



The 26th ANNUAL
ISEEC
INDUSTRIAL & SYSTEMS ENGINEERING COMPETITION
Fugal Engineering for Resilient Innovations. Doing
More with Less

ISEEC 2026

EXTERNAL PROPOSAL



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ISEEC UI



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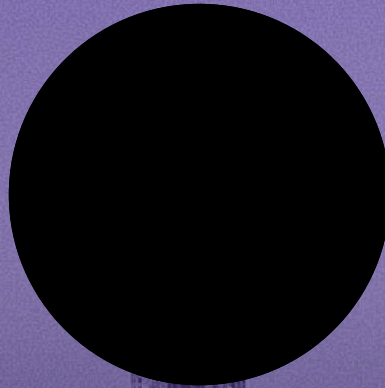
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Overview



Ikatan Mahasiswa Teknik Industri

The Industrial Engineering Student Association is a student organization at the Department of Industrial Engineering at University of Indonesia, formed in conjunction with the establishment of UI Industrial Engineering Department in 1998.

IMTI has become a student organization that is a trendsetter in student organizations at the faculty and university levels, through the introduction of various techniques and methods commonly used in industrial engineering science.

IMTI is a non-profit organization that caters to the needs of industrial engineering students at the University of Indonesia and serves as an information hub for both internal and external stakeholders. It is the birthplace of talented Industrial Engineers, providing an end-to-end service for our best engineer talents to flourish with our partner companies.

ISEEC UI

2026

Industrial & System Engineering Competition

Industrial and Systems Engineering Competition (ISEEC) is an annual competition held by the Industrial Engineering Student Association of Universitas Indonesia since 2000. As one of the most prestigious industrial engineering scientific competitions, ISEEC holds a number of stages which have various key points for the evaluation.

Participants will take part in a series of competitions starting from **Mini Case Competition, Business Case Competition, Workshop, Grand Opening & seminar, and lastly Grand Closing & talkshow.**





GRAND Theme

The 26th Annual Industrial and Systems Engineering Competition (ISEEC 2026) is centered on the grand theme of **"Frugal Engineering for Resilient Industries: Doing More with Less."** This theme champions the concept of "Frugal Engineering," a strategic mindset that views resource constraints and economic volatility not as barriers, but as catalysts for high-impact innovation. By focusing on doing more with less, the competition challenges future engineers to move beyond theoretical idealism and instead develop pragmatic, lean solutions that maintain high-quality standards while navigating the complexities of modern, resource-limited industrial landscapes.

Three Essential Pillars

1. Problem Structuring & Hypothesis Driven Thinking
2. Solving Business Problems
3. Financial Feasibility.

These pillars guide participants to systematically map out business challenges, make data-driven trade-offs between competing priorities, and ensure that every proposed solution is economically viable and ready for real-world implementation.

Ultimately, ISEEC 2026 seeks to integrate technical Industrial Engineering expertise with macro-level strategy, empowering students to create sustainable value that remains resilient in the face of constant market shifts.

Timeline

**Open Registration
Workshop**

W2 June – W2 July

**Open Registration
MCC**

W3 June – W3 July

Workshop

W2 July

**Close Registration,
Grand Seminar**

W2 September

Open Regist.

BCC X LKTI

W3 August

Mini Case Competition

W3 July – W2 August

Stage 1

(LKTI & Exsum)

W3 September

Stage 2

(Full Proposal)

W1 – W2 October

**Mentoring
for Finalist**

W4 October

ISEEC Night

W5 October

Stage 3

(Finalist)

W5 October

Exclusive Talkshow x

Company Visit

W5 October





Our Event

Mini Case Competition

An international micro business case-solving competition designed as a platform for multidisciplinary students to channel their creativity and critical thinking skills. Focused on real and relatable industry challenges, MCC challenges participants to provide innovative, fast, and targeted solutions.



Place : Zoom (Online)



Target : All University Students

Stage 1

**Deck Submission
Week 4, July 2026**

Stage 2

**Final Pitching
Week 2, August 2026**

Workshop

An interactive training session designed to equip participants with essential skills in solving business cases. The workshop will be delivered by a professional.



Place : Zoom (Online)



Target : All University Students



Week 2, July 2026





Our Event

Business Case Competition x LKTI

An integrated international-scale competition combining business case analysis and Industrial Engineering scientific expertise. It aims to produce solutions that are strong both in strategic planning (macro-strategy) and in Industrial Engineering Excellence (technical aspects). The competition also features a Serious Simulation Game (SSG) in Stage 3 and concludes with an exclusive Gala Dinner for the finalists.



