

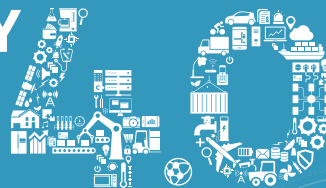
INDONESIA Invites

VII Edition

Trade • Tourism • Investment

INDONESIA MOVING TOWARDS

INDUSTRY



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Dear Readers,

Invites magazines produced regularly to promote the Indonesian economy internationally. We tried to provide reader friendly overview of economic conditions, assesses business opportunities and imparts practical advice.

Indonesia has come a long way since the 2008 economic crisis. Our democracy is stable as was seen at the recent presidential elections in 2019, our economy is robust, and there has been major progress in the area of economic reform.

Indonesia's economy continues to grow at rates double that of the developed world and there are tremendous opportunities for investors and businesses across all sectors and especially in Industry 4.0, resources, energy, agribusiness, infrastructure, manufacturing and tourism.

As far as foreign investors are concerned, Indonesia is moving from red tape to a red carpet. The Indonesia Government has introduced significant reforms that make investment in Indonesia more attractive and simpler. Further efficiencies and incentives can be expected, with the planned introduction of a "national single window" for imports and exports, and the creation of new Special Economic Zones across the country.

As the first point of contact for investors and businesses, the Indonesia's Representative offices abroad looks forward to assisting you, either from our Indonesian Embassies or from our Consulate General Offices.

We hope you find Invites useful and inspiring.

Arya Putubaya

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Can the “Industry 4.0” help Indonesia to Achieve Its Palm Oil Targets in 2045?



Palm Oil is the most produced vegetable oil in the world with Malaysia and Indonesia as leading producers both accounted for 86% of global production.

Despite the growing critics and product stigmatization against palm oil, no one could deny how versatile, cost-efficient and extremely inexpensive the commodity is. Therefore, it is no wonder that palm

oil is continuing to be in demand across the planet. This high-yielding vegetable oil is used in thousands of everyday products, from processed food to cosmetics, as well as for biofuel.

By 2045, Indonesia aims to produce an estimated 60 million tons of Crude Palm Oil (CPO) annually. However, without new approaches to the plantation and the practice, the thirst for this commodity could have devastating consequences. Opening

a new land is no longer an option, as between 1955 to 2015, the country lost 2.3 million hectares of forest due to the opening of palm oil plantations.

If Indonesia still wants to keep up with its national target, under the current practices, it would require approximately 8.2 million additional hectares for cultivation – that’s the size of Papua island. Therefore, it is no doubt that a new approach is necessary.



on the Copernicus Technology should further be encouraged and agreed upon.

Digital Palm Oil

The value for palm oil chain is a long, complex and diverse – consisting of palm oil growers – both smallholder farmers and plantations, traders for the fruit, mills that crush fruit to crude palm oil, refiners, and companies. This long, complex and diverse process makes the traceability and the sustainability of palm oil produced in Indonesia often questioned. It remains a challenge for the country to improve its palm oil's traceability and sustainability criteria.

The process may begin with introducing digital identity labeling of palm trees, from the earliest level: the nursery. The label can be used by all stakeholders across the value chain

-from refiners to end-consumers. With the digitalization system, the auditing, monitoring and reporting will only be required at the farm level. The information then will be used across the value chain coupled with support from the latest technological developments in industrial Internet domain, end-consumer mobile apps, web and cloud services, etc.

Once a 'digital palm oil' system is created at the farm level, the palm tree can be traced in the entire value chain as the commodity transform from fruit to oil and from oil to refined products. The IT systems through the entire value chain will automatically exclude any palm oil, which does not have a digital identity.

Independent Smallholders' Farmers

The two options may be easy to

apply to Indonesia's palm oil giants such as *Cargill*, *Wilmar*, *Astra Agro Lestari*, and *SMART*, as these palm oil companies own the resources and capacity to procure and apply the technology. However, to Indonesia's independent *smallholders'* palm oil farmers, the notion might *too good to be truth*. Hence they are accountable for an estimated 40.8 percent of the total Indonesian oil palm acreage (*Statistik Perkebunan Indonesia; kelapa sawit 2014–2016, Direktorat Jenderal Perkebunan, Jakarta, 2015*).

Therefore, it requires a bigger role for the Indonesian government agencies to provide the independent smallholders with capacity building and assistance to revolutionize the digitalization of palm oil plantations. For instance, the country's agricultural agency could provide trainings on best modern farming practices including the application of mechanization in the farms, the regional office of the labor department could offer health and safety trainings, and the environmental agency could conduct sustainability trainings. The government should also start giving incentives to small-holders' farmers to sync the agencies in the goal of reducing costs for smallholders, e.g., by paying for replanting or replacing low-yield palm trees with high-yield *industry 4.0* seedlings.

As the smallholders' farmers play an increasingly prominent role in Indonesia's growing palm oil industry, they could be the vanguard of *industry 4.0 of palm oil sustainable practice*. How they transform is an important indicator of the application of the palm oil industry 4.0 as a whole.

(ADE RINA)



Making Industry 4.0

A year since President Joko Widodo launched Making Indonesia 4.0 at the 2018 Indonesia Industrial Summit, a nationwide euphoria has emerged to ride the global tide of industrial digitalization dubbed “Industry 4.0”. This era of Industry 4.0 is characterized by five technological

advances namely “The Internet of Things”, “Artificial Intelligence”, “Human-Machine Interface”, “Robotics and Sensors”, as well as “3D Printing”.

McKinsey projects that the impact of this fourth industrial revolution is valued 3,000 times more than the first industrial revolution 200 years ago, when steam engines were

made popular. Another economic projection by consultancy firm A.T. Kearney projects that “Making Indonesia 4.0.” will significantly raise Indonesia’s GDP Growth by 1-2 percentage points, provide more than 10 million jobs, and increase the manufacturing share of GDP to more than 25% by 2030. This of course becomes a great opportunity as well



as a great challenge for Indonesia's attempt to join the top 10 greatest economies by 2030.

According to the Ministry of Industry, this aspiration will need to be backed by strong industrial exports (10% of GDP), twice as much productivity, and greater budgets for research and innovation.

Indonesia's Industry 4.0 strategy involves strengthening five key sectors, namely the automotive industry, electrical, chemical, textile as well as the food and beverage sectors. As a benchmark, the Ministry of Industry launched the Indonesia Industry 4.0 Readiness Index (INDI 4.0) at the Indonesia Industrial Summit (IIS) 2019 on April 15-16, 2019 at the Indonesia Convention

Exhibition BSD Tangerang, Banten.

This index, the second of its kind after Singapore's, measures the readiness of individual sectors as well as firms in implementing Industry 4.0 through five pillars; organization and management, culture and human resources, products and services, operation systems, as well as technology.

The index value starts from 0 for "not ready" to 4 meaning "has implemented most industry 4.0 concepts". By April 2019, a total of 326 Indonesian firms from various sectors have been assessed using the INDI 4.0 index and on average received a rating between 2 to 3 which means "medium readiness". During the summit, the Ministry of

Industry awarded five firms having the highest INDI 4.0 ratings, which are PT Indolakto (Food and Beverage), PT Toyota Motor Manufacturing Indonesia (Automotive), PT Hartono Istana Technology (Electrical), PT Pupuk Kaltim (Chemical), and PT Pan Brothers Tbk (Textile).

Government efforts in "Making Indonesia 4.0" include increasing cooperation in vocational education and training in order to link education to industries. The government also provides fiscal incentives including a super deductible tax for industries that provide vocational training as well as research and development, in addition to the tax allowance and tax holiday incentives already in place. The Ministry of Industry has also implemented a Making Indonesia 4.0 Start-up Program to support creative industries based on technology.

Acknowledging these achievements, Indonesia has been named the official country partner for Hannover Messe 2020, the world's largest industrial technology exhibition as well as the birth place of Industry 4.0. In doing so, Indonesia will be the first ASEAN country to host this fair which will be held on April 2020 in Germany. Through this exhibition, Indonesia will be showcasing its industrial prowess and will aim to attract investment as well as open wider markets for exports. Indonesia also hopes that the fair will open up opportunities for technological exchanges especially in Internet of Things (IoT) in order to accelerate the development of the national electrics and IT industry.

(POLTAK R.M. SIMBOLON)



From Indonesia to the world, how e-commerce expands fishery sector

As the world's biggest archipelagic country with over 17.000 islands, Indonesia has more sea areas (3.25 million square-kilometer), compared to land area of about 2.01 million km², and also 2.55 km² Exclusive Economic Zone (ZEE).

Moreover, Indonesia's total coastline reaches 81,000 ([https://kkp.go.id/djprl/artikel/2798-refleksi-2017-](https://kkp.go.id/djprl/artikel/2798-refleksi-2017-dan-outlook-2018-membangun-dan-menjaga-ekosistem-laut-indonesia-bersama-ditjen-pengelolaan-ruang-laut)

[dan-outlook-2018-membangun-dan-menjaga-ekosistem-laut-indonesia-bersama-ditjen-pengelolaan-ruang-laut](https://kkp.go.id/djprl/artikel/2798-refleksi-2017-dan-outlook-2018-membangun-dan-menjaga-ekosistem-laut-indonesia-bersama-ditjen-pengelolaan-ruang-laut) << (according to KKP website, 99,093 km coastline) making it the second country in the world with longest coastline after Canada. It makes this maritime country has abundant potential in fishery sector.

Geographically, Indonesia's strategic position which located in the equator that divided two

continents, namely Asia and Australia, and the Indian Ocean and the Pacific Ocean.

Those facts in mind, Indonesia is no doubt has many advantages in several sectors to name a few, economy, transportations, communications, socio-culture, and tourism, as well as challenges that Indonesia has to overcome.

Indonesia has become one of the world's largest producers of fish



As an archipelago, Indonesia has a great variety of sustainably cultivated seafood

and marine fishery products with a total production of 24 million tons, consisting of captured fish of 7.2 million tons and aquaculture of 17 million tons (2018).

Another important thing is Indonesian fisheries Maximum Sustainable Yield (MSY) showed a significant increase from 7.3 million tons in 2015 to 12.54 million tons in 2017, up by 71.78% (results of the

National Commission on Fish Stock Assessment).

With those statistics, Indonesia has the potential to be the world's center of maritime.

Unfortunately, although having abundant potential, the life of Indonesian fishermen has yet to be prosperous.

The reasons why fishermen's life is less prosperous are because

the distribution chain that mostly involve several parties, technology and fishing equipment which are less advanced and the fishermen skills that tend to be more traditional.

Noir P. Purba, M.Sc., Lecturer of Marine Sciences and a researcher at the KOMITMEN Research Group, says that fishing equipment and types of vessels owned by fishermen in Indonesia are still relatively limited

to get benefit from the vast waters of Indonesia.

Distribution of around 2,000 fishing vessels in 2017 by the Maritime and Fisheries Ministry has yet to maximize resource of waters in both the Indian Ocean and the Pacific Ocean.

Fishing equipment must be modified and improved to adjust to the complex condition of Indonesia's waters, which is the regular route of fish migration.

"Indonesian fishermen need more advanced technology in capturing fish. Although the upwelling zone in Indonesia is countless, but volume of fishes caught in the area is not more than usual," says Noir as quoted by *diction.id*.

Concern with the problems faces by fishermen, some youths are inspired to create several startups to help developing coastal economy and improving life of fishermen.

