



**EY Entrepreneur  
Of The Year™**

*2025 Indonesia*

## Does your ambition shape the extraordinary?

Calling the dreamers, the doers, the shapers.  
Submit your nomination for EY Entrepreneur Of  
The Year 2025 Indonesia by **25 July 2025**.

Visit [ey.com/id/eoy](https://ey.com/id/eoy)

Founded and produced by



**Shape the future  
with confidence**



The better the question. The better the answer.  
The better the world works.



# Contents

Message from the Country Managing Partner of EY Indonesia .....	Page 1
Entrepreneur Of The Year 2024 Indonesia Winner .....	Page 3
World Entrepreneur Of The Year 2024 Winner .....	Page 4
Entrepreneur Of The Year Indonesia Hall of Fame .....	Page 5
Nomination Process .....	Page 6
Judging Process .....	Page 8
Entrepreneur Of The Year 2025 Program Journey .....	Page 9



# Message from the Country Managing Partner of EY Indonesia

As the world witnesses changing geopolitical dynamics and shifting trends, Indonesia enters a pivotal moment, navigating both global uncertainties and local challenges with cautious optimism. Amid changing market conditions and growing calls for a more inclusive and sustainable progress, entrepreneurs continue to play a vital role. They are not only adapting but also actively rethinking how business can contribute to long-term solutions.

This year, EY Entrepreneur Of The Year™ (EOY) celebrates its 23<sup>rd</sup> year in Indonesia, a testament to the resilience and ingenuity reflected in the nation's entrepreneurial journey. Over the years, we have seen how entrepreneurs do more than just lead companies. They create industries, unlock new opportunities, and shape a better future.



With the 2025 theme, **The Shapers: Honoring Entrepreneurs Who Shape What's Next**, we recognize leaders who act and lead with clear purpose. They create bold ideas and turn them into action with lasting positive impact through creativity, persistence and pursuit of excellence. These individuals are not only builders but also innovators who shape their businesses for a sustainable future and leave a meaningful legacy to their people and the communities around them.

As Indonesia continues to evolve, it will need the collective support of entrepreneurs who lead with both vision and sense of responsibility for societal welfare, turning complexity and challenges into opportunities and meaningful progress. Their stories deserve recognition and celebration.

We invite you to take part in this year's program by submitting a nomination. You may nominate yourself or another entrepreneur who demonstrates the vision, determination, and impact that define The Shapers.

Join us in discovering Indonesia's next EY Entrepreneur Of The Year 2025.

**Peter Surja**

Country Managing Partner  
EY Indonesia



## **The Shapers:**

### **Honoring Entrepreneurs Who Shape What's Next**

Entrepreneurs don't just build companies. They shape industries, create possibilities, and set new standards for the future.



This year's theme celebrates entrepreneurs who build with meaningful purpose, lead with excellence, and shape their businesses into lasting forces for change. They turn challenges into learning and opportunities, ideas into action, and ambition into measurable impact.

These are the individuals who see beyond the present, who take the long view yet remain hands-on in refining every detail. Their journey is marked not just by innovation, but by persistence, resilience, and the confidence to grow through uncertainty.

At EY, we are proud to recognize and support these leaders. Through EY Entrepreneur Of The Year™, we shine a light on those who are not only driving progress in their industries, but also shaping a better future for generations to come.

**Will you be the next entrepreneur to shape the future with confidence?**



# Entrepreneur Of The Year 2024 Indonesia Winner

For over two decades, **EY Entrepreneur Of The Year™ Indonesia** has recognized the people behind some of the nation's most impactful businesses. More than 200 entrepreneurs have been celebrated for how they built, evolved, and shaped their companies to influence industries and spark progress. Their journeys reflect the kind of leadership that drives meaningful change and sets new direction for Indonesia's business landscape.



“ EY Entrepreneur Of The Year is an incredible program. For me, entrepreneurship is the key to economic growth and to creating lasting impact for Indonesia. I hope that through our platform, we can continue to inspire more young people and empower all dreamers to take risks, give it a shot, and try to make things happen — not just for themselves, but for others, for society, and most importantly, for our country, Indonesia.

**Winston Utomo & William Utomo**

CEO and COO

PT Media Putra Nusantara

EY Entrepreneur Of The Year 2024 Indonesia





**EY World Entrepreneur  
Of The Year™**

**2024**

**EY World Entrepreneur Of The Year™** is a global recognition program that brings together top entrepreneurs in Monte Carlo, Monaco, to celebrate innovation, leadership, and long-term impact. National winners from around the world connect, share insights, and compete for the global title, selected by an independent panel of judges. The event gathers finalists, business leaders, executives, and EY alumni to highlight the role of entrepreneurship in shaping a better future.



