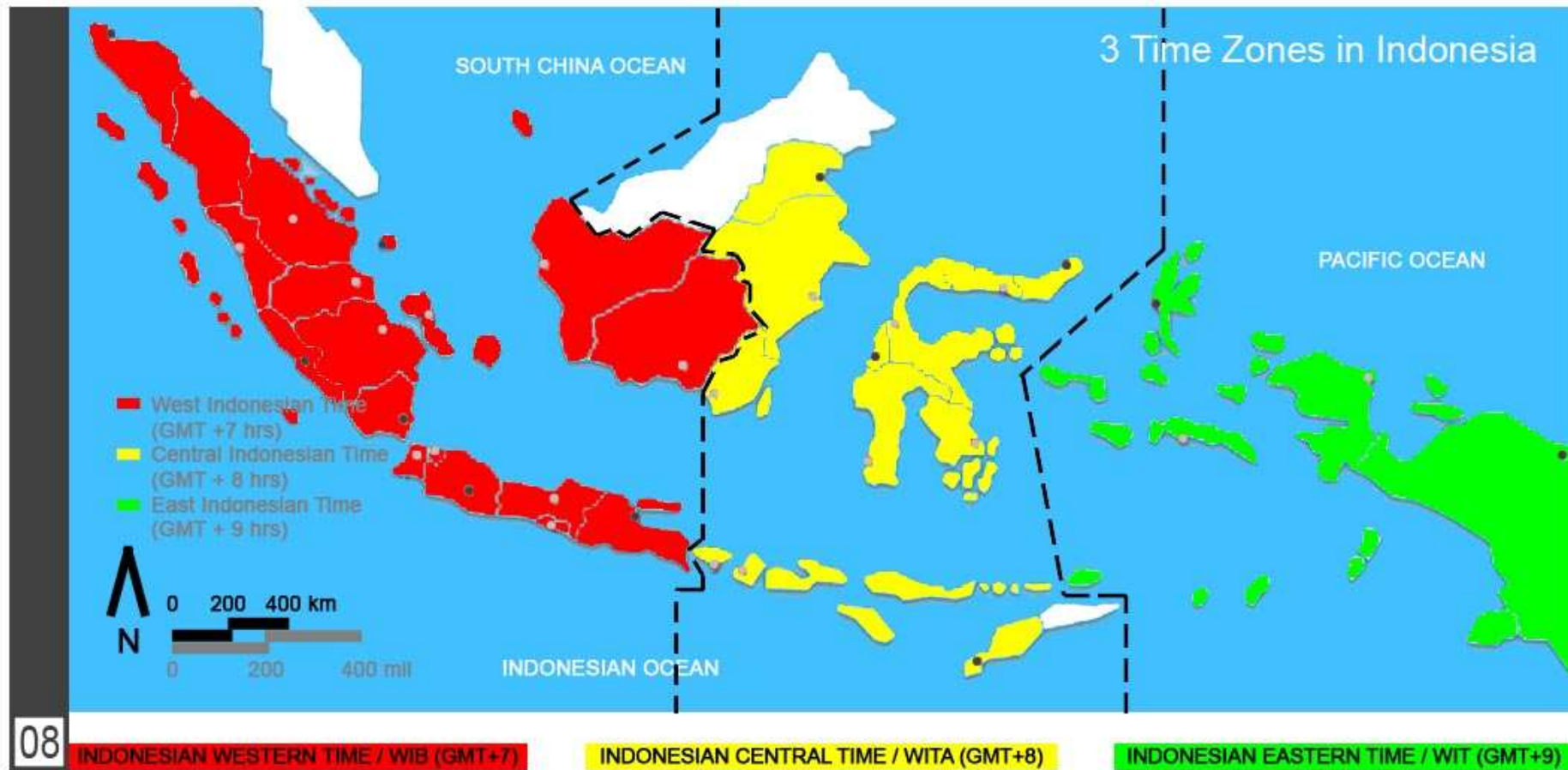


01.Nanggroe Aceh Darussalam (Banda Aceh)
 02.North Sumatera (Medan)
 03.Riau (Pekan Baru)
 04.Riau Islands (Tanjung Pinang)
 05.West Sumatera (Padang)
 06.Jambi (Jambi City)
 07.Bengkulu (Bengkulu City)
 08.South Sumatera (Palembang)
 09.Bangka Belitung Islands (Pangkal Pinang)
 10. Lampung (Bandar Lampung)
 11.Banten (Serang)
 12.Special Capital Region of Jakarta (Jakarta)

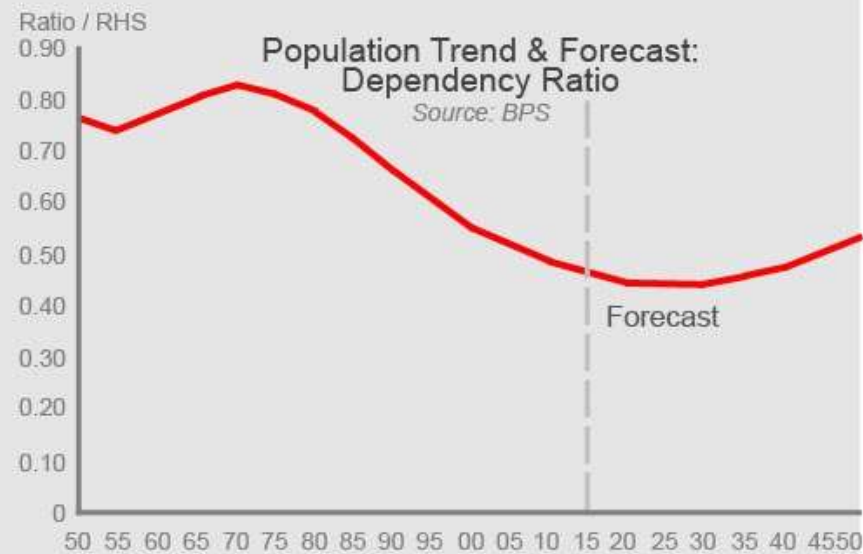
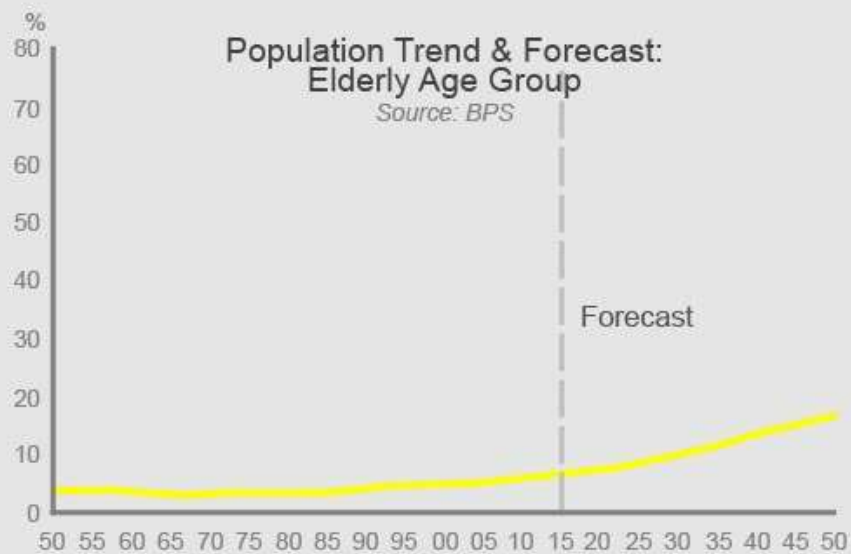
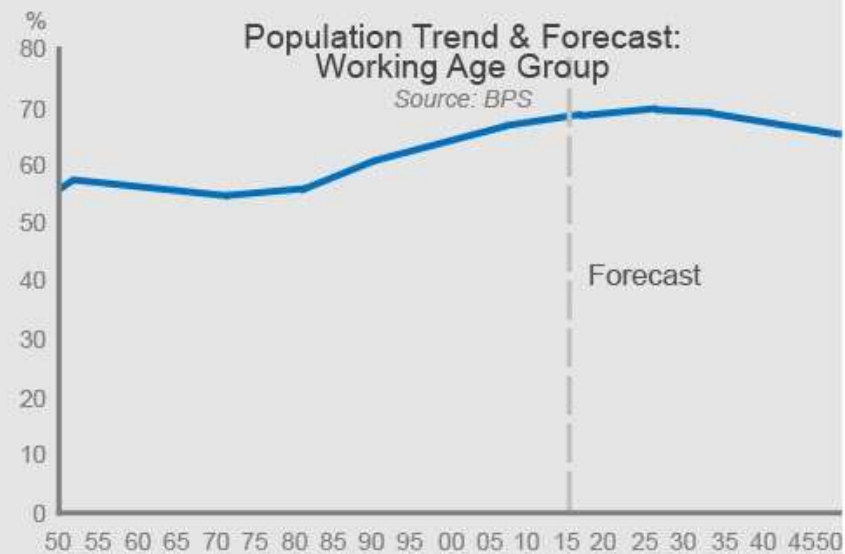
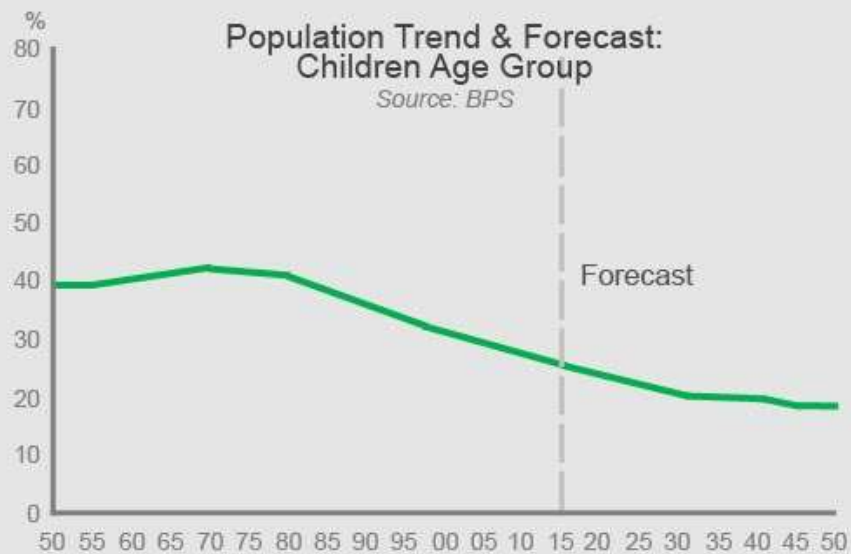
13.West Java (Bandung)
 14.Central Java (Semarang)
 15.Yogyakarta Special Region (Yogyakarta)
 16.East Java (Surabaya)
 17.Bali (Denpasar)
 18.West Nusa Tenggara (Mataram)
 19.East Nusa Tenggara (Kupang)
 20.West Kalimantan (Pontianak)
 21.Central Kalimantan (Palangkaraya)
 22.North Kalimantan (Tanjung Selor)
 23.East Kalimantan (Samarinda)
 24.South Kalimantan (Banjarmasin)

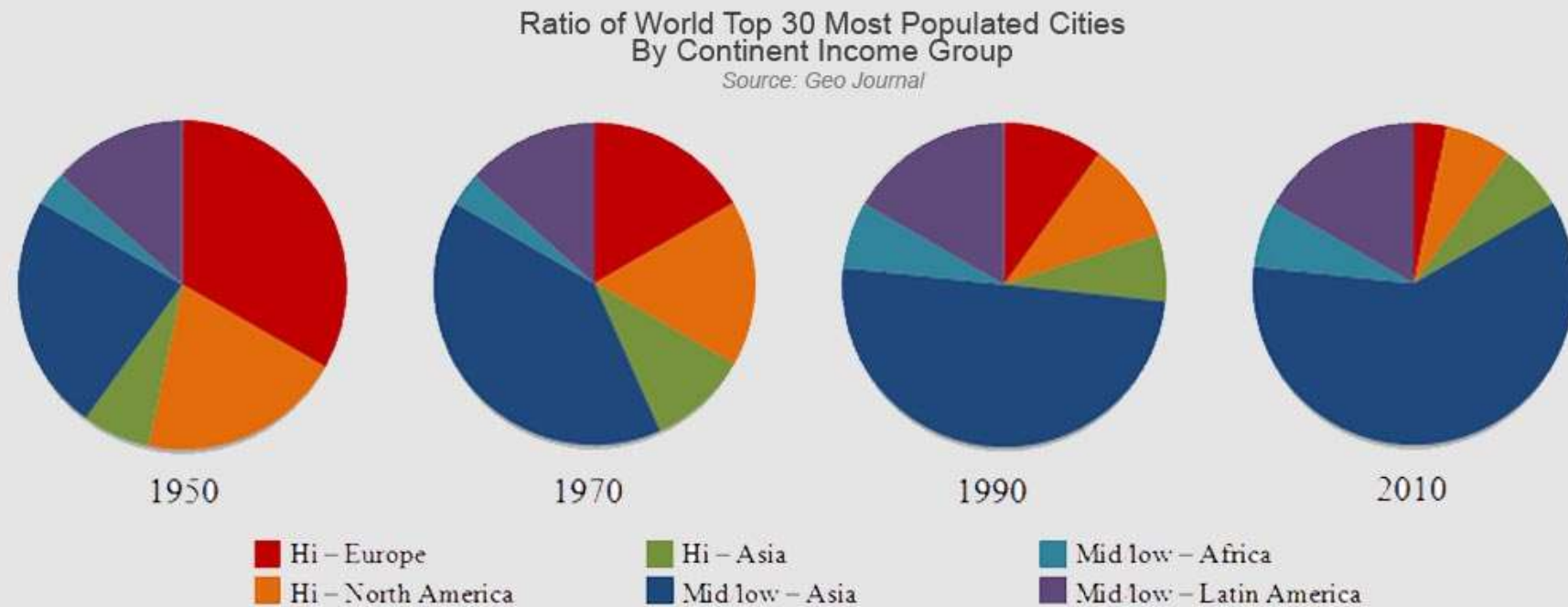
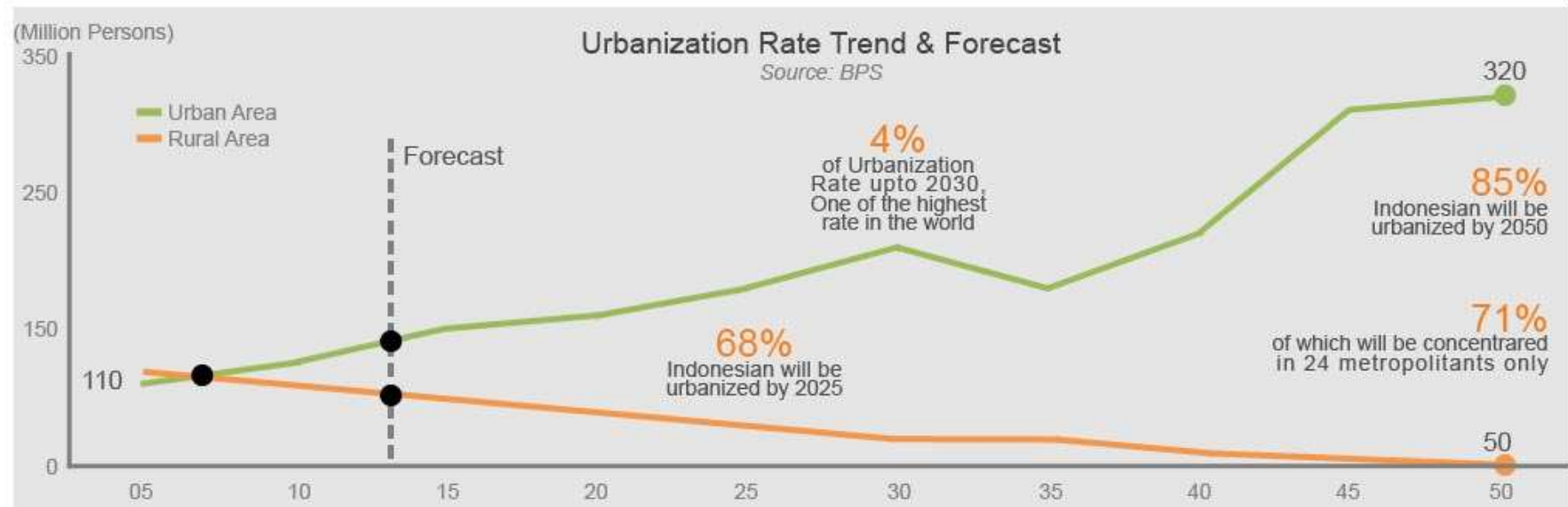
25.North Sulawesi (Manado)
 26.Gorontalo (Gorontalo City)
 27.Central Sulawesi (Palu)
 28.West Sulawesi (Mamuju)
 29.South Sulawesi (Makassar)
 30.South East Sulawesi (Kendari)
 31.North Maluku (Soffi)
 32.Maluku (Ambon)
 33.West Papua (Manokwari)
 34.Papua (Jayapura)

