

COMPANY ↑ PROFILE



ORCHESTRATE THE EVENT





**CREATING
STORIES,
BUILDING
ICONIC EVENT**



WHO WE ARE ?

Since 22 years ago, we already have a fairly close relationship with the world of events. Until 2010 we decided to build an event organizer company. Collaborating with friends, we agreed to call ourselves 'SQUAD'.

This name really represents the character of a friend who never gives up, focuses on targets and holds high commitments. We want to inherit the spirit of the special forces who are always at the forefront and win all the battles.

SQUAD upholds 4 core values: Family First, Professionalism, Passion, and Authenticity. We believe that family is the ideal partner to share joyful experiences with, from simple things like food to something big, like business. We love what we do, and we believe our passion is the greatest driver of our success, combined with strong beliefs and creative ideas we truly stand for.



OUR JOURNEY

2004

Started a small event organizer business, with the name SQUAD Event & Brand Communication.

2017

Growing by launch a new business unit for supported main company **Legion Creative Builder.**

2020

Growing their staff and moving to a bigger market attracted a larger market and introducing SQUAD INDONESIA.

2022

Constantly improving throughout the years, Squad Indonesia is now one of the most recognized event organizer companies in Indonesia.

2023

Expanded the business by merging with **MVP**

2024

Growing by launch a new Business unit for supported main company **Soundlution.**

Present

Business continues to grow bringing joy in the form of good work. A comfortable atmosphere, and job opportunities. Try a New Business Model!



MEET OUR DIRECTORS



Hendra Mardhika

Founder & CEO SQUAD Indonesia



Rifki D. Roziandes

COO SQUAD Indonesia



WHAT WE DO?



We Bring Your Event to Life!

Planning an event? We're here to make it unforgettable! From creative ideas to seamless execution, we turn your vision into reality-whether it's a corporate gathering, a private party, or a public festival.

We're all about creating amazing experiences that leave a lasting impression. Ready to make magic?

OUR SERVICES



MICE



BRAND
ACTIVATION



GOVERNMENT
EVENT



EXHIBITION



CORPORATE
EVENT



WHY CHOOSE US ?



22+ YEARS EXPERIENCE



We know how to create exceptional events. Trusted by 154 clients, we've successfully executed 1,233 events and generated over IDR 24B in revenue. So, let's connect with us to handle the details and you can enjoy the process and see amazing result!.

+154

Partner & Clients

We meet various brands with various fields as well, of course, ranging from individual events to government events. And as of 2025, we have officially worked on more than 200 events in any fields.

+1233

Event Program Activity

There are various types of events desired each brand. until 2022, we have managed to work on more than 1233 types of event program activity.

+24B

Hit Revenue

In 2024, we reached a major milestone by recording an all-time high annual revenue of IDR 24 Billion.

OUR

PORT

2015

PEMPROV JATIM

Malam Seni dan Budaya

BANK BRI

Launching Brizzi Card & Family Fun Walk

PT. FORTUNA DELTA MOTOR

Grand Opening Ford Superstore - Jatim

2019

ABBOTT INDONESIA

National Sales Conference

WE THE YOUTH

100%IN Surabaya Wani Milih

PT. PLN

Peresmian PLTGU Grati Blok III 450 MW

2017

TATA MOTORS

IIMS Jakarta

PT. PEGADAIAN KANWIL JATIM

Kemilau Emas Pegadaian

SEMEN INDONESIA

BUMN Innovation Expo

2016

PT. SAKA ENERGI INDONESIA

(PGN SAKA)

