



DINAS PENANAMAN MODAL DAN
PELAYANAN TERPADU SATU PINTU
KOTA PEKANBARU

POTENSI DAN PELUANG INVESTASI

KOTA PEKANBARU



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KATA PENGANTAR

Puji syukur kehadiran Allah SWT karena atas rahmat-Nya, buku Potensi dan Peluang Investasi Kota Pekanbaru dapat diselesaikan dengan baik.

Kota Pekanbaru tumbuh menjadi salah satu kota tujuan investasi terbaik di Indonesia. Untuk maksud tersebut kami melakukan berbagai kebijakan diantaranya menyediakan sarana dan prasarana pendukung yang berkualitas, layanan perizinan yang cepat dan terintegrasi, serta mengoptimalkan potensi wilayah seperti kawasan industri dan perdagangan.

Buku ini disajikan sebagai informasi peluang usaha yang komprehensif dan promosi yang efektif bagi peningkatan minat investor untuk berinvestasi di Kota Pekanbaru, yang memuat berbagai keunggulan Kota Pekanbaru yang potensial untuk dikembangkan.

Semoga buku ini dapat memberikan manfaat bagi masyarakat umum dan calon investor untuk pengembangan usaha dan menanamkan modalnya di Kota Pekanbaru.

H. AGUNG NUGROHO, SE., MM

Walikota Pekanbaru



LETAK GEOGRAFIS

Ditinjau dari letak geografis wilayah ini sangat strategis, terletak di jantung pulau Sumatera dan menjadi pintu gerbang Indonesia bagian barat menuju negara - negara ASEAN dan negara - negara lainnya.



POSISI GEOGRAFIS

- 101° 14' - 101° 34' Bujur Timur
- 0° 25' - 0° 45' Lintang Utara

LUAS WILAYAH

- 638,996 Km²

BATAS WILAYAH

- Utara : Kab. Kampar & Kab. Siak
- Selatan : Kab. Kampar & Kab. Pelalawan
- Barat : Kab. Kampar
- Timur : Kab. Siak & Kab. Pelalawan

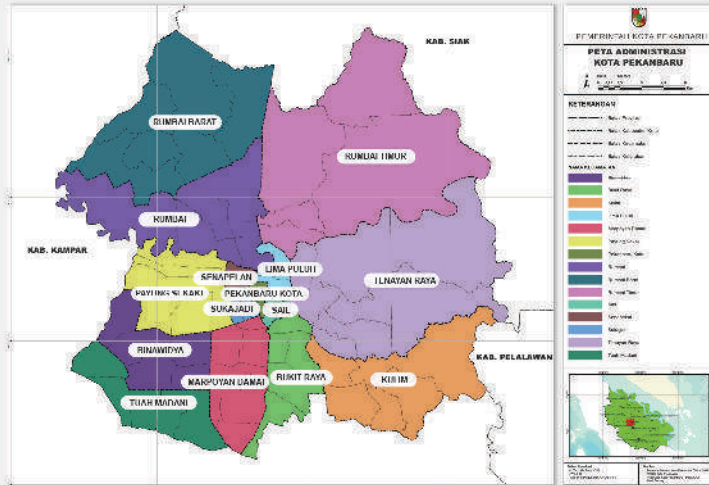
Sumber: RPJMD Kota Pekanbaru Tahun 2023-2026

DEMOGRAFI

PENDUDUK



Sumber: BPS Kota Pekanbaru (Kota Pekanbaru Dalam Angka 2026)



Sumber: Tata Pemerintahan Kota Pekanbaru

WILAYAH ADMINISTRASI KOTA PEKANBARU

- Kecamatan : 15 Kecamatan
- Kelurahan : 83 Kelurahan
- Jumlah RW : 763 RW
- Jumlah RT : 3.081 RT



Data Penduduk, Laju Pertumbuhan Penduduk per Tahun Menurut Kecamatan di Kota Pekanbaru, 2024

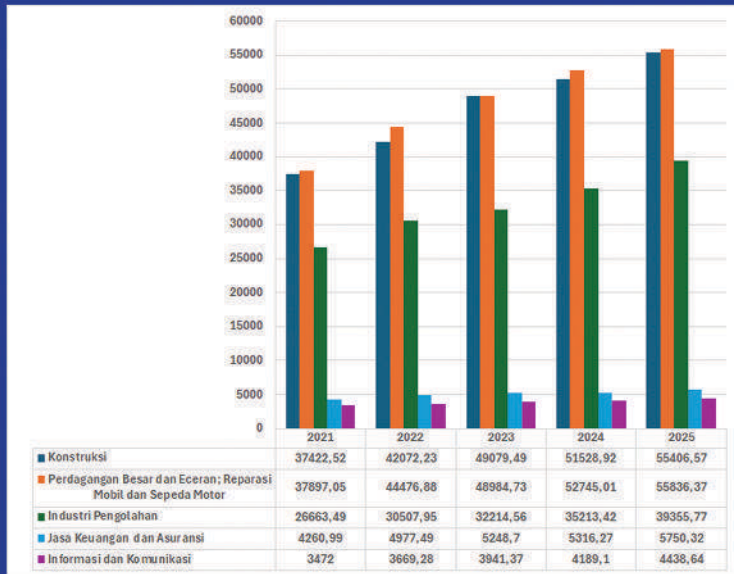
No	Kecamatan	Penduduk (jiwa)	Laju Pertumbuhan Penduduk per Tahun 2020-2024 (%)
1	Tuah Madani	171.586	6,22
2	Bina Widya	84.214	4,07
3	Bukit Raya	110.783	2,57
4	Marpoyan Damai	155.880	2,81
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13	Rumbai Barat	31.506	7,41
14	Rumbai Timur	37.185	4,53
15	Payung Sekaki	101.966	1,35
Pekanbaru		1.167.599	3,23

Sumber : BPS Kota Pekanbaru (Kota Pekanbaru Dalam Angka 2026)

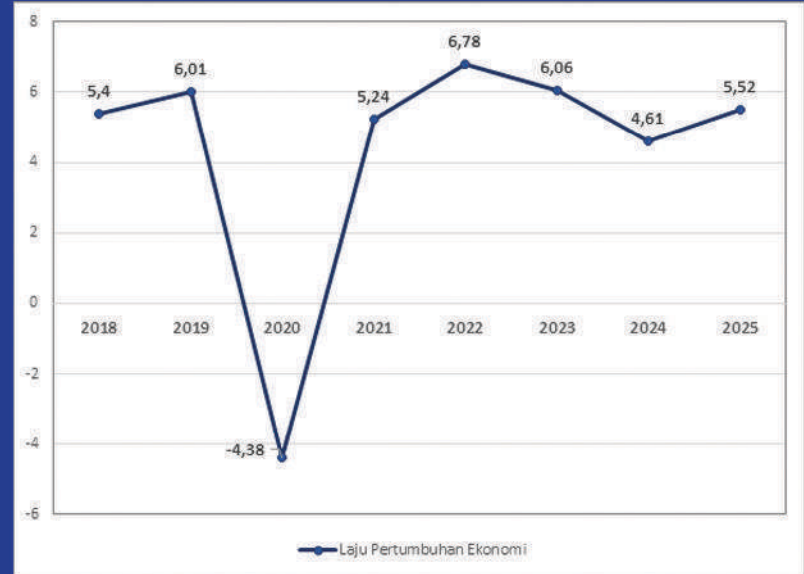
SOSIAL EKONOMI

Aktivitas perekonomian dapat ditunjukkan dengan nilai Produk Domestik Regional Bruto (PDRB). Semakin tinggi nilai PDRB, maka semakin besar pula tingkat pendapatan masyarakat. Pertumbuhan ekonomi Kota Pekanbaru yang ditunjukkan dengan pertumbuhan PDRB ini akan meningkatkan pendapatan per kapita masyarakat.