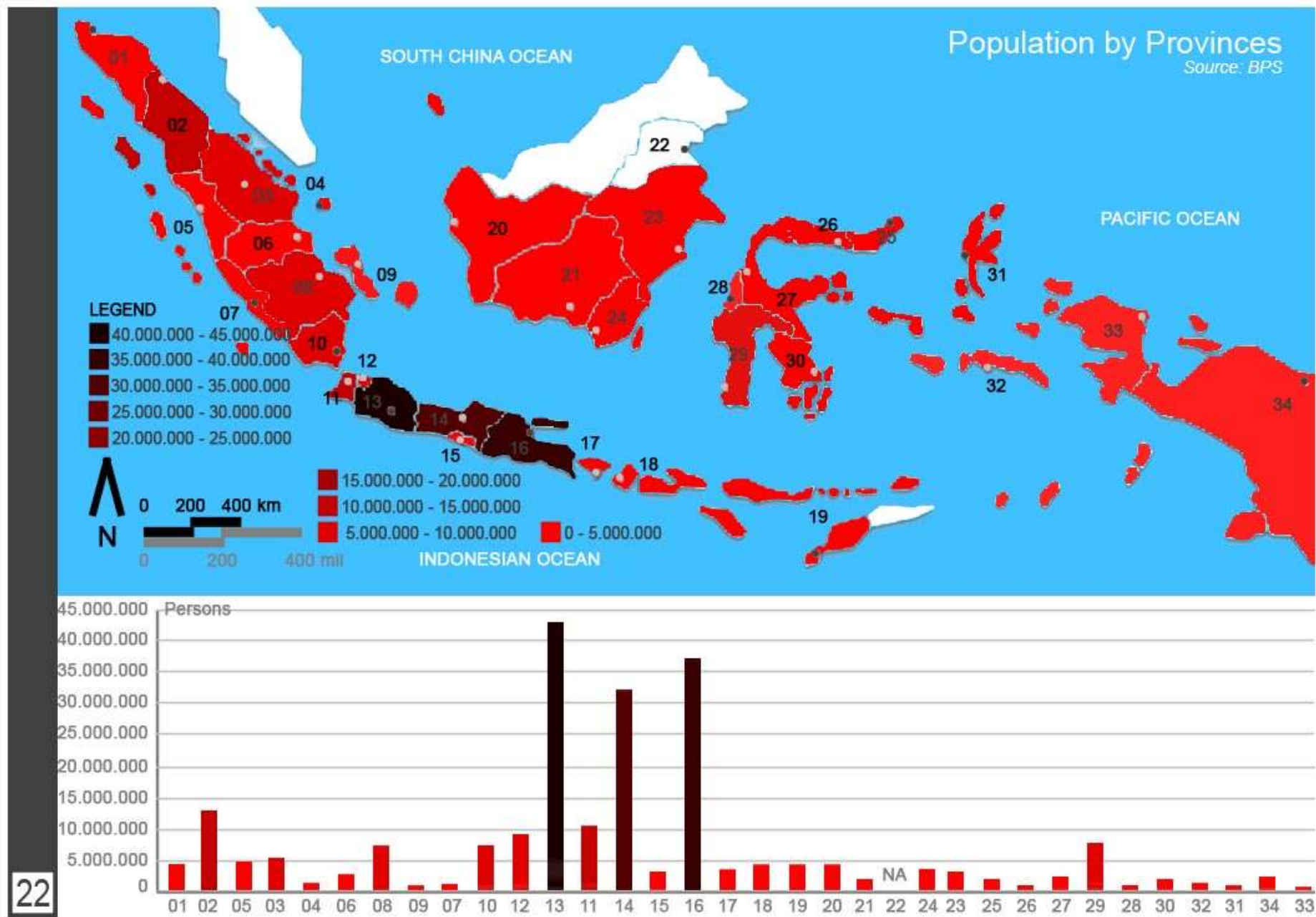


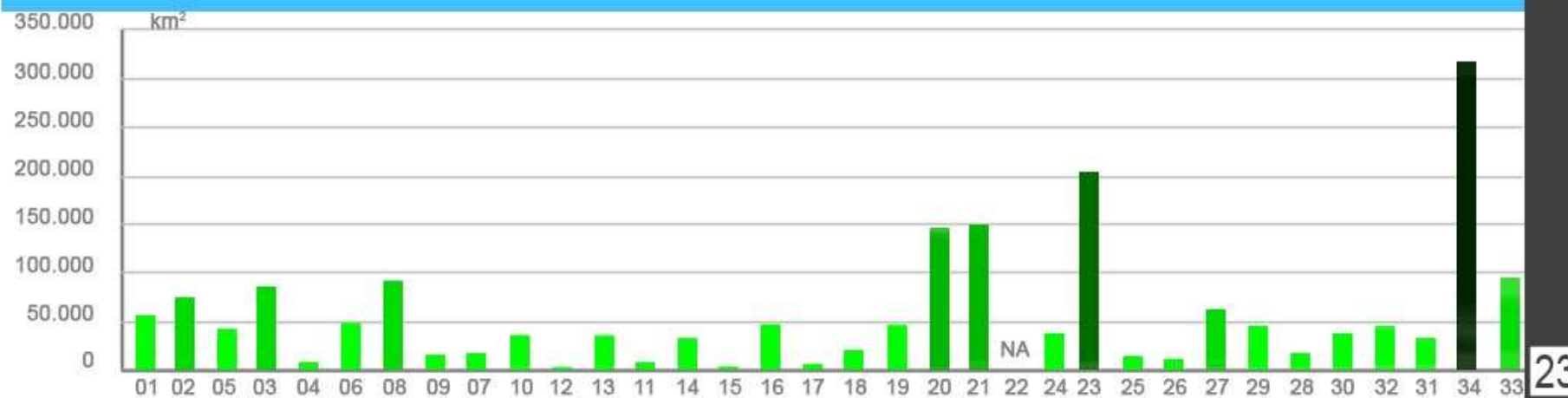


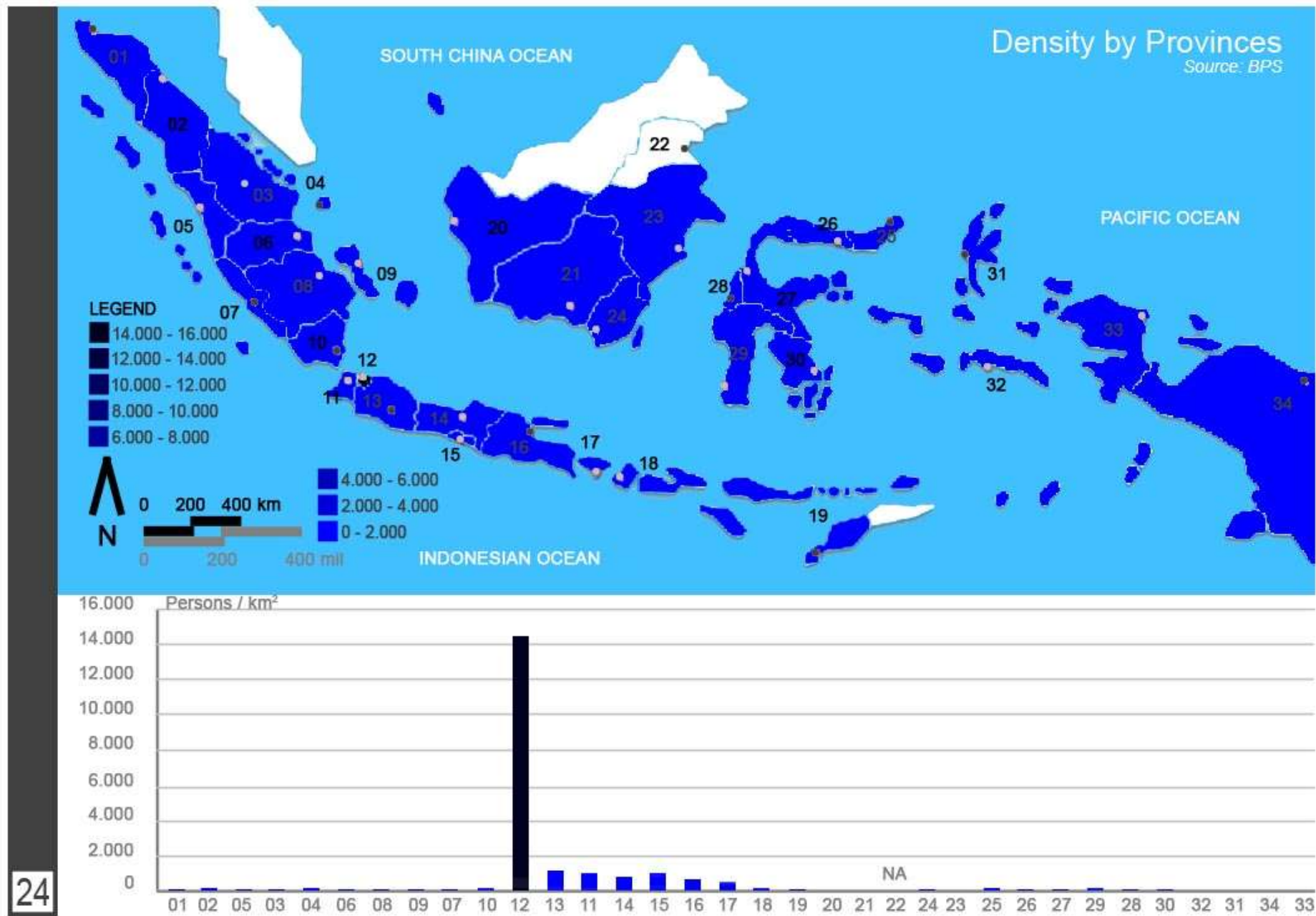
Demography

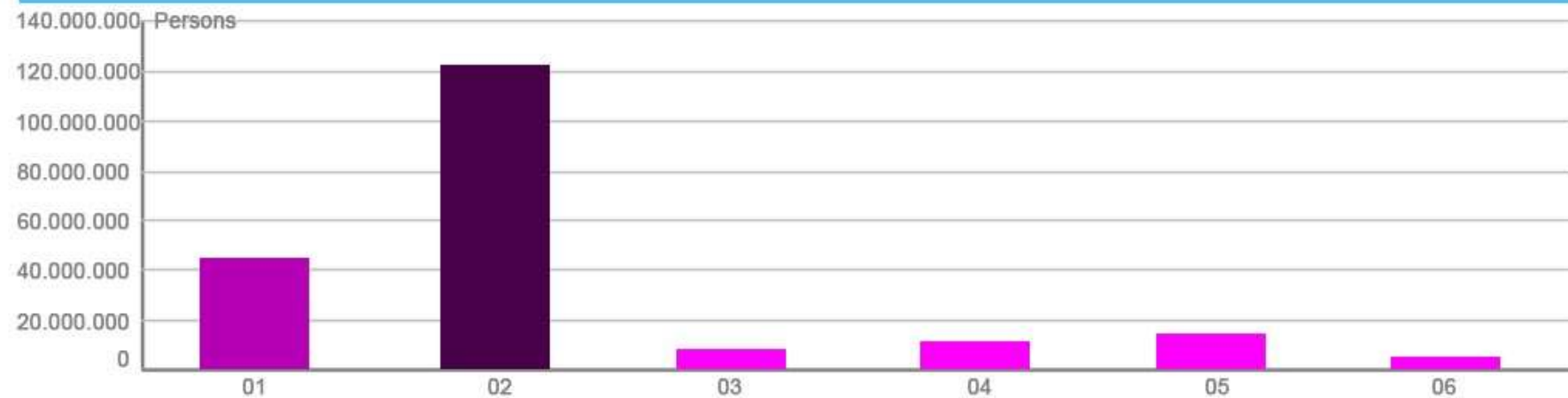


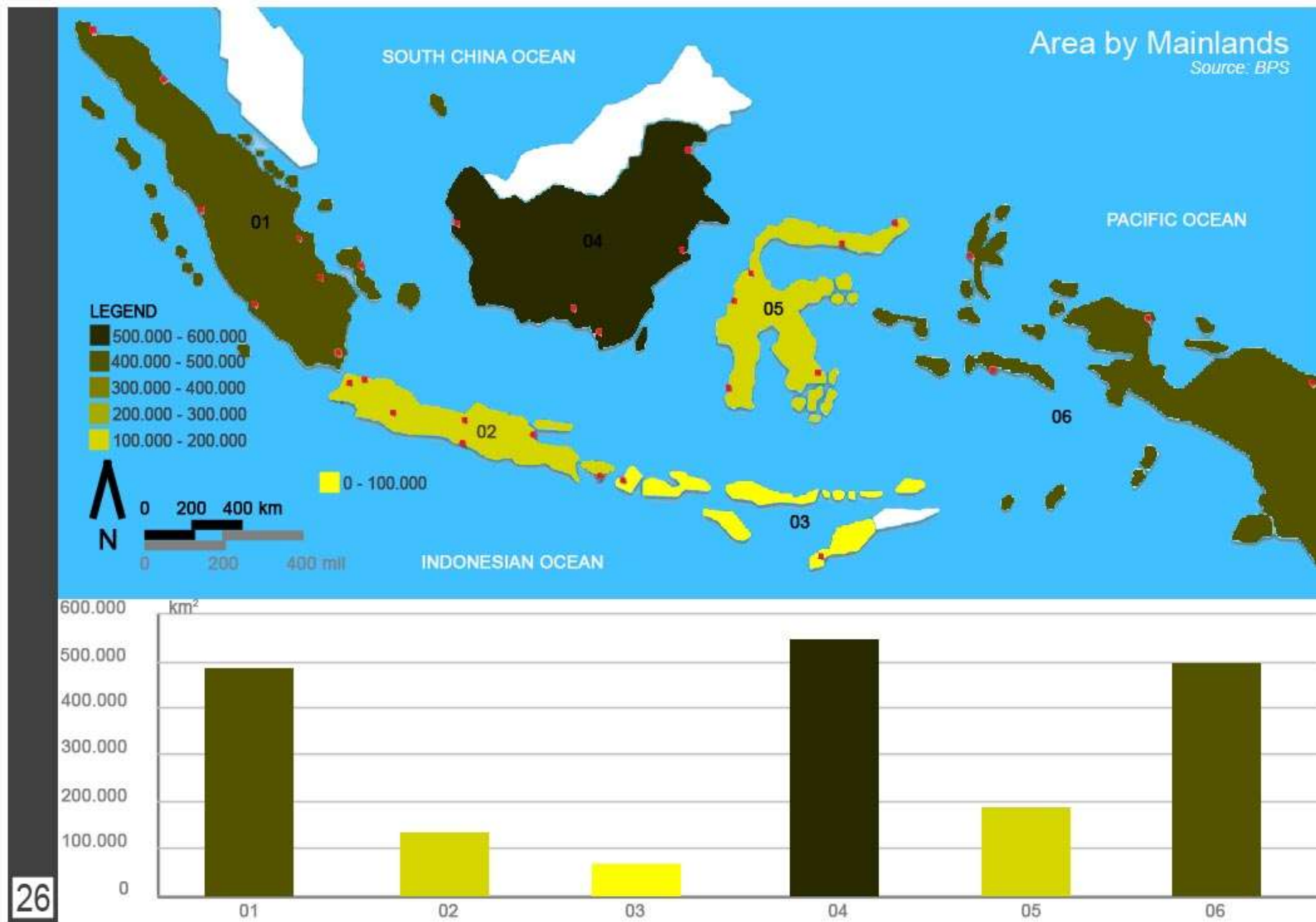


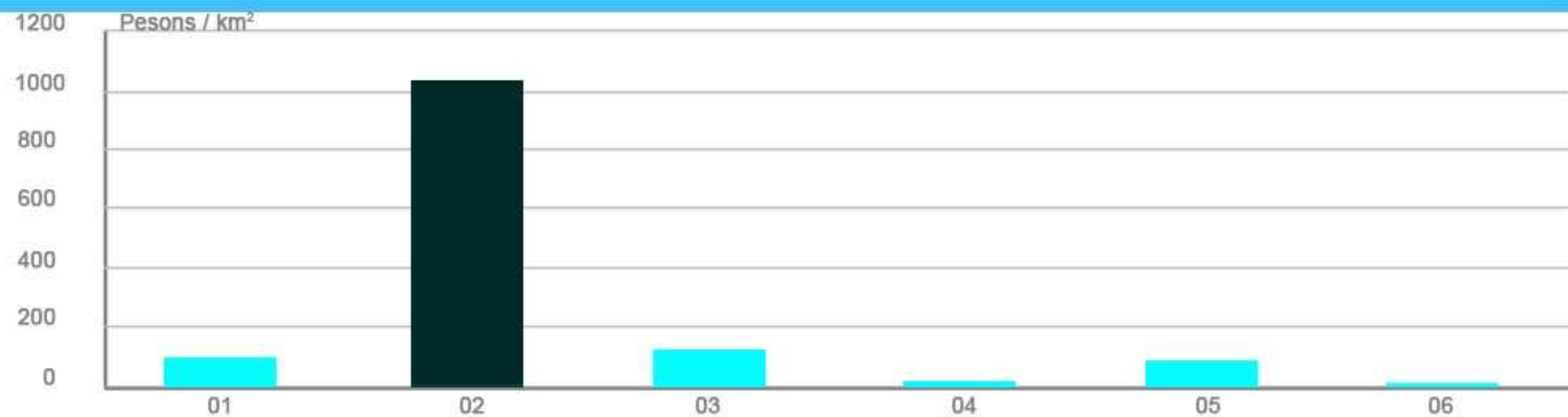
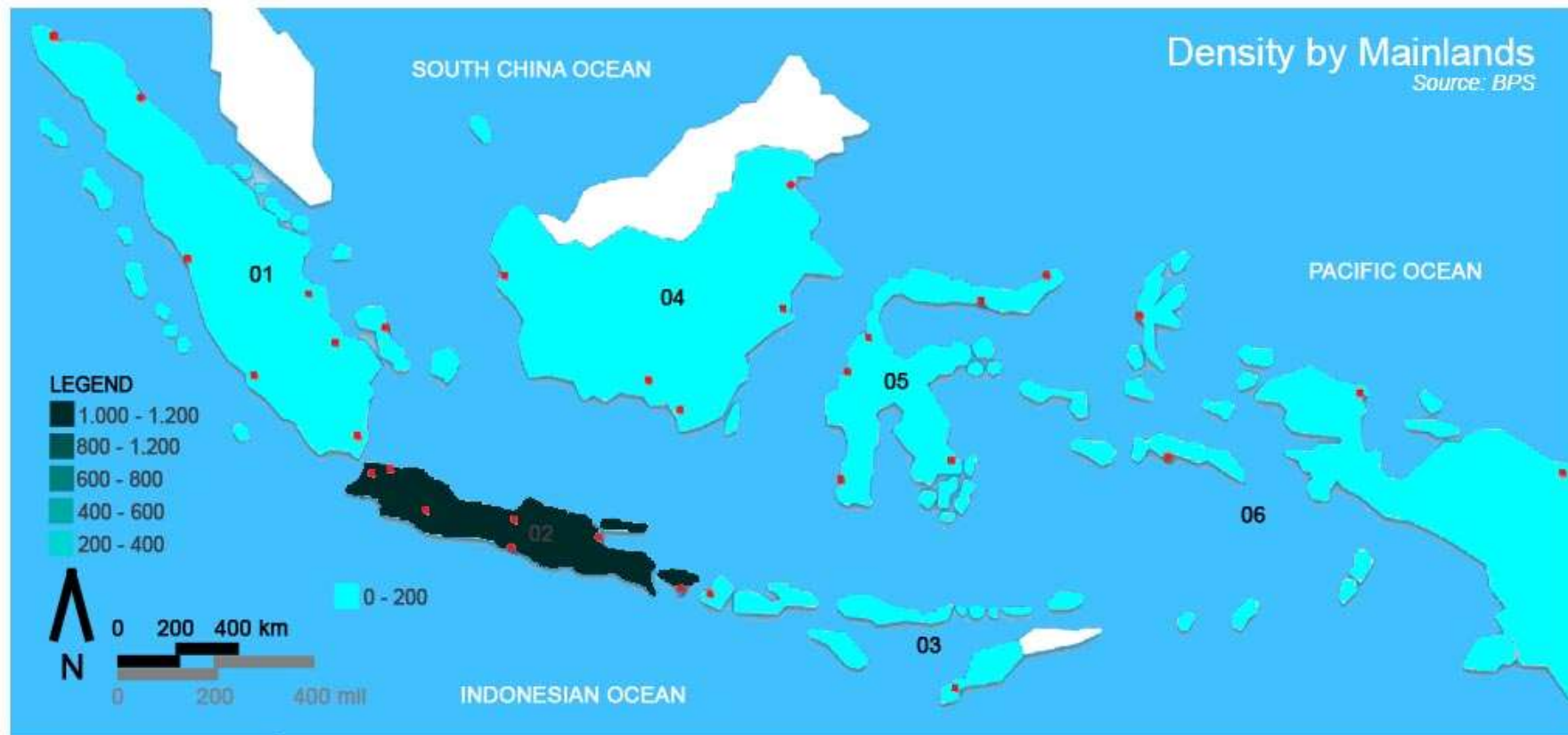


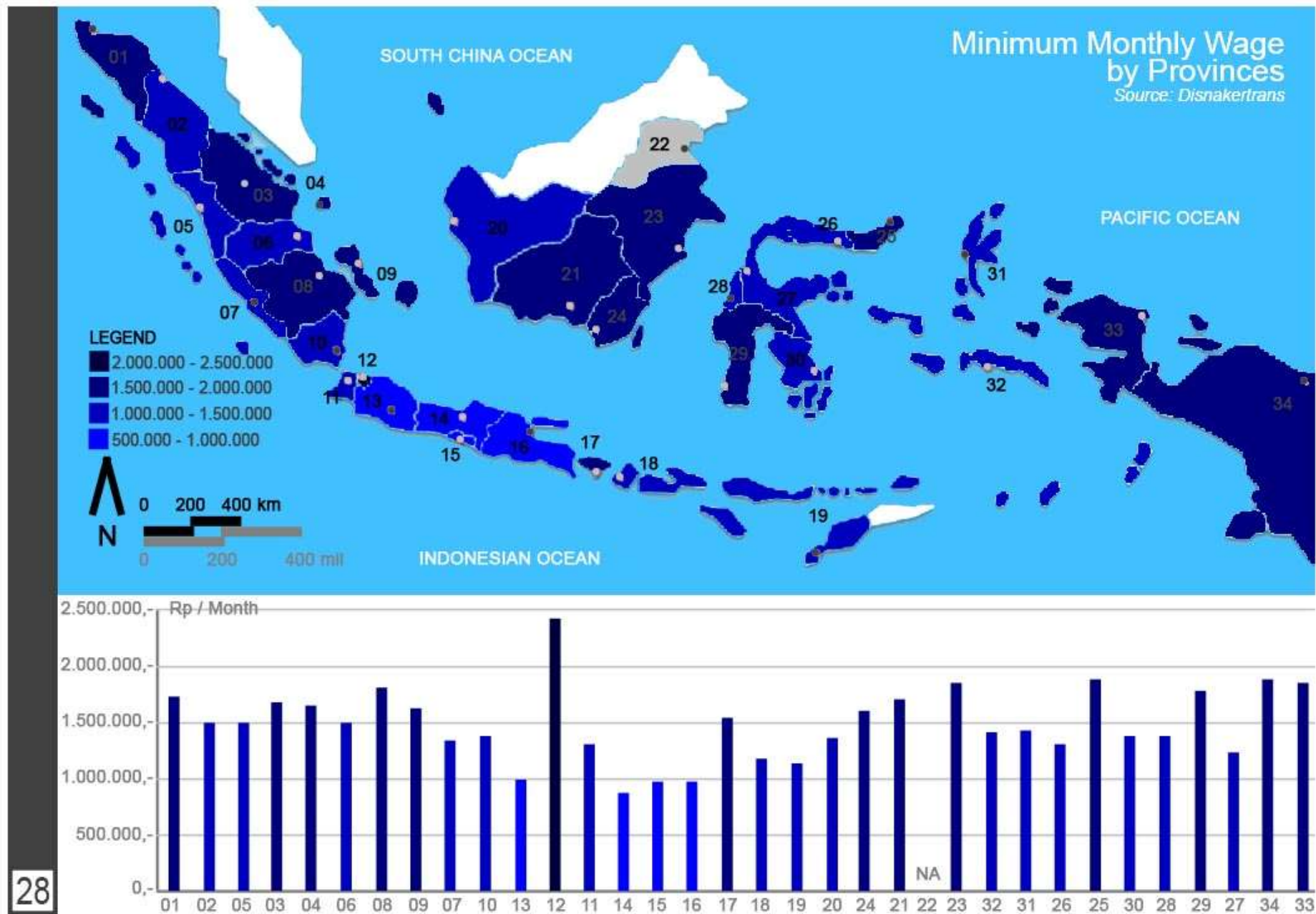


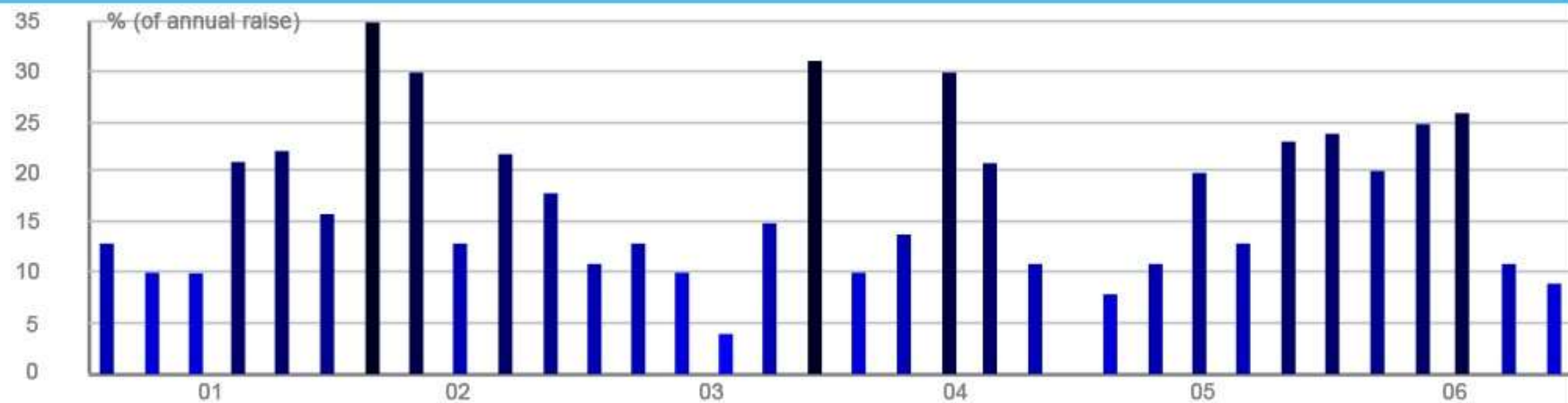


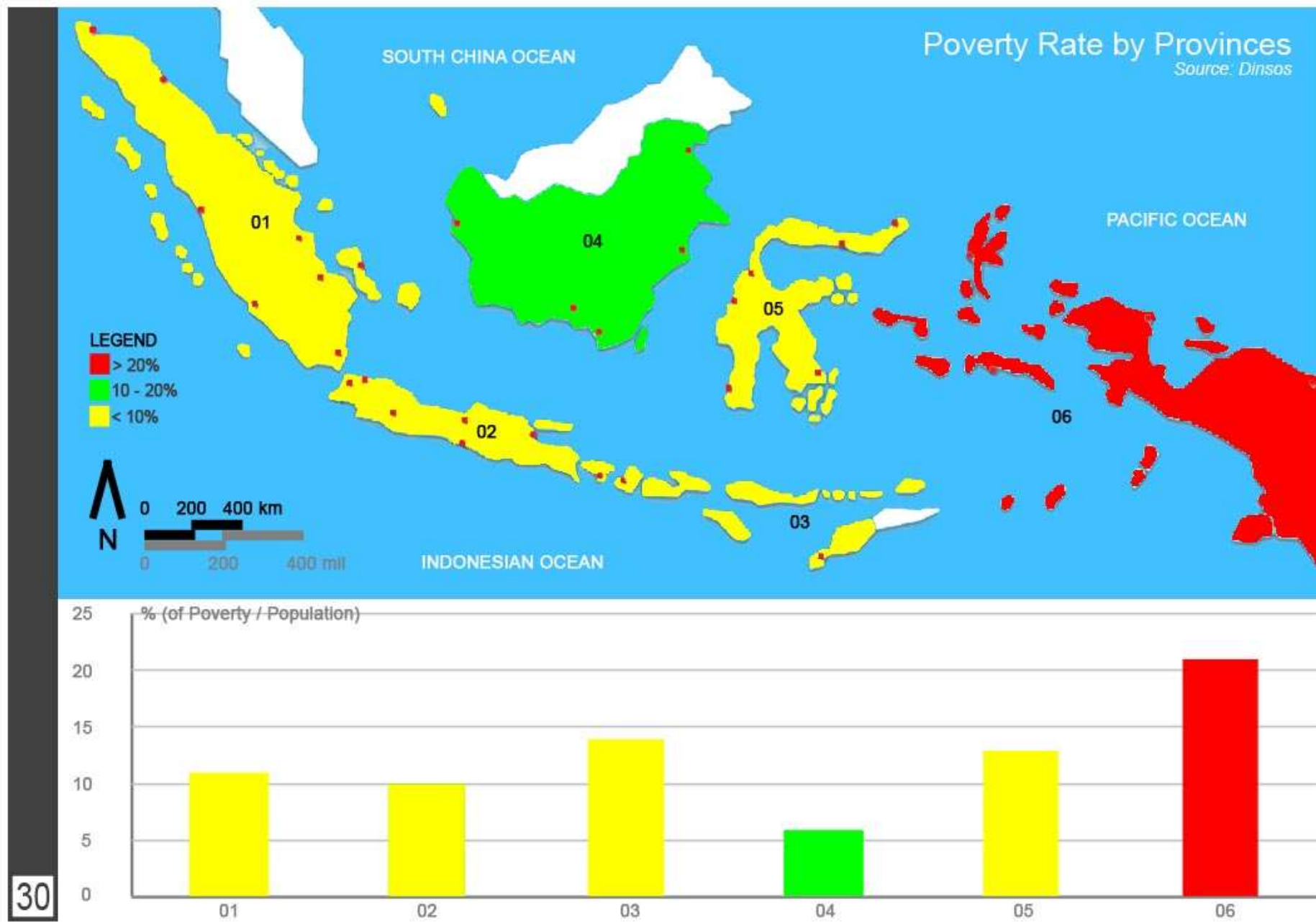


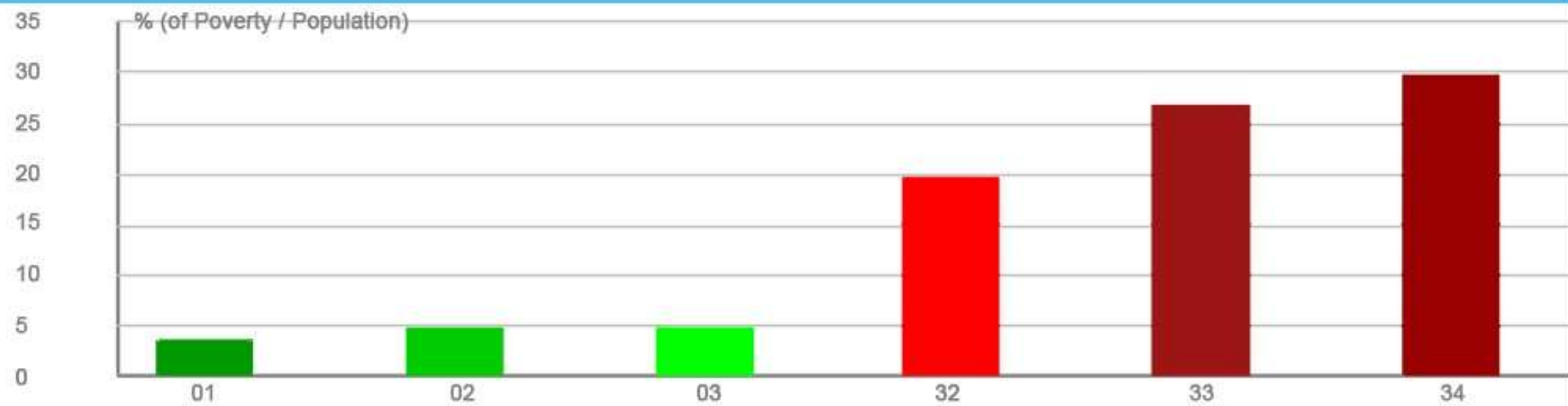




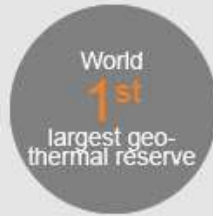
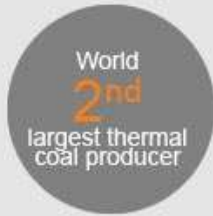








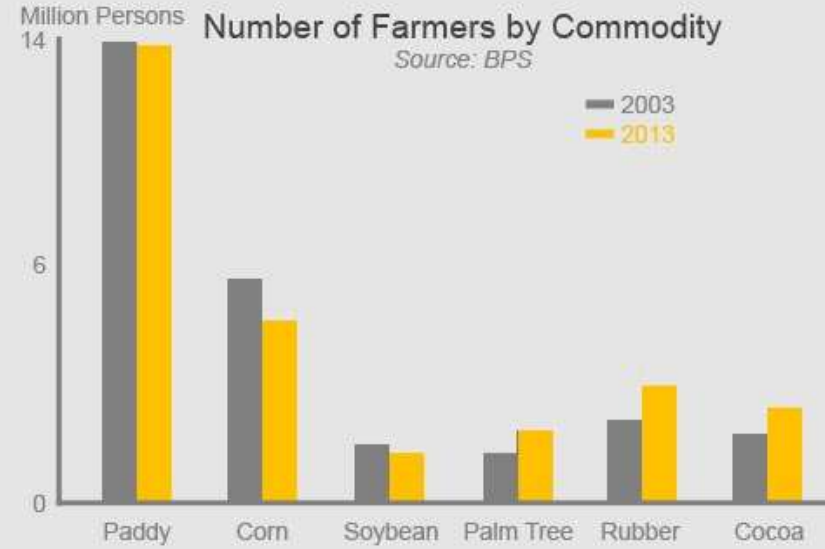
Source: Ministry of Energy and Mineral



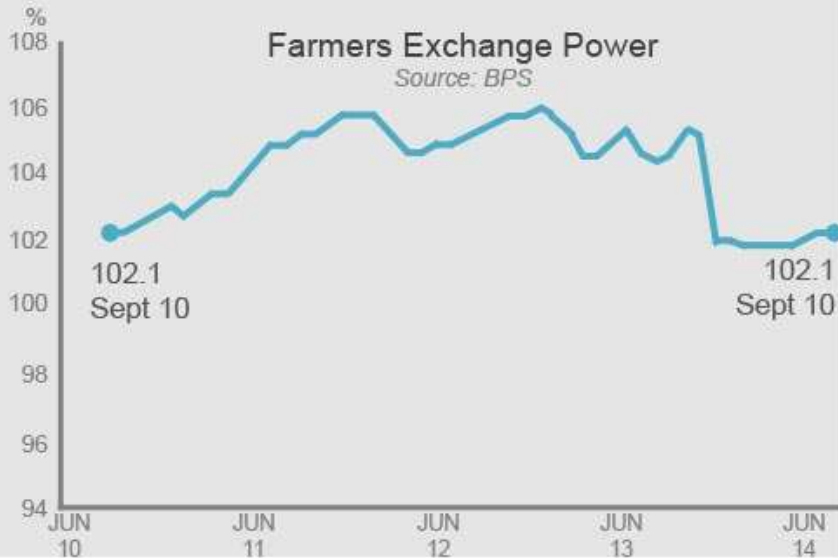
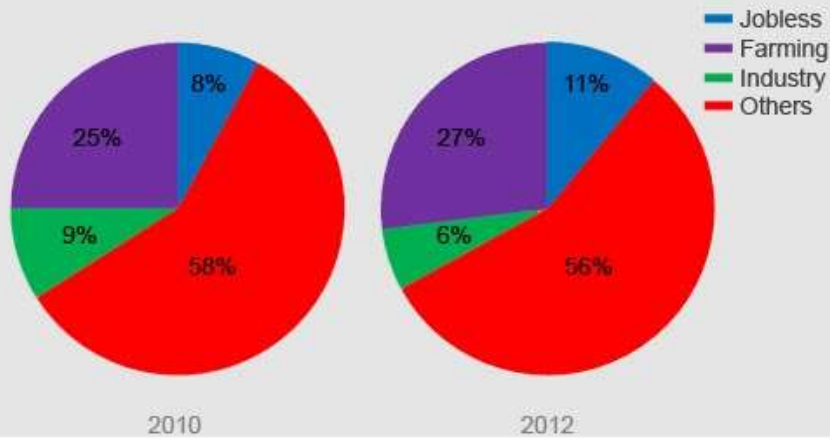
Source: Ministry of Agriculture



Number of Farmers by Commodity
Source: BPS



Ratio of Poor Rurals by Workforce Sector
Source: BPS



New Government New Road Map

New Government Visions

Source: TVOne

INFRASTRUCTURE

24 Sea Ports
Sea Toll
2000 km Roads
& Highways
Airports

INVESTMENT POLICY

1 Stop Permit Office
15 Days Business Permit
System (SIUP, TDP, IMB)
10 Economic Zones

FISCAL POLICY

More transparent system
e-budgeting, e-procurement,
e-purchasing, e-catalog,
e-audit, e-tax

PEOPLE ECONOMY

5000 New People
Markets
Market modernization,
Small Business Credits

MACRO EKONOMY

7% Economic
Growth



ENERGY POLICY

Subsidy Diversion
Oil to Gas Fuel Conversion
39 New SPBG &
7 New MRU

AGRICULTURE POLICY

25 Dams
1 Ha new rice fields
3 Ha rice fields
revitalization

SOCIAL WELFARE

Rp 1.4 billion annual
Village Dev. Budget
New agriculture fields for
4.5 million households

EDUCATION POLICY

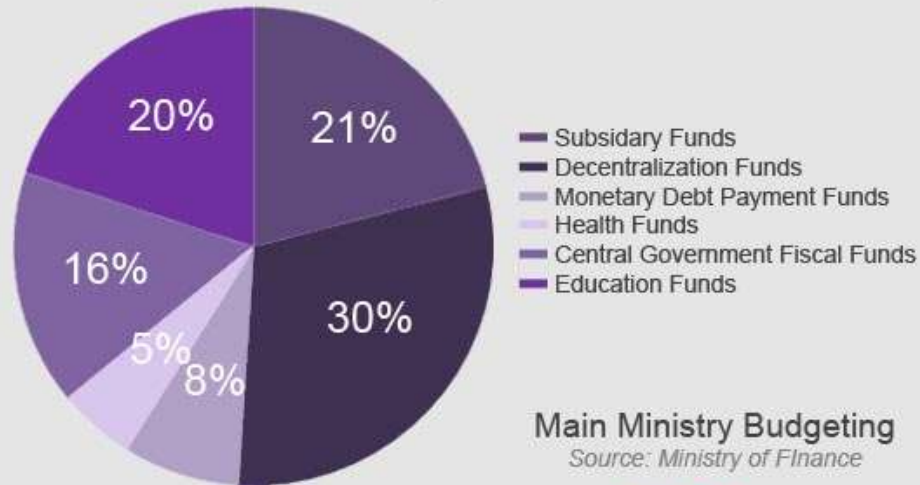
Mental Revolution &
character building
Research oriented
higher education

ECONOMIC OPEN MARKET

Vast training facilities
Embassy optimization
to promote Indonesian
products

2015 National Budgeting Draft (RAPBN)

Source: Ministry of Finance



Main Ministry Budgeting

Source: Ministry of Finance

SUBSIDIARY FUNDS
CENTRAL GOV. FISCAL FUNDS



Constitutional Mandatory Spendings

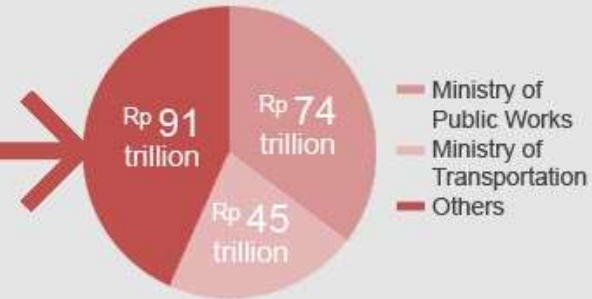
Source: Ministry of Law and Human Rights

- 5%** Minimum Spending on Health
UU No 36 / 2009 Chapter 171
- 20%** Minimum Spending on Education
UU No 20 / 2003 Chapter 49
- 30%** Minimum Decentralization Spending
UU No 33 / 2004
UU No 6 / 2014

- Economic Infrastructure
- Public Welfare
- Social Stability

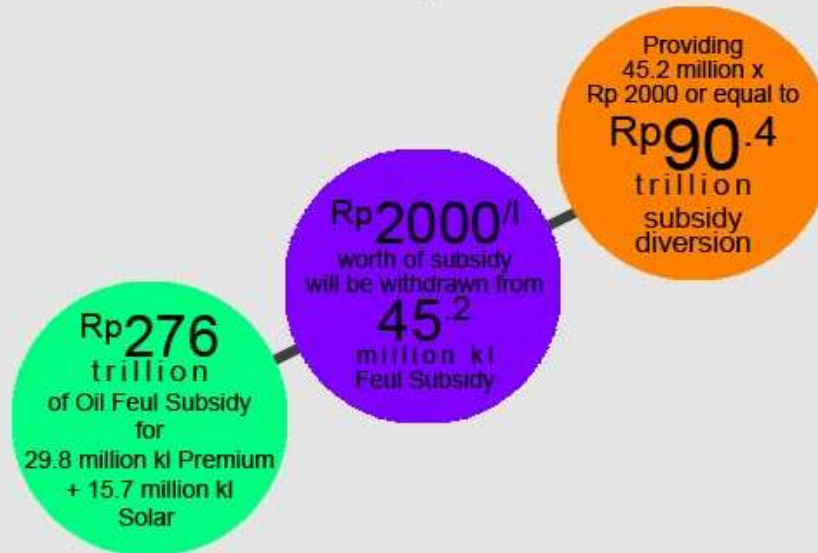
2015 Ministry Budgeting Draft (RAPBN)

