

印尼经商须知

DOING BUSSINESS IN INDONESIA

WHY INDONESIA?

UNIQUE: The biggest archipelago, the largest Muslim majority country, the world's third largest democracy and a leading exporter of numerous high value commodities such as palm oil and thermal coal.

- Political stability
- Robust economic growth, transform become middle income economy
- Range of investment opportunity from infrastructure to manufacturing and services

INDONESIAN OVERVIEW

Indonesia today ...

16th-largest economy in the world

45 million members of the consuming class

53% of the population in cities producing **74%** of GDP

55 million skilled workers in the Indonesian economy

\$0.5 trillion market opportunity in consumer services, agriculture and fisheries, resources, and education

... and in 2030

7th-largest economy in the world

135 million members of the consuming class

71% of the population in cities producing **86%** of GDP

113 million skilled workers needed

\$1.8 trillion market opportunity in consumer services, agriculture and fisheries, resources, and education

Source : Mc Kinsey, Sept. 2012. The Archipelego Economy. Unleashing Indonesia Potential.

TRADE WITH REMARKABLE INDONESIA



TRADE BALANCE

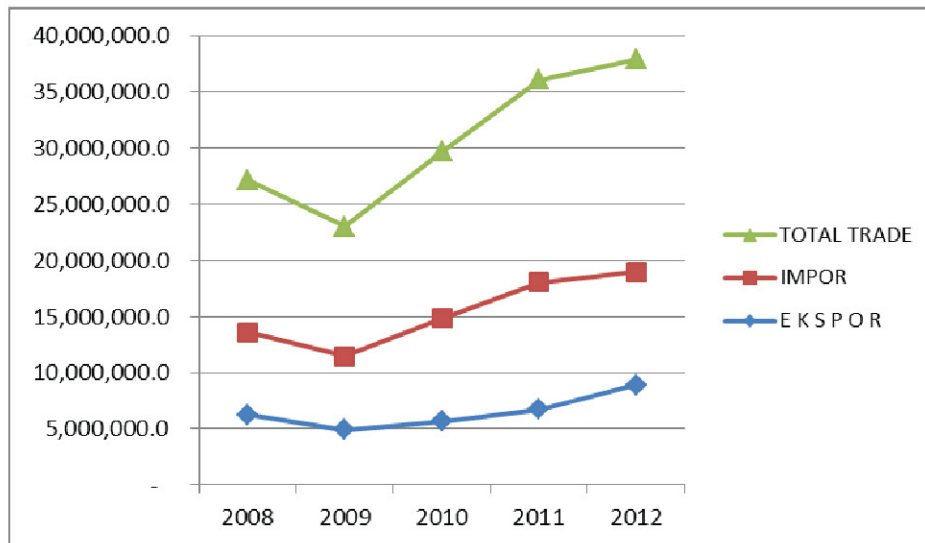
PERKEMBANGAN EKSPOR-IMPOR NEGARA MALAYSIA DENGAN DUNIA DAN INDONESIA
PERIODE : DESEMBER 2012 DAN JANUARI-DESEMBER 2012
(DALAM RIBU US\$)

NO.	URAIAN	DESEMBER		PERUB	JANUARI-DESEMBER		PERUB
		2011	2012		2011	2012	
I. DENGAN DUNIA							
1.	E K S P O R	19,601,150	18,473,773	-5.75%	225,116,754	226,512,237	0.62%
	- MIGAS	3,585,936	4,053,830	13.05%	40,424,924	45,878,253	13.49%
	- NON MIGAS	16,015,215	14,419,943	-9.96%	184,691,830	180,633,984	-2.20%
2.	I M P O R	16,919,722	15,816,101	-6.52%	185,040,750	195,923,869	5.88%
	- MIGAS	2,021,622	2,227,457	10.18%	19,160,780	25,355,262	32.33%
	- NON MIGAS	14,898,100	13,588,644	-8.79%	165,879,970	170,568,607	2.83%
3.	TOTAL PERDAGANGAN	36,520,872	34,289,874	-6.11%	410,157,504	422,436,106	2.99%
	- MIGAS	5,607,557	6,281,287	12.01%	59,585,705	71,233,515	19.55%
	- NON MIGAS	30,913,315	28,008,587	-9.40%	350,571,800	351,202,591	0.18%
4.	NERACA	2,681,428	2,657,671		40,076,004	30,588,367	
	- MIGAS	1,564,314	1,826,373		21,264,144	20,522,991	
	- NON MIGAS	1,117,115	831,298		18,811,859	10,065,377	
II. DENGAN INDONESIA							
1.	E K S P O R	631,996	840,525	33.00%	6,722,926	8,909,473	32.52%
	- MIGAS	120,233	328,264	173.02%	863,580	2,299,500	166.28%
	- NON MIGAS	511,764	512,260	0.10%	5,859,345	6,609,973	12.81%
2.	I M P O R	1,077,765	765,035	-29.02%	11,326,787	10,035,251	-11.40%
	- MIGAS	42,434	67,663	59.45%	916,544	741,525	-19.10%
	- NON MIGAS	1,035,331	697,372	-32.64%	10,410,242	9,293,725	-10.73%
3.	TOTAL PERDAGANGAN	1,709,761	1,605,560	-6.09%	18,049,712	18,944,723	4.96%
	- MIGAS	162,667	395,928	143.40%	1,780,125	3,041,025	70.83%
	- NON MIGAS	1,547,094	1,209,632	-21.81%	16,269,588	15,903,698	-2.25%
4.	NERACA	(445,769)	75,490		(4,603,861)	(1,125,778)	
	- MIGAS	77,798	260,601		(52,964)	1,557,975	
	- NON MIGAS	(523,567)	(185,112)		(4,550,897)	(2,683,752)	

