



INDONESIA

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Celebrating 75 years of independence and stronger economic ties to Japan

As it celebrates 75 years of independence, Indonesia is looking to create new opportunities for growth by strengthening its ties with Japan in a bid to become part of the world's top five economies by 2045.

While Indonesia and Japan face the current coronavirus pandemic, in recent years, one of the key factors driving the bilateral relationship between the two countries is the influx of the skilled labor force being supplied from Indonesia to Japan. "We are concentrating on contributing to the improvement of technical education and its availability," said Masafumi Ishii, Japan's ambassador to Indonesia.

With various projects in the pipeline, such as the completion of the 2019 Mass Rapid Transit project in Jakarta and the construction of the new Patimban Deep Sea Port in West Java, Japan hopes to help the country in its economic advancement.

Ishii added that Japan plays a huge role in Indonesia's export industry as "Japanese companies contribute to 25 percent of the total exports from Indonesia."

Meanwhile, Japan External Trade Organization (JETRO) Jakarta President Director, Keishi Suzuki said that they are "working hand-in-hand with all Japanese companies and government organizations in Indonesia as they continue to attract new Japanese investments into the country."

Kanji Tojo, chairman of The Jakarta Japan Club (JJC), added that they proposed a policy that could help Indonesia address issues it



Masafumi Ishii, Japan's Ambassador to Indonesia

might be facing through sharing knowledge between the two nations.

The chief representative of the Japan International Cooperation Agency Indonesia (JICA), Shinichi Yamanaka, supports this idea. "The transfer of expertise will aid both Indonesia and Japan's current situations, opening doors for people in Japan and also further developing the skills of the Indonesian people," he said.

www.id.emb-japan.go.jp
www.jetro.go.jp/indonesia
www.jjc.or.id
www.jica.go.jp/indonesia/english

Fuji Electric Indonesia stays true to its dedication to customers

A profound desire to create quality products and a drive to better serve its customers is what sets Indonesian company Fuji Electric Indonesia apart from other businesses.

While focusing on manufacturing and quality assurance brings success to any business, Fuji Electric Indonesia understands that customers' needs and satisfaction are also essential for a company's growth and improvement.

"Through quick response time to customers' needs, we are facilitating both local growth and our ability to export quality products to the region," said Isao Takeuchi, president director of Fuji Electric Indonesia.

Along with its steady growth and development, Fuji Electric Indonesia has also expanded its operations and manpower to sustain consumer demand, specifically in the region.

Fuji Electric Indonesia is currently experiencing year-on-year growth of over 120 percent. At this rate, projected growth will continue next year, depending on the impact of COVID-19.

"The growth we are experiencing is a testament to Indonesia's market potential. This direct increase in sales is only a fraction of the potential that this market holds for us," said Takeuchi.

Observers see huge potential for the company in coming years, especially because of an improved business plan targeted at the local market.

"Through a better and more localized



Isao Takeuchi, President Director of PT. Fuji Electric Indonesia

market understanding, along with the use of increased electrical distribution and control systems for infrastructure, our local engineers are able to effectively determine how to best service our clients and their needs."

As one of Indonesia's most trusted companies, Fuji Electric Indonesia recognizes the partnership it has with Japan as vital to the accomplishments it will obtain throughout the years.

"Over the next three years and as the market progressively grows, we will invest in the future of our business in Indonesia by providing Japanese standard quality products and services to current and prospective customers," Takeuchi concluded.

www.id.fujielctric.com

From scratch to perfection: Mayekawa's cold storage solutions

Indonesia's food and beverage sector is among the country's most rapidly growing sectors at both local and international levels. With more initiatives devoted to technological innovation, Indonesia is not far from becoming a country with one of the largest economies in the world.

With this vision in mind, PT. Mayekawa Indonesia is exerting all its efforts into developing the country's food industry as it celebrates its 35th anniversary.

"Many parts of the countryside in Indonesia do not have access to proper cold storage to maintain perishable food's longevity," said Yuki Okishio, president director of Mayekawa Indonesia.

"We are working to service the needs of these communities by providing high quality and reliable storage solutions and we hope to be able to collaborate closely with local government organizations in the future."

Because of its desire to provide the latest in sustainable technology solutions, Mayekawa Indonesia was eventually able to find a solution to improve Indonesia's access to proper and reliable cold storage, not only in urban areas but in rural areas as well.