Source: Ministry of Finance



Subsidy Diversion Source

Source: Ministry of Finance



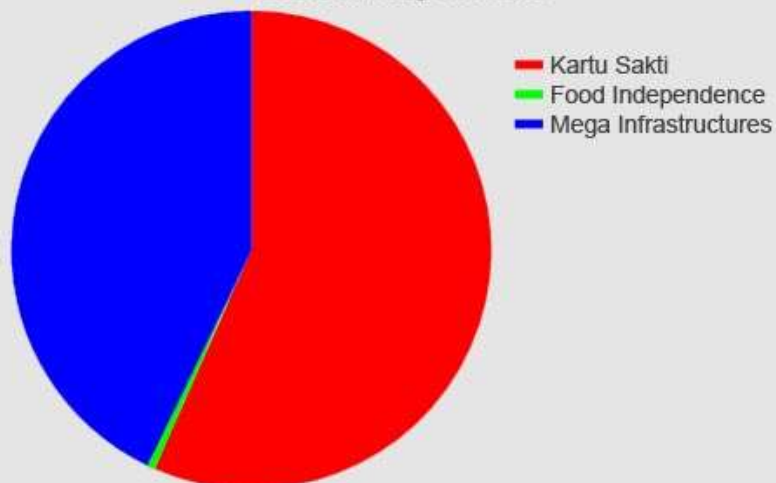
Subsidy Diversion Expenditure Breakdown

Source: Ministry of Finance



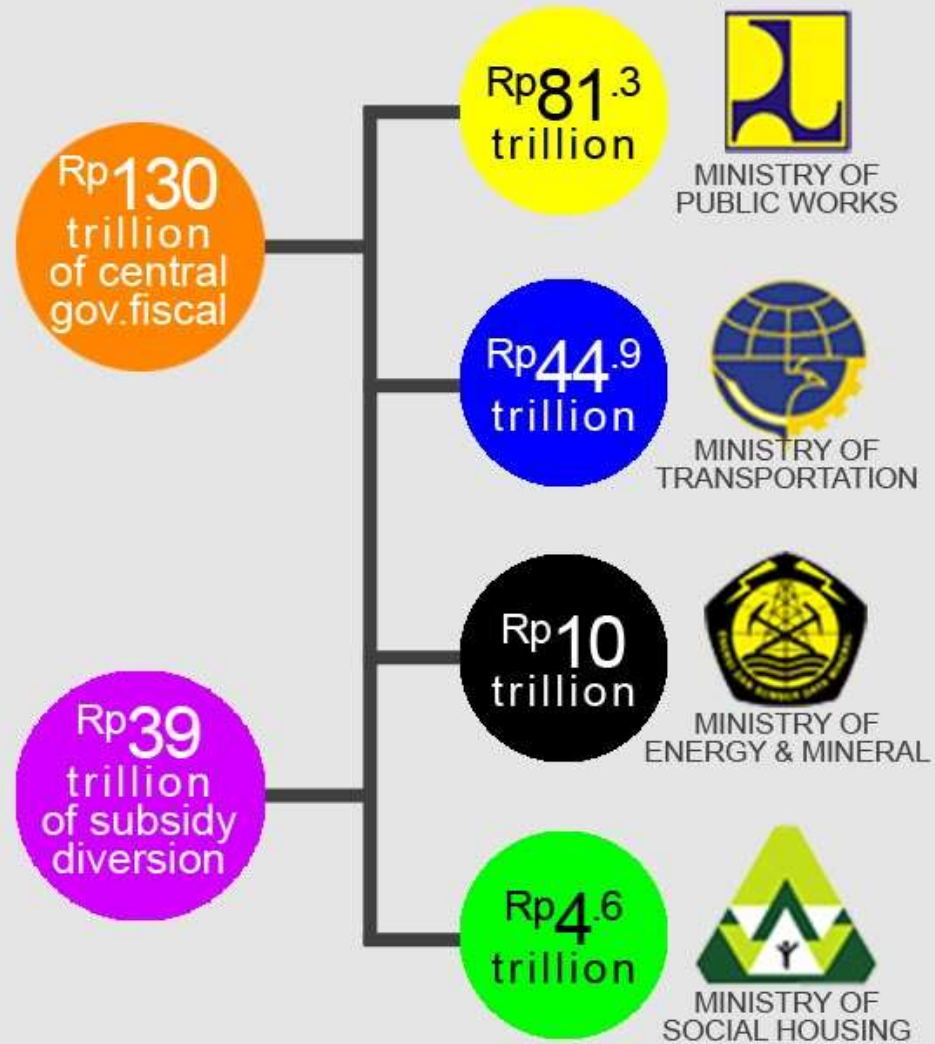
Subsidy Diversion General Expenditure Plan

Source: Ministry of Finance



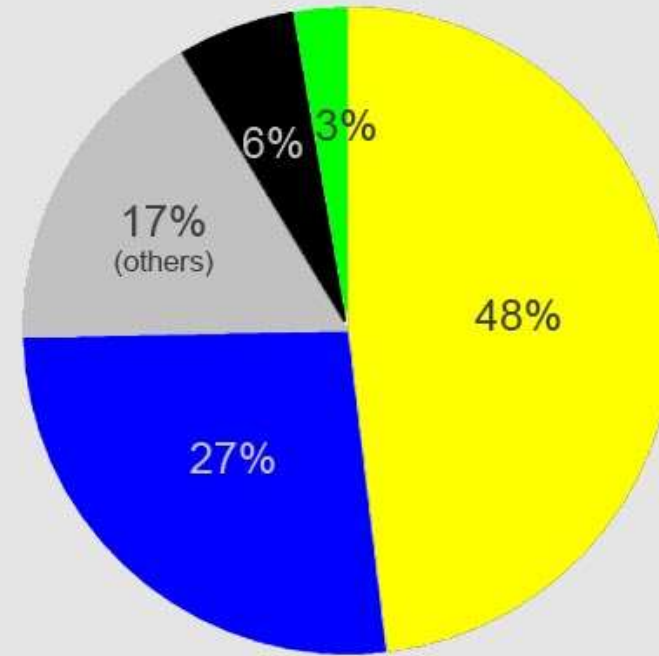
2015 Infrasatructure Budget Source

Source: Ministry of Finance



2015 Infrasatructure Budget Distribution

Source: Ministry of Finance



6 Infrastructure Priorities

Source: APEC 2014 CEO Summit



24

Sea Ports
& Seaport



35^{GW}

Power plants



25

Dams & Irrigation
Facilities



2000^{km}

Roads &
Highways



5000

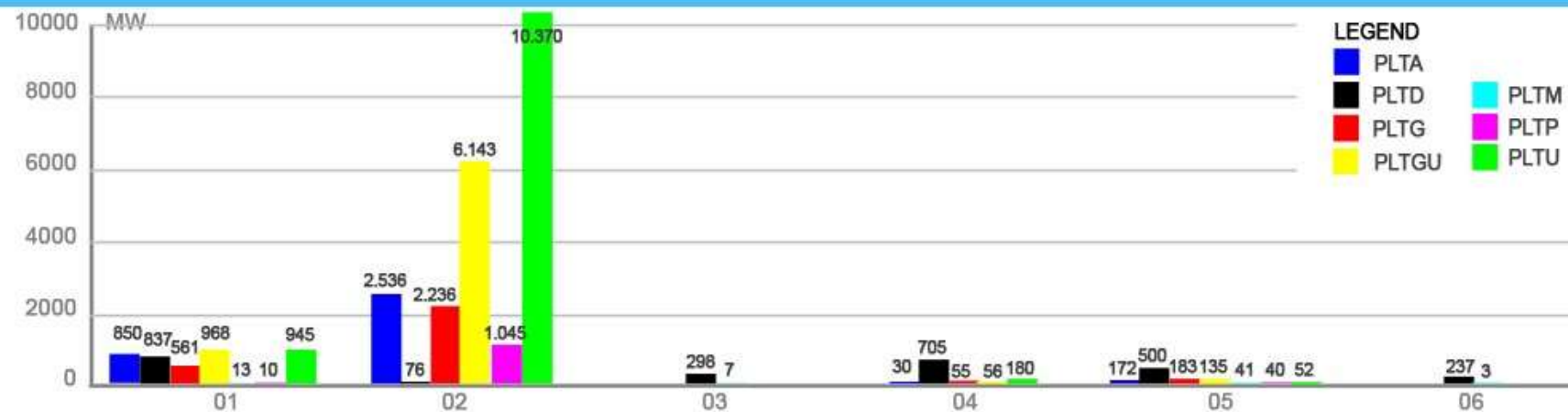
Traditional
Markets

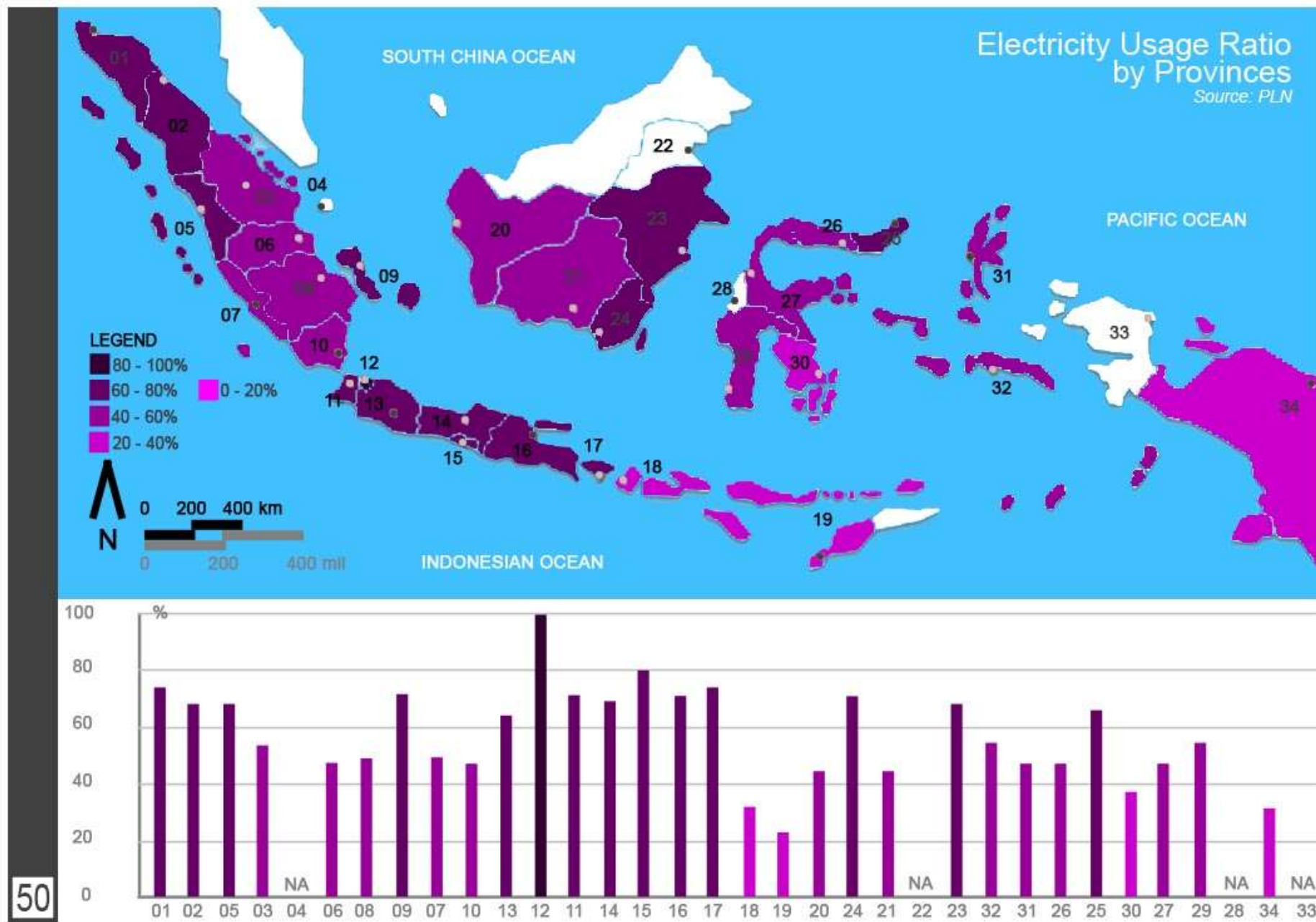


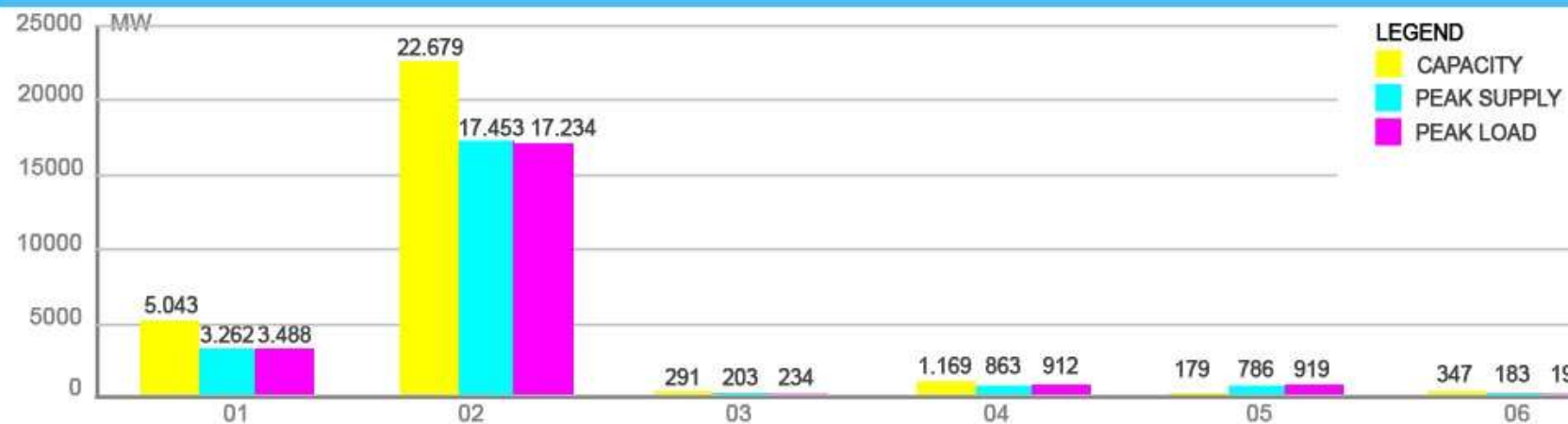
PRESIDENT OF INDONESIA

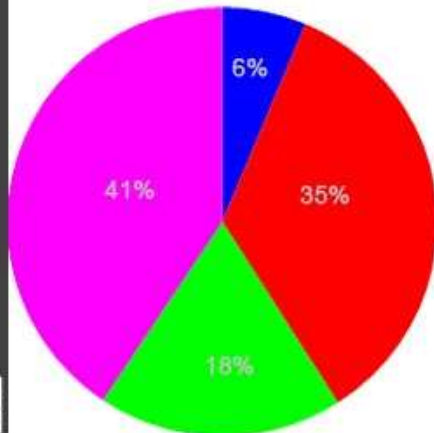
JOKOWI

@ APEC 2014 CEO SUMMIT







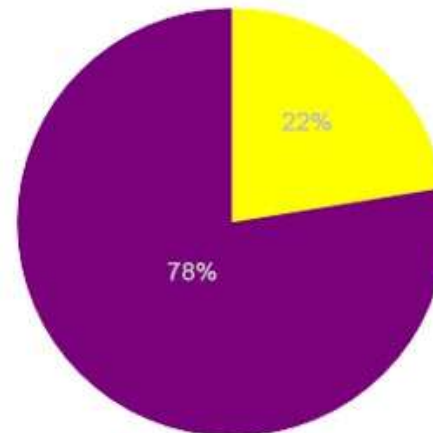


CONSUMPTION RATIO

- Another Uses
- Home
- Bussiness
- Industry

PRODUCTION RATIO

- Private
- PLN

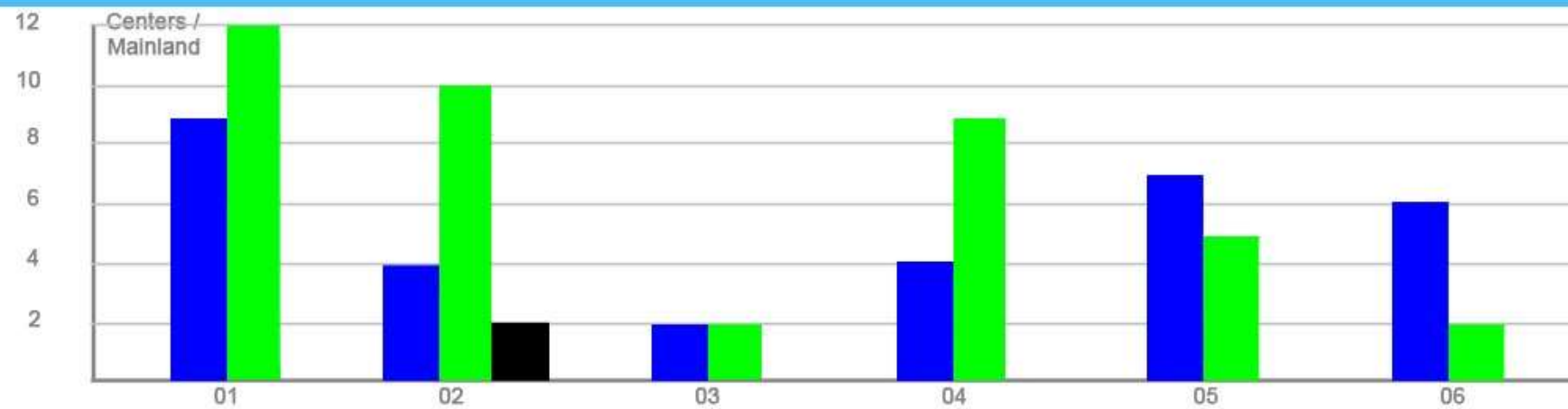
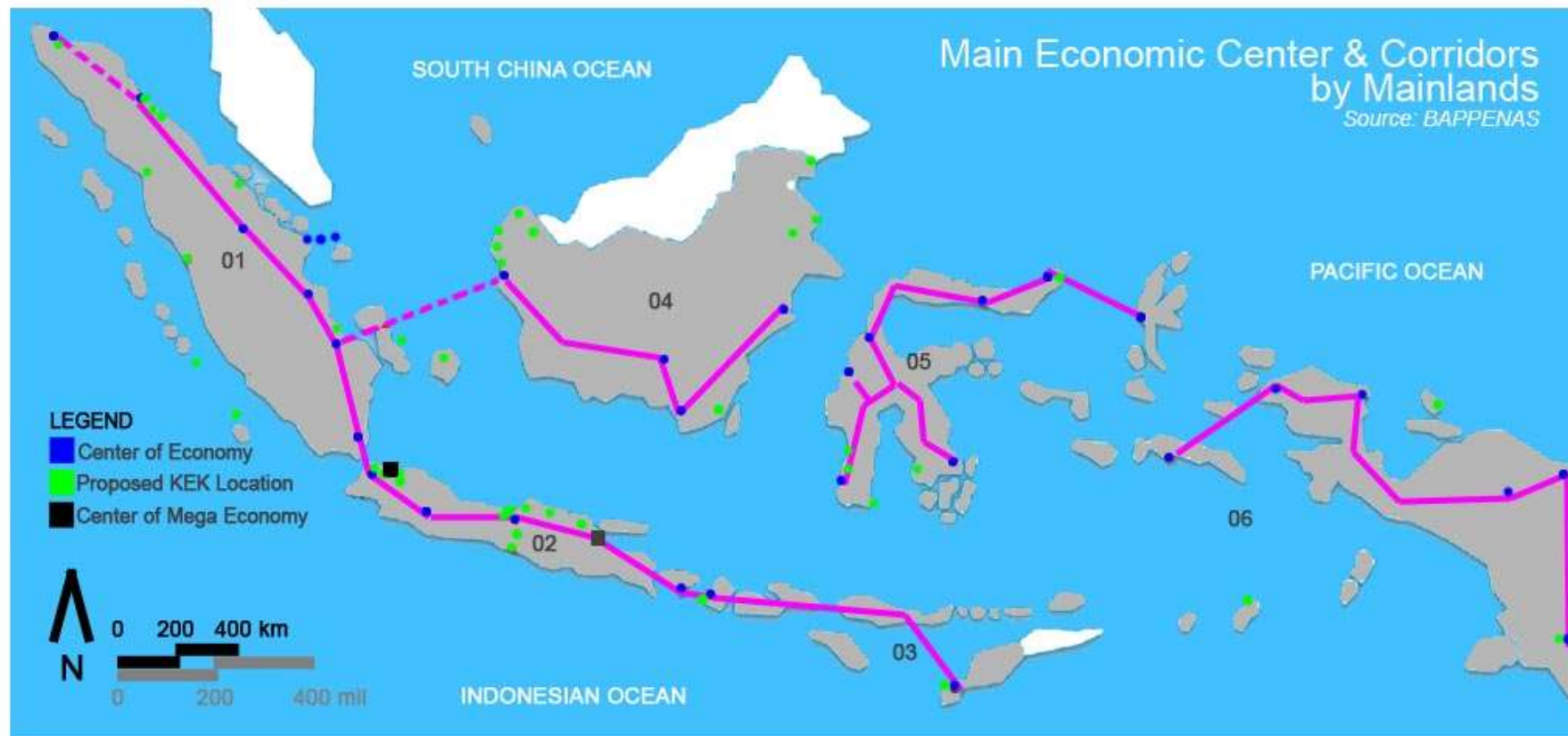


ELECTRICITY CRITICAL PROVINCES

- 1) Nanggroe Aceh Darussalam, and Northern Sumatera (150 MW deficit)
- 2) Riau (50MW Deficit)
- 3) Nias Islands (8.5 MW deficit)
- 4) Southern Sumatera, and Lampung (129 MW deficit)
- 5) Central Kalimantan, and Southern Kalimantan (9 MW deficit)
- 6) Southern Sulawesi (91 MW deficit)

ELECTICITY CRITICAL TOWNS

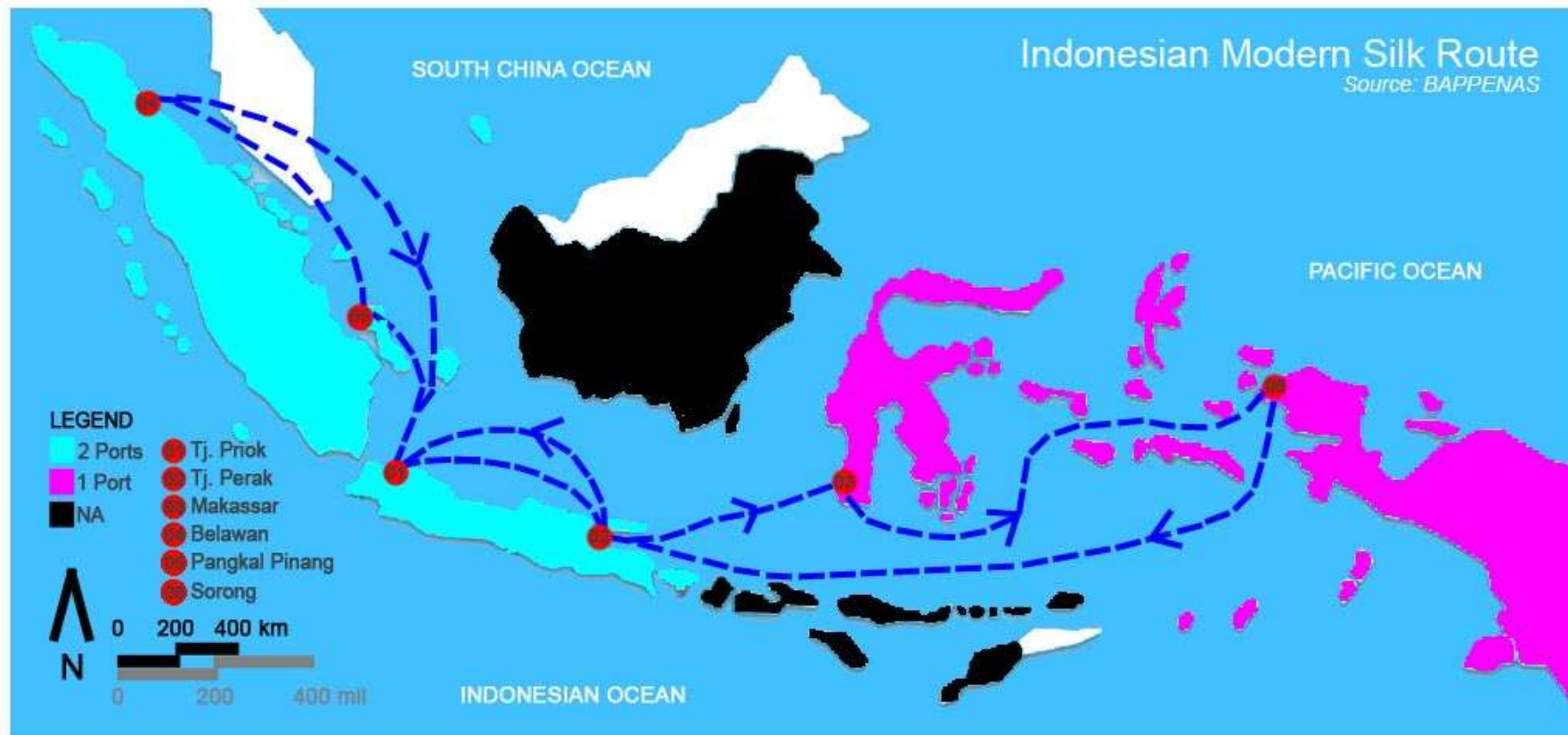
- A) Sikawang Sambas (3.4 MW deficit)
- B) Bontang (0.8 MW deficit)
- C) Mahakam (2.1 MW deficit)
- D) Jayapura (1 MW deficit)

