

# Abstract

## SESSION 3:

From Vision to Reality: Aligning the Global Agenda with Local Benefits

## WORKSHOP 3.1:

Matching the Societal Aspiration for a Blue Ocean through Public-Private Partnerships

## Public Private People Partnership (4P) for the Development of New “Global Hub” Town Baandar Kayangan - Indonesia

### Son Diamar

Chairman  
New Town “Global Hub”

The development of a new town, or redevelopment of the old, needs investment. There have been such businesses conducted by real estate developer private companies. But the outputs, i.e transformation to urban area, have been inadequate if compared to the needs, and the potentials. They also bring about inequality, the company owners are getting so much richer, while the indigenous/local people who are originally “land owners” only received “cheap money”, and stay even in poverty. To boost the development, there have been also attempts in the format of Public Private Partnership (3P) since last two decades. However, out of more than a hundred projects listed in government, only few were successful.

Public Private People Partnership (4P) is proposed to achieve two things. Firstly, to make potential assets (land) be easily available, to be converted into capital, and secondly to distribute benefit (profit) fairly to “land owners” who are organized as shareholders in a 4P company. A 4P company needs to be established together by public (provincial and regency governments), trusty professional management, investors, and those people. It needs long steps, including technocratic, business, administrative, and people as well as political consents. The 4P can be applied in urban as well as rural area development. The case is a new town Bandar Kayangan covering area of 7000 Ha, with an international port, industrial parks, CBD, residential, and oil refinery. The location is in the Regency of North Lombok, the Province of West Nusa Tenggara. The island is the neighbor of Bali tourism area.



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## Global Targets Local Benefits

Setting the Sustainable Development Agenda for the Seas of East Asia beyond 2015