

Beskabean Officially Opens, Chancellor Visits UPNVJ's First Coffee Shop

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Public Relations UPNVJ – UPN Veteran Jakarta has officially become a state university with Public Service Agency (PTN BLU) status. Thus, UPNVJ established the UPNVJ *Business Hub*. *UPNVJ Business Hub* is an integrated business unit consisting of a *café*, *co-working space*, Institute for Research and Community Service *Press* (LPPM *Press*), KI Center, *CLOUD Kitchen*, *Meeting room* and *medical clinic*. *UPNVJ Business Hub* is a form of downstream research and community service to support MSMEs from lecturers, students and Depok residents. This *cloud kitchen* was created to facilitate LPPM UPNVJ business incubator tenants. *Cloud kitchen* is an emerging and contemporary *online-* based business. The presence of *cloud kitchens* can be a solution for MSMEs, especially in the *Food and Beverage* industry. One of the MSMEs that collaborates with UPNVJ is Beskabean.

Dr. Ibnu, one of the doctors at UPNVJ collaborated with Hendra Susanto, coffee owner and *Coffee International* judge to establish Beskabean at UPNVJ.

"Beskabean has been established since 2016 and has approximately 4 branches in Indonesia. "And in 2024, for the first time, UPNVJ will open a coffee shop for UPNVJ students and the general public around campus," explained Dr. Ibnu when met by UPNVJ public relations. (31/1)

The Chancellor of UPNVJ, Anter Venus, was also present for the first time to visit Beskabean which has officially operated on the UPNVJ campus. "I hope that our children, UPNVJ students don't have to go far to enjoy delicious coffee, we have provided it at the *UPNVJ Business Hub*, we also designed the place in such a way to make our students comfortable. And this is not only for students, but we are providing it to employees, lecturers and even the community around UPNVJ," concluded Venus

"Beskabean already has branches in several cities in Indonesia, such as Palembang, Bandung, Jakarta, Yogyakarta, Solo and Pekanbaru Riau. "We have been pioneering this since 2016, previously we only used cauldrons, thank God, now we use *modern* tools according to the times," said Hendra Susanto.

"I am grateful to be able to work with Mas Hendra, because he is a coffee expert," concluded Dr. Ibnu smiled happily.

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