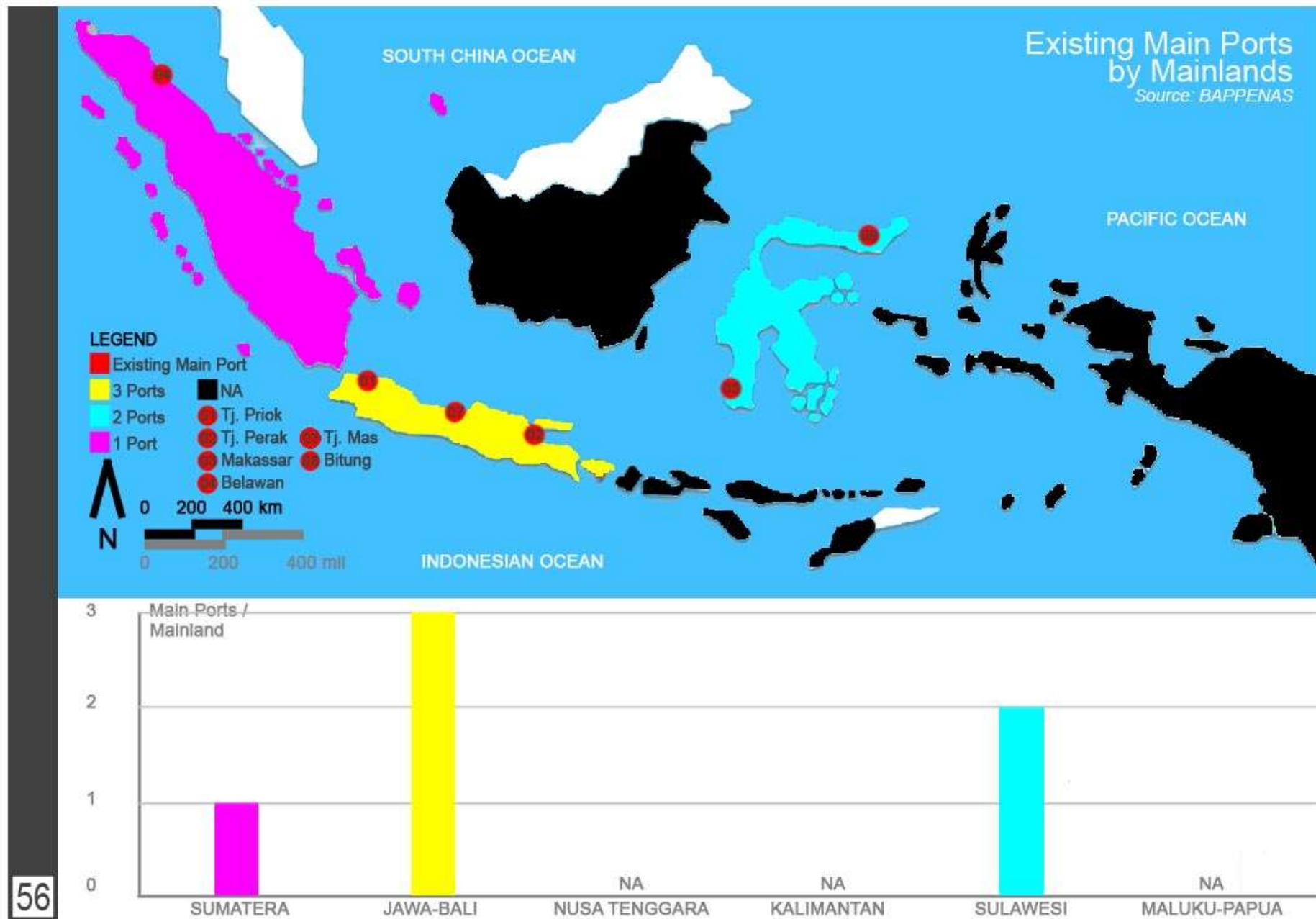


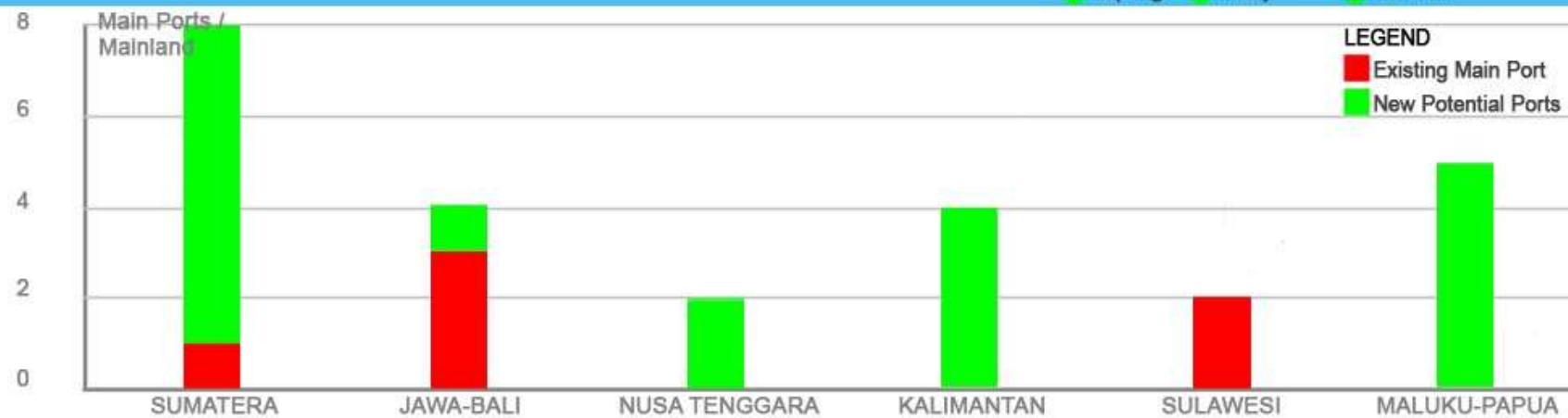
International Modern Silk Route

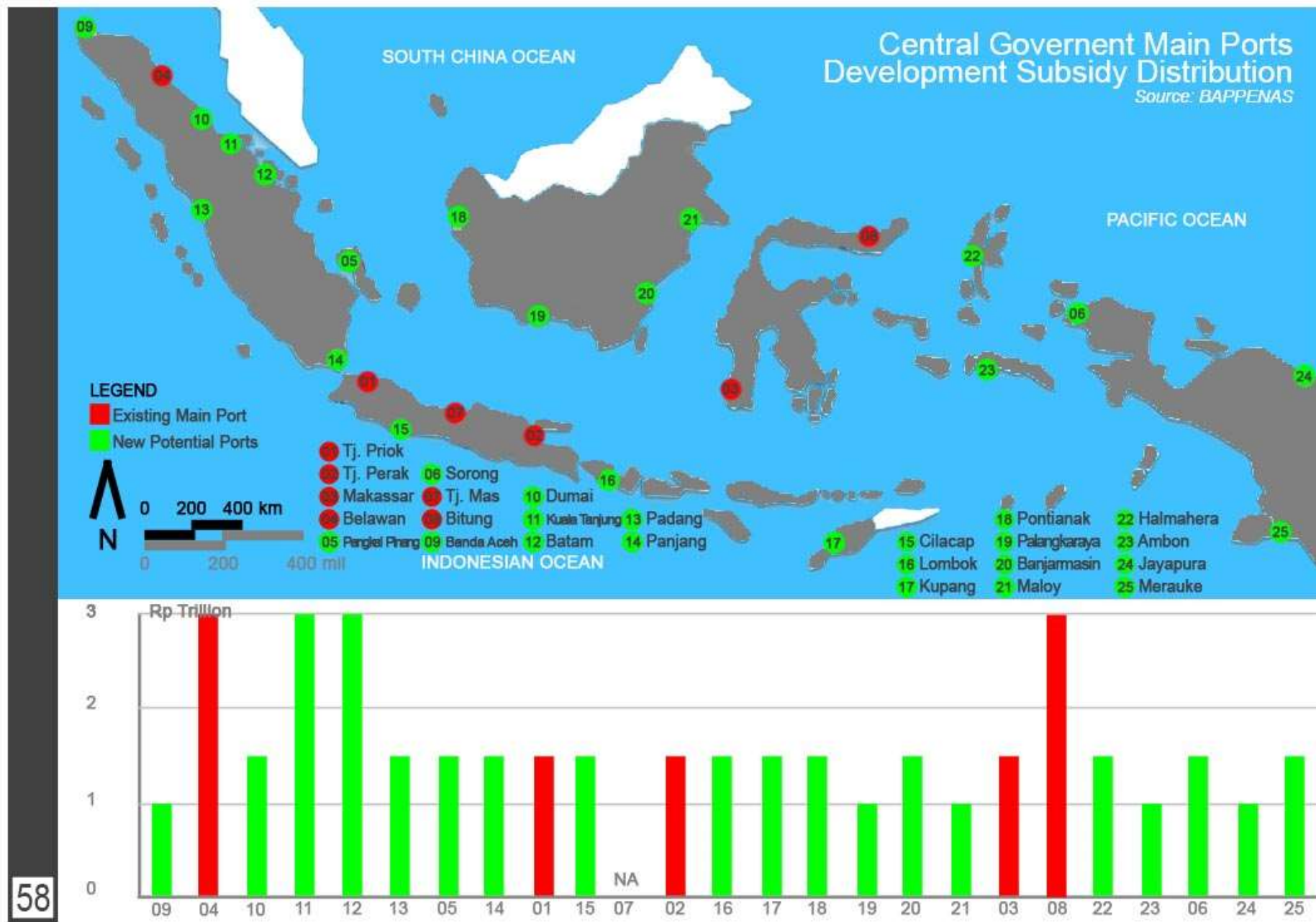
Source: Bappenas









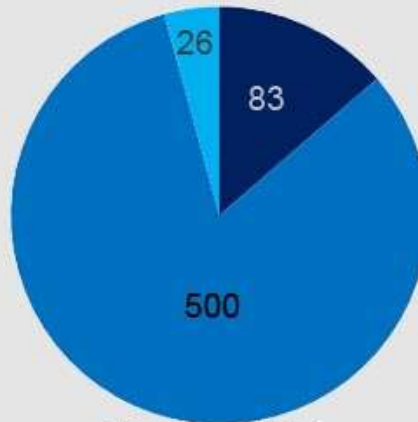


Other Maritime Investment Priorities

Source: Ministry of Maritime and Fisheries



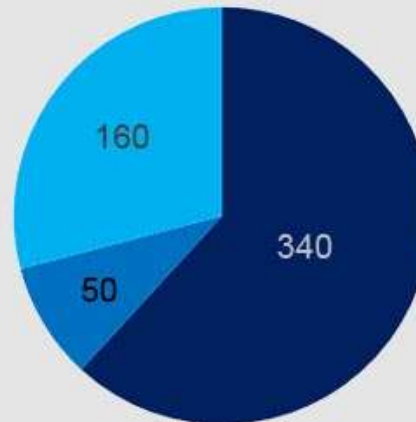
83
Container Carriers
for
Rp28.22
trillion



Number of Units
(in vessel)



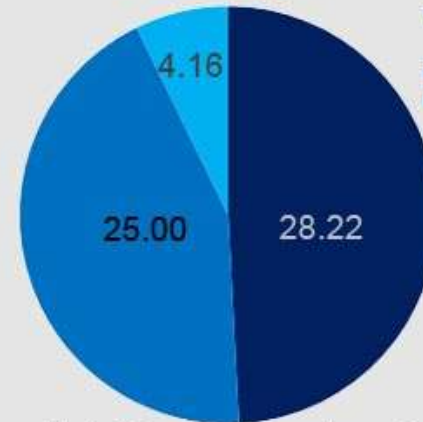
500
Fishing Boats
for
Rp25.00
trillion



Unit Cost
(in Rp billion)



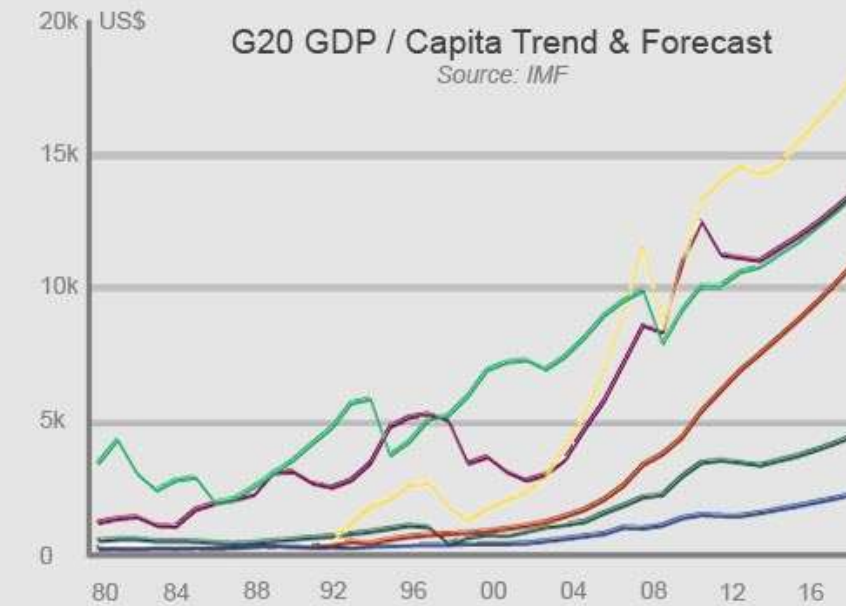
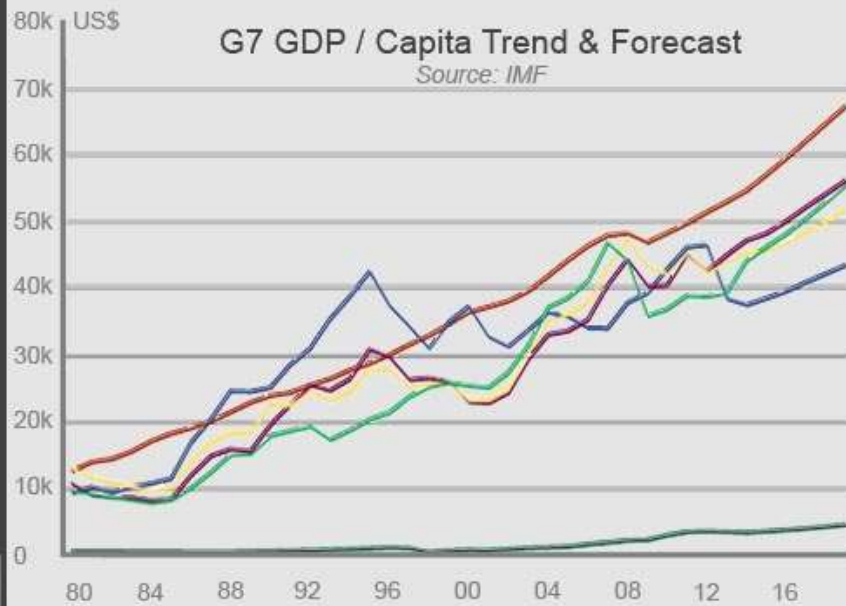
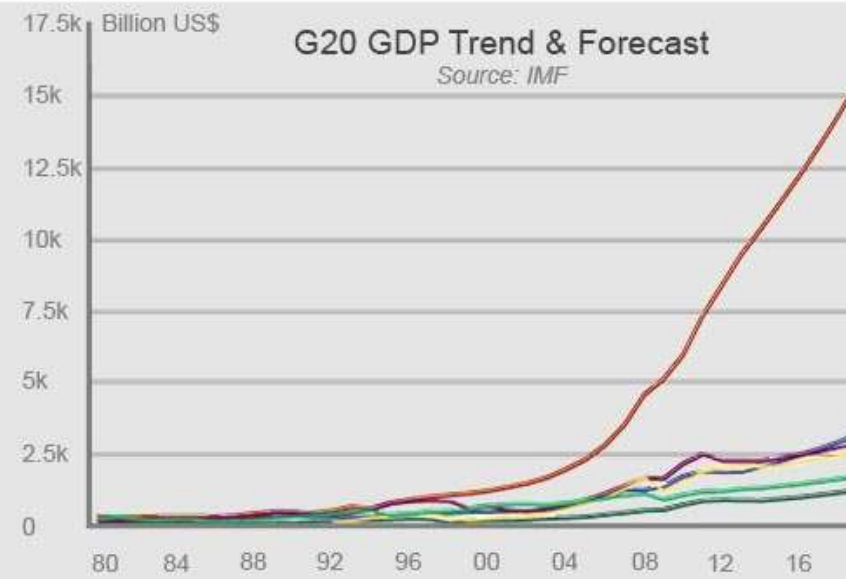
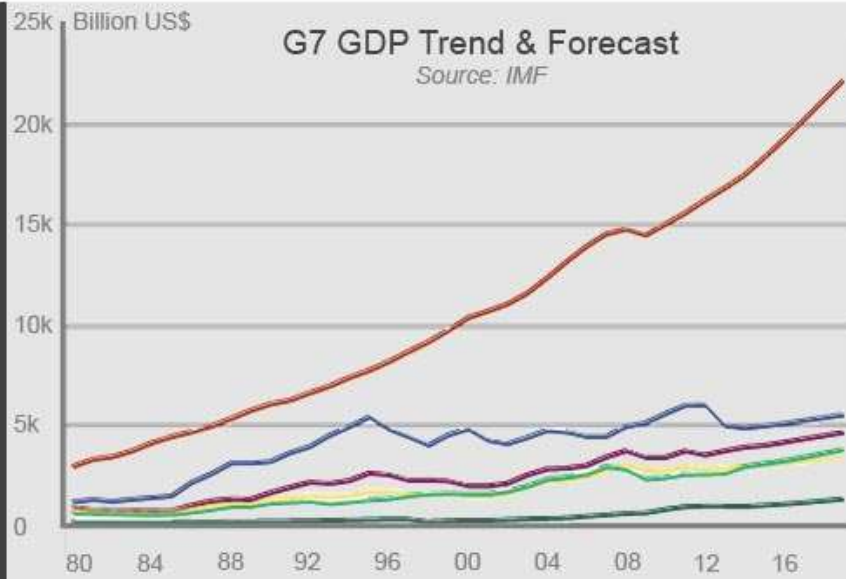
26
Coast Guards / Rescue Boats
for
Rp4.16
trillion

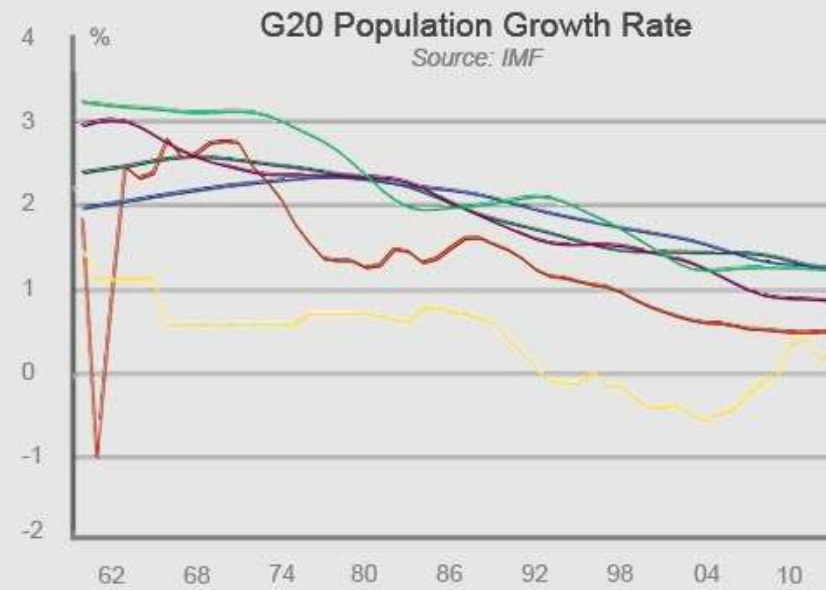
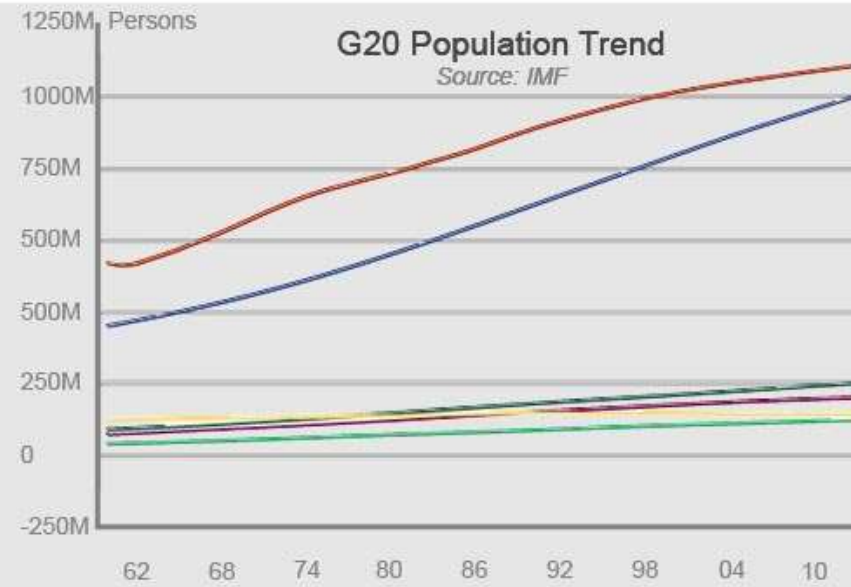
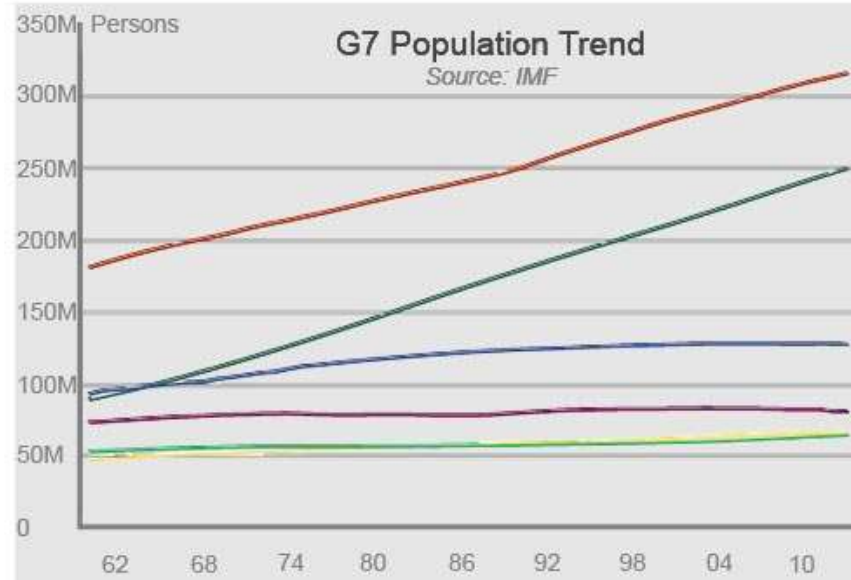


Total Cost of Investment
(in Rp trillion)

■ Container Carrier
■ Fishing Boats
■ Coast Guards/Rescue Boats

Economy





2020 World Top Ten GDP Forecast

Source: World Bank
(US\$ Trillion)

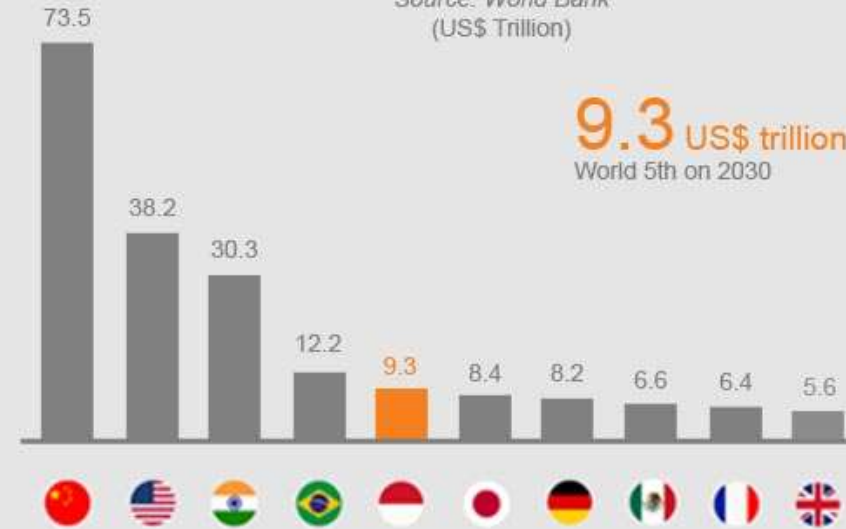
3.2 US\$ trillion
World 10th on 2020



2030 World Top Ten GDP Forecast

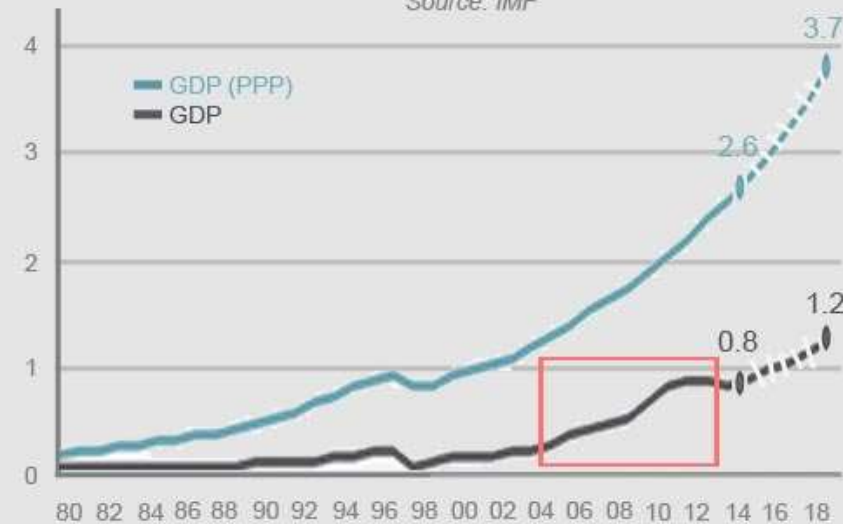
Source: World Bank
(US\$ Trillion)

9.3 US\$ trillion
World 5th on 2030



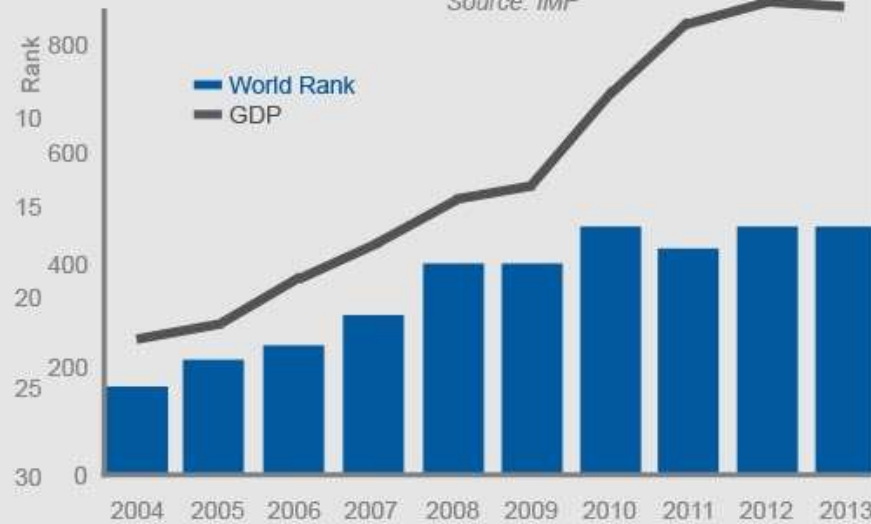
Indonesia GDP Trend & Forecast

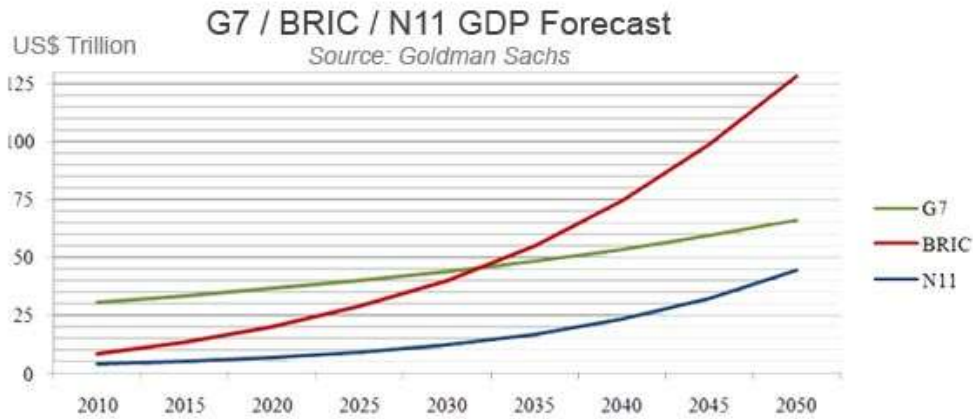
Source: IMF



Indonesia GDP Trend & Rank

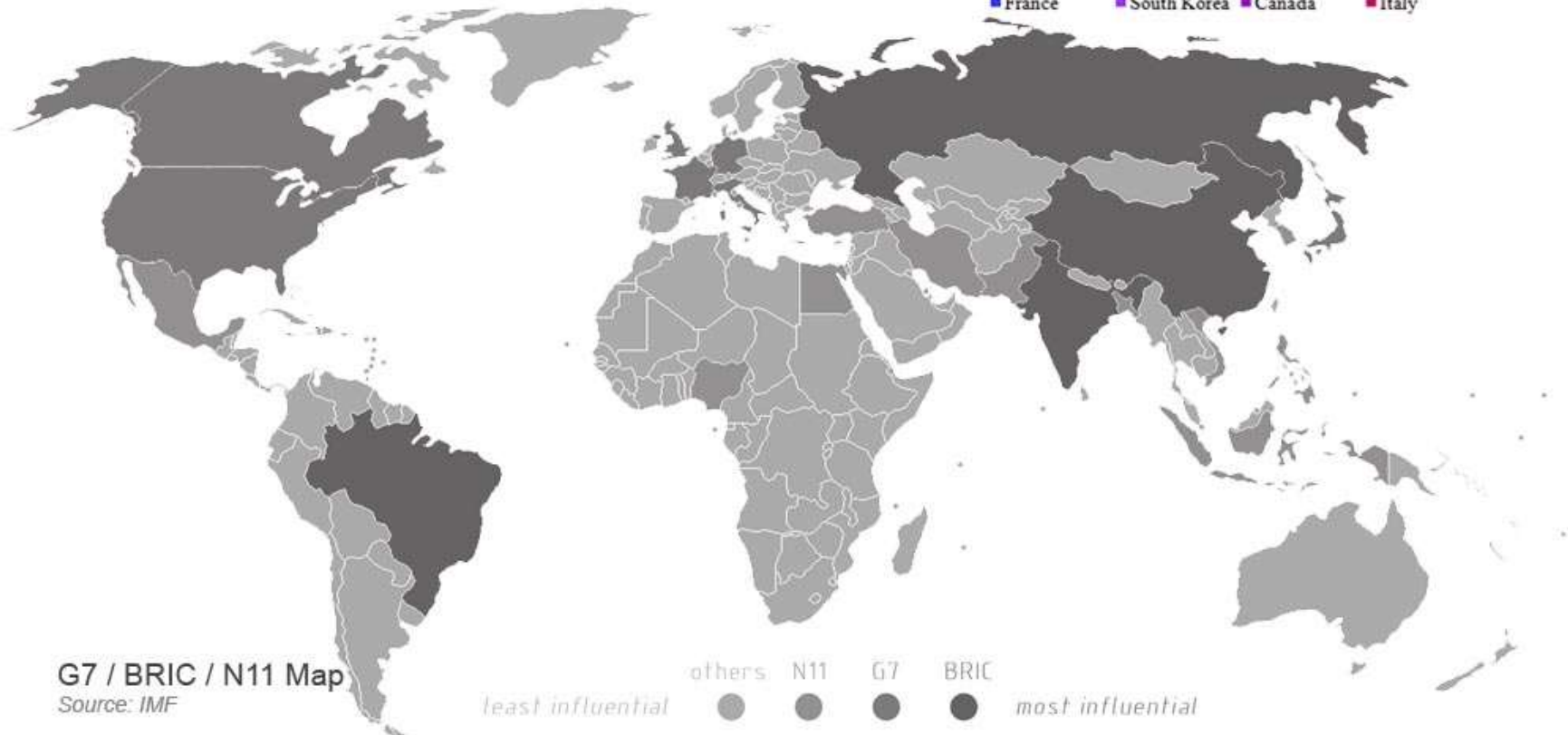
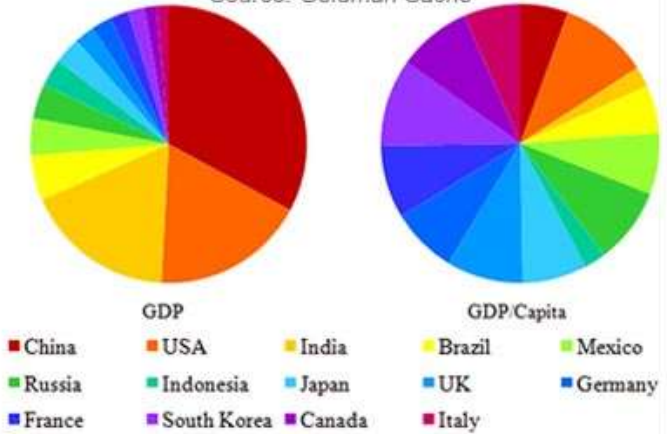
Source: IMF

