

Polish Business Club

in Jakarta

by

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Chairman

EXECUTIVE BOARD



ANDRZEJ JAKUBOWSKI
Chairman



NATALIA SINTADEWI
Vice-Chairman



MAREK BIALOGLOWY
Vice-Chairman

PBC in numbers

- ✓ 8 years
- ✓ 18 nationalities
- ✓ 20+ fields of business represented
- ✓ 47 networking gatherings
- ✓ 150+ members
- ✓ 1500+ attendees at gatherings



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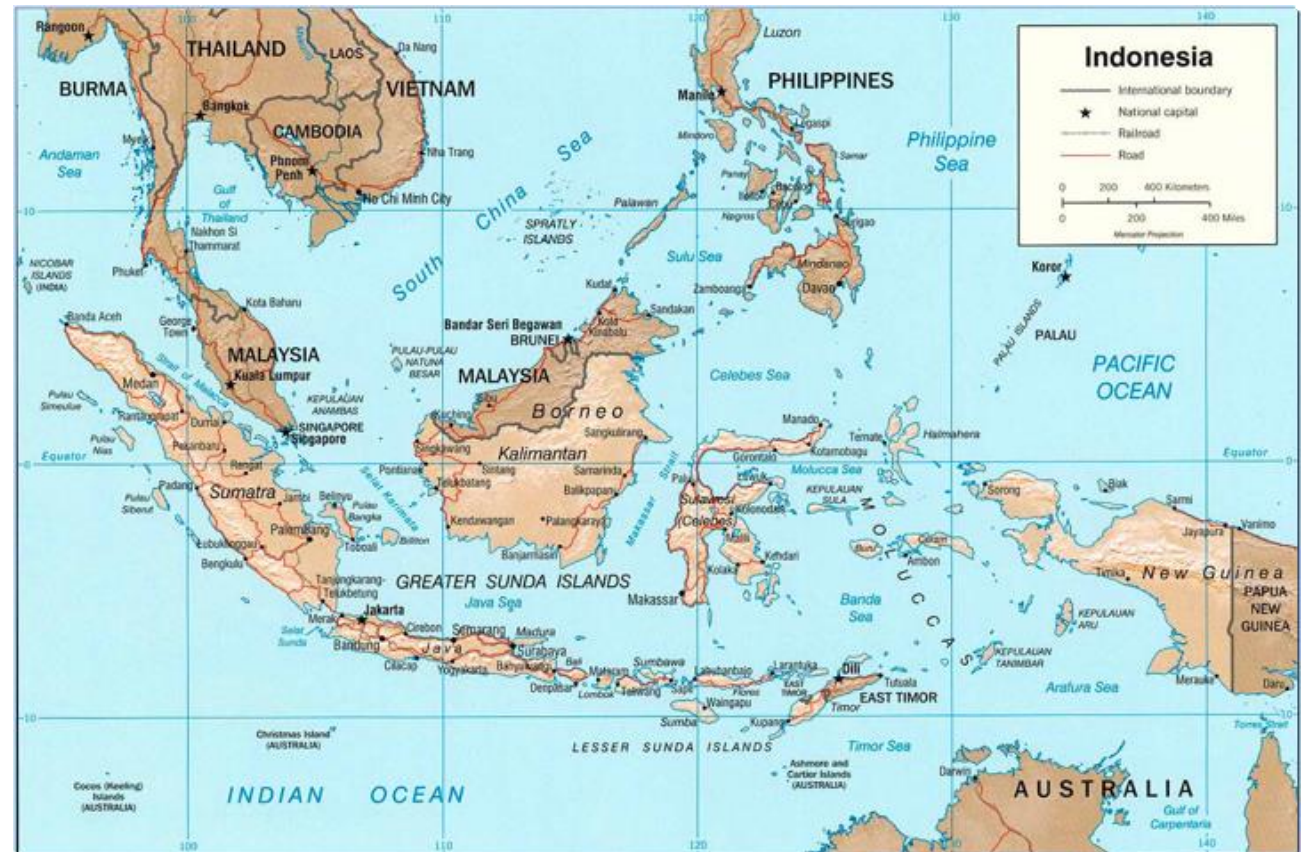
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Interesting business opportunities