National and international from All Faculty Students

Stage 1

**LKTI x Executive
Summary (Online)**

Stage 3

**Serious Simulation
Games (Offline)**

Stage 2

**Proposal
Submission (Online)**

Stage 4

**Final Pitching &
Gala Dinner
(Offline)**



Our Event

Grand Seminar

An interactive discussion forum serving as the opening ceremony of the ISEEC 2026 main event series. Featuring industry experts and academics to provide relevant insights on current topics across various fields of study, enabling participants to better understand the opportunities and challenges in today's industrial world.



Place : TBA (Hybrid)



Target : General Public



Week 2, September 2026

Company Visit

The company visit series designed to provide participants with direct learning experiences from industry practitioners. The session features representatives from partner companies who will share insights about current industry conditions and the dynamics of the real working world.



Place : Company's Venue



Target : BCC X LKTI Finalist



Week 5, Oktober 2026



Participation

Target

35 Teams

for Mini Case Competition (min 1 internasional teams)

30 Teams

*for Business Case Competition x LKTI
(min 1 international teams)*



500 Participants

for Seminar, Talkshow and Workshop

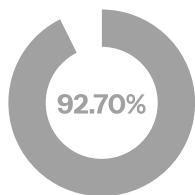
Track Record

For The Past 8 Years

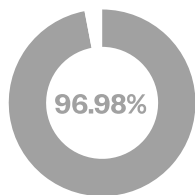
402 Teams Competed
in ISEEC

6,167 Participants
Attended Seminar,
Talkshow, and Workshop

Participant Survey Says..



Satisfaction of
ISEEC Event



Satisfaction of
ISEEC Competition

Mini Case Competition

70+ Teams
From 4 different countries





ISEEC's MCC

ISEEC Mini Case Competition is one of ISEEC's events in the form of National Mini Case Competition that aims to enhance beginners to experts participants' analytical and decision-making skills by challenging them to solve business problems.

Theme

Building Resilient Distribution Networks Through Frugal Operations

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Encouraging operational innovation & resilient infrastructure through asset optimization and waste reduction.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Optimize distribution networks to reduce waste and maximize efficiency of existing resources.

As global uncertainty increases from economic volatility, geopolitical conflicts, energy crises, and rising operational costs, companies face the need to build a resilient distribution network. However, **without radical efficiency and waste elimination, resilience is often mistaken for costly redundancy.** Frugal operations offer a transformative alternative (but not limited to): by maximizing utilization of existing assets, eliminating process waste, and avoiding new Capex, distribution networks can become more flexible, adaptive, and resilient to various operational disruptions.

MCC Stages

Online

Deck Submission

Participants must prepare a concise explanation of their key analysis and solutions to give judges a clear snapshot of their approach to the business case.

Output: Deck

Online

Submission Scoring

All submitted deck will be evaluated through a submission scoring stage, where each team's work will be assessed by judges over the course of one week.

Online

Final Pitching

Top 5 teams from the deck submission stage will get the chance to present their presentation slide in front of the judges (online) followed by a Q&A session.

Timeline





Company Visit

The company visit series designed to provide participants with direct learning experiences from industry practitioners. The session features representatives from partner companies who will share insights about current industry conditions and the dynamics of the real working world.

Objectives & Expected Outcomes

Industry Exposure

Provide participants with the opportunity to gain first-hand insight into the professional work environment, company operations, and the practical application of academic knowledge within the industry

Knowledge & Career Insight

Enable participants to broaden their understanding of industry trends, essential professional competencies, and potential career pathways through direct interaction with industry professionals

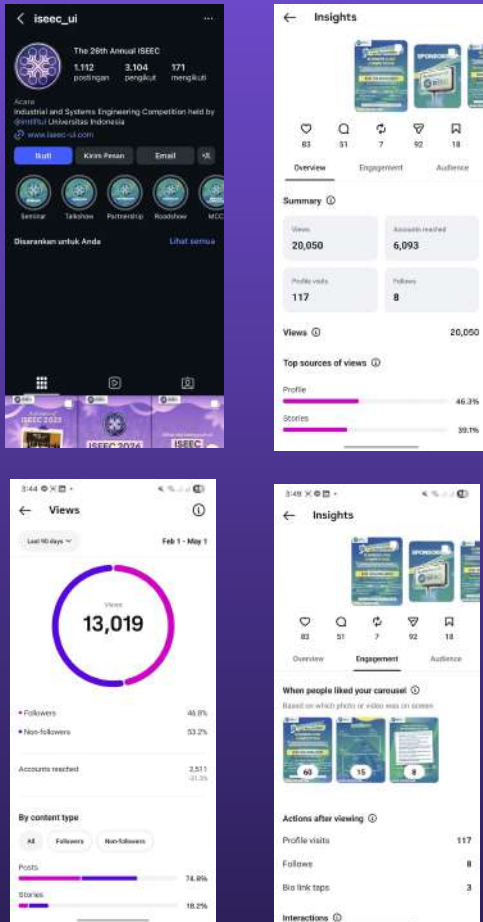
Meaningful Collaboration

Foster a positive relationship between the educational institution and the company while creating opportunities for future collaboration in academic initiatives, talent development, and other professional engagements