5 Besar Produk Domestik Regional Bruto Atas Dasar Harga Berlaku Menurut Lapangan Usaha di Kota Pekanbaru
(dalam Milyar rupiah) Tahun 2021-2025



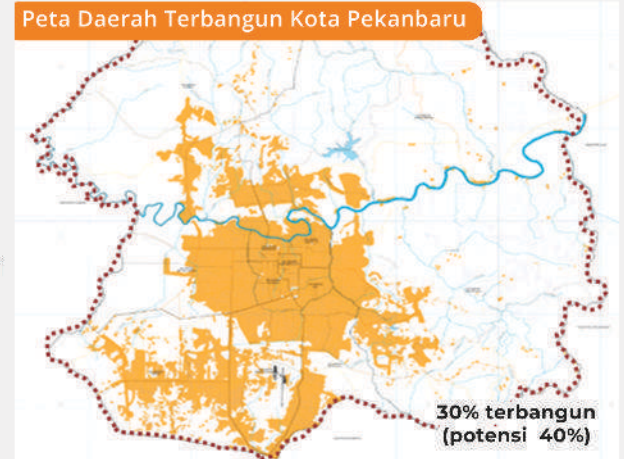
Laju Pertumbuhan Ekonomi Kota Pekanbaru
Tahun 2018-2025



Sumber: BPS Kota Pekanbaru (Kota Pekanbaru Dalam Angka 2026, diolah)

MODAL PEMBANGUNAN

- Posisi Strategis
 - Ditengah-tengah Provinsi Riau
 - Ditengah-tengah Pulau Sumatera
 - Simpul lalu lintas dan jalur perdagangan Sumatera
 - Pintu gerbang ASEAN dan Dunia
 - Kota Utama Kerjasama Metropolitan Pekansikawan
- Luas Wilayah 638,996 Km²
 - Setara dengan luas Singapura
 - Setara dengan luas daratan DKI Jakarta
- Jumlah Penduduk 1.167.599 Jiwa



REALISASI INVESTASI JANUARI - DESEMBER 2025

	REALISASI	PROYEK	TKI	TKA
REALISASI INVESTASI TRIWULAN I	Rp. 1,321 T	2.680 Proyek	2.543	2
REALISASI INVESTASI TRIWULAN II	Rp. 4,122 T	4.521 Proyek	3.370	0
REALISASI INVESTASI TRIWULAN III	Rp. 991,9 M	3.402 Proyek	3.644	1
REALISASI INVESTASI TRIWULAN IV	Rp. 1,643 T	3.220 Proyek	6.758	2
REALISASI INVESTASI JANUARI - DESEMBER	Rp. 8,079 T	13.823 Proyek	16.315	5

Sumber : NSWI BKPM RI 2025





INFRASTRUKTUR DASAR

1. Transportasi Transportasi Darat

Pengembangan Infrastruktur meliputi :

- Jalan Nasional 75,05 km
- Jalan Provinsi 161,57 km
- Jalan Kota 1.277,9 km
- Jalan Tol Pekanbaru-Dumai 131 km
- Jalan Tol Pekanbaru-Bangkinang 40 km
- Jalan Lingkar Kota sepanjang 34,368 km
- Jembatan Fly Over
- Jembatan Siak, I, II, III, IV
- Perencanaan Jembatan Siak V
- Terminal AKAP Bandar Raya Payung Sekaki
- Perencanaan Saum/MRT, Trem, Monorail
- Perluasan Cakupan Bus Transmetro
- Perencanaan Pembangunan Fly Over Simpang 4 Panam

Transportasi Udara

Pengembangan Infrastruktur meliputi :

Bandara SSK II sebagai :

- Pangkalan Udara kelas A
- Bandara Komersial, Kapasitas 4 jt/tahun, realisasi 3,4jt/tahun
- Luas Apron : 48.000 m²
- Parkir 20.000 m²
- Kapasitas 90 kali Penerbangan dengan jumlah penumpang 11.800 orang

Bandara SSK II telah meraih beberapa penghargaan, diantaranya:

- Best Mark Airport se-wilayah barat
- Award Best Toilet Se Indonesia, dll

Rencana Pengembangan AERO CITY

- Lokasi di kawasan Pekansikawan (Pekanbaru, Siak, Kampar dan Pelalawan)
- Luas +10.000 ha





Transportasi Air

Pengembangan Infrastruktur meliputi :

- Pelabuhan Penumpang Sei Duku 3000 m2
- Pelabuhan Peti Kemas 3 Unit
- Rencana Pelabuhan di Kawasan Industri Tenayan
- Dermaga Rakyat 20 Unit

2. Air

Air Minum

1. SPAM (Sistem Penyediaan Air Minum)

- KPBU SPAM Kota Pekanbaru dengan kapasitas 700 liter/detik
- SPAM Pekanbaru - Kampar dengan kapasitas 700 liter/detik
- SPAM Tenayan Raya dengan kapasitas 200 liter/detik
- SPAM Rumbai dengan kapasitas 60 liter/detik

2. Up stream (Intake & WTP -Tower)

3. Down Stream (Jaringan- SR)

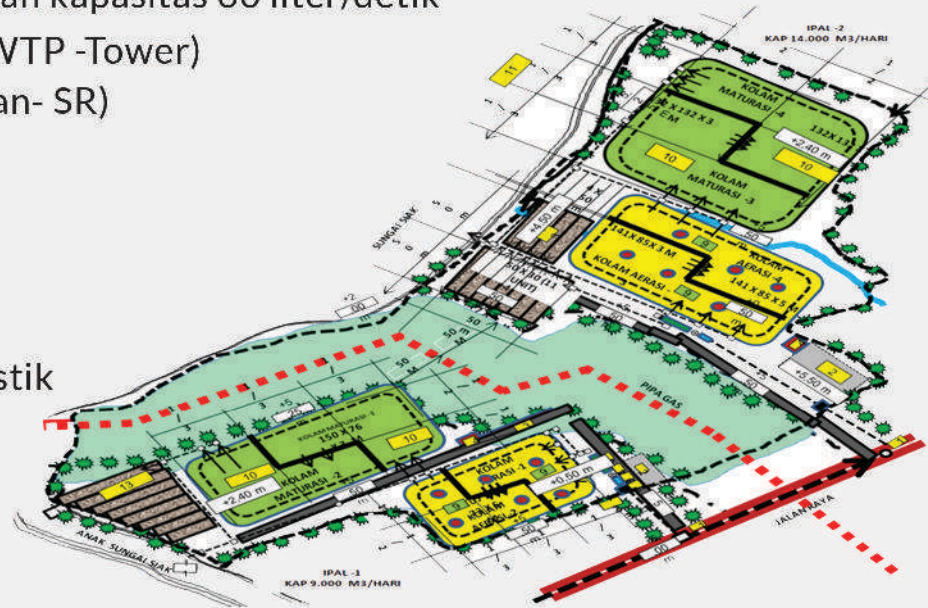
- Pusat 40%
- Pemrov 30%
- Pemko 30%

Air Limbah

Pengolah Limbah Domestik

IPAL Rejosari Kapasitas

23.000 M3/hari



3. Listrik

Infrastruktur Listrik

Infrastruktur Pembangkit Tenaga Listrik Kota Pekanbaru

No	Kecamatan	Infrastruktur Pembangkit Tenaga Listrik	Kapasitas
1	Tenayan Raya	Pembangkit Listrik Tenaga Uap (PLTU)	2 x 110 MW
2	Tenayan Raya	Pembangkit Listrik Tenaga Gas/Uap (PLTGU)	275 MW
3	Limapuluh	Pembangkit Tenaga Diesel dan Gas (PLTD/G)	43,2 MW

Sumber : Perda No 7 tahun 2020



■ Gardu Induk

Gardu Induk Kota Pekanbaru

No	Kecamatan	Nama	Alamat
1	Bina Widya	Gardu Induk Garuda Sakti	Jl. Riau, Air Hitam, Payung Sekaki, Pekanbaru Kota, Riau 28291
2	Limapuluh	Gardu Induk Teluk Lembu	Jl. Tanjung Datuk No.340, Tj. Rhu, Kec. Limapuluh, Kota Pekanbaru, Riau 28152
3	Rumbai	Gardu Induk New Garuda Sakti	Umban Sari, Kec. Rumbai, Kota Pekanbaru, Riau 28265
4	Siak Hulu	Gardu Induk Pasir Putih	Desa Baru, Kec. Siak Hulu, Kabupaten Kampar, Riau 28285

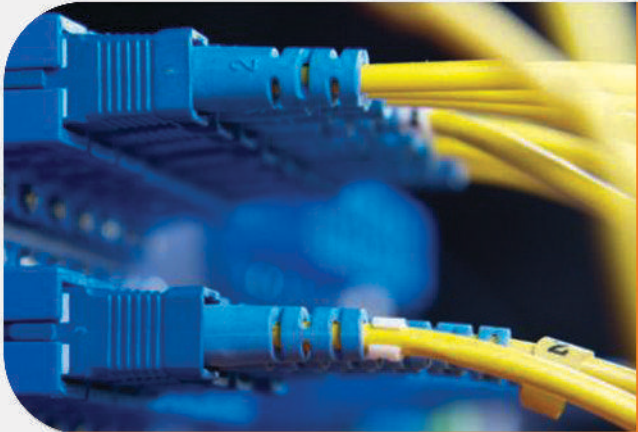
Sumber : Data Lapangan, 2022

4. Telekomunikasi

■ Fibre Optic

■ Pusat Data Sumatera

■ Cibercity





MAL PELAYANAN PUBLIK KOTA PEKANBARU

Mal Pelayanan Publik Kota Pekanbaru diresmikan oleh Menteri PAN-RB Bapak Drs. Syafruddin, M.Si pada tanggal 6 Maret 2019.