- Archipelago with specific and diverse needs
- 3 time zones
- 5000 km span of islands East to West
- 1700 km span of islands North to South
- 264 million people (2017) multiple cultures

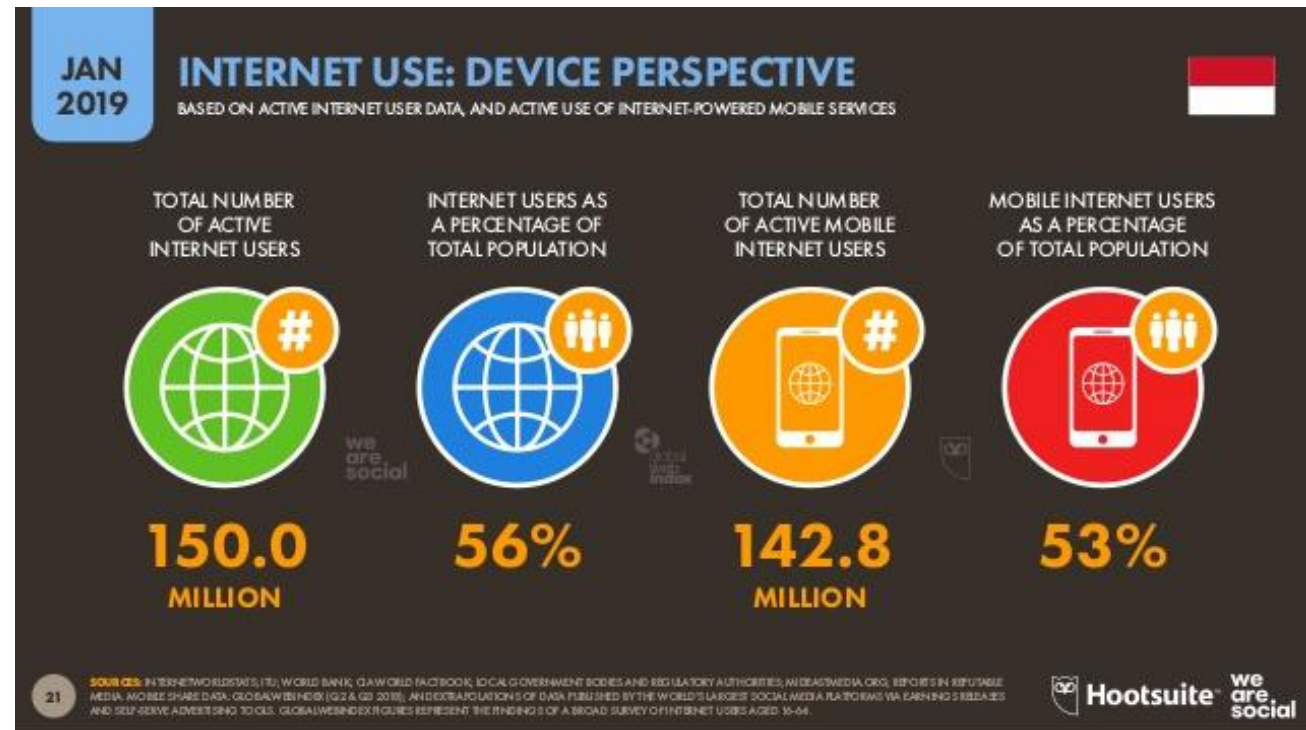
INDONESIA





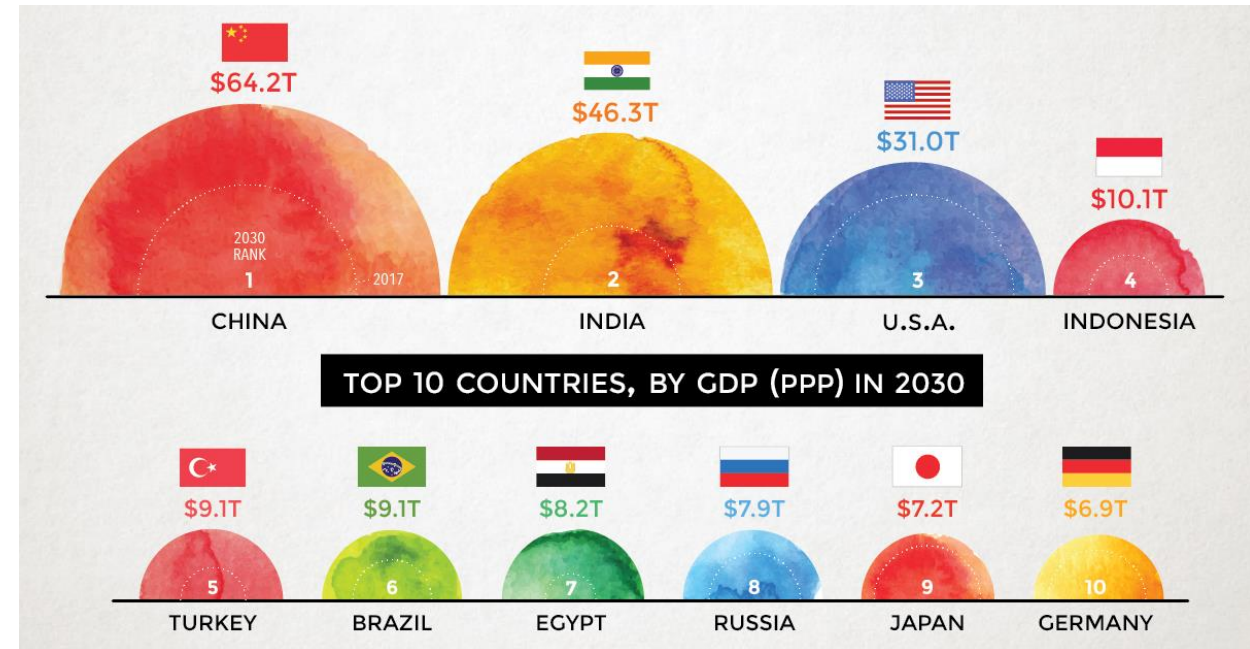
Enormous potential for economic growth

- Forecasted to add 50 million new internet users between 2015 and 2020.
- Social media usage in the country among the highest in the world.
- US\$5 billion of formal e-tailing (JD, Lazada, Shopee and Tokopedia)



Enormous potential for economic growth

- Tipped to become the world's seventh largest economy by 2030
- World Bank:
 - ✓ Economy will expand by 5.2 per cent this year.
 - ✓ Outlook for the economy remains "quite robust"
 - ✓ Government has taken steps to maintain stability.



Enormous potential for economic growth

FOOD INDUSTRY

- Variety of options (processed, raw, packaged)
- Mandatory “halal” certification from 2017
- Procedure for “halal” certification
- Case Study: BAKOMA, BAKALLAND,
- Best to find local partner



Enormous potential for economic growth

COSMETICS

- Variety of options
- Mandatory "halal" certification from 2017
- Case study: INGLOT – breathable nail polish for Muslim women (must wash before payer, including nails)
- Best to find local partner

