

# INDONESIA

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## Strategic partners

### A message from Japanese Ambassador to Indonesia Kenji Kanasugi

Japan and Indonesia are strategic partners that share fundamental values such as democracy, human rights and rule of law.



Kenji Kanasugi, Japanese Ambassador to Indonesia

The relationship between our countries has a long history of

cooperation in many areas, including economy, politics and culture. We have extended support to each other as heart-to-heart friends.

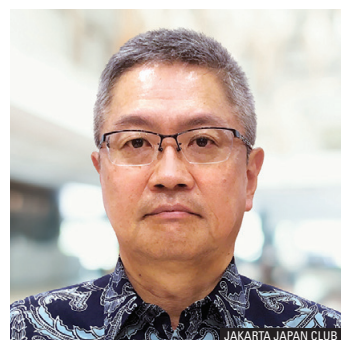
Through our partnership, various infrastructure projects are being implemented.

The Jakarta Mass Rapid Transit system, better known as MRT Jakarta, is a strategic project to overcome social challenges, such as traffic congestion, noise and gas emissions, as well as a symbol of our bilateral cooperation that could change the lifestyle of the people in Jakarta.

The newly developed Patimban Deep Sea Port, which is supported by Japan for its construction and operation, will enhance Indonesia's logistics capacity and strengthen exports, especially automobiles. The bilateral relations have also been supported by active trade and investment between the two countries.

### A message from Jakarta Japan Club Chairman Toru Kimura

As an organization representing Japanese companies, JJC hopes to increase the presence of Japanese companies in Indonesia through cooperation with the Indonesian government and private sector.



Toru Kimura, Chairman of Jakarta Japan Club

JJC aims to bring significant benefits to the Indonesian government and people, as well as to Japanese companies. ♦

Read the complete features at: <https://bit.ly/IDJP-Bridges>

## United Tractors: Celebrating 50 years

United Tractors (a member of the Astra Group) is celebrating 50 years of contributions to the Indonesian economy.

1972 ushered in a new era for Indonesia with economic development and strong growth across the forestry, mining and construction sectors.

United Tractors contributed to Indonesia's nation-building efforts and the company grew in unison with the country. Today the company contributes to Indonesia through business, corporate social responsibility initiatives and environmental projects.

With branches across the country, the company works in close partnership with Komatsu, UD Trucks (formerly Nissan Diesel trucks) and Tadano of Japan.



Frans Kesuma, President Director of United Tractors

"We have developed long-term relationships with all our

partners," said Frans Kesuma, the company's president director.

"Our unique relationship as a distributor for Komatsu continues to thrive as we understand the needs of the domestic market and those of the companies with whom we do business," he said.

Indonesia's economy continues to grow. Demand for energy has increased and United Tractors has successfully diversified into mining contracting, coal and gold mining and energy.

Pamapersada Nusantara, United Tractors' mining contracting business, has close ties to Indonesia's largest coal producers.

"We have become the largest coal-mining contractor in Indonesia and our coal mines

export high-calorific coal to international markets, including Japan," Kesuma explained.

"We are also involved in coal-fired power plants with Sumitomo and Kansai Electric. As technology drives change across all industries, we are actively anticipating the direction in which our company needs to move.

"While renewable energy such as geothermal, hydro and solar solutions will drive Indonesia's economy forward, the country is at a crossroads regarding infrastructure, regulations and incentives. Government and industry need to work closely to achieve the targeted renewable portion," he said.

A crucial factor in United Tractors' success is its commitment to environmental, social

and governance initiatives.

"We support our employees and contribute to the social and economic development of the people in the areas in which we work by delivering health care, vocational schools and teacher-empowerment and income-generating activities," Kesuma said.

United Tractors has strong financial capabilities, a trusted reputation, a dedicated team of people who understand the need to react quickly to change, and a close friendship with Japan.