Unit Layanan Publik yang bergabung dengan Mal Pelayanan Publik Kota Pekanbaru berjumlah 22 Instansi dengan 1409 jenis layanan.

- Pelayanan Publik Terpadu Satu Pintu dengan konsep Mal (nyaman, aman, bersih, profesional, lengkap, efektif & efisien)
- Mudah dijangkau (berada ditengah / pusat kota)
- Kemudahan koordinasi antar instansi/lembaga
- Integrasi data dan sistem layanan
- Layanan perizinan & non perizinan
- Diperuntukkan bagi : OPD pemberi Layanan / Kementerian / lembaga / Pemerintah daerah lainnya, Badan Usaha Milik Negara / Badan Usaha Milik Daerah / Swasta / Asosiasi Profesi



Bersama MPP

Akuntabel Mudah Amanah Nyaman



SIP AMAN

Sistem Informasi Perizinan yang Akuntabel, Mudah, Amanah, dan Nyaman

- Akuntabel** : Setiap proses terekam dan bisa dipertanggungjawabkan
Mudah : Berbasis digital, bisa diakses dimanapun
Amanah : Transparan dalam setiap tahapan prosesnya
Nyaman : Memberikan Kepastian waktu

REGULASI

- Perwako Perizinan dan Perizinan Nomor 49 Tahun 2025 dan Perwako Pelaksanaan PBG No 50 Tahun 2025
- SK Penyederhanaan Syarat dan Proses KRK (Persyaratan dan Proses)

PANDUAN



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Transformasi Layanan Persetujuan Bangunan Gedung yang Cepat, Mudah, dan Transparan di Kota Pekanbaru

Pemerintah Kota Pekanbaru melakukan transformasi layanan Persetujuan Bangunan Gedung (PBG) melalui digitalisasi layanan menggunakan **SIP AMAN** sebagai pendukung aplikasi SIMBG. Proses perizinan bangunan yang sebelumnya dapat memakan waktu berbulan-bulan, kini dapat diselesaikan dalam waktu 1–6 hari kerja sesuai klasifikasi bangunan.

Pelaksanaan PBG didukung oleh penyederhanaan persyaratan dan proses, integrasi layanan secara elektronik, serta penempatan tim teknis lintas perangkat daerah di DPMPTSP, sehingga proses verifikasi dan penerbitan izin menjadi lebih efektif. Bangunan sederhana diproses melalui Tim Penilai Teknis (TPT), sedangkan bangunan kompleks melalui Tim Profesi Ahli (TPA).

Melalui reformasi pelayanan ini, Pemerintah Kota Pekanbaru berupaya menciptakan layanan perizinan bangunan yang cepat, mudah, transparan, bebas pungutan liar, serta memberikan kepastian hukum bagi masyarakat dan pelaku usaha. Transformasi ini diharapkan dapat mendukung peningkatan investasi, kemudahan berusaha, dan pembangunan kota yang tertib sesuai ketentuan teknis bangunan gedung di Kota Pekanbaru.



PIC PEKANBARU INVESTMENT CENTRE

Pekanbaru Investment Centre adalah tempat yang menyediakan informasi yang dibutuhkan oleh Pelaku Usaha atau Investor sebelum maupun sesudah berinvestasi di Kota Pekanbaru.

Pekanbaru Investment Centre menyediakan Informasi :

- Potensi dan peluang usaha berbasis Sistem Informasi Geografis (GIS)
- Peta digital kesesuaian tata ruang
- Klinik Laporan Kegiatan Penanaman Modal (LKPM)
- Informasi Usaha Mikro Kecil Menengah (UMKM)



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PEKANBARU KOTA BERTUAH

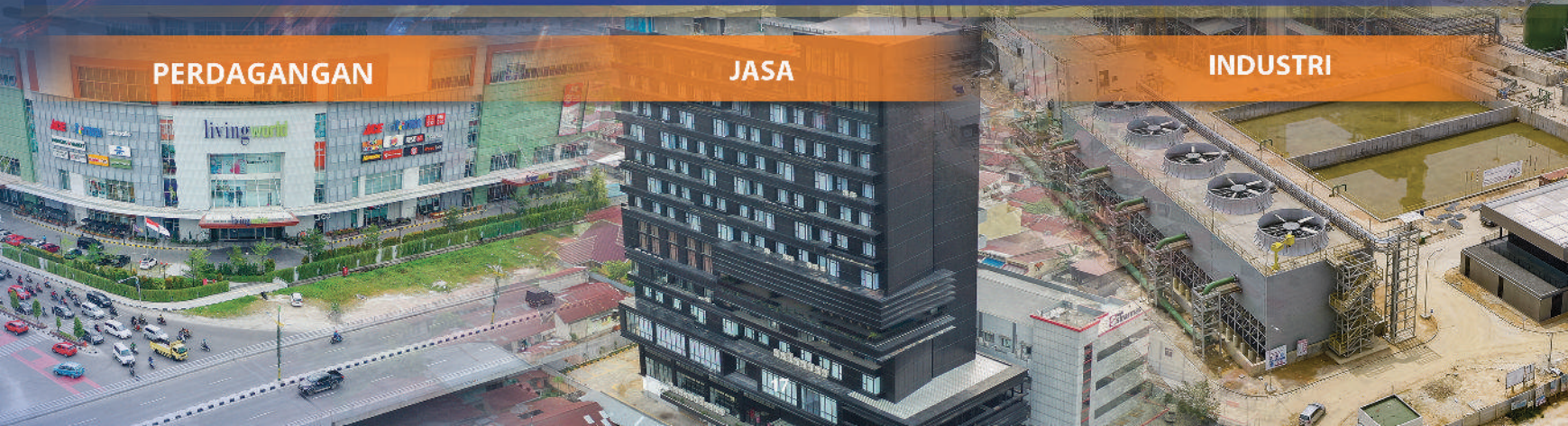
PELUANG INVESTASI

Berdasarkan Sektor

PERDAGANGAN

JASA

INDUSTRI





PERDAGANGAN

Pasar Modern,
 Pasar Tradisional,
 Perdagangan Sparepart,
 Furniture, RITEL,
 Alat- Alat Berat,
 Alat -Alat listrik,
 Hasil Perkebunan, dll

JASA

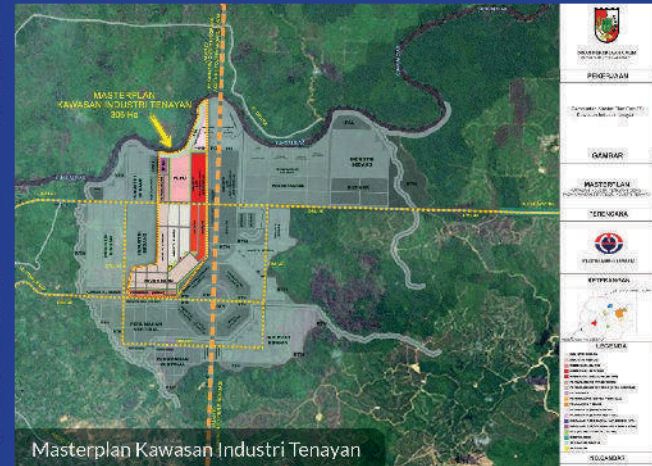
Perhotelan, Rumah sakit,
Makanan dan Minuman,
Property, Konstruksi,
Pergudangan, Reparasi,
Sekolah dll.





