

Investment Mission Report

1. Project Name

Outward Investment Mission to Indonesia

2. Implementation Venue, period

Jakarta, Bandung, Indonesia, February 22-23, 2010



3. Organizers

ASEAN-Japan Centre, Indonesian Embassy Tokyo, BKPM Tokyo

4. Observations and reports

The objective of this investment mission is to visit Jakarta, Bandung and their suburbs to update investment related information in particular focusing on food industries in Indonesia.

Visiting food factories which achieve success at the domestic market in Indonesia, a contact farm and supermarkets, the participants learned their business models and marketing strategy.



They also had a briefing by BKPM, KADIN, JETRO Jakarta and industrial estates to update investment related information and the current economic environment.

Indonesia is politically stable, coping well with world economic crisis. In terms of its economy, the growing rate never was less than 4% and the size is in the third place after China and India among G20. Though the road transportation will be an important issue in business, its huge domestic demand and economically active population are attractive for cooperate activities.