One of them is PT Aruna, a firm focuses on e-commerce platforms to create fair and transparent fish

trading. The platform co-founded by Farid Naufal Aslam as President Director, Indraka Fadhillah as Operational Director, and Utari Octavianty as General Director aims at helping to improve the life of fishermen as well as developing coastal economy through innovation in technology.

In line with industry 4.0, Aruna doesn't only work as sea catch e-commerce site but also as big data collector because it supplies real-time sea catch data from fishermen.

They created three applications. The first is used by fishermen to update sea catch right after they return from the sea. Uploaded data include the amount and the type of the sea catch.

The data then goes into the second application that can be accessed by the government and private sector that need them. The third application is called *pasarlaut.com*, which serves as a sell-and-buy place connecting fishermen directly to their customers. Customers can also review the sea catch they bought from the app.

Other platforms that focus on e-commerce in fishery sectors, namely Nalayan.id, Efishery, Nelayan Go Online. While Nalayan.id and e-fishery are controlled by private sectors like Aruna, Nelayan Go Online is government-run platform under Communication and Information Ministry, which also partnered with Ministry of Fisheries and Marine Affairs Indonesia and Aruna.

Similar to Pasarlaut.com, Nalayan.id and Efishery also created platforms to connect buyers directly to fishermen, hence cutting the distribution chain in hopes that fishermen can have better income while customers can have cheaper price.

Through its platforms Aruna has successfully exported Indonesian fishery products to global markets, like Walmart (United States). Besides the United States, Aruna has marketed commodities especially crabs and tuna to China and Singapore. It proves that by utilizing technology, Indonesia's fishery sector can contribute more to Indonesia's Gross Domestic Product.

In 2014, fisheries sector has contributed to 2.35% of total Gross Domestic Product of Indonesia. This contribution is divided into two types of fisheries, namely capture fisheries (1.08%) and aquaculture fisheries (1.27%).

The increase of e-commerce in Southeast Asia is almost as fast as the increase of e-commerce in the world. Forbes has reported that e-commerce industry has the opportunity to reach around US\$ 2 trillion. Moreover, eMarketer research has predicted that e-commerce marketing will still grow up to US\$ 4 trillion in 2020.



E-Commerce helps connect buyers around the world directly to fishermen in Indonesia

AYU (SETDITJEN) DAN RURY

Indonesia To Become Partner Country Of Hannover Messe 2021



Indonesia has made a name of itself as world's tourism destination with variety of attractions like abundant beaches and exotic tradition of Bali, pristine lakes and waterfalls

of Flores complete with its Komodo Island and unique Wae Rebo traditional village in Flores of East Nusa Tenggara and ancient Borobudur Temple in Magelang, Central Java.

In economy sector however, Indonesia still has many things to catch up even though the country has levelled up and becoming lower-middle income country and one of the largest economies in Southeast

Asia and a member of G20.

Indonesia is also working to become Southeast Asia's biggest digital economy by 2020. The "Making Indonesia 4.0" initiative is initiated to revitalize the Indonesia's manufacturing sector through the adoption of Industry 4.0 principles – focusing on five sectors for the initial implementation: food and beverage, textiles, automotive, chemicals, and electronics.

The Indonesian government is currently developing incentives for companies that deploy Industry 4.0 principles. Besides accelerating the adoption of Industry 4.0 technology, Indonesia is concentrating on building a digital economy, while improving vocational education program in hopes it would provide workers with skill set needed for the sector. In that regard, it is encouraging that PT. Petrosea Tbk. and PT. Schneider Electric Manufacturing Batam (SEMB) have become two Indonesian companies to be welcomed by the World Economic Forum to its Global Lighthouse Network.

The Global Lighthouse Network consists of companies, or 'lighthouses' across multiple geographies and industries. It is a global network of organizations that drive significant operational and financial impacts from the fourth industrial revolution (4IR). According to the World Economic Forum (WEF), the companies serve as beacons to guide others to overcome challenges in upgrading systems and applying cutting-edge technologies such as artificial intelligence, big data

analytics and 3D printing. Through the Lighthouse Review, McKinsey and the WEF collaborated in scanning thousands of sites, in order to identify factories of the future that are truly using digital technology in transformative ways.

Petrosea was selected due to its success in applying Industry 4.0 revolution technologies to drive financial and operational impacts at Tabang, which is a remote project site located in East Kalimantan. Petrosea began the digital transformation of its mining operations in June 2018 as a strategic step to ensure the company's sustainable superior performance in the years to come. Multiple initiatives are implemented to improve operations, such as optimized truck dispatch, real-time performance monitoring, and predictive maintenance. Within 6 months, Petrosea was able to transform this challenging project into one of the company's most profitable operations.

Meanwhile, Schneider Electric's smart factory in Batam, Indonesia aims to kickstart the Industrial Internet of Things (IIOT). Schneider in Batam is acknowledged for its success in adopting the Fourth Industrial Revolution (4IR) technologies. The Batam factory has achieved a 44% reduction in machine downtime in a year. The factory leverages IT/OT convergence by implementing digital tools like planning and scheduling management that provide an end-to-end view of demand, aligns all partners, and engages all workers, resulting in a 40% improvement in on-time delivery.

Case in point, optimism arises that Indonesia will soon have the opportunity to prove itself as an emerging economic powerhouse to the world.

The initial recognition comes when the Deutch Messe and German Government selected Indonesia as the official partner country of the prominent Hannover Messe trade show set to be held on April 12-16, 2021. It is only the second time Indonesia becomes partner country of this notable industrial trade show after 1995 event.

Indonesia is the third Asian partner of the Hannover Messe after China (2012) and India (2015). The deal has been inked for Indonesia to promote its industries in a 2,500 square meter of space inside Hannover's giant fairground, which usually opened by the German Chancellor and head of governments of participating countries.

In 2019 Hannover Messe event with Sweden as the official partner country, some 211,000 visitors from 98 countries flocked the event. Some 94% of visitors were businessmen, while 66% of them were decisionmakers in their companies. During the five-day event, 6.5 million business deals were inked.

The Indonesian Ministry of Industry is now curating state-owned enterprises, small-scale enterprises, startups and other companies that will showcase their products and innovations at the Hannover Messe 2021 trade fair. *Indonesian companies who are interested to participate in the Hannover Messe 2021 are welcome to apply online to the Ministry of Industry.*

(SATRIYO PRINGGODHANI)

PT Indolakto

Indolakto Way, how Indomilk producer catching up with Industry 4.0



Everyone in Indonesia, especially children, would have heard of Indomilk, one of the biggest dairy brands in the country. Indomilk is the flagship brand of PT Indolakto which was established in 1967 as a subsidiary of PT Indofood Sukses Makmur, a leading packaged food producer.

It currently has six factories operating in Java Island with the oldest one located in Jakarta.

The company's Industry 4.0 transformation, called the Indolakto Way, is currently applied in two factories located in Purwosari of Surakarta, Central Java and Pandaan in Pasuruan, East Java.

Even so, these two factories do not operate the same way. The Pandaan Factory is more labor intensive and puts more emphasis on people culture, as it implements Indolakto Digital Learning Program to educate its employees to use the

factory's digital infrastructure.

The Purwosari Factory, on the other hand, applies the concept of a Smart Factory comprising of the systems of Smart Production, Smart Quality, Smart Inventory, and Smart Maintenance.

PT Indolakto has also developed a Mobile Application Reporting System (MARS) which is a remote paperless system to replace the usual manual order by suppliers. As part of its cyber security infrastructure, the firm has applied a Unified Threat Management (UTM) system.

To complement its operation, the firm uses a digitalized Packing Line Management System (PLMS) in order to monitor the machines' condition and send warning signals if abnormalities occur. Production, packaging, and storage processing have been integrated and can be monitored in real-time from one room.

This brings about Industry 4.0 which is labor efficient, convenient tracking of processes, and minimizes human error. Hence the firm is able to reduce labor costs as well as increase productivity, income, and number of consumers. Bravo!

(POLTAK R.M SIMBOLON)

Go-Jek, from ojek call center to Indonesia's first decacorn



Years ago when options of public transportation were limited, *ojek* or motorcycle taxis were often come to a rescue for many people to help navigating congested road, including the young Nadiem Makarim. Despite having his own vehicle, Nadiem often relied on *ojek* service to zig-zag through Jakarta's heavy traffic.

Based on his personal experience as a regular for *ojek* service, he often had difficulties to find them when he needed them, but when he got one, some of the drivers

usually charged with ridiculously high price for their service. That inspired him to establish Go-Jek initially as call center for *ojek* service with only 20 drivers back in 2010.

Things have started to change drastically when Go-Jek launched its mobile application in both Android and iOS in 2015. Through the mobile app, *ojek* service is just one click away from its users, and the fee for the service is no longer depends on the driver but the distance. That way, users cannot only get the convenience of *ojek* service that can get them from one spot to another

with relatively quick time but also certainty and transparency of the fee.

Such service that comes at the time when the Indonesian government is still struggling to provide better public transportation that reaches wider service area, becomes popular option for many people. To date, Go-Jek app has recorded over 150 million downloads in Play Store and App Store and operates in 207 cities in five Southeast Asian countries. It currently has more than 2 million drivers.

However, the journey is not always smooth for Go-Jek. In the beginning, they faced strong resistance from traditional *ojek* and taxi drivers who feel threatened by the ride-hailing service. In the end, the omnipresence of Go-Jek drivers eventually wins hearts of many people.

Go-Jek that boasts as *Karya Anak Bangsa* also keeps expanding its service from transportation through GoRide and GoCar to delivery services GoFood and GoSend, from virtual money GoPay to many more services that touch almost every aspect of life.

Due to exponential growth and wide arrays of services it provides, Go-jek becomes Indonesia's first decacorn startup. Huge investment by foreign investors has enabled Go-Jek to grow as the biggest

homegrown ride-hailing app and second only in Southeast Asia after archrival Grab in terms of market valuation.

Fortune’s “Change the World” list

Go-Jek made it onto the annual Fortune “Change the World” list, a recognition given to companies that have a positive and wide socioeconomic impact. This year, Go-Jek ranked 11th among the 52 international organizations assessed, marking a leap from position 17 it held in 2017, according to blog.gojekengineering.com.

This makes Go-Jek the only Southeast Asian company to make it onto this year’s Fortune “Change the World” list. Go-Jek was recognized in particular for GoPay’s innovation in accelerating financial inclusion in Indonesia. Gojek is also the only Southeast Asian company to have received this internationally recognized accolade twice.

The prominent global list highlights how GoPay, Gojek’s digital payments platform, has helped drive Indonesia’s digital economy by expanding financial access for millions in Indonesia, where 64% of the population is ‘unbanked’.

Today, GoPay is the largest consumer digital payments platform in Indonesia and more than 90% of GoPay merchants are micro, small, and medium enterprises, according to GoPay CEO Aldi Haryoprato.

Lessons learned

There are several lessons that we can learn from Go-Jek success story. In order to succeed as a



startup in the new digital economy, as a founder we will have to identify the needs of consumer and we should come out with a unique solution to the problem by utilizing the ubiquity of Internet connection and the mass ownership of mobile phone.

As a startup, we should also do not afraid of making failures. Only by making failures, a startup can learn its lesson and striving to become a better company.

