

Milwaukee-Medan Sister City Relationship

Report for 2017

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Pan African Community Association

**4063 North 64th Street
Milwaukee, WI 53216**

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Background

The Milwaukee-Medan Sister City relationship agreement was signed in October 2014 by Milwaukee Mayor Tom Barrett and Medan Mayor Dzulmi Eldin at the Milwaukee City Hall.

The non-profit organization representing the Milwaukee side is the non-profit Pan African Community Association (PACA). The President is Mr. Peter Akubeze and Khay Khong is the acting Secretary. The Medan side is represented by the Medan Chamber of Commerce, headed by the Mr. Rudi Zulham Hasibuan.

This is the annual report for 2017.

Achievements and Areas of Cooperation

- **'A Night in Indonesia' Winter Social**

On January 18th, the Milwaukee Metropolitan Association of Commerce's World Trade Association (WTA), with the support of the Indonesian Trade Promotion Center, held a highly successful winter social called "A Night in Indonesia." The event featured a full Indonesian gamelan orchestra, an Indonesian dance performance, Batik fashion show, Indonesian craft display, coffee tasting and an Indonesian buffet. Attendees were treated to authentic music and dances of Sumatera. It was held at the law firm Husch Blackwell's headquarters with its sweeping view of Lake Michigan. The event was opened by the new Indonesian Consul General Chicago Rosmalawati Chalid.

- **Coffee Growers from Aceh**

Colectivo Coffee, in collaboration with the Indonesian Trade Promotion Center, organized a meet-and-greet with a visiting coffee cooperative president. Rahmah is the Chairwoman of Koperasi Ketiara, one of the only cooperatives with women being the majority shareholders. The event was held in Milwaukee, Chicago and Madison, April 24th through 26th.

- **Indonesian Culture at Holiday Folk Fair**

Following their inaugural participation at the Holiday Folk Fair last November, The Indonesian Trade Promotion Center in Chicago is planning for a follow-up this year. Holiday Folk Fair this year will be held from November 1st through the 19th at the Wisconsin State Fair grounds.

- **Collaboration among Universities**

University of Wisconsin-Milwaukee (UWM) has MoUs with both University of North Sumatera (Universitas Sumatera Utara or USU) and University of HKBP Nommensen (UHN). Dr. Marija Gajdardziska-Josifoska, Dean of Graduate Studies, is the contact person. The MoUs are to promote education exchange, research and technology transfer.

- **Port of Milwaukee**

The Port of Milwaukee has expressed interest to cater to shipping products to Indonesia. There are opportunities to increase traffic going to Singapore and the Indonesian ports such as Port of Belawan in Sumatera.

Other Possibilities for Exchange and Cooperation

- **Water and Power & Energy Needs**

Indonesia is an archipelago of over 17,000 islands. Indonesia is undergoing high economic growth and this puts tremendous strain on its infrastructure. Fresh water supply and energy are crucial for Indonesia. The Indonesian Consulate could connect Indonesian authorities and businesses with The Water Council and the energy consortium Midwest Energy Research Consortium (M-WERC). Both entities are conveniently located in Milwaukee.

- **Food Supply**

Indonesia is one of countries with fastest-growing middle class. The demand for quality foods is growing exponentially. Agriculture and food processing have been strength of Wisconsin. There are great opportunities to export Wisconsin food processing equipment, food safety expertise, franchises and packaged foods. On the other hand, Indonesia could export spices, natural health products and coffee to Wisconsin. Jamu, Indonesia's answer to Ayurveda medicine is obscure here but could be the next alternative healing products.

- **Indonesian Cuisine**

Indonesian cuisine is little known here in Wisconsin. It has amazing variety, color, texture, and high in nutrition. Other Asian cuisines such as Vietnamese, Indian and Korean have gained popularity in recent years, and you can find restaurants serving them in every major city in Wisconsin. Indonesian food has the potential to be the next trend in ethnic cuisine. In Milwaukee, Peking Chef has a good selection of Indonesian dishes. Bandung Restaurant in Madison is the only full-fledged Indonesian restaurant in the state. There are a handful of Indonesian food trucks such as Madison's Jakarta Café and Kaki Lima. Local Indonesians should really consider opening businesses to promote Indonesian food.

- **Tourism**

Wisconsin and Sumatera have a lot of offer for tourists. Milwaukee is known for its festivals, Midwestern hospitality and 4-season natural beauty. Sumatera has diverse and interesting cultures and spectacular landscapes. The Indonesian Ministry of Tourism could explore joint promotion with Wisconsin Department of Tourism.