

Opportunity Indonesia

INVESTORS' BEELINE TO INDONESIA

Power of Indonesian Diaspora

Aviation Boom

Lagoi: Riau's Riviera



Remarkable Indonesia: Investment Outlook & Performance

TOP 5

- **fashion**
- **food**
- **movies**
- **book**
- **destination**

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to the government and people of Indonesia on your
68th Independence Day

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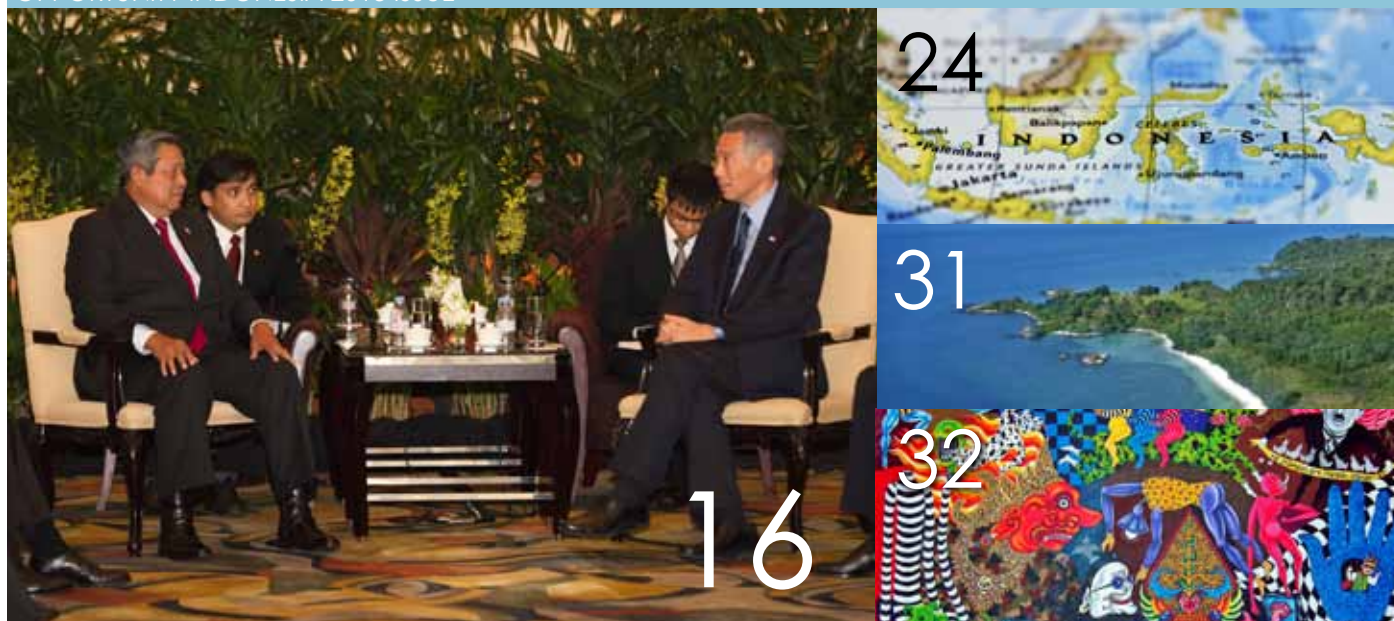
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PUBLISHER'S NOTE

OPPORTUNITY INDONESIA 2013 ISSUE

Look who's talking about **INDONESIA**

Indonesia is attracting attention like never before!

South-east Asia's largest economy turned heads last year when the McKinsey Group highlighted it had the potential to be the top seven economy in the world by 2030. But the high profile growth story of Indonesia had actually started earlier. In 2011 overseas investors started noticing its resilient economy, which impressively navigated through the global financial crisis. Since then the 'reviews' from ratings agencies have continued to project confidence in its economic outlook:

- ✓ Moody's Investors Service (January 18, 2012): upgraded Republic of Indonesia's foreign and local-currency bond ratings to Baa3 with stable outlook.
- ✓ Fitch Ratings (November 21, 2012): affirmed Indonesia's sovereign credit rating at BBB- level with stable outlook.
- ✓ S&P (May 2, 2013): affirmed Indonesia's sovereign credit rating, at BB+ level for long-term and B level for short-term and revised its outlook to stable from positive.
- ✓ Japan Credit Rating Agency, Ltd (July 22, 2013): affirmed Indonesia's foreign currency long-term senior debt at BBB- and local currency long term senior debt BBB with stable outlook.
- ✓ Rating and Investment Information, Inc (October 18, 2012): upgraded Sovereign

Credit Rating of the Republic of Indonesia to BBB-/stable outlook.

This issue of Opportunity Indonesia reflects this new found confidence the world and, indeed, Indonesians feel about their nation. With peace, progress and stability we are more than confident Indonesia will continue to shine as one of the brightest stars in the ASEAN economy.

The past year has been an eventful one for Indonesians in Singapore. Through its sister publication, IndoConnect magazine has chronicled much of the activities of the Indonesian diaspora in Singapore. *IndoConnect* celebrates its first anniversary in August together with Indonesia's 68th Independence Day. Many of the highlights are included here.

One of the proudest moments for the nation must be when Singapore honoured President Susilo Bambang Yudhoyono with an honorary degree as a tribute to his leadership. Its citizens can hold their heads up high, proud to be Indonesians. Many other Indonesians have also contributed greatly to Singapore, participating and integrating themselves in Singapore society. This level of integration bodes well for both sides. Singapore has much to gain in a prosperous Indonesia.

The only dark spot is the perennial problem of the haze which was especially bad this year. Indonesian showed its willingness and sincerity in tackling this issue for the long term. The worst of the haze lasted about one week but the benefits of being good, understanding and helpful neighbours with mutually beneficial bilateral ties will last much longer. As in the past, the smoke from Sumatra will eventually pass over (pardon the pun) and we continue to build on the excellent ties that exist between the two nations.

Indonesia, of course, is more than just an investment destination. In this issue we took a light 'Top Five' approach this year to share different dimensions of Indonesian life: the top five foods, travel destinations, fashions, books and movies! Indonesians are famous for their arts and culture and we find out how the country's diversity has contributed to a booming art scene for the works of Indonesian artists.

We hope reading this issue, all in all, you will find it has been a remarkable time for Indonesia in the past year!

Nomita Dhar

Publisher & Editor-in-Chief



**Opportunity
Indonesia**

2013

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68th National Day

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Message from HE Andri Hadi

Clear Skies Ahead



Indonesia stands at the cusp of a new era of development. It is instructive to note ASEAN today contributes as much as 25 per cent to the world's GDP; so it's difficult to talk about the world economy without involving ASEAN. In turn, within ASEAN, Indonesia is the largest economy contributing about 40 per cent to the grouping's total GDP. Amidst global economic uncertainties in the US and Europe, there are still growth opportunities within ASEAN. Intra-ASEAN trade is projected to grow at eight per cent annually, presenting a substantive market for our SMEs. Therefore, the biggest business opportunity is now in Indonesia as one of the emerging market economies in the world with 248 million population. A growing middle class will offer private-sector businesses an opportunity to access US\$1.8 billion market by 2030 (according to a McKinsey & Co report). So the potential impact of a growing and dynamic Indonesia will be felt regionally and internationally.

Indonesia's economy has shown resilience and consistent growth since 2001 (with an exception during the global financial crisis). Some pundits have even stated Indonesia's growth is more consistent, compared to any

OECD or BRICS country. Indonesia now is the second fastest growing economy among G-20 members after China with annual economic growth at 6.23% last year. This year, our growth is projected to be from 5.8 to 6.2 per cent. A report by McKinsey Global Institute last September highlighted Indonesia could surpass Germany and the UK by 2030 to become the seventh largest economy in the world from current 16th. Achieving such a projected growth is highly challenging. I am optimistic, however, this is attainable as we have strong economic fundamentals; a large middle class, rich and diverse natural resources, young and educated work force, and adoption of sound economic policies, including disciplined fiscal policies. We pursue a comprehensive development strategy founded on pro-growth, pro-poor, pro-job and pro-environment.

Closer home, bilateral relations and ties continue to be strong despite the recent challenge of the haze which has attested to both countries' cooperation. Indonesia has proven our commitment to tackle this issue at source, and currently working on a long term solution. On a wider aspect, our bilateral relation with Singapore has seen an increase of high level official visits and many dialogues and talks and shows the existing comfort level between the two Governments. Indeed, bilateral ties should be seen from a long term perspective where both countries will continue to benefit from sustained bilateral ties and get along as good neighbours should.

Another good example of our close relations was the recent (April) two-day official visit by our President Susilo Bambang Yudhoyono to Singapore. The wide range of common interests and areas of cooperation discussed by the leaders of both countries showed the depth of relations between

the nations. They covered investment, air transportation, tourism, manpower, agro-business, counter-terrorism and collaboration to promote Batam, Bintan and Karimun islands as well as other Special Economic Zones as prominent investment destinations. Singapore also paid tribute to the leadership and statesmanship of President Yudhoyono by conferring an honorary degree - Doctor of Letters - of the Rajaratnam School of International Studies of Nanyang Technological University.

Indonesians in Singapore were brought closer together through trade, diplomatic and social activities. They included fashion shows at the embassy promoting traditional Indonesian fabrics, jewellery and fashion accessories; Indonesian fresh food and fruits exhibition; our Update from the Region events to promote investment and business opportunities in our provinces; and a landmark musical on Indonesian history by the Indonesian students at Singapore's famous Esplanade. We are looking forward to a successful second Congress of Indonesian Diaspora in Jakarta this August. Given the proximity and the large base of the Indonesian diaspora here, we expect to contribute more to Indonesia through the diaspora's potential. We have supported publications like IndoConnect Magazine published specially for the diaspora and Indonesian community in Singapore. We believe there are many areas where Indonesia and Singapore can benefit from working with each other. Glimpses of popular Indonesian art, food, books, cinema and tourism are also covered in this issue. I would like to invite readers to find out more about Indonesia, participate in developing its economy, strengthen connectivity, the people-to-people contacts, for the prosperity of our people and region.



COVER STORY

INVESTORS MAKE A BEELINE TO INDONESIA

By Priya Ramakrishnan

Many have likened Indonesia to a honeypot attracting investments to it! This issue of Opportunity Indonesia captures some of the recent investment highlights that are attracting foreign investors from SMEs to MNCs, and from Asia to Africa



Indonesia, hailed as Southeast Asia's largest economy, is a magnet for foreign investments and has attracted major multinationals to its shores. After emerging from the recent global financial crisis relatively unscathed, Indonesia's rising consumer demand has caught the attention and funds from a wide range of investors from foreign government sovereign funds to international conglomerates.

According to the World Bank, Indonesia's Gross Domestic Product (GDP) for 2012 stands at US\$878 billion, indicating a steady expansion rate of over six per cent in the last three years. The country's large population and young work force is driving the economy and is one of the primary reasons for its accelerated growth. Domestic consumption accounts for more than 50 per cent of GDP, supported by a rapidly expanding middle class and low interest rates.

According to a study in March by the Bureau of Economic and Business Affairs (USA) the majority of foreign investment came from Singapore, Japan, South Korea and European countries. More recently, a rising number of American, European and ASEAN multinationals are rushing in to

cash in on the country's success by setting up factories or investing in joint ventures with Indonesian companies.

International auditors, KPMG, said the baseline outlook for economic growth in Indonesia is projected at 6.4 per cent in 2013. The report titled Investing in Indonesia 2013 states that with a thriving democracy, Southeast Asia's largest economy, Indonesia, the world's fourth-largest nation, has become the primary Foreign Direct Investment (FDI) destination in the region.

In the third quarter of 2012, Indonesia attracted a record US\$5.9 billion in FDI in the base chemicals, mining, transport and telecommunication sectors. FDI from Singapore alone stood at US\$3,489 million and Japan at US\$1,787 million contributing to the country's growth.

Wealth of the Middle-class

The growth of Indonesia's middle class can also be reflected in the development of sectors such as in the Food and Beverage (F&B) and cosmetics industries. In November 2012, Paris-based cosmetics maker, L'Oreal opened its mega-factory in Indonesia investing US\$128 million in the new plant that will have capacity for as many as 500 million units. The upswing in profits is also witnessed with the latest reports on international franchise, Starbucks and Singapore-based, Bengawan Solo Café chain having plans to expand in a large way in Indonesia.

Amidst several challenges and the recent trimming of economic growth projection by World Bank from its previous 6.2 per cent to current 5.9 per cent, investors are still positive about Indonesia's economic development. Opportunity Indonesia brings you the highlights of recent investments from foreign multinationals in Indonesia.

