

F&B TRADE MISSION TO INDONESIA

Jakarta - Indonesia

February 17 – 20, 2019



At your Glance

Format:	Individual business meetings, market information event, discussions with retailers
Target region:	Jakarta
Co-funded by:	European Union
Organized by:	EU-Indonesia Business Network

Who should join

Small and medium-sized enterprises (SMEs), active in the F&B sector, established within the EU, selling or marketing a European product or services, be currently exporting or demonstrating export readiness.

The mission is aimed at Europe-based F&B producers interested in exploring the Indonesian market, and European distributors in Indonesia and / or operating in the region interested in finding new customers or developing their distribution network.

Your benefits of participation

- ✓ Better potential assessment of the market
- ✓ An industry-specific target market analysis is provided to help you prepare for the trip
- ✓ Development of new business opportunities in the Indonesian market
- ✓ Individual appointments with potential business partners
- ✓ Exploring the headquarters of potential customers locally

Sector Overview

Food & Beverage Market

The food and beverage industry in Indonesia has been seeing expansion and high dynamics during the last few years and shows good prospects for further growth. It is one of the major drivers of Indonesia's economy and a popular investment target. Indonesia's economy grew 5% YOY in Q2 2017, with rising investment offsetting a drop in government spending and a deceleration in export growth. Additionally the sector has experienced more than 6% annual growth during the last 10 years overall. In August 2017, the Indonesian central bank lowered its benchmark interest rate to 4.5% from 4.75% in an attempt to boost consumption. President Joko Widodo reshuffled the Cabinet in 2016 to accelerate GDP growth. In November 2016, the government announced its 14th economic stimulus package to incentivise the e-commerce and creative industries. In 1H 2017, FDI inflow to Indonesia reached US\$16 billion, most of which went to the sectors of mining; metal, machinery, and electronics; electricity, gas, and water supply; chemical and pharmaceutical; and food.

The market structure of the food and beverage industry as well as the retail sector in Indonesia is composed of foreign as well as local companies. The F&B sector consisted of 5,865 manufacturing companies and 832,830 workers in 2012 and is consistently growing. Indonesia is expected to become one of the world's largest food suppliers, although it has not yet reached its full potential in terms of agricultural food production yet. The country mainly produces rice, corn, and soybeans, but still has to import significantly - particularly wheat - in order to meet local demand. The Indonesian beverage market prospects remain positive. With a population made up of a Muslim majority, Indonesia's soft drink industry share is substantial. The top three favorite consumptions are hot coffee, tea and iced tea drinks.

From 2013 to 2017 sales in the retail sector are predicted to grow even further up to 12.9%. The Indonesian market for consumer goods is expected to reach a market volume of EUR 1.7 billion by 2030, while the F&B sector overall is expected to grow 9.8% per year on average from 2015 to 2019.

Agribusiness Market

Indonesia's dynamic agribusiness sector in Indonesia is promising and plays an undeniable relevant role in the country's economy as it contributes 10.3% to the country's GDP in 2014 and the agricultural industry accounts for 42 percent of the country's total employment. In addition to its strong domestic capacity, the agribusiness sector is one of the main industrial development priorities set by the country's government as well as an important field for both domestic and foreign investment. In 2014 imports and ex-ports of agribusiness products amounted to EUR 10.43 billion and EUR 32.5 billion respectively. Based on current data, the EU ex-port value to Indonesia has steadily increased; from EUR 634 million in 2012 to EUR 678 million in 2013.

Poultry is still the most consumed meat in Indonesia and has the biggest market share for livestock. Day old chicks and feed are two products that are mostly produced locally by major companies such as Japfa and Charoen Phokphand. The dairy cattle and beef cattle population in Indonesia are mostly held by small-scale farmers, who only raise livestock for future emergency cash. The country imports breeding cattle, feeder cattle, live cattle, as well as frozen meat to fulfill its demand for beef.



