



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland  
**Swiss Business Hub Indonesia**

**+** SWITZERLAND  
GLOBAL  
ENTERPRISE

enabling new business

Swiss Medical Technologies  
21 – 23 October 2019, Jakarta

# FACT FINDING MISSION TO INDONESIA



OFFICIAL PROGRAM



CO-OPERATING PARTNER



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

# About Indonesia

**As the fourth most populous country in the world, Indonesia offers great potential for the medical equipment and technology market. The Indonesian medical devices market has shown strong growth over the last decade and it is widely expected to reach a market volume of US\$ 1 billion latest by 2019 and it is widely expected to continue to grow at a rate of 12% annually.**



## INTERESTING OPPORTUNITIES FOR SWISS COMPANIES

Indonesia began implementing its Universal Health Coverage Plan in 2014, locally known as National Health Insurance scheme (JKN), with the goal of universal coverage of the country's population by 2019.

EFTA States (Switzerland, Iceland, Liechtenstein and Norway) and Indonesia signed a Comprehensive Economic Partnership Agreement, CEPA in Jakarta on 16 December 2018. The free trade agreement between the EFTA states and Indonesia will eliminate customs tariffs of several medical equipment to 0% from day one after agreement goes into force.

Are you active in

- **surgery and life support (Intensive Care Unit) equipment**
- **instruments and appliances for laboratories**
- **cardiology / diabetics / oncology equipment and devices**
- **IT Solutions for Hospital Management**
- **Medical Waste Technology**

Then join the Swiss Business Hub Indonesia and Switzerland Global Enterprise (S-GE) for a **Fact Finding Mission from 21 to 23 October 2019**.

## FIVE REASONS WHY EXPORTS AND A MARKET ENTRY FOR SWISS MEDTECH BRANDS TO INDONESIA MATTER:

1. Missing the opportunity and enhancing the presence today would be similar to avoiding China over the past decade – indeed a costly mistake.
2. Besides being the largest economy in Southeast Asia, Indonesia is also a member of G20 and as 16th country, has recently joined the USD “One-Trillion-GDP-Club”.
3. Nowadays procurement for public hospitals is mostly handled via “**e-catalogue**”. it’s an online central purchasing system where hospitals can easily select the products resulting into no more complex tenders, no more price negotiations and no more 3<sup>rd</sup> parties involvement.
4. The local market continues to grow >5% on GDP level boosting consumption and investment.
5. According to interviewed insiders from hospitals, it is expected that the number of hospitals could triple over the next decade.

# About Indonesia

Almost 92% of Indonesia's medical equipment and devices are made up of imports, mostly related to more sophisticated medical and surgical instruments and equipment like medical lasers and diagnostic equipment.

In 2017 Indonesia counts 2'820 hospitals (957 public hospitals and 1'863 private hospitals) and around 10'000 community health centers. The private hospital sector is developing rapidly. According to interviewed insiders from hospitals, it is expected that the number of hospitals could triple over the next decade.



## PROGRAM HIGHLIGHTS

- Receive information on import regulation from local experts
- Participate in tailor made B2B meetings with potential importers and/or distributors.
- Visit leading private and public hospitals.
- Visit Hospital Expo 2019, a leading exhibition in healthcare.
- Meet up with the local Swiss business community, professionals in healthcare and other key players at a reception at the residence of the Swiss ambassador.

## PROPOSED PROGRAM

### Sunday, 20 October 2019

- Individual trip to Indonesia – latest arrival in Jakarta in the afternoon
- Welcome dinner

### Monday, 21 October 2019

- Briefing: introduction to Indonesia as an economic power house
- Presentation of import regulation and market entry models
- Business matching with selected potential local partners and local distributors (4 meetings/ company)
- Dinner reception at the Swiss residence with local Swiss companies and partners/experts/distributors hosted by the Ambassador of Switzerland (tbc)

### Tuesday, 22 October 2019

- Visit 2 hospitals (private and public)
- Visit a Swiss and/or a local company active in Medtech
- Dinner

### Wednesday, 23 October 2019

- Visit a Swiss and/or a local company active in Medtech
- Visit Exhibition "Hospital Expo 2019"
- End of program

Sign up and join the Fact Finding Mission to Indonesia 21 – 23 October, 2019 by using the application form.

**Registration deadline: 30 August 2019**

# Contact

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**Registration  
Fact Finding Mission  
to Indonesia  
Swiss Medical Technologies  
21 - 23 October 2019  
Jakarta**



I would like to register for the event “**Fact Finding Mission to Indonesia – Swiss Medtech**”  
(price per participant excluding VAT)

- Participation for S-GE and Swissmem members: CHF 3'450.–
- Participation for non S-GE members: CHF 3'950.–

**Included**

- All transports logistics on the ground
- Accomodation for four nights
- All meals (dinners and lunches)
- Facilities for B2B matchmaking meetings

**Excluded**

- Flights to and from Jakarta
- Transfer airport – hotel – airport

**Registration deadline for “Fact Finding Mission to Indonesia – Swiss Medical Technologies”:**

**30 August 2019**

**YOUR CONTACT INFORMATION**

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COMPANY

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\_\_\_\_\_  
LAST NAME

\_\_\_\_\_  
FIRST NAME

\_\_\_\_\_  
POSITION

\_\_\_\_\_  
STREET

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PO BOX

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POST CODE, TOWN

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CELL PHONE

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E-MAIL

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PLACE / DATE

\_\_\_\_\_  
SIGNATURE

**Please sign and return registration form  
until 30 August, 2019 to:**

Switzerland Global Enterprise  
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