“ I am deeply honored and grateful to be recognized as the EY World Entrepreneur Of The Year. As part of a fourth-generation family business, the spirit of entrepreneurship runs deep within me, and I continue to be equally inspired by those who came before and those who follow.

**Vellayan Subiah**

Executive Vice-Chairman and Chairman  
Tube Investments of India (TII) and Cholamandalam  
(Chola) Investment and Finance Co. Ltd.,  
EY World Entrepreneur Of The Year 2024



## Indonesia Hall of Fame 2001 - 2024



2001

**Dahlan Iskan**  
President Director  
Jawa Pos Group



2002

**BRA Mooryati Soedibjo**  
Founder and Chairman  
PT Mustika Ratu Tbk.



2003

**Djoenaedi Joesoef**  
Chairman of the Board  
PT Konimex



2004

**Sudhamek AWS**  
CEO  
GarudaFood Group



2005

**Jakob Oetama**  
Executive Chairman  
Kompas Gramedia Group



2006

**Jacobus Busono**  
President Director  
Pura Group



2007

**Dr. Ir. Ciputra**  
President Commissioner  
PT Ciputra Development  
Tbk.



2008

**Haryanto Adikoesoemo**  
President Director  
PT AKR Corporindo Tbk.



2009

**Kris Wiluan**  
President Director  
PT Citra Tubindo Tbk.



2010

**Edwin Soeryadjaya**  
Chairman,  
Saratoga Capital,  
PT Adaro Energy Tbk.



2011

**Dato' Sri Prof. DR. Tahir, MBA**  
Executive Chairman  
Mayapada Group



2012

**Budiarto Halim**  
CEO  
PT Erajaya Swasembada Tbk.



2013

**Johannes Suriadjaja**  
President Director  
PT Surya Semesta  
Internusa Tbk.



2014

**Iwan Setiawan Lukminto**  
President Director  
PT Sri Rejeki Isman Tbk.



2015

**Hendra Adidarma**  
President Director  
PT Propan Raya I.C.C.



2016

**Irawati Setiady**  
President Director  
PT Kalbe Farma Tbk.



2017

**Nadiem A. Makarim**  
CEO  
PT Go-Jek Indonesia



2018

**Alisjahbana Haliman**  
CEO  
PT Haldin Pacific Semesta



2019

**William Tanuwijaya**  
CEO  
PT Tokopedia



2022

**Otto Toto Sugiri**  
CEO  
PT DCI Indonesia Tbk.



2023

**Yozua Makes**  
CEO & Founder  
PT Plataran Indonesia



2024

**Winston Utomo & William Utomo**  
CEO & COO  
PT Media Putra Nusantara

Who will  
inspire us  
next?





# Nomination Process

---

## Who is Eligible for Nomination?

We invite entrepreneurs from various sectors and industries, including founders, major owners, or executives of private or public companies based in Indonesia, to actively participate as members of the top management team within their organization.

## Qualification Requirements

- ▶ The nominee must be an Indonesian citizen (WNI).
- ▶ The nominee should hold the position of owner, CEO, or equivalent, with direct responsibility for the company's recent performance. *\*EOY accepts more than one nomination from the same company. (i.e.: Founder/CEO with the co-founder).*
- ▶ The company must be operating within Indonesia and must have been in operation for a minimum of 3 years.
- ▶ Submission of 3 years of audited financial statements is required from the nominee.
- ▶ Former EY EOY finalists/ alumni are eligible for re-nomination after a one-year gap.
- ▶ Once selected as finalists, entrepreneurs are required to attend a series of EOY events: On-site Filming, Partner Interviews, Judges One-on-One Interview, and the Awards Gala.

For further details, please refer to our FAQ section [here](#).

## Advantages of Being Involved

- ▶ Become part of a global community of forward-thinking business leaders across a wide range of industries.
- ▶ Connect with industry leaders, distinguished entrepreneurs, judges, and EY professionals through meaningful networking opportunities.
- ▶ Celebrate the people who have supported your entrepreneurial journey, from your team to key partners.
- ▶ Strengthen your brand visibility and credibility with exposure to potential clients, investors, strategic partners, and M&A opportunities.
- ▶ Gain broad media exposure across local, regional, and national platforms, along with targeted visibility opportunities.