Employee Gathering

PT. DJARUM

SUTOS Music Festival

TATA MOTORS

GLIAS Makassar

2020

UMC & SBT SURABAYA

Suzuki Day 2020

KEMENTERIAN KOMUNIKASI

DAN INFORMATIKA

Ignition 1000 Startup Digital

KEMENTERIAN KOMUNIKASI

DAN INFORMATIKA

Startup Studio Indonesia Batch 1

2018

PT. PEGADAIAN KANWIL JATIM

Pegadaian Anniversary 118

PT. GUDANG GARAM TBK

PROJAM

PT. DARYA VARIA LABORATORIA TBK

Enerobic Enerovon-C



2021

KEMENTERIAN KOMUNIKASI DAN INFORMATIKA

Ignition 1000 Startup Digital - Bali

KEMENTERIAN KOMUNIKASI DAN INFORMATIKA

Papua Techno Festival

BANK BJB

Awarding Bank BJB

2023

XL AXIATA

XL We Are More Project

KEMENTERIAN KOMUNIKASI DAN INFORMATIKA

Launching Visi Indonesia Digital 2045

KEMENTERIAN KOMUNIKASI DAN INFORMATIKA

Natal Nasional 2023

2025

BANK JATIM

Production Booth Bank Jatim | Jatim Fest

KOMDIGI

Launching Garuda Spark Innovation Hub Bandung, Jakarta, Medan

KOMDIGI

Deklarasi Arah Indonesia Digital

2024

PT. AJINOMOTO INDONESIA

Cegah Stunting dan Obesitas Dengan Gizi Seimbang

KEMENTERIAN KOMUNIKASI DAN INFORMATIKA

NextHub Global Summit 2024

UNIQLO

Uniqlo Opening Store Icon Bali Mall

2022

UNIVERSITAS KRISTEN PETRA

Education Expo | Eduverse

KEMENTERIAN KOMUNIKASI DAN INFORMATIKA

G20 Digital Innovation Network

KEMENTERIAN KOMUNIKASI DAN UKM

Entrepreneur Financial Fiesta



GALLERY

MI



Clients

Kementerian Koperasi dan UKM

Events

Entrepreneur Financial Fiesta

Area

Nasional

Activity

Conference



Clients

Kementerian Komunikasi dan Informatika

Events

Digital Innovation Network G20

Area

Internasional

Activity

Conference, Exhibition, Business Matchmaking





Clients

Kementerian Komunikasi dan Informatika

Area

Bandung, Jakarta, Medan

Events

Launching Garuda Spark Innovation Hub

Activity

Launching, Talkshow, Exhibition, Panel Discussion



Clients

PEMROV JATIM

Events

Malam Seni dan Budaya

Area

Pasuruan

Activity

Gelar Kesenian Puncak Peringatan Hari Guru, Hari PGRI, Hari Aksara Internasional



GALLERY

EXHIB



Clients
BANK JATIM

Area
Surabaya



Events
Production Booth Bank Jatim - Jatim Fest

Activity
Creative Concept Design, Production Booth



Clients
UK Petra FE Surabaya

Events
EDUVERSE UK Petra

Area
Surabaya

Activity
Education Expo



COMpetition

EVENT



Clients

UMC Surabaya

Events

Gear to Define

Area

Surabaya

Activity

Launch, Exhibition

Clients

TATA MOTORS

Events

IIMS Jakarta

Area

Jakarta

Activity

Booth Exhibition, Selling, Product Knowledge, Base Collect



GALLERY

BRAND AC



Clients

Ajinomoto Indonesia

Area

Mojoekerto

Events

Cegah Stunting dan Obesitas Dengan Gizi Seimbang

Activity

Socialization & Education



Clients

UNIQLO

Events

Opening Store Pakuwon City Mall Surabaya

Area

Surabaya

Activity

Opening Store



ACTIVATION

EVENT



Clients

XL Axiata

Events

XL We Are More Project

