



Embajada de la República de Indonesia  
Santiago - Chile

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# ITPC SANTIAGO

Newsletter | August 2018

## INDONESIAN TRADE PROMOTION CENTER OFFICE PARTICIPATES IN THE INTERNATIONAL TRANSPORT FAIR



### INDONESIA INTRODUCED PRODUCTS FOR THE AUTOMOTIVE INDUSTRY IN ESPACIO RIESCO

Within the development of FITRAN 2018, the most important International Fair of Freight Transport, Logistics and Service Suppliers of Chile, the ITPC Santiago Office had a space to exhibit the latest in articles for the automobile industry. Indonesia presented tires, batteries and rubber mattresses in an event that had the participation of 63 organizations and brands.

ITPC Santiago Office showed the brands GT Radial, Quantum, Power-Max and Yama, among others.

### INTERVIEW WITH GABRIEL GÓMEZ, INBOUND AND LOGISTIC ASSOCIATE UNDER ARMOUR CHILE

As a Logistic Engineer, Gómez is in charge of the import area of Under Armour, an American company present in Chile for the last 5 years, and worldwide since twenty. For the company specialized in sportswear, the alliance with Indonesia has allowed it to import clothes for the practice of different sports in Chile and other countries, achieving a growth of over 200% in sales for the last three years. Under Armour was one of the companies nominated for the Primate Award to be given in the Trade Expo 2018.

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# ITPC SANTIAGO OFFICE TOOK PART IN FITRAN 2018 IN ESPACIO RIESCO

Between the 25th and 27th of July, the first edition of the International Transport Fair, FITRAN, was successfully developed with the participation of the ITPC Santiago Office, who presented their automotive products at Espacio Riesco.

In opinion of the Director of the ITPC Office, Andi Sugiono, "the goal is to promote batteries, rubber mats and tires from Indonesian brands, very much appreciated by Chilean importers". He added that those who are interested in acquiring auto-

motive material will be referred to the Indonesian manufacturing companies.

One of the brands present in the stand of the ITPC Office was Quantum, specialist in the production and distribution of dry batteries for truck, car and sailboat use. For Sugiono, "the competitive advantage of these batteries is that they do not require maintenance before 3 years of use, unlike the competition, whose batteries need to be replaced after two years".

Indonesia was one of the 63 participants in Espacio Riesco, together with truck brands, tracking companies, freight equipment, among others.

One of the highlighted brands was PT. SELATAN JADI JAYA, leader in Indonesia in the manufacture of batteries for the automotive market, including the Yama and Power-Max lines ([www.sjbbatt.com](http://www.sjbbatt.com)). The tires of GT Radial were also presented at the stand ([sales@gt-tires.com](mailto:sales@gt-tires.com)).



## AUTOMOTIVE MARKET

### IS STRATEGIC FOR INDONESIA

"The automotive elements, like the ones we are presenting at this fair, are strategic for Indonesia. We have importers in Chile who are already looking at Indonesian products, for example the company Derco, which in 2017 imported from Indonesia near 9 million dollars", assured Sugiono during the FITRAN at the Espacio Riesco convention and events center.

In fact, there were 21 enquiries made to the ITPC Office during FITRAN, most of them associated with batteries for trucks and buses, as well as tires. All of them will be derived to the respective companies in Indonesia.



The numbers this year are positive for Indonesia in terms of automotive parts. According to Customs data, if a comparison is made between the first semester of 2018 versus the first six months of 2017, there was a significant growth of 92% of Chile's imports from Indonesia in materials for cars, buses and trucks, among others.

In short, FITRAN was an instance in which the ITPC Office took advantage in terms of testing the Chilean market as a destination for Indonesian automotive products. At the fair it was possible to determine what the demand is, which are the main competitors and suppliers of the products, as well as the real interest for them in Chile.



# IQUIQUE TAKES POSITION AS A HUB FOR INDONESIAN EXPORTS TOWARDS SOUTH AMERICA

Iquique, the capital of the Tarapacá Region, will be this 2019 the core for Chilean imports of Indonesian products. This was recognized by Andi Sugiono, Director of the Indonesian Trade Promotion Center Office in Santiago.

The great project of Indonesia contemplates that once the Free Trade Agreement (FTA) between both nations is established, Iquique will be the port of entry to Chile, Brazil, Bolivia, Paraguay and other South American countries

for the products coming from Indonesia, including the automotive elements presented by the ITPC Office at the last International Transport Fair in Espacio Riesco.

Iquique appears to be a strategic point due to its status as a Free Trade Zone (Zofri), which has meant a platform that has achieved 24 business agreements with 64 countries. Information during 2017 indicated that business was done for USD \$ 8,300 million, and for Indon-

it means the opportunity to export products that enter Chile through the Free Trade Zone, which has a logistics center of 9.7 hectares of warehouses for storage and flat surfaces.

The Zofri also has a service to make more dynamic the customs procedures of products that come from abroad. Until now it is known that the port of Iquique receives and sells mainly equipment of machinery, vehicles and electronics articles.