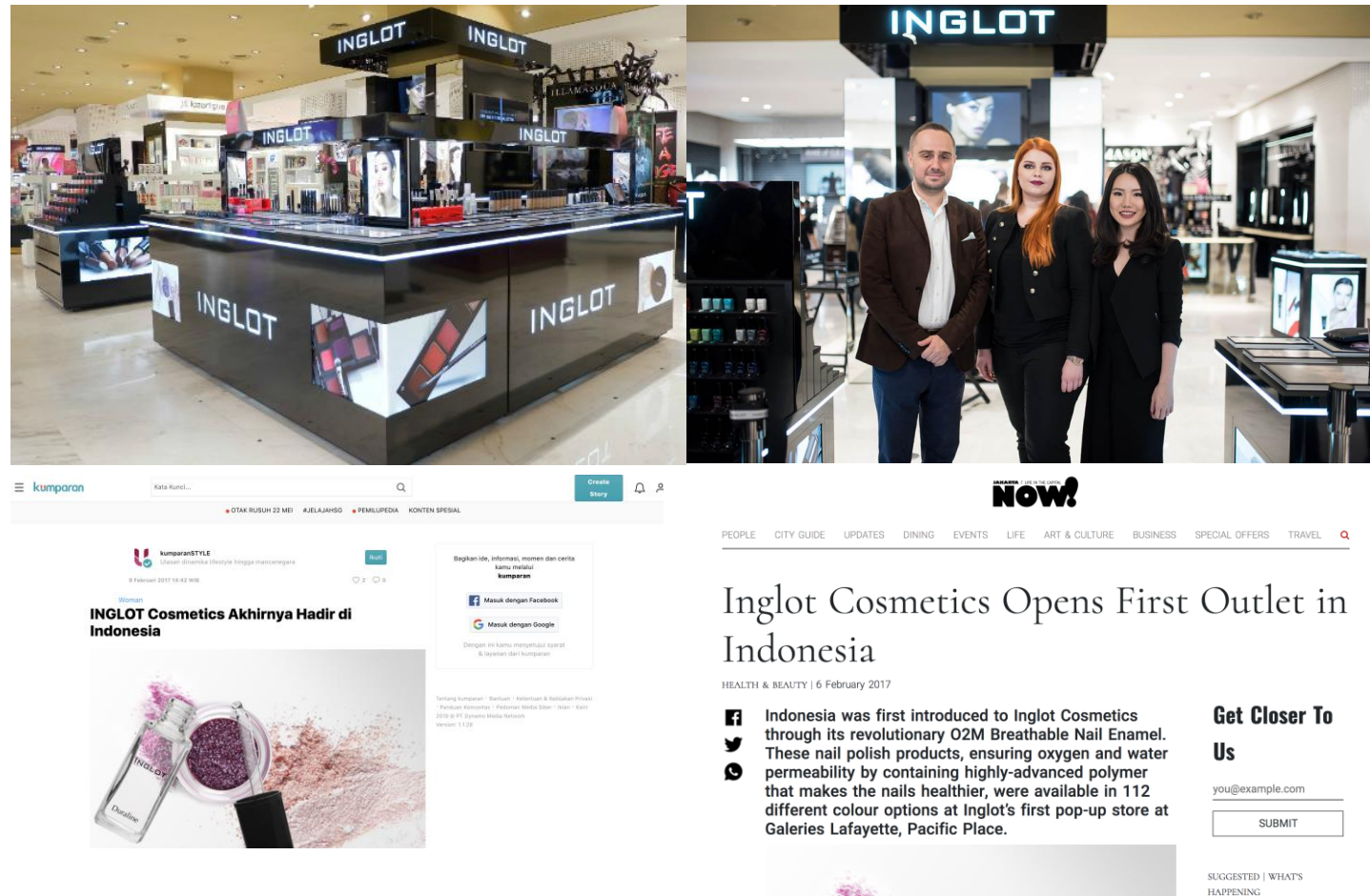
Source: <http://mustafaumar.com/2012/11/is-breathable-nail-polish-sufficient-for-wuD/>



Case Study: Inglot

Inglot

- Started as an e-commerce only brand hand carried from countries like Singapore and Malaysia
- Officially created local partnership and exclusive sales
- Available in multiple locations in Indonesia
- One of the most popular nail polish brands in the country



Source: <http://mustafaumar.com/2012/11/is-breathable-nail-polish-sufficient-for-wuDu/>

Enormous potential for economic growth

IT SERVICES

- Great potential as Indonesia keen to implement the fourth industrial revolution, or Industry 4.0
- Indonesia outsources IT
- Case study: Start-up potential for growth – example GO-JEK
- Best to find local partner



Polish IT opportunities in Indonesia

Brands



Tech Companies Needing Support



\$10 Billion Valuation
100+ Million Downloads
200+ Engineering Job Openings



\$4 Billion Valuation
30 Million Monthly Active Users
200+ Engineering Job Openings



\$7 Billion Valuation
80 Million Monthly Active Users
200+ Engineering Job Openings