FDI by Country of Origin in Total Percentage (2005 to 2011)

	2005	2006	2007	2008	2009	2010	2011
Japan	18.5	21.5	16.3	12.3	18.4	28.0	27.0
US	41.3	-11.2	15.8	11.2	3.3	4.3	-1.6
Europe	19.0	41.0	37.8	21.1	13.8	2.1	23.3
China	3.6	2.5	1.7	5.7	7.3	2.7	1.2
Korea	2.9	6.5	3.6	2.0	1.6	2.6	3.2
ASEAN	10.6	27.5	16.0	36.5	28.3	44.4	43.3
Malaysia	1.7	5.6	3.3	10.9	6.4	2.6	-0.2
Singapore	8.9	21.9	12.1	24.7	20.8	41.2	42.8
Others	0.3	0.4	6.3	6.4	3.6	7.1	4.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Bank Indonesia

Cosmetics Giant L'Oréal makes Indonesia its ASEAN Production Hub

With an eye on tapping Indonesia's rapidly expanding middle class, Paris-based cosmetics makers L'Oréal opened its biggest factory at Jababeka Industrial Estate, West Java in November 2012, making Indonesia its production hub for the Southeast Asian region.

L'Oréal, one of the world's biggest cosmetics groups, will be investing 100 million euros in its new plant to target one billion new customers within the next ten years with Southeast Asia contributing a significant portion of that amount.

"As we have been successfully operating a factory in Indonesia since 1986, the country is therefore the clear choice for L'Oréal's ASEAN production hub," said Jean-Philippe Blanpain, Executive Vice-President of Operations, L'Oréal. He further said, "Building our largest factory in Indonesia once again demonstrates our dedication to providing Indonesians and the markets in the ASEAN region, products with superior quality and value."

According to Vismay Sharma, President Director of PT L'Oréal Indonesia, "L'Oréal business continued to show a good performance with an average sales growth to +30 per cent, which makes L'Oréal Indonesia, one of the major contributors to the growth in the Asia Pacific region,"

L'Oréal has been present in Indonesia since 1979 and due to rapid growth since the past four years, it decided to build a new and larger facility at the Jababeka plant. It saw an increase in sales of 10 per cent to almost US\$4 billion during the first nine months of 2012. The new Indonesia factory will primarily focus on skin and hair care products, which will account for approximately 70 per cent of total cosmetics sales for the company. The cosmetic giant plans to export

approx. 70 per cent of goods produced at the Indonesian factory and save on production costs as it sources locally and shipping costs due to proximity to the Asian target markets.

In 2013, the factory is expected to produce 200 million units and has an installed capacity of up to 300 million units, with a potential to reach production capacity of 500 million units per year. The plant features leading-edge technologies and state-of-the-art facilities such as high-speed production lines; tank processing with automated dispensing systems management; a lighting system based on movement detection, as well as the advanced water treatment technology that is still under development.

L'Oréal, which is competing against market leaders Procter & Gamble Co and Unilever PLC in Indonesia, is investing in the country expecting greater returns. The beauty and personal care market in Indonesia is expected to grow 86 percent by 2016 to 54.1 trillion Rupiah (US\$5.6 billion), according to London-based researcher Euromonitor International.

Addressing the press, Mohamad S. Hidayat, Minister of Industry of the Republic of Indonesia said, "The Indonesian government is appreciative of the steps taken by L'Oréal Group in opening their production hub in Indonesia and support of the development of the industrial sector, especially the beauty industry."

Hailing L'Oréal's decision as a major breakthrough for Indonesia, M. Chatib Basri, Head of of the Investment Coordinating Board of Indonesia (BPM) said, "The decision to set up the world's biggest factory here and choose Indonesia as a production hub for the Southeast Asian region, is a major breakthrough in the history of investing in Indonesia. Indonesia is a reflection of the radar return of the investment world."

L'Oréal business continued to show a good performance with an average sales growth to +30 per cent, which makes L'Oréal Indonesia, one of the major contributors to the growth in the Asia Pacific region

Vismay Sharma

President Director of PT L'Oréal Indonesia





Growing Market for Cafés

Indonesia is now the favourite destination for the rapidly growing café industry as several competitors and new players are entering the market. US giant Starbucks Coffee Company, in a recently released statement announced its plan to accelerate growth in Southeast Asian region, especially in Indonesia. In the next three years, Starbucks is committed to open 100 new outlets adding to the 147 existing ones across Indonesia. This will substantially boost its footprints in Indonesia.

“With a population of more than 240 million people, an emerging middle class that is driving strong domestic consumption and a robust and resilient economy, Indonesia presents a unique untapped potential for Starbucks in the Asia Pacific region,” said Howard Schultz, Chairman and CEO of Starbucks while visiting Indonesia in April 2013.

He further added “Indonesia has been identified as one of Starbucks key emerging markets and we will continue to invest in Indonesia to support our disciplined market expansion plans. We are committed to supporting the coffee farmers of Indonesia and the local neighbourhoods we serve, while investing in the growth and development of our people. Never before have Starbucks prospects in this

region been so exciting. As we ramp up our ambitious, yet disciplined, growth momentum across Southeast Asia, we will continue to build the Starbucks brand through the lens of humanity.”

Starbucks currently generates about 5.4 per cent of its annual revenues from sales in the China and Asia Pacific region (CAP). Having opened its first store in Indonesia 11 years ago, Starbucks has forged a deep emotional connection with the local community and customers in Jakarta and across 12 Indonesian cities: Jakarta, Bandung, Yogyakarta, Semarang, Solo, Surabaya, Bali, Balikpapan, Makassar, Batam, Medan and Palembang.

Starbucks has a long history in Indonesia that pre-dates its first store.



The coffee giant has been obtaining the highest-quality arabica coffee from Indonesia's Sumatra since 1971. Today, Starbucks sources a significant amount of the best arabica coffee beans from Indonesia (Sumatra), the Philippines, Thailand and Vietnam. Starbucks® Sumatra Dark Roast Coffee is the best-selling single origin coffee for Starbucks around the world. Coffee beans from the region have also been featured in many Starbucks all-time popular coffee blends, including Starbucks® Anniversary Blend, Starbucks® Thanksgiving Blend, and Starbucks® Tribute Blend.

According to Pranoto Sunarto, Deputy Chairman of Indonesian Coffee Exporters and Industry Association (AEKI) the annual national coffee consumption stands at 200,000 tons, including 10,000 to 20,000 tons coming from cafes; this figure is now increasing by approx. eight per cent every year.

Meanwhile, Jakarta Post, Indonesia's leading daily reported that Singapore-based Bengawan Solo Coffee is also planning on opening 10 new outlets by end of the year. The company generates up to five billion rupiah in revenues, with an annual increase of 20 per cent in Indonesia. Currently, it runs 46 primary outlets, which are fully owned by the company and five other franchised outlets in Indonesia. Bengawan Solo Coffee outlets are located in Jabodetabek, Bandung, Jakarta, Surabaya and Yogyakarta. Bengawan Solo Coffee's first retail store was opened in May 2003 at ITC Kuningan in Jakarta.

GM's New US\$150 million Auto Plant

Adding another feather to Indonesia's cap, the major automotive multinational General Motors (GM) inaugurated its new manufacturing facility in Bekasi with an investment of US\$150 million. Located 16 km east of Jakarta, the 58,000 square



source: <http://gnauthority.com/>

meters Bekasi plant is fully-owned by GM Indonesia and 700 workers are employed to manufacture the new Chevrolet Spin. The opening heralded a new chapter for GM as it was the first car manufacturer in the Indonesia.

The first Chevrolet Spin was led off the production line by Dr Budi Darmadi, Indonesia's Director General for Leading Industry Based on High Technology, Ministry of Industry and Tim Lee, GM Vice President, Global Manufacturing and President, International Operations. Also present during the occasion was Marcos Purty, President Director, GM Indonesia and Martin Apfel, GM Southeast Asia Operations president and US Ambassador to Indonesia Scot Marciel.

"Indonesia is one of GM's fastest growing markets and we are big believers in build where we sell and source where we build," said Mr Tim Lee. "Last year, we saw a 17 per cent growth in Indonesia compared with 2011. With the excitement around the launch of Chevrolet Spin, we are looking forward to continuing on this path of success," he added.

Chevrolet Spin was introduced in September 2012 at the Indonesia International Motor Show. With this new manufacturing plant, 80 per cent of the Spins manufactured in country will stay in Indonesia, with the remainder exported to Thailand and the Philippines. The

Bekasi facility has the optimum ability to manufacture as many as 40,000 vehicles per year. "The new factory opening was a special occasion for our 700 employees, 43 local auto-parts makers and 34 Indonesian Chevrolet dealers," said Marcos Purty, President Director, GM Indonesia.

The Chevrolet Spin is a global sub-compact, seven-seat passenger vehicle designed to offer space, refinement, flexibility and agility in a modern and muscular design. Chevrolet Spin also brings features that positions itself ahead of its competitors such as bluetooth connection head unit, double-blower air conditioning system with an additional air outlet in the third row, six-speed automatic transmission with tiptronic

technology, digital speedometer display and multi-information display, as well as three different engine variants.

Singapore's Temasek Holdings Invests US\$300 million in PT Mata Hari

Anderson Investments which is an indirect wholly owned subsidiary of Singapore state investor Temasek Holdings has invested US\$300 million in exchangeable rights which can be converted for a 26.1 per cent effective stake in PT Matahari Putra Prima, the second-largest hypermarket operator in Indonesia.

According to Singapore's The Straits Times report, the transaction with Singapore-based Temasek Holdings unveiled the business deal in an Indonesia Stock Exchange announcement by PT Multipolar, Matahari's controlling shareholder. Exchangeable rights will be issued to Temasek by a unit of Multipolar. The company which is controlled by the Indonesian conglomerate Lippo Group, is the controlling shareholder of Matahari with a 50.2 percent stake.

PT Matahari runs the Hypermart brand chain of stores across the country with 81 outlets and is also in the mini-market business with a brand called Bigmart.





Doing Business in Indonesia

The Singapore Manufacturing Federation (SMF) Global Business Group (GBG) offered many insights for Singapore businesses venturing into Indonesia

The Indonesian Embassy, Singapore and the Indonesian Investment Promotion Centre (IIPC) Singapore were among the speakers at the seminar on Doing Business in Indonesia – Legal & Financial Aspects on 24 June 2013.

More than 160 participants attended and they had the opportunity to network with various companies and meet Ms Natalia Soeharso, Minister Counsellor of Embassy of the Republic of Indonesia and the four key speakers who spoke about investment regulations and economic outlook of Indonesia, legal aspects of doing business in Indonesia, as well as the key pointers from the actual experiences of doing business in Indonesia. They are:

- Mr M Harri Santoso, Head of IIPC, Singapore
- Mr Arbonas Hutabarat, Senior Economist of Bank Indonesia , Singapore
- Ms Angeline Suparto, Managing Director of Angeline Suparto Law Corporation
- Dr Michael Goutama, Vice-Chairman of Indonesian Chamber of Commerce and Industry (aka KADIN) Singapore Committee

In her opening address, Ms Natalia SOEHARSO gave some social-political back ground of the country. She said, "Social Democracy is taking root, with continued political stability and

efforts to eradicate corruption. Good governance becomes an increasingly important pillar of Indonesia society. Poverty and unemployment levels are also gradually declining. Its economic growth in 2012 reached 6.2 percent.

Since the Regional Autonomy Law was introduced, put into effect, the development in the regions is now highly dependent on the respective local government initiatives. The provincial governments now have the responsibility to manage their natural and human resources. Thus, it is important to bring more foreign investment to the regions in Indonesia.

Because of this, the Indonesian Embassy is planning to hold the Update from the Region programme two or three times a year in order to provide more opportunities for the regions to promote their potential. Singapore businesses will get first-hand information about the latest developments in Indonesia's 33 provinces and to learn about business and investment opportunities there.

Head of IIPC, Singapore, Mr Santoso, in his presentation the level of investments received by Indonesia and in which manufacturing industries growth is strongest (see Table 1) and identified industrial sectors that still have a very high import level as Indonesian public consumption -import substitutes for

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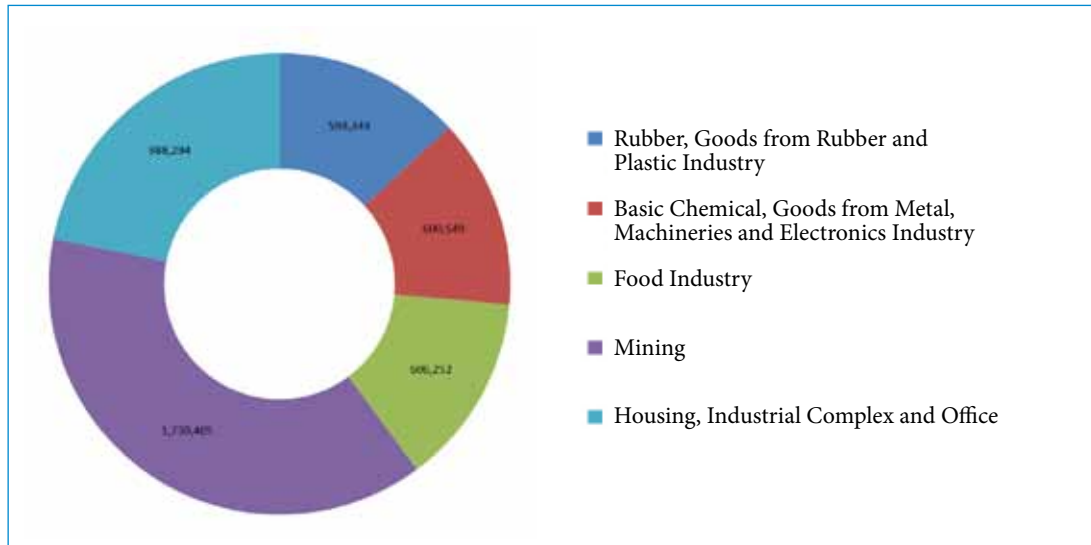
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Singapore FDI Q1 2013 by Sector



Source: Investment Coordinating Board of the Republic of Indonesia

consumer goods (see Table 2) as well Industrial Sectors with Increasing Domestic Consumption - Domestic Based Industry. He also touched on investment regulations in Indonesia.

