



YOUR GATEWAY TO INDONESIA



Indonesian Market Opportunities



A project co-funded
by the European Union

AGENDA

Introduction of EIBN

- Short Introduction about EIBN and the activities

Intro to Indonesia

- A Snapshot of an Booming Economy

Agribusiness in Indonesia: A Booming Industry

- Highlights: Agribusiness, Horticulture and Food Crops, Livestock

Healthcare sector: the new national coverage

- Highlights: E-health and Medical Devices

Market Potential

EU-Indonesia Business
Network


Agribusiness

Trade Mission



 WHO

EIBN is a partnership project between 5 European bilateral chambers of commerce in Indonesia and 2 counterparts in Europe



BritCham, EKONID,
IFCCI, INA,
EuroCham



EUROCHAMBRES
CCI Barcelona
→ EEN



Initiated and co-funded by the EU
Launched in August 2013

WHAT

The projects

Attracting EU businesses into Indonesia and supporting them in their market entry activities; Increasing EU Business' leverage towards the Indonesian Governments.

Objectives

Increase and improve export and investment of EU businesses to the Indonesian market.

Target group

European businesses in Europe, in particular SMEs, with an interest in Indonesian market. Existing European companies in Indonesia which need to increase their presence and visibility.

Expertise

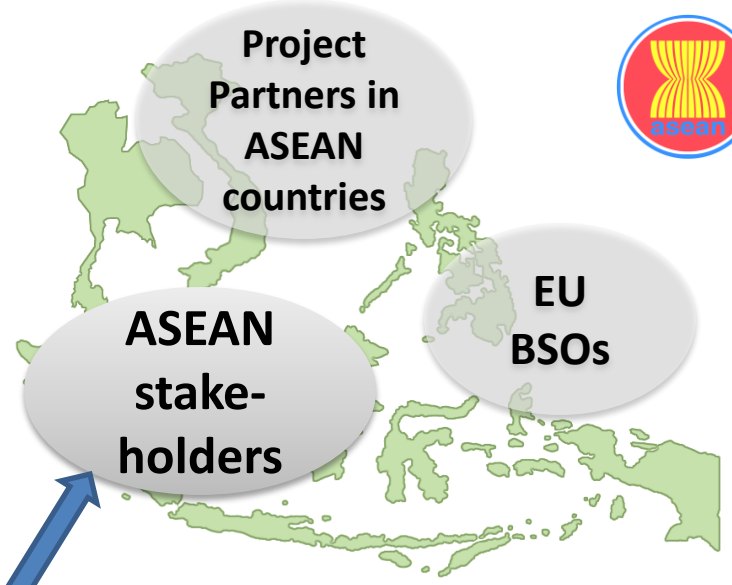
Joint expertise, knowledge and experience of well-established European business support organizations with an extensive network in ASEAN, especially Indonesia and the EU.