Similar to other technology company, Go-Jek continuously pushing for improvements, including adding new useful features such as messaging and content delivery. Not only that, Go-Jek didn’t content controlling half of Indonesian online transportation

market, but also aim to expand to neighboring countries.

Another key of success is data-driven business approach. As a digital company, Go-Jek did not rely on conventional business knowledge and simple gut instinct in making its business decisions. Instead, it relies on data-driven approach to make sure all or most of its decisions are accountable.

Go-Jek success story are unique and characterized by Indonesian entrepreneur spirit and locally tailored as a solution to traffic congestion problem in Indonesian major cities. By learning from it, we can apply Go-Jek strategy to encourage the growth of digital startup in Indonesia. **(DYAN R. SWASTIKA)**

Gameloft Experience: A Triumphant Player in Indonesian Creative Economy



Gameloft's presence worldwide pictured through orange dots among the sea of blue spots.
(Source: Gameloft)

Gameloft is one of the largest mobile game developers in the world. Since its establishment in 1999, this Paris-based company has expanded its presence in four corners of the world. Having created many successful games, Gameloft continuously consolidates its popularity around the world. As a matter of fact, its presence is ubiquitous among people of varying ages, seeing that games are increasingly becoming an integral part of a lifestyle.

A giant Gameloft Indonesia studio, located in Yogyakarta, was launched in 2010. It serves as one of

the branch offices in Southeast Asia. Gameloft Indonesia focuses on large-scale 'porting' activities for Java-based games.

The process starts with a team of game designers creating the concept of gameplay, and then the game would be transferred to game developers in Indonesia whose task is to ensure the proliferation of games operable in other mobile phones. Also, since a game undergoes millions of changes through its development, the team are tasked to ensure the improvements and upgrading of existing games, ensuring the performance of the latest updated version of the game. These improvements vary from

as little as modifying the seasonal themes of the game, to the addition of new levels or characters played in the game.

Yogyakarta is chosen as the locus of the first Gameloft branch in Indonesia on the grounds of its reputation being a *Kota Pelajar* or 'City of Students' in Indonesia. Gameloft's existence has opened hundreds of new job opportunities for many people in Yogyakarta. Many young adults, skilled talents, are recruited at lower pay rates considering the city for its low living cost as compared to other cities in Indonesia. That being so, it should not be surprising that game companies, like Gameloft itself, would handpick Yogyakarta as a favorable locale to expand their business in the region.

Regarding its relationship with the local community, Gameloft, as an accomplished senior in the game industry, has also arguably educated many new developers in Indonesia. For instance, Gameloft helps support GameLAN – a community that specialized in game development – by providing basic knowledge and practical training as a starting point for developers to gain an understanding of the game industry as well as acquire basic proficiency skills. In fact, by bearing the knowledge they learned from

Gameloft, a considerable number of employees formed their own independent game development teams or join other local studios. Moreover, Gameloft also engages with local communities by participating in events like Indonesia Indie Game (In.Game) Festival.

Gameloft can now be considered as a valuable stakeholder for the Indonesian government, particularly Yogyakarta, as it contributes to promoting the city as a tech-savvy nest in Indonesia. What's more, Gameloft has also collaborated with the Indonesian Investment Coordinating Board (BKPM) in inviting potential investors in the gaming industry sector, to this very city.

Gaming Industry: An Ever-Evolving Sector of the Indonesia's Creative Economy

Gaming industry in Indonesia is a growing sector with an annual growth of 40% to 50%, mainly boosted by online and mobile games as the biggest contributor. In 2013-2017 period, Indonesia reached a compound annual growth rate of 37.3%, generating approximately US\$465 million in mobile game revenues in 2017.

According to Euromonitor International, in terms of annual regional growth, Indonesia is estimated at 28.8% in the period of 2013 to 2017, a substantial rate as compared to neighboring countries. A research by Newzoo also reaffirms that Indonesia accounts for 18% of the mobile game market in Southeast Asia. A report by Newzoo

further illustrates that Indonesia has the largest number of gamers in ASEAN, amounting to an estimate of 43.7 million gamers, perhaps a number that is closely correlative to the Indonesian population of 264 million.

The current trend of gaming sector is characterized by the prevalence of mobile games. Many game companies, developers and publishers concurrently change their strategy, shifting from PC-based games and accommodating the mobile segment as it yields a faster return on investment and generate greater revenue. For instance, according to MIT Press, console and PC game development in Indonesia require on average Rp100 million (USD 7000), whereas mobile online games require just Rp 10 million (USD 700). These games are also integrable into Facebook, iTunes and Google Play, and Android apps store to further increase revenue.

All in all, the gaming industry in this archipelagic state has been boosted driven by increased smartphone adoption along with the popularity of smartphone apps, better internet infrastructure, as well as competitive and immersive mobile games.

On top of that, the current situation of game developers in Indonesia, as reported by the Indonesian Games Association (AGI), is still dominated by foreign companies, accounting for 98% of the online games that are played in Indonesia. Gameloft SA is the leading player in terms of mobile games domain, meanwhile other local game developers are gradually increasing

their shares of the potential market, focusing mostly in the online PC-based domain.

On that note, it can be implied that foreign game companies and publishers of video games are expected to uphold their position in the coming years, as they are not yet expected to be significantly challenged by local companies. On the other hand, with the support from the government and associations, local game developers are expected to improve their development efforts, thus have the potential to grow significantly in the coming years. In fact, application and game industry has been designated as a priority subsector of the Indonesian creative economy.

With its huge potential, the dynamic of the Indonesian gaming sector is certainly an enticing sector to be explored by international game developers and publishers who wish to have their business expand and grow rapidly. The increase in mobile device use combined with an increasingly digital-savvy population who has better access to games across different platforms are hints that game companies worldwide can navigate this high-potential market.

The gaming industry is certainly a worthwhile investment, both locally and internationally. Indonesia might as well serve as the region's global production base, used for the distribution of games in Southeast Asia, or perhaps even larger market. From a strategic standpoint, game companies are encouraged to take advantage of the strong development of this promising industry. **(FITRIA RAMADHANI)**



The Story of Rorokenes: Indonesia's Brand Worth Thousands of Dollars

The 4th Indonesian Festival in Moscow not only served as a medium for creating business deals between Indonesia and Russia, but also displaying the qualities of made-in-Indonesia products whose qualities are on par with those produced by

developed countries. This statement is not an exaggeration as it was proven by an interesting experience from one of Indonesia's exhibitors, Rorokenes, a fashion bag brand from Semarang, Central Java that was considered to have the same qualities as high fashion brands, such as Louis Vuitton

and Bottega Veneta.

Rorokenes was established in 2014 as a brand for fashion bags, mainly focused on corporate gifts and women's bags. Syanaz Nadya, its founder, was a former bank employee who is also a mother of 2 children. The company started small, but it

gained significant recognitions due to the quality of its products. The signature woven leather and wooden bags received a warm welcome in the local marketplace because of its classic yet timeless design. Many of the customers are women with age of 28 – 45 years old.

Rorokenes also produces its bags with careful consideration toward environmental wastes and ethics. The company implements a zero-waste concept on its production line and has passed numerous tests to penetrate countries like Japan, United Kingdom, and the Netherlands. Syanaz is also actively participating in expos and trade affairs, both domestic and international, to promote Rorokenes' products. Currently Rorokenes is affiliated with several small and middle economy associations, such as development partners which are organized by Bank Indonesia and Semarang city administration.



Detained by the Russian Customs: Blessings in Disguise

Rorokenes participated in the 4th Indonesian Festival in Moscow as one of the representatives of Central Java Province. She brought goody bags and about 10 leather bags for the showcase and presentation. However, those bags did not make it through the Russian customs in Domodedovo Moscow airport. Syanaz, perplexed by the treatment from the customs officer to her belongings, tried talking to the officers but to no avail. The Russian customs decided to detain the bags because they suspected it was an attempt of smuggling or dumping of luxurious goods to Russia. The

customs did not believe when she said it was her own products.

"I showed them all the documents needed, such as packing list, letter of permit from the Central Java provincial administration, from Bank Indonesia, from the Indonesian Directorate General of Customs and Excise, and even an invitation from the Indonesian Embassy in Moscow," she told Invites in an interview.

But the customs agency still held the bags and questioned her for about 4 hours. "The officers kept telling me that they can't speak English, which was strange since they seemed to get the point that it was my bags. I was helped by an Indonesian student who can speak Russian later,

but unfortunately my bags were still detained by the customs," Syanaz added.

The customs officers argued the bags were supposedly made from exotic materials that should have been priced more than what was stated on the price tags. The officers decided to have each of the bags be curated by professionals.

The detaining of her bags continued for long, until the final day of the 4th Indonesian Festival. In the end, none of the bags could be displayed. Syanaz used her own bags that she carried with her in the cabin for the showcase.

The result of the curations was then released by the customs,

and the bags were valued at around tens of millions of rupiah. In order to release the bags, Syanaz needed to pay the fine in accordance with the value of those bags. "I was disappointed, confused, and down at first, but the show must go on. So I used the remaining bags I brought to Russia and exhibit them at the expo," she said.

Apparently this story of hers reached Central Java Governor Ganjar Pranowo. After visiting her booth and listening to her stories, he told her that it was actually a recognition of her products, and that she should be proud of it. Ganjar proceeded to tell this story to the media and even went as far as posted it in his social media.

The responses were positives, and supported Rorokenes. It gave a boost to the popularity of Rorokenes. During the Indonesian Festival in Moscow, Rorokenes actually had made several deals with Russian distributors and e-commerce platforms but the exposure she got was, surprisingly, from the airport incident.

What's in it for the Future

Upon returning to Indonesia, Syanaz realized that the popularity of her bags had increased. The sales jumped to 50% for its fashion bags lineup. Rorokenes also attained more international recognitions after the expo.

"Our digital marketing recorded an additional 2,000 followers from Russia, and currently we have around 17,800 followers," she said. "The demand keeps increasing, but we limit our productions to ensure the quality of each product is at its best."

"We consider ourselves as bag artisans, so each bag is specially made. Therefore it also needs a considerable amount of time and attentions. But we still respect the deadline, of course."

Rorokenes currently produces 3 main products: Leather Bag, Woven Leather Bag, and Wooden Bag. The latter was produced using recycled wood used in the productions of other bags. "This is our way in reducing the waste and maximizing the value of each wood we used," Syanaz said. She acknowledged that Rorokenes also got its popularity due to its environmentally friendly concepts, besides its design.

The production of each bag has been verified by other countries, such as Japan and the Netherlands. The design, as well as the materials, uses local wisdoms. "Our bags contain between 85% and 90% of local content, the remaining 10% to 15% are hardwares that we still can't produce yet," Syanaz said.

The pace of Rorokenes kept on increasing. Together with the Semarang city administration, Rorokenes was projected as one of the icons of Semarang. Syanaz also realized the importance of social media presence. They were utilizing digital marketing and using e-commerce platforms to promote their products. "Currently we have 3 employees for digital marketing, each responsible for social media, online sales, and media updates," she said.

"We realized if we want to get international recognitions, we cannot shy away from internet and social media. We have sold our products to Japan, the United Kingdom, the

Netherlands, and Singapore, but currently we (small and medium enterprise) are still facing challenges in regards to intellectual property," she added.