Mr Santoso also provided snapshots of the market outlook and investment opportunities in various industries such as Iron and Steel, Machinery, Textile & Fashion as well as Rubber, Cocoa and Palm Oil.

Ms Emmeline Lam, SMF's Director of Global Business Group, told Opportunity Indonesia, "One of the important messages that participants had taken away from the seminar is that corporate governance is improving and there are increasing opportunities in manufacturing in Indonesia to tap on the ASEAN Free Trade Agreement." Apart from organising such seminars, (this is the second one on Indonesia) SMF has also organised mission trips to the country and even to outside Jakarta to places like Solo and has signed MoUs with KADIN.

The seminar rounded up with the presentations by Ms Angeline Suparto, who spoke on legal aspects of doing business in Indonesia and Dr Michael Goutama, sharing his experiences on doing business in Indonesia and a lively Q&A session.

Participants, Mr Albert Tan and Ms Jacinta Ong, Directors of Tea Ideas, found the seminar very useful and Mr Tan said, "We

are budding entrepreneurs and attending relevant seminars like this one allows us to set a direction in venturing our business. The speakers have great expertise, spoke genuinely and the actual life experience, for example, shared by Dr Michael Goutama, they have given us one-stop convenience for the information we require."

SMF member, Mr Poovanna, Legal Counsel, Kennametal Singapore Pte Ltd said, "Mr Santoso has boosted our confidence to work in Indonesia with his analysis of the situation there and this helps us in venturing our business globally."



**Indonesian
Business Centre**

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Network Between
Indonesia & Singapore*

Profitable partnerships begin with Indonesian Business Centre (IBC)

IBC, well into its thirteenth year, orchestrates the business dynamics among Indonesian businessmen / entrepreneurs, their Singaporean counterparts and expatriates residing in both countries. The IBC, whose 5,000 name database comprises eminent businessmen and professionals, also represents the interest of numerous business associations and counsellors (economic & trade sections) of High Commissions who have business relationships with Indonesia.

Apart from the regular business forums, lunches and high-teas, IBC organizes business / cultural trips to cities in various provinces of Indonesia. IBC is indeed unique, as it emphasises business program and network opportunities which have links with Indonesia and Indonesians.

Table 2: Top 12 of Imported Products Industry (USD Million)

No	Description	2009	2010	2011	2012	Growth 2012	Share 2012
1	Steel, Machinery and Automotive	31,684	43,219	52,472	62,605	19.3%	45%
2	Electronics	10,497	14,176	16,117	16,701	3.6%	12%
3	Basic Chemical	8,095	11,432	15,413	16,076	4.3%	12%
4	Textile	3,397	5,031	6,735	6,805	1.0%	5%
5	Food and Beverages	2,811	4,514	6,852	6,159	-10.1%	4%
6	Electrical Equipments	2,106	3,143	3,769	4,190	11.2%	3%
7	Pulp and Paper	1,883	2,732	3,263	3,020	-7.4%	2%
8	Other Chemical Goods	1,662	2,199	2,592	2,757	6.3%	2%
9	Livestock Feed	1,679	1,872	2,221	2,800	26.1%	2%
10	Processing of Copper, Tin, etc	1,027	1,822	2,195	2,377	8.3%	2%
11	Fertilizer	929	1,509	2,707	2,918	7.8%	2%
12	Processing of Aluminium		1,398	1,937	1,973	1.9%	1%
Total Top 12 Industry		66,804	93,047	116,272	128,381	10.4%	92%
Other Industry		5,734	8,069	9,828	11,333	15.3%	8%
Total Processing Industry		72,398	101,115	126,100	139,714	10.8%	100%

Source: Investment Coordinating Board of the Republic of Indonesia

Table 1: Q1 2013 Manufacturing Growth

Industry	Positive Growth
Motor Vehicles, Trailer, and Semi Trailer	27.73%
Wood, Wood and Styrofoam Products, and Woven Products from Bamboo Rattan	23.88%
Computer, Electronics and Optics	22.79%
Chemicals and Chemical Products	18.27%
Metal Products (not inclusive of machinery and equipments)	15.87%

Source: Investment Coordinating Board of the Republic of Indonesia

Bank Indonesia: Current Economic Assessment & Govt Policy Response

Senior Economist of Bank Indonesia in Singapore, Mr Arbonas Hutabarat provided participants with an assessment of the current economy and also the government's policy response:

- Indonesia's economic growth in the Q2-2013 is projected to be biased downward to the lower bound of earlier forecast range of 5.9%-6.1% amid the slowdown in the global economy
- Indonesia's balance of payments (BOP) in the Q2-2013 is expected to improve
- Consumer Price Index (CPI) in May 2013 recorded a deflation in the midst of rising inflation expectation.
- Rupiah depreciation pressure increased in May 2013.



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Indonesia - Singapore Trade & Investment Profile

Fast facts on economic ties between the two countries

TRADE

• Main goods & services traded between the countries and the value for the last five years.

Indonesia is Singapore's fourth largest trading partner. In 2012, total trade reached S\$79.4 billion. As of May 2013, Indonesia is the fourth export and re-export destination with a share of 10.07%, and the seventh import source with a share of 4.97% (source: Singapore's MTI). Singapore exports to Indonesia in 2012 reached S\$54.1 billion. This is a 0.7% increase from the same period in 2011, which amounted S\$53.8 billion. In 2012, Singapore imports from Indonesia S\$25.2 billion up by 4.1% from S\$ 24.23 billion in 2011.

• Singapore's top 10 major exports to Indonesia

- 1) Motor Spirit Refined Regular Unleaded
- 2) Other Motor Spirit Refined Unleaded
- 3) High Speed Diesel Fuel
- 4) Telephones for Cellular Networks or for other wireless Networks
- 5) Other Fuel Oils
- 6) Other Parts & Accessories for the Machines of Heading
- 7) Parts of Boring or Sinking Machinery
- 8) Other Parts for Electrical Machines & Apparatus Having Individual Functions Nes or Included
- 9) Other Goods Vehicles GVW Exceeding 20 But Not Exceeding 24T Compression -IGN Combust ENG Diesel /Semi -Diesel
- 10) Laptops including Notebooks & Subnotebooks.

• Singapore's top 10 major imports from Indonesia

- 1) Natural Gas
- 2) Naphtha Reformate or Preparations for Preparing Spirits
- 3) Other Fuel Oils
- 4) Tin Not Alloyed Wrought
- 5) Condensate of Petroleum Oils & Oils From Bituminous Minerals Crude
- 6) Printed Circuit Boards Assembled (KGM)
- 7) Articles of Jewellery of Other Precious Metal
- 8) Stores & Parts Imported or Exported or Directly for or from Shipping or Aircraft Company's Stock; 9) Other Paper / Paperboard 10% Less Fibres 40-150 GSM NES
- 10) Palm Oil Crude.

INVESTMENT

Singapore invested US\$4.9 billion (19.8%) in Indonesia in 2012. This is followed by Japan, Republic of Korea, USA and Mauritius.

In Q2-2013, Singapore investments in Indonesia reached US\$1.98 billion followed by USA at US\$1.35 billion, South Korea at US\$1.23 billion, United Kingdom at US\$656.65 million. Japan is now the top foreign investor in Indonesia with US\$2.31 billion.

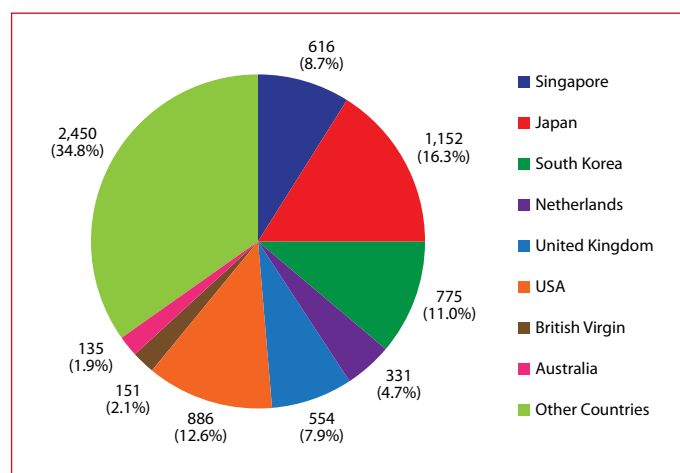
• Singapore's top 10 major exports to Indonesia

1. Transportation, Storage and Telecommunication (US\$520.87 million)
2. Mining (US\$342.44 million)
3. Agro-food and Plantation (US\$259.95 million)
4. Food Industry (US\$151.85 million)
5. Basic Chemistry Industry, chemical goods and Pharmaceutical (US\$124.22 million)

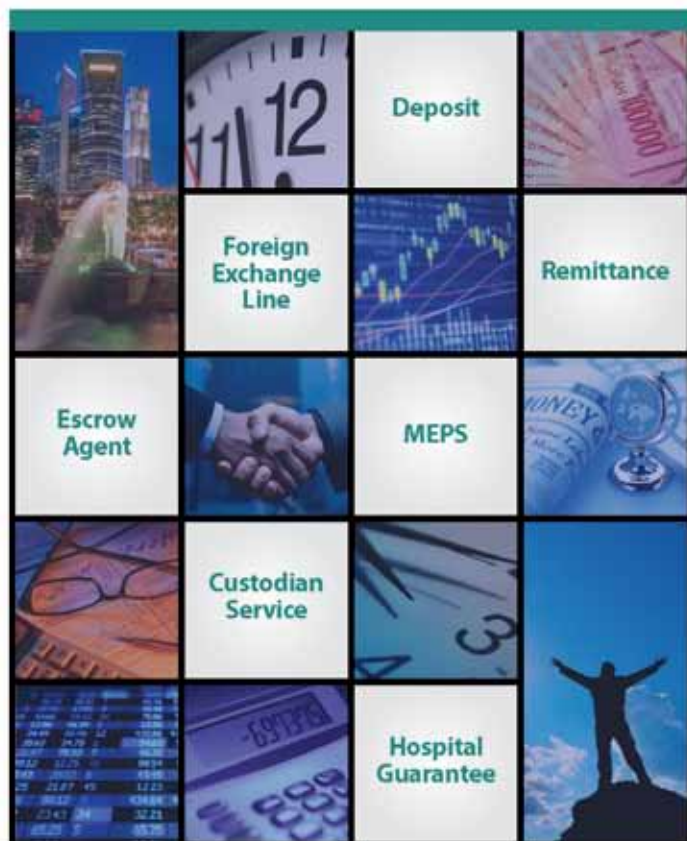
• Top 5 Singapore Investments by location in Q2- 2013 (in Thousand US\$)

1. Banten (US\$214,430.10)
2. North Sumatera (US\$178,070.80)
3. West Java (US\$138,280.50)
4. North Maluku (US\$135,855.60)
5. Central Kalimantan (US\$132,110.30)

FDI by Countries Q1 2013 (USD Million)



Source: Investment Coordinating Board of the Republic of Indonesia



Happy 68th Independence Day



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Indonesia - Singapore Coming Together

Size matters and Indonesia is one of the leading behemoths among the Growth Market Economies of the world

The two nations meet annually at the Leaders' Retreat, where major decisions on various matters of bilateral concern, regional development and international interests are taken. High-level visits take place, both ways, and follow up actions ensure the implementation of decisions taken. The relations between the two ASEAN majors are underpinned by strong economic cooperation. In the past few years, Singapore has consistently been among Indonesia's top foreign investors. Singapore and Indonesia also cooperate across a wide range of sectors, including health, defence and the environment.

Stock Taking - 2013 Leaders' Retreat

It was during the Singapore Indonesia Leaders' Retreat in 2010 that both countries decided to form working groups (WGs) that would chart measures and take actions on various bilateral matters. Six working groups covering investment, tourism, air connectivity, manpower, agribusiness and the special economic zone in Batam, Bintan and Karimun islands, as well as a seventh working group on counter-terrorism have been formed till then. The 2012 Leaders' Retreat in Bogor and the 2013 Retreat in Singapore took stock of the functioning of the WGs. Both Prime Minister Lee and President

Yudhoyono welcomed the progress in bilateral relations made.

Bilateral trade has grown; Indonesia is Singapore's second largest trading partner among the ASEAN nations and Singapore is the top foreign investor in Indonesia. Opportunities are abound for Singapore companies in Indonesia and the two countries are committed to maintain peace and flourish. In a bid to ensure the longevity of their bilateral relations, both leaders have pledged cooperation in the areas of business, security, environment and education.