INDUSTRI

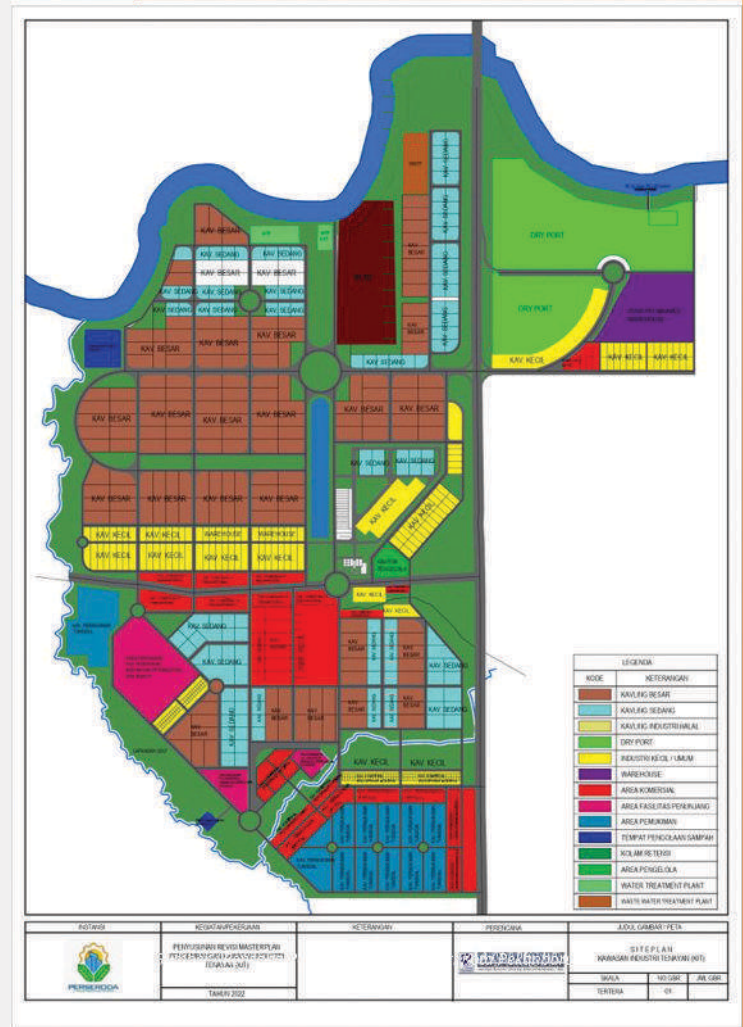
Industri Kertas dan Percetakan, Pelabuhan, Listrik , Gas dan Air , Industri Farmasi, Industri Kimia, Industri logam dasar, Industri Kelapa Sawit, dll.



KAWASAN INDUSTRI TENAYAN KOTA PEKANBARU

- Luas pengembangan direncanakan sesuai RTRW Kota Pekanbaru 2020-2040 seluas 3.724 Ha
Terdiri dari :
 - Lahan masyarakat seluas 722 Ha
 - Lahan Eks HGU PT.Bintan seluas 1.394 Ha
 - Lahan Hutan Konversi seluas 1.608 Ha
- Luas lahan yang telah dibebaskan 306 Ha
- Luas lahan sesuai Izin Usaha Kawasan Industri (IUKI) 266 Ha
- Proses Sertifikat Hak Pengelolaan Lahan (HPL) 266 Ha

AREA DEVELOPMENT KAWASAN INDUSTRI TENAYAN



TAHAP PEMANFAATAN LAHAN

Kawasan Industri Tenayan Kota Pekanbaru

58%

Industri
Besar

1,1%

Industri
Menengah

0,4%

Industri
Kecil

3,4%

Fasilitas
Pendukung

22,1%

Sirkulasi

15%

Ruang Terbuka
Hijau (RTH)

Sumber : Hasil Analisis, 2017



INDUSTRI POTENSIAL KAWASAN INDUSTRI TENAYAN

LOKASI KAWASAN INDUSTRI TENAYAN

- Ke Bandara Udara SSK II : 21 Km
- Ke Pusat Kota : 18 Km
- Ke Pintu Tol Permai : 14.3 Km
(melalui Jembatan siak V)
- Ke Pelabuhan Dumai : 156 Km



Logistik



Agro



Farmasi dan Kosmetik



Pengolahan Makanan



Industri Halal



Industri Pakaian



Manufaktur



DUKUNGAN INFRASTRUKTUR KAWASAN INDUSTRI TENAYAN KOTA PEKANBARU



PLTU (2 X 110 MW)
Luas Lahan 40 Hektar



Air Bersih



**Jaringan
Komunikasi**



PLTGU (275 MW)
Luas Lahan 9,2 Hektar

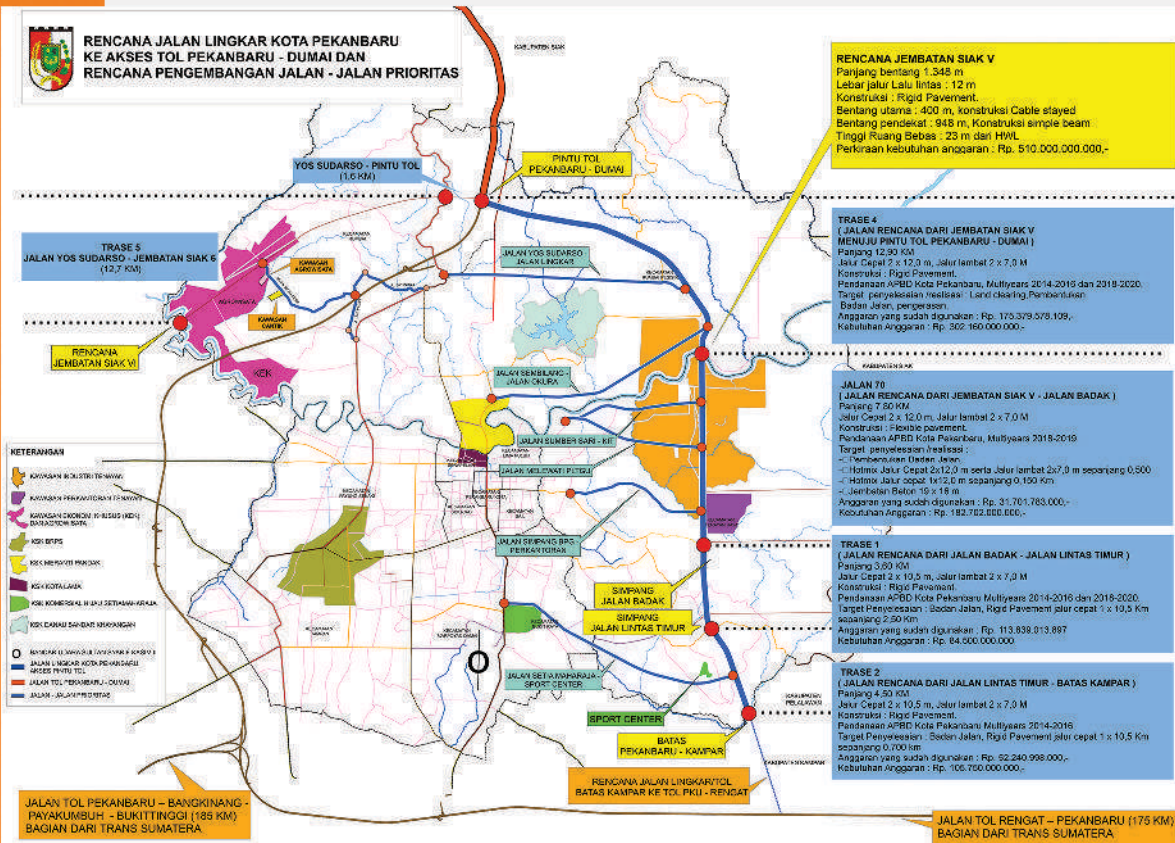


**Pengolahan
Air Limbah**



Outer Ring Road

Source : Rencana Pengembangan Industri Kota Pekanbaru



Akses jalan lingkar 70 menghubungkan jalan tol Pekanbaru-Dumai ke Kawasan Industri Tenayan melalui Jembatan Siak V sudah masuk ke dalam tahap pengerjaan di APBN 2022.

KAWASAN STRATEGIS BANDAR KAYANGAN

Rencana Total
Luas Area ± 1000 Ha

Danau Bandar Khayangan yang terletak di Kecamatan Rumbai Pesisir berada di sebuah tanjung pada sebuah danau yang dibuat dengan membendung aliran air. Luas Lahan Danau Bandar Khayangan sebesar 18 hektar dengan Fasilitas yang tersedia dan dalam pengembangan di Kawasan Danau Bandar Khayangan sebagai berikut :

1. Hotel, cafe serta pusat souvenir
2. Zona taman air, Zona Jet coaster, Zona rumah kaca, Zona taman bermain, Zona Bungalow, Zona Gokart, Zona restoran dan roda putar, Zona pemancingan, Zona petualangan / outbond, Zona piknik dan Zona pusat jajan.



