



DIKTISAINTEK
BERDAMPAK

seasac25

south-east asian sales competition

GUIDE BOOK

SEASAC 2025



<https://seasac.polibatam.ac.id/>



@seasac.2025



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WELCOME SPEECH

Director Of Polibatam

Ir. Bambang Hendrawan, ST., MSM., CIPMP., CISCP.

Good afternoon, The honorable guest, distinguished academic leader, industry practitioners and of course the talented students from across Southeast Asia.

A very welcome to virtual launch of the B2B sales competitions in Southeast Asia 2025. It is a both an honor and also a privilege for Politeknik Negeri Batam to host this prestigious event. This can unite future leaders in business and also the sales in the future of vibrant regions.

B2B sales competition is a platform for learn for the students to prepare the future as a sales professionals and right now from the beginning they can develop the capability to have a skill of the crossculture communication active learning, and how to make a persuasive negotiate to the prospective buyer.

For the our colleague from the universities, the faculty members, the academic leaders or industry practitioners, we also welcome all of you to become as a role, as a judges and buyers. I think your mentorship and also your participant is invaluable contribution to shape our young talents in sales educations. We hope this convenience encourage participant from the university across the regions.

Let's we welcome the events, make it the competition is very memorable and meaningful journey for everyone involved. Thank you and good luck for all the participants. In the name of God, Bismillahirrahmanirrahim, we officially launch the event B2B sales competition in Southeast Asia 2025.



ABOUT SEASAC

The South East Asian Sales Competition (SEASAC) serves as an innovative platform to bridge the gap between the worlds of education and industry. SEASAC is a Southeast Asian sales competition specifically designed for active diploma or undergraduate students at universities in the Southeast Asian region. The competition provides participants with hands-on experience in tackling B2B sales simulations that closely resemble real-world work conditions.

Established under the prestigious Erasmus+ program, SEASAC integrates proven European sales education models with unique Asian business culture to ensure its graduates are ready to work in the industry and compete globally. Through real and in-depth sales challenges, students hone their skills, connect with industry experts, and prepare themselves to lead in an ever-evolving international market.

In 2025, SEASAC will enter its fifth edition, continuing to prioritize quality and professionalism. Participants will face the challenge of conducting sales meetings in a simulated format, evaluated directly by buyers and independent judges.



SEASAC 2025 POLIBATAM

Politeknik Negeri Batam has been entrusted to host the prestigious South-East Asia Sales Competition (SEASAC) 2025, the fifth edition of the event. This Southeast Asian-level competition aims to develop students' skills in the field of Business-to-Business (B2B) sales. SEASAC is part of the European Community ERASMUS+ program, which has consistently been implemented through collaboration between educational institutions and strategic partners from Southeast Asia and Europe.

As a concrete effort to enhance sales skills, SEASAC is designed to train students in communication, negotiation, and problem-solving skills through role-playing simulations as sales representatives. In these roles, students will directly interact with acting buyers from various countries.

The following is a detailed breakdown of each qualification in the 5th SEASAC competition:

1. **Qualifying Round:** Tuesday, July 22th, 2025
2. **Quarter-Final Round:** Wednesday, July 23th, 2025
3. **Semi-finals:** Tuesday, August 19th, 2025
4. **Finals:** Wednesday, August 20th, 2025

With the implementation of SEASAC 2025, it is hoped that a new generation of young professionals will emerge who are highly competent in B2B sales, able to adapt to market dynamics, and capable of making a real contribution to the economic growth of the Southeast Asia region.



RUNDOWN

Selasa, 19 Agustus 2025

- 08.00-12.35 : Opening Ceremony
- 12.35-13.30 : Lunch and Prayer Break
- 13.30-14.00 : Technical Meeting, Grouping Room of Participant
- 14.00-16.00 : Free Activity (Campus Tour, PBL EXPO)
- 16.00-19.00 : Gala Dinner

Rabu, 20 Agustus 2025

- 08.00-08.30 : Registration
- 08.30-11.30 : Semi Final Round
- 11.30-13.00 : Lunch and Prayer Break
- 13.00-14.00 : International Seminar
- 14.00-14.30 : Result Announcement
- 14.30-19.00 : City Tour (Barelang Bridge & Shopping)

*Event details are subject to change depending on circumstances.