The 2013 Retreat has taken concrete steps to further enhance economic linkages. Private sectors have been encouraged to collaborate on projects under Indonesia's 2025 Master Plan for the Acceleration and Expansion of Indonesia's Economic Development (MP3EI). Under this plan, development in eight key programmes, across 22 activities, has been planned. The development will span across six economic corridors: Sumatra, Java, Kalimantan, Sulawesi, Bali (Nusa Tenggara and Papua) and Maluku Islands.

Large-scale investment opportunities exist for Singapore-based companies in shipping, textiles, food and beverages, steel, defense equipment, palm oil, rubber, cocoa, animal husbandry, timber, oil and gas, coal, nickel, copper, bauxite, fisheries, tourism, food and

Bilateral trade has grown; Indonesia is Singapore's second largest trading partner among the ASEAN nations and Singapore is the top foreign investor in Indonesia

agriculture, transport equipment and ICT sectors. Singapore companies have the dual advantage of being in an international hub with quick access to a high-potential market.

The discussions on the maritime boundary between Indonesia and Singapore in the eastern part of the Strait of Singapore, has progressed satisfactorily. Both PM Lee and President Yudhoyono have directed the concerned officials to expedite their discussion for the early conclusion of maritime boundary delimitation. The WG on Counter-Terrorism Cooperation (CTCWG), met for the first time and will aim at strengthening working relations between security agencies of Singapore and Indonesia.

Several MoUs were signed at the meet, crucial being the one between the Ministry of Foreign Affairs of Indonesia and Singapore, in the Field of Diplomatic Education and Training. This will provide an opportunity to both countries to share experiences in the training and development of diplomats, and encourage more interaction and closer personal and professional links between the two diplomatic services.

ASEAN Focus

Both countries are major players of ASEAN and the growth and prosperity of the region is of crucial importance. The retreat brought forth issues regarding the development of South-east Asia and ASEAN and both countries reaffirmed their efforts to safeguard the centrality of ASEAN in the evolving South-east Asia structure.

The ASEAN Economic Community will be established by December 2015, which will enhance regional economic growth and integration, and benefit all ASEAN Member States and people in the long term. Peaceful settlement of disputes in the South China Sea, in accordance with international laws, was urged for regional peace.

The next retreat is planned for 2014, in Indonesia, where both countries have pledged to further review and progress friendship and cooperation.

According to IE Singapore, Indonesia-Singapore trade amounted to S\$79.4 billion in 2012, a S\$1.4 billion improvement from 2011. With more than 138,000 Indonesians having made Singapore their home, for work and study, the people connect is also at a very warm and comfortable level. Both countries have benefited as a result of this strong relations and interdependence and both stand to gain from the future opportunities. A strong bilateral relation will go a long way in ensuring a strong 'Asian future'.

The Year That Was - 2012-13

Singaporean Leaders in Indonesia:

- Minister of Trade and Industry, Mr Lim Hng Kiang, visited Indonesia in April 2013, before the Retreat; he met with Economic Minister, Mr Hatta Rajasa, and an agreement was signed for investment in eastern Indonesia.
- Deputy Prime Minister and Coordinating Minister for National Security and Minister for Home Affairs, Mr Teo Chee Hean, attended the fifth Bali Democracy Forum (BDF) in November.
- Minister for Foreign Affairs, Mr K Shanmugam, was in Indonesia in October, for a ministerial-level meeting that reaffirmed bilateral ties and discussed ASEAN issues among other things.
- Senior Minister of State (SMS) for Home Affairs and Foreign Affairs, Mr Masagos Zulkifli, visited Sumatra to be a guest-of honour at the Singapore National Day Reception in Medan.
- Prime Minister, Mr Lee Hsien Loong, visited Bogor, for the Leaders' Retreat in March and was accompanied by a high-level Singaporean delegation.

Indonesian Leaders in Singapore:

- President Susilo Bambang Yudhoyono of Indonesia was on an official visit to Singapore from 22 to 23 April, 2013, for the annual Indonesia-Singapore Leaders Retreat meeting. He was accompanied by a high-level delegation and the First Lady Ani Yudhoyono.
- HM Taufiq Kiemas, Chairman of the Indonesia's People's Consultative Assembly, was in Singapore in October to discuss the stepping up of parliamentary exchanges.
- Speaker of Indonesia's House of Representatives and President of the ASEAN Inter-Parliamentary Assembly (AIPA), Dr Marzuki Alie, was in Singapore in June.
- Indonesian President Susilo Bambang Yudhoyono and First Lady Ibu Ani Yudhoyono visited Singapore from 1 to 2 June 2012, in conjunction with the Shangri-La Dialogue where President Yudhoyono delivered the keynote address.
- Indonesian Foreign Minister, Mr Marty Natalegawa, was in Singapore in March, in preparation for the Singapore-Indonesia Leaders' Retreat in Bogor.
- A high level delegation, led by Speaker, Nur Syafriadi, from the Riau Islands Province (KEPRI) Regional House of Representatives (DPRD) was there in Singapore in February, at the invitation of the Singapore Minister of State (MOS) for Foreign Affairs, Masagos Zulkifli.

Indonesia Today Investment Outlook & Performance

Size matters and Indonesia is one of the leading behemoths among the Growth Market Economies of the world

Indonesia's investment outlook and performance were highlighted at International Enterprise (IE) Singapore's Advisory Seminar on "Doing Business in Indonesia" on 15 November 2012 at the Mochtar Riady Auditorium, Singapore Management University. The seminar provided an economic outlook of Indonesia, as well as strategies for Singapore companies on how to enter and expand in this challenging but promising market. Following are some of the salient points highlighted – in charts and tables - that investors should take note of.

Indonesia is a powerful and rapidly growing economy. The country boasts incredible biological, ethnic and economic diversity and the world's third largest democracy with a population of almost 240 million. An emerging market with vast natural resources and a consumer driven economy, domestic consumption is contributing to over 60 per cent of its GDP.

Indonesia emerged relatively unscathed by the global financial crisis in late 2008 and maintained a high 6.46 per cent growth in 2011. Last year, it posted a remarkable 6.3 per cent during the turbulent global economy. While investors' interest in the newly advanced economies of the BRIC nations, Brazil, Russia, India and China, another acronym is getting their attention – MIST.

Mexico, Indonesia, South Korea and Turkey were chosen

by investment bankers, Goldman Sachs as having the greatest economic potential for this century. Except for South Korea, all the other three countries share the key features of possessing a large, young demographic with fast rising incomes.

The BRIC and MIST countries are classified by Goldman Sachs as belonging to the "Growth Market Economies" category which it defines as any economy outside the developed world that is at least one per cent of current global GDP.

Economists predict in the future, Indonesia was likely to spend more on infrastructure and that more companies have an interest in acquiring natural resources in Indonesia, like coal, natural gas.

Indonesia is expected to offer increasingly lucrative opportunities for investment in the coming years. Last September, a McKinsey & Co consultancy report stated Indonesia will offer private-sector businesses an opportunity to tap into US\$1.8 billion in business opportunities by 2030 in sectors such as consumer services, agriculture and fisheries, and resources. The report said it could become the world's seventh-largest economy by 2030 (from 16th position).

McKinsey also said, outside China and India, Indonesia's consumer class will be stronger than in any other economy and this should be a signal to international businesses and investors to look to the country for new opportunities.

The A. T. Kearney Foreign Direct Investment Confidence Index, 2012



Source: A. T. Kearney Foreign Direct Investment Confidence Index, 2012

I must assert the concept of economic development in Indonesia is very clear, it is pro-people's welfare, pro-social justice, pro-efficiency and it is not at all anti-market. Furthermore, Indonesia's economic development is not anti-foreign capital.

Prof Dr Mohd Mahfud MD

former Chief Justice of the Constitutional Court of the Republic of Indonesia at RSIS Distinguished Public Lecture, Singapore

Asia's Share of Global GDP

	1990	2000	2010	2015
Japan	13.3	14.5	7.9	5.4
China	1.7	3.7	9.3	15.6
Hong Kong	0.3	0.5	0.4	0.4
Taiwan	0.7	1.0	0.7	0.7
Korea	1.2	1.7	1.6	2.2
Indonesia	0.6	0.5	1.1	1.8
Malaysia	0.2	0.3	0.3	0.4
Philippines	0.2	0.2	0.3	0.4
Singapore	0.2	0.3	0.3	0.4
Thailand	0.4	0.4	0.5	0.6
Vietnam	0.0	0.1	0.2	0.2
India	1.4	1.4	2.3	3.5
Australia	1.4	1.2	1.8	1.9
NZ	0.2	0.2	0.1	0.1
ASEAN6	1.5	1.8	2.7	3.8
A/P 14	21.1	26.1	26.9	33.6

Source: EIU, Asian Development Bank, Intercedent IMA Asia

Growth Risk Rating

	US/Eurozone financial crisis	US/Eurozone demand shock	China asset bubble burst	Oil price in stock	Total score
Taiwan	3	1	3	3	10
Korea	4	6	4	2	16
Hong Kong	1	4	2	10	17
Singapore	2	3	4	9	18
Malaysia	6	2	5	6	18
Thailand	7	5	6	1	19
China	10	8	1	7	26
Philippines	5	7	8	8	28
Indonesia	9	9	9	4	31
India	8	10	10	5	33

Source: Credit Suisse



16th

LARGEST ECONOMY
IN THE WORLD



45

MILLION MEMBERS
OF THE CONSUMING
CLASS



53%

OF THE POPULATION
IN CITIES PRODUCING

74%

OF GDP



55

MILLION SKILLED
WORKERS
IN THE INDONESIAN
ECONOMY



\$0.5

TRILLION MARKET
OPPORTUNITY
IN CONSUMER SERVICE,
AGRICULTURE AND
FISHERIES, RESOURCES
AND EDUCATION

Trade Expo in October

The Indonesian Ministry of Trade will be holding the 28th Trade Expo Indonesia (TEI) this October, to boost the country's exports and lift the national economy



The five-day trade expo from 16 to 20 October is expected to generate US\$2 billion worth of deals, according to Trade Minister, Gita Wirjawan. Last year's event had resulted in agreements worth US\$1 billion. The theme this year is 'Trade with Remarkable Indonesia,' which is intended to project Indonesia as a destination that is not only rich in natural resources, but also has the perfect combination of skilled workforce, expertise in design and technology and a stable government at the helm of affairs.

Top products & services

According to the official media release of the event, the venue is the Jakarta International Expo, where almost 2,000 participants are expected. The Ministry estimates about 10,000 international buyers and 25,000 domestic visitors over the five days.

The products on display will include

automotive components, cocoa, coffee, palm oil, electrical equipment, footwear, furniture, rubber and its products, textile and its products, essential oil, handicrafts, herbal medicines, jewelry and accessories, leather and its products, processed foods, farming products, building materials, chemical materials, food and beverages, household equipment, breakables, paper products and sports equipment.

The service sector will be represented by trained workforces from mining, banking and insurance. The participants that will take part in the exhibition are carefully selected companies with top products. Non-traditional markets such as Asia, Africa, Middle East, East Europe and Latin America will be targeted. With the ASEAN Economic Community (AEC) a reality by 2015, the expo will also build the base for seamless flow of products and services, skilled labour and investment across ASEAN.

Trade profile

According to IMF trade figures for 2011, Indonesia's top five trade partners in turnover were: Japan, China, Singapore, EU and South Korea.

Indonesia is keen on increasing its trade relations with EU. Negotiations are on for Free Trade Agreement. The Indonesia Trade Ministry had sent an official team to enhance trade relations through a business forum. According to Indonesia Investments, an investment and development company (founded in 2011 by Netherland-based VDSI), the Ministry of Trade has released data citing Netherlands and Spain as biggest European importers of Indonesian products. Romania and Ukraine also has substantial trade relation with Indonesia; total trade between Romania and Indonesia amounted to US\$172.7 million in 2012 while that with Ukraine amounted to US\$1.32 billion.

The recently concluded second Indonesia-Vietnam Trade, Tourism and Investment Forum, organised by the Indonesian Embassy in Hanoi, Indonesian Consulate General in HCM City and the Vietnam Chamber of Commerce and Industry, aimed to identify ways to enhance commercial ties between the two countries. According to media reports the countries have aimed for a US\$5 billion trade turnover by 2015.

With concerted effort from the government the trade scenario looks positive; to quote Minister Wirjawan, "Mastering appropriate technology transfer and maintaining international standards within our professional workforce, has led to rapid growth in Indonesia's trade sector. Adoption of environmentally friendly technologies and the application of local wisdom as an independent strength, have added value to the competitiveness of Indonesian export products."

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Robust Growth for Remarkable Indonesia

The largest economy in South-east Asia (16th largest in the world), McKinsey Global Institute predicts by 2030, the country can be well ahead of Germany and UK

Buoyed by a combined thrust of increased domestic consumption and productivity growth, Indonesia is getting a lot of media attention. A few clippings, from the recent past, to feel the wind in its sail.

Media Buzz

Antara News reported the launch of 'Labor and Social trends in Indonesia 2012: Working for a sustainable and equitable economy,' study by The International Labor Organization (ILO), in April at Central Jakarta. Director of ILO, Indonesia, Peter van Rooij, said, "While the world economy is still struggling to recover from the crisis, the overall outlook for Indonesia in 2012 was largely positive thanks to the country's strong focus on the development of economic infrastructure, to address

constraints to growth, as well as robust household consumption and growing investment."