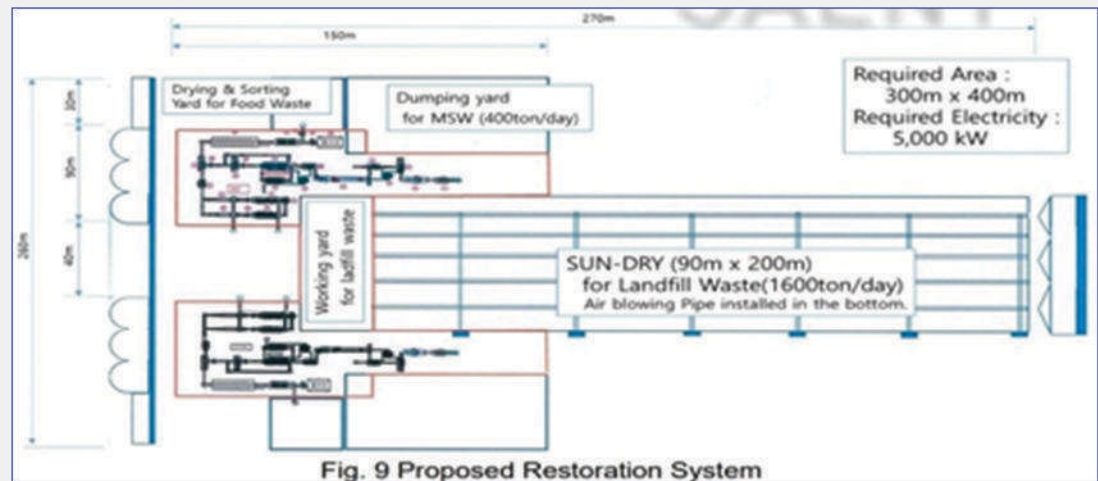
SAMPAH

Waste to Energy



Parameter Waste to Energy Kota Pekanbaru

Volume sampah harian	800 ton
Luas areal TPA Muara Fajar	9,8 ha
Potensi listrik	+20 MW
Nilai Investasi	\$12,7 (juta)



PENGHARGAAN 2025



Terbaik 3
Penyelenggara Perizinan Tenaga Medis dan Tenaga Kesehatan di Kabupaten/Kota



Penyelenggara Mal Pelayanan Publik Kategori Prima dari Kementerian PANRB



Peringkat 2 Indeks Kepuasan Masyarakat (IKM) Penyelenggaraan Pelayanan Publik di Lingkungan Pemerintah Kota Pekanbaru



PENUTUP

Semoga buku ini bermanfaat dan menambah informasi tentang Peluang dan Potensi Kota Pekanbaru serta dapat menarik minat para investor untuk berinvestasi. Kami menyambut serta memberikan kemudahan, kepastian, keamanan, dan kondisi yang kondusif kepada calon investor untuk berinvestasi di Kota Pekanbaru.

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PREFACE

Praise and thank the presence of Almighty Allah because of His grace the book of potential and investment opportunities in Pekanbaru City can be completed properly.

With a strategic location, supported by good infrastructure, Pekanbaru has grown to become the best investment destination city in Indonesia. As a city in the business world, Pekanbaru always makes various changes to ensure any investment that enters the city of Pekanbaru which will provide great benefits for investors as well as for Pekanbaru community in particular.

For this purpose, we carry out various policies including : providing quality supporting facilities and infrastructure, fast and integrated licensing services, optimizing the potential of areas such as: industrial estates, trade and so on.

We hope this book, potential investment opportunities in Pekanbaru City, can provide great benefits to investors and public.

H. AGUNG NUGROHO, SE., MM

The Official of Mayor of Pekanbaru



GEOGRAPHICAL LOCATION

Viewed from the geographical location of this region is very strategic, located in the center of the island of Sumatra and became the gateway Western Indonesia to ASEAN countries and other countries.



LOCATION OF GEOGRAPHY

- 101° 14' - 101° 34' East Longitude
- 0° 25' - 0° 45' Northern Latitude

AN AREA

- 638,996 km²

BORDERLINE

- North : Kampar and Siak Regency
- South : Kampar and Pelalawan Regency
- West : Kampar Regency
- East : Siak and Pelalawan Regency

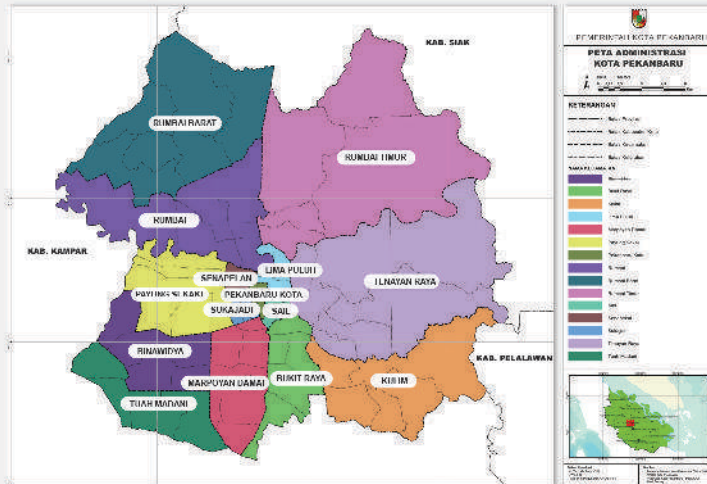
Source: RPJMD Kota Pekanbaru Tahun 2023-2026

DEMOGRAPHICS

POPULATION



Source: BPS Kota Pekanbaru (Kota Pekanbaru Dalam Angka 2026)



Source: Tata Pemerintahan Kota Pekanbaru

PEKANBARU CITY ADMINISTRATION AREA

- District Total : 15 District
- Sub District Total : 83 Sub District
- Hamlet Total : 763 Hamlet
- Neighbourhood Total : 3.081 Neighbourhood



Population Data, Annual Population Growth Rate by District in Pekanbaru City, 2024

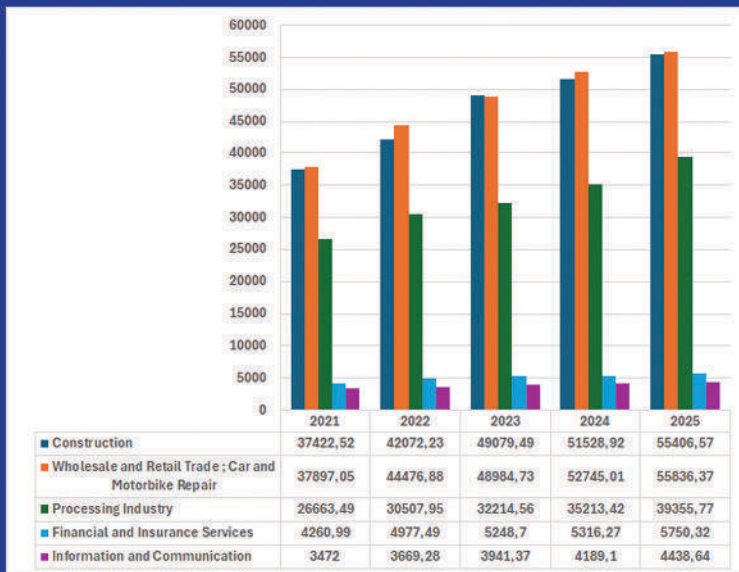
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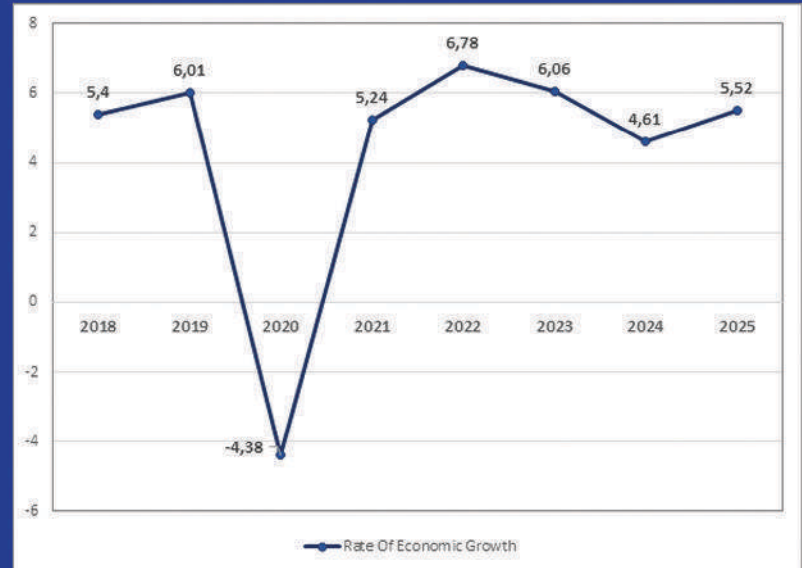
SOCIAL ECONOMIC

Economic activity can be indicated by the value of Gross Regional Domestic Product (GRDP). The higher the value of GRDP, the greater the level of community income. In other words, the economic growth of Pekanbaru City, which is indicated by this GRDP growth, will increase the people's per capita income.