Syanaz said that when selling goods in a big quantity, the company usually sells them off-label, meaning without the Rorokenes brand or label. This certainly affects the competition and who the company is facing against, she said. "If we are selling off brand goods, we are facing mass-produced products from Vietnam and China. This is an entirely different field as we are currently not able to produce as many as they do," she added.

Rorokenes hoped that the government can finish the matter regarding to intellectual property rights of Indonesian goods and brands, to help them compete in international market. "The government has provided us with assistances and helps, and we are grateful for it. The intellectual property rights is the future for us (SMEs), and it will certainly help us promoting Indonesian goods to global market," Syanaz emphasized.

Aside from the business, Rorokenes also promoted woman empowerment and gender equality. Syanaz actively promoting gender equality through workshop for entrepreneurship and training. In its products, Rorokenes also slipped in a message of the importance of woman empowerment and gender equality.

"We want to start giving our social contribution as early as possible, no matter how small it is," she said. (KUKUH PRIBADI)

PT INKA



State-owned train and integrated transportation manufacturer PT Industri Kereta Api (INKA) is the first of such company in Southeast Asia. It was first established in May 18, 1981. Since then, PT INKA has been transformed from a national railway manufacturer into an international integrated transportation industry and has been delivering its products to customers all over the world. PT

INKA is committed to produce and deliver high quality integrated transportation supported with latest technology, modern facilities, reliable workers, and high quality of services to its consumers. In line with that, to guarantee the satisfaction of national and international consumers and to keep the superior quality of products have always been the focus of PT INKA in 37 years of its operation period.

Cooperation:

PT. INKA has collaborated with various institutions and companies in developing production technology as well as marketing products of PT INKA's work.

Japan

Research and development and wagon production in 1983 with Nippon Sharyo AC propulsion for electric multiple unit (EMU)/diesel-electric multiple unit (DEMU) in 1995 with Toshiba.

OECF EMU production in 1997 with Hitachi.

South Korea

Electric Multiple Unit (EMU) production in 1991 with Hyundai.

Sweden

KFWElectric Multiple Unit (EMU) production in 2008 with Bombardier.

Belgium

Electric Multiple Unit (EMU) production in 1991 with Holec BN.

Canada

Coal Freight Wagon (KKBW) production in 1980 with Trenton Corp.

Germany

Application of Knorr Brake system on INKA products in 1983.

Application of transmission from Voith Turbo on locomotive and Diesel Multiple Unit (DMU) in 1994 and 2010.

USA

Locomotives assembly in 1995 with General Electric (GE).

Engine for locomotive DH in 2010 from Caterpillar.

KKBW wagon coupler in 2007 with McConway.

Spain

Cooperation in propulsion development for LRT with Construcciones y Auxiliar de Ferrocarriles (CAF) railway manufacturing company.

Universities

PT INKA has also cooperated with the Agency for the Assessment and Application of Technology (BPPT) and several universities in terms

of research and development of integrated transportation industry, especially in the field of railway transportation. Universities that have cooperated with PT INKA include the Bandung Institute of Technology (ITB) in Bandung, the 10 Nopember Institute of Technology (ITS) in Surabaya, Gadjah Mada University (UGM) in Yogyakarta, and 11 Maret University in Surakarta.

Products: Locomotive:

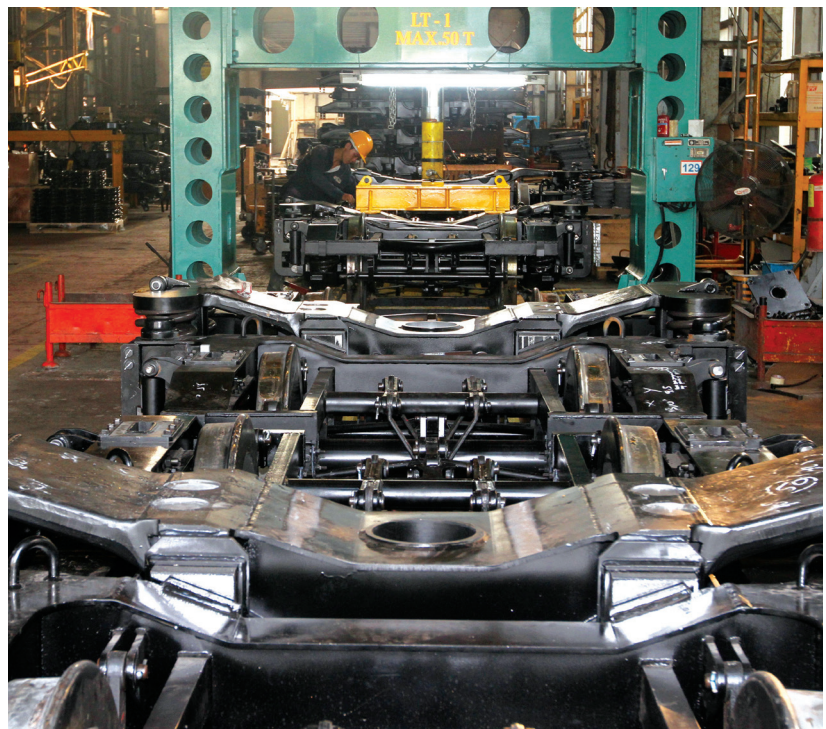
PT. INKA designed and produced the DH CC300 hydraulic diesel locomotive, which is a breakthrough to answer the needs for locomotives that are reliable, efficient and easy to maintain.

The locomotive is powered

by a 2,200 HP diesel engine with hydro-mechanic transmission and is equipped with an electric generator with a voltage of 380 VAC to meet electricity needs for passenger coaches, replacing the role of a power train. Among the advantages of using DH CC300 is its ability to remain operational when the railway is flooded and easy maintenance.

Passenger Coach:

All PT INKA passenger coaches have been equipped with various facilities, such as access for disabled passengers, air conditioning, heat and noise reduction, reclining seats, audio and video for entertainment, Passenger Information Display System (PIDS) and environmentally friendly toilets. What distinguishes



executive class passenger cars from economy ones is the exterior color design, interior panel and passenger capacity.

Self-Propelled Trainset:

Production of passenger trains for commuter lines produced by PT INKA include Diesel Multiple Unit (DMU) and Diesel Electric Multiple Unit (DEMU). This self-propelled trainset is equipped with an air conditioning system for passenger comfort. The interior is made of flame retardant, non-toxic, and chemical resistant materials for passenger safety and comfort. Electrical installations are equipped with Mini Circuit Breakers (MCB) and fuses for safety reasons. Another product for urban transportation is Railbus, which is designed with a low axle load. This electric diesel powered railbus is an environmentally friendly means of transportation, does not cause noise and air pollution.

Electric Multiple Unit (EMU)

PT INKA collaborated with several railway manufacturers from Asia and Europe to develop Electric Multiple Unit (EMU) products. Equipped with facilities such as easy access for disabled passengers, air conditioning, USB charger, Passenger Information Display System (PIDS), CCTV cameras, heat and noise absorbers and environmentally friendly toilets, EMU has become the choice of modern community transportation in big cities.

One EMU consists of 4 cars with a total length of about 80 meters is powered using electricity making

it ideal for urban transportation. This EMU can be operated with a twin trainset of which consists of 4 cars each for normal operational conditions.

Light Rail Transit (LRT):

Light Rail Transit (LRT) is one of PT INKA's leading products which is designed to be a solution for road congestion problems. LRT is designed with a lightweight axle load for operation on special rail track above the main road (elevated track) and driven by an electric motor so it is efficient and environmentally friendly. LRT also has safety and comfort standards that accommodate the needs of passengers. LRT becomes a future alternative of urban transportation that is integrated with other transportation modes and becomes the lifestyle of modern urban communities.

Freight Carriage

This is one of the products developed by PT INKA to transport mining products. With the capacity of up to 50 tons per carriage, they are manufactured to meet the needs of freight carriers. The freight carriages use cutting edge technology, such as the rotary car damper (RCD) and train loading station (TLS) systems. The carriage is designed without additional interior equipment or accessories, so it has ample space. The carriage is usually operated as a dedicated freight train or as a combination train travelling together with passenger cars.

PT INKA also produces PPCW flat car to transport containers up to 42 tons. The flat car is designed to be

able to transport 20-feet or 40-feet containers. PT INKA also produces flat cars with a maximum carrying capacity of 57 tons.

Customized Products

Bogie, or a train wheel component, is one of the vital components of a train that determines the speed, safety and comfort of train operations. PT INKA has been able to design and produce various types of bogie, according to the needs of customers. Bogie development for medium speed train continues to be carried out by PT INKA to meet the needs of future railroad facilities.

Some types of bogie that PT INKA has produced include TB 398 & TB 1014 for passenger cars, TB 400 & MB 100 for Electric Multiple Units, MD 52 for passenger cars on broad gauge track, TB 707 & MB 307 for Diesel Multiple Units, TB 914 & MB 514 for Electric Multiple Units.

Exports:

PT INKA has exported various types of trains to several countries in Southeast Asia, the Pacific and South Asia, including Singapore, Malaysia, Thailand, the Philippines, Australia and Bangladesh. The trust of foreign consumers is even higher for PT INKA products, and is proven by a new contract in 2017 in the form of various types of passenger trains (both running on Meter Gauge and Broad Gauge tracks) and various classes from Bangladesh Railway and in 2018 in the form of Diesel Rail Train, locomotive and passenger trains from the Philippine National Railway. **(M. ICHSAN RAZALI)**



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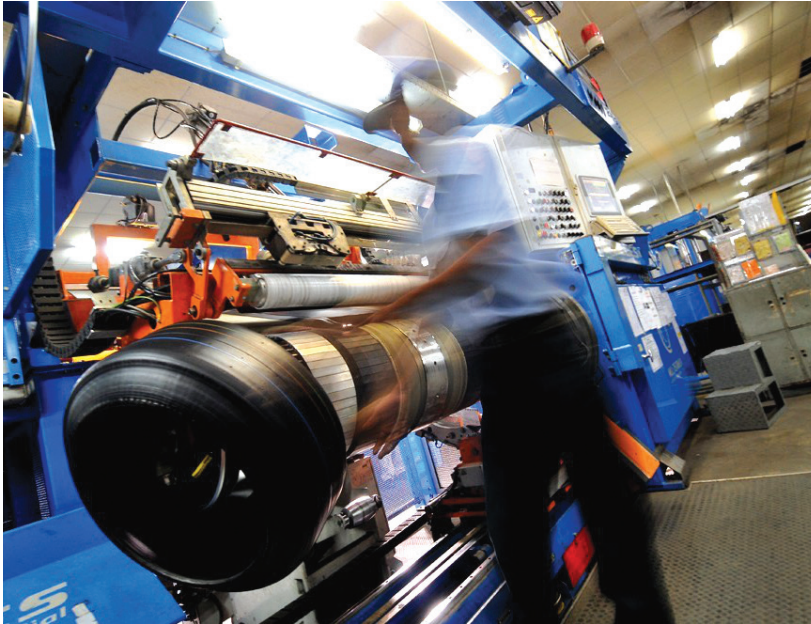


@ptinkapersero



@pt_inka

Multistrada's Tire Products Making Inroads Into East And Southeast Europe Market



Indonesia is one of the countries that has made a major contribution in tire export in the world. Of all tires produced by Indonesia, around 80% are exported to all over the world.