Commenting on the Indonesian Parliament's approval of the fuel price hike, Goldman Sachs reported that this may well be an encouraging sign and headwinds from previous policy inaction may abate. Fuel price hikes have happened after a long debate; the implications, international economists feel, may be well beyond the near-term macro effects. The previous policy and reform drag had arguably been one of the main factors weighing on investors' confidence. However, the recent happening has not only demonstrated the ability of the administration to make tough decisions, even with elections looming, but also a commitment to get ahead of the curve and enact pre-emptive policy action

in the face of rising inflation expectations.

In an interview to Jakarta Post, Accenture, Indonesia, Country Managing Director, Neneng Goenadi, said, "Accenture's growth here is substantially higher compared to other offices. Last year, we grew far above the country's 6.3 per cent gross domestic product (GDP) increase." The accelerated rise of the economy has catalyzed rapid business growth of consulting services, which handle their expansions.

Investor Confidence

Recently Xinhua reported that the governments of Indonesia and China's Guangxi Zhuang autonomous region have planned to widen cooperation in building exclusive economic zones in both countries. The Guangxi government is committed to invest US\$1.6 billion in mineral exploration in cooperation with Indonesia's state firm PT Aneka Tambang. Development of the economic zone in Bekasi is going on and 30 firms from China, Indonesia and other countries have planned to make investment.

Indonesia is also strengthening itself as a meeting, incentives, convention, exhibitions (MICE) destination. UK-based event organizers UBM, Tarsus Group and Thai-based CMO Group are collaborating with local biggies Dyandra Promosindo and Royalindo, respectively, to tap the growing exhibition market.

Swedish companies such as ABB, IKEA, H&M are investing in a big way in Indonesia; ABB with two new power plants in Tangerang and Cibitung at an investment of US\$25 million each, Clean Motion AB with an investment of US\$100 million, IKEA with a total of US\$300 million for three stores and H&M investing an unspecified amount in two stores at Gandaria City and Pondok Indah in Jakarta.

The World Bank projects a 6.2 per cent growth in 2013 and 6.5 per cent in 2014. This may be up or down by a few notches. But the fact remains that it is a healthy growth rate, and with stronger policies and upward investor confidence, Indonesia is poised on a sustainable growth path.

Tapping into the Power of the Indonesian Diaspora

The 2nd Congress of Indonesian Diaspora (CID) this August calls on Friends of Indonesia to contribute to development



An anticipated audience of over 1,000 people from all over the world will be hearing the inspiring messages from leading members of Indonesia's diaspora like former Indonesian President BJ Habibie (who will deliver the keynote speech) and World Bank's Managing Director Sri Mulyani Indrawati. The second CID's theme is aptly called "Pulang Kampung" or Returning Home.

They will come to network and make new friends as well as answer the call from the organisers to contribute at 11 special sessions that will tackle specific areas such as: Education, Youth, Culinary, Business & Investment, Green Economy, Aerospace, Public Healthcare, Science, Technology &

Innovation, Liveable Cities, Migrant Workers and Immigration & Citizenship.

According to M Wahid Supriyadi, the Head of the Diaspora Desk, the government will study the outcomes from these discussion groups. Participants this year can look forward to the formal establishment of a global Indonesia diaspora network and the recommendations from the 11 taskforces above will be forwarded to the relevant stakeholders (not necessarily the government) for follow-ups.

Mr Wahid said there are already 25 international Indonesian diaspora chapters (there can be more than one in a country) scattered across the world and it is growing. For example, the most recent chapters were established in countries such as Myanmar, Australia, New Zealand and Sweden!" He said, "We are still new. The first congress was held only last year in Los Angeles and was initiated by our US Ambassador, Dr Dino Patti Djalal," said Mr Wahid.

Finding Inspiration

Highlights of the opening day's Plenary Session include the Keynote Address by former Indonesian President BJ Habibie and prominent Indonesians from different backgrounds sharing their inspirational stories with members of the diaspora. They include:

- Sri Mulyani Indrawati (banker)
- Djoko Widodo (governor)
- Chairul Tanjung and Merry Riana (entrepreneurs)
- Anggun C Sasmi and Ananda Sukarlan (artists)
- Prof Dr Ken Soetanto (academician)
- Ranomi Kromowidjojo (sports person).



Dual Citizenships

In fact, from the first Diaspora Congress, much of the feedback has been heard and some of it implemented. Mr Wahid said, "For example, one of the issues brought up last year in Los Angeles was about dual citizenships. This is a political process and not easy to implement but the issue was examined. We analysed how this issue was tackled by countries such as India, which has a very large and wide diaspora.

"The government has recently introduced regulations proclaiming that anyone of Indonesian descent can apply for a Permanent Residency visa for five years. Also, in the past we had multiple entry visas for business purposes only. Now anyone of Indonesian descent can apply for these multiple entry visas for a period of two years," clarified Pak Wahid.

This is certainly good news for those who wish to come back and build social or business ties with Indonesia. There is also an Expo being held in conjunction with the congress and there are social, cultural and entertainment programmes arranged for participants.

An Expo will be held as part of the CID that will include a Job Fair, an Education Fair, a Food Bazaar, a Travel Fair and Usaha Menengah (UKM) Fair. The lead sponsor for this year's Congress is BNI and for the Expo, it will also have the participation of Kemdag, BKPM, Kemenparekraf, Kemdikbud, Kemnakertrans, Kemen Kop & UKM, Pemprov DKI and BNP2TKI.

For more information on CID, please visit: <http://www.diasporaindonesia.org/>

Tourism Arrivals Growing

Rich in beautiful destinations where visitors arrive to a warm welcome by friendly Indonesians, new tourism flights and figures are climbing higher each year



According to data from Statistics Indonesia (Badan Pusat Statistik), the country received over 725,000 foreign visitors in March 2013, this is 10.1 per cent higher compared to the same period last year. Setting an ambitious target of welcoming 10 million foreign tourists in 2014, the Indonesian government expects more visitors to originate primarily from the Asia-Pacific region itself.

Over two million foreign visitors entered Indonesia in the first quarter of year 2013 (January-March) constituting a six percent rise compared to Q1-2012. Minister of Tourism and Creative Economy, Mari Elka Pangestu, pointed out it is a very good sign for Indonesia's tourism industry when foreign visitor growth registered double digits growth in February and March. It will increase the sector's contribution towards the country's GDP and provide more employment opportunities for locals. The minister attributed the growth to the launching of new airline routes from foreign destinations and the government's effective promotional campaign.

Tapping into ASEAN & China

According to Antara News, Indonesia has been intensifying its tourism promotion activities to countries which are not directly affected by the global financial crisis, such as China, India, Middle-East and some ASEAN member nations.

Esthy Reko Astuti, Marketing Director General, Ministry of Tourism and Creative Economy said, "We are increasing tourism promotion in ASEAN, China, India, Russia, and Middle East nations. We are anticipating a drop in the number of

European tourists and to achieve the target of nine million tourists this year; we are tapping in this market."

The tourism ministry hopes to attract at least 3.5 million tourists from ASEAN, including 1.75 million from Singapore, 1.4 million from Malaysia, and 315,000 from the Philippines.

Data from the Indonesian Central Bureau of Statistics (BPS) showed the number of Chinese tourists visiting Indonesia in the first eight months of last year rose 25.54 percent to 412,698 over the same period in the previous year.

In 2011, some 775,000 Chinese tourists visited Indonesia, and the number rose to 850,000 in 2012, with Bali as the main destination, followed by Jakarta and Yogyakarta. The number, however, is much smaller than 1.5 million Chinese tourists that visited other ASEAN member countries. Therefore, having varied and interesting tourist objects, Indonesia has set a target of attracting one million Chinese tourists in 2013.

To demonstrate the government's seriousness in attracting Chinese tourists, several direct flights from Indonesia to a number of Chinese cities have also been opened, such as Jakarta-Beijing, Jakarta-Shanghai and Jakarta-Guangzhou. The government also provides Mandarin Chinese language lesson for guides.

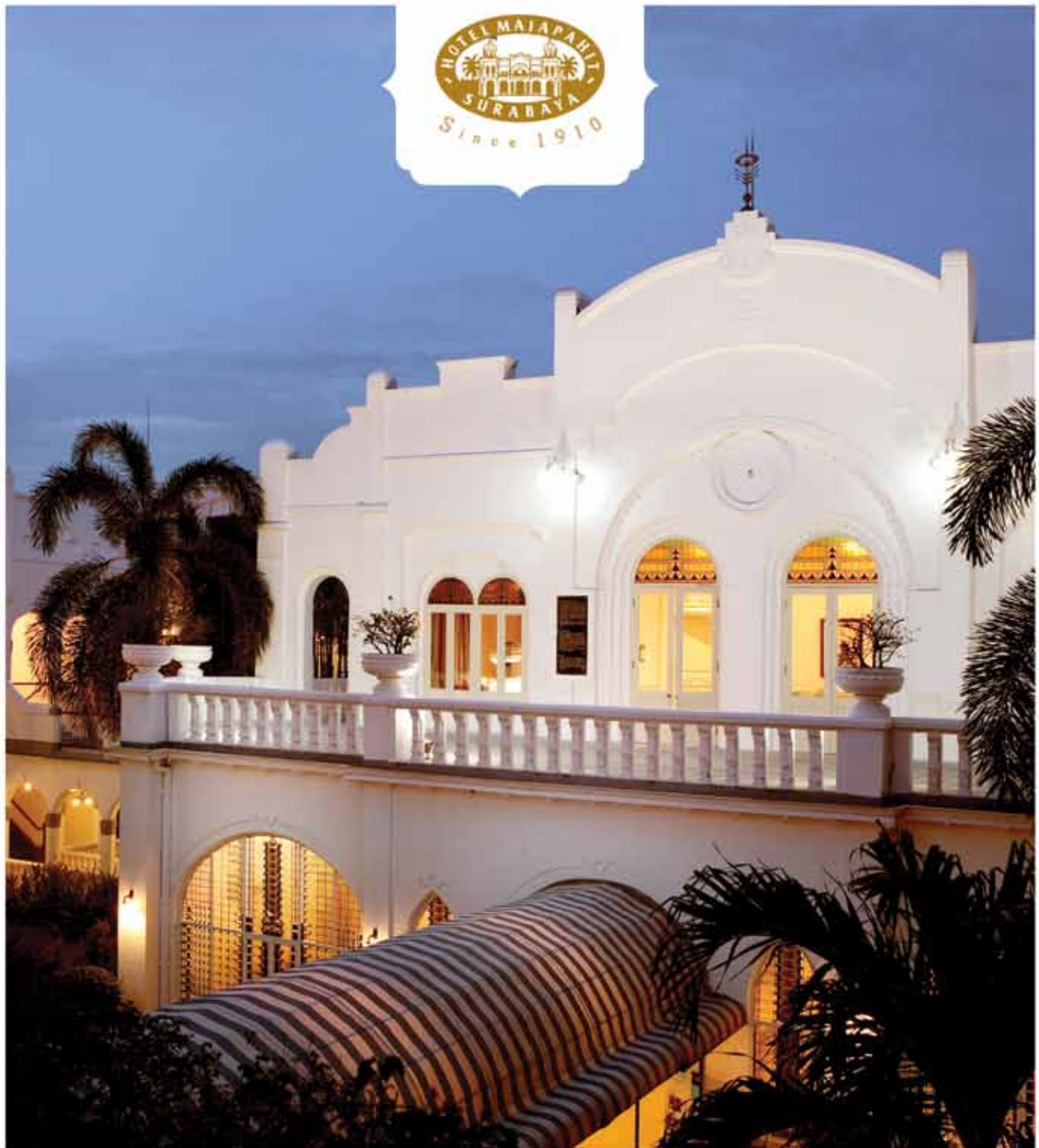
Tourist Arrivals in 2013

	January 2013	February 2013	March 2013	Total 2013 (Jan - Mar)
Total Foreign Tourists Arrival	614,328	678,415	725,316	2,018,059

Tourist Arrivals in Recent Years:

	2007	2008	2009	2010	2011	2012	2013*	2014*
Foreign Tourists (in millions)	5.51	6.23	6.32	7.00	7.65	8.04	9.00	10.00

Source: Statistics Indonesia



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Top Five Indonesian Foods

Indonesian food is fabulously spicy and some are also the world's favourites

Indonesia's *Rendang* and *Nasi Goreng* were ranked first and second respectively, by CNNGo in its top 50 best foods worldwide poll. Satay was at number 14. The fame of these Indonesian dishes has travelled the world over. However, Indonesian food, in general, has not taken off (yet) on a culinary flight as high profile as Indian, Chinese or Thai food internationally. This might, to some extent, be attributed to how spicy is its sambal, a chilli-based condiment that accompanies practically all Indonesian dishes. It's arguably hotter than Thai and Indian foods put together! The list of top five Indonesian dishes is easy to compile; it's the fiery sambal that you should hold in awe, if you try Indonesia dishes!