Sumber
Diolah

Department of Statistics Malaysia (diolah oleh Bidang Perdagangan KBRI Kuala Lumpur)
Atase Perdagangan KBRI Kuala Lumpur

MALAYSIA - INDONESIA TRADE



CHANCES

Indonesia strength

MARKET :

- Economic growth 6.2% (2012), expected 7.3% in 2013
- Young population (2/3 population), spending 44% of all spending.
- Growth of middle class, wealth is rising along with demand for luxury goods

INDUSTRY:

- Abundance with natural resources
- Top producer for commodity base products & manufacturing products
- Lots of craftsmen

Indonesia Opportunities

MARKET :

- Fresh food,
- Branded products (giftware, jewelry, tableware),
- Mini market/Super market

DOWN STREAM INDUSTRY:

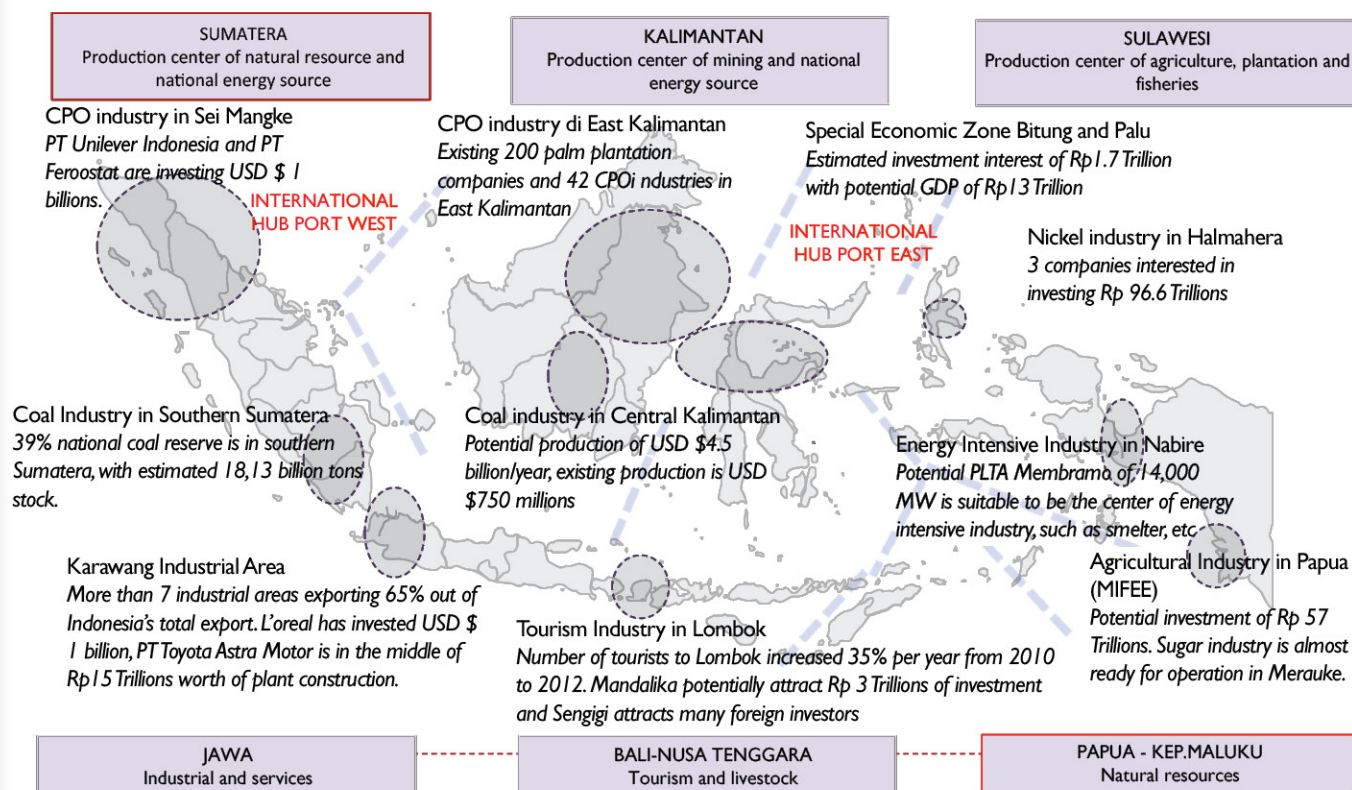
Need infrastructure, R&D, process & machine development