"Indonesia and Japan share a strong bond," Kesuma concluded. "As we celebrate our 50-year anniversary, we want to contribute to this relationship by continuing to bring value to this important partnership." ♦

**UNITED TRACTORS**  
member of ASTRA



From left: Uni-Charm Indonesia Research and Development Manager Makoto Ichikawa, President Director Yuji Ishii and Corporate Planning General Manager Heni Indrayati pictured with some of the company's product range.

## Itochu: Scoring sustainable development goals

In Indonesia, the first Itochu office was established in Jakarta in 1951. Itochu Indonesia was established in 1990 and continues to benefit from having a long history in the country.

Itochu Indonesia aims to further strengthen its range of business segments by advancing its philosophy of "Enhancing our contribution to and engagement with sustainable development goals through our activities."

Environmental issues are a shared concern across the globe. The United Nations 2030 Agenda for Sustainable Development is a proposal for peace, prosperity, people and the planet which includes the 17 SDGs.

Indonesia faces many environmental problems, such as having the second-largest

volume of marine plastic in the world.

Now, more than ever, it is necessary to face these challenges and work together to solve both environmental and social issues.

Since last year, Itochu Indonesia has been actively supporting Uni-Charm Indonesia's environmentally friendly efforts.

In June 2021, Uni-Charm Indonesia launched two paper-packaged products; the Charm Safe Night feminine napkin and the Protect Pollution mask.

Itochu Indonesia jointly developed the high-quality paper packaging with Uni-Charm Indonesia and also supplied it directly to the company.

By switching to paper, both products reduced the use of plastic packaging significantly

compared with traditional packaging. Charm Safe Night saw a reduction of 70% and Protect Pollution a reduction of 80% respectively.

Using 100% recycled packaging paper was a Uni-Charm Indonesia initiative. This endeavor is expected to contribute to the government's goal of slashing Indonesia's plastic waste.

This year, Uni-Charm Indonesia is planning to launch additional hygiene products with paper packaging, and Itochu Indonesia is playing a supporting role through development, quality control and supply.

This year, Itochu Indonesia is further supporting the company as it utilizes more environment-friendly materials. Feminine napkin "CHARM Herbal Ansept + Bio" was launched in June, partially making use of sugar cane pomace as a "Bio-Material."

The launch of this product meets several key United Nations SDGs, including good health and well-being, quality education, gender equality and responsible consumption and production.

Itochu Indonesia remains committed to working closely with Uni-Charm Indonesia and its other partners in helping to address environmental and social issues. ♦

[www.itochu.co.jp/en](http://www.itochu.co.jp/en)  
[www.unicharm.co.jp/en](http://www.unicharm.co.jp/en)



Ekasurya decided to expand its business through diversification and launch its own range of safety PPE products under the UGO Safety brand.

## Ekasurya: Commitment to delivering excellent service

With a population of over 270 million, Indonesia has become a country with a large market and huge demands.

Indonesia is a perfect economy where companies such as Ekasurya Inout Indonesia can thrive.

As the distributor celebrates two decades of operations in the country, Ekasurya is constantly looking for new ways to develop its growing business.

Recognized as one of the leading distributors in Indonesia,

Ekasurya provides excellent service. The company decided to expand its business through diversification and launch its own range of safety PPE products under the UGO Safety brand.

"After years of development, we are excited to announce the release of our personal protective equipment product line created and designed to specifically cater to all our current and prospective clients' needs," said Martin Candra, director of Ekasurya.

Having formed strong ties

with Japan from the company's earliest beginnings, Ekasurya works closely with Indonesian-based Japanese companies.

Recognizing the importance of strengthening its relationship with these trusted clients, the company is looking to further expand its relationship with Japan to develop its business.

Ekasurya established a partnership with a Japanese manufacturer last year and successfully launched UGO Safety footwear earlier this year.

As the company grows its business, Indonesia's economic growth, specifically in the construction and mining sectors, continues.

Ekasurya plans to strengthen its manufacturing potential and capture the market through new product lines.

