

PSP SignalDesk opens complimentary AI training and AI governance to businesses across Indonesia

As Indonesia pursues 8 per cent growth and 12 million AI-skilled workers by 2030, two programmes help every team use AI well and manage it correctly from the start, in Bahasa Indonesia and seven other languages, on any phone.

Jakarta, 8 October 2026 – PSP SignalDesk, the business support platform built for Indonesia and ASEAN, today opened two complimentary programmes that help companies put artificial intelligence to work safely and correctly: **AI Quickstart**, which gives a team a confident start with AI in under 40 minutes, and **AI Governance**, which shows a business the rules that apply to every AI tool it uses, in every market it serves.

The programmes arrive as Indonesia sets the pace for its next stage of growth. The government has targeted 8 per cent economic growth by 2029 on the path to Golden Indonesia 2045, and the Ministry of Communication and Digital Affairs estimates the country needs 12 million AI-skilled workers by 2030, with about 30 per cent of that need met today. Businesses that equip their people now will capture the productivity gains first.

AI Quickstart delivers five short lessons shaped to each company's industry, with practical uses for every team, the company's own AI ground rules set as staff learn, and a verified Certificate of Completion. **AI Governance** brings every AI tool a business uses into one list, shows each tool's risk level country by country, from Indonesia across ASEAN and beyond, and sets out each rule's deadline and the next step, with a report companies can share with customers and partners. A company's first AI system is free. Both programmes are grounded in the NIST AI Risk Management Framework, ISO/IEC 42001, the EU AI Act, the OECD AI Principles and the UNESCO Recommendation on the Ethics of Artificial Intelligence, alongside Indonesia's Personal Data Protection Law (UU 27/2022), with every rule linked to its official source.

PSP SignalDesk is built to meet workers and teams where and when they need it. Both programmes run in eight languages, including Bahasa Indonesia, on any phone, tablet or computer, and the platform delivers its morning briefing, deadline reminders and answers through WhatsApp and the tools teams already use, including Microsoft Copilot, ChatGPT, Claude and Google Drive.

"Indonesia has set ambitious targets for growth and for the skills of its workforce, and businesses will deliver them one team at a time. AI is the fastest lever a company has to lift its productivity, and the companies that lead their markets will be the ones whose people use it well and manage it correctly from day one. We built these programmes to reach every worker where they already are: on their phone, in their language and in the channels they use every day."

David Hodge, Principal, PSP SignalDesk, who has spent more than 30 years building and supporting companies across Indonesia and Asia Pacific

Since launching in April 2026, PSP SignalDesk has helped hundreds of business leaders, whose companies together represent Rp 100 trillion in economic value, build their skills and improve their business outcomes. Through its relationships with leading business chambers and industry partners, PSP is committed to helping Indonesian businesses meet the government's economic targets and giving workers across the country the skills to succeed.

Businesses can start today at pspsignaldesk.com/quickstart and pspsignaldesk.com/ai-governance.

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About PSP SignalDesk · PSP SignalDesk is the only Business Support platform built for the Indonesian and ASEAN market: an end-to-end, AI-powered business intelligence platform that keeps businesses informed and ready to act as their markets change. It watches markets and regulation across Indonesia, Southeast Asia and the Australia corridor, verifies them nightly against primary sources and delivers them in eight languages from Jakarta and Sydney, together with AI training, AI governance, deadline and compliance support, and decision tracking. PSP SignalDesk is operated by PT Pacific Strategy Partners.

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