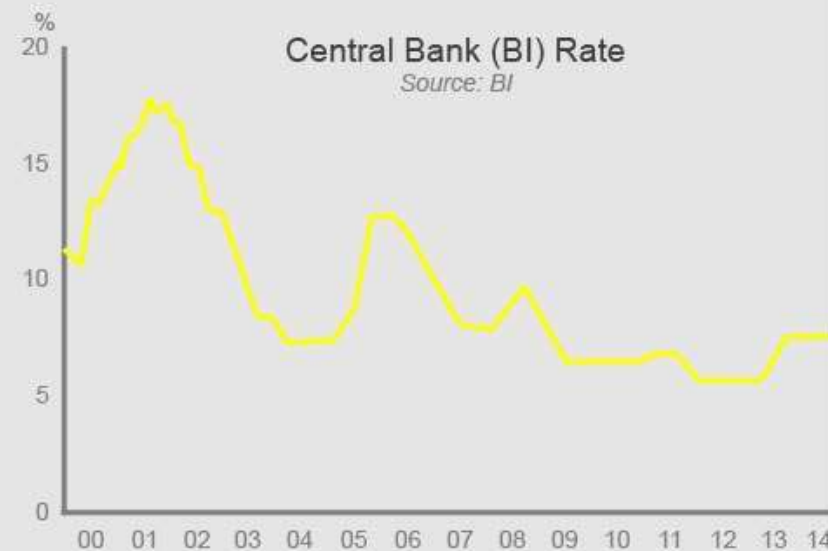
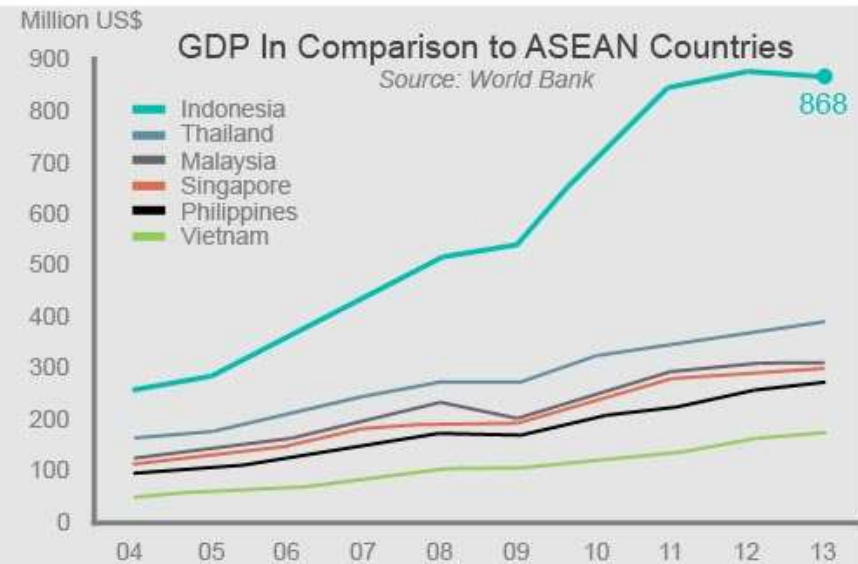
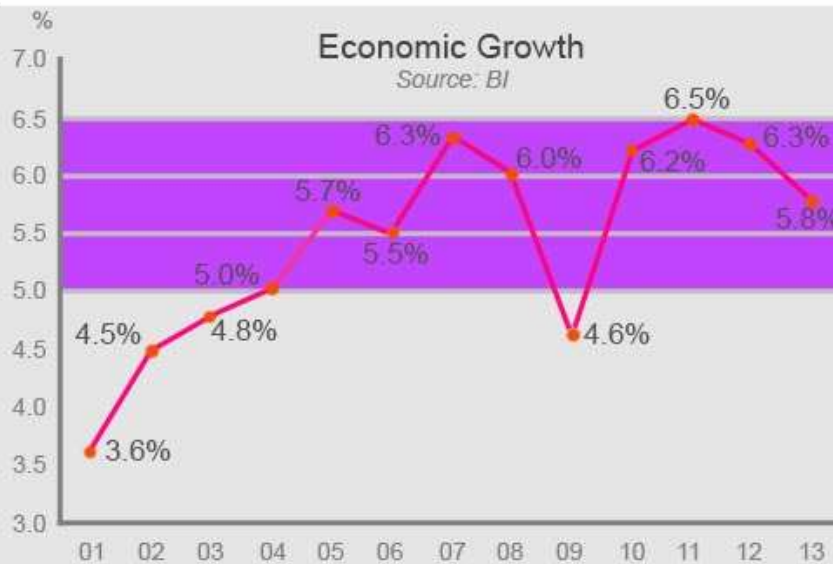


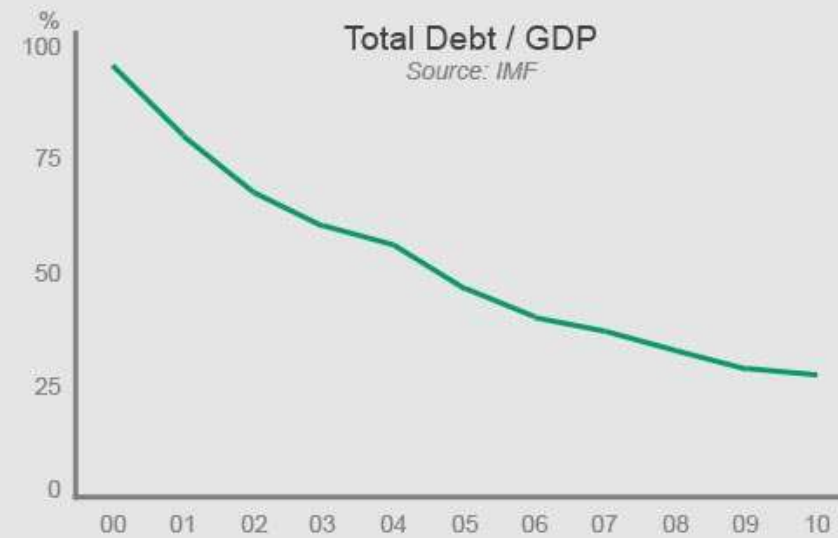
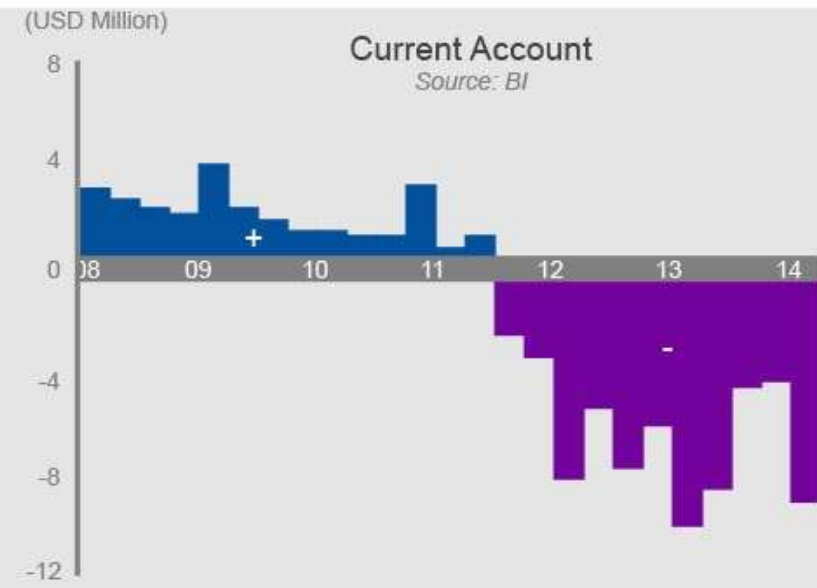


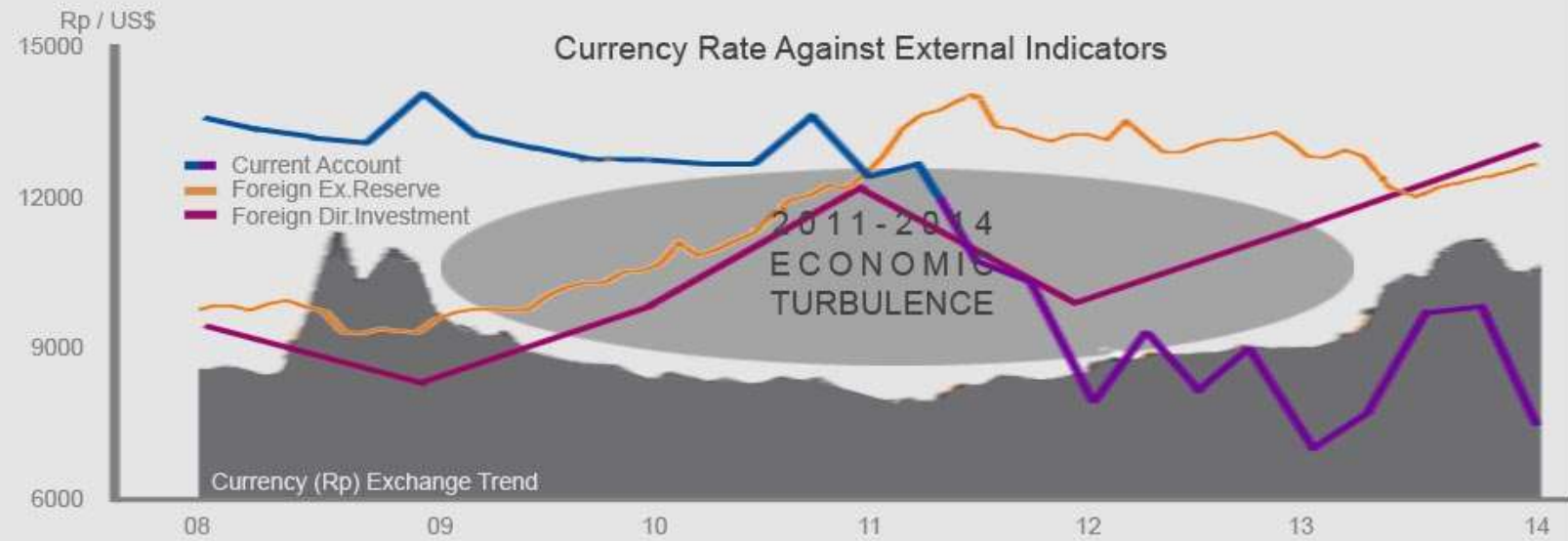
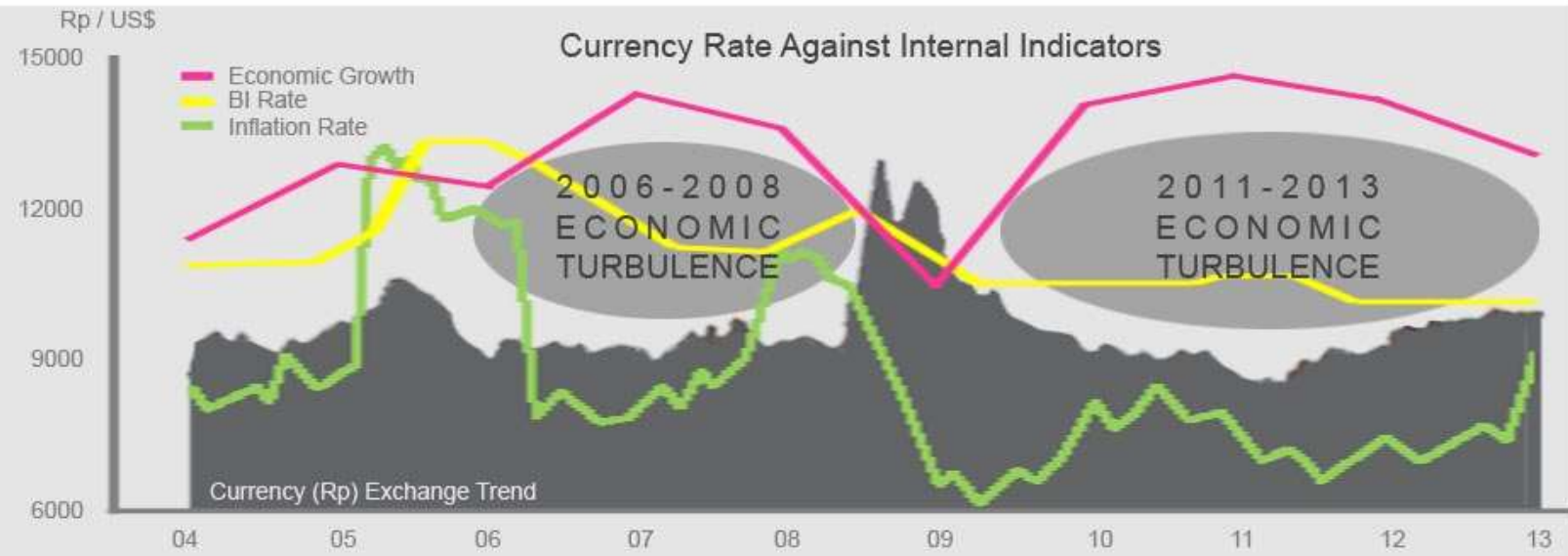
G7 / BRIC / N11 Economic Ratio Forecast

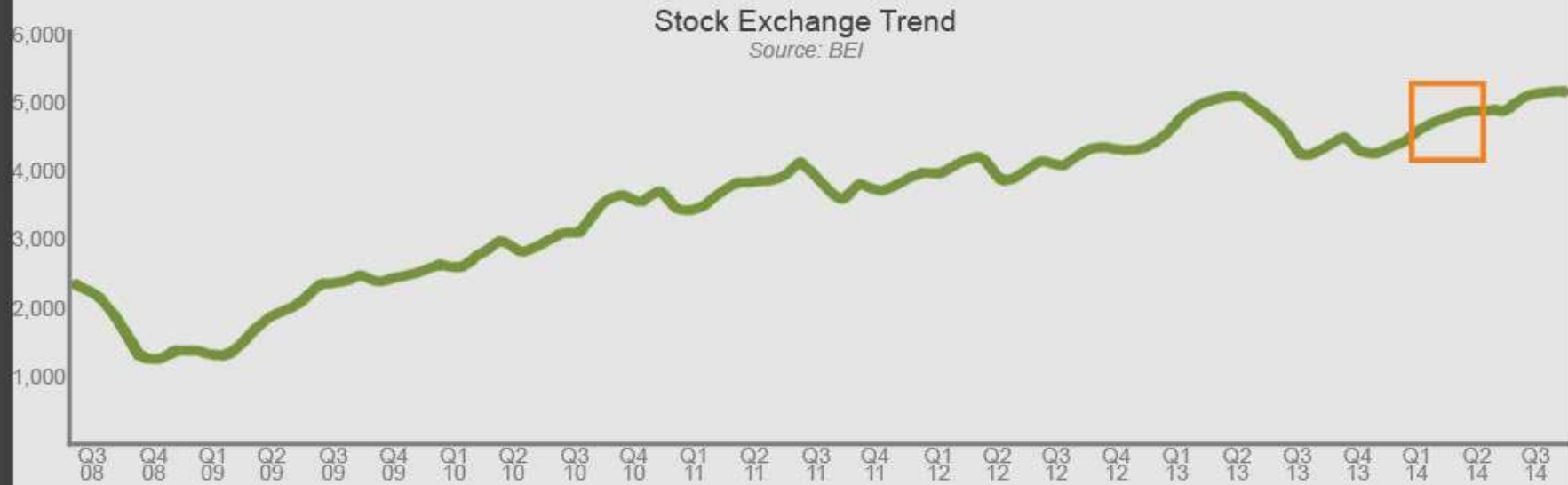
Source: Goldman Sachs

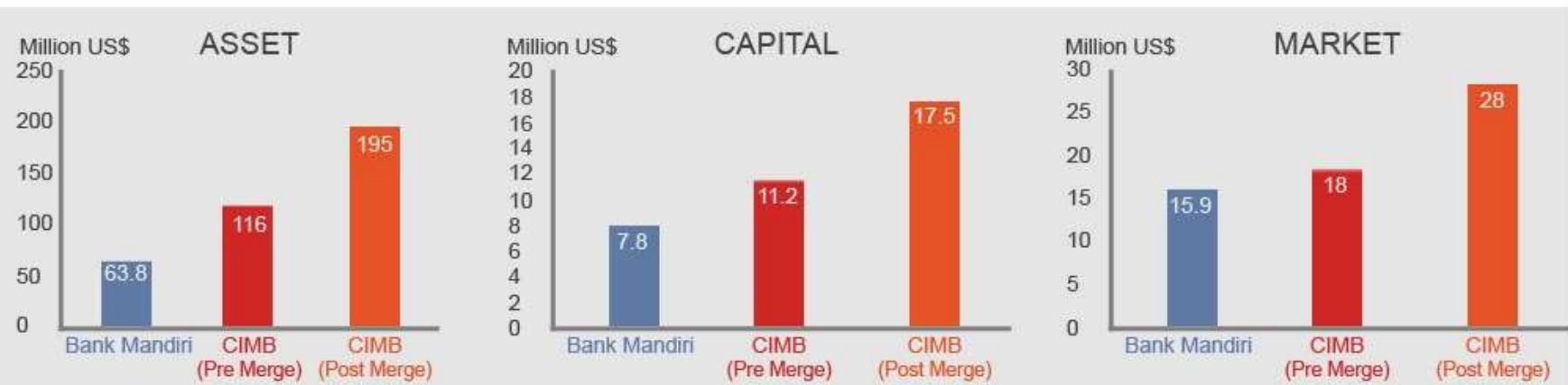




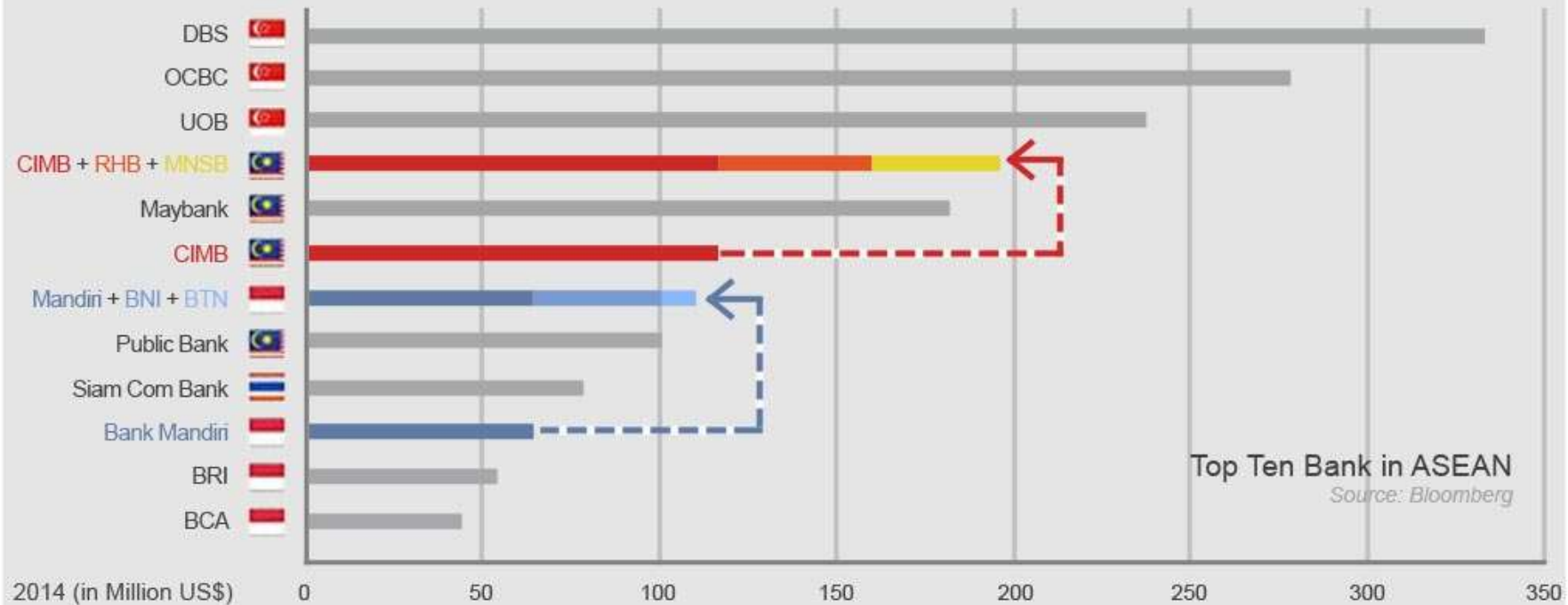








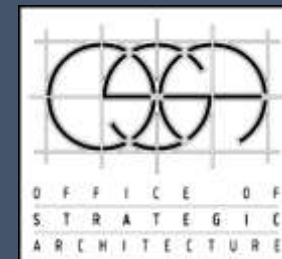
Despite of having total GDP volume that are leaving fellow ASEAN countries by far, in terms of capital power, market penetration, and asset growth, Indonesian banks are surprisingly left behind from Singapore and Malaysia. Following the merger of the Malaysian CIMB, RHB, and MNSB, in order to keep up with its banking competition, the Indonesian government is planning to merge its largest bank -Bank Mandiri- with two other state owned BNI and BTN.





Indonesian Civil Aviation Industry

Eka Swadiansa



Indonesia has vast area:

1.9 million sq km

In the long-span geographies of:

5,120 km east-west / 1,760 km north-south

Extending to 3 different World Time Zones:

UTC + 7, 8, 9

The largest archipelago-based country in the world:

13,466 islands of which 922 permanently inhabited

The Beginning



(1928-1947)



(1949-1985)



(1985-2009)



(2009-now)

Early Establishment





Indonesia by geographical properties is infact
A MARITIME COUNTRY
NOT
Agrarian one

Garuda Indonesia



(1949-now, State owned)



(1962, state owned pioneer fleet)



(1970, commercial airline)



(1970, commercial airline)

Garuda Indonesia



(1949-now, State owned)



(1962-2014, state owned pioneer fleet, **bankrupt**)



(1970-2012, commercial airline)
(**taken over by Thailand's Tiger Air**)



BOURAQ

(1970-2005, commercial airline, **bankrupt**)

Recent Condition

Indonesia's population is over 255 million people
(World's fourth)

Indonesia's civil aviation emerging market
27.5 million in 2009 to 94.5 million in 2014
Over threefold in 5 years

Garuda Indonesia



(1949, State owned)

Sriwijaya Air
Your Flying Partner



(2003, commercial airline)



(2002, commercial airline)



(2002, commercial airline)



(1999, commercial airline)

Garuda Indonesia



(1949-now, State owned)

Sriwijaya Air
Your Flying Partner



(2003-now, commercial airline)



(2002-2008, commercial airline, **bankrupt**)



(2002-2013, commercial airline, **bankrupt**)



(1999-now, commercial airline)

Competitive Diversification (1)

Garuda Indonesia



(1949-now, State owned, **Niche Market**)



Citilink

(2001-now, State owned, **LCC**)

(subsidiary to Garuda Indonesia)

Sriwijaya Air
Your Flying Partner



(2003-now, commercial airline)



NAM AIR
Sriwijaya Air Group

(2013-now, commercial airline, **LCC**)

(subsidiary to Sriwijaya Air)

Lion air



(1999-now, commercial airline, **LCC**)

Competitive Diversification (2)

Garuda Indonesia



(1949-now, State owned, **Niche Market**)

(2013-now, State owned, **Pioneer Fleet**)

(subsidiary to Garuda Indonesia)



(1962-2014, state owned, **Pioneer Fleet**, **bankrupt**)



(2003-now, commercial airline, **Pioneer Fleet**)

(subsidiary to Lion Air)



(1999-now, commercial airline, **LCC**)

Competitive Diversification (3)

Garuda Indonesia



(1949-now, State owned – Niche Market)

(2013-now, State owned – Pioneer Fleet)

(subsidiary to Garuda Indonesia)



(2013-now, commercial airline – Niche Market)

(subsidiary to Lion Air)



(2003-now, commercial airline – Pioneer Fleet)

(subsidiary to Lion Air)



(1999-now, commercial airline – LCC)

Garuda Indonesia



(1949-now, State owned – Niche Market)



(2013-now, State owned – Pioneer Fleet)



(2001-now, State owned, LCC)



(2013-now, commercial airline – Niche Market)

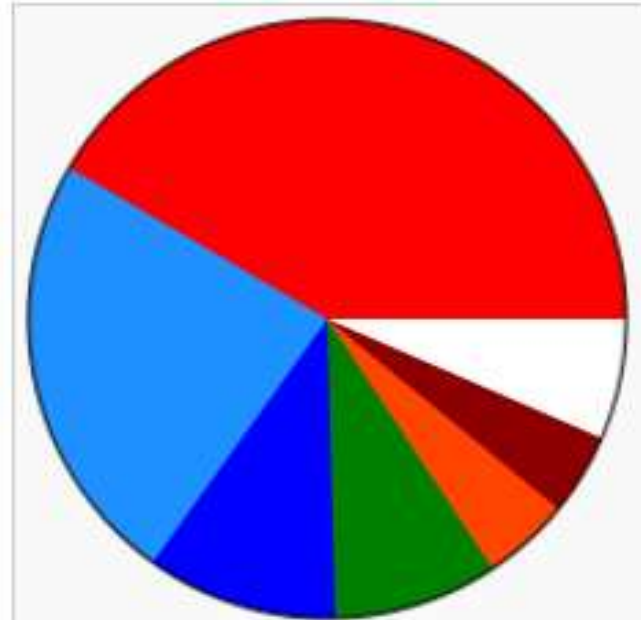


(2003-now, commercial airline, Pioneer Fleet)



(1999-now, commercial airline, LCC)

Garuda Indonesia



Aviation market share in Indonesia (2015)^[48]



Regional Competition

Garuda Indonesia



(1949-now, State owned)

mandala
tigerair

(2012-now, commercial airline)

(foreign owned)



(2004-now, commercial airline)

(foreign owned)

Lion  **air**

(1999-now, commercial airline)

