



## CHAMBERS SELLING INDONESIA

### -Export and Investment Opportunities in Abundance-

**April 18, 2016** - The British Chamber of Commerce in Indonesia opened a 4-day programme for delegates aimed at promoting awareness of extensive business opportunities in this fourth most populous country of the world. The programme has been scheduled to coincide with the visit of Indonesian President Jokowi and will offer British exporters, potential investors and those with niche technologies special insight into Indonesia, with emphasis on regions outside the capital city.

"Indonesia has a population of 250 million of whom 60% are under 30 with the consuming class rising by around 4 million annually. Some British businesses have been invested or exporting for decades. But remarkably Indonesia is less understood than India and China. That is changing and we are here to help British business understand how to approach the opportunities," BritCham CEO Chris Wren commented on the visit programme.

PM David Cameron visited Indonesia back in July of last year, his first port of call outside Europe following his party's re-election. Addressing the British business community in the country's capital, Jakarta, the PM said, "There are many opportunities for UK business across a range of sectors, I want to link Britain up to the fastest growing parts of the world. Well, Indonesia is one of those countries. One of the most populated countries in the world, one of the fastest growing countries in the world. It will be a top 10 economy and there are huge opportunities for British business and investment."

British Ambassador to Indonesia, Moazzam Malik said, "Indonesia is a major untapped market for British Business. It is on course to becoming one of the major economic powers of the 21<sup>st</sup> century. I would encourage business owners to explore the huge business opportunities here before your competitors do!"

BritCham Chairman Adrian Short said, "We are pleased that President Jokowi is making this reciprocal visit so soon after David Cameron's – there is a real sense of momentum given Indonesia's geo-political and economic importance to the development of the AEC. British business should think of it as a hub for probably the most dynamic trading region in the world."

"The UK-ASEAN Business Council is delighted to be working with the British Chamber of Commerce on the President of Indonesia's visit to the UK. There is a real buzz in the UK's business community about such a high-profile delegation coming to the UK from ASEAN's powerhouse economy. Trade cooperation will be a key theme for the visit with a number of deals being announced, showcasing UK innovation and expertise to help strengthen the strong economic partnership that already exists between the UK and Indonesia," Ross Hunter, UKABC Executive Director explained.

Peter Bishop, Deputy CEO at the London Chamber of Commerce and Industry added, "We are very much looking forward to this visit from President Jokowi and Indonesian buyers ahead of our own trade mission to Indonesia in June. We will be using the president's visit to prepare for up to 20 British small and medium size businesses to make the return trip and explore opportunities in the country's biggest cities (Jakarta, Surabaya and Bandung). The trip, on June 27, led by Ken Clarke MP will see companies representing a range of sectors from agri-tech, infrastructure including, smart cities; financial technology; renewable energy; manufacturing and supply chain."



BritCham is particularly keen to invigorate interest in regions outside the capital. In East and West Java, GDP growth is consistently higher than the national average, land is less expensive and labour is more flexible and readily available. The Indonesian Investment Coordinating Board (BKPM) has taken a number of steps recently to reduce burdensome application processes including a 3-hour one-stop investment application service.

Adrian Short admits, “Indonesia may not be the easiest country to trade or invest in, but given the scale of opportunity it cannot be ignored. Through the UK- ASEAN Business Council (UKABC), the British Chambers of Commerce (BCC) network and the in-country Indonesia Chamber network, we can help business formulate a strategic approach.”

**-End-**

#### **Notes:**

Media are welcome to request an invitation to:

**“Doing Business in Indonesia – A unique insight into the regions” (Panel Discussion)**

#### **Speakers:**

1. Pak Jamhadi, Chairman Indonesian Chamber (KADIN) Surabaya, East Java and Senior Advisor to the Governor of Surabaya
2. Adrian Short, Chairman of British Chamber Indonesia and President Director of PT Rolls-Royce Indonesia

**Facilitated by:** Ross Hunter, Executive Director of the UK-ASEAN Business Council (UKABC)

**Venue:** Conrad St James Hotel

Monday April 18, 16.00 – 18.00

(A collaboration between London Chamber of Commerce, UKABC and BritCham)

- Interviews with the followings can be booked for April 18, 19, and 20 in London. April 21 in Sheffield
  - Adrian Short, Chairman - British Chamber Indonesia  
President Director, PT Rolls-Royce Indonesia
  - Chris Wren – CEO, British Chamber Indonesia
  - Pak Jamhadi – Chairman, Indonesian Chamber, Surabaya  
Special Advisor to the Governor of Surabaya

#### **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.

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