On the other hand, this hub port in the Chilean Pacific is the shortest route between Asia-Pacific and South America, thus being a fast and competitive route for the products that come from Indonesia via China.

As for the corridors for transporting products, there are two that are already finished. One through Bolivia and to Santos, in Brazil, and the other through northern Argentina to Porto Alegre. A third corridor crosses Paraguay and is destined for Paraná, in the Atlantic.



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**THE FREE TRADE AGREEMENT BETWEEN CHILE AND INDONESIA WILL ALLOW POSITIONING IQUIQUE AS A PORT OF ENTRY FOR INDONESIA**

# TRADE XPO INDONESIA 33<sup>rd</sup>

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MINISTRY OF TRADE

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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.



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Medios



# GABRIEL GÓMEZ

**INBOUND AND LOGISTICS ASSOCIATE OF UNDER ARMOUR CHILE**

*The American company, which has been in Chile for five years, has been characterized by importing high quality sportswear from Indonesia. Such has been its success that it was nominated as a candidate to win the Primaduta Award and its sales increased by 200%.*

**¿What can you tell us about Under Armour Chile?**

Under Armour is an American company based in the city of Baltimore. In Chile we are since five years and we intend to differentiate ourselves from the competition in terms of engineering quality in our sport products. Fortunately, we have experienced a growth above 200% in our sales in the last three years in the sports articles market.

**How was the commercial link with Indonesia established?**

Our alliance with Indonesia came together with the purchases made from Chile and that are activated in our headquarters in Baltimore, which are directly negotiated with the companies with whom we sign contracts at a product level. And in the growth of imports from Indonesia in the last five years, Under Armour is number one.

We had a meeting recently with the IT-PC Santiago Office, and the objective is to grow with our imports from Indonesia, but also waiting for the Free Trade agreement between both countries. We specifically import sportswear, whose design is worked in the U.S.A., and then closing the business with the factories in Indonesia.

**We have now the Trade Expo 2018, are you planning to travel to participate?**

As Under Armour Chile, no. I must be categorical in that, because as I told you we do not influence directly in the purchase. what my department does is to be concerned that the imports and shipments are done correctly and at a low

cost for the logistics of what we need. In regards to the purchases, trips and fairs, they work it directly from Baltimore.

**What has been the balance so far importing Indonesian products?**

It has been very good to be honest, and in my case it is not the first time that I have a relation with Indonesia. As I told you, my background is in logistics engineering, and already in other occasions I supported other companies in Indonesia with import issues. What is imported most is not sportswear, but everything related to handicrafts, as it was referenced in the dinner of nomination for the Primaduta Award. Furniture, for example is very well valued, and is the core industry for Indonesia today.

**What value do you grant to products from Indonesia, versus other nations that export similar materials?**

I believe that all Asia-Pacific is at a very competitive level in their costs to import prime material from other latitudes. And for Indonesia, its exports are important for its commercial balance, which grows and grows every day.



# THE FLAVOURS OF INDONESIA

ARRIVE TO CHILE TOGETHER WITH CHEF RODRIGO SILVA

Still far from the popularity of the gastronomy of Asian countries such as China, Thailand or Japan, Indonesian cuisine works hard to arrive sooner rather than later at the Chilean tables.

One of the great culinary ambassadors of Indonesia is chef Rodrigo Silva, a former student of gastronomy at INACAP and who owned the restaurant "Santay, flavors of the world" and a food truck. Silva won a scholarship that allowed him to continue his cooking studies in

Jakarta through an Indonesian Government project called STP SAHID. It was after this process that he traveled through Southeast Asia and fell in love with the cuisine of Indonesia and other countries in the region.

After returning to Chile he began to collaborate with the Indonesian Embassy, who supported him with a course he conducted in April 2018 called "Discovering the flavors of Indonesia", which portrayed his knowledge in the kitchen and

and culture of that country in Southeast Asia.

His previous experience at the Four Seasons Hotel in Jakarta allowed him to impart extensive knowledge to his students in Chile. This is how he taught this year, in the framework of the "Culture and Gastronomy" program of INACAP, to prepare "Mie Goreng", a dish consisting of egg noodles sautéed with chicken, chives, carrots, cabbage, garlic paste and ginger with soybean sprouts.



## COOKING LESSONS

AT A SCHOOL IN LAS CONDES MUNICIPALITY

Today, Rodrigo Silva is dedicated to teaching classes at the San Francisco del Alba school in the Las Condes district to twenty six 11th grade students and twenty one senior students, where he teaches Indonesian culture and cuisine.

"Our goal is to bring young Chileans closer to the culture of this Southeast Asian country through cooking, because by understanding what they eat, how they prepare it and why it is prepared, it is easier to understand and learn from the culture of a nation. I am committed to the promotion of Indonesia, but also to teach its history and gastronomy, thus contributing with to the noble work done by the embassy today", said the national chef.