EU Companies

HOW



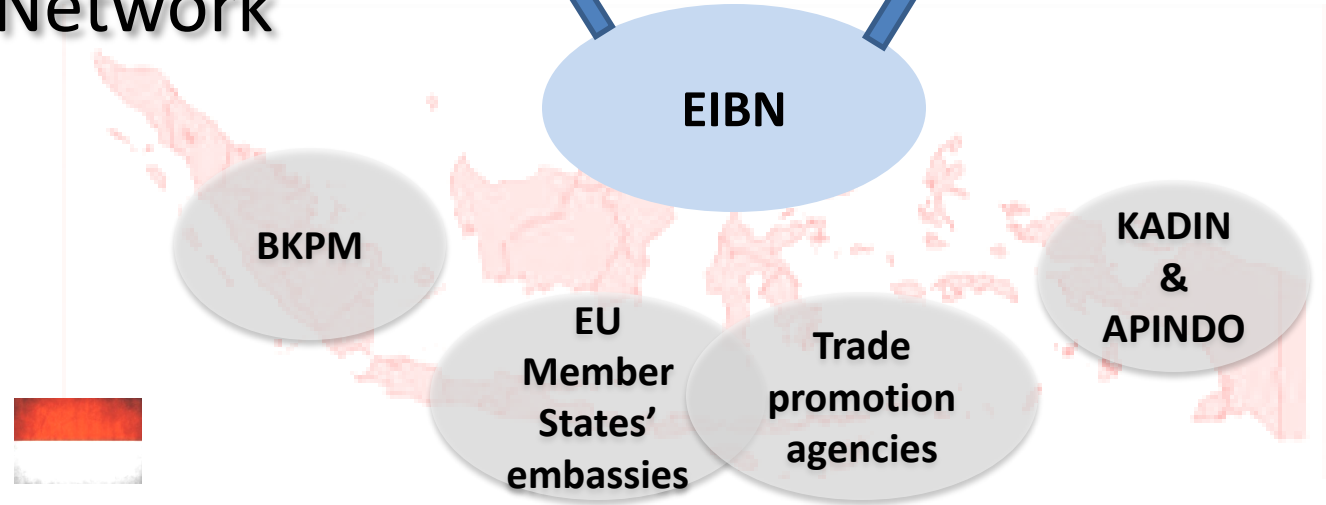
2000+ EU BSOs



ASEAN stakeholders

EU BSOs

Our Network



EIBN

BKPM

EU Member States' embassies

Trade promotion agencies

KADIN & APINDO



HOW

Awareness Raising

Outreach events & Road shows

EIBN Publications

EIBD Conference

Business Handbook Indonesia

Market Intell. & Business Support

Interactive web-portal

Business advisory

Customized support services

Capacity building for EU BSOs

ASEAN Cooperation

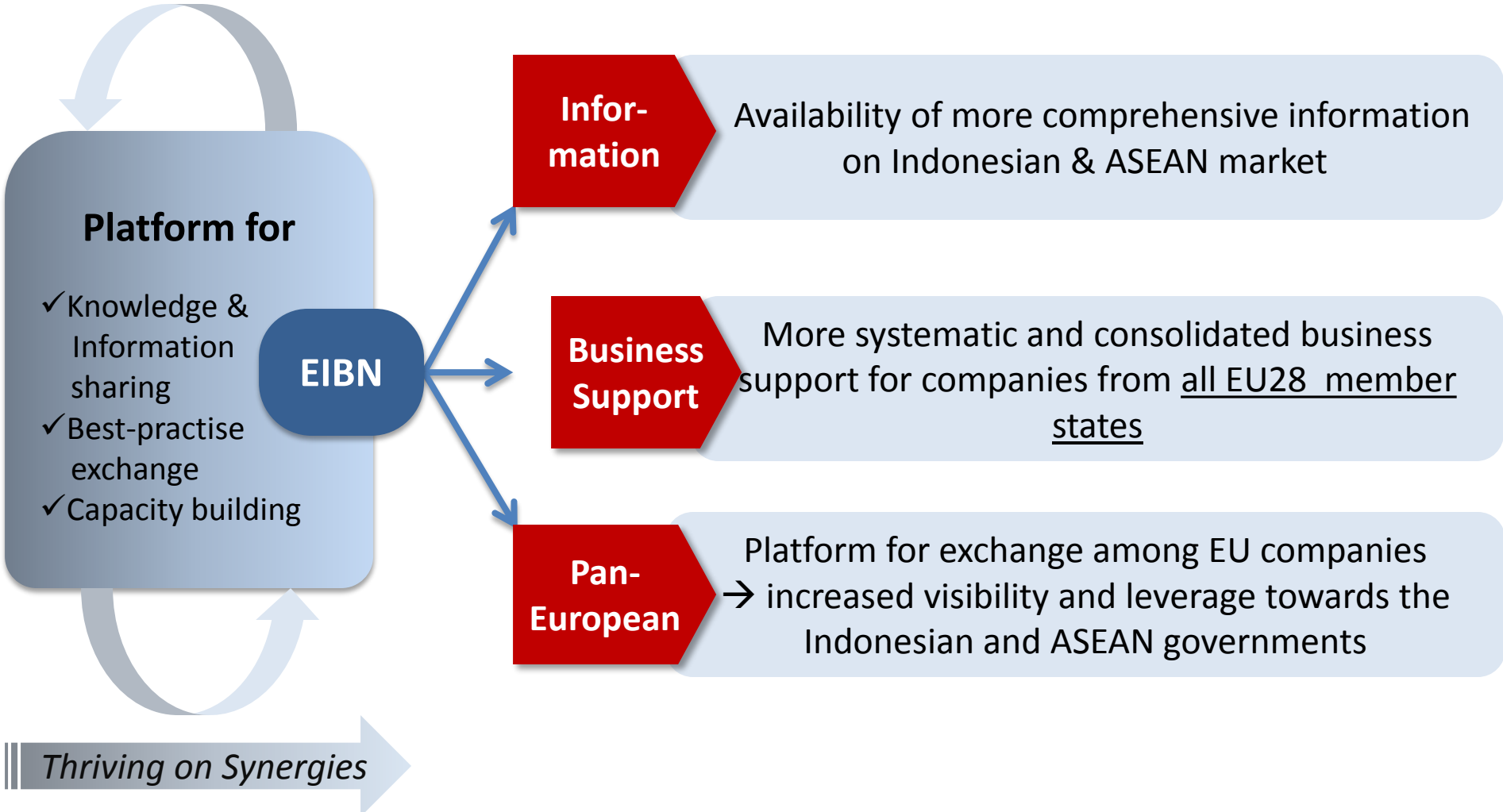
Best practice exchange among stakeholders

