



Media Release

'UK Visit Seminar 2016'

Understanding the Opportunities for East Java Business with British Business

January 14, 2016 – The British Chamber of Commerce in Indonesia (BritCham) in collaboration with KADIN Surabaya, today took the first steps to a Trade Visit of Surabaya and East Java businesses to the UK in the forthcoming months. The 'UK Visit Seminar 2016' in Surabaya, was attended by 50+ businesses that represent key sectors including Infrastructure (focus on Marine & Ports), Agri-tech, Renewable & Clean Energies, Hospitality and Manufacturing Supply Chain. The seminar included a macro-economic overview from Bank Indonesia, as well as the latest foreign investment guidelines from BKPM Surabaya. A round-up of the seminar was conducted by British Ambassador HMA Moazzam Malik.

During the seminar, Pak Jamhadi, Chair of KADIN Surabaya and his team presented some of the opportunities available to foreign investment within the focus sectors. Executive Director of BritCham, Chris Wren has pledged to mobilise the support of the 53 regional Chambers in the UK to find matches for East Java business opportunities. "We are here in Surabaya because we accept that Surabaya is the natural hub for East Indonesia and possibly a location for access to parts of ASEAN as the AEC develops. We are keen for British investors to participate in the opportunities in East Java. We are greatly encouraging local businesses to engage with British SMEs as agents and distributors and to make best use of pioneering British technologies."

The next step will be for a mission of around 20 businesses to invest in the UK visit just a few days before President Jokowi's trip to London in mid-April. Chris Wren added that the timing is perfect as British media will already have the focus on Indonesia. "Indonesia will be very much on the radar of British business at this time."

BritCham Chairman, Adrian Short, confirmed that BritCham had just put a full time business development resource into Surabaya as a part of the commitment entered into via a KADIN Surabaya/BritCham MOU entered into back in October. "That is part one. Part two is to match-make businesses in the UK. Part three is to bring a reciprocal UK business trade mission back to Surabaya soon after in May."

To join the UK visit, businesses need to demonstrate a clear business opportunity and to have identified what type of partner they are seeking. In the UK, BritCham and the initiative will be fully supported by Bank Indonesia and BKPM in London.

In summing up, HMA Moazzam Malik reminded everyone that British business has been actively involved in more than 18 regencies in East Java since 1970 with significant investment and real job creation. The time is perfect to build on this mutually rewarding relationship.

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About BritCham:

BritCham is regarded as the most active foreign Chamber in Indonesia and with a large membership base of nearly 1,000 (one thousand) nominees from 250 corporates. For over 30 years, BritCham is proud to have engaged positively with the Indonesian Government and remains very pro-active both in the UK and throughout South East Asia in promoting business opportunities in Indonesia. As the non-government organisation that represents Britain in Indonesia, BritCham is an associate member of the Indonesian Chamber of Commerce and Industry (KADIN) and is attempting to forge stronger links with key Government ministries and departments. It is our aim to ensure that the interests of ensuring a continued strong business relationship between the UK and Indonesia are taken into account in the formulation of policy and legislation impacting on trade and investment.

Long-term Corporate Partners:



In partnership with:



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BritCham Indonesia Key Profiles:



Chairman

Adrian is the current President Director for PT Rolls Royce Indonesia. His career to date has seen him work within major and varied manufacturing industries including Rolls-Royce, Volkswagen Group and Massey Ferguson.

During his 7 years with Rolls-Royce, Adrian has progressed quickly and is recognised and respected as an innovative senior leader with an excellent record in sales, strategic planning and business development. Whilst with Audi UK, Adrian focused on customer management and successfully managed an award-winning Business Fleet and VIP Sales department securing significant market share growth.

His working career started with Massey Ferguson during which time he was fortunate to travel extensively in Africa and attain a BA (Hons) Business Studies degree and a Marketing Diploma from the University of Central England.



Executive Director

Born in Crosby, Liverpool in 1961, Chris Wren has now been in Indonesia for 18 years. Since 1998, he has been involved in consulting relating to HR Development and post-graduate education.

In recent years, Chris was International Development Consultant at London School of Public Relations, acted as Commercial Director for President University and set up the President Business Institute. Chris was Managing Director of the South East Asia Business Institute (SEABI), which acts as a 'relationship and marketing manager' for British education institutions and training organizations seeking to enter, or further establish themselves in the Indonesian market. Chris resigned this position to take on the role of heading-up the BritCham Executive Office in April 2008 (after serving three years as an Honorary Board member), but remains a non-executive Director.

In January 2012, Chris was appointed Commissioner of PT The Reds Indonesia, the joint-venture PMA set up for the LFC International Academy project in Indonesia. Away from business, Chris is active in the development of field hockey at local, provincial and national levels. He continues to drive the BritCham 'Giving Kids A Sporting Chance' community portfolio that he established from his BritCham Board position in 2007.



Project Director

Karen Butterfield joined BritCham in June 2014 as OBNI Project Director; she is accountable for managing, leading, developing and taking forward the support services for UK SME's from UKTI in Indonesia.

Karen has worked across all sectors in her successful career. Prior to joining BritCham she worked for the British Embassy as Project Manager of the 'Great Britain' Campaign. Her role was to lead the campaign across the Indonesian market, to achieve a range of communications, international trade, investment and prosperity objectives.

Before Karen moved to Indonesia, she worked for a charity in the UK, Moving On. Again, she led, managed and developed all aspects of the business on behalf of and reporting directly to the board. During her four years at Moving On she was successful in leading range of change projects (process, people, structure, and product), she doubled the size of the business and expanded services from Durham City to Durham County. In addition, she was successful with a bid to DCLG to further develop 'Collaborate Durham' a collaborative partnership of four organisations in County Durham ensuring future sustainability for all organisations and expanding the partnership/consortium across the North East Region.

British Chamber of Commerce in Indonesia – Success Story

If you are planning to do business in Indonesia then your first port of call should be the British Chamber of Commerce in Indonesia (BritCham). Working alongside the UK Trade and Investment BritCham offer a comprehensive range of Business services.

Having identified Indonesia as a prospective market I met with BritCham Chief Executive Chris Wren in the UK, who referred me to Project Director, Karen Butterfield who outlined the services on offer from BritCham.

I decided to go ahead with the BritCham offer. I was then introduced to Shaveen Sharma. Having spent time learning exactly what I was seeking to achieve she set about producing a comprehensive report that identified a number of individuals and companies who would be suitable Distributor material.

The positive results from the report encouraged me to commit to a trip to Jakarta. Shaveen and her BritCham colleagues then provided a range of additional business services such assistance with selecting a hotel, arranging transport, organising meetings and accompanying me providing translations and local knowledge as required.

In my view BritCham exceeded my expectations and offered exceptional value for money. I cannot speak highly enough of Shaveen and her colleagues. Without their assistance and support it would have been much harder to enter into this market. Would I use their services again? Absolutely.

Carl Gibbard – Managing Director



From Left to Right: Shaveen (OBNi Business Development Manager), Carl Gibbard (Smoke Screen Managing Director), Karen Butterfield (OBNi Project Director)