



INDONESIA NOW

A program to demystify doing business in Indonesia

Speaker:

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INDONESIA AT A GLANCE



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Indonesia's Fast Moving Consumer Goods (FMCG) Sector

- There is a strong demand for beauty and cosmetics product in Indonesia, with 14% sales growth in 2012, totalling \$1.01 billion USD
- Changing Indonesia lifestyles may explain the 9% increase in sales of infant formula milk
- Since 2006, disposable diaper market in Indonesia has grown by an average of 35% per annum
- 17% growth in the demand for Carbonated Soft Drink (CSD) in Urban, which may be explained by the new brands being introduced in the market.
- Personal Care growth is still at peak, followed by positive growth of Beverages and Dairy
- In Urban, FMCG value increased by 8% in 2014
- In Rural, FMCG value increased by 13% in 2014

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NOW is the time for Australian companies to capitalise on the business opportunities in Indonesia!

- Indonesia is identified in Australia's International Business Survey 2013/14 as being the 4th most difficult overseas market in which to do business.
- Local culture, customer payment issues, regulations, licences and standards, and customs costs/delays are cited as the top barriers faced by respondents in the market.
- Furthermore, 74% of respondents said it is more or much more difficult than doing business in Australia.
- Nevertheless, Indonesia was nominated by respondents as being the 5th most important overseas country they are planning on doing business in/with the next two years.

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NOW is the time for Australian companies to capitalise on the business opportunities in Indonesia!

- The Export Council of Australia – with the support of Austrade’s Asian Business Engagement Plan – has formulated a program aimed at demystifying doing business in and with Indonesia.
- Featuring a series of training webinars and workshops, this program culminates in a business mission to Indonesia and a showcase of Australian products and services, followed by business mentoring to give participating businesses the best chance at success in this important market.
- And we want YOU to be a part of it!

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Program outline: Education

- Compulsory face-to-face training seminars run across Australia's major capital cities. Training will include: legal, IP, contracts, bribery and corruption, logistics, as well as local culture and business practices.
- Educational material will be made available to all companies and will be turned into an online course to be made publicly available.

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Program outline: Education

At these must-attend events, leading specialists will give you:

- An Indonesia market snapshot
- A guide to doing business in Indonesia
- A summary of legal watch points, including IP, contracting, and bribery/corruption
- An insight into setting up operations in Indonesia, including corporate governance & tax issues
- Real-life experiences of doing business in Indonesia, shared by a successful Australian exporter

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Program outline: Education

Seminar group dates and locations

DATE	TIME	LOCATION	VENUE
20 October	7.30am to 9.30am	Melbourne	Hunt & Hunt, Level 26, 385 Bourke St, Melbourne
27 October	7.30am to 9.30am	Adelaide	PwC, Level 11, 70 Franklin St, Adelaide
30 October	7.30am to 9.30am	Sydney	Hunt & Hunt, Level 13, Gateway, 1 Macquarie St, Sydney
6 November	7.30am to 9.30am	Brisbane	PwC, Level 15, 123 Eagle St, Brisbane

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Program outline: Selection

- For a company to be eligible to participate in the business mission they must submit an application form which includes information about the company, evidence of their export readiness, a basic export plan, and their reason for targeting the Indonesian market .
- To apply, businesses must be or become members/clients of the ECA or affiliated partners of the Indonesia Now program.
- The top applicants (max 15 companies) will be selected and unsuccessful applicants will receive written feedback so that they may still continue to explore opportunities to expand their business into Indonesia.

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Program outline: How to apply

- The ECA will email interested companies a basic application form following the series of seminars that companies must complete. Application form will be available to download from the ECA website on **1 November 2014**
- Applications must be submitted by the **30 November 2014**
- Applications must be sent to: Collins Rex at collinsrex@export.org.au.
- Applicants will be advised of acceptance: **15 December**

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Program outline: Tips for applying & selection criteria

- Company background and organisation
- History
- Product and Services
- Current sales & marketing strategy
- Export Swot Analysis for Indonesia market
- Analysis of target market structure
- Entry checklist
- Recommendations

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Program outline: Market Research

The ECA in conjunction with Austrade and our partners will conduct market research undertaken for the selected companies based on the market for their particular product, and their goals for growth in Indonesia. The research will include:

- Market trends and current market conditions
- Customer profile: demographics, concentrations, annual average product usage
- Market risks vs rewards analysis
- Competitor analysis
- Recommendations: target regions, target companies, advertising channels, other marketing channels

The ECA will invite companies to join us for a consultation to work on a clear outline of their market research objectives and to prepare for the business mission to Indonesia.

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Program outline: Pre- Departure Briefing

- All business mission participants must participate in a pre-departure briefing with a supermarket buyer in Indonesia to share insights into what companies must prepare/consider before coming to market.
- All business mission participants must participate in a personal security briefing and undertake a short course on understanding Bribery & Corruption

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Program outline: Business Mission

- The ECA is currently working on confirming dates for the Business Mission to Indonesia. Companies should plan for an April departure date.
- The business mission will be a 5 day business mission to Jakarta, Indonesia and will be slightly different from a normal trade mission.
- The proposed schedule will include visits with customs, a 4PL logistics provider, a major port facility, a local bank, serviced office providers, a local lawyer and accountant, and a number of local government agencies.
- Participants will be expected to spend ½ day undertaking their own market research in the field.

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Program outline: Business Mission Showcase

The schedule will incorporate a showcase event and client networking function:

- Participants will showcase their products at a function organised by the ECA and in conjunction with our partners in the program
- Potential buyers from the FMCG sector and their customers will be invited to trial the products and provide real-time feedback, for example insights on the packaging, taste and pricing will also be evaluated.
- Each participant will be given the 'soapbox' at one point during the event to promote their company and to sell the story behind their brand in 2 minutes

Additional opportunities for one on one business matching will be available for participants.

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Program outline: Mentoring

- Mentoring groups will be formed by mission participants and led by Indonesia experts who will guide them through the next steps of succeeding in the Indonesian market.
- Formal mentoring will take place for six months following the mission (and may continue informally after that time)
- On completion of formal mentoring, there will be a debriefing where participants will present about their experiences and lessons learnt – all those who took part in the initial phases of the program will be invited to attend and network
- Short video case studies will be recorded with each of the business mission participants, these will be used to market "lessons learned" and "business tips" to other Australian companies interested in the Indonesian market

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Other key facts: cost to participate

- There are no costs to participate in the Indonesia Now program but participants will be expected to cover the following costs to participate in the Business Mission to Indonesia:

ECA Members	\$6,000 per person plus GST
Non- Members	\$8,000 per person plus GST

What does the fee cover?

- Flights & Accommodation
- Event participation in the showcase
- Business matching
- Some transportation expenses

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Other key facts: cost to participate

Exclusions:

- Airport transfers
- Taxi or other transportation expenses
- Meals
- Freight
- Individual company marketing
- Travel insurance
- Phone, fax or internet expenses
- Leisure expenses
- Personal expenses
- Visa expenses

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Key dates

	Description	Anticipated Date
Stage 1	Webinars	13 October 2014
Stage 1	Conduct seminars	7 - 31 October 2014
Stage 2	Due date for applications	30 November 2014
Stage 2	Notify successful applicants	15 December 2014
Stage 3	Market research undertaken	15 December 2014 – 31 January 2015
Stage 4	Supermarket webinar & security briefing	2 - 6 February 2015
Stage 5	Business Mission to Indonesia	20-24 April 2015
Stage 6	Mentoring	April - June 2015

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Questions?

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Key contact

For further information regarding the Indonesia now program, please contact:

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