Top 5 Gross Regional Domestic Product at Current Prices
By Field of Business in Pekanbaru City
(in billion rupiah) Year 2020-2024



Rate of Economic Growth Pekanbaru City
Year 2017-2024



Source: BPS Kota Pekanbaru (Kota Pekanbaru Dalam Angka 2026, diolah)

DEVELOPMENT CAPITAL

● Strategic Position

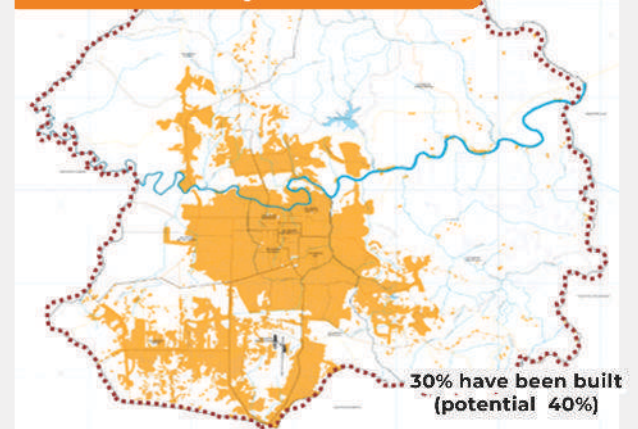
- In the middle of Riau Province
- In the middle of the island of Sumatra
- Sumatran traffic nodes and trade routes
- The gateway to ASEAN and the world
- The Main City of Pekansikawan Metropolitan Cooperation

● An Area 638.996 Km²

- Equivalent to the area of Singapore
- Equivalent to the land area of DKI Jakarta

● Total population 1.167.599 people

Peta Daerah Terbangun Kota Pekanbaru



INVESTMENT REALIZATION JANUARY - DECEMBER 2025

	REALIZATION	PROJECTS	INDONESIAN WORKERS	FOREIGN WORKERS
INVESTMENT REALIZATION QUARTER I	Rp. 1,321 T	2.680 Projects	2.543	2
INVESTMENT REALIZATION QUARTER II	Rp. 4,122 T	4.521 Projects	3.370	0
INVESTMENT REALIZATION QUARTER III	Rp. 991,9 M	3.402 Projects	3.644	1
INVESTMENT REALIZATION QUARTER IV	Rp. 1,643 T	3.220 Projects	6.758	2
INVESTMENT REALIZATION JANUARY - DECEMBER	Rp. 8,079 T	13.823 Projects	16.315	5

Source : NSWI BKPM RI 2025





BASIC INFRASTRUCTURE

1. Transportation Land Transportation

Infrastructure development includes:

- National Road 83,45 km
- Provincial road 127,51 km
- Town Road 1277,9 km
- Highway Dumai to Pekanbaru 131 km
- Highway Bangkinang to Pekanbaru 40 km
- City Ringroad along the 34,368 km
- Fly over bridge
- Bridge Siak I, II, III, IV
- Planning to Siak Bridge V
- Bandar Raya Payung Sekaki Pekanbaru Bus Station
- Planning of MRT, Train, and Monorail
- Extension of coverage Transmetro bus
- Flyover Development Planning for Panam 4-Way Intersection

Air Transportation

Infrastructure development includes :

SSK II Airport service as:

- A class Airport
- Commercial service, capacity 4 milion/year, realization 3,4 milion/year
- Apron size : 48.000 m²
- Parking Area : 20.000 m²
- Flights with a capacity 90 passengers with total 11.800 people

SSK II Airport has won several awards including :

- Best Mark Airport in western region
- Best Toilet Award in Indonesia, etc

Expansion Plan of AERO CITY

- Location In Pekan Sikawan District (Pekanbaru, Siak, Kampar and Pelalawan)
- An Area ± 10.000 Acre





Water Transportation

Infrastructure development includes:

- Sei Duku Port Passenger 3000 m²
- 3 Units of Container port
- Port in the Tenayan Raya Industrial Area
- 20 Units of traditional pier

2. Water

Drinking Water

1. SPAM (Drinking Water Supply System)

- KPBU SPAM Pekanbaru City with a capacity of 700 liters/second
- SPAM Pekanbaru - Kampar with a capacity of 700 liters/second
- SPAM Tenayan Raya with a capacity of 200 liters/second
- SPAM Rumbai with a capacity of 60 liters/second

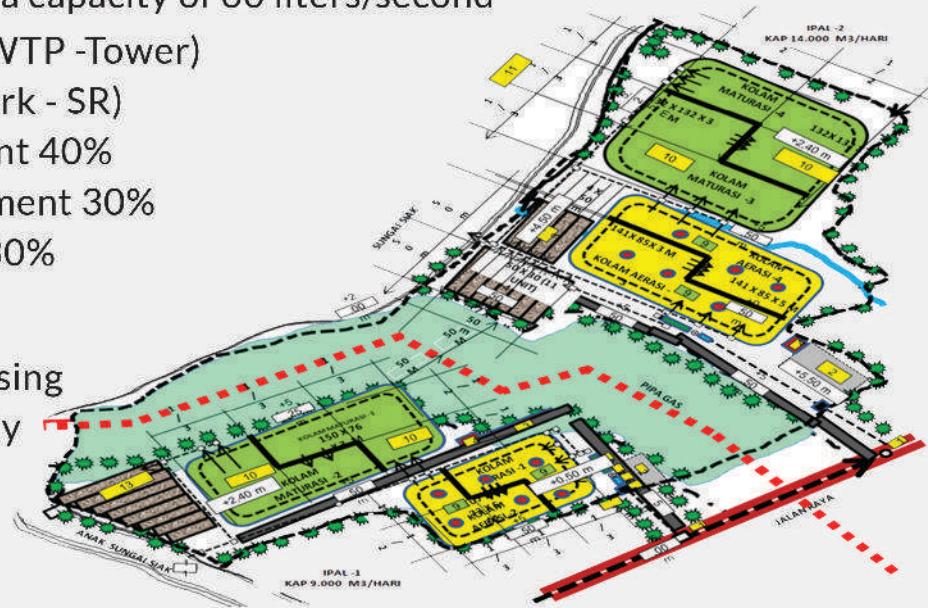
2. Up stream (Intake & WTP -Tower)

3. Down Stream (Network - SR)

- Central Government 40%
- Provincial Government 30%
- City Government 30%

Wastewater

Domestic Waste Processing
WWTP Rejosari Capacity
of 23,000 m³/day



3.Electricity

Electrical Infrastructure

Pekanbaru City Power Plant Infrastructure

No	Subdistrict	Power Generation Infrastructure	Capacity
1	Tenayan Raya	Steam Power Plant	2 x 110 MW
2	Tenayan Raya	Gas and Steam Power Plant	275 MW
3	Limapuluh	Diesel and Gas Power Generation	43,2 MW

Source : Perda No 7 tahun 2020



■ Substation

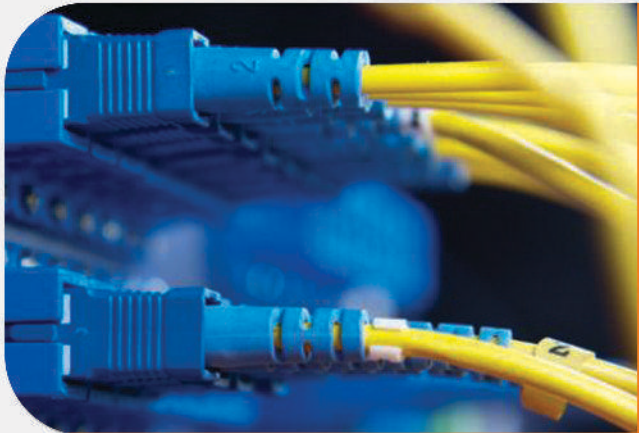
Pekanbaru City Substation

No	District	Name	Address
1	Bina Widya	Garuda Sakti Substation	Jl. Riau, Air Hitam, Payung Sekaki, Pekanbaru Kota, Riau 28291
2	Limapuluh	Teluk Lembu Substation	Jl. Tanjung Datuk No.340, Tj. Rhu, Kec. Limapuluh, Kota Pekanbaru, Riau 28152
3	Rumbai	New Garuda Sakti Substation	Umban Sari, Kec. Rumbai, Kota Pekanbaru, Riau 28265
4	Siak Hulu	Pasir Putih Substation	Desa Baru, Kec. Siak Hulu, Kabupaten Kampar, Riau 28285

Source : Data Lapangan, 2022

4.Telecommunication

- Optical Fiber
- Sumatra Data Center
- Cybercity





MAL PELAYANAN PUBLIK KOTA PEKANBARU

Pekanbaru City Public Service Mall was inaugurated by the Minister of PAN-RB Mr. Drs. Syafruddin, M.Si on 6 March 2019.