For Indonesian tire producers, the tire export market is still promising where global demand still looks positive. In 2018, Indonesian tires were only able to penetrate 1.9 % of world's market share, with a value of around US\$1.61 billion (source: trademap.org). Indonesia is ranked eighteen in the list of world's tire exporter. Meanwhile, Indonesia's competitor from ASEAN, Thailand, is ranked fifth with an export value of

around US\$4.9 billion.

Realizing the huge potential, PT Multistrada Arah Sarana, one of Indonesia's tire manufacturers, boosts its export. Currently, the company which is known in the Indonesia Stock Exchange with its code MASA has exported its production tires to several countries, mainly in the United States, Europe, Asia, and Africa. Its export to the US still dominates, with around 40% of its total exports.

The company has two lines of products: Achilles for passenger cars and commercial vehicles and Corsa for motorcycles.

However, changes in market policy are still recognized as a

challenge for several Indonesian exporters, including tire exporters. Unilateral protectionism of few developed countries such as the US in trade is feared to hit tire products. Meanwhile, in other regions such as in the Middle East, the market competition is quite fierce with Chinese tire products flooding the market. These challenges make Multistrada look for alternative markets, one of which is in the East and Southeast Europe (ESE) region.

Market Potential in ESE Region

The Ministry of Foreign Affairs of the Republic of Indonesia designates that there are 15 countries in the ESE region, namely: Albania, Armenia, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Georgia, Moldova, North Macedonia, Montenegro, Romania, Russian Federation, Serbia, Turkey and Ukraine.

In 2018, the region has imported approximately US\$4.68 billion, or 5.7% of the total trade of tire products worldwide under the HS Code 4011: New pneumatic tires, of rubber. The ESE countries with the greatest demand are Russia, Turkey, Romania, Bulgaria, Ukraine, Croatia and Belarus.

Development and increasing wealth, which reached an average of US\$18,192 (PPP current) makes this region a high-income region. Over the past three years, there has been an increase in imports in the ESE region, thanks to stable economic growth and increase in the number of middle class.

There are even countries which have an average income per capita above US\$25,000 such as Russia, Turkey, Romania, and Croatia. Economic growth in this region is

also considered as one of the most stable among European countries. This accumulated wealth leads to a very significant lifestyle and causes the increase in consumption of goods and services.

Furthermore, several ESE countries are also members of a broad market, including: the European Union (Croatia, Romania and Bulgaria); custom union with EU (Turkey); and the Eurasian Economic Union/EAEU (Russia, Belarus, Armenia). This integrated network of market allows Indonesian tire products to reach wider regions, such as Western Europe, the Middle East, the Caucasus, and the Mediterranean.

Currently, Multistrada has quite a promising market in the ESE region, especially as Chinese, Japanese, and Korean automotive products have been starting to pour in the region. That fact is advantageous to them, because tire sales typically increase through authorized dealers and vehicle sales.

Multistrada and the Ministry of Foreign Affairs

Multistrada is a national tire

manufacturer which has been consistently promoting its products in ESE region. In this regard, Multistrada, has been collaborating with the Ministry of Foreign Affairs, through various exhibitions, business forums, and trade missions.

For instance, Multistrada successfully participated in the Indonesia-Belarus business forum in 2018, where Mutlistrada and other Indonesian companies held meetings with local business circle. Furthermore, Multistrada managed to establish a cooperation with one of the local spare parts distributors to supply tires to Belarus. The transaction value is between US\$500,000 to US\$600,000 per year.

According to Multistrada, winter and summer tires have potentials in East Europe. Based on their research, the Achilles Winter 101 series of tires has become one of the best in its kind. Achilles has also entered the Russian market, thanks to the joint efforts between Multistrada and the Indonesian Embassy in Moscow.

In Turkey, Indonesian tire products have been in the market for quite some time, and the Achilles

brand is already well known in Turkey.

However, increasingly high tariff slapped for Indonesian tires entering into Turkish market has been a challenge for Multistrada, because it makes the prices becoming uncompetitive. Such tariff problem encountered by Multistrada -- and other import tariffs applied to Indonesian commodities -- is expected to be resolved with the completion of the Indonesia-Turkey Comprehensive Partnership Agreement (IT-CEPA), which currently is being negotiated by both countries. With IT-CEPA, in the future import tariffs will be eliminated and hopefully will bring down the prices of Indonesian export products, including tire products, making them more competitive.

In conclusion, Indonesian tires are still not widely known in markets in the ESE region but Multistrada and other Indonesian exporters should see this as an opportunity. Mainly because of its stable economy and rising income levels. This should be a prospect that every company is pursuing. Furthermore, ESE is a market with a population of over than 150 million people and its geographical location is situated between Western Europe, the Middle East, the Caucasus, and the Mediterranean. This is a perfect opportunity to create a hub of Indonesian tires and expand the market into those regions.

In the future, more collaboration efforts between Multistrada and the Indonesian Ministry of Foreign Affairs will motivate other Indonesian exporters to explore prospective markets in the ESE region by increasing promotional activities and business missions.

(SANDRI GHIFARI)



70th Indonesia-USA Bilateral Relations: From Leatherback Turtles to Youth Ambassadors, Mark Indonesia-USA 70th Diplomatic Relations



70th Anniversary Indonesia
US Logo (Source: US Embassy in Jakarta)

The Republic of Indonesia and the United States of America are commemorating their 70th anniversary of diplomatic ties in 2019. Since the commencement of Indonesia-US diplomatic relations on December 28, 1949, the political, economic and social-cultural relations between both countries have continued to grow. In October 2015, the two countries agreed to intensify bilateral relations by forging a Strategic Partnership.

Carrying the theme “Celebrate Our Diversity, Prosper Together as Strategic Partners”, this platinum jubilee presents a major milestone for both Indonesia and the US. Both Indonesia and the US were committed to commemorate this important milestone throughout the year, highlighting both countries’ past achievements as well as looking forward to the next 70 years of US-Indonesia ties.

In the years to come, Indonesia and the US aim to strengthen their

relationship on the foundation of our shared beliefs in democracy, respect for human rights and the promotion of peace, stability and economic prosperity.

For Indonesia, this 70th Anniversary is an important momentum to further increase public awareness on the Indonesia-US public bilateral relations, as well as projecting Indonesia to the US public as a democracy, with a majority Muslim population; an emerging economy and leader in the South East Asia region.

Most importantly, the 70th Anniversary celebrations is also an impetus to strengthen people-to-people connection, gain better understanding and appreciation towards the achievements of bilateral ties in all sectors of political, economic, social and culture as well as paving for strengthened ties in the future.

In Indonesia, the celebrations are marked by two important activities: the issuance of a commemorative stamp and the #IndonesiaUSA70th Youth Ambassadors Program.



Commemorative Stamp Launching Event at the Ministry of Foreign Affairs on April 10, 2019. From left to right: state postal company PT Pos Indonesia's Head of Region 4 Onny Hadiono; Director General for American and European Affairs, Muhammad Anshor; Ambassador of the US to Indonesia Joseph Donovan; Vice Minister for Foreign Affairs A.M Fachir; Director General for Information and Public Diplomacy Cecep Herawan; and Deputy Director for Stamps and Filateli at the Ministry of Communication and Informatics Eko Wahyanto.

Commemorative Stamp

On 10 April 2019, Indonesian Vice Minister of Foreign Affairs AM Fachir officially launched the issuance of the Commemorative Stamp for the 70th Anniversary of the Indonesia-US Diplomatic Relations, at the Ministry of Foreign Affairs, Jakarta. The issuance of the Commemorative Stamp signifies a close and friendly relationship between Indonesia and the US.

Uniquely, the commemorative stamps depict the leatherback sea turtle (*Dermodochelys Coriacea*) as the symbol of the celebrations. The species was chosen due to their life cycle and migration route connecting the waters of Indonesia and the US. The leatherback turtle lay their eggs in the eastern part of Indonesia and live to adulthood in the US West Coast waters

before returning to Indonesia to breed.

Leatherback turtles are a species listed on the Endangered List in the United States. Its population is estimated to be between 34,000 and 36,000 nesting females left worldwide, compared to 115,000 nesting females in 1980. Despite being an endangered species, the leatherback turtles play an important role for the marine ecosystem.

Leatherbacks, the largest of the sea turtles, travel the farthest of any sea turtle species and have wide ranging effects on the ocean ecosystem. Surprisingly, leatherbacks get their energy and nutritional needs from a small, gelatinous source-jellyfish.

Declines in leatherback turtle populations along with declines in other key predators, such as some

commercially valuable fish species, could have repercussions for jellyfish population control.

The US Government pays great attention in preserving this species for the reason that it is needed to maintain the balance of jellyfish species on the US West Coast, especially on the coast of the state of California which is a coastal tourist destination of the US. Without leatherbacks, overpopulation of jellyfish could threaten the safety of tourists visiting the coastal areas. Therefore the focus of this conservation cooperation is the nesting areas particularly in the Jeen Womom Beach in Tambrauw Regency, West Papua Province.

To save the leatherback turtles, the Indonesian and US governments are currently working to draft a Memorandum of Understanding for the preservation of leatherback turtle. This collaboration is a follow-up of a meeting between Tambrauw Regency Administration and the California State Government on the sidelines of the Sea Turtle Conservation Summit and Inaugural Celebration of California Annual Pacific Leatherback Conservation Day meeting on October 14-16, 2013, in California.

The egg-laying period is crucial for the leatherbacks. Various threats faced by these turtles include hunting of adult turtles for their meat, destruction of nesting areas, to theft of turtle eggs by the surrounding community. For this reason, turtles and their eggs need to be kept safe to ensure the survival of leatherbacks.

It is hoped that through such cooperation, both governments can play a role to optimally conserve and protection the nesting habitats and nursery of the leatherbacks.

Hence this species is special as it reflects the “partnership across oceans” between Indonesia and the US, wherein both countries hope to continue their collaboration for the economic welfare of the people of Indonesia and the US, and the world.

#IndonesiaUSA70th Youth Ambassadors Program

Another marquee event of the 70th Anniversary was the joint #IndonesiaUSA70th Youth Ambassadors program, a collaboration between the Indonesian Ministry of Foreign Affairs’ youth program, The Outstanding Youth for the World, and the US Department of State’s International Visitor Leadership Program.

The Indonesia-USA Youth Ambassadors program sponsored 10 Indonesian youths from various cultural backgrounds to share their ideas and views on ways to improve the Indonesia and US bilateral relations in the future.

Furthermore, the program provided the participants with the opportunities to promote pluralism and democracy, as well as prepared them to become future leaders who will strengthen the relationship between Indonesia and the US.

The Youth Ambassadors participants were carefully selected by the Ministry of Foreign Affairs of Indonesia and the US Embassy from about 500 applicants and represent youths from across Indonesia, including from Jakarta, Bandung, Bogor, Yogyakarta, East Java, Aceh, Papua, West Nusa Tenggara, Ambon, and East Kalimantan.

The program brought the participants to several cities in the



US namely Washington DC, New York, New Orleans, and San Francisco from October 26, 2019 to November 16, 2019 and provided them with the opportunities to highlight the political, social, and economic partnership between Indonesia and the US, to showcase the shared ethnic and religious diversity, to provide an overview of the shared democratic values, the federalist system of the US government and US foreign policy, as well as to introduce the participants to American academic institutions, youth movements and innovators.

“I am optimistic that the relations between the two countries will continue to grow and develop in a constructive and mutually beneficial direction,” said Vice Minister Fachri.