Partnership w/ experts on ASEAN integration process

ASEAN-EU Business Summit

ASEAN publication & newsletter

HOW



Indonesia at Glance



Worlds Largest Archipelago

- *3.1 million km² of sea*
- *1.9 million km² of land*
- *Hub for international trade since the 7th century*



on

F

(PPP)



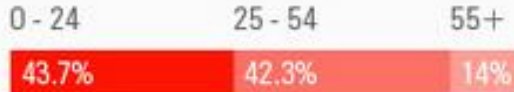
ON THE ROAD:
INDONESIA
BY THE NUMBERS

POPULATION
251,160,124

CITY POPULATION



AGE STRUCTURE



RELIGIONS



INTERNET USERS



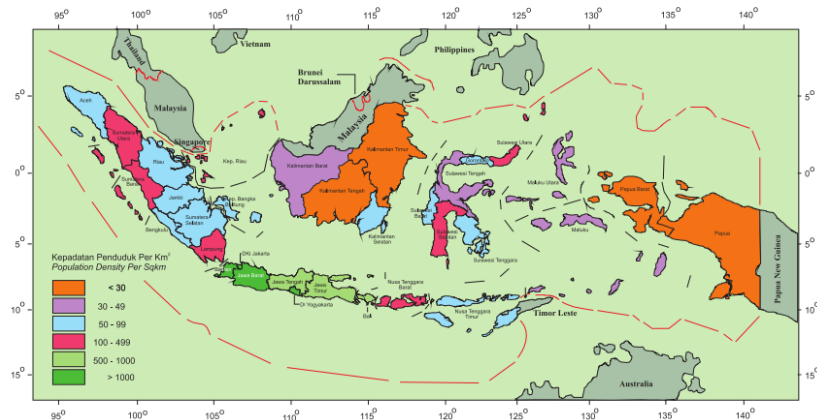
LIFE EXPECTANCY



LITERACY RATE



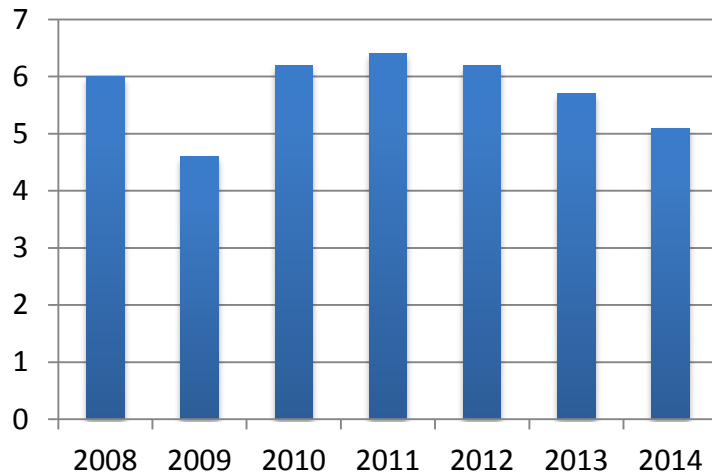
UNEMPLOYMENT RATE



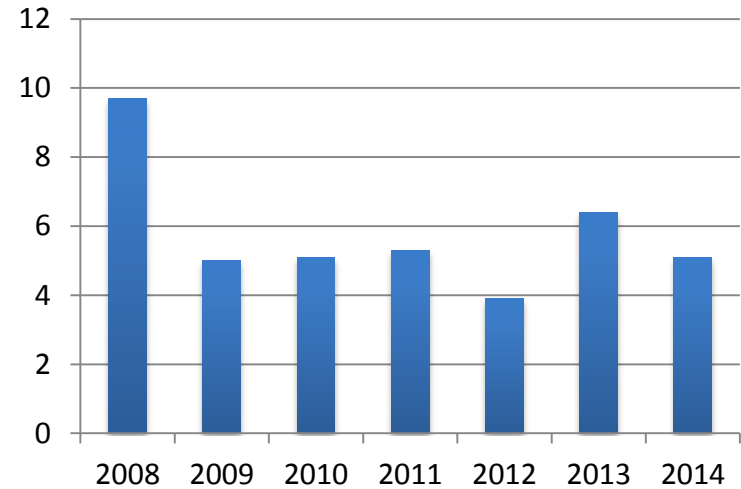
Macroeconomic data

Sustained GDP growth

Real GDP growth (%)



Inflation (%)