RUNDOWN

Rabu, 20 Agustus 2025

- 08.00-08.30 : Registration
- 08.30-11.30 : Final Round
- 11.30-13.00 : Lunch and Prayer Break
- 13.00-13.30 : Registration Sales Pitching
- 13.30-15.00 : Sales Pitching Competition
- 15.00-16.00 : Competition Announcement for Sales Pitching
- 16.00- End : Competition Announcement for SEASAC 2025 and Closing Ceremony

*Event details are subject to change depending on circumstances.



MAP OF POLITEKNIK NEGERI BATAM



COMPETITION LOCATION

Qualifying Round	Zoom Meeting
Semifinal	Tower A Building, Politeknik Negeri Batam
Final	Technopreneur Center Building, Politeknik Negeri Batam



HOTEL INFORMATION



OS Style Hotel Batam Center ★★ ★

Location: Park, Batam Centre, Jl. Ahmad Yani No.1, Tlk. Tering, Kec. Batam Kota, Kota Batam

Price: Starting from IDR 446,281 per night (3 room types available: Deluxe King/Twin, Grand Deluxe, Family)

Distance: Next to Politeknik Negeri Batam (550 m)

Website: osstylehotelbatamcentre.com

Phone: 0811-6687-008



Harmoni One Hotel ★★ ★★

Location: Jl. Raja M Tahir No.1, Tlk. Tering

Price: Starting from IDR 454,544/night (4 room types available: superior twin room only, deluxe king, deluxe twin, and junior suite)

Distance: 2.2 km from Politeknik Negeri Batam

Website: harmonigroup.biz

Phone: (0778) 464111



Lovina Inn Hotel ★★ ★

Location: Anugrah Batam Centre Complex, Jl. Raja H.

Price: Starting from IDR 330,672 per night (3 room types available: standard room, superior room, double deluxe)

Distance: 2.9 km from Politeknik Negeri Batam

Website: lovinainn.com

Phone: (0778) 7485678



HOTEL INFORMATION



Redlink Hotel ★ ★ ★

Location: Block A Shopping Center, Jl. Mitra Raya No.16, RW.20, Tlk. Tering, Kec. Batam Kota, Kota Batam

Price: Starting from IDR 243,000/night (there are 5 room types, namely standard double, superior, deluxe, standard twin, and super deluxe)

Distance: 2.4 km from Politeknik Negeri Batam

Website: <https://www.redlinkhotel.com/>

Phone: 0778 4804550



Sahid Batam Center Hotel ★ ★ ★

Location: Block C, Raffles City Complex, Batam Centre, Jl. Raja H. Fisabilillah Block E, Tlk. Tering

Price: Starting from IDR 542,323/night (6 room types available: superior, modern deluxe, modern deluxe double, superior double, superior queen, superior twin)

Distance: 3 km from Batam State Polytechnic

Website: sahidhotels.com/

Phone: 0778 7483336



Kaliban Hotel ★ ★

Location: Ruko Purimas Blok C.25-28, Teluk Tering

Price: Starting from IDR 320,035/night (there are 6 room types, namely deluxe double, deluxe, deluxe king, deluxe twin, suite, family)

Distance: 2.6 km from Politeknik Negeri Batam

Website: <https://kalibanhotel.com/>

Phone: +62 812 7762 2600



CULINARY INFORMATION

Canteen Main Building Polibatam



Polibatam RTF Canteen



Polibatam Cooperative



BATAM CUISINE



Morning Bakery

Branch 1 Address: Jl. Orchard Boulevard, Belian, Kec. Batam Kota, Kota Batam

Branch 2 Address: Jl. Pembangunan No.3, Lubuk Baja Kota, Kec. Lubuk Baja, Kota Batam

Featured menu: srikaya butter toast, pastries, sweet bread, morning bakery coffee, teh tarik, laksa, mie lendir.



Anambas Kopitiam

Branch 1 Address: Jl. Laksamana Bintan No.1, Sungai Panas, Batam Kota District, Batam City

Branch Address 2: Jl. Komp. Bumi Indah, Lubuk Baja Kota, Lubuk Baja District, Batam City

Featured menu: luti gendang, anambas noodles, fish soup, fried rice, green chili rice, vegetable rice cake.