# Start your EY Entrepreneur Of The Year 2025 Nomination

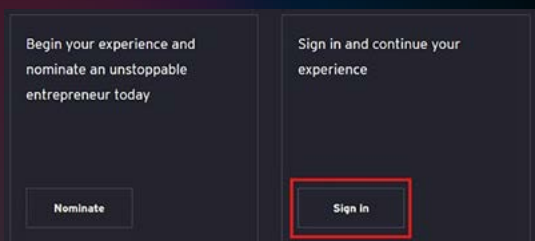
To take part in this year's program, submit your nomination at [eoy.ey.com](https://eoy.ey.com) by **25 July 2025**. You can nominate yourself or other entrepreneurs who reflect the values and spirit of the program.

Visit our [official website](#) to learn more about the EY Entrepreneur Of The Year Indonesia program and related entrepreneurship initiatives.

## Follow the step-by-step nomination guide below to get started:

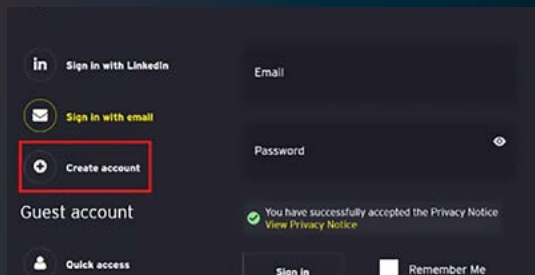
1

Visit the [eoy.ey.com](https://eoy.ey.com) page and click 'Sign in' to create a new account or access your existing one.

The screenshot shows the EY Entrepreneur Of The Year login page. It has two main sections: 'Begin your experience and nominate an unstoppable entrepreneur today' with a 'Nominate' button, and 'Sign in and continue your experience' with a 'Sign in' button highlighted by a red rectangle.

2

Choose 'Create account' and fill in the required information.

The screenshot shows the EY Entrepreneur Of The Year registration page. It has options for 'Sign in with LinkedIn', 'Sign in with email', 'Create account' (highlighted with a red rectangle), and 'Guest account'. Below the 'Create account' button, there is a message: 'You have successfully accepted the Privacy Notice View Privacy Notice'.

3

After submitting, you will receive a confirmation email. Click the 'Register now' in the email to complete your registration and be directed to the [EY Entrepreneur Of The Year™ page](#).

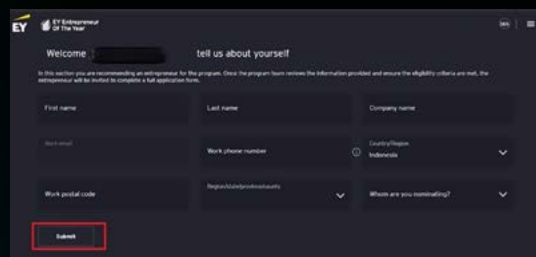
The screenshot shows a confirmation email from EY Entrepreneur Of The Year. It says 'Congratulations!' and 'Dear [Name]'. It then says 'We have received nomination submitted by [Name] from [Company] on your behalf for the EY Entrepreneur Of The Year™ program.' Below this, it says 'To be considered for this prestigious award, we require some more information about you and your business. Please visit our site to either register or sign in as applicable and complete the full application form.' At the bottom, there are two buttons: 'Register now' (highlighted with a red rectangle) and 'Sign in'.

4

You are now ready to submit a nomination for yourself or someone else.

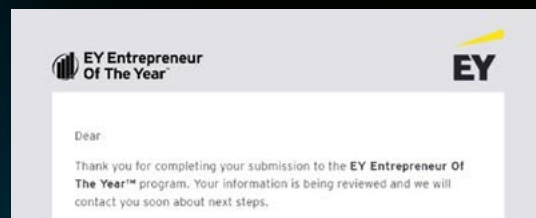
5

Complete the required fields and click 'Submit' to proceed.

The screenshot shows the EY Entrepreneur Of The Year nomination form. It has fields for 'First name', 'Last name', 'Company name', 'Work email', 'Work phone number', 'Country/Region', 'Work postal code', and 'Region/Country/State'. There is also a dropdown menu for 'Where are you nominating?'. The 'Submit' button at the bottom is highlighted with a red rectangle.

6

Congratulations! Your submission for the EY Entrepreneur Of The Year program has been successful.

The screenshot shows a confirmation email from EY Entrepreneur Of The Year. It says 'Congratulations!' and 'Dear [Name]'. It then says 'Thank you for completing your submission to the EY Entrepreneur Of The Year™ program. Your information is being reviewed and we will contact you soon about next steps.'

7

When nominating others, ensure they are registered or signed in. Use this template to remind them if needed.

The screenshot shows the EY Entrepreneur Of The Year nomination form. It has fields for 'First name', 'Last name', 'Company name', 'Work email', 'Work phone number', 'Country/Region', 'Work postal code', and 'Region/Country/State'. There is also a dropdown menu for 'Where are you nominating?'. The 'Submit' button at the bottom is highlighted with a red rectangle.

