



Embajada de la República de Indonesia
Santiago - Chile

trade with
remarkable
Indonesia

ITPC SANTIAGO

Newsletter | July 2018

SUCCESSFUL PRIMADUTA AWARD NOMINATION COCKTAIL



H.E. Ambassador Mr. Philemon Arobaya and the Director of the Commercial Office of the Embassy of the Republic of Indonesia, Mr. Prihadi Andi Rizal Sugiono, reaffirmed the importance of participating in the Trade Expo Indonesia 2018 and strengthening trade bonds between both countries.

DETAILS OF THE COCKTAIL CARRIED OUT AT HOTEL DOUBLE TREE BY HILTON

On June 27, the Indonesian Embassy and the ITPC Santiago Commercial Office called the Chilean companies nominated for the Primaduta Award, based on their performance in importing Indonesian products. Companies such as Under Armor, Sparta, Gelymar and Melon, among others, were present in a pleasant cocktail celebration. All of them thanked the support received and committed to continue strengthening commercial relations with Indonesia.

INTERVIEW WITH EDUARDO JIMÉNEZ, GLOBAL SUPPLY MANAGER OF GELYMAR S.A.

Since 1998, Gelymar discovered the enormous potential of the properties of the algae grown in Indonesia, which, when processed with those of Chilean algae, achieve a high quality texturizing solution for food and the pharmaceutical industry. Gelymar thanked the ITPC Office for visiting one of its three plants in southern Chile, and praised the fulfillment of the Free Trade Agreement between the two countries, due to high competition levels. A visit to the Trade Expo 2018 was announced.

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AN INVITATION TO THE TRADE EXPO

OPENING CEREMONY WILL BE ON OCTOBER 24, WHEN THE PRIMADUTA AWARD IS HANDED IN

With the introduction of a Balinese dance, Tari Pendet, an intimate ceremony was led by H.E. the Ambassador of the Republic of Indonesia Mr. Philemon Arobaya, who summoned the Chilean companies that have shown a growing, continuous and loyal commercial relationship with Indonesia.

"The ITPC Santiago Office wants to announce today, June 27, about the Trade Expo Indonesia that opens

on October 24," said the ambassador.

The diplomat added that since 2014 the Embassy has had excellent results inviting Chilean companies that import Indonesian products. This is how, since then, national companies such as Midesa S.A. or ADIDAS Chile have been nominated to obtain the Primaduta Award, which is given on October 24 2018.

Primaduta is a recognition from the Government of Indonesia to those foreign companies that open businesses in that Asian country and that consolidate this commercial bond. This 2018, the award will be held during the opening ceremony of the thirty-third edition of the Trade Expo Indonesia, which will be led by the President of Indonesia IR. H. Joko Widodo, and by the Minister of Commerce DRS. Lukita Enggartiasto.

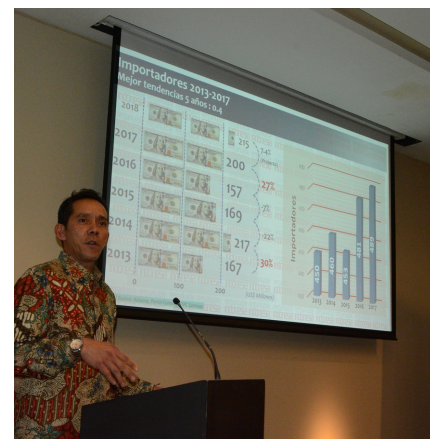


TRADING BECOMES STRONGER

BETWEEN CHILE AND INDONESIA

Ambassador Philemon Arabaya said during the cocktail that in previous editions of the Trade Expo (held in Jakarta) there were visitors from more than 100 countries.

"The goal for this year is to achieve transactions for 1.1 billion dollars, and a figure of 28 thousand visitors, including Chileans," added the diplomat. Trade between Indonesia and Chile was down in terms of imports, but it is now rising. 2015 was less than USD \$ 100,000, but today the numbers are positive: this 2018 is expected to be around USD \$ 400,000.



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NOW WE ARE IN THE TOP 3 OF THE ASEAN (ASSOCIATION OF SOUTHEAST ASIAN NATIONS) COUNTRIES THAT HAVE TRADE RELATIONS WITH CHILE



PRIMADUTA, A GREAT ACHIEVEMENT OF THE INDONESIAN GOVERNMENT

Primaduta is one of the great works done by the Government of Indonesia. This was stated by the director of the Office of Commercial Promotion of the Embassy of Indonesia, ITPC Santiago, Andi Sugiono.

"The award started in 2014, when there was only one Chilean company participating. There were three later in 2016, and there was none in 2017 ... and that was because we did not have a dinner like this," said Sugiono.

There will be 20 Chilean companies proposed to the Government of Indonesia to participate in the prize, among which we count Nike Chile, Derco S.A. and LG Chile, while in the Major Growth 2016-2017 category, Gelymar and UA Chile Spa stand out.

It was also announced that last year there were transactions in the Trade Expo for Chilean companies of USD \$ 125,000, considered a good number by Sugiono.