"We are extremely grateful to the customers we have had the pleasure of working with for the past 22 years," Candra said. "We look forward to maintaining and strengthening these exceptional relationships in the years to come." ♦

[www.ekasurya.co.id](http://www.ekasurya.co.id)  
[www.ugo-safety.com](http://www.ugo-safety.com)



## Marubeni Indonesia: Committed to the country

Celebrating its 30th anniversary next year, Marubeni Indonesia is proud of its long-term commitment to the Indonesian economy.

As a leading Japanese *sogo shosha* (general trading company), the Marubeni Group offers a wide range of equipment, commodities, natural resources and import-export solutions.

"Marubeni Indonesia is dedicated to contributing to Indonesian society, business and social welfare," said Shinji Kasai, chief representative of Marubeni in Indonesia.

"Marubeni's MM2100 industrial park in Bekasi prefecture has operated for over 30 years and accommodates over 180 tenants with production accounting for almost 1% of Indonesia's total GDP. The company's forestry business in South Sumatra has generated over 10,000 local jobs. With dynamic economic



Shinji Kasai, Chief Representative of Marubeni in Indonesia

growth across the country, we are active in a number of key infrastructure projects, and our power plants provide over 20% of Indonesia's total electricity-generation capacity."

### Environmental initiatives

Society's coexistence with the environment has become a key aspect of modern business, and the Marubeni Group is driving green business initiatives. Marubeni Indonesia is active in the electric-vehicle battery business and is addressing the country's waste challenges.

"Recycling is important here as the country has enormous waste issues," Kasai said.

"Technology and digitization will play a role in addressing these challenges, and we have already begun a feasibility study with a local startup partner."

### Social support

Supporting promising young leaders in Indonesia is important. Marubeni Indonesia has granted scholarships to the University of Indonesia and

Sriwijaya University in South Sumatra for many years.

### Growth opportunities

The Indonesian economy is expected to continue growing, particularly within the middle-income consumer market. While Indonesia previously had a resource-driven economy, today there are opportunities across key service sectors, including health care.

"With a growing population and the pandemic, high-level medical services are in demand," Kasai said.

"In 2020, we established a partnership with Siloam Hospital, the country's largest private hospital group, and we continue improving and expanding medical services."

### Global cross-value platform

Cross-border connectivity and diversification are enabling

the Marubeni Group to create innovative solutions and new values.

"Through the support of customers and suppliers across Indonesia, our existing business activities remain strong and allow us to create new businesses such as our recycling initiatives," Kasai noted.

"We also support foreign companies investing in Indonesia and assist Indonesian companies entering global markets, including Japan. Indonesia is a great place to live and work with a mild and warm climate, great golf, good cuisine and friendly people. Marubeni Indonesia will continue strengthening its ties with partners and friends across the country." ♦

[www.marubeni-indonesia.co.id](http://www.marubeni-indonesia.co.id)



## Taisho Pharmaceutical: Health is wealth

Headquartered in Millenium Centennial Center in central Jakarta, Taisho Pharmaceutical Indonesia is playing an important role within Indonesia's health care sector.

Japan's Taisho Pharmaceutical, with over a century of history and the largest share of Japan's over-the-counter pharmaceutical market, acquired Squibb Indonesia in 2009 to create Taisho Pharmaceutical Indonesia.

The company develops, registers, processes, produces and sells chemical, pharmaceutical and health care products.

"Taisho Pharmaceutical has two backbone products: Counterpain and Tempra," explained Toshiyuki Ishii, general manager and director.

Counterpain is a trusted



Toshiyuki Ishii, General Manager and Director of Taisho Pharmaceutical Indonesia

heritage topical analgesic brand, which nowadays has

extended its positioning to support healthy lifestyles, while Tempra is a paracetamol for reducing fever and pain, such as from headaches and toothaches, in children.

"Today Counterpain ranks No. 2 in this particular category and we are dedicated to both enhanced availability and affordability in order to become market leader in this category within the next few years," Ishii said.

