Polish Business Club in Jakarta

by

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PBC in numbers

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

Sources: https://www.managementtoday.co.uk ; https://www.straitstimes.com
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-wuDu/
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

- **BRAINLY**
- **GetResponse**
- **LiveChat**
- **BRAND24**

Tech Companies Needing Support

- **GOJEK**
  - $10 Billion Valuation
  - 100+ Million Downloads
  - 200+ Engineering Job Openings

- **traveloka**
  - $4 Billion Valuation
  - 30 Million Monthly Active Users
  - 200+ Engineering Job Openings

- **tokopedia**
  - $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

Source: [https://www.westjavainc.org/polish-firms-looking-to-expand-into-indonesia/](https://www.westjavainc.org/polish-firms-looking-to-expand-into-indonesia/)
Characteristic local & cultural issues

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

• CHALLENGE
  - Lingering corruption
  - Hidden identities

• SOLUTION
  ✓ PBC local know-how
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
Bezpośrednie kontakty naszego Klubu
Charity work
Dziękuję

Warszawa, 12.06.2019