Area

Surabaya, Malang

Activity

Festival Activation

Clients

PT Tempo Scan Spacific Tbk

Events

Pre-Heat Hemaviton Fit & Health Festival

Area

Surabaya

Activity

Sport Activities, Product Sampling, Product Selling, Games Booth



GALLERY

GOVER



Clients

Kementerian Komunikasi dan Digital

Area

Jakarta

Events

Deklarasi Arah Indonesia Digital

Activity

Launching, Exhibition, Panel Discussion



Clients

PT. PLN

Events

Peresmian PLTU Grati Blok III
450 MW

Area

Nasional

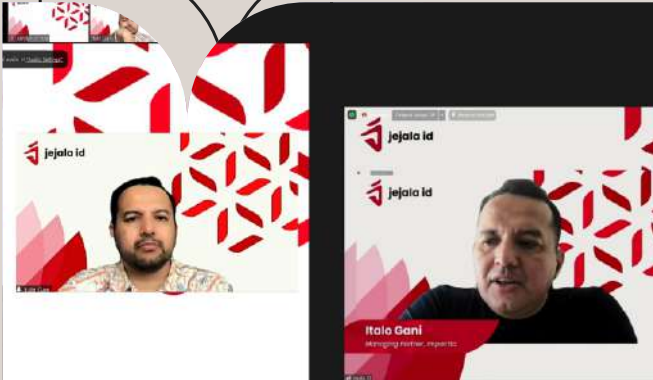
Activity

Ceremonial



KONUMENT

EVENT



Clients

Kementerian Komunikasi dan Informatika

Area

Internasional

Events

Jejala Roadshow Japan, Singapore, Europe, US

Activity

International Virtual Matchmaking, Panel Discussion

Clients

Kementerian Komunikasi dan Informatika

Events

Startup Studio Indonesia
Batch 1-8

Area

Nasional

Activity

FGD, Coaching & Mentoring



GALLERY

CORPO



Clients

Bank Danamon

Area

Surabaya



Events

Danamon Got Talent

Activity

Hut Danamon, Awardee Employee



Clients

PT. Darya Varia

Events

Immune Forum - Goes To Bromo

Area

Pasuruan

Activity

Outing, Gala Dinner



ORATE

EVENT



Clients

Abbott Indonesia

Events

National Sales Conference

Area

Nasional

Activity

Internal Gathering, Outbound

Clients

PT Pegadaian Persero Kanwil
Jatim

Events

Pegadaian Anniversary 118

Area

Jawa Timur

Activity

Internal Gathering, Fun Walk



GALLERY

CONC



Clients

PT. Djarum. Tbk

Events

Sutos music fest

Area

Surabaya

Activity

Newyearevecelebration



Clients

Jawa Pos

Events

Gentleman Day

Area

Surabaya

Activity

Creativemarket,barbercontest,
music performand talkshow



CERT

EVENT



Clients

PT. Gudang Garam. Tbk

Events

PROJAM

Area

Surabaya

Activity

Community lifestyle and extreme

Clients

PT. Djarum. Tbk

Events

Lokaverse

Area

Surabaya

Activity

Competition



GALLERY

ADVER



Clients

PT Tri Sakti Purwosari Makmur

Events

PNT Produksian

Area

Surabaya

Activity

Advertising



Clients

PT Atlantic Biruraya

Events

PNT Produksian

Area

Surabaya

Activity

Advertising



ADVERTISING

EVENT



Clients

PT. Abdimitra Bersama Perdana

Events

PNT Produksian

Area

Madiun, Malang, Madura

Activity

Advertising



Clients

PT. Biomed

Events

PNT Produksian

Area

Surabaya

Activity

Advertising



MEET



Christianus N. Kenny

Branch Manager



Septi Irawati

Finance Manager



A. Martiara Putri

Administration Officer & Event Support



Safira Aprilia D

Administration Officer & Event Support



TEAM

JR



M. Aldy Nur

Event Officer



Zahra Jihan

Event Officer



Adi Suwito

Warehouse Officer

”

*Great things in
business are never
done by one person.*

*They're done by a
team of people”*

CLIENT WHO TRUST US





Equilibrium

CONTACT US ↓

Surabaya

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