"Taisho Pharmaceutical Indonesia's Tempra product is designed for the child analgesic antipyretic segment and is very close to holding the No. 1 position in terms of market share."

Taisho brands are popular with consumers across Asia and the company is proud of its ability to support healthy

lifestyles around the world.

Health care, well-being and sports are closely interconnected and Indonesians are very active in terms of physical exercise.

"Sports can unite nations and encourage people to come together," Ishii said.

"We decided to enter the sports market with our product Counterpain and established a collaboration with KONI (Komite Olahraga Nasional Indonesia — the National Sports Committee of Indonesia)."

"We are actively supporting athletes and improving their performance by providing products such as Counterpain Cool, which is effective for mid-cooling during sport exercise amid high-temperature ambience, which is

important in helping to prevent athletes from injury and to continue the endurance of sport exercise."

With a population of over 277 million, there is huge potential for growth across the Indonesian health care sector.

"We have made a commitment to contribute to the enhancement of health care in Indonesia," Ishii said.

"Our manufacturing facility in Depok, West Java, employs approximately 160 people and we encourage our employees to embrace our culture of 'Change, Chance, Challenge, Charge.' We look forward to remaining open-minded to new possibilities in order to stay ahead of the changes taking place across the industry." ♦

[www.taisho.co.id/en](http://www.taisho.co.id/en)



## Integrity, trust and outstanding ideas

Suryacipta strives to meet client needs and exceed investors' expectations. Seeking innovation, leveraging technologies and implementing continuous improvements are integral to the company's vision of "Building a Better Indonesia."

"We believe integrity, trust and outstanding ideas are of the utmost capital to develop our world-class projects," said Suryacipta President Director Johannes Suriaadaja.

### Suryacipta City of Industry

For more than 32 years, Suryacipta has managed the Suryacipta City of Industry in Karawang, West Java province. The 1,400-hectare industrial estate has successfully attracted over 150 manufacturing tenants, employing more than 34,000 people.



Johannes Suriaadaja, President Director of Suryacipta

With an environment-friendly wastewater treatment facility and financially feasible solar panel systems, Suryacipta City of Industry is also leading the country's renewable-energy drive.

Strengthening its business philosophy of trustworthiness, excellence and a customer-focused approach, 2020 saw Suryacipta inaugurate a pioneering integrated smart and sustainable township development in Subang, West Java.

### Subang Smartpolitan

At 2,717 hectares, the Subang Smartpolitan township development is situated close to Patimban Seaport, which is set to become the largest port in Indonesia.

The project is creating momentum in terms of attracting direct investment and creating jobs in the region, and Suryacipta City of Industry and Subang Smartpolitan were recently designated top priority projects for investment by the Indonesian Ministry of Industry.

Subang Smartpolitan is the new "corridor of economic expansion" in Subang. The project is equipped with Internet of Things-based infrastructure and is importantly surrounded by a highly qualified workforce.

As a complete ecosystem for work, life, learning and playing, Suryacipta is providing Subang Smartpolitan plots for manufacturing, commercial and residential use. An ideal investment destination for domestic and foreign investors, the first handover is expected in 2023.

### Japan and Indonesia

"Since Japan and Indonesia established bilateral relations in 1958, much has been achieved," Suriaadaja said.

"We continue building trust, gaining investment and growing a spirit of partnership, as well as

collaborations with Japan in the infrastructure sector, including Patimban Seaport. Indonesia remains a key supplier of natural resources to Japan and both countries are active members of APEC (the Asia-Pacific Economic Forum) and G20 (Group of 20 economies)."

"As the only ASEAN (Association of Southeast Asian Countries) country in the G20, the upcoming G20 Summit in Indonesia will showcase the country as a leading investment destination and cement Indonesia's increasingly important role within the global manufacturing supply chain. At Suryacipta, we are ready to cater to the increasing demand we see for Indonesia to become a leading Southeast Asian production base." ♦

[www.suryacipta.com](http://www.suryacipta.com)

