



## Exporting food products to and setting up food services in Indonesia

A 5-day programme specially designed for Singapore food manufacturers and food service players to develop their market entry strategies into Indonesia. The workshop will be held in both Singapore and Jakarta, Indonesia.

### Why you should participate

- Develop a market entry strategy for your products and services through this workshop
- Gain insights of the F&B sector and feedback about your products and services in Indonesia through a combination of workshops with trainers from Orissa International and site visits to a food distributor, a food service player, supermarkets and a food logistics distributor in Indonesia.
- Network with IE Singapore, SingCham and other Singapore companies operating in Indonesia
- Benefit from government access and on-the-ground assistance and advice from IE Singapore's overseas centre in Jakarta

### About the F&B industry in Indonesia

- Indonesia is home to 250 million people and is the world's fourth most populous country. Its young demographic profile, growing middle class and rising income levels has presented abundant opportunities in the consumer sector.
- **Food services:** The sector is projected to grow to Rp420 trillion (S\$44.8 billion) by 2016, at a CAGR of 2.8%. Other than rising income, fuelling the frequency of dining out, faced with increasingly busy lifestyle, Indonesian urbanites are turning to dining out to gather socially. There is hence demand for food service players like restaurants, food courts, bakery, ice-cream parlours, kiosks, cafes and the like to offer alternative dining concepts to the Indonesians. Singapore food service players are reputed for their quality assurance and unique dining concepts in Indonesia and have gained inroads and success in not just Jakarta, but also in other provinces like Bandung and Medan.
- **Food Manufacturing:** Indonesia's packaged F&B sector is projected to grow 5.6% annually to reach Rp595.5 trillion (S\$63.6 billion) by 2016. In 2012, the country was Singapore's third largest export market for packaged F&B. With more modern retail outlets such as convenience stores, Indonesian consumers have easier access to packaged food products such as frozen processed food, chilled processed food, dairy products and meal replacement products.

### Date and Location

5-6 March: Singapore

10-12 March: Jakarta, Indonesia

### Who should participate

CXOs, Business owners, Business development directors of Singapore food manufacturers and food service players with a keen interest to export to or set up operations in Indonesia

### Register by

28 February 2015

### Course fees

S\$1,875 per pax (before PIC)

S\$750 per pax (after PIC)

*Airfare and accommodation not included. Recommended flights and accommodation will be advised upon registration*

### For enquiries

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## Workshop programme

The following is an indicative program and may be changed without prior notice:

<p>5 March (Thurs) 9.30am-12pm Singapore</p>	<p><b>Workshop</b> conducted by <b>Frontier Strategy Group</b> on:</p> <ul style="list-style-type: none"> <li>• Overview of Indonesia's economy, demographics and political landscape</li> <li>• Opportunities in Indonesia</li> <li>• Short , Medium and Long term prospects for Indonesia</li> <li>• Consumption Centres in Indonesia, outside of Jakarta</li> <li>• 2015 Global events and their impact on Indonesia's economy</li> </ul>
<p>6 March (Fri) 9.30am-2pm Singapore</p>	<p><b>Workshop</b> conducted by <b>Angeline Suparto Law Corporation</b> on:</p> <ul style="list-style-type: none"> <li>• Overview on the types of business set-up for the retail sector</li> <li>• Franchising &amp; Licensing in Indonesia</li> <li>• Appointing a distributor in Indonesia</li> <li>• Understanding IP and Trademark in Indonesia</li> <li>• Negotiating deals in Indonesia</li> </ul>
<p>10 March (Tue) Full day Jakarta</p>	<p><b>Workshops</b> conducted by <b>Orissa International</b> and <b>Frontier Strategy Group's in-market FMCG expert</b> on:</p> <ul style="list-style-type: none"> <li>• Developing an export strategy for Indonesia</li> <li>• Understanding Indonesia's food sector</li> <li>• Branding and marketing for the Indonesian market</li> <li>• Understanding the climate for food manufacturing in Indonesia</li> </ul> <p><b>Site Visits</b></p> <ul style="list-style-type: none"> <li>• Visit local supermarkets, <b>Food Hall and Ranch Market</b>, to understand the following from their store managers: <ul style="list-style-type: none"> <li>– Consumer behaviour</li> <li>– In-store promotion strategies commonly adopted in Indonesia</li> <li>– How to get your products listed in Indonesian supermarkets</li> </ul> </li> <li>• <b>Visit to Isamaya Jaya</b> (Indonesian food services company) to learn about the challenges of setting up in Indonesia, specifically in the areas of marketing and operations</li> </ul>
<p>11 March (Wed) Full day Jakarta</p>	<p><b>Workshop</b> conducted by <b>Orissa International</b> on:</p> <ul style="list-style-type: none"> <li>• Market entry strategy for Indonesia on: <ul style="list-style-type: none"> <li>– Trade regulations, customs and standards</li> <li>– Channel entry methods</li> <li>– Marketing collaterals, pricing and contract</li> </ul> </li> </ul> <p><b>Site Visits</b></p> <ul style="list-style-type: none"> <li>• Meeting with <b>successful Singapore food company</b> in Indonesia: <ul style="list-style-type: none"> <li>– How to work successfully with your Indonesian partners and suppliers</li> <li>– Understanding challenges as a foreign company in Indonesia</li> </ul> </li> <li>• Visit a renowned <b>Indonesian Food Distributor, PT Sukanda Jaya</b> <ul style="list-style-type: none"> <li>– Understand what food distributors are looking for in potential suppliers</li> <li>– Understand the best channel for their food product in Indonesia</li> </ul> </li> </ul> <p><b>Networking Dinner</b></p> <ul style="list-style-type: none"> <li>• Networking session with IE Singapore, SingCham and other Singapore companies operating in Indonesia</li> </ul>
<p>12 March (Thurs) Full day Jakarta</p>	<p><b>Workshops</b> conducted by <b>BDO &amp; Mitra Adi Perkasa</b> on:</p> <ul style="list-style-type: none"> <li>• Costs involved in doing business in Indonesia: Understanding Rental in, Corporate Taxes and Understanding HR Recruitment</li> </ul> <p><b>Site Visit</b></p> <ul style="list-style-type: none"> <li>• Visit to <b>Kamadjaja Logistics</b>, a food logistics distribution facility <ul style="list-style-type: none"> <li>– Understand food distribution from a logistics perspective in Indonesia</li> </ul> </li> </ul>