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Optimal preparation for your market entry

1. We inform you with our target market information before you travel ...

- on market potential, market development and strengths and challenges in your industry in Indonesia
- the competitive situation and important demand segments
- political, legal and economic conditions in Indonesia, market characteristics, and import and export regulations
- on entry-level, sales and negotiation strategies and on intercultural aspects
- to market players and important contact addresses

2. We are looking for suitable business and distribution partners in Indonesia for you ...

- Search for potential business partners for each participating company on the basis of individually created ideal profile
- Verification of potential cooperation and distribution partners and obtaining further information about the local companies

3. We arrange business meetings in Indonesia and support you through ...

- Organization of cooperation meetings for each participating company with potential local business partners
- Support from experienced employees of EIBN in the business talks
- Opportunity to visit the offices of potential business partners

4. We advise and support you after the company talks by ...

- Evaluation of the discussions and further support in cooperation with the local companies
- Advice on special payment, delivery and service conditions

5. We evaluate and document the project and your contacts through ...

- Creation of a result log and evaluation of the overall project
- Documentation of dates, results and findings
- Final discussions with indications of further measures



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Preliminary program of mission

Sunday, 17 February 2019	
	Individual arrival to hotel Briefing to mission activities
Monday, 18 February 2019	
09:00 – 12:00	<p>Round Table on Food and Beverage Industry in Indonesian</p> <ul style="list-style-type: none"> • Presentation: Business Opportunities in the Indonesian Food & Beverages Market [Indonesian Food and Beverage Producers Association, GAPMMI] • Presentation: Import and business licensing, procedures and realistic timeframes for foreign companies and products entering the Indonesian market [Indonesian National Agency of Drug and Food Control, BPOM] • Presentation: Import customs procedures in Indonesia [Directorate General of Customs and Excise of the Ministry of Finance of Republic of Indonesia] • European Business case: How to do business in Indonesia Food & Beverages sector, opportunities & Challenges [European player in the Indonesian market] • Presentation: the Importance of Halal Certification in the Indonesian Market [The European Chamber of Commerce Indonesia (EuroCham Indonesia)] <p>Networking Lunch</p>
13.00 – 17.00	<p>Visit to local retailers</p> <ul style="list-style-type: none"> • Conversation with the management, discussion on the latest developments in the F&B market, purchasing requirements and tour
Tuesday, 19 February 2019	
09:00 – 17:00	<p>Individual business meetings in Jakarta</p> <p>In-house appointments with potential Indonesian partners for European companies accompanied by EIBN employees (pre-selection of potential Indonesian partners takes place in consultation with the delegation participants)</p>
Wednesday, 20 February 2019	
09:00 – 17:00	<p>Individual business meetings in Jakarta</p> <p>In-house appointments with potential Indonesian partners for European companies accompanied by EIBN employees (pre-selection of potential Indonesian partners takes place in consultation with the delegation participants)</p>
End of program	Individual departure



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The participation fee / 1 person per company

Service	Costs (€)
Accommodation for 3 nights in a 4* hotel	500 €
Organization of tailored B2B meetings	1,300 €
Interpreter for B2B meetings, visits, etc.	300 €
Information session - Country briefing Networking with ministries and relevant authorities Logistic coordination and site visits	950 €
TOTAL COST	3,050 €
EIBN CONTRIBUTION (SUBSIDY 75%)	2,350 €
PARTICIPATION FEE* *The price does not include 10% VAT	700 €

Participation fee for a 2nd person: 200 € on a shared room basis.

*The price does not include 10% VAT

Registration to the F&B Trade Mission to Indonesia

The business trip to Indonesia takes place from 17.02.2019 to 20.02.2019

We kindly ask you to read the following information carefully and then sign up for the trip with your signature. Please send us this registration signed by email (info@eibn.org).

The overall objective of EU-Indonesia Business Network (EIBN) is to work towards the enhancement of exports and investments of the EU to Indonesia, particularly by Small and Medium Enterprises (SMEs). As part of the activities, EIBN organizes trade missions to offer European companies the unique opportunity to make contact with the major players and business events on the ground in Indonesia.

The number of participants is limited to max. 15 companies. The applications will be considered in the order of their receipt. SMEs take precedence over large companies.

A binding registration can be sent until **January 18, 2019.**

If you have questions about registration, please contact:

C/O German-Indonesian Chamber of Commerce (AHK Indonesia)

Ms. Betsy Lengkong

Jl. H. Agus Salim No. 115

Jakarta 10310 | Indonesia

Tel.: +62-21 315 4685 | Fax. +62-21 3157 088

E-Mail: info@eibn.org

Website: www.eibn.org



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Participation fee

After your binding registration you will receive an invoice for the participation. Payment must be made before departure (14 days from date of invoice).