Indonesia is currently working with the Japanese government to



From left to right: Vicky Oktavianus, Sales & Marketing Division Manager; Anggie Dwiyana Putri, Public Relations; Selvi Rianty, Legal Division; and Yuki Okishio, President Director of PT. Mayekawa Indonesia

realize a Joint Crediting Mechanism, a system in which nations cooperate to reduce greenhouse gas emissions.

"We deliver hydrofluorocarbon-free and sustainable product options at reasonable prices to customers. We also introduced the Legdas automated chicken deboning machine to the market in 2020. This allows for rapid and more hygienic separation and reduces the need for manual labor," said Okishio.

As Mayekawa works further on helping to grow Indonesia's economy, the company is seeing huge potential in the country's marine industry.

"Indonesia has one of the most biologically diverse marine waters on earth, as well as large oil and gas reserves. These are key factors for serving Japan's needs for both natural gas and seafood." ♦

www.mayekawa.co.id
www.mayekawa.com



Sakata Inx: Providing sustainable solutions for the Indonesian community

Since it first began its operations in the '90s, Indonesian company PT. Sakata Inx has committed to deliver, not just top quality products, but also sustainable solutions to its clients worldwide.

Throughout the years, the company has been able to make significant developments that would help expand its operations and establish a name for itself in different countries around the globe.

"Amid an ever-changing global business environment, we are experiencing consistent growth. Over our 30-year company history, we have increased our factory four times its original size," said Urip Kurnia, president director of Sakata Inx.

Today, the company is focusing its efforts on reducing the carbon footprint in its operations and creating environmentally friendly products. These environmentally-friendly products are being used for the packaging sector — which is experiencing vast growth in Indonesia.



Urip Kurnia, President Director of PT. Sakata Inx, Indonesia

"The focus now is to reduce volatile organic compounds emissions and to improve sustainable business practices through innovation from our mother company in Japan as we continue expanding our business in Indonesia," said Kurnia.

"Our factory is in the process of improving automation as we ad-

dress the environmental concerns of the industry."

Not only is Sakata Inx focused on providing sustainable product solutions and environmental stewardship, but it is also committed to improving the sustainability of its work practices and supporting the welfare of the community.

"Through careful supplier selection in line with referrals from Japan, we are continually working to improve all aspects of business operations," shared Kurnia.

"Our support of a local children's clinic near our factory in Tangerang, West Jakarta, for seven years now is testament to the commitment we have toward the people who support our business. Our business will grow accordingly as infrastructure improves in Indonesia with the assistance of Japanese companies." ♦

www.inx.co.jp/english/company/global.html



PT Dan Liris: A compassionate approach toward employees leads to manufacturing success

Indonesian textile and garment manufacturer Dan Liris considers employee well-being and the delivery of quality products to customers as equally important.

"One of my passions is to develop a dynamic relationship with our employees. We value our people more than anything and we want them to enjoy a higher quality of life," said Michelle Tjokrosaputro, president of PT. Dan Liris.

"We cannot exist or prosper without the people we work with. Our workforce provides for their families and they support one another physically and mentally." With corporate social responsibility (CSR) at the heart of the company's operations, Dan Liris has implemented several initiatives. These inspire employees and have enabled the company to maximize productivity through increased employee engagement.

CSR initiatives include the construction of employee and community homes, machinery donated to schools and colleges, scholarships



Michelle Tjokrosaputro, President of PT. Dan Liris

for students and offering financial support for the development and upkeep of religious buildings.

"Our CSR work is an integral part of Dan Liris. Our factory cannot exist without the support of the local community and we in turn recog-

nize the importance of giving back," shared Tjokrosaputro.

In 2020, the Dan Liris group also launched its new mission statement, "To be a sustainable Dan Liris: economically, environmentally and socially."

"In order to sustainably carry out our mission, we started utilizing various wastes, such as cotton, steel wire and patchwork fabric, among other kinds, to be used as the basis for producing different handicrafts for export. We also work with Lurik craftsmen through PT. Efrata Retailindo, processing waste cotton and weaving it into striped fabric so that it can be used for creating stylish clothing," said Tjokrosaputro.