The Trade Expo 2018 will have 10 halls distributed in 50 thousand square meters, and will be carried out in the ICC BSD City in Jakarta between October 24 and 28, 2018. Visitors can register on the site www.tradexpoindonesia.com. There will be venues with products for manufacturing, crafts, furniture, lifestyle, food, machinery, and much more. It will also be supported with 2 nights of free hotel and transfer for importers, among other facilities.



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AT TRADE EXPO 2018 THERE WILL BE 28,000 VISITORS FROM 125 COUNTRIES, AND 1,100 EXHIBITORS. WITH HIGHLIGHTED PRODUCTS SUCH AS FURNITURE AND CRAFTS

TRADE XPO INDONESIA

Exhibition | TTI Forum | Business Matching | Trade Mission



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Indonesia**

CREANDO PRODUCTOS PARA OPORTUNIDADES GLOBALES

24 - 28
Octubre
2018

ICE - BSD City
Tangerang - Indonesia



KEMENTERIAN
PERDAGANGAN
REPUBLIK INDONESIA
MINISTRY OF TRADE

ITPC SANTIAGO

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BENEFICIOS A LOS VISITANTES



Transporte gratuito
al hotel a su llegada



Wi-Fi gratuito en el
recinto ferial



Uso complementario del
business lounge en el recinto



Servicio gratuito
de intérprete



Traslados
hotel - recinto - hotel

Por favor contactarse con la Oficina de Promoción Comercial de Indonesia en Santiago (ITPC - Santiago) para recibir mayor información. Por favor regístrese antes del 31 de Agosto de 2018.



PERFIL DEL VISITANTE



Compradores y
Traders



Industrias



Importadores



Distribuidores y
Mayoristas



Retailers



Hotelería y
Restaurantes



Asociaciones
Comerciales y de
Negocios



Agentes



Inversionistas



Medios



EDUARDO JIMÉNEZ

GLOBAL SUPPLY
MANAGER OF GELYMAR
S.A.

The Chilean company that delivers texture solutions will be present at the Trade Expo. Nominated for the Primaduta Award, the company has 40% of its business dependent on Indonesia.

What kind of products does Gelymar manufacture?

It is an algae extract called Carrageenan, unknown for most of the people as we do not reach the final consumer, but our customers are companies such as Soprole or Ariztia. Carrageenan is used massively in the food industry as a texturizer and 85% of our production is exported.

How was this important link with the Indonesian market built?

We started on the year 1993 with the company, and after a few years we realized that in Indonesia there are types of algae that do not exist in Chile. This allowed us to process a much greater diversity and the possibility arose 20 years ago to go and investigate and open the market in Indonesia. In 1999 we made the first successful imports. In recent years, Indonesia has become the number one worldwide for the export of seaweed.

What is the property of the algae that Gelymar uses?

Let's start from the basis that we sell texture solutions, which, although they are food additives, they do not provide nutrients. Our products have 2 basic properties.

One that in contact with water forms a gel, and another that in doses with other products forms a viscous solution. You can make jellies, soups or marinated chickens with them.

Where do they extract the algae in Indonesia?

The business in Indonesia is quite widespread, but the most important place is South Sulawesi, near Makasar. There is also a strong production in Kalimantan (former Borneo), and lately in Papua.

What is your balance of the business you have done with Indonesia?

Very good. In Chile, the conditions for manufacturing companies are difficult, and bringing raw materials from Indonesia, processing and exporting it, is a grace. For Gelymar it is a business that has a lot of added value. There in Indonesia the cultivation of algae is a day-to-day task that gives work to many people. Unlike Chile, there are large algae plantations there

What would you highlight of Indonesia as an exporting country?.

The diversity. When you arrive you realize that it is a huge country with many people. They have many products to export, such as furniture, clothing, mining elements, among others.



DISCOVER DESTINATION WAKATOBI

A PARADISE FOR ECOTOURISM AND ADVENTURERS

Wakatobi is a beach and sun destination in the southeast of the island of Sulawesi. For a while until now it has become one of the favorite destinations in Indonesia for those who love nature and adventure.

The name of Wakatobi comes from the abbreviation of Wangi-Wangi, Kaledupa, Tomia and Binongko, and it is popular for being an aquatic paradise. Furthermore, in 2017 the Government

named it as one of the 10 "new Bali" destinations. According to UNESCO data, Wakatobi is home to 942 species of fish and 750 species of corals. Therefore, tourists come here to practice diving, snorkelling and fishing on turquoise beaches.

But beyond its beaches, Wakatobi also offers a rich culture that can be enjoyed, as well as a varied gastronomy, historical sites and ancestral ruins.

To start a journey through the islands of Wakatobi, you can fly from Jakarta, Bali, or other cities in Indonesia, to the city of Kendari, capital of Southeast Sulawesi. From here, you should take another 50-minute flight to the island of Wangi-Wangi, capital of Wakatobi.

Here there is a good offer of hotels and resorts so that tourists have a pleasant stay.



HOGA ISLAND

DIVING DESTINATION

One of the favorite places to practice diving is the island of Hoga, one that has its own charm. Its white sand beaches do not leave indifferent any tourist, who can enjoy here at least 12 ideal points to dive.

Another outstanding destination is the summit of Kahyangan, a hill located on the island of Tomia and that provides the best panoramic views of the area.

A visit to Anano beach is also highly recommended, as sea turtles can be seen. Or the Sombano lagoon, which has large areas with mangroves.