Social Media

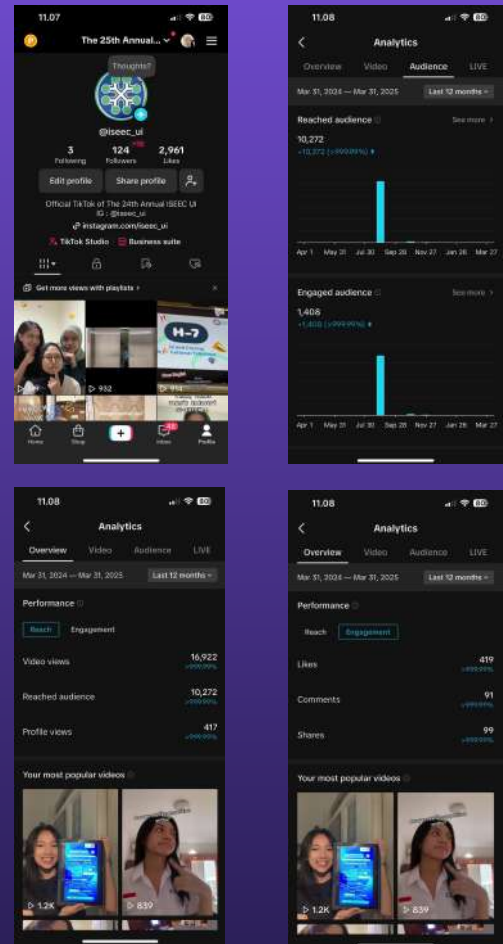
Instagram

Tik Tok



@ISEEC_UI

Total followers: **3.000+ followers**
Engagement per post: **60 persons**
Accounts reached: **2.511 accounts**



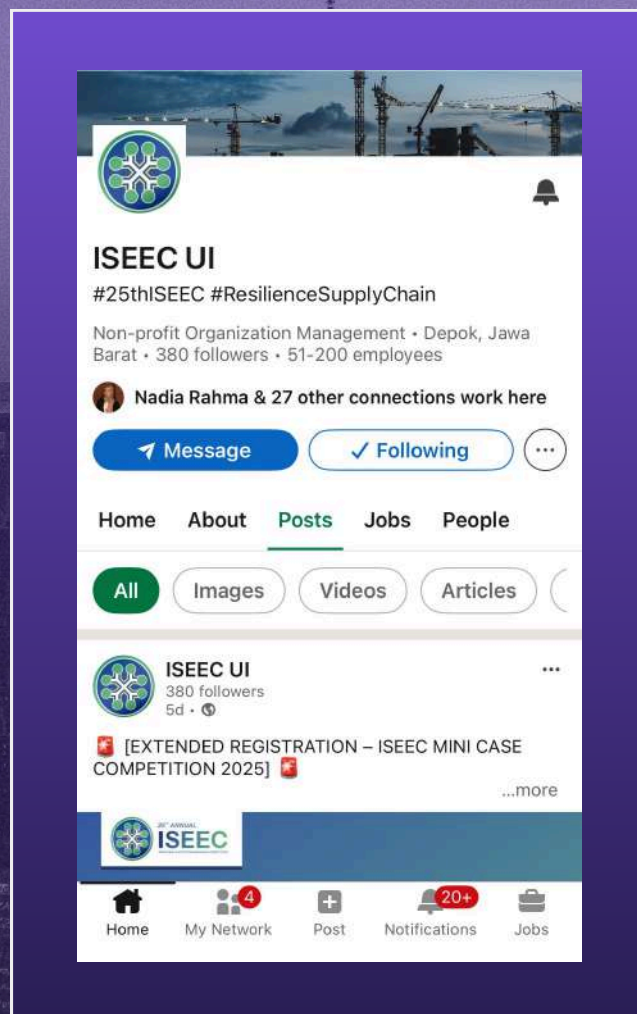
@ISEEC_UI

Total followers: **143 followers**
Video views: **16.9K+ accounts**



Social Media

Linkedin



@ISEEC_UI

Total followers: **397 followers**
Search highlight: **182**
Page views: **107 viewers**
Impressions: **2.597**
Engagement rate: **21,5%**