## Trainers' Profiles

### **Sarath Menon**

#### **Managing Director, Orissa International - Singapore**

Sarath Menon will be the lead trainer of the workshop. Having found Orissa Associates in 1997, Sarath rebranded it to form Orissa International in 2009. He has helped over 1,000 local and foreign companies over the last 17 years in the industrial, commercial and services sectors to successfully break into new export markets in Southeast Asia. The firm counts among its clients the trade promotion agencies of the US states of Pennsylvania, Virginia and Missouri, the Canadian province of Ontario and Swiss Global Enterprise, amongst others.

Sarath is familiar with many government trade promotion agencies in Southeast Asia. He has conducted numerous export strategy workshops for SMEs, and has organised both inbound and outbound trade missions for local and foreign trade promotion agencies. Orissa achievements in helping companies have led it to be recognised by two US state government agencies as their best export consultant globally.

Prior to founding the company, Sarath was the Country Director of the US-Asia Environmental Partnership (USAEP) program in Singapore, a USAID-funded program that focused on trade development, regulatory policy and business facilitation within the environmental industry in Southeast Asia. His achievements in the USAEP program were recognised in 1997 when he received the Distinguished Service Award from the US Government for his work in promoting the exports of American products and services to Asia.

Sarath has served as a member of the Board of Governors of the American Chamber of Commerce for a five-year term. He was also Co-Chair of the Entrepreneur Committee within the chamber, which was active in helping its SME members. He is also a past President of the American States & Ports Association (ASPA), a grouping of US states and ports with a presence in Southeast Asia.

He holds a Bachelor's Degree in Chemical Engineering from the National University of Singapore.

### **Mary Veronika**

#### **Chief Representative, Orissa International - Indonesia**

Mary Veronika is the Chief Representative of Orissa International's Representative office in Indonesia. Her key responsibilities include providing trade and investment promotion services to Orissa's foreign government and private sector clients, and managing Orissa's operations in the country.

Ms Veronika has organised several trade and study missions for many trade promotion agencies. She has also assisted several F&B companies enter the Indonesian market by identifying suitable channel partners and/or providing her clients with market information.

Prior to joining the company, Mary worked in a variety of roles and industries. Her past experience includes being the marketing manager in a tin mining company and a food & beverage company, an accounts manager for an oil and gas company in Indonesia. As a result, Mary is well versed in sales and marketing, new project development and management for her clients

Mary holds a Bachelor's Degree in Business from the University of Krisnadwipayana in Jakarta.