There are 22 Public Service Units that join the Pekanbaru City Public Service Mall with 1409 services.

- One-Stop Integrated Public Service with the concept of a Mall (Accountable, Easy, Trustworthy and Comfortable)
- Accessible (in the middle / city center)
- Ease of coordination between agencies/institutions
- Integration of data and service systems
- Licensing & non-licensing services
- Intended for: OPD Service Providers / Ministries / Institutions / Other Regional Governments, State Owned Enterprises / Regional Owned Enterprises / Private Companies / Profession Associations

AMN Bersama MPP
Akuntabel Mudah Amanah Nyaman



SIP AMAN

An Accountable, Easy, Trustworthy, and Convenient Licensing Information System

Accountable : Every process is recorded and can be fully accounted for.

Easy : Digitally based and accessible from anywhere.

Trustworthy : Transparent at every stage of the process.

Convenient : Provides certainty in service completion time.

REGULATIONS

- Mayor Regulation on Licensing and Non-Licensing Services No. 49 of 2025 and Mayor Regulation on the Implementation of Building Approval (PBG) No. 50 of 2025
- Decree on the Simplification of Site Planning Information (KRK) Requirements and Procedures



USER GUIDE



perizinan.pekanbaru.go.id

Transforming Building Approval Services into a Faster, Easier, and More Transparent System in Pekanbaru City

The Pekanbaru City Government has transformed its Building Approval (PBG) services through service digitalization by utilizing SIP AMAN as a supporting platform for the SIMBG application. Building permit processes that previously took several months can now be completed within 1–6 working days, depending on the building classification.

The implementation of PBG is supported by the simplification of requirements and procedures, the integration of electronic services, and the deployment of cross-agency technical teams within the Investment and One-Stop Integrated Service Office (DPMPTSP). These measures have made the verification and permit issuance process more effective. Simple buildings are reviewed by the Technical Assessment Team (TPT), while complex buildings are assessed by the Professional Expert Team (TPA).

Through this service reform, the Pekanbaru City Government aims to provide building approval services that are fast, easy, transparent, free from illegal charges, and capable of ensuring legal certainty for both the public and business actors. This transformation is expected to support increased investment, improve the ease of doing business, and promote orderly urban development in accordance with building technical regulations in Pekanbaru City.



PIC PEKANBARU INVESTMENT CENTRE

Pekanbaru Investment Center is a place that provides information needed by Entrepreneur or Investors before or after investing in Pekanbaru City.

Pekanbaru Investment Center provides information on:

- Based business potential and opportunities Geographic Information System (GIS)
- Spatial suitability digital map
- Investment Activity Report Clinic (LKPM)
- Information on Micro, Small and Medium Enterprises (MSMEs)

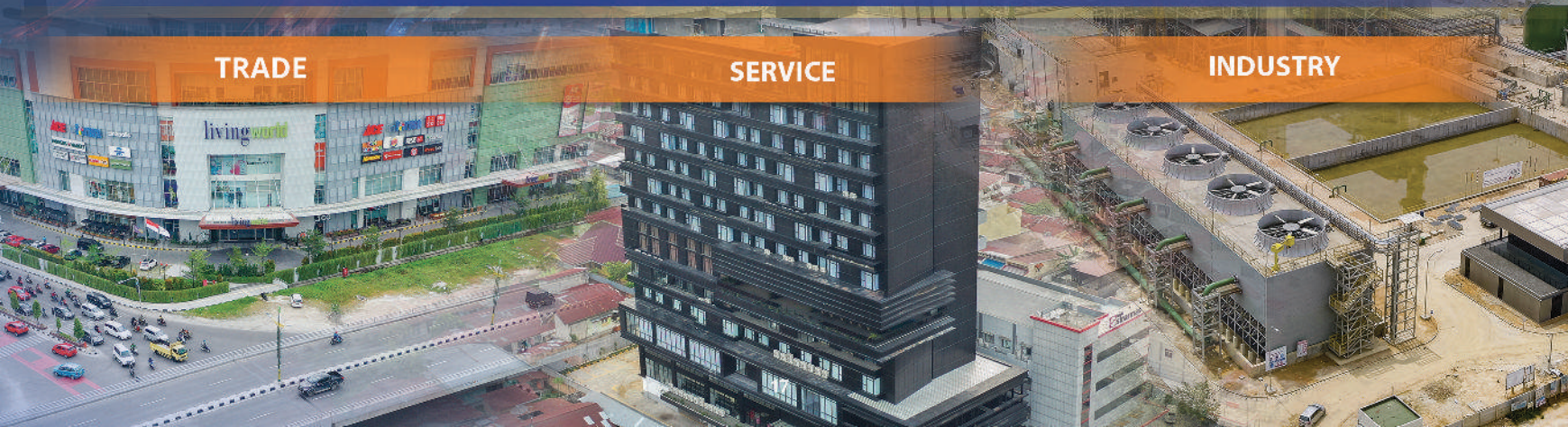


pic.pekanbaru.go.id



INVESTMENT OPPORTUNITY

By Sector





TRADE

Modern Market,
 Traditional Market,
 RITEL, Sparepart Trading,
 Furniture,
 Heavy Equipment,
 Electrical Equipment,
 Plantation Product, etc.

SERVICE

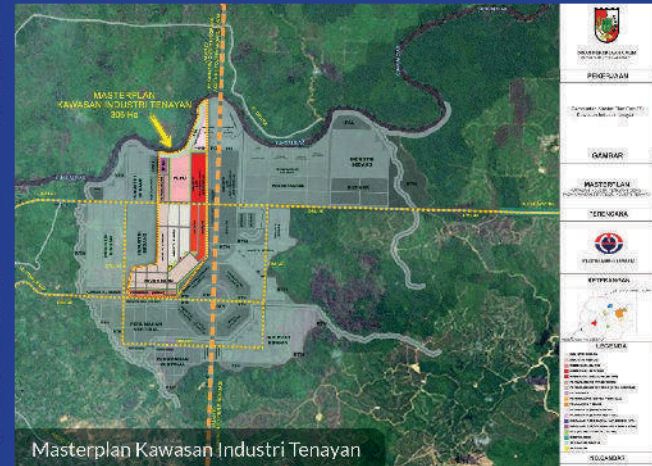
Hospitality, Hospital,
Food and Beverage,
Property, Construction,
Warehousing, Repair,
School, etc.





INDUSTRY

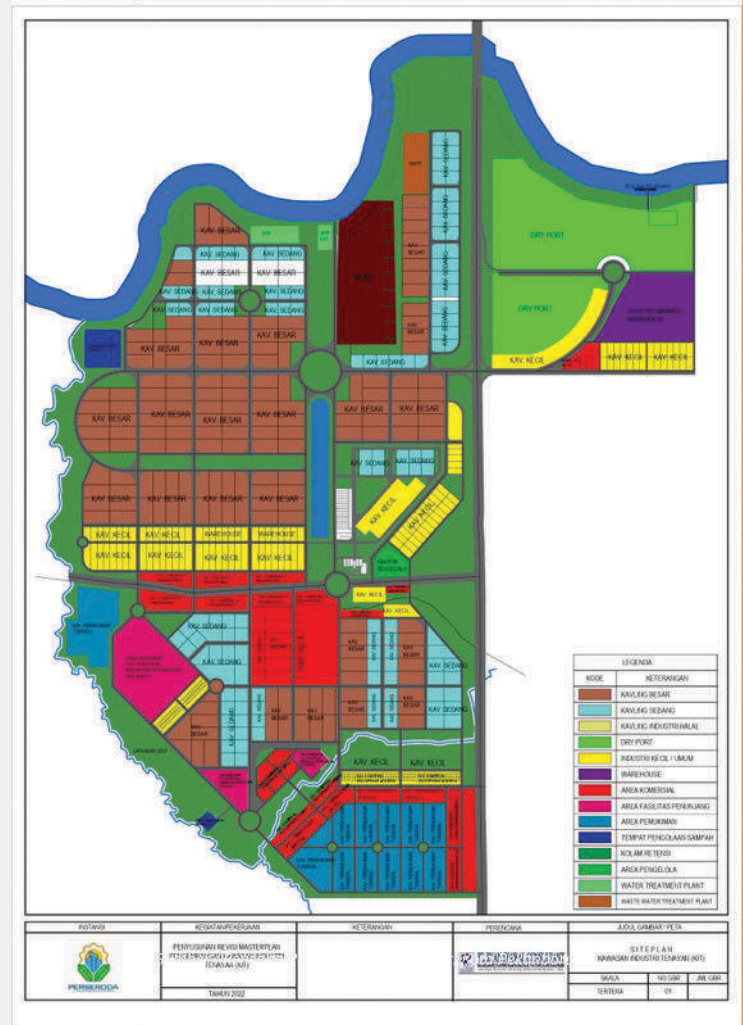
Paper and Printing Industry, Electricity, Gas and Water, Pharmaceutical Industry, Chemical Industry, Basic Metal Industry, Palm Oil Industry.