A series of other activities were

also organized to commemorate the 70th anniversary of Indonesia-US bilateral relations, which included a renewable energy symposium and an Indonesian Fair exhibition in Houston; cultural and arts performances and fashion shows in New York; Indonesia Fair in Chicago; as well as Cultural Caravan and gamelan festival in the US Midwest region. Activities in Indonesia were carried out in several cities, in collaboration with various universities and local administrations.

Through the celebrations of the 70th anniversary of Indonesia-US diplomatic relations, the strategic partnership and friendship between both countries are expected to continue to strengthen the foundation of Indonesia-US bilateral cooperation for future generations. (DINI S.M. ARIEF)

Bilateral Updates

Indonesia – United Kingdom

70 Years of Great Friendship



The year 2019 is special for Indonesia and the United Kingdom as both countries celebrate 70 years of diplomatic relations. Diplomatic relations between Indonesia and the United Kingdom started in 1949. Since then, relations between both countries have continued to develop in various sectors.

Indonesia and the United

Kingdom have strong bilateral relations with the British government seeing Indonesia as an influential force in the Southeast Asia region. Both countries share values in global issues, including in the field of the environment, combating terrorism, open government, Sustainable Development Goals (SDGs), interfaith dialogue, nuclear proliferation and the G-20.

Strategic partnership between

the two countries focuses on bilateral cooperation in 5 priority areas, namely, Trade, Investment, Education, the Environment, and Democracy and Interfaith Dialogue; and 3 additional fields namely, Defense, Creative Industries, and Energy.

Quoted from the opening ceremony celebrating 70 years of bilateral relations between Indonesia and the United Kingdom at the British embassy in Jakarta, there are at least

7 things that both countries can be proud of from the bilateral relations. These 7 things are as follow:

Tourism

The number of British tourists to Indonesia is more than those from America and Europe. In 2018, there were around 391,820, this number was more than the entire Middle East and Africa combined. The figure was also more countries as the United States and South Korea.

Culture

The people of Indonesia and United Kingdom are diverse, multi-religious, and tolerant. There are around 2.7 million Muslims in Britain, or about 5% of the total population and thousands of mosques with 462 of them in London alone. The British Muslim community plays an important role in every aspect of British life. About 20% of the UK population is migrants from other countries in the world. Both countries recognize that diversity is a good force.

Maritime

Both countries are archipelagic in nature. The United Kingdom has so many islands both within its territory – at more than 5,000 islands – and those in its overseas territories, which mostly consist of small islands. On the other hand, Indonesia is the world’s largest archipelago with more than 17,000 islands. Our culture has been shaped by the islands since the beginning. Both countries have experiences in trading, foreign invasions (the last successful one on England was in 1066), and now we have close Navy cooperation.



On maritime issues, Indonesia and the United Kingdom have agreed to extend the Memorandum of Understanding in the field of Maritime Cooperation which began in 2015 and ended in 2018. This maritime cooperation is very useful for the two countries because it has a wide area of cooperation, including: human resource development, marine energy, navigation safety, fisheries, maritime culture, infrastructure and connectivity, diplomacy, and remote sensing technology.

Sports

The English Premier League is the No. 1 soccer league in Indonesia,

meanwhile, badminton, another Indonesia’s favorite sport, thanks to the world class achievements of Indonesian shuttlers, was created in England. Can’t you see the connection? Michael Essien, former English Premier League player who once played for Chelsea FC, was transferred to one of the biggest soccer team in Indonesia, Persib Bandung FC, in 2018.

Music & Culture

Both countries like music. From The Beatles, Pink Floyd, and Queen to Coldplay, Adele, and Arctic Monkeys. On the other hand, there are more than 80 gamelan sets (Indonesian traditional ensemble) in the United



Kingdom. Some professional gamelan groups also exist at Southbank centers in London, Cambridge and Glasgow.

Tea, Coffee & Food

Both countries have a variety of foods. English people like to drink Indonesian coffee and you can find lots of English tea in Jakarta. In Indonesia, each region has its own special food, and because of the large number of migrants in the UK, you can easily find all kinds of food on the main streets: from Italian, French, Spanish, Indian, Caribbean, Moroccan, Lebanon and Turkish food to Chinese, Japanese, Thai, and Vietnamese food. You name it.

The British flag

The Union Jack is very popular here and the design is widely in various items such as t-shirts, helmets and others.

As a complement to the 70th anniversary of Indonesia and the UK bilateral relations, both countries organized the Second Indonesia – UK Partnership Forum on June 17, 2019 when delegations from both countries met in London. The Indonesian delegation was led by Foreign Minister Retno LP Marsudi who was accompanied by Education and Culture Minister Muhadjir Effendi. The British side was led by the Chancellor of the Duchy of Lancaster David Lidington and the Secretary State for Foreign and Commonwealth Affairs Jeremy Hunt led the British delegation, accompanied by Minister for Asia and the Pacific Mark Field.

The Partnership Forum talks covered both bilateral and international relations, including cooperation in the United Nations Security Council. They also discussed the potential for a future economic and trading agreement, education as priority area of cooperation, tackling counter terrorism, climate change and increasing intolerance worldwide.

The day of cooperation and celebration was ended by a gala event hosted by the Foreign Minister and the Education and Culture Minister. Minister Retno and Foreign Office Minister Field opened the event with warm words marking the 70th anniversary of relations between the two countries.

Heads of Governments from both countries agreed in 2006 to establish the Partnership Forum to

deepen bilateral cooperation and promote strategic dialogue on multilateral and global issues. The inaugural forum was held in 2007 chaired by the Foreign Ministers, with participation by guest ministers to highlight the priority issues between the two countries. In 2019, the second Partnership Forum was also attended by the Education and Culture Minister to emphasize Indonesia's priority in strengthening human resources development.

As Indonesia's trade with the UK constantly grows, both countries have also agreed on replicating the Forest Law Enforcement Governance and Trade - Voluntary Partnership Agreement (FLEGT-VPA) between Indonesia and the European Union into a bilateral agreement to ensure that timber trade between the two countries will not be affected by any changes to the current situation in Europe.

In the multilateral scope, being a non-permanent member of the United Nations Security Council, Indonesia is closely working with the United Kingdom on issues being discussed at UNSC which are of common interests to both countries. This cooperation proves the UK's recognition of Indonesia as a global player in the international arena.

To conclude, 70 years of diplomatic relationship between Indonesia and the United Kingdom has been filled with uncountable benefits for both countries. We can also foresee more harmonious and mutually beneficial cooperation and partnerships between Indonesia and the United Kingdom in the future. **(EDWINAL RAHADIAN)**

Indonesia – EFTA Comprehensive Economic Partnership Agreement (IE CEPA)



In an attempt to boost its exports, for the last few years, Indonesian Government has been making concerted efforts to sign trade agreements with other countries and trade organizations, one of which is with the European Free Trade Association (EFTA).

The European Free Trade Association (EFTA) comprises of

Switzerland, Norway, Liechtenstein and Iceland. All four member states participate in the European Single Market and are also part of the Schengen Area. However, EFTA States are not members of the European Union Customs Union.

Indonesia-EFTA Comprehensive Economic Partnership Agreement (IE CEPA) negotiations first started

in January 2011 and after almost 8 years, both parties finally signed the agreement on 16 December 2018 in Jakarta, Indonesia.

IE CEPA was signed by Mr Enggartiasto Lukita, Minister of Trade of the Republic of Indonesia, and by Mr Johann N. Schneider-Ammann, Federal Councillor and Head of the Federal Department of Economic



Affairs, Education and Research of the Swiss Confederation, Mrs Aurelia Frick, Minister of Foreign Affairs of the Principality of Liechtenstein, Mr Daniel Bjarmann-Simonsen, State Secretary of the Kingdom of Norway, and Mr Hannes Heimisson, Ambassador of Iceland.

As a broad-based Free Trade Agreement, IE CEPA covers trade in goods, trade in services, investment, intellectual property rights, government procurement, competition, trade and sustainable development and cooperation.

The complementary nature between the Indonesia and EFTA in terms of economy is very important and can be used more effectively through IE CEPA. The development of economic ties between Indonesia and EFTA opens various opportunities for sectors that are priorities for both parties namely land and maritime infrastructure, electronic, energy, textile, and fisheries.

The establishment of IE CEPA will further open opportunities for investment from EFTA member countries and expected to boost

the economy of Indonesia and EFTA through transfer of technology and job creation, as well as increasing Indonesia's competitiveness in ASEAN. IE CEPA is currently in the process of ratification for both parties and is expected to be implemented in 2020.

Preferential tariff approved in IE CEPA will enable exporters from Indonesia to gain access to European market outside the Generalised Scheme of Preferences (GSP)

system. With EFTA States as a hub for companies operating in the European market, Indonesia will benefit from opportunities arise from trade flows between EFTA and the European Union as well as with EFTA's other free trade partners worldwide.

The rate of annual growth in trade between Indonesia and the EFTA States has reached 9% in average. Indonesian exporters have benefited the most, with Indonesia's exports to EFTA member countries growing annually by 11%, making EFTA an ever-expanding market with great possibilities for Indonesia.

IE-CEPA will also provide a framework for cooperation and exchange of know-how in various fields, such as manufacturing, maritime transport and power generation (e.g. geothermal), from which all partners can benefit. It will also stimulate trade in services, e.g. for energy related services, telecommunication services, the financial industry or through access for personnel maintenance and provide an enhanced framework for trans-border investment.

(KARINA SUKMAPUTRI)



Raja Ampat, Paradise in Indonesia's Easternmost Province



As an archipelagic nation, Indonesia has over 17,000 islands, each has their own enchanting charm.

In the easternmost part of Indonesia, Papua, lies Raja Ampat, an island regency in West Papua Province that comprises of 1,500 islets where the spectacular wonders above and beyond its waters gives a physical definition of natural beauty.

Situated off the northwest tip of Bird's Head Peninsula in Papua, Raja Ampat literally means 'The Four Kings'. It derives from a legend of a woman found seven eggs, with four of them hatch and become the kings of the four main islands, Waigeo, Batanta, Salawati, and Misool.

For underwater enthusiasts, Raja Ampat definitely offers some of the world's ultimate experience. The territory within the islands of the Four Kings is enormous, covering 9.8 million acres of land and sea, home to 540 types of corals, more than 1,000 types of coral fish and 700 types of mollusks. This makes it the most diverse living library for world's coral reef and underwater biota.

According to a report developed by The Nature Conservancy and Conservation International, around 75% of the world's species live here. Raja Ampat's diversity of marine life and its raw pristine coral reef ecosystems are a scuba diver's dream come true, let alone snorkelers.

As you embark on your dive here, the phrase "Attention to detail" takes on new meaning as pigmy seahorses swim around your fingers. Manta Rays and wobbegongs will glide right by you. Schools of Tuna fish, giant trevallies, snappers, batfish, and even barracudas are there to complete your underwater "meeting list". Not to mention the friendly assistant of the dugong, and its busy colleague, the turtle. Down at the sea floors, giant sea clams measuring to over one meter in length truly offers one of kind close encounter sensation.

Obviously, there are a lot of diving and snorkeling spots to choose from in this vast waters. Among these are at the Kabui Passage (the very narrow passage between Waigeo and Gam Island crossed by renowned British explorer, Alfred Russell Wallace in 1860), around the Arborek Island's Dock, Sawandarek, Yenbuba, Friwen Wall, and many more.