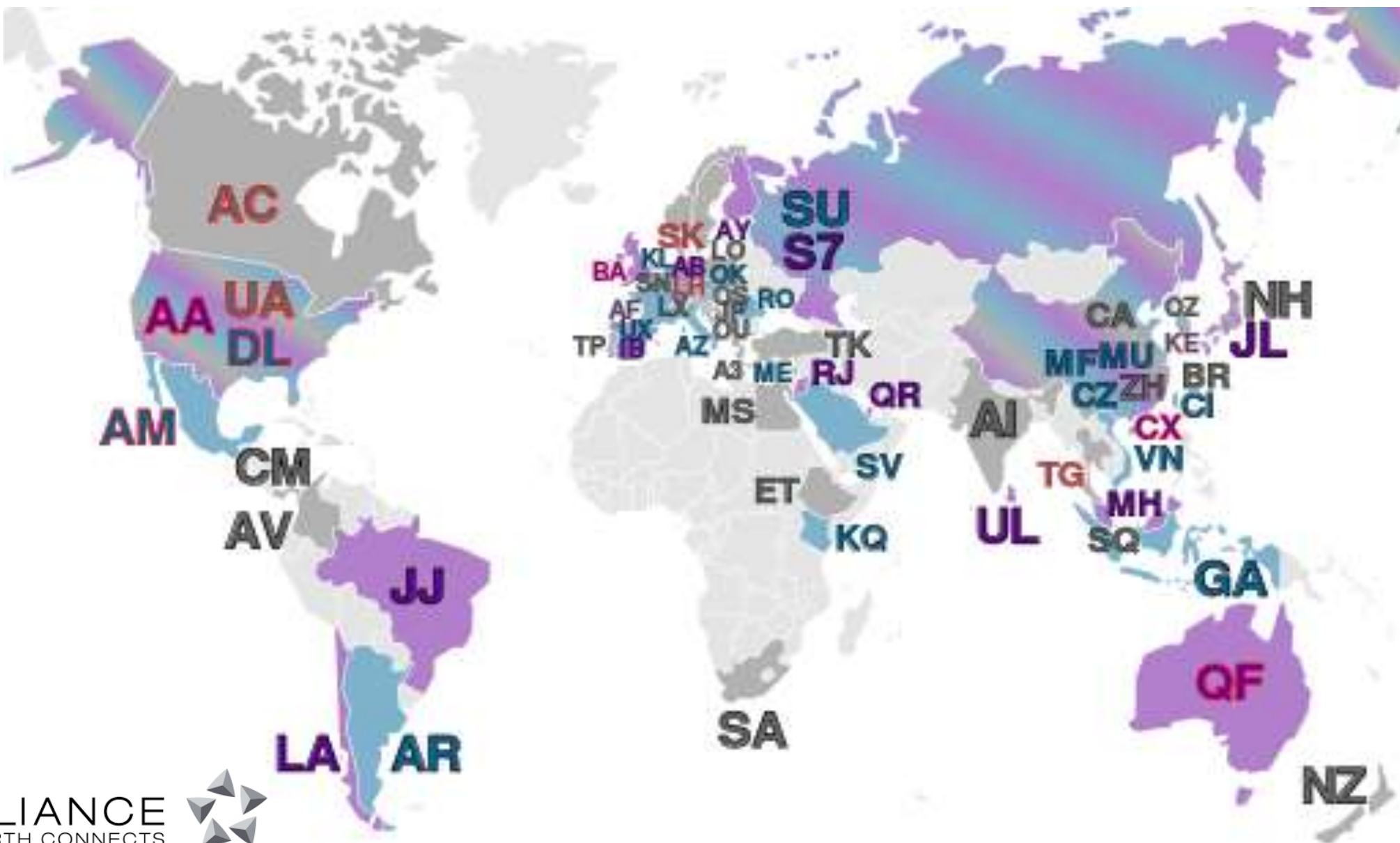


Global Competition





STAR ALLIANCE
THE WAY THE EARTH CONNECTS

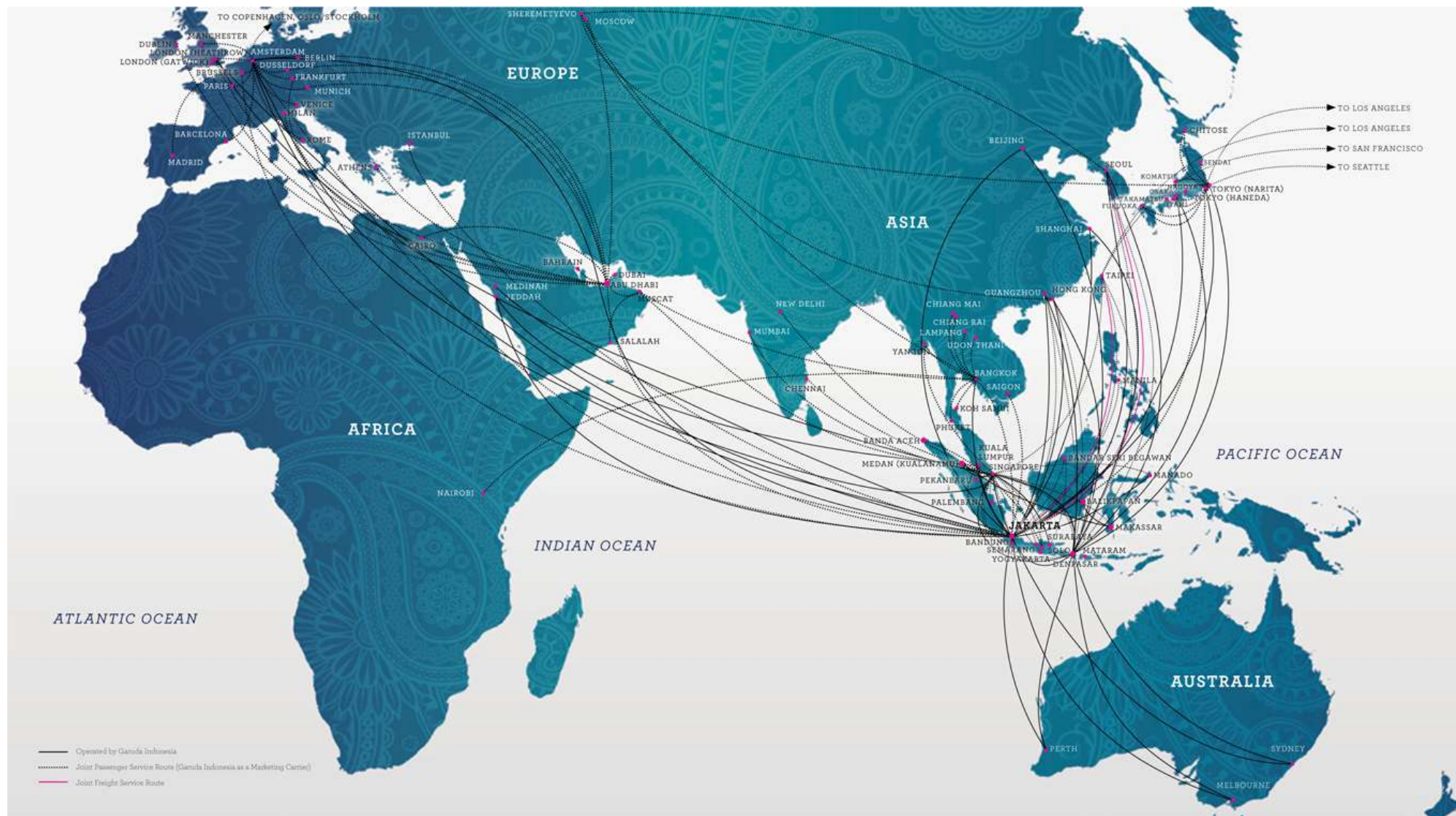




Multiverse Routes







Global Branding

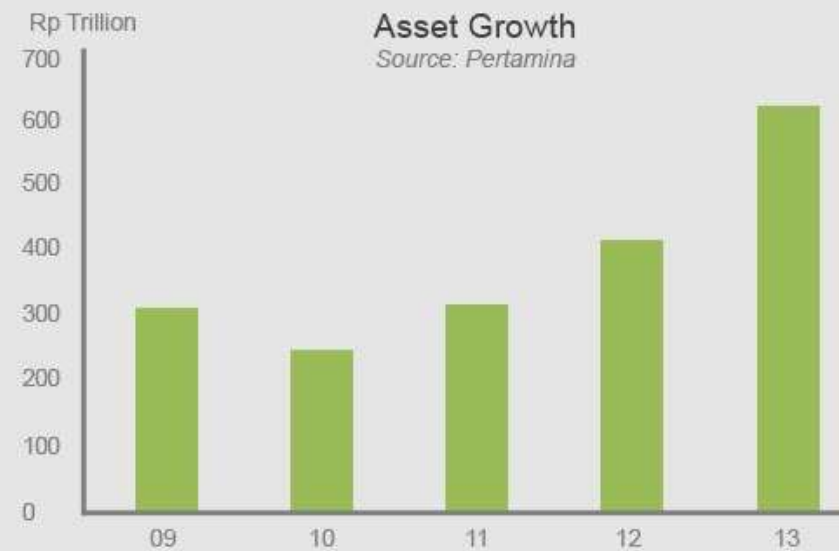


OFFICIAL PARTNER OF LIVERPOOL FC





PERTAMINA



average
raise of
15%
annual
income

average
raise of
15%
annual
profit

August 19th 2013
PERTAMINA
listed as
122th
company in
FORTUNE 500

average
raise of
8%
annual
assets

average
raise of
12%
annual
spending

equivalent to
US\$71
billion of raise

equivalent to
US\$3
billion of raise

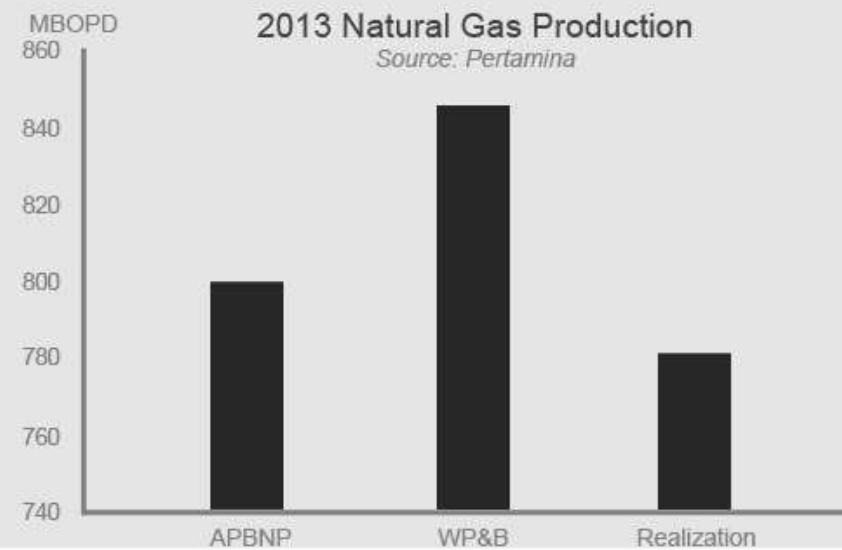
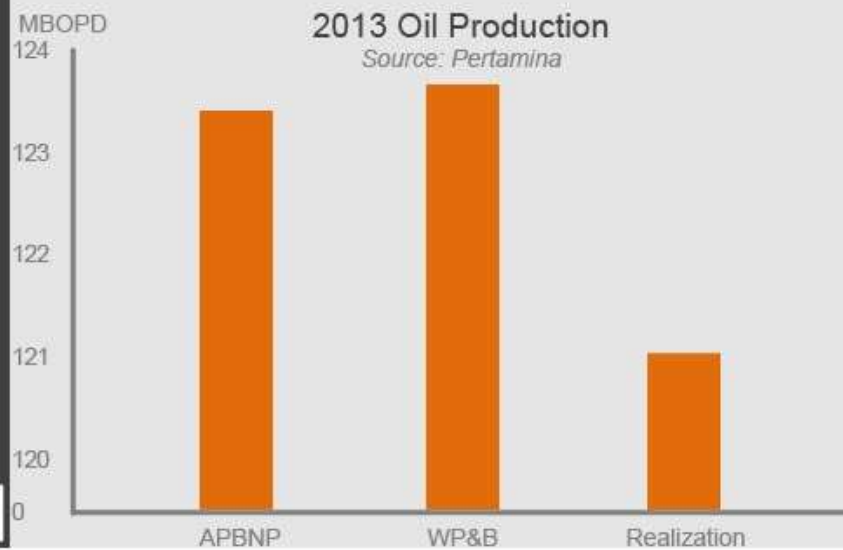
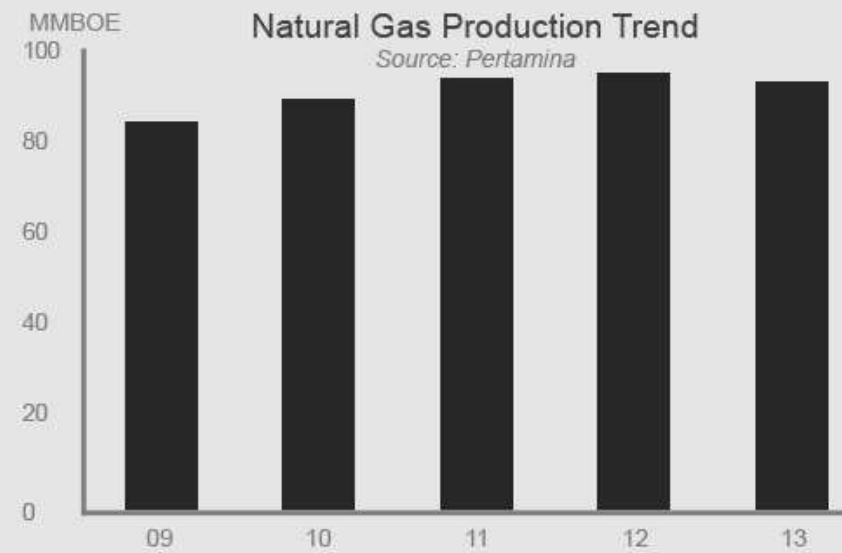
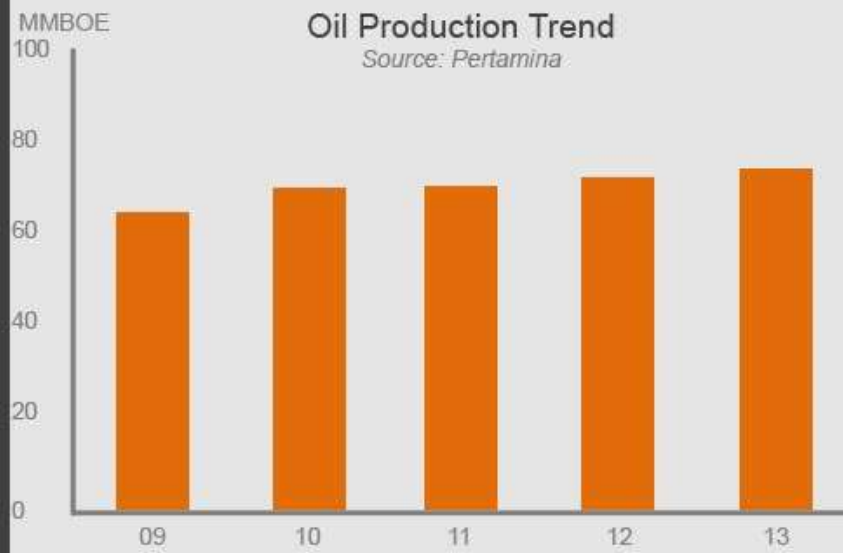
October 11th 2013
CEO Agustawan
listed as
6th
most powerful woman
in FORTUNE

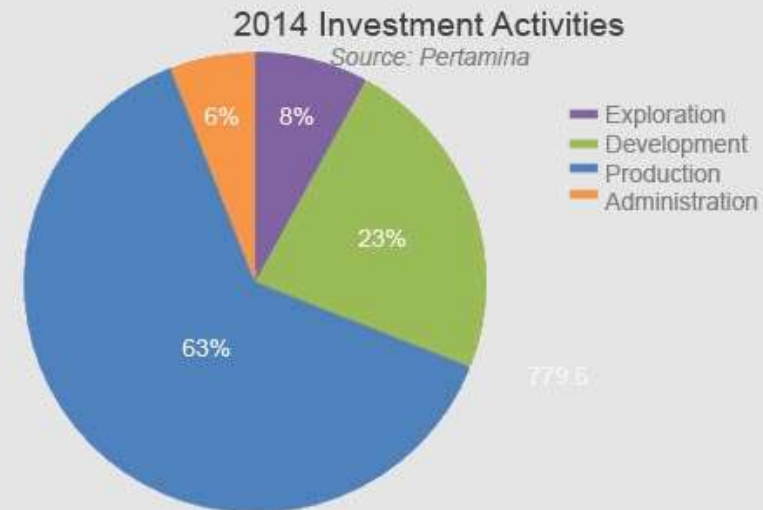
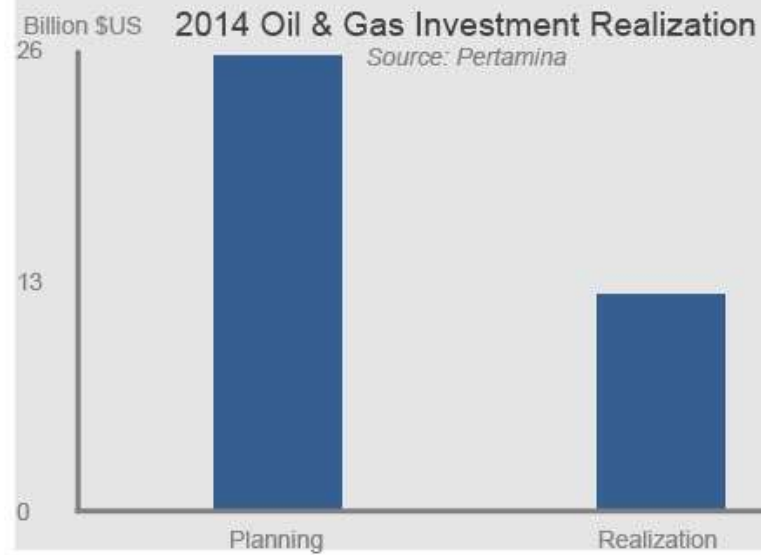
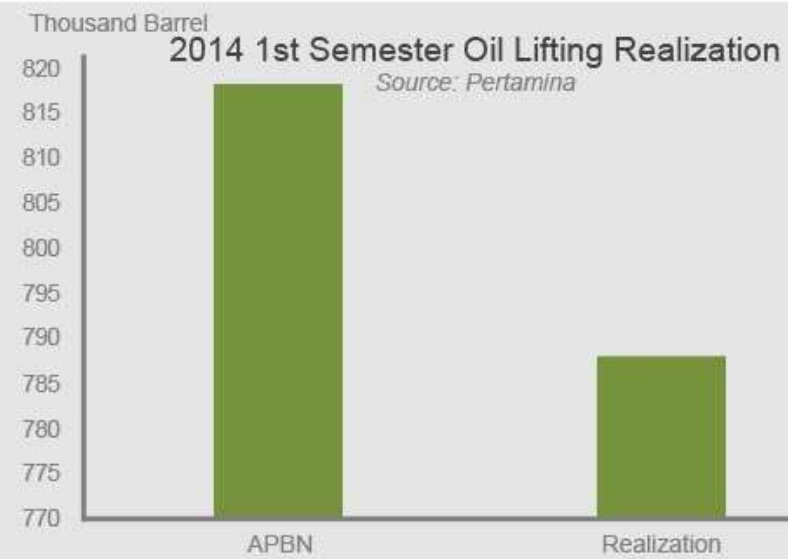
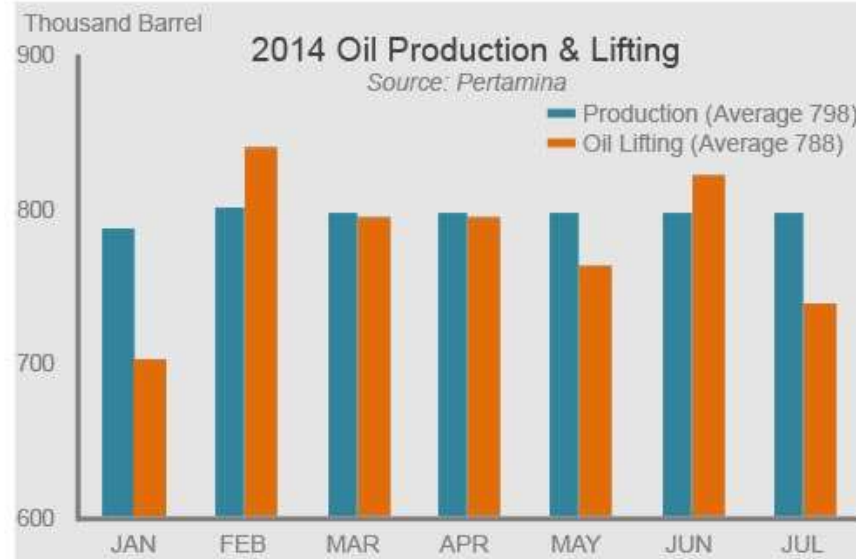
equivalent to
US\$50
billion of raise

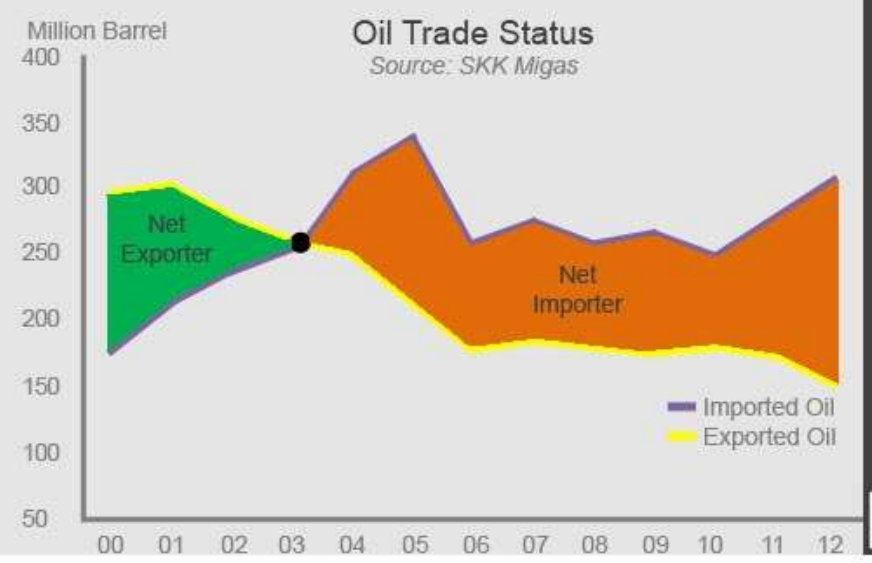
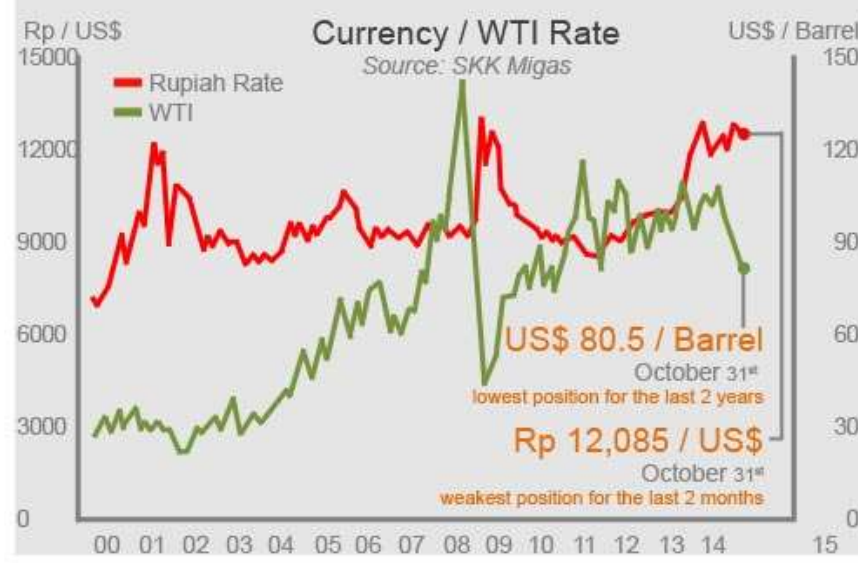
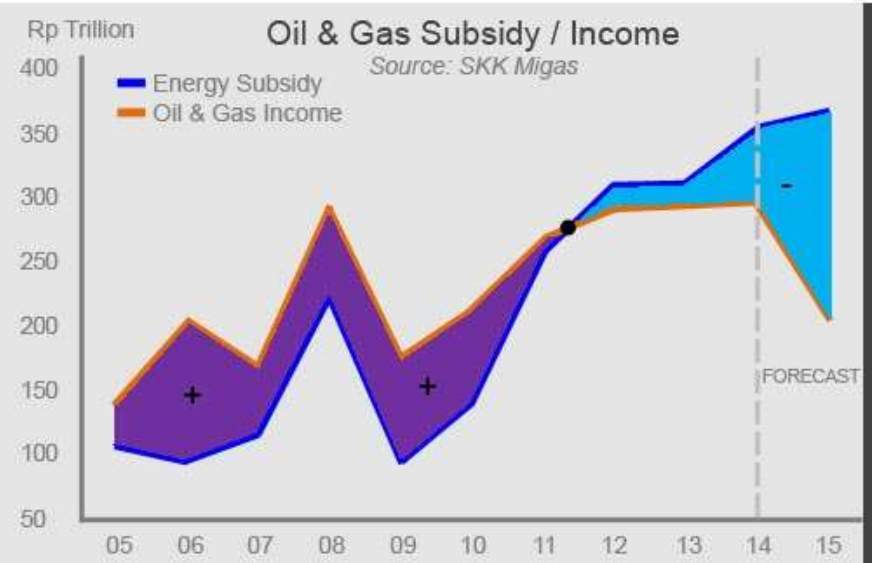
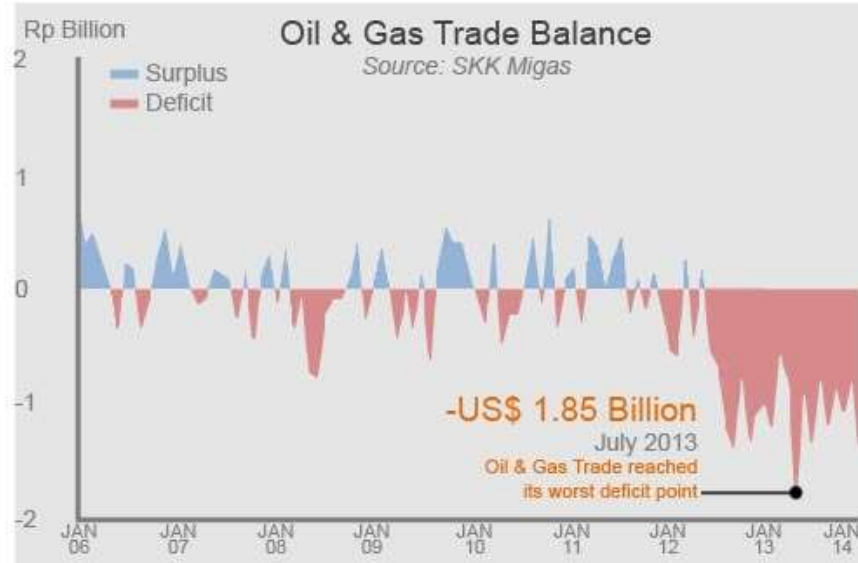
equivalent to
US\$35
billion of raise

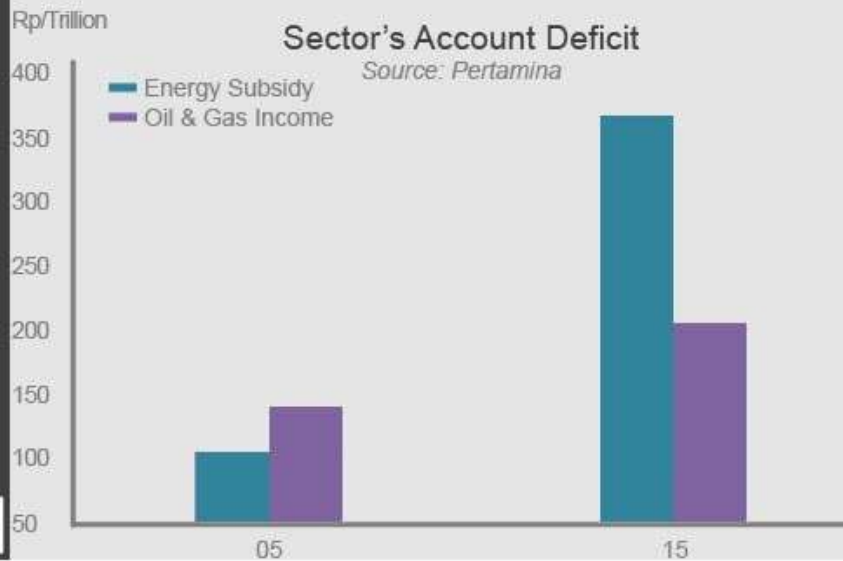
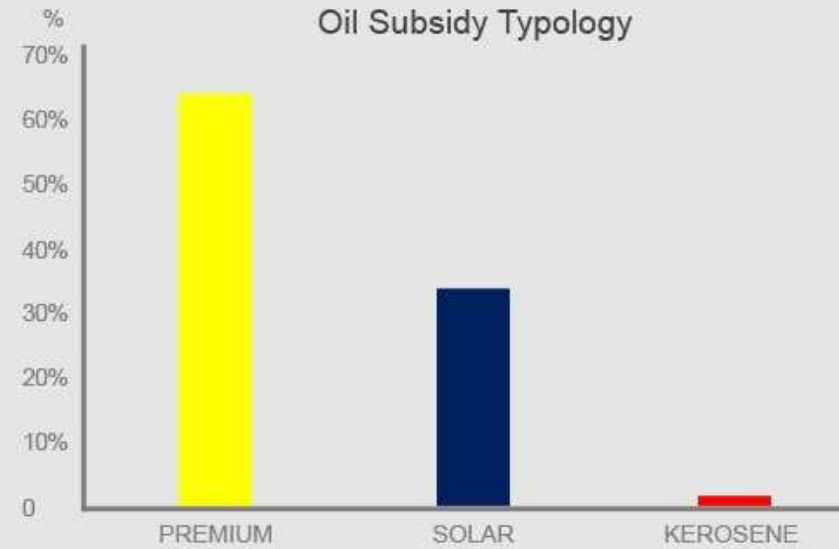
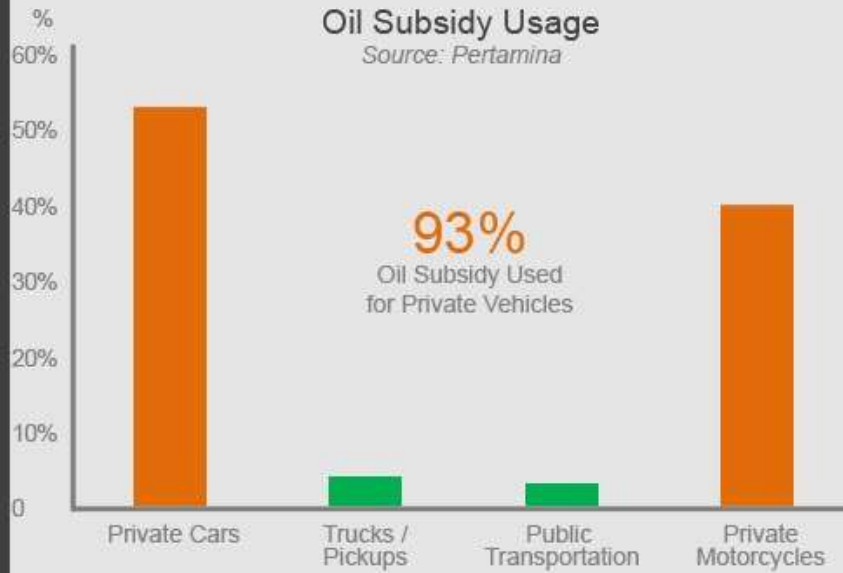
Source: Pertamina

The Oil Crisis





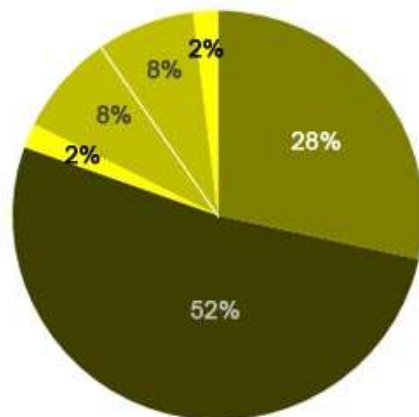




in 10 years time
Oil & Gas income
had increased
200%
equivalent to
Rp296
trillion

in 10 years time
Energy Subsidy
had increased
300%
equivalent to
Rp350
trillion

in 10 years time
Energy Subsidy
had overcome
Oil & Gas income
resulting in
Rp54
trillion
sector deficit