As head of the company, Tjokrosaputro has always been a passionate CSR innovator. Today, she hopes to inspire the next generation. "While I have received many awards relating to the company's CSR work, the 'Top Leader for Corporate Social Responsibility' that was presented to me earlier this year had the most impact

on me. I want to be involved in this aspect of our work because when I see people bettering their lives, it brings me happiness," she said.

This year, Dan Liris is bringing its retail brand Bateeq to Osaka, Japan. The brand, which was founded in 2013, offers a fresher and more fashionable take on traditional Indonesian batik. The management, production and sales of this brand all originate from the Efrata factory, which currently has 64 employees and offers various sewing products to the Japanese market.

"As a first step towards global expansion, we will extend our services to the Japanese market from a number of overseas destinations. Since the Batik-Java sarasa pattern and the Japanese kimono pattern share striking similarities, we are confident that the Bateeq brand will be a big hit with our Japanese consumers," stated Tjokrosaputro.

Dan Liris has enjoyed close ties to Japan since 1974 when the company was founded. Today 25 percent of

the company's total exported products are sold in the Japanese market and Japan continues to play an important role in the company's success.

"Our Japanese partners and clients are very loyal. We have a strong relationship and continue to receive their support," said Tjokrosaputro.

"We are indebted to our Japanese friends; with their guidance we have improved and grown our business over the years. Today our relationship is based on trust and loyalty and working with our Japanese friends continues to be a most pleasurable experience." ♦

www.danliris.com/index.php/en/



PT Mitsubishi Motors drives ambition for Indonesia's economic growth

The automotive industry plays a great role in Indonesia's economy. Mitsubishi Motors' authorized distributor in Indonesia, PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI), has become a significant contributor to the nation's growth.

Celebrating 50 years of Mitsubishi vehicle operations in Indonesia, MMKSI is working closely with government ministries to be at the forefront of sustainable change. It is providing ongoing support for the unique digitalization of the nation in relevant sectors.

"With globally increasing importance on sustainability, we are well positioned to further contribute to the digitalization of Indonesia's economy in the automotive and other sectors," said Naoya Nakamura, president director of MMKSI.

"Our dream is to become the leader of electric vehicles development here and the support structure

We are changing the game of competition in this dynamic market. By developing an application to more efficiently service our customers while investing in other vertical support companies, we have an effective focused strategy for growth moving forward.



NAOYA NAKAMURA President Director PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI)

needed for (such development) to be affordable and accessible in the market. Collaborating with local governments will ensure this initiative's success in the long run."

As a company that is driven to be part of helping Indonesia realize its potential, MMKSI is also working to

uphold its responsibilities to Indonesian society by coming up with more environmentally friendly solutions.

To date, MMKSI has made ongoing initiatives to reach out to the country's citizens by providing disaster relief through partnership with the Red Cross. It also supports

children's needs by offering emotional, financial and educational assistance.

"All kids should have the opportunity to be given enough support in pursuing their dreams. Education and family have always been a cornerstone of Mitsubishi, and we want to continue uplifting the community around us as they are ultimately the ones we rely on for success," stated Nakamura.

"Indonesia has a young population and we want to play a key role in making quality education readily available to all."

One of the company's core activities in turning this vision into a reality includes holding an annual event where staff become an orphan's parent or guardian for a day.

"We do this so that children who come from broken homes can feel loved and supported, to keep giving them hope for a better life," added Nakamura.

With a clear plan to help strengthen Indonesia's economy and expand its operations in the country, Mitsubishi Motors has been increasing exports and production there since building a factory in 2017, specifically for its flagship small Multi Purpose Vehicle (MPV) Mitsubishi Xpander.

"Indonesia's market holds huge potential for domestic and export growth thanks to the huge demand for our products in the country," stated Nakamura.

For Mitsubishi Motors, Indonesia has always presented huge potential in the automotive market and it has ultimately been a major contributor for the company's growth.

As MMKSI inches toward further growth and development, it is targeting other sectors such as in electric vehicles education, as well as infrastructure digitalization and automation, in which to branch out.

"We are changing the game in this dynamic market. By developing an application to more efficiently serve our customers while investing in other vertical support companies, we have an effective and focused growth strategy for moving forward," concluded Nakamura. ♦

www.mitsubishi-motors.co.id