- AGRO (Cocoa, Palm Oil Industry) : tax allowance, tax holiday and duty free
- Rattan, Coffee, strawberry+silk, Fisheries (canned product).

Design & construction, upgrade of existing, supply equipment

- Mining
- Power Generation
- Renewable energies

Others: Herbal, Packaging, Roof



Indonesia Potential's on Natural Resources

Key Indicator	Natural Gas	Coal	Geothermal	Palm Oil	Cocoa	Tin	Nickel	Bauxite
	Reserve reaches 165 TCF within +3 TCF production level annually	The second largest exporter in the world	Reserve 40% of resources (the largest in the world)	The largest exporter in the world > 19 million ton/year	770,000 tons/year, the second largest producer in the world	65,000 tons/year, the second largest producer in the world	Provide 12% world reserves (4th largest)	7th world reserves provider, 4th largest producer in the world
	- Large amount of gas-based resources and petrochemical - Exclude Non-Conventional Gas from Coal Bed Methane (CBN) and Coal Gasification		Based on the assumption that 40% of reserve feasible to be developed into 12 GW. Nowadays, it is only 1,200 MW developed				In 2013, start to be processed locally (Law No. 4 Year 2009 - Mineral and Coal Mining)	
							For downstream industry development purpose	

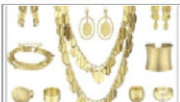


Indonesia 10 Main Commodities

No.		Commodity	Destination Country
1.		Textile and Product Textile	UNITED STATES, JAPAN, G E R M A N Y, TURKEY, KOREA, REPUBLIC OF, UNITED KINGDOM, UNITED ARAB EMIRATES, CHINA, BRAZIL, MALAYSIA , BELGIUM, ITALY, NETHERLANDS, SPAIN, CANADA, SAUDI ARABIA, THAILAND, FRANCE, VIET NAM, TAIWAN
2.		Electronic	SINGAPORE, UNITED STATES, JAPAN, HONG KONG, CHINA, G E R M A N Y, MALAYSIA , NETHERLANDS, KOREA, REPUBLIC OF, PHILIPPINES, FRANCE, THAILAND, I N D I A, AUSTRALIA, UNITED ARAB EMIRATES, UNITED KINGDOM, TAIWAN, VIET NAM, BELGIUM, ITALY
3.		Rubber and Article Rhereof	UNITED STATES, JAPAN, CHINA, KOREA, REPUBLIC OF, SINGAPORE, BRAZIL, G E R M A N Y, CANADA, NETHERLANDS, TURKEY, FRANCE, I N D I A, SPAIN, ITALY, UNITED KINGDOM, BELGIUM, TAIWAN, SOUTH AFRICA, AUSTRALIA, ARGENTINA
4.		Palm Oil	I N D I A, CHINA, MALAYSIA , BANGLADESH, NETHERLANDS, EGYPT, SINGAPORE, ITALY, SPAIN, UKRAINE, IRAN, ISLAMIC REP. OF, RUSSIAN FEDERATION, PAKISTAN, G E R M A N Y, TANZANIA, UN. REP. OF, BRAZIL, SOUTH AFRICA, VIET NAM, MYANMAR (formerly BURMA), KENYA
5.		Forest Products	JAPAN, CHINA, UNITED STATES, KOREA, REPUBLIC OF, AUSTRALIA, MALAYSIA , TAIWAN, SAUDI ARABIA, UNITED ARAB EMIRATES, I N D I A, G E R M A N Y, NETHERLANDS, UNITED KINGDOM, VIET NAM, SINGAPORE, BELGIUM, ITALY, FRANCE, BANGLADESH, THAILAND
