



Media Release

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BritCham Indonesia Join Hands with the Association of Indonesia Regency Government (APKASI) to Attract British Businesses and Boost Trade Co-operation

November 7, 2015 - The British Chamber of Commerce in Indonesia (BritCham) is committed to furthering its strategic role in facilitating trade and investment between Britain and Indonesia and showed this commitment by signing a Memorandum of Understanding with the Association of Indonesia Regency Government (APKASI) on Saturday, 7th of November 2015 at the Coffee and Cacao Fair, Plaza Selatan Gelora Senayan, Jakarta. Representing the two parties were BritCham Executive Director, Chris Wren and APKASI General Secretary, Nurdin Abdullah. Minister of Agriculture of the Republic of Indonesia, Andi Amran Sulaiman and BritCham Chairman as well as President Director of PT Rolls-Royce Indonesia, Adrian Short witnessed this landmark agreement. Following the recent VVIP visit to Indonesia in July 2015, UK PM David Cameron clearly stated that British Businesses, both existing and future, have great intention to expand their business to second cities (outside Jakarta). UK Prime Minister's Trade Envoy to Indonesia and the ASEAN Economic Community, Richard Graham MP commented that, "There are real opportunities both to increase our exports and contribute to ASEAN nations' growth." A wide range of sectors have exceedingly good potential to be explored and the establishment of new businesses will proactively advance the Indonesian Government's agenda to generate more employment opportunities in the country.

The joint agreement between the two parties covers further collaborations specifically facilitating trade and investment between British businesses and Indonesian businesses as well as mutual support for member organisations in the future. Commenting from a promotion of Indonesian opportunities in London, BritCham Executive Director, Chris Wren said, "We aim to match up Indonesian businesses with UK businesses, to escalate awareness of investment opportunities across Indonesia and we are already planning activities in our UK visit calendar in 2016 to support this objective." "We very much hope to advance the co-operation and this agreement indeed can be applied and extended accordingly by the District Government throughout Indonesia," Added APKASI Executive Director, Mercy Luvina Deswanti. Agreeing with Mercy, APKASI General Secretary, Nurdin Abdullah mentioned that, "The long-term objective of the Indonesian Government could be fulfilled by maximizing region's potentials. Commodity is one of those, such as Cocoa and Coffee."

BritCham's mission is to actively promote, encourage and assist the continuation and growth of trade and investment relations between Indonesia and Britain. To this end, the organisation has started a significant and exceptional initiative amongst UK-based chambers, namely "**Indonesia to the UK**" where key stakeholders, including the **Indonesia Investment Coordinating Board (BKPM)** and **Bank Indonesia (BI)**, promote Indonesia's investment climate and opportunities in the UK to British businesses. The initiative was launched in June this year and **APKASI** is being invited to join the forthcoming trade visit by **BritCham and UKTI with BKPM, Bank Indonesia, UK-ASEAN Business Council, KADIN Jawa Barat, and KADIN Surabaya to the UK in March 2016. -End-**

About BritCham:

BritCham is regarded as the most active foreign Chamber in Indonesia with a large membership base of nearly 1,000 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 continuing to build a 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)