



Business development for Indonesia in Europe

The campaign from

DIV e.V. (german-indonesian federation for the advancement of economy, science, tourism and cultural exchange)

and

EAF e.V. (**E**uropean **A**sian **F**ederation)

and

Public Positioning *together with cooperation partners.*

Preamble

Asia is considered as the future market for America and Europe. China is in the focus of the interest - Europe increasingly understands itself as the most important partner for the trade relations. Other Asian countries have little opportunities to present themselves and their economic potential to the European countries and business enterprises. And this despite of many years of experience with initiatives and projects and long-term relationships between enterprises of the respective countries.

Indonesia belongs to those Asian countries, that have been showing an above average economic growth and a continuously rising gross domestic product for years and which therefore represent an attractive alternative for the commitment of European companies in Asia. Beside that Indonesia offers a middle-class economic structure, which differs very little from the structure of European and especially German medium-sized enterprises. Beyond that Indonesia, as one of the touristic points of attraction Asia, offers European enterprises working in the area of trade and the producing trade an attractive access to East Asian, Japanese and Australian target groups.

Relations between the states of the European Union and Indonesia already exist. German and other European business enterprises are also present, usually organized through associations or groups of interests. The activities of these organizations however stand in the shadow of the activities of the European countries and business enterprises with China. Moreover the information about the existing economic potential of Indonesia in Europe is not sufficient and often leads to misunderstandings and false estimations among decision makers of European enterprises and representatives from politics. The image of Indonesia and other smaller Asian countries is additionally coloured negatively through the one-sided and insufficient media coverage about Indonesia relating to the topic of global terrorism.

Indonesia as a potential partner of the European economy is not being picked out and presented as a central topic in Germany and Europe. The direct exchange with decision-makers in business however will develop into an important factor of success for the Asian countries.

The german-indonesian federation for the advancement of economy, science, tourism and cultural exchange e.V. (**DIV e.V.**) and **EAF** (European Asian Federation) together with its cooperation partners have lined up to promote the economic potential of Indonesia in Europe with an information campaign starting in Germany and targeted at decision makers in business.



The cooperation partners are specialized on the development and implementation of European-wide campaigns. To achieve this, a high quality network and direct contacts are at our disposal. At the core these are:

- Representatives of all European institutions
- Representatives of the „Europa Union“ and the European Movement
- Representatives of the European economic associations
- European associations and initiatives of SMEs
- The European association of journalists
- National economic associations and SME initiatives
- High quality, branch-specific media partners

Additionally one of **DIV e.v.** advisory board members is the publisher of „The Journal of Europe“, the only European-wide magazine of its kind. Through this partnership **DIV e.v.** also has the topic-wise access to the most important political representatives of the European Parliament, the Council of Europe and the European Commission as well as to the topics of economic policy in the markets of Eastern and Western Europe.

The focal point of our activities deals with the pressing questions of small and medium sized companies and entrepreneurs. Especially their relations and interactions with partners (banks, suppliers, customers, associations and economic interest groups) and the development of new markets. We see our work as a form of lobbying for SMEs.

The objective of these measures is to support enterprises oriented along their targets with the development of new markets or with the development of existing activities in the markets. To make this possible one needs to be able to work with a well-established organisation.

In our view the synergies of both partners can be used excellently for the establishment of an Indonesian information programme in Germany and Europe.

1. Setting of tasks and objectives

Europe stands before a substantial change of its trade relations – inside and outside of Europe. This potential must be bundled, used and be brought into contact with potential target countries systematically.

The economic power in Europe - particularly in Germany - is based on the small and medium sized companies. The future of trade relations in Asia depends on the SMEs in Europe.

Indonesia, as a prospering partner country of the European SMEs shall be presented directly to companies and entrepreneurs in Europe. The following objectives are pursued:

- Indonesia will be presented as a country actively fostering relations of SMEs towards the SME sector in Europe;
- Indonesia will be systematically positioned through its innate business potential in Europe;
- Indonesia should be information- and opinion leader concerning the internationalisation of SMEs which do not solely orient themselves towards China;
- Indonesia should build its image with the political representatives and parties of Europe on the basis of its economic relations;

Actively foster economic relations and motivate to participate actively

Goals



- Indonesia should position itself in Europe as the central access point for the European SME sector concerning all economic relations with Asia.