Beef Rendang

Voted the most delicious food in the world, the beef rendang originated from Padang, which is famous for its spicy and flavoursome food. It takes many hours to cook before the beef becomes tender and thoroughly absorbs the spices. Cooked correctly, dry rendang can last up to a month! Today, it's the flagship dish of Padang and Minangkabaus, the ethnic group there. It is an excellent example of the richness and flavour of the cuisine that comes out of the region. Traditionally, the dish has great significance in Minangkabau culture and is served on special occasions of Minang ceremonies.



Nasi Goreng

Nasi goreng or fried rice is widely regarded as Indonesia's national dish. It's very popular in South-east Asia (and Netherlands), with many variants. What makes the Indonesian version distinctive is the use of sweet soy sauce, garnished with pickled cucumber and carrots (acar). A very versatile dish, you can add vegetables, eggs, beef, chicken or prawns. Its origin story is a practical one; to avoid waste, nasi goreng was made from left-over rice from the night before. Before refrigeration was common, frying was a safe way to kill microbes and fried rice was traditionally served for breakfast.



Satay

Skewered meat marinated for half-a-day, then grilled on charcoal and served with a peanut sauce dip. It's master magician, David Copperfield's favourite Asian dish. He joins many others in making the juicy meat magically 'disappear' off the skewers before you can say 'Abacadabra!' There are many varieties and satay is just as popular in Singapore, Malaysia and Brunei. One popular variant is *sate lilit* from Bali. It is made from minced beef, chicken, fish or pork. Seasoned with grated coconut, thick coconut milk, lemon juice, shallots and pepper, it is then grilled on charcoal.



Sop Buntut

Like the other three dishes before, more often than not, you will find sup buntut or oxtail soup in the menu of any Indonesian restaurant. It is a hearty and healthy dish. The oxtail is either barbecued or fried and served in a vegetable soup. It is seasoned with shallot, garlic and native spices such as black pepper, nutmeg and clove. Another variant of this dish, also popular in Indonesia, is the sop buntut goreng or fried oxtail soup, where the oxtail is fried and served dry and the soup is served separately. Both dishes are usually eaten with rice and the obligatory sambal and sweet soy sauce.



Bakso

Bakso is a savoury meatball noodle soup that gained some international fame when US President Barrack Obama recalled it was one of his favourite foods during his childhood in Indonesia. Indeed, this dish is very popular with students, it is sold by many street vendors. Bakso is served in various forms: meatballs, the size of ping-pong balls made from chicken, beef or pork, it is garnished with fried shallots, boiled egg and wontons. Meatball soup can be found elsewhere in the region, but why the Indonesian version tastes better than the rest? Some speculate perhaps it is the sambal.

Top Five Holiday Destinations

From the catwalk to street fashion, we discern what is new and 'in' this year

Singaporeans form the largest group of visitors to Indonesia, followed by Malaysia, Japan, South Korea and Thailand. Over 1.2 million Singaporeans visited the country in 2012 (an increase of 1.8% over 2011) and they are flocking to (in order) Batam, Bali, Jakarta, Bintan and Bandung. Of course, proximity plays a part in the above destination rankings. What is universally accepted, and no one would argue that internationally, the following five destinations form the top five tourism draws in the country:



BINTAN: Oasis off Singapore

There are only two Club Meds in Indonesia; the first, naturally, in Bali. When the second opened in Bintan, the whole world sat up and took notice of the island which is just a 45-minute ferry ride from Singapore. Beautiful beaches and unexplored rainforests with a slew of luxury resorts make this island, a popular tourist destination. Bintan offers a nearby oasis for complete rest and relaxation, along with excellent golf courses and water sports.



RAJA AMPAT: Best Dive Destination

One of the ten best dives in the world is found at Raja Ampat. It's a group of 610 rocky islets sprinkled over 4.5 million hectares, boasting 750km stretches of pristine sandy beaches. A 'must-dive' destination, the underwater kaleidoscope of coral reef, fish and other marine life are a major tourist attraction. The turquoise blue water, palm fringed beaches and slow pace makes it one of the last paradises on earth.



BOROBUDUR: Inspires Awe & Wonder

World's biggest Buddhist monument, Borobudur inspires awe and wonder at the scale and grandeur of its architecture. The temple design is influenced by the Gupta architecture indicating Indian influence in the region. The ancient monument is a shrine as well as a pilgrimage place to Buddhists. Situated amidst twin volcanoes, one can't help marvel at its intricately designed stone carvings and elaborate stone reliefs.



KOMODO NATIONAL PARK: Land of the Giants

The only place in the world you will find the giant Komodo Dragon, the largest lizard which can weigh over 70kg. Located within the Lesser Sunda Islands that includes the three larger islands Komodo, Padar and Rincah, and 26 smaller ones, it is very popular. In 2011, Komodo National Park was declared one of the seven new wonders of the world. The unique habitat of the park is also home to several ongoing scientific studies.



BALI: Island of a Thousand Temples

One of the most popular destinations in Southeast Asia, Bali is a sun kissed island which lures tourists with its enchanting beaches, colourful culture, breathtakingly beautiful temples and its rich cuisine. The minute you step foot in the vibrant Island, you are assailed with the fragrance of the exotic frangipani and the lush tropical greenery around the countryside is soothingly refreshing. The narrow and winding lanes of Bali is dotted with temples, each different from the next, calling the tourists to explore its secrets.

Known as the 'Island of Thousand Temples', Bali's most famous temples offering spectacular views are Tanah Lot Temple, Uluwatu Temple, Besakih Temple and Pura Tirta Temple. The island also has beautiful unexplored beaches and water sports in areas such as Ubud, Nusa Dua, Tanjung Benoa etc.

Top Five Fashion Trends

By Priya Ramakrishnan

From the catwalk to street fashion, we discern what is new and 'in' this year

Indonesian designers are making waves in the fashion world with their creative structures and bold futuristic looks. Vibrant palette with bright hues and prints, asymmetrical cuts with variety of texture and fabric are fast becoming the trademarks of the Indonesian designer. Fashionistas and trend-setters should take notes on the following.

◀ MAXI DRESSES: Chic and Comfortable

A chic and comfortable dress should definitely be a part of any women's wardrobe. An elegant maxi dress can be transformed from a casual brunch outfit to semi formal party wear in the evening. This long dress can be easily accessorised with dangling earrings, embellished jacket and chunky jewellery to get that casual urbane look!



▼ CARROT PANTS: Perfect 'Summer' Wear

Shaped like a carrot with wide hips and tapered at the legs, carrot pants are back in vogue. Going for a sleek and sophisticated look, carrot pants in different fabrics such as jeans, cotton, corduroys and trousers add that 'oomph' factor to any outfit. Combining a carrot pant with vintage shirt and a jacket in block colour will give confidence to any interview you are attending. Wear it with print blouse, high heels and wide belt for an elegant edgy look.



◀ DIGIT PRINT: A Collage of Memories

Digital print clothing is capturing every one's attention and is one of the most talked about trends. Designers are using a variety of prints in leggings, skinny jeans, skirts, blouses, maxi dresses and even jackets. Pair a bright digit print blouse or top with black or white cut offs and get the chic elegant look perfect for a day out shopping!



◀ HIJAB STYLE: Faith and Fashion Mix

For many Indonesian muslim women, the hijab has evolved from being a traditional headscarf to a much-loved accessory. The many vivid hues and shades with beautiful motifs and prints, has made the hijab, one of the trendiest fashion accessories today. Incorporating a vest in your attire, will add variety and complement the whole outfit.



▶ BLAZER: Fair Weather Staple

The versatile blazer which came into fashion again last year is still popular today. Be it a casual evening out or business meeting in town, the ever faithful blazer is the perfect staple for a trendy look. This multifunctional fashion must-have can change an old outfit's look and give it new life. Pair a leather or suede blazer with skinny jeans or leggings for a casual look. For an evening out at the movies, team up a blazer in neutral tones with a floral print frock dress!



What Indonesians Are Reading...

Motivational self-help guides, movie tie-ins and teen romances crowd the bestsellers' list

Following is a selection of the top sellers in Gramedia, a leading bookstore chain in Indonesia.

Self-help books written by Indonesian authors are popular as well as foreign pulp novels translated into Bahasa Indonesia. Books under 'Religion and Philosophy' are also bestsellers.

A good example of this is *Udah Putusin Aja!* by Felix Y Siauw (illustrations by Emeraldita Noor Achni) which gives advice to youths especially girls with pointers on how not be cheated in love. It's a guide to love, courtship and relationships where issues like chastity, self-respect and spirituality are also discussed.

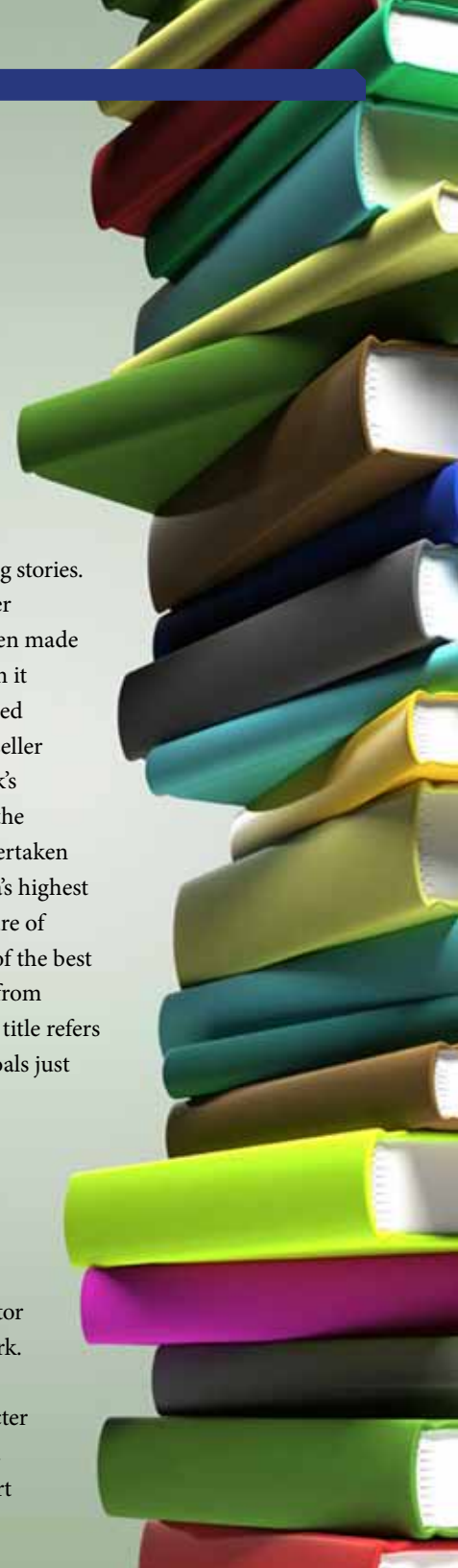
Mimpi Sejuta Dollar or Million Dollar Dream is written by Alberthiene Endah who profiles one of Indonesia's leading motivational speakers, Merry Rianna. A millionaire today, she started on her journey of success with a dream. She studied at Singapore's Nanyang University of Technology on a government loan living on just S\$1 a day, some bread and many packets of instant noodles. She had to learn to earn a living very quickly in life. Alberthiene shares the inspirational story of how Merry became a millionaire by 26 and she is now an accomplished business entrepreneur, motivational speaker and author of her own books.

Teen romance novels also rule Gramedia bestsellers' list and *Seasons to Remember* by Ilana Tan is a firm favourite with her fans who have followed her season tetralogy: *Summer in Seoul*, *Autumn in Paris*, *Winter in Tokyo* and finally, *Spring in London*. This is a collection of nicely illustrated extracts from the four books. Ilana's

tetralogy teen romances strike a strong chord with readers, written in Bahasa Indonesia with foreign locales and touching stories.

Book to film adaptations is also another popular category for readers. *5 cm* has been made into a movie and was a box office hit when it was released in 2012. The book was released in 2011 and its staying power on the bestseller list says much about the talent of the book's author, Donny Dhiringantoro, who is also the film's scriptwriter. A challenging trip undertaken by five friends to climb to the peak of Java's highest mountain is also a journey about the nature of friendship, love and dreams. *5 cm* is one of the best dramatic movies and novels to come out from Indonesia in a long while. By the way, the title refers to the visualisation of your dreams and goals just ahead of you.

Another movie-tie in that's also inspirational is *9 Summers 10 Autumns Dari Kota Apel Ke The Big Apple* by Iwan Setyawan. The book is about the son of a poor minivan driver from Kota Batu, Malang, who eventually ends up as a director in a multi-national corporation in New York. It is based on a true story and the author brilliantly tells the story of the main character in a non-linear narrative. It also carries a message about family sacrifices and support that makes it also a heart-warming read.



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Screen Gems from Indonesia

Rave reviews and rising revenues – the box office hits from the last five years you should check out!

With more films being released internationally, the Indonesian film industry is enjoying critical acclaim like never before. Movies such as *The Raid: Redemption* is an international box office hit; *Habibie & Ainun* (2012) have caught the imagination of audiences attracting over a million movie goers! The selected films here show movie-making in Indonesia is still creative, vibrant and rewarding!



