



PRESS RELEASE

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Online Television Media Promotion of Indonesian Trade and Tourism

Chicago, 6 December 2013 – Following Mr. John Ovrutsky's visit to the Trade Expo Indonesia (TEI) in October 2013 in Jakarta, as part of Midwest Trade Mission arranged by Indonesian Consulate and ITPC Chicago, he is now in the cooperative efforts with "The Indonesia Channel/TIC". TIC is Indonesia's first 24-hour English-language in the country.

The announcement of TIC was made on the alongside the Asian Television Awards 2013 in Singapore on December 5th 2013. The Indonesia Channel's CEO, Dalton Tanonaka, (a former CNN and CNBC anchor) says that now "Its Indonesia's time to tell its own story to the world". TIC will formally launch in May 2014.

One of TIC's features will be new signature programs on fashion, business and travel. A daily newscast called "Today's Indonesia" will give the audience a fresh view on the fourth most-populated country. Entertainment programs involving music and sports events will also be in the airing program of TIC.



ITPC Chicago (left) along with John Ovrutsky (right) meet at TEI 2013

"Promotion through television and online media is a highly effective way to introduce the diversity of Indonesia to the eyes of the world, where not only trade is showcased, but also Indonesia's potential as a tourism spot along with other elements," said the Director of ITPC Chicago, Reza Pahlevi Chairul.

Reza also mentioned that ITPC will continue to cooperate with Mr. Ovrutsky, who currently serves as the Director of Worldwide Distribution of the Indonesia Channel, to promote Indonesia through print and other media so that Indonesian products are more known through the U.S

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