TENAYAN INDUSTRIAL AREA PEKANBARU CITY

- The development area is planned according to the RTRW of Pekanbaru City 2020-2040 covering an area of 3,724 Ha. Consist of :
 - Community land area of 722 Ha
 - Ex-HGU PT. Bintan with an area of 1,394 Ha
 - Convertible Forest Land area of 1,608 Ha
- The area of land that has been acquired is 306 Ha
- Land area according to Industrial Estate Business Permit (IUKI) 266 Ha
- 266 Ha Land Management Rights (HPL) Certification Process

AREA DEVELOPMENT TENAYAN INDUSTRIAL AREA



Tenayan Industrial Area of Pekanbaru City

Tenayan Industrial Area of Pekanbaru City

Big
Industry

Medium
Industry

Small
Industry

Supporting Facilities

Circulation

Urban Green Space

[illegible]

POTENTIAL INDUSTRY OF TENAYAN INDUSTRIAL AREA

LOCATION OF TENAYAN INDUSTRIAL AREA

- To SSK II Airport: 21 Km
- To City Center : 18 Km
- To Permai Toll Gate : 14.3 Km
(via Siak V Bridge)
- To Dumai Harbor : 156 Km



Logistics



Agro



Pharmacy and Cosmetics



Food Processing



Halal Industry



Apparel Industry



Manufacture



INFRASTRUCTURE SUPPORT

TENAYAN INDUSTRIAL AREA PEKANBARU CITY



PLTU 2 X 110 MW
Land Area 40 Hectare



Clean water



**Communication
Network**



PLTGU 275 MW
Land Area 9,2 Hectare



**Wastewater
Treatment**



Outer Ring Road

Source : Rencana Pengembangan Industri Kota Pekanbaru

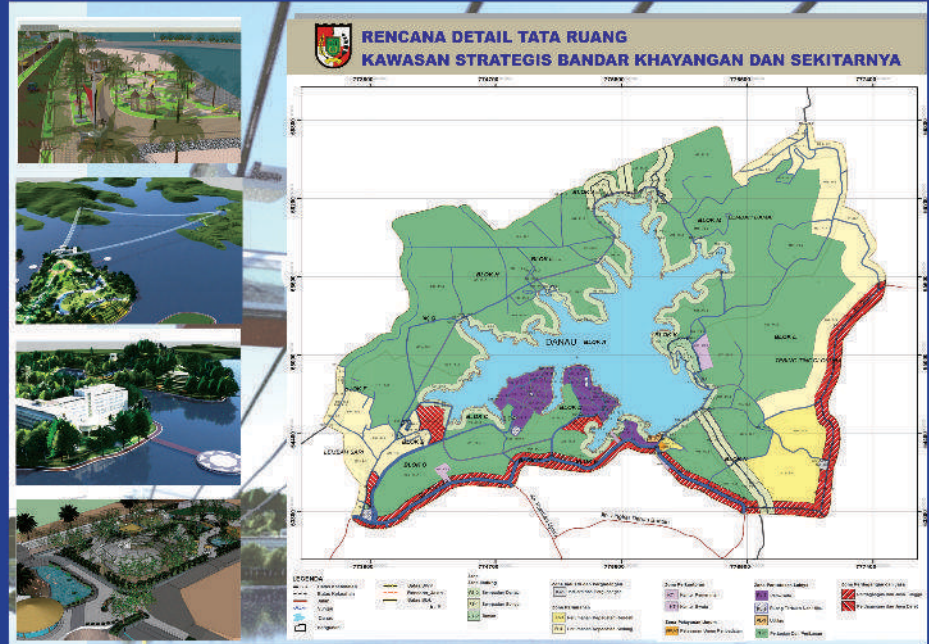
Ring road access 70 connecting the Pekanbaru - Dumai toll road to the Tenayan Industrial Area via the Siak V Bridge has entered the construction stage in the 2022 State Budget.



STRATEGIC AREA OF BANDAR KHAYANGAN

Total Plan Area ± 1000 Hectare

Bandar Khayangan Lake located in the District of Rumbai Pesisir is on a promontory on a lake made by stemming the flow of water. Bandar Khayangan Lake is used as a leading tourist icon in Pekanbaru City as an area for tourism for residents of Pekanbaru City and its surroundings. The concept of the Bandar Khayangan Tourism Area is an amusement park/area for everyone. The land area of Lake Bandar Khayangan is 18 Hectare with the facilities available and under development in the Lake Bandar Khayangan area as follows:



1. Hotels, cafes and souvenir centers.
2. Water park zone, Jet coaster zone, home zone glass, playground zone, Bungalow zone, Go-carts zone, Restaurant and wheel zones, fishing area, adventure/outbound area, picnic and snack zone.

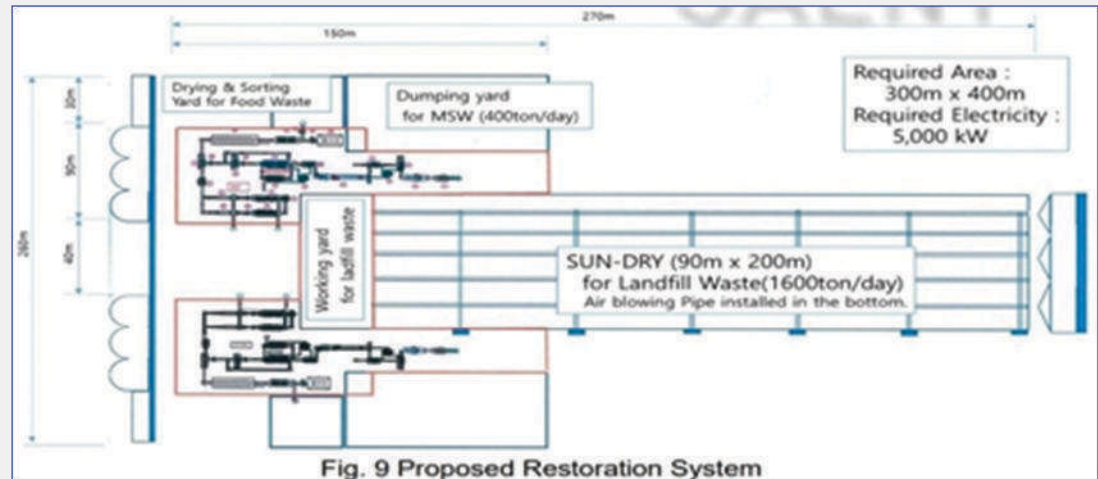
WASTE

Waste to Energy



Parameter Waste to Energy Kota Pekanbaru

Daily waste volume	800 tons
The area of Muara Fajar Landfill	9,8 acre
Electric potential	+20 MW
Investment Value	\$12,7 (million)



AWARD 2025



Top 3
Organizers of Licensing for Medical Personnel and Health Workers at the Regency/City Level



Ministry of Administrative and Bureaucratic Reform (MENPAN RB) Awards 'Prima' Category to Public Service Mall Organizer.



2nd Place in the Community Satisfaction Index (IKM) for the Implementation of Public Services within the Government of Pekanbaru City



CLOSING

We sincerely hope that this book can be useful and enrich information about Potential Investment opportunities in Pekanbaru City that will eventually attract potential investors. We are welcome and provide convenience, certainty, security, safety and conducive conditions for prospective investors to invest in Pekanbaru City.

We Invite You To Invest in Pekanbaru



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dpmptsp_pekanbaru



DPMPTSP Pekanbaru



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dpmptsp.pekanbaru.go.id



perizinan.pekanbaru.go.id



mpp.pekanbaru.go.id



dpmptsppekanbaru@gmail.com



Jl. Jend. Sudirman No.464 Pekanbaru - 28126

