

DANIDA BUSINESS PARTNERSHIPS DELEGATION, JUNE 1 - 6 2014

## FOOD & AGRICULTURE IN INDONESIA

EMBASSY OF DENMARK



Dear “Danish company”,

The Danish Embassy in Jakarta, in collaboration with Andersen Consult, hereby invites your company to participate in the “Food & Agriculture delegation 2014” in Indonesia.

Indonesia constitutes a very interesting market with great export potential for Danish products and solutions. The planned activities for the delegation will give a unique marketing opportunity for Danish companies towards potential partners in Indonesia. The Embassy will facilitate contact to relevant public and private organizations and companies, which will serve to open a door for further cooperation.



### INDONESIA – UNLEASHING ITS POTENTIAL

An impressive economic and political development during the past 15 years has made Indonesia the 16<sup>th</sup> largest economy in the world. If the annual growth rates of 6-7% are sustained, the country with a population of 240 million is estimated to become the 7<sup>th</sup> largest in 2030. The growth has already created an enormous middle class of 45 million, which is forecasted to grow to 135 million in 2030 – the third largest middle class in Asia.

The increased living standard has fostered a rising demand and consumption patterns similar to that of Western countries. Coupled with an enormous domestic market, this creates an open opportunity for Danish companies to establish and expand their engagement in Indonesia.

Partly due to the rapidly growing middle class, ensuring food security in Indonesia is a key challenge. Food and agriculture is therefore a top priority for the Government of Indonesia, which has launched several initiatives to improve the productivity of these industries. To succeed, there is a need for technological input and knowhow, from ways to increase efficiency to adding

value. The public as well as the private sector is looking outside Indonesia for technologies, experiences and inputs.

In March 2013, the Danish government launched an ambitious Growth Market Strategy for Indonesia, as one out of only ten selected emerging markets. Improvements in food and agriculture in Indonesia is one of six sectors identified in the Strategy as holding particularly strong potential for collaboration and partnerships between Danish and Indonesian companies.

The delegation will focus on food and agriculture, the sectors with high demand and need for improvement in Indonesia, and sectors where Danish companies are world leaders. The sectors therefore constitute good market opportunities for interested Danish companies.



**TENTATIVE PROGRAMME:**

- June 1: Arrival in Jakarta.
- June 2: Welcome breakfast briefing, seminar/workshop with F&A government and business organisations, site visit or visit to a relevant organisation/institution
- June 3: ‘Speed dating’ with potential partners, dinner reception and networking at Ambassador’s residence
- June 4: Individual and follow-up meetings with potential partners, delegation seminar
- June 5: Follow-up meetings with potential partners (continued)
- June 6: Debriefing and evaluation, departure from Jakarta in the evening

Upon arrival in Jakarta, participants will receive an information package from the Embassy, including invitation, presentation brochure, program for seminars and individual meetings arranged on the basis of the participant’s specific wishes.

## PRICE AND PRACTICAL INFORMATION

All companies are invited to participate in the Food & Agriculture delegation 2014. The delegation is supported by Danida Business Partnerships (DBP). The participants have the opportunity to receive a 75% reimbursement of expenses on transport and accommodation in Indonesia, cf. the rules for DBP (see below).

Estimated expenses:

For 1 person participating:		For 2 persons participating:	
Transport and accommodation:	DKK 22,000	Transport and accommodation:	DKK 44,000
<u>Audit expense at reimbursement:</u>	<u>DKK 2,000</u>	<u>Audit expense at reimbursement:</u>	<u>DKK 2,000</u>
<b>Total:</b>	<b>DKK 24,000</b>	<b>Total:</b>	<b>DKK 46,000</b>
<u>Contribution from DBP:</u>	<u>DKK 18,000</u>	<u>Contribution from DBP:</u>	<u>DKK 34,500</u>
<b>Self-payment:</b>	<b>DKK 6,000</b>	<b>Self-payment:</b>	<b>DKK 11,500</b>

DBP offers a unique opportunity for cooperation between Danish and local companies and organisations in Indonesia. Additional information about DBP is found on the website of the foreign ministry: [www.dbpartnerships.um.dk](http://www.dbpartnerships.um.dk)

A requirement for the DBP contribution is eligibility for the DBP programme. Information on the screening process is found here: [www.um.dk/en/danida-en/activities/business/partnerships/phases](http://www.um.dk/en/danida-en/activities/business/partnerships/phases)

We hope it is in your interest to participate in the delegation. Please direct any questions or inquiries to DBP Coordinator Anjelita Malik, Danish Embassy in Jakarta, [anjmal@um.dk](mailto:anjmal@um.dk), or to the consultant, Lars Siggaard Andersen of Andersen Consult ApS, [lsa@andersenconsult.com](mailto:lsa@andersenconsult.com), phone: +45 25375554, address: Algade 41, 1., 9000 Aalborg.

Registration with specification of company name, address, CVR number and name on participation is sent to [lsa@andersenconsult.com](mailto:lsa@andersenconsult.com).

We look forward to welcoming you to Indonesia!



Sincerely,

Mikael Ekman

Chargé d'affaires, Embassy of Denmark in Indonesia  
Jakarta, 7 April 2014