While its underwater splendors are beyond exceptional, the landscape above the surface is equally breathtaking. As if it is carefully designed and placed with aesthetic consideration, the rock islets amidst the clear blue water and bright blue sky in Piaynemo offers some of the most spectacular sceneries on the face of the earth. Looking down from the top of the hill, it almost as seems that Mother Nature painted her finest



artwork and offers a glimpse of paradise. Further at Wayag Island you will also find an amazing rock islets formation in an even bigger scale.

The incredible wildlife of Raja Ampat does not stop underwater. Amidst the many thick jungles within the islands, one can still find various bird species including the spectacular Cendrawasih or the bird of Paradise, mascot of Papua. There is also an endemic species of cuscus, the Waigeou cuscus or Waigeou spotted cuscus (*Spilocuscus papuensis*), which is a species of marsupial in the family of Phalangeridae.

The Local Ambience

Aside from its endless fascinating natural attractions, Raja Ampat also offer the distinct hospitality of the Papuan. At the Arborek Tourist Village, you can stay at a number of homestays and mingle with the locals while observing their daily life and unique traditions. When a group of tourists arrived, they usually perform a traditional welcome dance right at the dock and entertained the 'guests' with various Papuan folk songs.

With all its spectacular wonders inland, on the shore, and beyond the

waters, and distinct serene ambience that you rarely find anywhere else on earth, Raja Ampat truly offers the ultimate experience ones can only dream of.

So, whether you are an avid diver, occasional snorkeler, or just someone who appreciated beauty in every sense, Raja Ampat welcomes you to the Heaven on Earth.

How to get there

To get to Raja Ampat you should first take a flight from Jakarta or Makassar to Sorong. There are small aircrafts to take you to Waisai, capital of the district of Raja Ampat, or

alternatively you can take a ferry from the port of Sorong to the islands.

Established in 2012, the Marinda Airport in Waisai, the capital town of Raja Ampat Regency serves flights to and from the city of Sorong. Several local airlines like Wings Air serves daily flight between Sorong and Raja Ampat, while Susi Air fly twice a week on Monday and Saturday.

Please be advised that the Marinda Airport is still undergoes expansion. Considering the relatively remote location, be sure to pack some snacks and drinks as you await your return flights to Sorong. Alternatively, there are ferries available to get you from Sorong and Waisai and vice versa. The ferry trip will take about 2 to 3 hours.

As the main hub to Raja Ampat, the Domine Eduard Osok Airport in Sorong serves flights to a number of major cities in Papua and Indonesia including Manokwari, Jayapura, Ambon, Makassar, Manado, and Jakarta.

Garuda Indonesia operates daily flights between Jakarta-Sorong. While Sriwijaya Air and Nam Air, as well as Batik Air fly twice daily between Jakarta and Sorong. **(ARYA PUTUBAYA)**





All Eyes on Indonesia as Market Focus at London BookFair 2019

Indonesia has become a Market Focus at one of the global marketplace for rights negotiation and sale and distribution of print, audio, TV, film and digital channel London Book Fair 2019 held on March 12-14, 2019 at the Olympia Exhibition Center, London. Carrying the theme “17,000 Islands of Imagination”, Indonesia’s activities as London Book Fair Market Focus are the result of collaboration between Creative Economy Agency (Bekraf), the Ministry of Education and Culture, the Ministry of Tourism, the National Book Committee and the Indonesian Embassy in London.

As a Market Focus, Indonesia has

the opportunity to promote varieties of Indonesian literatures and diverse arts and cultures as well as culinary to the British and international public during the event. No less than 100 programs have been designed in a series of Indonesian promotional activities as London Book Fair Market Focus from March 8 to the end of August 2019.

Indonesia featured 12 authors representing various genres of Indonesian literature with one goal, voicing and building the connectivity of Indonesia’s contemporary culture to the world. By becoming a London Book Fair 2019 Market Focus, the Government of Indonesia

is encouraging the national book industries as well as the creative industries to be more present on the global stage.

The opening ceremony of Indonesia as the London Book Fair 2019 Market Focus took place on March 12, 2018 at the Spice Café - part of the Indonesian gallery dedicated to the promotion of beyond books - attended by officials from Indonesia and the United Kingdom namely: Michael Ellis MP (Minister for Arts, Cultural Heritage and Tourism of the UK), Triawan Munaf (Head of Bekraf), Arief Yahya (Indonesian Minister of Tourism), Rizal Sukma (Indonesian Ambassador to United Kingdom, Ireland and the International Maritime Organization), Jack Thomas (Director of London Book Fair), and Kristy Lang (British Council Trustee).

In his remarks, Michael Ellis MP considered that the cultural cooperation between Indonesia and the United Kingdom that had been well developed so far needed to be further enhanced. Meanwhile, Head of Bekraf welcomed Indonesia’s opportunity as London Book Fair Market Focus to encourage the emergence of Indonesia’s creative economic industry, including literature, to the British and world public. It is emphasized that Indonesia is seeking to develop an inclusive creative economy industry.

The Indonesian Ambassador opened the Happy Hour reception which was held in the afternoon at the Indonesian Pavilion on Tuesday, March 12, 2019, conveying that Indonesia’s integrated promotion at London Book Fair was intended as an effort to aim at increasing sales of copyright and publication of Indonesian books, and to encourage market expansion of a number of other creative industries such

as fashion, film, culinary and Indonesian design in the UK market and beyond. It is expected that Indonesian literature is able to compete with international literature.

Furthermore, the Ambassador of Indonesia in London said that the implementation of London Book Fair 2019 in which Indonesia became the Market Focus was one of the highlights of the 70th Indonesian and British diplomatic relations in 2019. Through the momentum of increasing RI-UK cooperation in various fields, the Indonesian Embassy in London is ready to be a bridge for the work and help increasing profile of Indonesian authors to the world market by building various collaborations with people from literature industry in the UK.

During the three-day event of the London Book Fair, the Indonesian Pavilion was set up on the ground floor by presenting 22 co-exhibitors from Indonesian publishers. Meanwhile, *Galeri Indonesia*, that goes by the name Spice Café, presented 13 co-exhibitors from outside of publishing industry such as games and films, and was complemented with a culinary corner, Indonesian spices and coffee. In total,

Indonesian Pavilion had been visited by around 10,000 visitors from various sectors.

In addition to event at Olympia London, there are a number of sideline events attended by invitees and attracting many visitors, such as the Market Focus Country reception held at The Design Museum London on Wednesday, March 13, 2019. More than 250 invitees flocked the reception banquet, including Indonesian partners in London Book Fair, the British Council, the Publisher's Association, and the Indonesian Embassy in London. The reception was enlivened by poetry readings by the Head of Bekraf, notable author Seno Gumira Ajidarma and musician 'Ubiet' Nyak Ina Raseuki accompanied with music by Dimawan Krisnowo Adji and Tesla Manaf. Indonesian culinary treats such as *maranggi* satay canapes, *rendang* (meat slow cooked with coconut milk and spices), *sayur lodeh* (vegetable cooked with coconut milk), *rica* (spicy) shrimp and *gado-gado* (mixed vegetables with peanut sauce) complemented the excitement of the reception.

Prior to the event, various cross-cultural programs had been arranged,

during and after the London Book Fair in February, March and April 2019. The programs were held in collaboration with the National Book Committee (KBN) and the British Council, under the coordination of the Indonesian Creative Economy Agency (Bekraf) and the Indonesian Ministry of Education and Culture (Kemdikbud).

The series of activities leading up to the London Book Fair received a very good reception from various groups both from the media, the book community, the arts community and the general public in the UK. The series of activities prior to the London Book Fair were expected to put focus of the Britain public to books and papers as part of the results of Indonesian culture that will be displayed at London Book Fair event.

The Indonesian Embassy in London had optimally provided necessary support for the smooth and successful series of events and programs as the London Book Fair 2019 Market Focus, through cooperation with all relevant parties both in Indonesia and in the United Kingdom.

The results obtained during Indonesia's participation in London Book Fair 2019 are considered satisfying with a record of 23 titles have been sold to the UK, India, South Africa, Singapore, Malaysia, Thailand and Portugal markets, as well as 408 titles that are in demand by publishers from around 12 countries. In addition to the successful sales of book copyrights, there are also 5 international distributors who are ready to distribute Indonesian books in English to the United States, the European Union, Australia, India and the United Kingdom. In addition, there is also an agreement for the distribution of films / videos November 12 (Battle of Surabaya) globally by Amazon and Netflix.

(EDWINAL RAHARDIAN)





CALENDER OF EVENTS YEAR 2020

Bali Banten	FHT Bali (Food, Hotel and Tourism) GAIKINDO Indonesia International Auto Show (GIIAS) (ICE) BSD, Tangerang	Bali Nusa Dua Convention Centre, Bali International Convention Exhibition 6th August 2020	16th April 2020 16th August 2020
Daerah Istimewa Yogyakarta	JIFFINA (JOGJA International Furniture and Craft Fair Indonesia)	Jogja Expo Center (JEC), Yogyakarta	14th March 2020
DKI Jakarta	Inacraft (Exhibition of Gifts and Housewares)	Jakarta Convention Center, Jakarta	15th April 2020
DKI Jakarta	Indonesia Smart City - Smart Building Week	JiExpo Kemayoran, Jakarta	13th August 2020
DKI Jakarta	IFEX (Indonesia International Furniture Expo)	JiExpo Kemayoran, Jakarta	12th March 2020
DKI Jakarta	INAPA (Indonesia International Auto Parts, Accessories and Equip Exhibition)	JiExpo Kemayoran, Jakarta	18th March 2020
DKI Jakarta	Communic Indonesia	JiExpo Kemayoran, Jakarta	1st October 2020
DKI Jakarta	INDOPLAS, INDOPACK, INDOPRINT	JiExpo Kemayoran, Jakarta	9th February 2020
DKI Jakarta	Indonesia Fashion Week	Jakarta Convention Center, Jakarta	1st April 2020
DKI Jakarta	MEGABUILD INDONESIA	Jakarta Convention Center, Jakarta	19th March 2020
DKI Jakarta	INAGRITTECH INDONESIA	JiExpo Kemayoran, Jakarta	26th August 2020
DKI Jakarta	INAPALM ASIA	JiExpo Kemayoran, Jakarta	26th August 2020
DKI Jakarta	INAGRICHEM	JiExpo Kemayoran, Jakarta	26th August 2020
DKI Jakarta	INAFODTECH	JiExpo Kemayoran, Jakarta	26th August 2020
DKI Jakarta	INAFORRESTECH	JiExpo Kemayoran, Jakarta	26th August 2020
DKI Jakarta	INATRONICS	JiExpo Kemayoran, Jakarta	26th March 2020
DKI Jakarta	INAGREEMTECH	JiExpo Kemayoran, Jakarta	28th March 2020
DKI Jakarta	SOLARTECH INDONESIA	JiExpo Kemayoran, Jakarta	26th March 2020
DKI Jakarta	Mining and Engineering Indonesia	JiExpo Kemayoran, Jakarta	1st September 2020
DKI Jakarta	Manufacturing Indonesia	JiExpo Kemayoran, Jakarta	1st December 2020
DKI Jakarta	Machine Tool Indonesia	JiExpo Kemayoran, Jakarta	12th April 2019
DKI Jakarta	Tyre and Rubber Indonesia	JiExpo Kemayoran, Jakarta	18th March 2020
DKI Jakarta	CON-MINE (International Construction		