If you cancel the trip 4 weeks before the start of the trip or do not attend the individual cooperation talks on site, the participation fee will not be reimbursed.

Accommodation

The participation fee includes the accommodation for one person per company. If a second person from the same company would like to join the mission, the 2nd participant must submit a payment of EUR 200 (10% VAT). The accommodation for the second person will be in a shared-room basis.

After successful registration we will inform you about the delegation hotel and coordinate for your reservation.

Visa Entry requirements for EU Nationals

Source: <http://www.imigrasi.go.id/index.php/en/public-services/visit-visa#general-info> (Directorate General of Immigration, Ministry of Law and Human Rights of Indonesia)

EU citizens need a visa to enter Indonesia.

Tourists or business travelers who are not planning to work can receive a visa for a stay of 30 days upon arrival (Visa On Arrival) for \$ 35 USD. When paying in euros or US dollars, the return will be in Indonesian rupiah. Payment is only possible with cash. The Foreign Office advises, for practical reasons, to have available the amount at arrival in USD. A one-time extension of the visa for another 30 days is possible. This extension must be requested at least seven working days before the first 30-day visa expires. The application can be filed with any branch of the Indonesian immigration office Imigrasi. The fee is 30, - USD (300,000 IDR). It is not possible to get a visa for 60 days immediately. If a longer stay is planned, the visa must be requested prior to entry. If the visa is collected upon entry, the return ticket must be presented.

A visa on arrival is only possible at certain border crossing points. This includes the airport in Jakarta. If you are arriving at another border crossing point, we kindly ask you to check with the Indonesian Embassy and to apply for a visa before you enter the country.

A visa on arrival is only possible upon presentation of a passport. Travel documents must be valid for at least six months after entry. If entry is planned with a temporary passport, the visa must be applied for prior to entry. For all other purposes (such as employment or research, study visit, seminar attendance as a speaker), the appropriate visa must be obtained prior to entry to the relevant Indonesian mission abroad. In particular, a journalistic activity (this includes the photojournalism service) requires a visa prior to entry.



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General conditions

Eligibility criteria

The participant will need to:

- ✓ be headquartered in an EU member state,
- ✓ be directly engaged in the industry, on which the trade fair is focused or in business aligned with trade fair's objective,
- ✓ be currently exporting or demonstrate export readiness,
- ✓ be represented during the mission by an employee or officer of the company.

Conditions

- The participant must submit a completed and signed registration form and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation.
- Upon signature of the registration, the participation for the trade mission will be binding and the participation fee will be due. EIBN reserves the right to evaluate the ability of the applicant to meet the criteria above.
- The trade mission will take place if a minimum number of 5 companies is reached. In case of cancellation of the trade mission for this reason, the participation fee will be refunded.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the trade mission.
- The participant accepts full responsibility for all of the business and organizational outcomes arising from their participation. EIBN will not be held responsible for the commercial endeavors of any party that participates in the trade mission.
- Flight from Europe to Indonesia and all consumption or ground transportation expenses outside the scheduled activities are borne by the participants.
- EIBN will cover the accommodation fee for one person per company, or two person per company in a shared room basis.
- The participant agrees to participate in a separate survey to evaluate the trade mission.



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Binding registration for business travel
EIBN F&B Trade Mission to Indonesia
24.03.2019 to 27.03.2019

- I hereby confirm that I would like to participate in the EIBN F&B Trade Mission Indonesia 2018:
 - 700 EUR per company / 1 person (+10% VAT): 3 days program + individual business meetings + accommodation
 - 200 EUR for additional participants (+10% VAT): accommodation in shared room basis
- I hereby confirm that I have read and understood, and I agree to accept the terms and conditions of participation in the F&B Trade Mission to Indonesia 2019

Company:

Street, Nr.:

Postal code and city:

Participant Name 1:

Function:

Phone:

E-mail:

Participant Name 2:

Function:

Phone:

E-mail:

(Place, date, signature)



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