Flashback's

of **ISEEC 2025**

Grand Opening & Internasional Seminar



Talkshow ISEEC X Campus Marketeers Club 2025





Flashback's of ISEEC 2025

Company Visit



Business Case Competition



Mini Case Competition



Flashback's

of ISEEC 2025

SSG ISEEC



Pitching Day





Flashbacks

of **ISEEC 2025**

ISEEC's Night



Previous

SPONSORSHIP





Previous

SPEAKERS



Ms. Devy Yheanne

Consultant & Guest Lecturer of
Communication & Public Affair (Former
Country Leader of CPA at Johnson&Johnson)



Prof. Akhmad Hidayatno

Professor and Head of System
Engineering Modelling & Simulation
Laboratory UI



Ms. Maria Trifanny F.

Head of Sustainability at PT Bank
Maybank Indonesia Tbk



Mr. Hariyanto Salim

Co-Founder PT. Rekayasa Sistem Industri
Director of PT Api International Indonesia
Part Time Lecturer at UI

Previous

SPEAKERS



Iwan Setiawan

CEO MarkPlus, Inc. & Marketeers



Arwin Hutasoit

Head of Marketing Extrajoss



Aldrian Susantio

Central Asia Pacific Regional
Manager Lenovo Account Team
Intel Corporation



William Hartoyo

Consumer Product Manager
(Visual, AIO, and Desktop)
Lenovo Indonesia



Jejeouw

Entrepreneur & Content Creator



Ms. Faiza Nasywa Haya

Business Analyst of MarkPlus
Sales Academy
Next Generation Women
Leaders Asia Pacific 2024



Our **PACKAGE**



PLATINUM

Case Collaborator + Company Visit



GOLD

Case Collaborator



SILVER

Company Visit

Needs from Case Collaborator

Providing Judges

- 1 1-2 Judges for overall MCC's stages.
- 2 The participant's pitching and judges scoring will be held online.

Providing Mini Business Case

- 1 Has relevance to the theme given.
- 2 No specific requirements of industries.
- 3 Mini Business case for Stage 1 must be submitted by 13 July, 2026
- 4 All of the scoring mechanism will be held online and remote

Case Collaborator Benefit

Actionable Solutions

- Access to problem analysis and implementable solution decks
- Dive deep to comprehensive solution proposals presented via pitch decks and Q&A sessions

Industry Trends Insights

- Gain valuable insights into current market trends and developments.
- Leverage feedback from market research participants to inform decision-making.
- Use participant insights to refine and enhance your offerings.

Talent Acquisition Opportunity

- Gain access to high-potential candidates from top universities participating in our event series.
- Showcase your organization through dedicated Company Stands, connecting with students for mutual benefit through internship opportunities.

CV Pool

- Access a collection of resumes from participants of our competitions. Streamline your recruitment by selecting talented individuals who meet your company's needs for internships and entry-level positions.

Brand Awareness

- Direct engagement with 90+ competition participant
- 800+ Instagram impressions per updates
- 3,000+ followers on our Instagram platform
- Branding integration certificates, social media updates, posters, and more

Corporate Social Responsibility

- Support Education: Contribute to experiential learning for future business leaders.
- Promote Real-World Skills: Help bridge the gap between academia and industry.



What We Hope From Company Visit

Interactive Knowledge Sharing

An engaging company presentation and discussion session that allows participants to gain valuable insights into the industry.

Workplace Experience

An opportunity for participants to observe the company's work environment, culture, and operational activities firsthand.

Professional Interaction

Meaningful interaction between participants and company representatives through Q&A or networking sessions.

Benefit for Your Company

Employer Branding

Introduce your company's culture, values, and career opportunities to a motivated group of university students, strengthening your presence among future professionals

Talent Engagement

Connect with potential interns and future graduates through direct interaction, creating early engagement with promising young talent.

Academic Partnership

Build meaningful relationships with educational institutions and explore opportunities for future collaborations in academic and professional initiatives

Knowledge Sharing

Share your company's expertise, industry insights, and professional experiences while inspiring students with real-world perspectives

Corporate Social Responsibility

Support experiential learning by contributing to students' academic and career development through industry exposure and educational engagement

Positive Brand Image

Demonstrate your company's commitment to education and talent development, fostering a positive reputation among students and academic communities

Contact Us

Project Officer & Vice Project Officer

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Core Competence

Company
Visit

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Competition

Case
Collaborator

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