6.		Footwear	UNITED STATES, BELGIUM, G E R M A N Y, UNITED KINGDOM, NETHERLANDS, ITALY, JAPAN, MEXICO, FRANCE, BRAZIL, CHINA, DENMARK, PANAMA, KOREA, REPUBLIC OF, SINGAPORE, SPAIN, AUSTRALIA, RUSSIAN FEDERATION, CHILE, SOUTH AFRICA
7.		Automotive	THAILAND, JAPAN, SAUDI ARABIA, PHILIPPINES, MALAYSIA , SINGAPORE, UNITED ARAB EMIRATES, SOUTH AFRICA, BRAZIL, VIET NAM, CHINA, MEXICO, OMAN, CAMEROON, TAIWAN, UNITED KINGDOM, MYANMAR (formerly BURMA), G E R M A N Y, I N D I A, KUWAIT
8.		Shrimps	UNITED STATES, JAPAN, CHINA, UNITED KINGDOM, BELGIUM, HONG KONG, VIET NAM, SINGAPORE, FRANCE, CANADA, AUSTRALIA, MALAYSIA , TAIWAN, RUSSIAN FEDERATION, NETHERLANDS, ITALY, G E R M A N Y, KOREA, REPUBLIC OF, DENMARK
9.		Cocoa	MALAYSIA , UNITED STATES, SINGAPORE, KOREA, DEM. PEOP. REP., SPAIN, G E R M A N Y, FRANCE, NETHERLANDS, UNITED KINGDOM, AUSTRALIA, PHILIPPINES, I N D I A, CANADA, THAILAND, JAPAN, BRAZIL, UNITED ARAB EMIRATES, ESTONIA, RUSSIAN FEDERATION, NEW ZEALAND
10.		Coffee	UNITED STATES, JAPAN, G E R M A N Y, ITALY, MALAYSIA , BELGIUM, UNITED KINGDOM, RUSSIAN FEDERATION, EGYPT, MOROCCO, I N D I A, TAIWAN, CANADA, AUSTRALIA, GEORGIA, SINGAPORE, ALGERIA, ECUADOR, FRANCE, SOUTH AFRICA

Indonesia 10 Potential Commodities

No.		Commodity	Destination Country
1.		Leather & Leather Products	HONG KONG, INDIA, VIET NAM, CHINA, GERMANY, SINGAPORE, KOREA, DEM. PEOP. REP., ITALY, MALAYSIA , THAILAND, SPAIN, TAIWAN, JAPAN, CAMBODIA, SRI LANKA, SOUTH AFRICA, FRANCE, PHILIPPINES, UNITED STATES, MEXICO
2.		Medical Instrument And Appliances	SINGAPORE, G E R M A N Y, JAPAN, UNITED STATES, I N D I A, CHINA, NETHERLANDS, MALAYSIA , AFGHANISTAN, THAILAND, TAIWAN, KENYA, IRAN, ISLAMIC REP. OF, CANADA, HONG KONG, FRANCE, AUSTRALIA, EAST TIMOR, SAUDI ARABIA, PHILIPPINES
3.		Medicinal Herb	I N D I A, MALAYSIA , UNITED STATES, TAIWAN, JAPAN, SINGAPORE, FRANCE, NETHERLANDS, G E R M A N Y, SWITZERLAND, KOREA, REPUBLIC OF, VIET NAM, AUSTRALIA, HONG KONG, ARGENTINA, THAILAND, UNITED KINGDOM, SAUDI ARABIA, UNITED ARAB EMIRATES, JORDAN
4.		Processed Food	UNITED STATES, MALAYSIA , PHILIPPINES, SINGAPORE, JAPAN, CHINA, CAMBODIA, THAILAND, VIET NAM, SAUDI ARABIA, NETHERLANDS, G E R M A N Y, HONG KONG, AUSTRALIA, BELGIUM, UNITED KINGDOM, I N D I A, SPAIN, KOREA, REPUBLIC OF, TAIWAN
5.		Essential Oil	UNITED STATES, SINGAPORE, FRANCE, I N D I A, SWITZERLAND, SPAIN, G E R M A N Y, NETHERLANDS, CHINA, UNITED KINGDOM, MEXICO, UNITED ARAB EMIRATES, TURKEY, ITALY, BRAZIL, JAPAN, PAKISTAN, HONG KONG, TAIWAN, EAST TIMOR