JAVA & Bali = 52% consumption

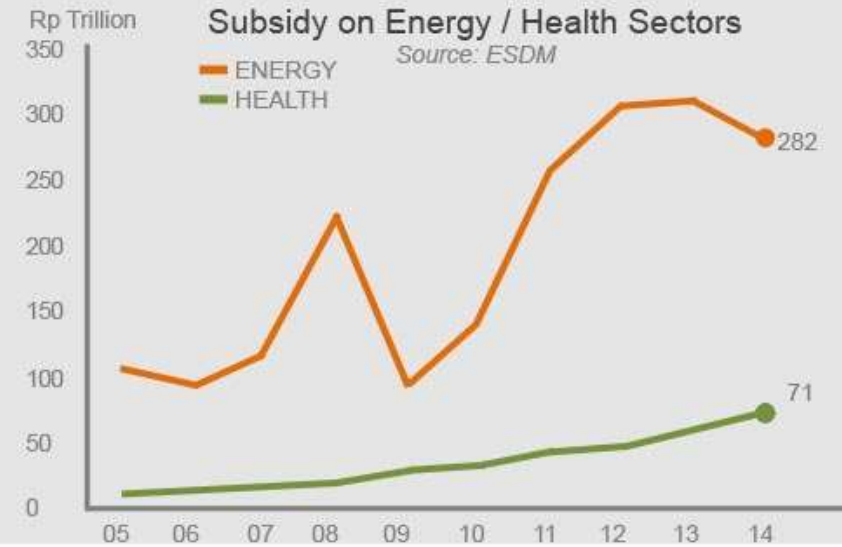
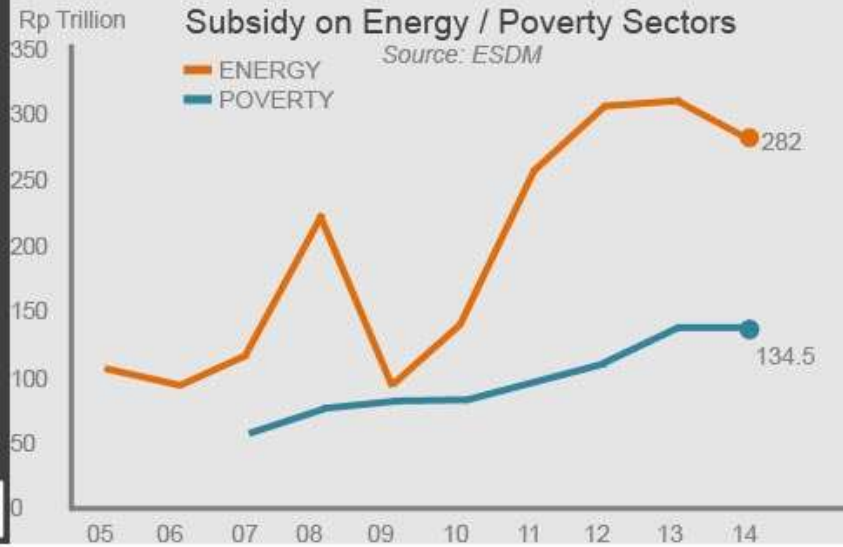
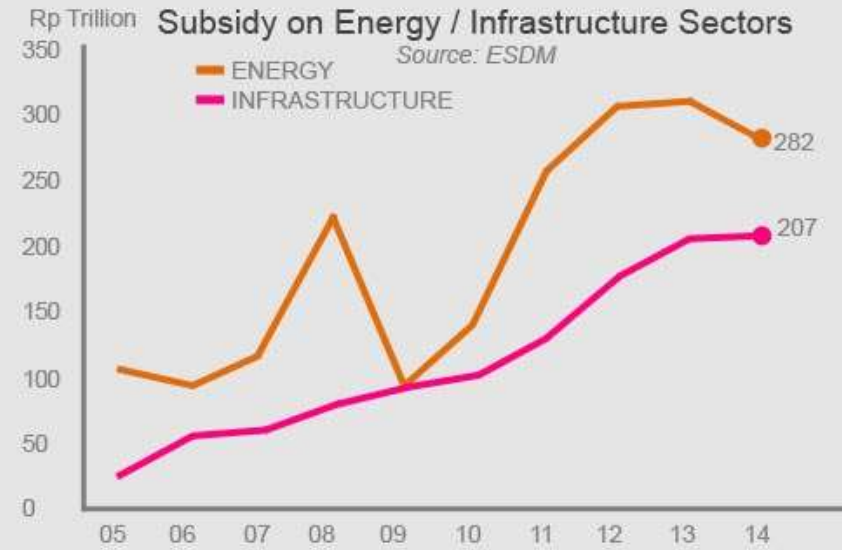
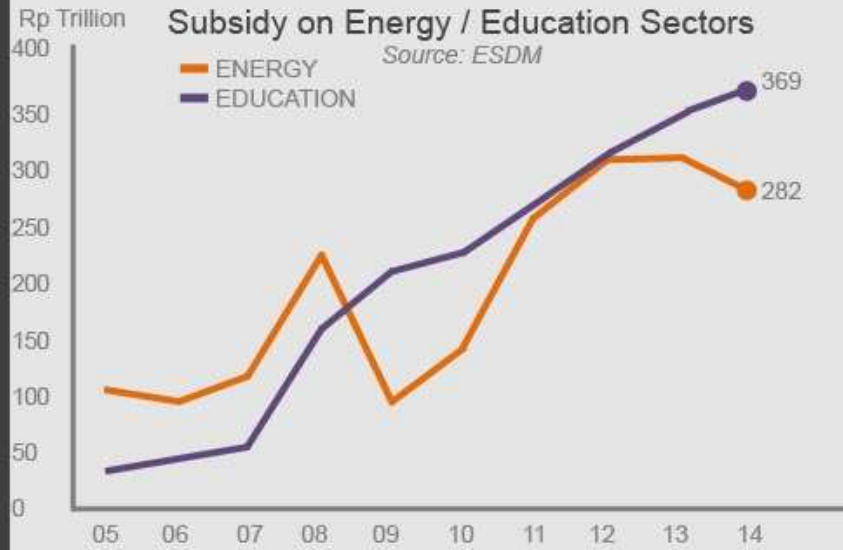
SUMATERA = 28% consumption

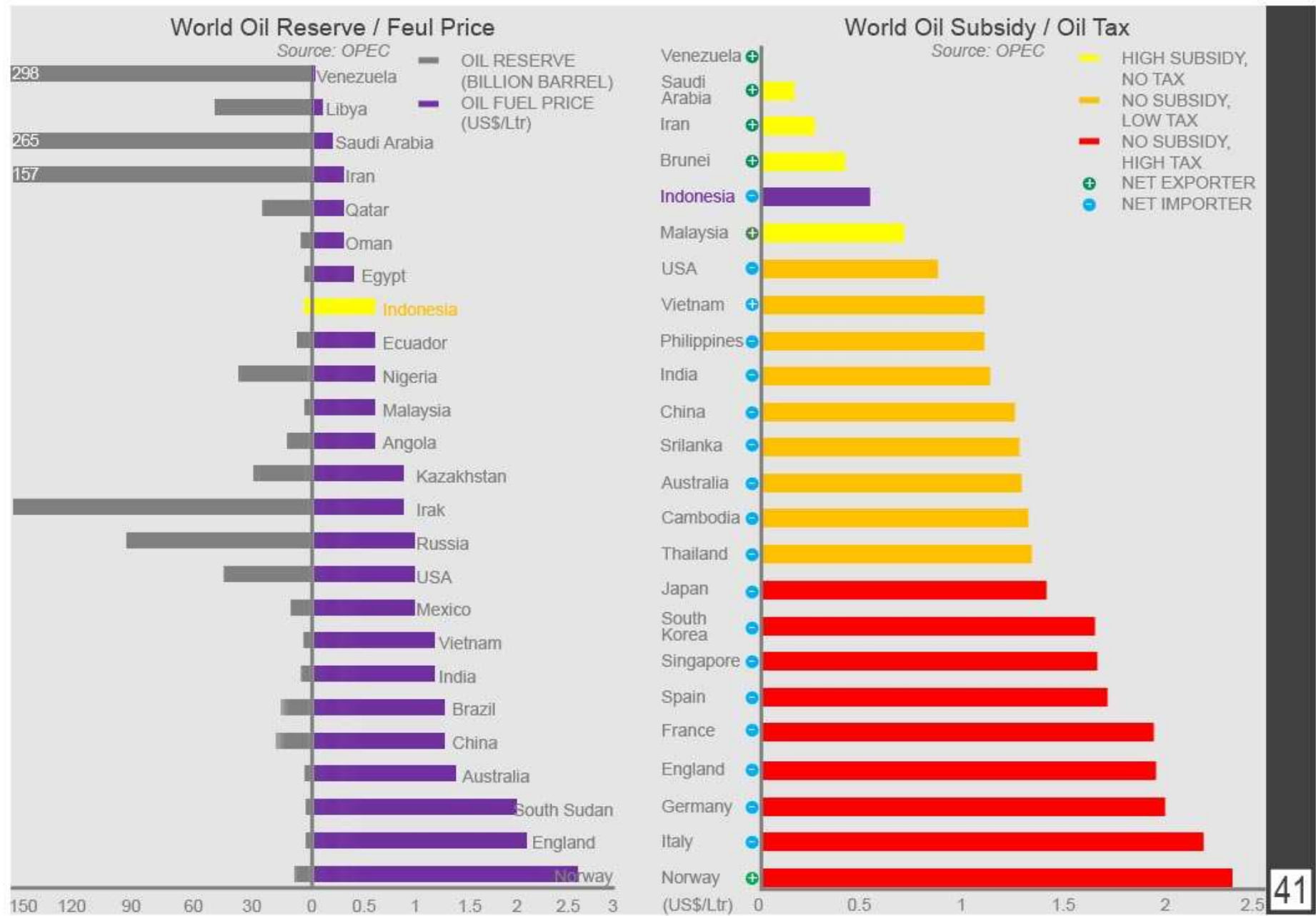
KALIMANTAN = 8% consumption

SULAWESI = 8% consumption

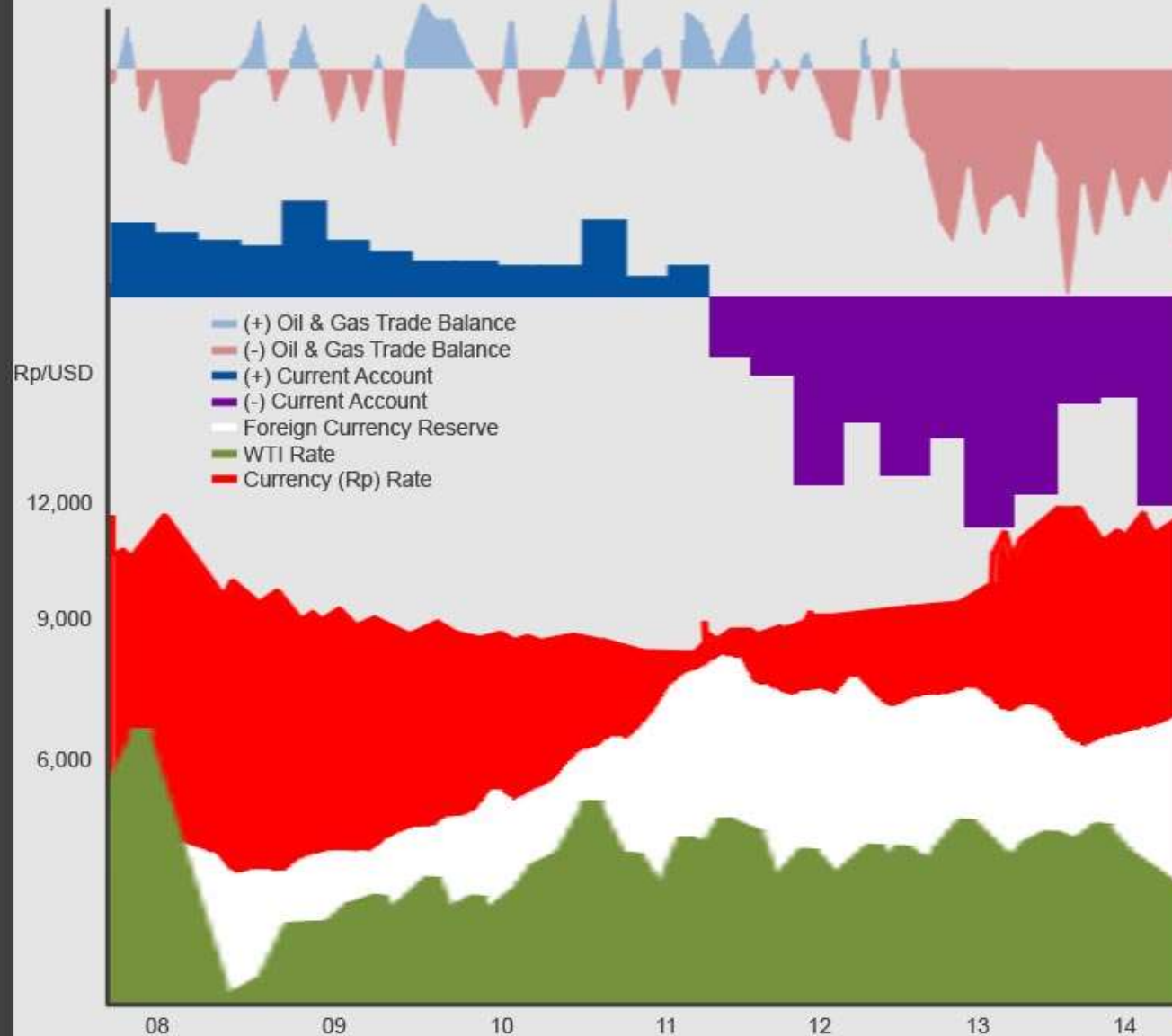
NUSA TENGGARA = 2% consumption

KALIMANTAN = 8% consumption





Oil Crisis and its Snowball Effects



1) Heavy oil subsidy dragged down Oil and Gas Trade Balance, resulting to 2008-2012 trade turbulences and constant (-) volume further on

2) As Indonesian largest trade sector, the mining sector's downfall had also dragged down National Current Account into state of constant (-) volume from 2011 onward

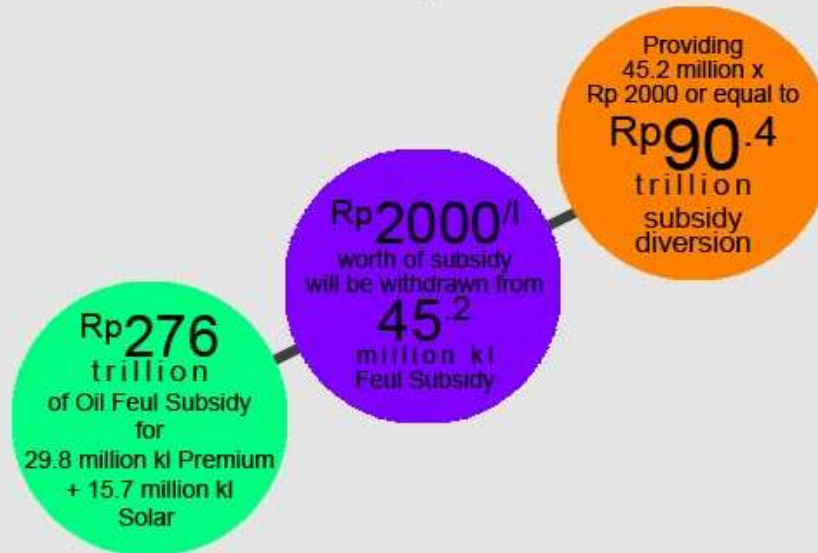
4) ...and with it bringing down the Indonesian Rupiah's currency rate. After reaching new psychological value of 12 thousand IDR / USD On Q3 2014, the national currency had kept on falling upto the year end.

3) Constant National Current Account (-) volume directly drain Indonesian Foreign Currency reserve, where after reaching its historical peak on early 2011, it had been consistently fell...

5) Hence even the WTI rate downfall had not really been able to help lift up the crisis.

Subsidy Diversion Source

Source: Ministry of Finance



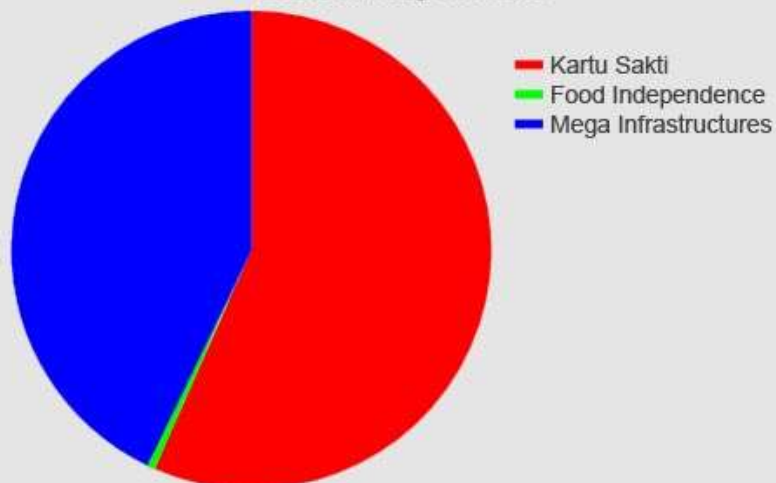
Subsidy Diversion Expenditure Breakdown

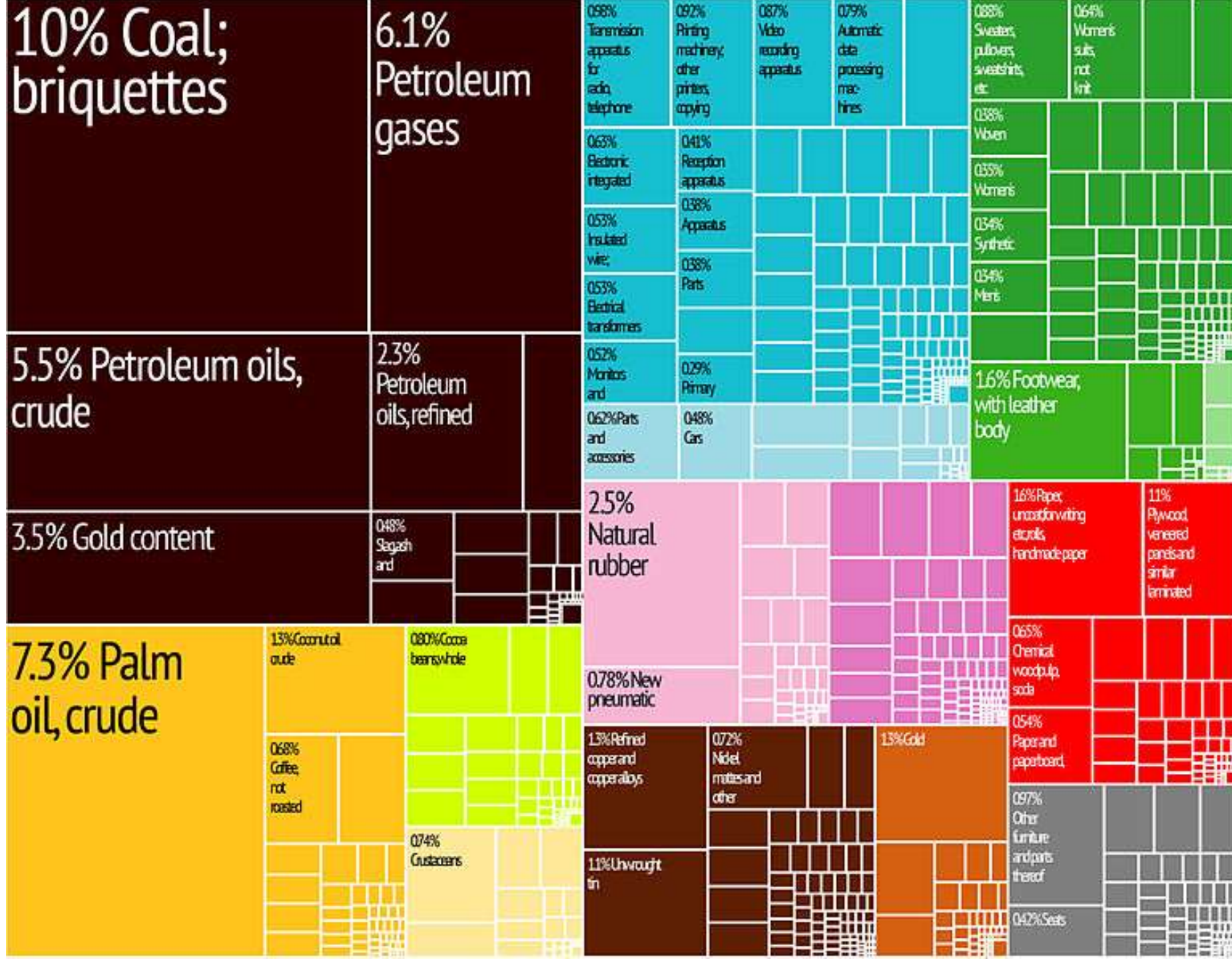
Source: Ministry of Finance



Subsidy Diversion General Expenditure Plan

Source: Ministry of Finance

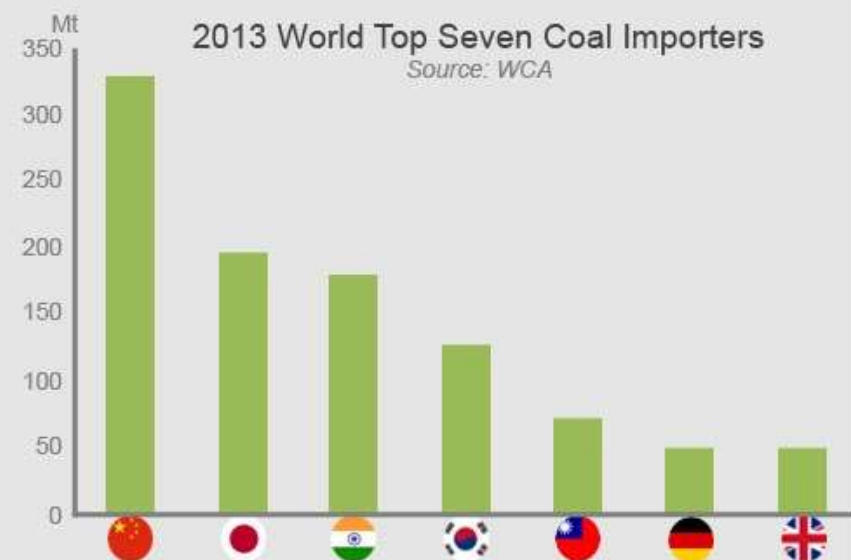
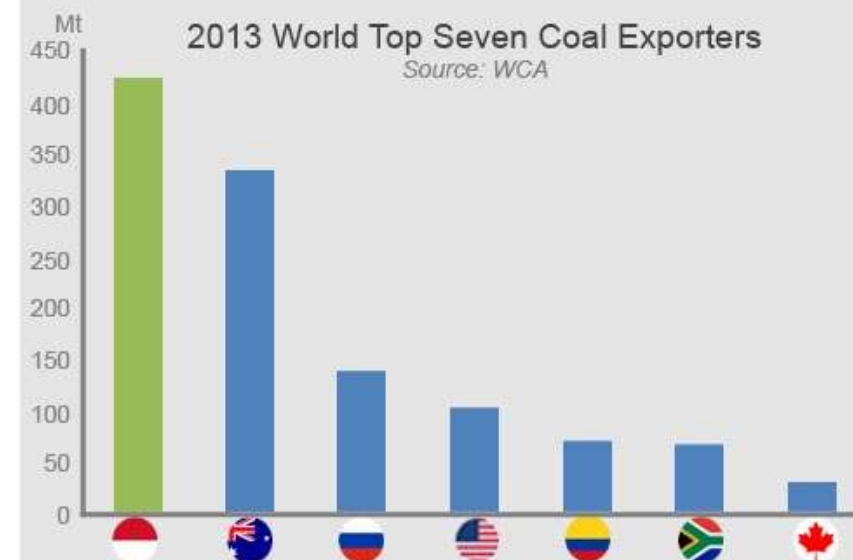
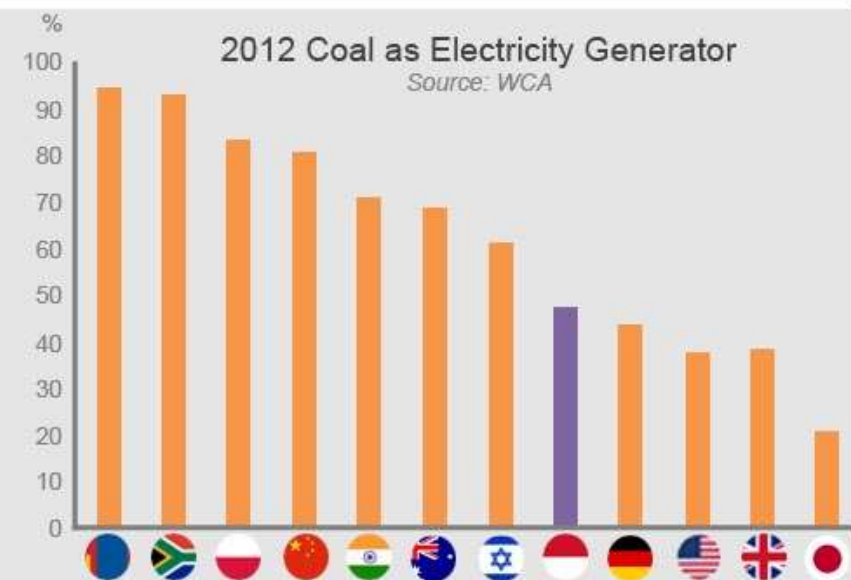
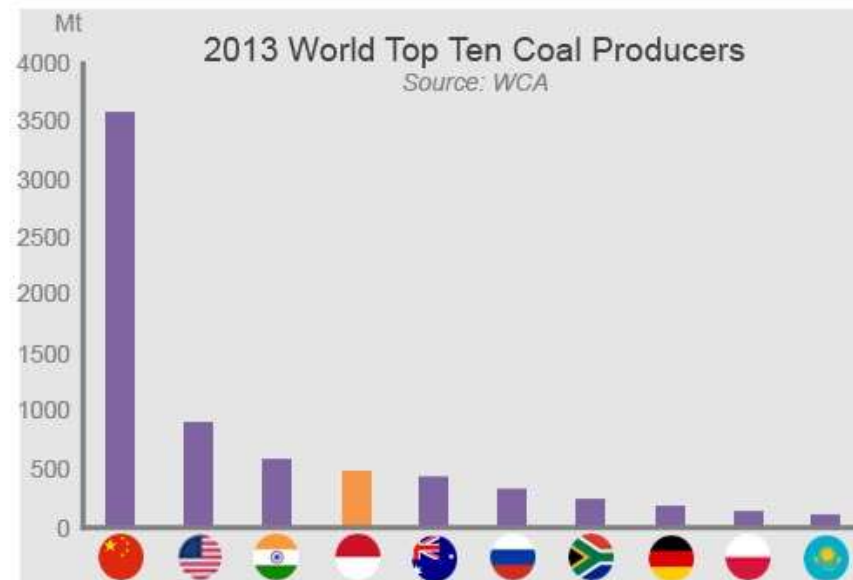