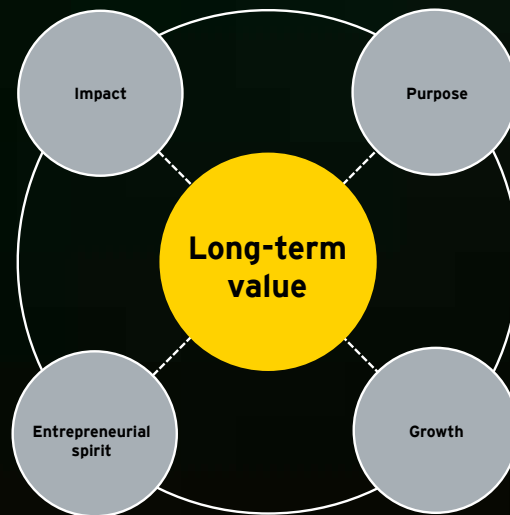
If you encounter any difficulties or need assistance, please contact [eoy.indonesia@id.ey.com](mailto:eoy.indonesia@id.ey.com).



# Judging Process

An independent panel of judges, including the 2024 EY Entrepreneur Of The Year winner and respected business and academic leaders, will evaluate candidates based on defined criteria.

## Judging Criteria



### Impact

- ▶ Positively impacts the customers they serve.
- ▶ Integrates sustainable Environmental, Social and Governance (ESG) practices in their strategy with robust commitments and executions plans.
- ▶ Focuses on diversity and inclusion across multiple dimensions.

### Entrepreneurial Spirit

- ▶ Identifies opportunities to innovate and create a better world.
- ▶ Takes risks to realize their vision.
- ▶ Demonstrates courage, perseverance, and resilience to overcome significant obstacles.

### Purpose

- ▶ Commits themselves and their organization to an inspiring purpose and vision.
- ▶ Drives strategies for a sustainable future business.
- ▶ Creates and protects value in the long-term, across a broad group of stakeholders and ecosystems (e.g., consumers, employees, suppliers, government, communities, investors and shareholders).

### Growth

- ▶ Increases market share and expands into new markets.
- ▶ Drives positive financial performance.
- ▶ Invests in attracting, developing, and retaining a diverse mix of talent.
- ▶ Builds a culture of innovation that pioneers new approaches or technologies.



# 2025 Program Journey



**May**

Nominations Open



**June**

EY World Entrepreneur Of  
The Year 2025  
(Represented by EY Entrepreneur  
Of The Year 2024 Indonesia)



**July**

Nominations Close and  
Finalists Announcement



**November**

Awards Gala

EY Entrepreneur Of The Year™ 2025



**October**

Judging Process

Meet the 2025 Judges



**August - September**

On-Site Visits

## EOY Indonesia Committee

Meet the team behind the EY Entrepreneur Of The Year Indonesia program. For questions, nomination support, or to learn more about the program, please contact us at [eyo.indonesia@id.ey.com](mailto:eyo.indonesia@id.ey.com).

### **Jongki Widjaja**

EOY Program Leader

[Jongki.Widjaja@id.ey.com](mailto:Jongki.Widjaja@id.ey.com)

### **Avebria Cicera**

EOY Program Manager

[Avebria.Mediana@id.ey.com](mailto:Avebria.Mediana@id.ey.com)

### **Joshua Manurung**

EOY Committee

[Joshua.A.Manurung@id.ey.com](mailto:Joshua.A.Manurung@id.ey.com)

### **Carlotta Bako**

EOY Committee

[Carlotta.N.Bako@id.ey.com](mailto:Carlotta.N.Bako@id.ey.com)



## **EY | Building a better working world**

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multidisciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

### **All in to shape the future with confidence.**

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via [ey.com/privacy](https://ey.com/privacy). EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit [ey.com](https://ey.com).

#### **About EY Entrepreneur Of The Year™**

EY Entrepreneur Of The Year™ is the only global program of its kind that supports entrepreneurs as they unlock their ambitions. Established in 1986, this flagship program operates across more than 60 countries and jurisdictions and boasts a global ecosystem of over 30,000 distinguished entrepreneurs. Program participants benefit from lifelong connections, learning resources and insights to help navigate their growth journey, and opportunities to raise the profile of their companies. Each program concludes with a competition and announcement of a winner who goes on to represent their country or region in the ultimate global competition and event for entrepreneurs: EY World Entrepreneur Of The Year™. [ey.com/eoy](https://ey.com/eoy)

© 2025 PT Ernst & Young Indonesia.  
All Rights Reserved.

APAC No. 00000419

**[ey.com/id](https://ey.com/id)**

Founded and produced by

