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Embassy of Switzerland
Swiss Business Hub Indonesia

 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business



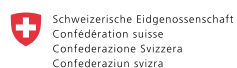
FACT FINDING MISSION TO INDONESIA

Swiss Manufacturing Technologies
2 – 5 December 2018

OFFICIAL PROGRAM



CO-OPERATING-PARTNER



About Indonesia

Indonesia, with its huge domestic market and significant number of middle class and hence affluent consumers, offers highly interesting opportunities for Swiss companies in several sectors – in particular in the field of manufacturing technologies.

INTERESTING OPPORTUNITIES FOR SWISS COMPANIES

Manufacturing contributes 20 percent of Indonesia's GDP – and it will keep growing, at over five percent for the next five years. Indonesia manufacturing value added is the biggest in ASEAN. The biggest growth rates are expected in food & beverage, chemicals & pharmaceuticals, and mechanical, electrical & engineering (MEM) industries.

Are you active in assembly and factory automation, packaging technology or machine tool and manufacturing technology? Then join the Swiss Business Hub Indonesia and Switzerland Global Enterprise (S-GE) for a Fact Finding Mission from 2-5 December 2018.

INDONESIA TODAY: PERCEPTION VS. IMAGE, A BALANCED REALITY CHECK

- Indonesia has the world's largest Muslim population but it is an open and liberal society where all major religions are accepted and enjoy a peaceful living-together.
- Yes, there are many challenges to be tackled and obstacles to be overcome but there are excellent partners waiting for your business which follow highest governance and ethical standards.
- Yes, there are relatively high market entry costs but medium-term, decent returns (on invested capital) can be expected.
- Yes, traffic can be very chaotic but amongst other large infrastructure projects, e.g. 3'650 km of new roads, 15 new airports or 3'258 km of new railroads (MRT & LRT) are under construction.
- Yes, the learnings during a settlement process can be "painful" but there are start-up services like shared office- or administrative infrastructures, warehouse and even small workshop facilities available – all at SME compatible conditions.

FIVE REASONS WHY EXPORTS AND A MARKET ENTRY ESPECIALLY FOR SMES 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. Several government policies already put into force, are pushing the country from being purely commodity oriented to a vertically integrated and value driven economy.
4. Thanks to an overall stability and other positive factors, the local market continues to grow >5% on GDP level boosting consumption and investments.
5. A certain "localization" combined with a cost-efficient manufacturing, serves the local market but also allows to tap into the huge ASEAN region with its 650 mio. consumers and a combined GDP of USD 2.7 trillion. Even exports back to Switzerland are a valid option.

PROGRAM HIGHLIGHTS

- Familiarize yourself with local cultures and day-to-day life in the shortest time possible
- Receive first hand market information with a focus on your own products and services.
- Participate in tailor made B2B meetings with local experts, importers or distributors.
- Get practical hints from the Swiss business community on how to do business in Indonesia.
- Visit the largest MEM exhibition in ASEAN, “Manufacturing Indonesia 2018”.

PROPOSED PROGRAM

Sunday, 2 December

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

Monday, 3 December

- Briefing: introduction to Indonesia as an economic power house
- Presentation of Swiss companies (experience reports)
- Visit to factory of a Swiss or Indonesian SME
- Guided tour around one of the leading industrial zones

Tuesday, 4 December

- Individual B2B meetings with potential partners (3 - 4 meetings/ company)
- Visit factory of a Swiss or Indonesian SME
- Traditional Indonesian “Rijsttafel” dinner

Wednesday, 5 December

- Visit “Manufacturing Indonesia” exhibition; meeting with potential partners (2 - 3 meetings/company)
- Dinner reception at the Swiss residence hosted by the Ambassador of Switzerland (tbd)

Thursday, 6 December

- Individual departure

THREE STEPS TO GET CONVINCED AND TO SIGN UP

1. Participate at S-GE’s flagship event “Aussenwirtschaftsforum” on 26 April 2018 at Messe Zurich - visit www.s-ge.com/awf.
2. Book a slot at the country consulting week 4 - 8 June 2018 in Zurich - followed by S-GE’s “ASEAN Day” October 4, 2018 in Zurich where Indonesia is a key focus.
3. Sign-up and join the Fact Finding Mission to Indonesia from 2 - 5 December 2018 by using the application form.

Contact

Switzerland Global Enterprise | Headquarters

Stampfenbachstrasse 85 | CH-8006 Zurich | T +41 44 365 51 51 | s-ge.com



ANGELA DI ROSA
Consultant South East Asia
adirosa@s-ge.com
T +41 44 365 54 73
M +41 79 680 08 44

Swiss Business Hub Indonesia

c/o Embassy of Switzerland | Jl.H.R. Rasuna Said | Blok X 3/2 | Kuningan | Jakarta 12950 | Indonesia



WOLFGANG SCHANZENBACH
Head of Swiss Business Hub Indonesia
wolfgang.schanzenbach@eda.admin.ch
T +62 858 8888 2702
T +41 (0)58 480 38 55



CYNTHIA KEMALAWATI
Senior Trade Officer
cynthia.kemalawati@eda.admin.ch
T +62 21 525 6061
T +41 (0)58 485 02 68

Switzerland Global Enterprise
Stampfenbachstrasse 85
CH-8006 Zürich
T +41 44 365 51 51

Switzerland Global Enterprise
Corso Elvezia 16
CH-6901 Lugano
T +41 91 911 51 35

Switzerland Global Enterprise
Avenue d'Ouchy 47
CH-1001 Lausanne
T +41 21 545 94 94

s-ge.com

Registration Fact Finding Mission to Indonesia – Swiss Manufacturing Technologies 2 – 5 December 2018

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

- Participation for S-GE members (Fr. 2'450.-)
 Participation for Non S-GE members (Fr. 2'950.-)

Included

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

Excluded

- Flights to and from Jakarta
- Accommodation during your stay
- Transfer airport – hotel – airport

Registration deadline for “Fact Finding Mission to Indonesia – Swiss Manufacturing Technologies”
15 August 2018

YOUR CONTACT INFORMATION

COMPANY

LAST NAME

FIRST NAME

POSITION

STREET

PO BOX

POST CODE, TOWN

CELL PHONE

E-MAIL

PLACE / DATE

SIGNATURE

Please sign and return registration form to:

Switzerland Global Enterprise ExportHelp
Ms. Angela di Rosa
Stampfenbachstrasse 85
CH-8006 Zurich

Phone 0844 811 812
Fax 0844 811 813
contact@s-ge.com or adirosa@s-ge.com