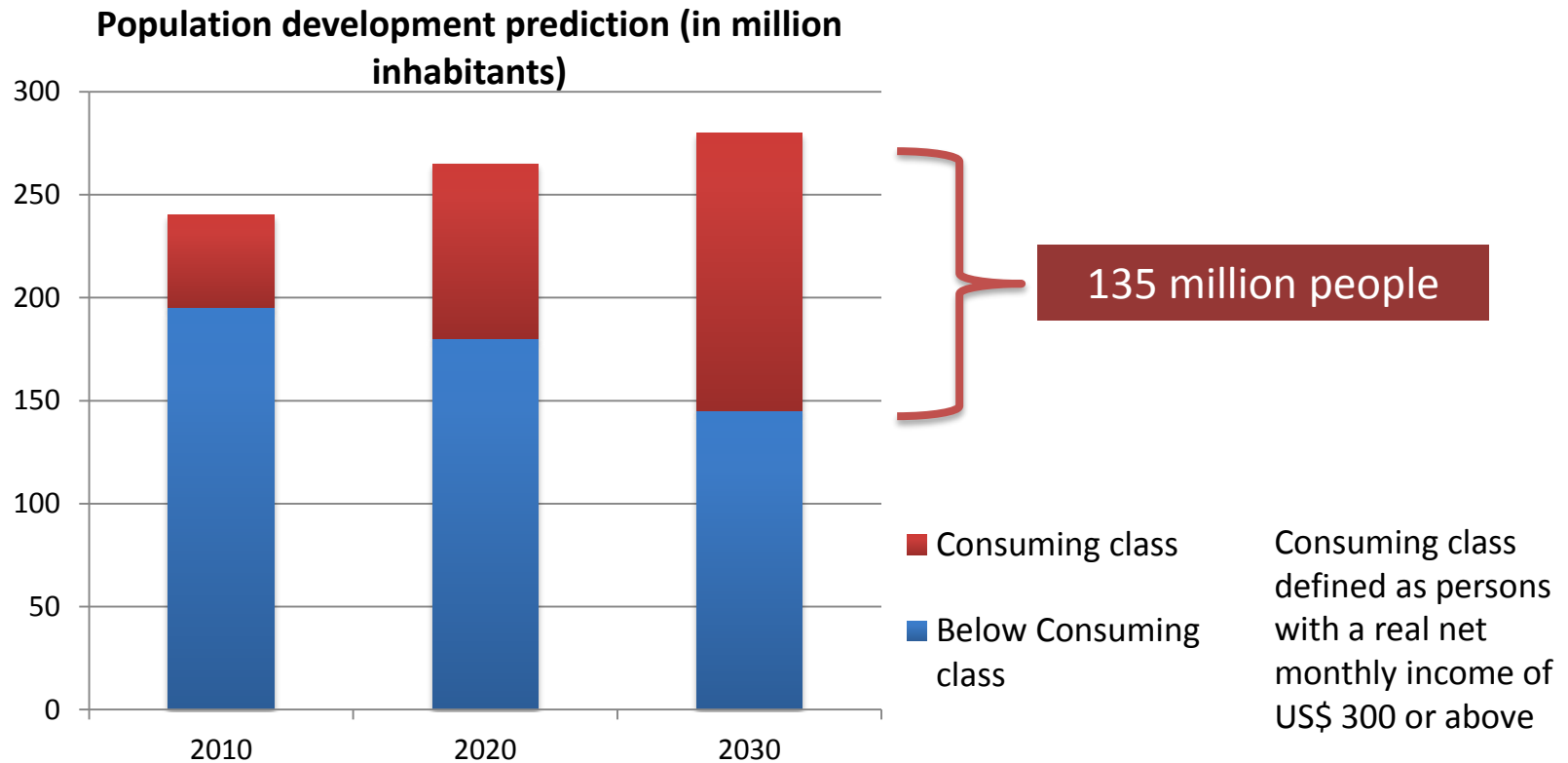


- ✓ 5.1 % GDP Growth in 2014
- ✓ Sustained **high growth** rates

- ✓ **Stable inflation** rates
- ✓ **250 million** inhabitants