Merantau Warrior

Popular martial arts film *Merantau* (2009) directed by Gareth Evans, received positive reactions from film critics and also picked up several awards such as the Audience Award, Honorable Mention, at Fantastic Fest 2009 and Best Film at Action Fest 2010.

The film featured Iko Uwais as the main protagonist who is a skilled practitioner of Silat Harimau. The action and story line of the film was lauded by the audience and catapulted Indonesian actor Iko Uwais to be one of the top rated Indonesian actors.



The Raid: Redemption

The Raid: Redemption (2011) is the second collaboration between director and writer Gareth Evans and actor Iko Uwais that achieved international success when it was released in 2011.

The action thriller topped the box office charts for successive weeks and gained rave reviews especially for showcasing traditional Indonesian martial art Pencak Silat. *The Raid* had its world premier at the Toronto International Film Festival, where it received international acclaims.



Habibie & Ainun

The romantic movie, *Habibie & Ainun* (2012) is a biopic based on the life of the third Indonesian President Bacharuddin Jusuf Habibie and his late wife Hasri Ainun Besari. The movie stays faithful to the memoirs of the former President and portrays the strength of love and commitment between the couple. Directed by Faozan Rizal, starring Reza Rahadian as Habibie and Bunga Citra Lestari as his wife Ainun, the movie was greatly appreciated by the former President himself, who attended the gala premier along with the current President Siloso Bambang Yudhoyono.



Dead Mine

Dead Mine (2012) is directed by Steven Sheil, this horror movie is based on a group of treasure hunters getting trapped in an abandoned World War II Japanese bunker. The movie lured filmgoers with its catchy storyline and thrilling action. The movie is a debut production between HBO Asia and Infinite Frameworks and also has the rugged Indonesian jungle as the backdrop. The spine thrilling horror movie generated good reviews and revenue and was successful across Indonesia and South East Asia.



Java Heat

Java Heat (2013) was screened at the Dallas International Film Festival in April 2013. Directed by Conor Allyn with Kellan Lultz of the *Twilight* series fame as its protagonist. The plot revolves around the aftermath of the deadly terrorist bombings in Indonesia and has gained popularity in Hollywood after being released across the USA, UK and other countries.



Lagoi Bay Riau's Riviera

Multi-faceted resort, residential and recreational development in Bintan will start opening from this year



The Bintan Resorts enclave found in the northern part of Riau Archipelago's Bintan island is already known for its award-winning resorts, designer golf courses, and popular recreational facilities and attractions. Being located 45 minutes – by ferry – away from Singapore the island is a go-to getaway for many residing in mainland Singapore.

With new five-star hotels and chic beach and lakeside villas, shopping malls and leisure facilities scheduled to open in phases starting end of this year in Lagoi Bay, Bintan Resorts is reinforcing the 'twin holiday destination' status shared between Bintan Resorts and Singapore, and the island is set to attract more thrill and pleasure seekers in years to come.

Apart from attracting holidaymakers, Lagoi Bay provides opportunities for investors too. From realising exclusive commercial projects to building one's own dream villa, there is much potential to be cultivated in the 1,300ha land parcel, and all at a fraction of the price of properties found in Singapore.

Pantai Indah - Beach Front Living

Located just 45 minutes away from Singapore, the villas at Pantai Indah are nestled within the Lagoi Bay masterplanned development on the picturesque northern coast of Bintan. Lagoi Bay will be replete with shopping, dining, entertainment and

wellness facilities. Owning one of these resort-style luxury villas will make you the envy of all others. Spread across 13-ha of lush tropical land and flanked by stunning seaside views, Pantai Indah is a fully gated community with 24-hour security, direct access to the beach and located just 10 minutes away from Plaza Lagoi. Pick from one and two bedroom villas. The architecture of Pantai Indah's two-bedroom villas borrows from traditional Balinese design and marries expansive bay windows, a personal pool and outdoor bathroom. A smaller, cosier version of the two-bedroom villas, the one-bedroom creates an intimate getaway for those looking for the perfect escape. Generous, light filled living spaces surround your own personal pool; and sala; lush greenery frames the private decks and generous amounts of space provide ample room to relax with family and guests.

The Sanchaya - Resort Villas & Suites

Set to redefine luxury, The Sanchaya, meaning "The Collection" in Sanskrit, is throwing open its door from November 1, 2013. Spread over 7.2 hectares of stunning beachfront location, The Sanchaya evokes romance of a period gone by. The estate's nine luxurious suites are themed in colonial splendor whilst each of the 19 palatial villas is uniquely inspired by the colourful diversity of the region. All of the suites are housed within the main building

which overlooks a beautifully designed large infinity pool. To ensure privacy the villas are concealed within a generous space surrounded by lush garden.

Plaza Lagoi – Island shopping

At the heart of the Lagoi Beach Village lies the magnificently designed and crafted Plaza Lagoi.

With sweeping walkways, fountains and the latest technology in public space lighting, Plaza Lagoi will have the highest concentration of commercial, leisure and recreational activities on the island. Bintan Resorts visitors will have easy access to the Mall via regular shuttle buses. A ferry check-in facility in the plaza also allows for easy check in of luggage and collection of boarding passes. Unencumbered by luggage, visitors will then be able free to enjoy the shops and facilities of Plaza Lagoi. A shuttle bus service will also be available to take them to the Bandar Benten Telani Ferry Terminal to catch their ferry back to Singapore. Plaza Lagoi will be completed and become gradually operational from December 2013 in time for the peak holiday season.

Air Adventures Flying Club & AdvenTreez: Gear up for a tropical adventure

Who says you can't have a relaxing weekend along with thrilling adventure?

Southeast Asia's first seaplane facility that offers an open cockpit seaplane experience does just that! Air Adventures Flying Club Bintan, an ultra-light aircraft ride center and flying school will be enable guests to undergo flight training or go on introductory flights in its fully equipped two-seat amphibious aircraft, which will be operated out of an inland lake in the heart of Lagoi Bay. Besides Air Adventures, thrill-seeking Bintan Resorts' guests and Lagoi residents can experience a new canopy adventure trail, AdvenTreez, nestled within majestic rainforests.

For more information on the developments of Lagoi Bay in Bintan Resorts, visit

www.lagoibaybintan.com



Indonesian Art Increasingly Sought After

By Priya Ramakrishnan

Diversity in cultures and traditions inspires unique art works



An unspoken expression that transcends languages and dialects, perception of art permeates beyond the physical border that separates regions, surpasses religions and age-old traditions, and sinks into one's soul. The language of art is unspoken, yet is the most clearly understood across the world.

Indonesia which is already rich in culture and traditions is now being touted as one of the most popular growing art markets that the world is keeping watch on. Indonesian art is a subject close to Benny Oentoro's heart. The Director of Art Xchange Gallery in Singapore talks exclusively to Opportunity Indonesia to share some thoughts on the contemporary art scene in Indonesia.

How popular is Indonesian art with regional and international art collectors?

Benny: Indonesian art is very much in demand with regional as well as international art collectors. In fact, Indonesian art currently is the most sought after artwork in South East Asia, followed by Philippines and then the rest of the region. Besides regional collectors, there are now increasing number of international collectors who are queuing up to buy Indonesian art. Many well-known international art galleries are starting to represent Indonesian artists as well. Indonesian paintings are being exhibited in museums and art fairs across the world in the last few years.

What makes Indonesian art unique?

Benny: There is a great diversity of artists in Indonesia which is partly due to the diversity found in the Indonesian culture itself. There are 490 ethnic groups in Indonesia spread over 17,000 islands. In a country with such a diversity, it's bound to inspire many unique artworks coming from its artists.

Who are the most well-known contemporary artists today and who are up-and-coming?

Benny: There are quite a number of very well-known contemporary artists and many more up-and-coming artists from Indonesia. Today, the most well-known Indonesian contemporary artists are Nyoman Masriadi, Putu Sutawijaya, Agus Suwage, Manguputra, Chusin Setyadikara, Heri Dono, Entang Wiharso and Eko Nugroho.

In my opinion, the upcoming artists would include Ay Tjoe Christine, Gede Mahendra Yasa, R. Sumantri MS, Angki Purbandono, J Ariadhitya Pramuhendra, Cadio Tarompo, Samsul Arifin, Suwandi Waeng, and Masagoeng. Other than the few I have mentioned, there are many more artists who are making a name for themselves in the regional as well as international art scene.

There are many who collect artwork for its investment value. Can you share with us what is the investment potential for Indonesian Art?

Benny: There is definitely a strong investment potential for Indonesian Art. However, prior to purchasing Indonesian art, I would advise art collectors to do some background research on the artist in terms of where has the work been exhibited, has the artist won any awards, the cost of their earlier works etc. But most importantly, the collectors need to have a personal connection with the artworks they are planning to buy! Their decision to purchase the artwork should not be just based on statistics alone, but it should personally appeal to them. This will be a great bonus for the collector when the artwork's price appreciates in the future.



What are your views on the Indonesian Pavilion staged in January's ART STAGE 2013?

Benny: I feel that the Indonesian Pavilion staged in January's ART STAGE 2013 was initially a wonderful idea, a platform to promote Indonesian artists to the international art market. There was some controversy when the organisers dealt with the artists directly (rather than through the Indonesian art galleries association) but the Indonesian Pavilion continued as planned. Art fairs, galleries, artists and auction houses, all have their own roles to play in order to have a healthy art market. My only concern is that once they deviate from their original roles, the art market might suffer.

You had recently rganized an exhibition titled "Picturing Pictures" in Vietnam's Ho Chi Minh City Fine Art Museum. Please share some information about the exhibition.

Benny: "Picturing Pictures" exhibition was envisioned to highlight and create awareness of the importance of heritage in

countries with rich cultures such as Indonesia and Vietnam. Art will be used as a common language to construct a narrative that interlaces both countries. Most often we forget our roots, and traditions are relegated from our priorities by the challenges of modern day life. This project was dedicated to create memory and emphasize them in global contemporaneity.

Upcoming Indonesian Art Exhibitions

- 19 - 22 September 2013: **Art Expo Malaysia 2013** at MATRADE Exhibition and Convention Centre (MECC), Kaula Lampur, Malaysia
- 8 - 11 November 2013: **Art Taipei 2013** at Taipei World Trade Center, Taiwan
- 21 - 24 November 2013: **Affordable Art Fair 2013** at the F1 Pit Stop Building, Singapore



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Travellers' Tales of Flores & Sumba

Shivaji Das shares his *Journeys with the Caterpillar* of the small tightly-knit communities, holding on to their ancient cultures



There have been many travel guides and books on Indonesia's archipelago, however, *Journeys with the Caterpillar* (currently available as an e-book) goes beyond the usual, where to stay, what to eat summaries. Shivaji embarked on the three-week trip with his wife and it reads like a personal log of many 'close-up' encounters of the people they met and no-holds barred sharing of the daily lives, celebrations and ceremonies (when they were lucky that their visit coincided with such events).

The Indian national who works in Singapore as a senior vice president of a leading global business and industry consultancy firm, writes in an easy to relate to fashion - a mix of funny and self deprecating anecdotes. By the way, the caterpillar referred to in the title is the ubiquitous caterpillar soft toys on the dash boards of virtually all the bemo (local mini-buses).

He always had a passion for travelling; according to him, the book is a humble attempt to capture the dramatic simplicity of Indonesia's Nusa Tenggara Timur (NTT) that covers the islands of Flores and Sumba. The islands are quite off the usual tourist trail but the book does a wonderful job of preparing you on what to expect when you are there. Some extracts from the book:

"I was hoping to watch the Komodo dragons in the wild give a few tourists a chase. There could also be close encounters with flying lizards, flying fish, manta rays, and sand flies. The trip promised an excess of volcanoes, around seventeen of them. We could see the lakes in Kelimutu, Flores, that change colours every now and then. We would pass through traditional villages with elaborately roofed houses, surrounded by green hills, which were

inhabited by animist societies in both Flores and Sumba who were reputedly still following their ancient customs, funerals accompanied by ritualistic animal slaughters, megalithic tomb building, and fighting mock wars over horseback. On the internet, the pictures of the places we intended to visit looked good and made me want to take the same pictures."

"And then we landed in Labuan Bajo, Flores. Flores, Flores, Flores, what a beautiful name for an island, after the Portuguese word for flowers! I have always liked Indonesian names and names of Javanese towns and landmarks such as Surakarta, Probolinggo Wonosobo, and Malioboro always tickled my tongues and ears whenever I read them or spelt them out. The names in Flores sound different but have a certain earthly charm to them, Labuan Bajo, Bajawa, Ngade, Larantuka; my favourite is Larantuka with its hint of grace and earth. I told Lobo that if we ever have a daughter, we should name her Larantuka."

"When we finally landed in Labuan Bajo, I kept chanting in my mind, Flores, Flores, Flores. Geographically, it spans over three hundred and fifty kilometres from east to west. The eastern half of the island is rather narrow while the west is more bloated and blunt and can span over sixty kilometres from north to south. This makes Flores appear on the map like a young whale, Ikan Paus in Bahasa Indonesia, with a rather jaunty tail pointing upwards. Except for the coasts, the topography is mountainous with sixteen volcanoes scattered from the east to the west forming Flores' share of the Indonesian ring of fire. Such difficult topography meant that there was relatively scant settlement along Flores except for its coasts and even to this date, despite its much larger size as compared to Bali and Lombok, Flores has much fewer people."