Broad diversity of challenges to solve

- **Negative Investment List**
- One country with multiple cultures = multiple preferences, variety of customers
- Adaptation to local needs and preferences
- Business strategy with local know-how

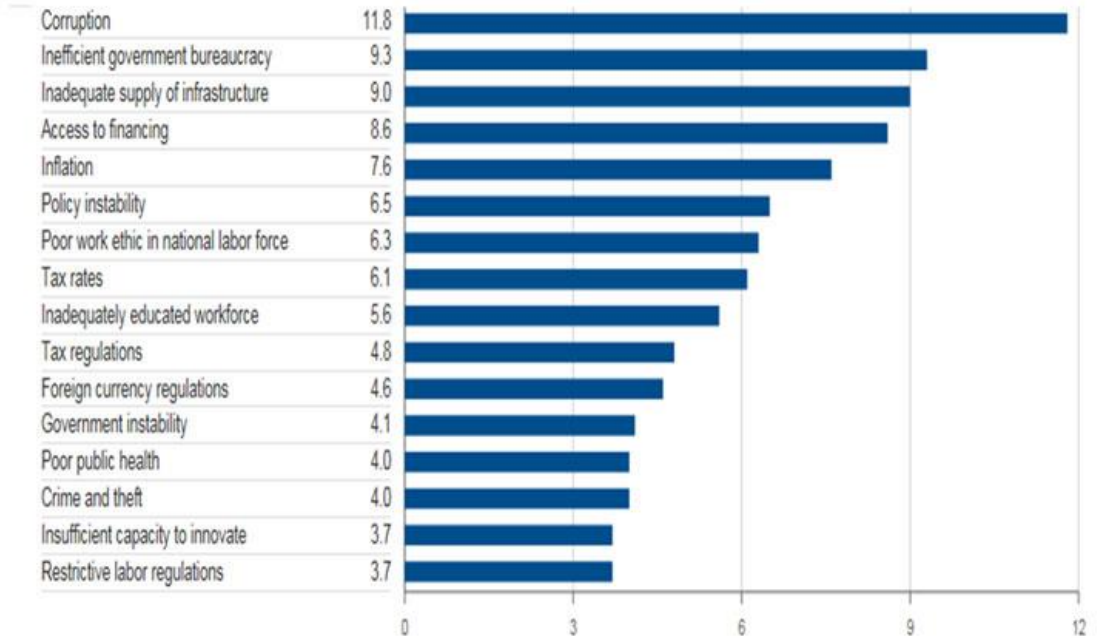
BUSINESS
STRATEGY



Characteristic local & cultural issues

- ✓ Due diligence
- ✓ Legal and regulatory issues
- ✓ Business Customs

Most Problematic Factors for Doing Business in Indonesia



Source: The Global Competitiveness Report 2016–2017, World Economic Forum

Due diligence - solution

- CHALLENGE

- Lingering corruption
- Hidden identities

- SOLUTION

- ✓ PBC local know-how

DUE
DILIGENCE



Due diligence – Case Study



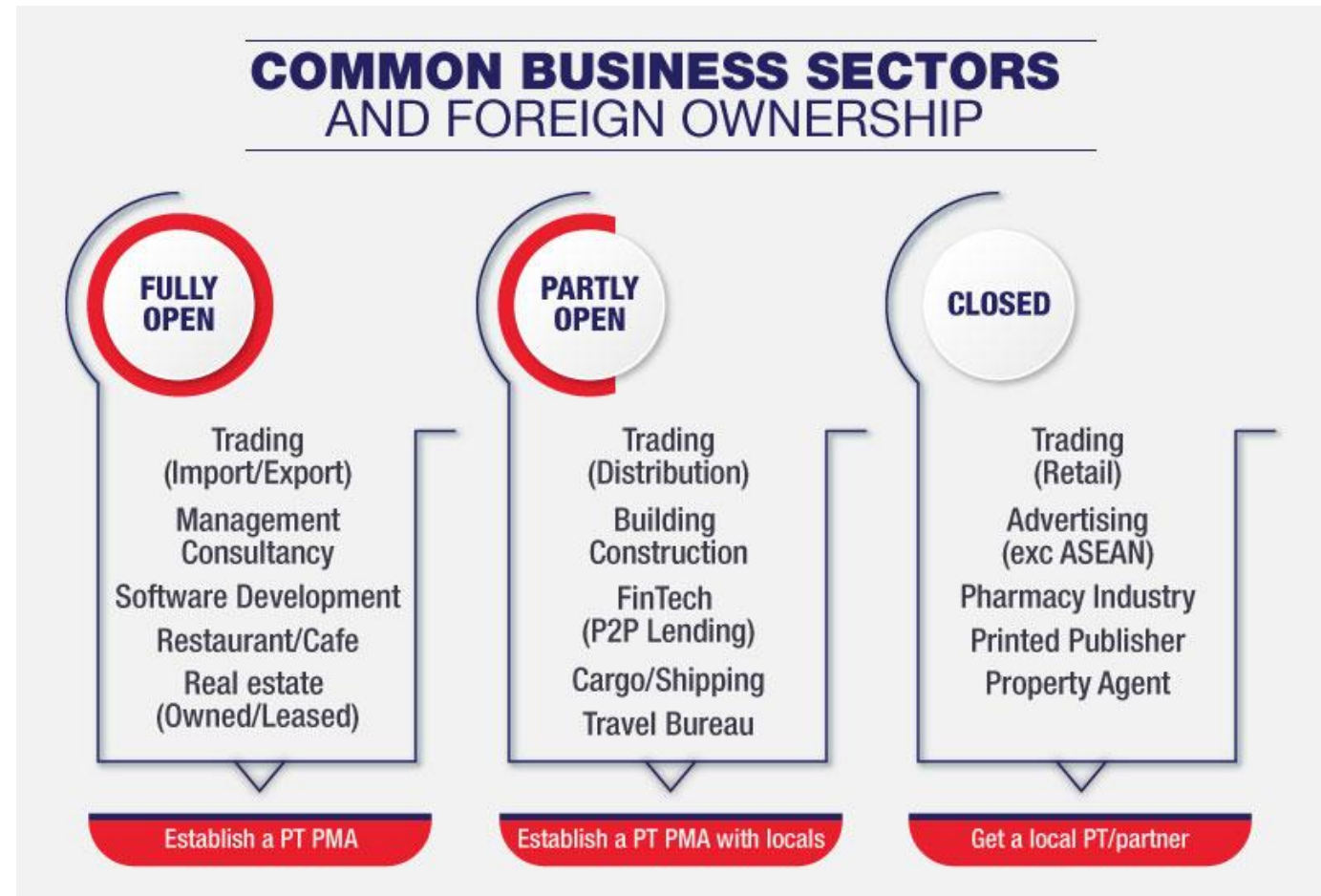
Legal & regulatory issues - solution

- CHALLENGE

- Company ownership
- Need for local partners
- Understanding regulations

- SOLUTION

- ✓ PBC support



Business customs - solution

- CHALLENGE

- *jam karet*

- a bucket of coffee

- SOLUTION

- ✓ PBC experience



Common Business Knowledge

- CHALLENGE

- HOW to approach business in Indonesia
- WITH WHOM to speak / meet
- WHEN to approach them

- SOLUTION

- ✓ PBC experience & support



PBC support

- ✓ 20+ fields of business represented for networking and support
- ✓ Contact with numerous local organizations
- ✓ Legal support
- ✓ Connections with ministries and government offices



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Bezpośrednie kontakty naszego Klubu



Ambasada
Rzeczypospolitej Polskiej
w Dżakarcie



eurocham



Polska Agencja
Inwestycji i Handlu
Grupa PFR



KAMAR DAGANG DAN INDUSTRI INDONESIA
Indonesian Chamber of Commerce and Industry



BKPM

INDONESIA INVESTMENT COORDINATING BOARD



LKPP

Lembaga Kebijakan
Pengadaan Barang/Jasa Pemerintah

GOJEK
An Ojek For Every Need

Charity work





Warszawa, 12.06.2019

Dziękuję