Mie Tarempa

Branch 1 Address: Royal Sincom Shop House, Block D No. 15-16, Tlk. Tering, Batam City District, Batam City

Branch Address 2: Belian, Batam City, Batam City, Riau Islands

Featured menu: wet tarempa noodles, dry tarempa noodles, special tarempa noodles, obeng tea, pulled tea, fried rice, vegetable lontong



BATAM CUISINE



Love Seafood

Branch 1 Address: Kampung Tua Tanjung Piayu Laut RT.02/RW.10 Sei Beduk, Kabil, Nongsa District

Branch Address 2: Mahkota Raya Complex, Jl. Raja H. Fisabilillah No.12B, Teluk Tering, Batam City

Featured menu: padang-style crab sauce, butter-fried shrimp, boiled gong-gong, sweet and sour fish, young coconut.



Rezeki Seafood Restaurant

Address: Pantai, Jl. H. Moh. Saleh, RT.002/RW.001, Batu Besar, Nongsa, Batam City

Featured menu: fried squid with flour, kangkung belacan, black pepper crab, clams in Padang sauce.



Tjap Nyonya

Branch 1 Address: Ruko FC Purimas, Batam Center, Belian, Kec. Batam Kota, Kota Batam

Branch 2 Address: Belian, Batam Kota, Batam City, Riau Islands

Featured menu: sui mian, dim sum, durian puff, ocha



BATAM CUISINE



Angkringan Tepi Danau

Branch 1 Address: Tepi Danau Buana Central Park
Komp. Buana Central Park, Jl. Letjend Suprpto, Kibing, Kec.
Batu Aji, Kota Batam

Branch 2 Address: Tanjung Buntung, Bengkong, Batam City,
Riau Islands

Featured menu: seafood fried kwetiau, fried rice, avocado
juice



Welcome To Batam

Address: Teluk Tering, Batam Kota, Batam City, Riau
Islands

Featured menu: kerak telur, rolled eggs, milkshakes,
guava sweets



Bakso Bakwan Malang Cak Ndut

Address: Ruko Royal Sincom, Jl. Laksamana Bintan, Tlk.
Tering, Kec. Batam Kota, Kota Batam, Kepulauan Riau

Featured menu: mini meatballs, chicken noodles, chili oil
dumplings, es tape gosrok, es podeng jadul



HOSPITAL INFORMATION

RS Awal Bros Batam



Awal Bros Batam Hospital is a type B hospital with 257 beds, internationally accredited (JCI), as well as ISO 9001 and 14001 certified. It offers specialized services such as the Heart Center and Stroke Center, with 24-hour emergency care and medical check-ups available through the Awal Bros network.

Address: Jl. Gajah Mada Kav. I Baloi Indah, Batam City

Phone: (0778) 431 7777

Email: mkt.btm@awalbros.com

Website: <https://batam.awalbros.com> or <https://awalbros.com/rs-awalbros-batam>

RS Santa Elisabeth Batam



A private Catholic hospital with a capacity of 129 beds, inaugurated on November 17, 2001. It provides facilities such as a 24-hour emergency room, polyclinic, radiology, nursery, VK, HCU, and pediatric care services.

Address: Jl. Angrek Blok 2, Baloi, Batam City, Batam, Riau Islands

Phone: (0778) 480 3191

Email: rselisabeth.batamkota@yahoo.co.id

Website: <http://www.rselisabeth.com> or <https://rsebk.com/>



HOSPITAL INFORMATION

RS Hj. Bunda Halimah Batam



Established in 2018 as a class B general hospital in the Batam University area. Provides services such as cardiovascular care, CT scans, and customer service.

Address: Jl. UNIBA No. 9A (UNIBA Complex / Jl. Abulyatama No. 5), Batam Centre, Batam, Riau Islands

Phone: 0778 416 1212 or 0812 7765 3313

Email: info@hjbundahalimah.com / pusdiklatrshbh@gmail.com

Website: <https://rsbundahalimah.com/>

RS Bhayangkara Batam



The general hospital owned by the Indonesian National Police (Polda Kepri), class D, BLU, fully accredited, serves as a special referral hospital for Covid-19, serving members of the Indonesian National Police and the general public.