No.	Commodity	Destination Country
6.	 Fish & Fish Products	JAPAN, UNITED STATES, THAILAND, VIET NAM, CHINA, SINGAPORE, MALAYSIA , ITALY, KOREA, REPUBLIC OF, HONG KONG, TAIWAN, SPAIN, RUSSIAN FEDERATION, AUSTRALIA, BELGIUM, NETHERLANDS, FRANCE, G E R M A N Y, UNITED KINGDOM, IRAN, ISLAMIC REP. OF
7.	 Handicraft	UNITED STATES, JAPAN, UNITED KINGDOM, G E R M A N Y, AUSTRALIA, FRANCE, NETHERLANDS, KOREA, REPUBLIC OF, SPAIN, SINGAPORE, ITALY, CANADA, TAIWAN, BELGIUM, SOUTH AFRICA, MALAYSIA , SWEDEN, UNITED ARAB EMIRATES, CHINA, BRAZIL
8.	 Jewellery	SINGAPORE, HONG KONG, SOUTH AFRICA, AUSTRALIA, UNITED STATES, UNITED ARAB EMIRATES, JAPAN, ITALY, NETHERLANDS, THAILAND, MALAYSIA , G E R M A N Y, KOREA, REPUBLIC OF, UNITED KINGDOM, DENMARK, TURKEY, SPAIN, FRANCE, SWITZERLAND, CANADA
9.	 Spices	UNITED STATES, VIET NAM, I N D I A, NETHERLANDS, SINGAPORE, G E R M A N Y, JAPAN, ITALY, MALAYSIA , FRANCE, CHINA, AUSTRALIA, THAILAND, BELGIUM, KOREA, REPUBLIC OF, BRAZIL, UNITED KINGDOM, RUSSIAN FEDERATION, CANADA, PAKISTAN
10.	 Stationery Non Paper	JAPAN, CHINA, THAILAND, SINGAPORE, PHILIPPINES, MALAYSIA , BANGLADESH, IRAN, ISLAMIC REP. OF, SAUDI ARABIA, TURKEY, UNITED ARAB EMIRATES, EGYPT, AUSTRALIA, UNITED STATES, CANADA, MEXICO, BRAZIL, COLOMBIA, NETHERLANDS, G E R M A N Y

RULES AND REGULATIONS

Latest Import Regulations

No	Kebijakan	Tujuan	Instrumen
1	Angka Pengenal Importir (API) Permendag No. 59/M-DAG/PER/9/2012 tentang Perubahan Peraturan Menteri Perdagangan No. 27/M-DAG/PER/5/2012	- Meningkatkan pengawasan terhadap para pelaku impor. - Menjamin kepastian berusaha. - Menciptakan iklim usaha yang kondusif dan pengembangan industri dalam negeri. - Meningkatkan keadilan (<i>fairness</i>) diantara pelaku impor. - Meningkatkan efektifitas pelaksanaan ketentuan Angka Pengenal Importir (API).	- API-P - API-U Satu Section - Hubungan Istimewa untuk API-U lebih dari satu - Penetapan Produsen Importir (PI) bagi produsen yang mengimpor barang industri tertentu untuk diperdagangkan (tes pasar dan komplementer) dengan syarat utama rekomendasi instansi terkait.
2	Impor Produk Hortikultura Permendag No.60/M-DAG/PER/9/2012 Tentang Perubahan kedua atas Permendag No.30/M-DAG/PER/5/2012	Menyediakan produk hortikultura yang memenuhi keamanan pangan dan perlindungan konsumen.	- IP Produk Hortikultura - IT Produk Hortikultura - SPI Produk Hortikultura - Rekomendasi Impor Produk Hortikultura (RIPH) dari Kementan - Kemasan dan label.

