

**Milwaukee-Medan Sister City Relationship**

**Report for 2015 – 2016**

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**Pan African Community Association**

**4063 North 64th Street  
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## **Background**

The Milwaukee-Medan Sister City relationship agreement was signed on 30<sup>th</sup> October 2014. It was signed 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 Pan African Community Association (PACA). The Medan side is represented by the Medan Chamber of Commerce, headed by the Mr. Rudi Zulham Hasibuan.

This is the combined annual report for 2015 and 2016.

## **Achievements and Areas of Cooperation**

- University of Wisconsin-Milwaukee (UWM) signed a MoU with University of North Sumatera (Universitas Sumatera Utara or USU) in October 2014. It was signed in Medan by UWM's Dean of Graduate Studies, Dr. Marija Gajdardziska-Josifoska and The Director of USU Prof. Syahril Pasaribu. Both universities will promote education exchange, research, training and technology transfer. USU is the largest and most prestigious public university on the island of Sumatera.
- UWM is also collaborating with University of HKBP Nommensen (UHN) in 2015. This project is led by Dr. Marija Gajdardziska-Josifoska. This is a top private university with campuses in Medan and Permatangiantar, a town close to Lake Toba. The university is affiliated with the Batak Christian Protestant Church and is named after a German missionary Ludwig Nommensen.
- The Indonesian Consulate hosted a business summit in Milwaukee in June 2014 to promote trade between Wisconsin and Indonesia. The Consulate also invited business leaders and the Milwaukee-Medan sister city team to the Indonesian Expo in Jakarta in October 2014. Part of the delegation also visited Medan and Lake Toba.
- An Indonesian dinner and social was hosted by the Pan -African Community Association (PACA) at the Knickerbocker Hotel in Milwaukee on April 10<sup>th</sup> 2015. This event was well-attended. The event was to encourage the local community to utilize the Milwaukee-Medan sister city relationship for collaborations in trade and culture. The event was organized by Ms. Benevolentia Wandana and Mr. Khay Khong.
- Mr. Andi Siahaan from the Indonesian Diaspora Network is actively promoting Wisconsin's water technology to Medan authorities. He garnered a lot of attention in the Indonesian media. He met the Mayor of Medan Dzulmi Eldin, Mr. Rudi Zulham from the Medan Chamber of Commerce, and Mr. Robert Ewing from the US Commercial Service in March 2015. Mr. Siahaan, originally from the Lake Toba area, followed up with a number of visits to Indonesia.
- The Indonesian Consulate of the Midwest region hosted "Harmony in Diversity", a major cultural performance in Milwaukee on December 13<sup>th</sup> 2015. It featured over a 100 Indonesian performers and guest performers from UWM Peck School of the Arts. The event showcased

dances and costumes from various regions of Indonesia never seen before in Wisconsin. The Indonesian Consulate presented this extravaganza to mark the first anniversary of the sister city relationship.

- The Consul General Andriana Supandy who was instrumental in the formation this sister city relationship visited Lt. Governor Kleefisch on December 8<sup>th</sup> in Milwaukee. The purpose of the visit to promote trade between Wisconsin and Indonesia. The Consul General also visited Secretary Ben Brancel of Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in Madison. Agricultural products are major exports from Wisconsin to Indonesia. Other exports include heavy machinery, scientific and medical equipment, electrical equipment and plastics. Top exports from Indonesia include textiles, rubber products, tin, seafood, footwear, and electrical equipment. The Indonesian visitors also went to Clock Shadow Creamery, an urban cheese maker. Cheese consumption is growing in Indonesia, especially among younger consumers.
- Consul General Andriana Supandy and representatives from the Indonesian Trade Promotion Center visited Mr. Dean Amhaus of the Water Council the Global Water Center on February 24<sup>th</sup> 2016. They were seeking collaboration between Indonesia and the Water Council on water technology projects. The delegation also visited local coffee roaster, Colectivo and Stone Creek, and the Spice House, a local purveyor of spices. Indonesia produces the best quality coffee bean and spices.
- Representatives from the Indonesian Ministry of Trade visited Milwaukee in August as part of their study on the rubber glove industry. They visited a local pharmacy chain Hayat and interviewed the purchasing manager.
- Milwaukee Metropolitan Association of Commerce's World Trade Association (WTA) is planning to host a business seminar on Indonesia. They are collaborating with the Indonesian Trade Promotion Center.

## Other Possibilities for Exchange and Cooperation

- Indonesia is an archipelago of over 13,000 islands. The country is experiencing industrialization and high population growth. Efficient power and energy is crucial for its success. It will timely to connect Milwaukee-based energy consortium Midwest Energy Research Consortium (M-WERC) with the Indonesia.
- Agriculture and food processing have been strength of the state. Young Indonesians are developing a taste for modern dining options and packaged goods. Wisconsin food processing equipment, franchises and packaged foods may do well in Indonesia. Conversely, Indonesia is a top producer of agricultural products such as spices, natural health products and coffee. Indonesian cuisine is virtually unknown here. Jamu, Indonesia's answer to Ayurveda medicine is obscure here but could be the next big thing.
- Medan is Milwaukee's only Asian sister city. Both Wisconsin and Sumatera have a lot of offer in terms of tourism. Wisconsin Department of Tourism could collaborate with Indonesian Ministry of Tourism.
- Cultural exchange could be used to promote the sister city relationship to the community. For example, Indonesia could be featured at local Asian festivals or at the Holiday Folk Fair. As the Indonesian community in Milwaukee is small, it is highly beneficial to include other Asian groups. Members of these Asian communities could be encourage to explore the opportunities of trading with Indonesian counterparts. The Hmong community originated from Southeast Asia and is likely identify with the cultural similarities with Indonesia. Many in the Myanmar community learned to speak Indonesian in Malaysia before moving Wisconsin.
- During the visit to Medan in October 2014, the Milwaukee delegation learned about Medan's ambitious expansion of their seaport Belawan. The Port of Milwaukee is also expanding. Shorter and economical shipping routes between Milwaukee and Medan could be established. This could increase Wisconsin exports such as agricultural products and machinery to Indonesia and other parts of Southeast Asia.