END DATE	SECTOR	EXHIBITOR	OFFICIAL WEBSITE
18th April 2020	Food, Hotel, Tourism	Pamerindo Indonesia	https://fhtbali.com/
Mobil	-	https://www.gaikindo.or.id	
17th March 2020	Furnitur dan Kerajinan	Jiffina International Perkasa	https://www.jiffina.co.id
19th April 2020	Indonesian Handicrafts	INACRAFT	https://inacraft.co.id/inacraft-2020/
15th August 2020	Firma Konstruksi	PTWAHYU PROMO CITRA	http://indonesia-smartcitybuilding.com/
15th March 2020	Furnitur, Kerajinan dan Bisnis	HIMKI, Dyandra	https://ifexindonesia.com/
20th March 2020	Otomotif	INAPA INDONESIA	https://inapa-exhibition.net/
1st October 2020	Technology & Service	-	#
9th May 2020	Plastics, Packaging, Processing and Printing Exhibitions	Messe Duesseldorf Asia	https://www.indoprintpackplas.com/
1st April 2020	Fashion	-	https://indonesiafashionweek.id/
22nd March 2020	Architecture, Interior Design and Building Materials Exhibition	Reed Panorama	https://www.megabuild.co.id
28th August 2020	Agricultural Machinery, Equipment, Technology & Service	Inagritech Exhibition	https://inagritech-exhibition.net/
28th August 2020	Palm Oil Machinery & Processing Technology	INAPALM ASIA Division	http://www.inapalm-asia.net
28th August 2020	Agricultural Chemicals, Fertilizer and Pesticide	GEM INDONESIA	https://www.inagrlichem-exhibition.net
28th August 2020	Food technology	-	#
28th August 2020	Forestry Industry	-	#
28th March 2020	Electronics and Component Industries	GEM INDONESIA	http://www.inatronics-exhibition.net
30th March 2020	Ecoproducts	GEM INDONESIA	http://www.inagreentech-exhibition.net/
28th March 2020	Solar power & PV technology	GEM INDONESIA	https://solartech-exhibition.net/
1st September 2020	Mining & Engineering	Reed Panorama	https://www.miningandengineeringindo.com/
31st December 2020	Machine tool, green manufacturing, industrial automation, vehicle manufacturing, chemical processing and instrumentation, vocational training	UBM	#
12th June 2019	Manufacturing machinery, equipment, materials and services	Pamerindo Indonesia	https://machinetoolindonesia.com/
20th March 2020	tyre & automobile rubber for agriculture vehicle, bicycle, motorcycle, car, bus, truck, heavy duty vehicle & aircraft	-	#



	& Mining Machinery)	JiExpo Kemayoran, Jakarta	18th March 2020
DKI Jakarta	INDO DYECHEM (Indonesia International Dyeing and Chemical for Textile)	JiExpo Kemayoran, Jakarta	27th April 2020
DKI Jakarta	INDO INTERTEX (Indonesia International Textile and Garment Machinery)	JiExpo Kemayoran, Jakarta	27th April 2020
DKI Jakarta	IIME (Indonesia Industrial Machinery & Electronic Products Exhibition)	JiExpo Kemayoran, Jakarta	26th August 2020
DKI Jakarta	THE BIG 5 CONSTRUCT INDONESIA	Jakarta Convention Center, Jakarta	5th November 2020
DKI Jakarta	INDO LEATHER & FOOTWEAR	JiExpo Kemayoran, Jakarta	23rd July 2020
DKI Jakarta	INDO BEAUTY EXPO	JiExpo Kemayoran, Jakarta	4th April 2020
DKI Jakarta	INDO MEDICA EXPO	JiExpo Kemayoran, Jakarta	4th February 2020
DKI Jakarta	INDOFASTENER	JiExpo Kemayoran, Jakarta	1st October 2020
DKI Jakarta	IFMAC	JiExpo Kemayoran, Jakarta	10th September 2019
DKI Jakarta	FI ASIA – INDONESIA, FI FOOD	JiExpo Kemayoran, Jakarta	9th September 2020
DKI Jakarta	INGREDIENTS ASIA	JiExpo Kemayoran, Jakarta	9th September 2020
DKI Jakarta	INDO MARINE EXPO & FORUM	JiExpo Kemayoran, Jakarta	11th April 2020
DKI Jakarta	PAPEREX INDONESIA (Indonesia Maritim Conference & Exhibition)	JiExpo Kemayoran, Jakarta	1st December 2020
DKI Jakarta	INDOMETAL (International Metal & Steel Trade Fair for Southeast Asia)	JiExpo Kemayoran, Jakarta	1st October 2020
DKI Jakarta	KERAMIKA (International Ceramics Industry Exhibition)	Jakarta Convention Center, Jakarta	19th March 2020
DKI Jakarta	LAB INDONESIA	Jakarta Convention Center, Jakarta	22nd April 2020
DKI Jakarta	BEAUTY PROFESSIONAL INDONESIA	Jakarta Convention Center, Jakarta	1st September 2020
DKI Jakarta	WORLD TOBACCO ASIA	Jakarta Convention Center, Jakarta	1st October 2020
DKI Jakarta	FRANCHISE AND LICENSE INDONESIA EXPO	Jakarta Convention Center, Jakarta	13th September 2020
DKI Jakarta	Indonesia International Motor Show (IIMS)	JiExpo Kemayoran, Jakarta	9th April 2020
Jawa Timur	Manufacturing Surabaya	Grand City Convention & Exhibition Centre Surabaya	15th July 2020
Jawa Timur	Indo Water Expo and Forum	Grand City Convex, Surabaya	6th September 2020
Kapulauan Riau	Indonesia Marine Offshore Expo	Radisson Golf and Convention Centre, Batam	25th August 2020

END DATE	SECTOR	EXHIBITOR	OFFICIAL WEBSITE
20th March 2020	construction & mining machinery, equipment, services, materials and technologies	GEM INDONESIA	https://www.con-mine.net/
30th April 2020	Dyeing and Chemical for Textile	-	#
30th April 2020	Textile & Garment Machinery	Peraga Expo	http://indointertex.com/
28th August 2020	Machinery & Electronic Products	-	#
10th November 2020	Konstruksi	-	#
25th July 2020	Leather and Footwear Machinery, Manufacturing Technology, Materials and Services	KRISTA EXHIBITORS	http://indoleatherfootwear.com/
4th June 2020	Apparel & Fashion (Cosmetics, Skincare, Fragrance and Hair Products, Equipments and Packaging Technology)	INDOBEAUTY EXPO	https://indobeautyexpo.com
4th April 2020	Medical & Hospital Equipments, Pharmaceutical, Health Care Products & Services	KRISTA EXHIBITORS	https://indohealthcareexpo.com/
1st October 2020	product manufacturers	-	http://indotools-hardware.com/
10th December 2019	furniture & woodworking sector	Deutsche Messe	https://www.ifmac.net/
9th November 2020	ingredient suppliers, distributors and food beverage manufacturers	informa	https://www.figlobal.com
11th July 2020	security maritime	Napindo Media Atashama	https://indomarine.co/
1st December 2020	Paper & Paper Products, Printing & Publishing	-	#
1st October 2020	Metal & Steel	-	#
22nd March 2020	Ceramics	Reed Panorama	https://www.keramika.co.id
24th April 2020	Laboratory, scientific analytical equipments and services	Informa Markets	https://www.lab-indo.com
1st September 2020	Fashion	-	#
1st October 2020	Tabacco	-	#
15th September 2020	Food	-	https://www.franchise-expo.co.id
19th April 2020	Motor, cars, vehicles, autoparts, spareparts	PT Dyandra Promosindo	https://indonesianmotorshow.com/iims-tahun-
18th July 2020	Manufacturing Machinery, Factory Equipment, Materials and Supplies.	Pamerindo Indonesia	https://www.manufacturingsurabaya.com/
6th November 2020	Fast growing water, wastewater and recycling technology	PT Napindo Media Ashatama	http://www.indowater.com/
27th August 2020	Shipbuilding industry	PT Fireworks Indonesia	http://www.batam-marine.com



SMART FACTORY

"Industry 4.0" means the smart factory in which smart digital devices are networked and communicate with raw materials, semifinished products, products, machines, tools, robots and men. (Dragan Vuksanović, Jelena Ugarak, Davor Korčok, Dragan Vuksanović, Jelena Ugarak, Davor Korčok, 2016, INDUSTRY 4.0: THE FUTURE CONCEPTS AND NEW VISIONS OF FACTORY OF THE FUTURE DEVELOPMENT, SINTEZA 2016 INTERNATIONAL SCIENTIFIC CONFERENCE ON ICT AND E-BUSINESS RELATED RESEARCH, https://www.researchgate.net/publication/303561107_Industry_40_the_Future_Concepts_and_New_Visions_of_Factory_of_the_Future_Development, 14 Januari 2020)



CYBER SECURITY AND CYBER PHYSICAL SYSTEMS CPS

By the increasement of connectivity and use of standard communications protocols that come with Industry 4.0, we need to protect critical industrial systems and manufacturing lines from cyber security threats. As a result, secure, reliable communications as well as sophisticated identity and access management of machines and users are essential. The strong connection of the physical, the service and the digital world can improve the quality of information required for planning, optimization and operation of manufacturing systems. The term CPS has been defined as the systems in which natural and human made systems (physical space) are tightly integrated with computation, communication and control systems (cyber space). (Saurabh Vaidya; Prashant Ambad; Santosh Bhosle. 2018. Industry 4.0 – A Glimpse, Elsevier B. V. https://www.researchgate.net/publication/323330818_Industry_40_-_A_Glimpse. 14 Januari 2020)



THE INDUSTRIAL INTERNET OF THINGS

The Internet of Things is a worldwide network of interconnected and uniform addressed objects that communicate via standard protocols. Internet of Things (IoT) also known as Internet of Everything (IoE) which consists of Internet of Service (IoS), Internet of Manufacturing Services (IoMs), Internet of People (IoP), an embedded system and Integration of Information and Communication technology (IICT). (Saurabh Vaidya; Prashant Ambad; Santosh Bhosle. 2018. Industry 4.0 – A Glimpse, Elsevier B. V. https://www.researchgate.net/publication/323330818_Industry_40_-_A_Glimpse. 14 Januari 2020)



IT AND OT

Integration between Information Technology (IT) and Operational Technology (OT) produces profit in three ways that this report explores: by reducing costs as a consequence of predictive maintenance, and in greater speed and intelligence thanks to Machine-to-Machine communication and improved Human-Machine Interaction (hmi). (Jaap Bloem; Menno van Doorn; Sander Duivestein; David Excoffier; René Maas; Erik van Ommeren. 2014. The Fourth Industrial Revolution (Things to Tighten the Link Between IT and OT), VINT Research Report. <https://www.sogeti.de/globalassets/global/special/sogeti-things3en.pdf>. 14 Januari 2020)



BUSINESS BENEFIT

One of the business benefit from Industry 4.0 is managing energy consumption results in greener operations, lower energy costs, lesser unplanned downtime and more consistent quality. (CGI Group INC. 2017. Industry 4.0 (Making your business more competitive). CGI. https://www.cgi.com/sites/default/files/white-papers/manufacturing_industry-4_white-paper.pdf. 14 Januari 2020)



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