- ✓ **10th largest** economy in the world

Macroeconomic data (II)

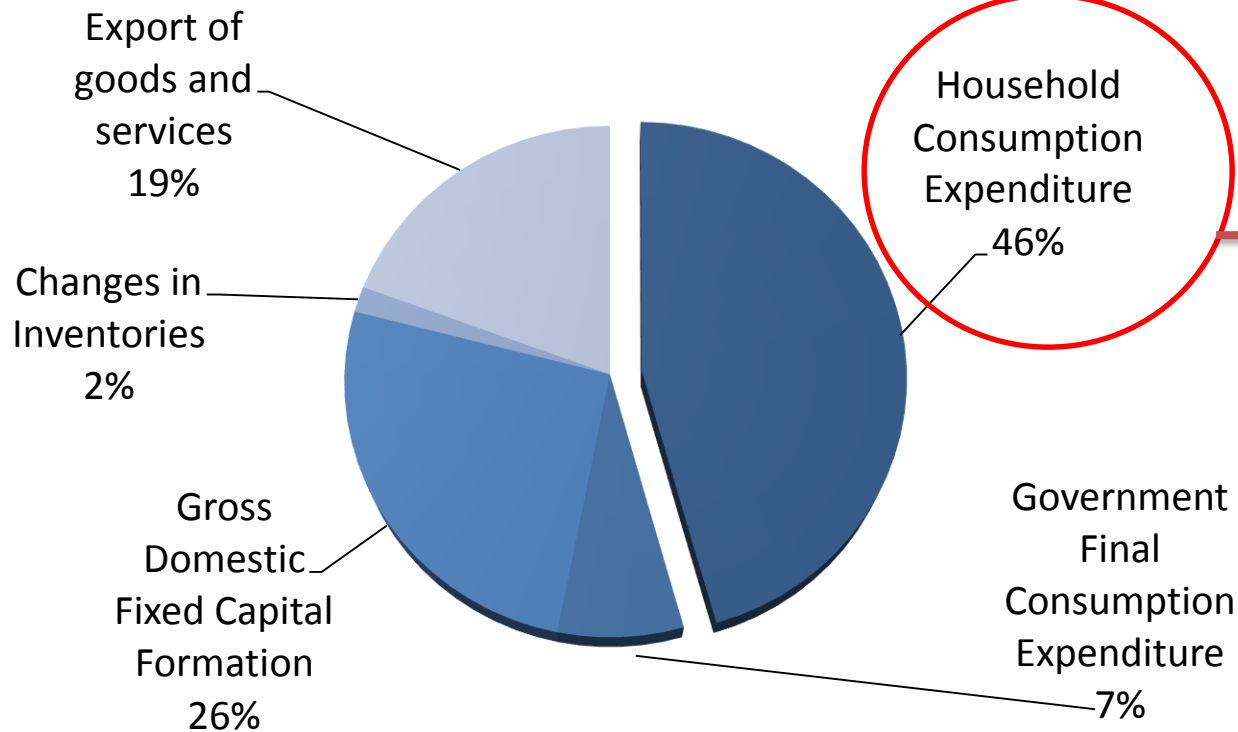
... that will grow even further



Macroeconomic data (III)

Large domestic consumption base...