DIV e.V. and its cooperation partners will bundle their networks, contacts and business relationships and make them available for the informational campaign in a close topic- and contentwise connection. Thus the following goals are to be achieved:

- Development of long-lasting relationships between the Indonesian and the European economy
- Direct and sustainable dialogue between Indonesian and European Economy on the topics of investment, encouragement of sales and production, cooperation and technology transfer
- Sustainable willingness of the European SMEs to invest in Indonesia
- Effective Dialogue between Europe's and Indonesia's political representatives on business
- Lasting support of the political dialogue between Europe, the States of the European Union and Indonesia
- Direct positioning of Indonesia with the EU accession countries (Central and Eastern Europe)

Encouragement of Indonesia's image as an attractive tourist location.

2. Execution

The strategic execution of the informational campaign for the encouragement of economic relations between Indonesia and Europe will take place through topic- and dialogue-based activities. A main element of this approach is the targeted transmission of content and messages which are focused on needs and interests on the basis of neutral fields of activity and topic platforms.

The execution will be made possible through contacts, networks and accesses of **DIV e.V.** and its cooperation partners. Together they direct access to

- the most important European and regional business association
- the business and industry representatives in the European countries,
- the representatives of trade and handicraft in Europe (as far as existent)
- the international, European and regionally oriented trade fairs, business and trade exhibitions, congresses and other comparable events.

DIV e.V. recommends to start the execution of the plan in 2004 in Germany and to expand it to Eastern Europe directly following the initial stage. The Western European countries will be included based on topics in the campaign from the beginning. In this way presence in all European countries will be reached very fast. This approach has the following motives:

- Germany will have a central role for the integration process of a unified Europe;
- The German business associations currently hold the leading positions in the European umbrella organisations;
- The EU accession countries in Eastern Europe are geared to either Germany or Austria. Austria is not as important in international business as Germany and content-wise both countries are not far apart. The focus of Eastern Europe lies on Germany.

Utilization of existing networks and contacts

Goals

Topic- and dialogue oriented campaign

Direct access to the economy exists

Divide approach in phases and reach a presence in all European countries very fast

Germany holds a key position



- Western European companies look for contacts through German business institutions, associations and initiatives to foster their reputation with the CEE economies.

This concentrated approach offers not only a fast thematic presence in the most important European business locations, it also gives a traceable calculation on the success of the activities. If the activities are implemented successfully in Germany and accepted in the sense of the objective, the expansion of the activities to Europe will be much easier.

3. Focus of the assignment

Within the countries and among their business representatives these activities will build awareness for Indonesia right away. The interested general public will be informed through the media reports about these events. European politics will be activated through the political relevance of these events.

The long lasting and continuous presence of the information campaign will be ensured through the contacts of **DIV e.V.** to business initiatives, institutions and associations in the countries and regions. Theme based information activities will be provided in cooperation with these representations. These activities will be divided into the areas of:

- Finance and investment
- Markets and market entry / Asia and products
- Technologytransfer and Innovation
- Cooperation

DIV e.V. together with its cooperation partners will be responsible for the planning, execution and organisation of these activities. Germany should be the starting point with a delayed start in Central and Eastern Europe and Western Europe. The activities' contents will be organised so that they

- Report about opportunities and potentials in Indonesia – through a representative of Indonesia or the **DIV e.V.**
- Presentation of practical examples and company reports – through company representatives with an existing commitment in Indonesia
- Supportive presentation of culture and country – through representatives of the embassy or DIV

The information campaigns will be executed in cooperation with partners from the business side. Through these cooperations the activities will obtain an added content value for the potential participants. Moreover the costs for the events will be reduced.

Financial institutions will be approached additionally to the cooperation partners as supporters for the events in the regions. In Europe the financial institutions have a high interest to be taken seriously as partners of the business world and they regularly support information activities on the topics of internationalisation and business development.

Through the direct contact to companies and entrepreneurs the topic- and dialogue oriented information campaign provides the basis for a business-oriented media campaign in the European Media.

Targeted use of trade fairs and congresses focussed on Europe

Long lasting and continuous presence through activities in the regions

Consistent pattern of activities

Cooperations raise credibility

Cooperate with partners in financial institutions

Media partnerships can be built on content