Kebijakan Impor Terkini

No	Kebijakan	Tujuan	Instrumen
3	Ketentuan Impor Telepon seluler, computer genggam (handheld), dan computer tablet Permendag No. 82/M-DAG/PER/12/2012	- Menciptakan tertib administrasi impor di bidang seluler, computer genggam (handheld), dan computer tablet. - Memberikan perlindungan kepada konsumen untuk mendapatkan produk yang aman dipakai dan memenuhi standard mutu teknis dari produk yang di impor. - Mendorong masuknya investasi industry barang sejenis di dalam negeri.	Importir Terdaftar (IT) Persetujuan Impor (PI) dengan syarat utama : a) Tanda Pendaftaran Produk (TPP) dari Kemenperin b) Sertifikat alat dan perangkat telekomunikasi dari Kemenkominfo c) Label dalam bahasa Indonesia dari Ditjen SPK Kemendag d) Bukti surat penunjukkan dari prinsipal pemegang merek atau pabrik di luar negeri yang ditandatangani oleh notaris publik dan atase perdagangan negara setempat. Hanya dapat dilakukan melalui: Pelabuhan laut: Belawan-Medan, Tanjung Priok-Jakarta, Tanjung Emas-Semarang, Tanjung Perak-Surabaya, dan Soekarno Hatta-Makassar. Pelabuhan udara: Polonia-Medan, Soekarno Hatta-Jakarta, Ahmad Yani-Semarang, Juanda-Surabaya, dan Hasanuddin-Makassar.

Kebijakan Impor Terkini

No	Kebijakan	Tujuan	Instrumen
4	Impor Produk Tertentu Permendag No. 83/M-DAG/PER/12/2012	- Menciptakan perdagangan yang sehat dan iklim usaha yang kondusif dan meningkatkan tertib administrasi impor produk tertentu - Makanan dan minuman; - Obat tradisional; - Kosmetik; - Pakaian jadi; - Alas kaki; - Elektronika; dan - Mainan anak-anak	- Importir Terdaftar Produk Tertentu (IT-Produk Tertentu). - Pelabuhan tujuan: Pelabuhan laut Belawan-Medan, Tanjung Priok-Jakarta, Tanjung Emas-Semarang, Tanjung Perak-Surabaya, Soekarno Hatta-Makassar, Dumai, Jayapura, dan Tarakan; dan/atau Pelabuhan udara Polonia-Medan, Soekarno Hatta-Tangerang, Achmad Yani-Semarang, Juanda-Surabaya, dan Hasanuddin-Makassar. - Verifikasi Surveyor/LS di pelabuhan muat

CULTURE

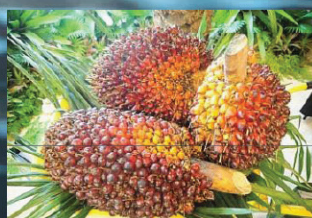
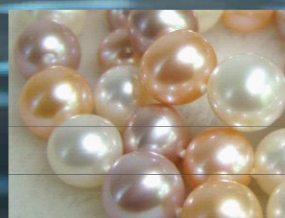
Indonesian Overview

General - to the Indonesians (and in particular the Javanese), form and face are extremely important. Courtesies are also important, and displays of rudeness or impatience frowned upon, and considered embarrassing. Backslapping is not appreciated.

Clothing - a shirt and tie are acceptable for most business meetings. Safari suits can be worn on formal occasions. Batik shirts are considered appropriate for formal occasions such as cocktail parties and receptions. Muslim customs, especially those concerning female clothes, should be observed and make up and perfume are acceptable, if used moderately. Lightweight clothes are recommended but rainwear and warmer clothes maybe needed for cool evenings and upland areas.

The following list of general notes may assist newcomers to the country. It is not a complete guide and applies to both men and women:

- Business dealings should be conducted through an agent and tend to be slow;
- Bowing from the waist is a sign of respect;
- Be friendly, Indonesians place great emphasis on personal relationships;
- Business cards are exchanged immediately after introductions and should be presented with both hands or with the right. Do not use your left hand;
- Most quotation will be on USD and CIF in any major port in Indonesia
- Normal terms of payment employed in foreign trade are permitted (L/C), telegraphic transfer if do in advance, COD or open account.
- Be prepared for personal questions;
- When invited to a home a gift is appreciated but must be given with the right hand..
- The key to success in negotiating a business partnership in Indonesia is clear communication and development of long-term relationship. It is important to be very well prepared for the first meeting. However, technical data and pricing are very often discussed from the beginning.
- Indonesian partners are usually reluctant to provide information on turnover, competition, and share of the market before they meet in person. However, they will be more open once they meet and tend to release information face to face. You should be prepared to discuss technical data and pricing from the beginning, and should note that foreign companies would be expected to share the promotional and marketing campaign cost.



Source: Mrs. Fajarini Puntodewi, Commercial Attaché of Indonesian Embassy in Malaysia during a briefing to ACCCIM members on 16 April 2013.