Address: Jl. Dang Merdu KM 2, Batu Besar, Nongsa, Batam City, Riau Islands 29465

Phone: (0778) 776 0046 or 0811 778 110

Email: rumkitbhayangkarabatam2021@gmail.com

Website: <https://rsbhayangkarabatam.com/>



INFORMATION SOUVENIRS FROM BATAM



Luti Gendang (Anambas Tarempa)

A typical fried bread from the Riau Islands, filled with fish floss (tuna/shrimp/anchovy/mixed), made from wheat flour and traditional spices. It is very popular in Batam and Anambas because of its unique texture and authentic taste.

Address: Palm Spring Complex, Block A2, No. 9-10, Batam

Phone: 081260338866



Batam Ogura

Soft cakes typical of Batam, available in various flavors such as cheese, chocolate, green tea, red velvet, durian, tiramisu, and others. The texture is soft and perfect as a souvenir because the price is affordable.

Address: Lumbung Rezeki Complex Block D No. 2, Nagoya, and Fanindo Plaza Shop House Block G No. 18

Phone: +62 778 408 9938



Kek Pisang Villa

Batam's signature banana cake is a soft cake available in a variety of flavors (original, choconut, black forest, pandan cheese, banana bread, dragon fruit yogurt, blueberry, etc.). This brand has been around since 2006 and is known as the pioneer of Batam's banana cake souvenirs.

Address: Nusantara Golden Complex, Jl. Raja H. Fisabilillah No. 3 Block A, Tlk. Tering, Batam City District, Batam City, Riau Islands 29461

Phone: (0778) 4163863



BATAM TOURIST ATTRACTION INFORMATION



Kebun Raya Batam

Batam Botanical Garden is located in Nongsa District and is a conservation park focused on the preservation of coastal plants and flora from the small islands of the Indonesian archipelago. It is located on Jalan Hang Lekiu KM 4, Sambau Village, not far from Hang Nadim Airport and the Nuvasa Bay area. This place is ideal for educational tours and nature recreation. It features a collection of thousands of plant species, a greenhouse, an artificial pond, a gazebo for relaxation, and a demonstration area for botanical research.

Nuvasa Bay is an integrated urban development located in Nongsa and developed by Sinar Mas Land. This 228-hectare project offers luxury residences complete with a natural beach, an 18-hole golf course, a mangrove area, a lake, and resort-style facilities designed for an exclusive lifestyle. Its location is strategic as it is only about 30 minutes from the center of Batam.



Nuvasa Bay Batam



Batam Zoo Paradise

Batam Zoo Paradise is a newly opened family tourist destination that was officially inaugurated in December 2023. Located in the Ocarina Batam Centre area, this place combines various exciting attractions such as a mini zoo, waterpark, Ninja Warrior rides, and educational activities suitable for all ages. Its location is close to One Mall Batam, making it easily accessible. The park is open daily from 9:00 AM to 7:00 PM WIB.



BATAM TOURIST ATTRACTIONS INFORMATION

The Barelang Bridge is the main icon of Batam City, connecting the islands of Batam, Rempang, and Galang. Consisting of six bridges spanning across the sea, this place is not only an important transportation route but also a favorite tourist attraction. Many tourists come to enjoy the beautiful sea views, especially at sunset. Around the bridge, there are also beautiful beaches such as Elyora Beach and Melayu Beach, which are often used as vacation spots.



Barelang Batam



Bukit Harimau Batam

Bukit Harimau is located in the Sekupang area and is a popular natural tourist destination among local tourists. This place offers breathtaking views of the sea and even Singapore in the distance. The hill is a favorite spot for enjoying sunrise or sunset and is also an Instagramable photo spot. Its peaceful natural atmosphere makes Bukit Harimau an ideal place to unwind from the hustle and bustle of the city.

Panbil Nature Reserve offers a beautiful mini tropical forest atmosphere with a variety of local flora and fauna. This place is suitable as an educational tourist destination for families, students, and nature lovers. Visitors can enjoy various activities such as light trekking on forest trails, watching animals such as deer, birds, and monkeys, and taking photos at Instagrammable spots in the open air.



Panbil Nature Reserve



OFFICIAL INFORMATION CHANNEL

For official information about SEASAC V 2025, participants can access the following channels:

Instagram: @seasac_polibatam

Email: seasac.polibatam@gmail.com

Website: <https://seasac.polibatam.ac.id>

Contact Person: (+62) 852 1941 7893, (+62) 813 6387 6244

* Ensure that each participant is subscribed to the official channels to receive accurate and timely updates.



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