Structure Indonesian Economy (% of total GDP)



Large domestic consumer base
=
Locomotive and guarantor of GDP growth

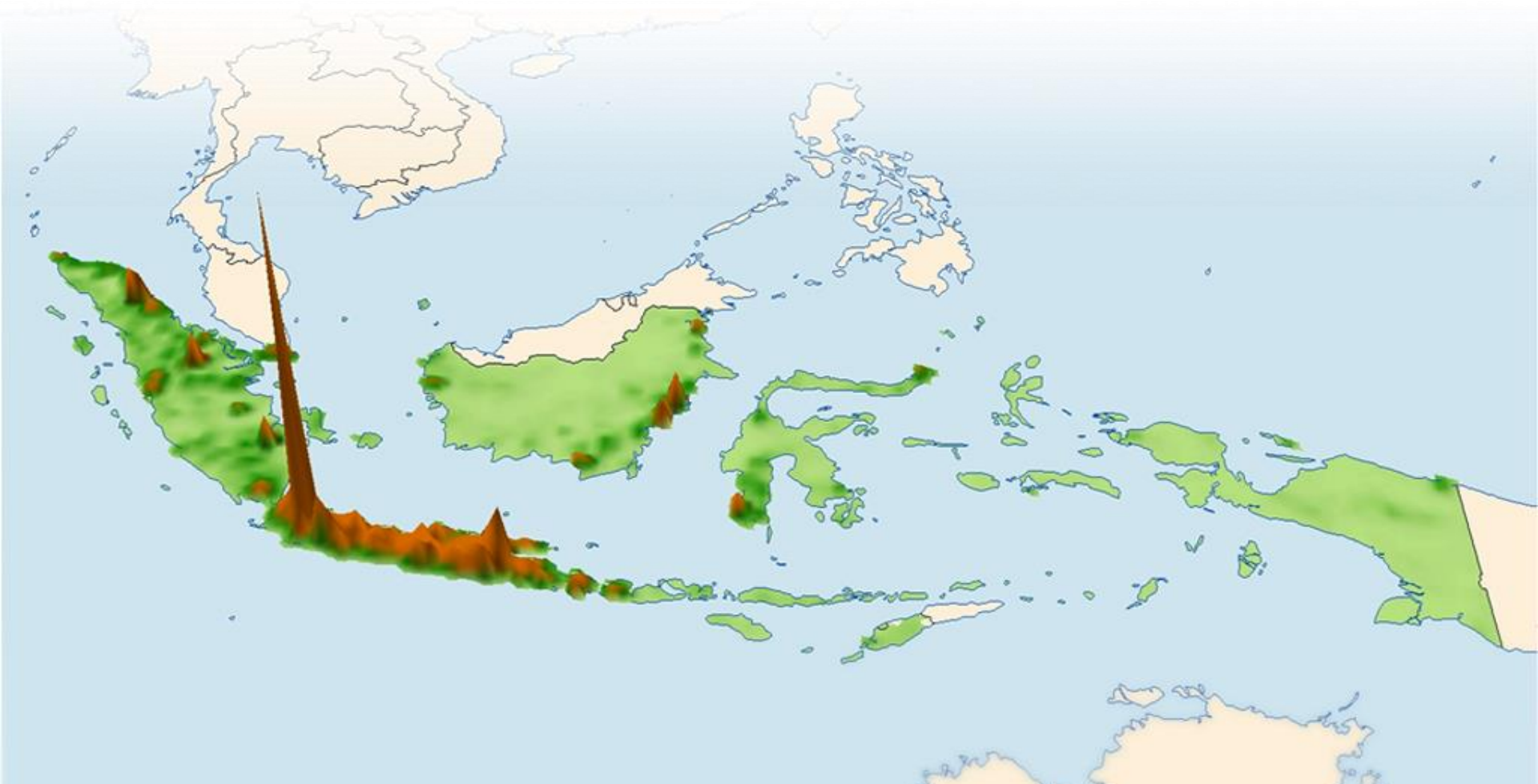
Market Potential

EU-Indonesia Business Network

Challenges

Sectors

Economic activity by region



Political environment

Stable political environment

- Since 1998 thriving and stable democracy
- Newly elected President: Joko Widodo



Joko Widodo
 Governor of Jakarta 2012 – 2014
 President 2014-2019



Dr Susilo Bambang Yudhoyono
 President 2004-2014

Sustained growth rates

Macroeconomic and
politically stable
environment

Indonesia

Large & growing
domestic consumption
base

Key member
ASEAN



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More information ?



www.eibn.org



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Thank you for your attention!



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