Global Branding



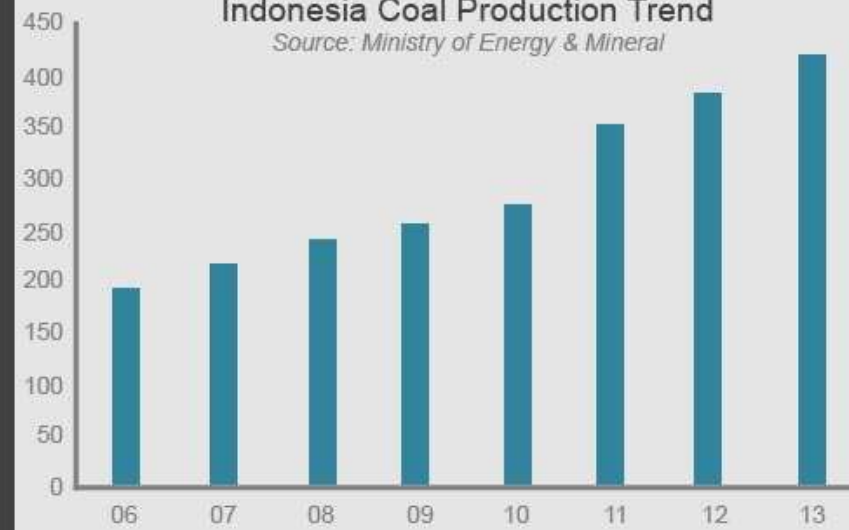
Related Resources



Million Tons

Indonesia Coal Production Trend

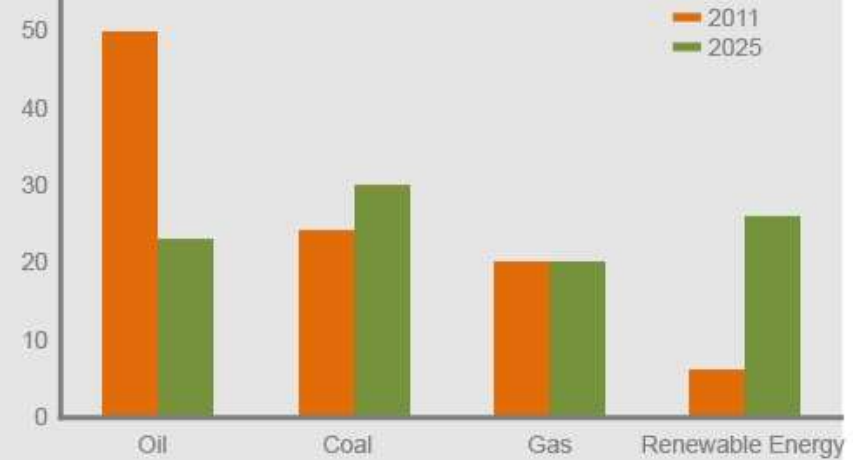
Source: Ministry of Energy & Mineral



%

Indonesia Energy Generating Forecast

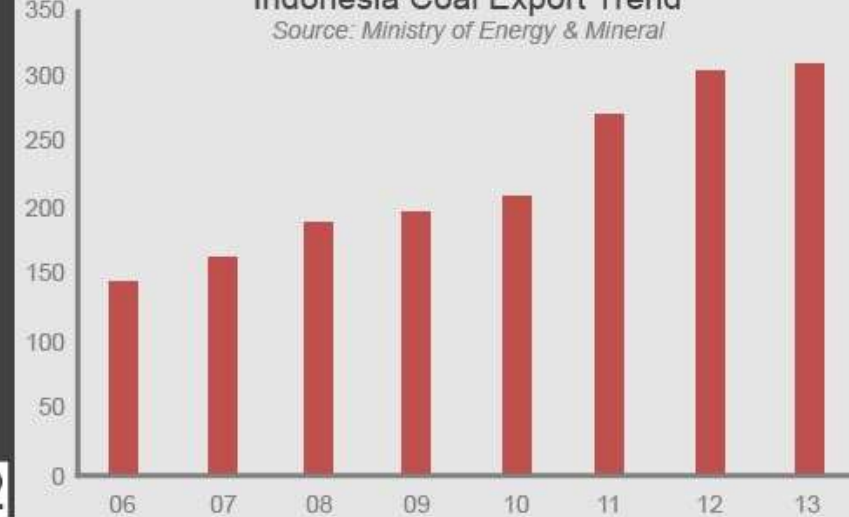
Source: Ministry of Energy & Mineral



Million Tons

Indonesia Coal Export Trend

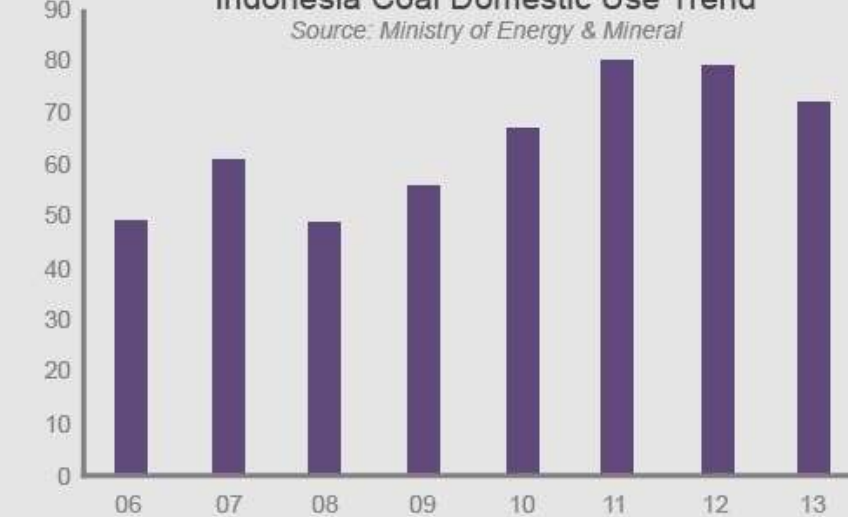
Source: Ministry of Energy & Mineral

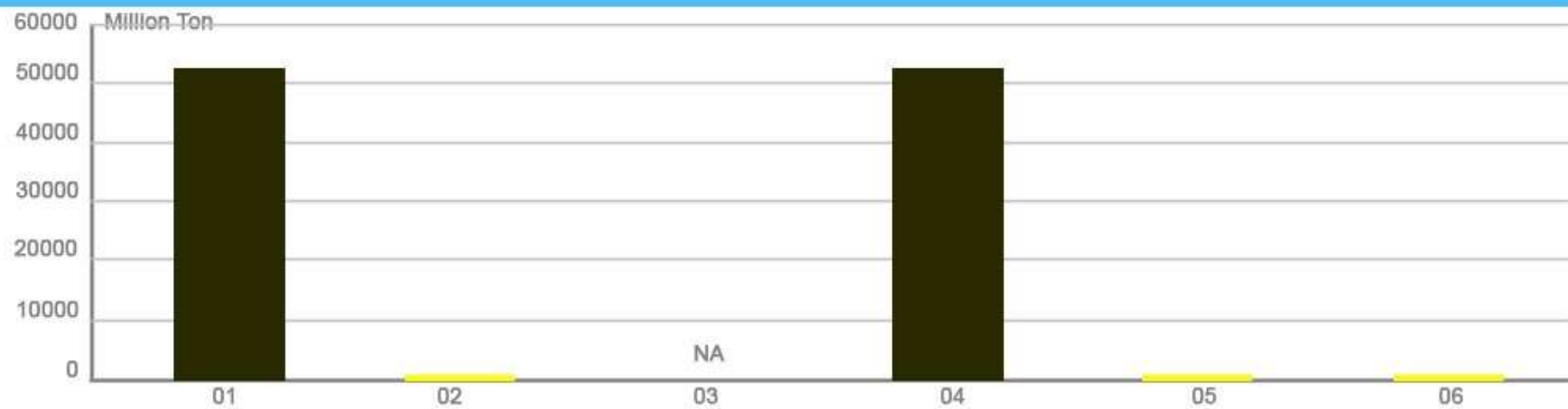


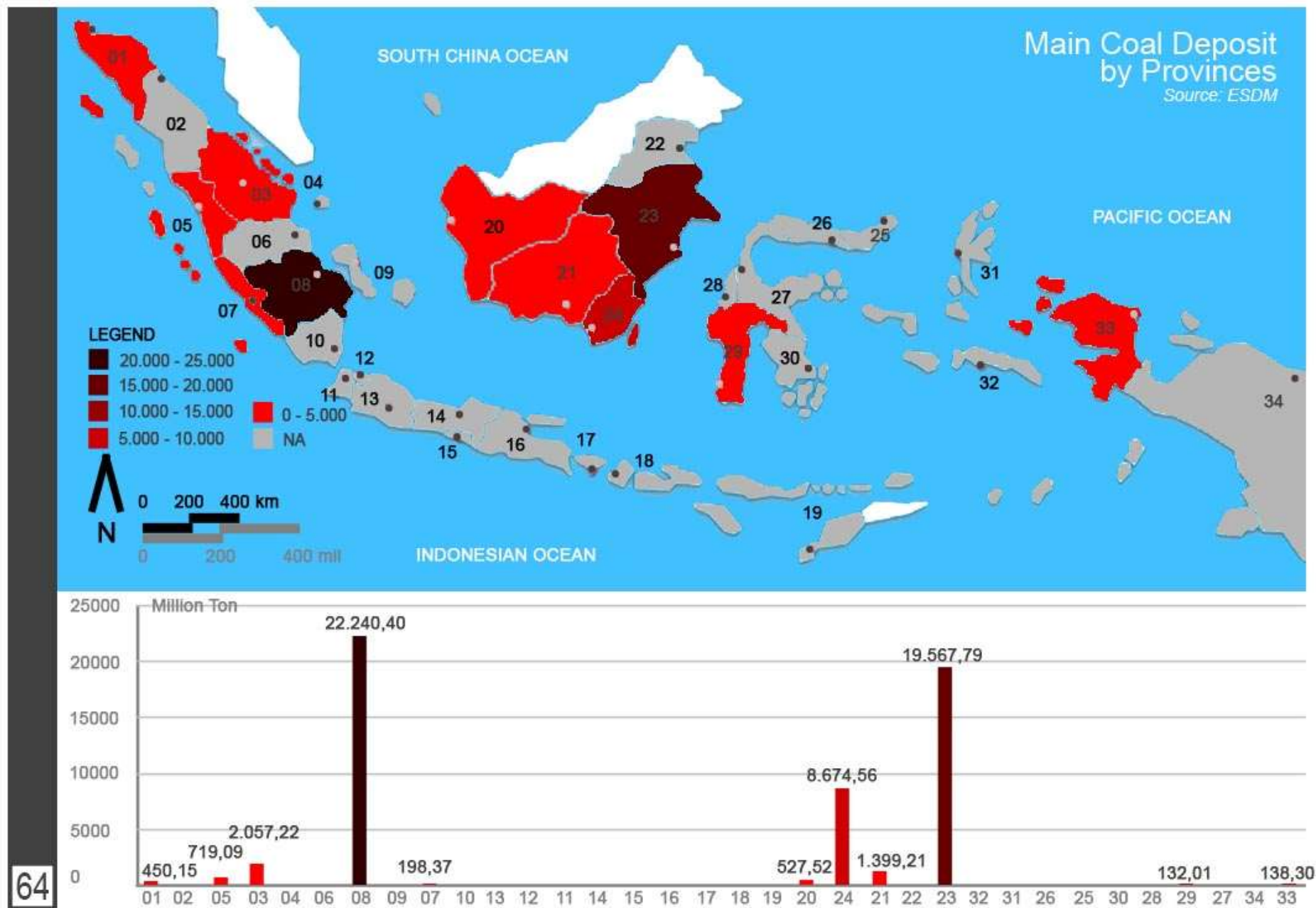
Million Tons

Indonesia Coal Domestic Use Trend

Source: Ministry of Energy & Mineral







10% Coal;
briquettes

6.1% Petroleum
gases

5.5% Petroleum oils,
crude

2.3% Petroleum
oils, refined

3.5% Gold content

0.48% Spices and

7.3% Palm
oil, crude

1.3% Coconut
oil, crude

0.80% Cocoa
beans, whole

0.68% Coffee,
not roasted

0.74% Custard
apples

0.98% Transmission
apparatus for
radio
telephone

0.92% Printing
machinery,
other
printers,
copying

0.87% Video
recording
apparatus

0.79% Automatic
data
processing
machines

0.88% Sweaters,
pullovers,
sweatshirts,
etc.

0.64% Women's
suits,
not knit

0.63% Electronic
integrated

0.41% Reception
apparatus

0.53% Insulated
wire

0.38% Apparatus

0.53% Electrical
transformers

0.38% Parts

0.52% Monitors
and

0.29% Primary

0.62% Parts
and
accessories

0.48% Cars

0.38% Women

0.35% Women's

0.34% Synthetic

0.34% Men's

1.6% Footwear,
with leather
body

2.5% Natural
rubber

1.6% Paper,
uncoated for writing
etc., handmade paper

1.1% Plywood,
veneered
panels and
similar
laminated

0.78% New
pneumatic

0.65% Chemical
wood pulp,
soda

0.54% Paper and
paperboard

1.3% Refined
copper and
copper alloys

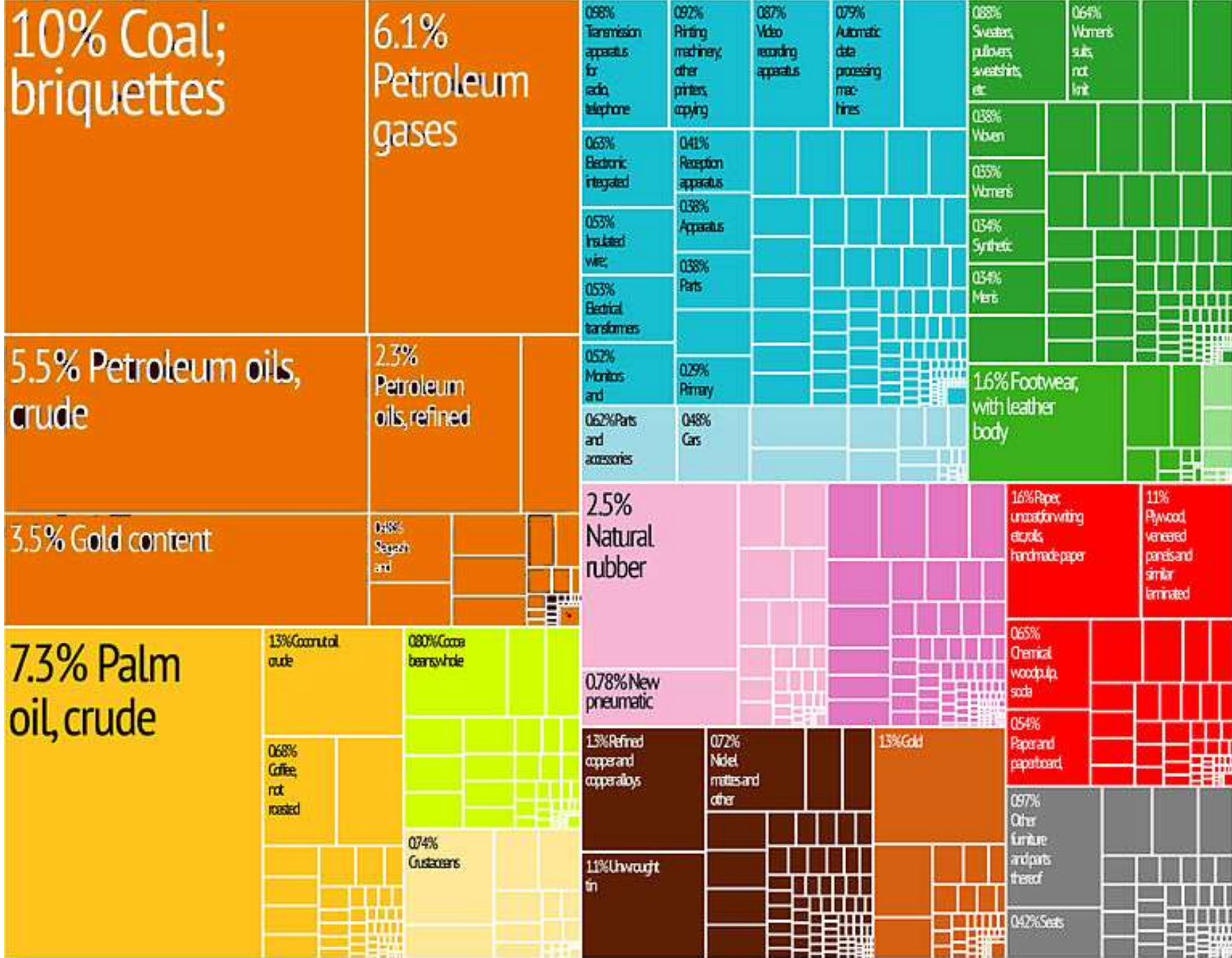
0.72% Nickel
mattes and
other

1.3% Gold

1.1% Unwrought
tin

0.97% Other
furniture
and parts
thereof

0.42% Seats



Project **ISIS**

Integrated Sustainable Industrial Satellite



WHAT Vision

“to achieve completely natural equilibrium”

Enhancing the power of the goddess of nature and wisdom, Project ISIS strives to break the fragile tradition of developing countries industrial scenery, and urge to achieve completely natural equilibrium.

As satellite district, ISIS will fully operate as holistic work-live-leisure zones. Where other than having its own production, administration, and living quarters; it will also be equipped by small scale forest, zoo, botanic garden, and water park.

As sustainable entity, ISIS is prepared in several development stages which will ultimately aim for fully independent clean energy generating and waste management systems. Enclosed live support planning in form of farming-husbandry-fisheries tertiary industry are also prepared to ensure the provision of adequate resources and environment-friendly carbon cycle within the satellite.

As Industrial-based business, ISIS will expand its primary activity from the ore smelting core, to the secondary production of various advance metal alloys.

As integrated body, ISIS will transplant high-end technology into its daily operational spines. These features will include its communication system as well as internal information and transportation backbones.

WHAT Roadmap

Basic production sector (ore smelting & waste treatment)
 Basic administration sector (offices & basic services)
 Basic living sector (social house & 120/200 houses)
 Basic infrastructure (operational related only)
 Independent fossil-fuel energy production
 Supported resources consumption

1st milestone

Full capacity primary production zone
 Basic secondary production sector (metal alloy)
 Larger administration sector (+public services)
 Larger living sector (+apartment)
 2nd grade infrastructure (+LRT & public related)
 Mixture of independent fossil-fuel & clean energy production
 Mixture of supported consumption & start-up resources production

2nd milestone

Full capacity primary production zone
 Full capacity secondary production zone
 Full capacity administration & services zone
 Full capacity living zone (+240/400 houses)
 Advance infrastructure (+PRT & ECO Tower & Public Waste Treatment)
 Independent clean energy only
 Independent resources production (tertiary industry)



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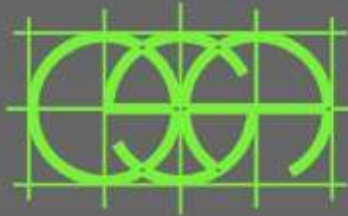
**under the supervision of team leader:
Eka Swadiansa, IAI**

**and collaborative works with our global network:
Alliance for Sustainable Initiative in Architecture [ASIA]
and our visual art partner:
Labirin Estetika Studio [LES]**

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OFFICE OF STRATEGIC ARCHITECTURE



**Marna Putra Atas 22
Jati Bening Pondok Gede
Jakarta 17412
(+62) 8121 6726734
admin@studio-osa.com**

For further enquiries an exclusive joint planning research is proposed to be conducted with Surya University in staging phases:

PHASE ONE - SUSTAINABLE MASTERPLAN SCHEME, with:

- Academy for Clean Energy and Sustainability [ACES]
- Center for Sustainable Smart City [S-Smart]

PHASE TWO - INFRASTRUCTURE SCHEME, with:

- Center for Future Transportation [CFT]
- Center for Solar Photovoltaics [CSP]
- Center for Bioenergy and Bioproducts [CBB]
- Center for Clean Water Technology [CCWT]
- Indonesia Center for Waste Management [ICWM]

PHASE THREE - LIVE SUPPORT SCHEME, with:

- Center for Food Technology [CFT]
- Center for Sustainable Aqua Culture and Pathology Studies [AquaPATH]
- Comprehensive Herbal Medical Institute [CHMI]

PHASE FOUR - APPLICABLE INDUSTRIAL SCHEME, with:

To be furtherly determined by end user

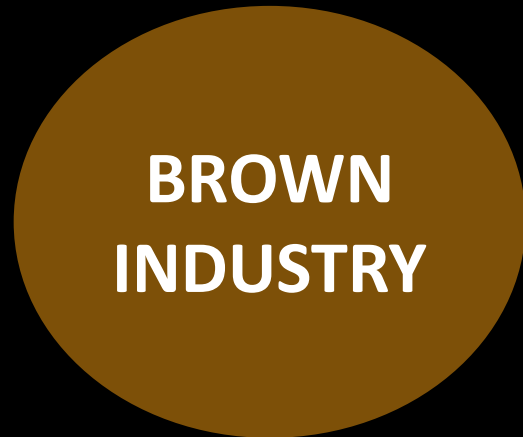
**Gedung 01 Scientia Business Park
Boulevard Gading Serpong O/1
Summarecon Serpong, Tangerang 15810
(+62)2171026562 / (+62)217102656263
admission@surya.ac.id**



**SURYA
UNIVERSITY**

ISIS ACTION PLAN

PHASE 1



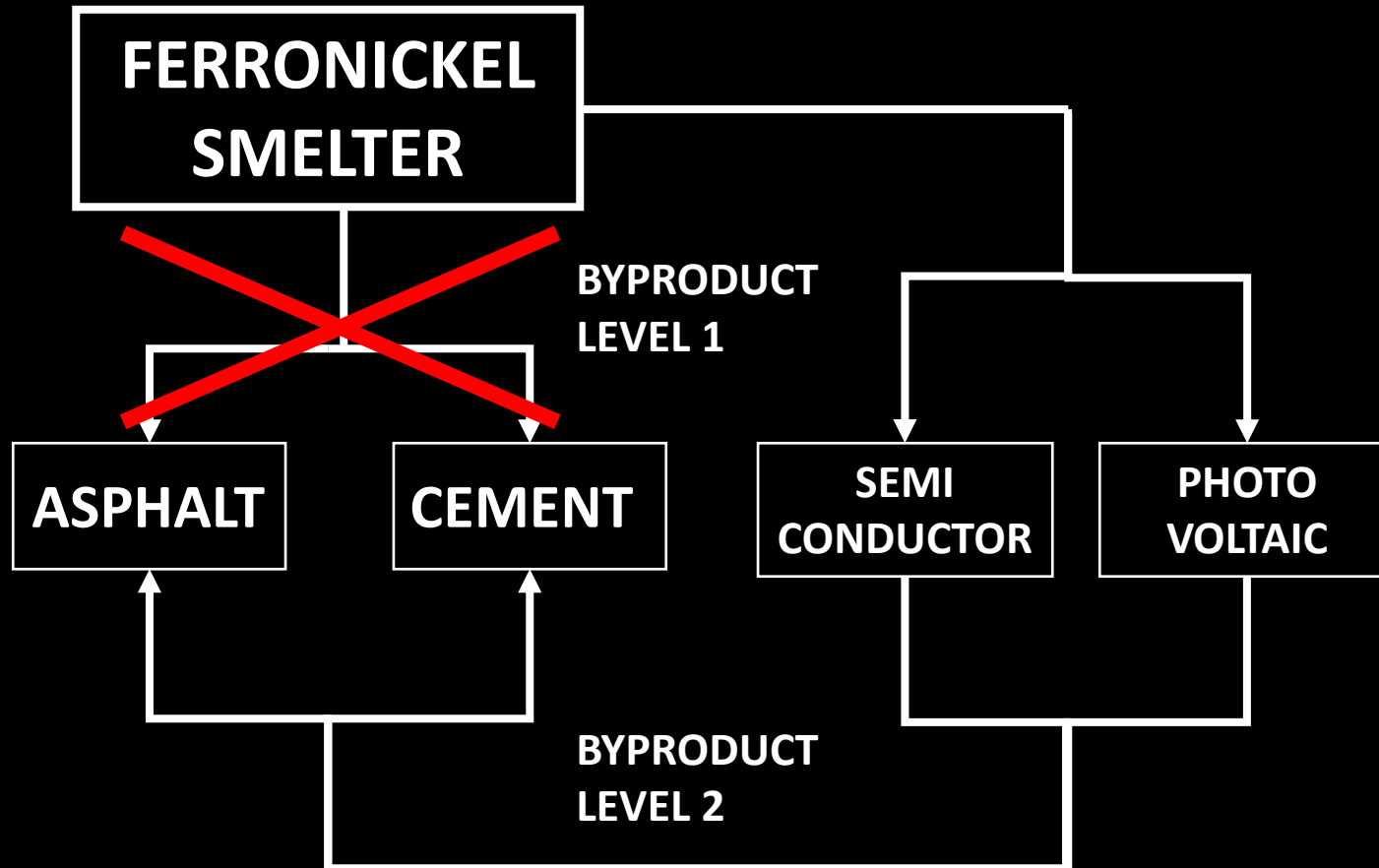
PHASE 2



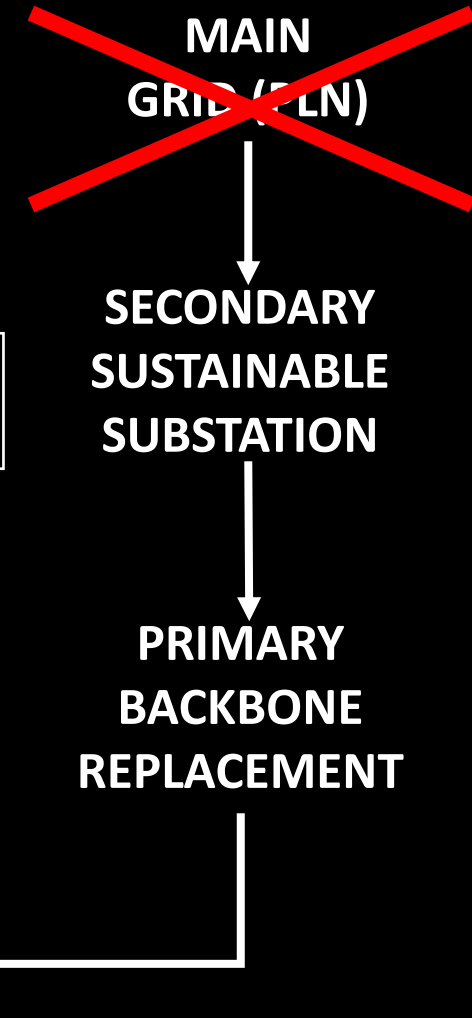
PHASE 3



PRODUCTION PLAN

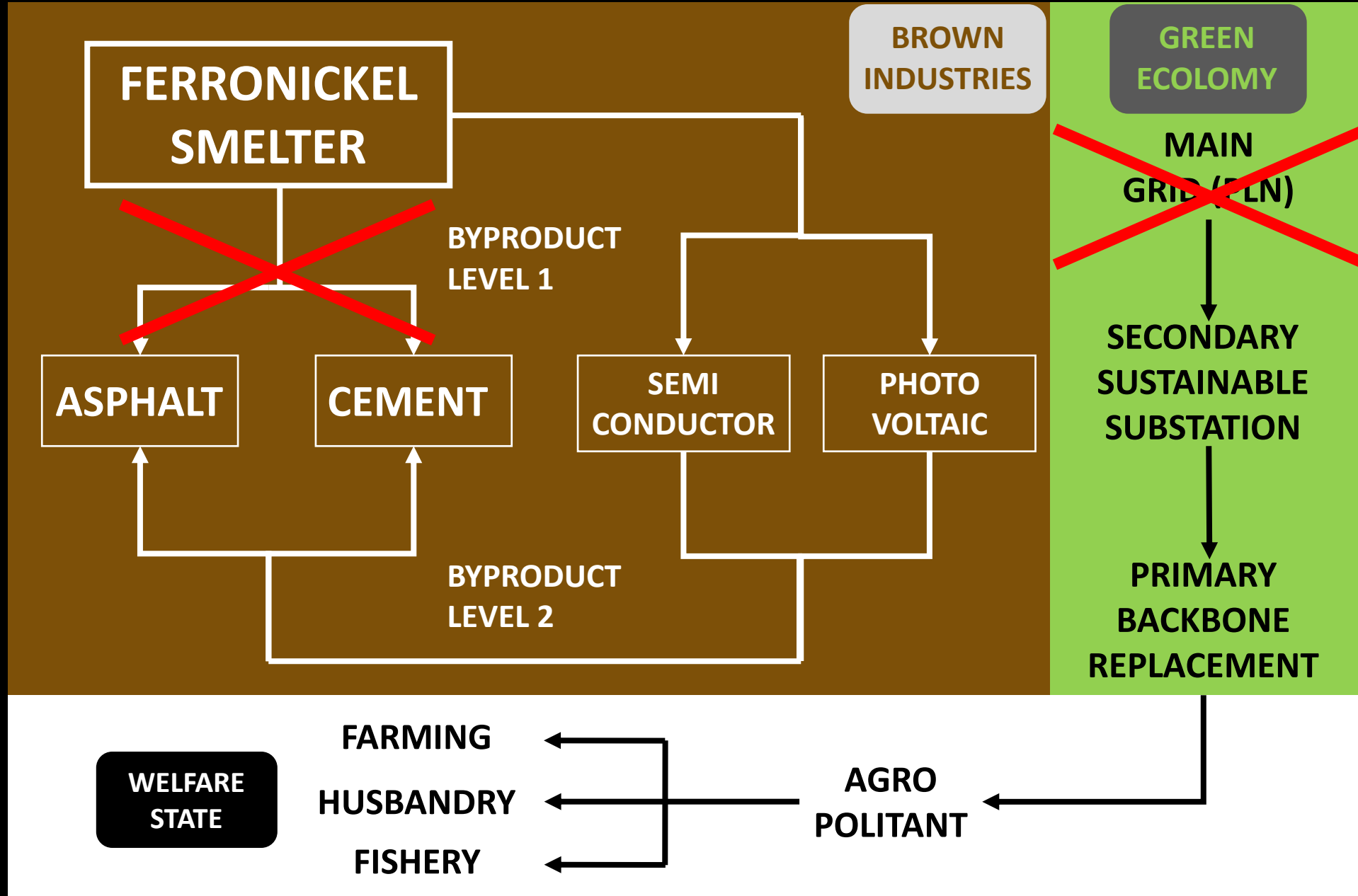


ENERGY PLAN



PRODUCTION PLAN

ENERGY PLAN



BROWN INDUSTRI INVESTMENT VALUE

FERRONICKEL SMELTER 1 = \$ 250.000.000 = Rp. 2,8 T
FERRONICKEL SMELTER 2 = \$ 250.000.000 = Rp. 2,8 T
ASPHALT INDUSTRY = \$ 100.000.000 = Rp. 1,13 T
CEMENT INDUSTRY = \$ 50.000.000 = Rp. 565 Mil

..... INFRASTRUCTURE

PORT
STOCK PILE
WARE HOSE
LRT

= \$ 90.000.000 = Rp. 1 T

BUMD ?

..... CONFIRMED HOSPITALITY FACILITIES

CONTINENT HOTEL
CONVENTION CENTER = \$ 11.500.000 = Rp. 130 Mil

CLEOS Hotel = \$ 5.000.000 = Rp. 40 Mil

TOTAL = \$ 756.500.000 = Rp. 8,5 T

WORKFORCE ADVANTAGE

TOTAL LABOR	LOCAL LABOR
FERRONICKEL PLANT 1 = 650 Person	30% = 195 Person
FERRONICKEL PLANT 2 = 650 Person	30% = 195 Person
ASPHALT PLANT = 200 Person	50% = 100 Person
CEMENT PLANT = 200 Person	50% = 100 Person
PORT++ & LRT = 300 Person	70% = 210 Person
CONTINENT HOTEL = 200 Person	40% = 80 Person
CLEOS HOTEL = 100 Person	40% = 40 Person
TOTAL = 2300 Person	TOTAL = 920 Person



LAND USE ZONING

INDUSTRIAL
180 Ha (45%)

INFRASTRUCTURE
30 Ha (8%)

HOUSING
26 Ha (7%)

FACILITIES
24 Ha (6%)

GREEN AREA
108 Ha (30%)



Thank You