Recalling his holiday nostalgically, the author writes: "I hoped this world might linger around just a bit longer, only for me, to feel a little more permanent. I was being selfish for I had moved on, and these people of Sumba and Flores would also move on. Who was I to ask them to not put a mall around the Kelimutu lakes or to not abandon their elaborate traditional homes for Bahaus brick blocks with French names? But for now, I just wanted to dream a little bit more, soaked in this wet, wild world, where strangers walked around me in silence, watchful that nothing disturbs me, from this magical peace."

Journeys with the Caterpillar can be downloaded under a Pay What You Want model at <http://goo.gl/h8eu1>. Photographs from the trip were selected for an exhibition at the National Library in Singapore.

Congratulations & Best Wishes to Indonesia
on your 68th Independence Day



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Developer: TOP GLOBAL LIMITED

The Year In Pictures

Pictorial highlights of bilateral ties and embassy activities in the past year.



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1. Indonesia Arts Festival 2013 finale at Espalande by Perhimpunan Pelajar Indonesia Singapura (PPIS) on 16 Jun 2013

2. ASEAN Puppetry Association 5th Meeting in Singapore on 23 Jan 2013

3. Book launch 'Heritage of ASEAN Puppetry' Dr Makarim Wibisono (left) and HE Andri Hadi at 5th Meeting of the ASEAN Puppetry Association on 23 Jan 2013

4. Prof Dr M Mahfud MD, then Chief Justice of Constitutional Court of Indonesia delivered the S Rajaratnam School of International Studies Distinguished Public Lecture on 6 Feb 2013.

5. Mr Gita Wirjawan, Indonesia's Minister of Trade with Prof Arnoud De Meyer, President of Singapore Management University (SMU). Mr Gita delivered the Presidential Distinguished Lecture on 23 Jan 2013

6. Top level delegation from Bank UMKM Jawa Timur visited Singapore 21 Jun 2013

7 & 8. The East Kalimantan Kutai Timor Group at Chingay 2013 on 22 and 23 Feb 2013

9 & 10. Komunitas Kristiani Indonesia organised for all Christian faiths X'mas celebrations on 12 Jan 2013

11. Mrs Ferial Andri Hadi (2nd from right), patron of Dharma Wanita Persatuan (DWP) KBRI Singapura in traditional Indonesian fabrics fashion show on 16 May 2013

12. Former Indonesian President, Ibu Megawati Sukarnoputri (centre) where the late Taufiq Kiemas lay in state He passed away here on 8 Jun 2013



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13. Opening address by Ambassador HE Andri Hadi at IE Singapore Advisory Seminar Series on Doing Business in Indonesia on 15 Nov 2012

14. Mr Hari Santoso, Head of the Indonesian Investment Promotion Centre at IE Singapore Advisory Seminar Series on Doing Business in Indonesia on 15 Nov 2012

15. KBRI Singapura, Minister Counsellor, Pak Simon Soekarno (standing right), welcoming Prof Kacung Marijan, Director General of Indonesia's Ministry of Education & Culture at Mamanda Restaurant where Indonesian cultural exhibition was held from 30 Nov to 1 Dec 2012

16. Cultural Heritage Exhibition at Mamanda Restaurant on 30 Nov 2012

17. HE Andri Hadi (right) received token of appreciation from Ivan L Barus of PPIS at the first Students Global Conference on 1 to 3 Feb 2013

18 & 19. Indonesian Women Society Singapore held a Charity Bazaar at KBRI on 30 Jun 2013

20. First Deputy Head of Mission, Indonesia Embassy in Singapore, Mr Ridwan Hassan (right) officiating at the Indonesian Fruits & Vegetables Exhibition on 25 May 2013

21. Fun Bike event to celebrate the 68th anniversary of Indonesia Independence held on 6 Jul 2013

22. Members of the DWP and the Chinese Women Association held a Fashion Show at the Embassy for charity on 5 Jul 2013



A Taste of *Indonesia's National Dishes*

By Sarab Kapoor



Gado-Gado, Satay and Nasi Goreng are regarded as some of the 'national' dishes found almost anywhere in the country

These three dishes are as close to being the 'national' dishes of Indonesia than any other I can think of. They are also popular in neighbouring countries but I had the privilege of living for several years in Indonesia before I uprooted to Singapore to host my show Cook Love Eat with Sarab on Zee TV. Those years I discovered the diversity of Indonesian cuisines and learnt about a whole new world of culinary delights. I have tried other versions of these recipes and honed them here to be as simple and authentic as the dishes I have tasted in Indonesia. What better way to celebrate the Independence Day of Indonesia than making the country's national dishes!

NASI GORENG

Ingredients

5 cups	Cooked Rice
200 gms	Chicken meat- diced small
100 gms	Red Capsicum-diced
200 gms	Shrimps
7	Shallots-chopped
4 cloves	Garlic
5	Bird's eye chilies
4 stalks	Spring Onions-chopped
1 tbsp	Sesame Oil
1 tbsp	Indonesian Sweet Sauce - kecap manis
3 tbsp	Oil
2	Eggs

Method

- Pound chilies and garlic together.
- Heat oil in a wok and fry shallots till light brown.
- Add the pounded garlic and chilies.
- Add chicken and fry till it changes colour, followed by red capsicum and prawns.
- Add sesame oil, kecap manis (sweet soy sauce), salt and rice.
- Fry till well mixed and heated through.
- Finally, add spring onions.
- Serve with fried eggs on top.

GADO-GADO

Ingredients

3 medium	Potatoes- boiled, peeled & cut into cubes
500gms	Long beans-cut into 1" pieces- steamed or boiled
500gms	Bakchoy- blanched
300gms	Bean sprouts- blanched
2 small	Tofu-cut into squares & fried
1 medium	Cucumber-cut into rounds
Garnishing	Vegetables crackers& boiled eggs

Method

- Mix vegetables with peanut sauce. Serve on a platter garnished with vegetable crackers and boiled eggs

Peanut Sauce

500gms	Peanuts-roasted
100gms	Jaggery
5 - 6	Fresh Red Chillies
4 cloves	Garlic
2 tbsp	Tamarind pulp
	Salt to taste

Method

- Grind red chillies and garlic.
- Mix peanuts, ground chili paste, tamarind pulp, jaggery, salt and grind coarsely in a blender.
- Mix well. Before serving add enough water to make it into a thick sauce-like consistency.

Note that the peanut sauce can be used for Gado Gado as well as Satay.



CHICKEN SATAY

Ingredients

500gms	chicken meat- diced
4 tbsp	oil

To be blended into paste

6	shallots
4 cloves	garlic
1 stalk	lemongrass
½"	fresh turmeric
1"	ginger
1"	galangal
4	fresh red chilies

Method

- Heat oil and fry the blended paste for a few minutes .
- Add the chicken pieces and cook for a couple of minutes.
- Switch off the flame and set aside for about 10- 15 minutes for flavours to infuse.
- Skewer the chicken pieces on satay sticks.
- Grill on coal or gas top grill till done
- Serve with peanut sauce (see Gado Gado recipe)

More Flights to Indonesian Destinations

Airlines anticipate business and tourism travel to grow and has launched new routes and increased frequency



Improvements in Indonesian air industry is also qualitative: Garuda Indonesia was awarded World's Best Regional Airline in 2012 by SKYTRAX

Indonesia has a huge domestic travel market. The country has over 17,000 islands and air transport is the number one medium. About half of ASEAN airspace is found within Indonesia and the Jakarta to Surabaya flight is ranked fifth in the world for seat capacity with 780 flights per week. ASEAN is working towards an Open Skies Policy in 2015 but in the meantime, international carriers are working on bilateral agreements to fly from their home base to Indonesia as business and tourism travel increases.

According to an article in Global Indonesian Voices (www.globalindonesianvoices.com) Singapore and Malaysia are close and ready to tap into Indonesia's huge market and strong growth potential with Changi capturing about 30 per cent of international seat capacities from Indonesia with Singapore Airlines and the Indonesian branch of the Malaysian budget carrier

The Indonesian economy is growing and this has increased demand for both business and leisure travel. Indonesia is an especially important market for the SIA Group.

Ms Lee Wen Fen

Acting Senior Vice President Marketing and Planning
Singapore Airlines

AirAsia carrying a substantial fraction of international traffic to and from Indonesia.

This year Indonesia AirAsia has announced the launch of seven new domestic and international flights to various parts of Indonesia: • Semarang to Singapore (7 February); • Makassar to Manado (1 March); • Jakarta to Johor Bahru (16 May); • Jakarta to Medan (7 June); • Singapore to Makassar; Denpasar to Darwin (1 July); • Medan & Surabaya (1 December); • Makassar to Jakarta, and • Makassar to Balikpapan (17 December).

Singapore Airlines (SIA) too are anticipating growth and has significantly boost its Indonesia services from this July with the introduction of daily flights to Surabaya and increased its flight frequencies to Jakarta and the resort island of Bali. SIA's Acting Senior Vice President Marketing and Planning, Ms Lee Wen Fen stated, "The Indonesian economy is growing and this has increased demand for both business and leisure travel. Indonesia is an especially important market for the SIA Group."

SIA currently operates 56 weekly Jakarta flights. This is more than any other destination in its network – and 21 weekly Denpasar (Bali) flights. Silk Air, a wholly owned subsidiary of SIA, has also launched new flight services to Semarang in July and Makassar (formerly Ujung Pandang) in August. SilkAir currently operates 60 weekly flights to nine Indonesian destinations.

Aviation Sector Upgrading with New Airports



Indonesia has also put in place 20 projects to build new or upgrade existing airports. The country's main airport, Soekarno-Hatta has a US\$2 billion expansion plan to triple the airport's capacity.

Mr Herry Bakti S Gumay, Indonesia's Director General of Air Transportation had also announced that the government will build a total of 45 new airports; 24 will be built until 2017 and the rest gradually up to 2022. The latest to be opened was the Kuala Namu International Airport located about 40 km from Medan (replacing the old Polonia International Airport) with a direct rail connection to the city. The government anticipates airline passenger growth will increase by 12 per cent in 2013 following last year's 15 per cent growth to 72.2 million passengers.



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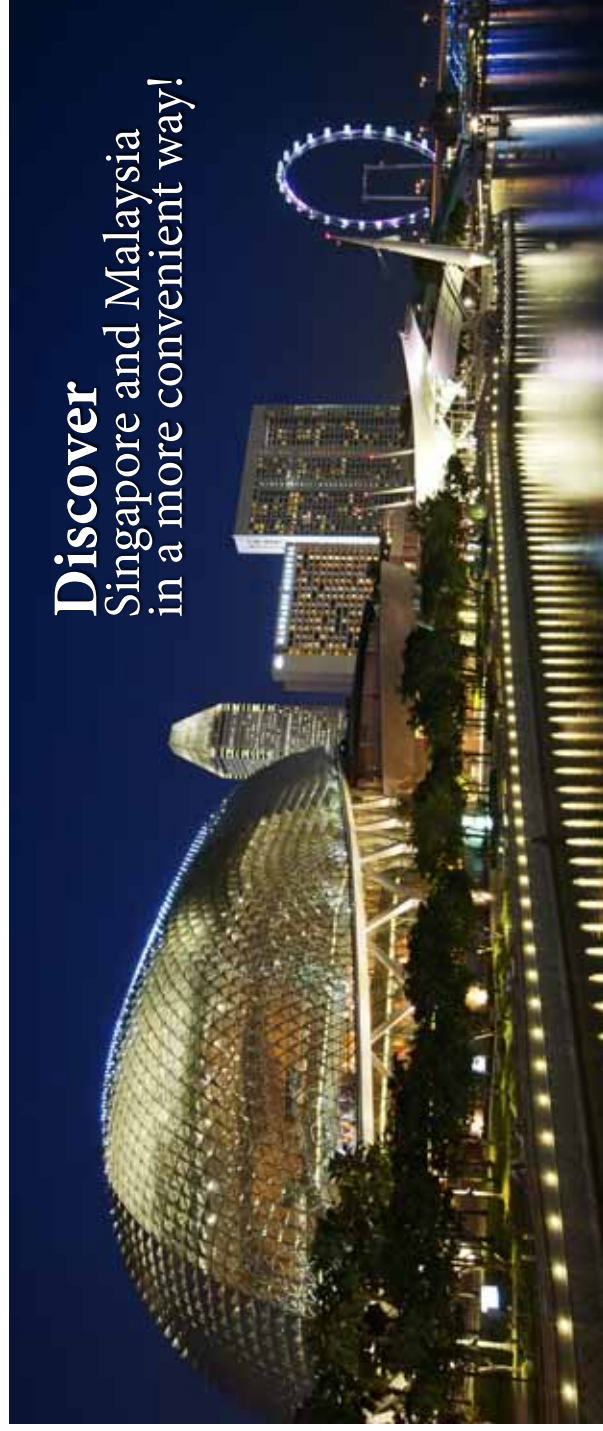
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