



Embajada de la República de Indonesia  
Santiago - Chile

# ITPC SANTIAGO

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## AMBASSADOR OF INDONESIA DELIVERED PRIMADUTA AWARD AWARD TO ADIDAS CHILE COMPANY



In a relaxed ceremony held at the Ritz-Carlton hotel, in Las Condes commune, H.E. Ambassador Philemon Arobaya gave the award to Fernando Santos, director of the Adidas Chile Distribution Center, who was proud of having obtained the recognition for the third time. Additionally, the Indonesian diplomat dedicated words of encouragement for Chilean entrepreneurs and business men to continue trusting and importing products from Indonesia, in what was one of his last speeches before concluding his period as ambassador.

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## Interview with Andi Sugiono, outgoing director of the ITPC Santiago Office

After 3 years in Santiago, where he worked so that exports from Indonesia to Chile increased by more than 7.4%, and also to get more potential buyers, Sugiono returned to his native country where he will continue to strengthen trade relations between both nations. His wish is now that Chileans increasingly recognize Indonesia as a reliable destination for investment, trade and tourism. In addition, he is strongly committed to the FTA that will be implemented from 2019, to help Chile be an ally for the entry of products from the Pacific.



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## **ADIDAS CHILE WINS PRIMADUTA AWARD FOR THE THIRD TIME, AND RECEIVES IT FROM THE HANDS OF THE AMBASSADOR OF INDONESIA**

With the presence of H.E. Ambassador of Indonesia in Chile, Philemon Arobaya (who left his position on December 31), held the Primaduta Award to Adidas Chile Limitada at a ceremony in the Ritz-Carlton Hotel. This is the highest award given annually by the Government of Indonesia to foreign companies committed in the process of importing products from the Asian country and that meet evaluation criteria, including value and year of beginning of imports in the areas of Manufacturing and SMEs.

The sports brand achieved the highest import value of 2017 with US \$ 44.2 billion. Fernando Santos, director of the Distribution Center of Adidas Chile, said that "we have a history of continuous business with Indonesia in terms of sportswear imports, and I am very proud to have won the award for the third time. We grew 99,1% in imports from Indonesia in the 2016-2017 period, and we will continue to grow, even more after the implementation of the Free Trade Agreement".

Meanwhile, the ceremony was the right moment to present the new vice-director of the ITPC Santiago Office, Risma Oloana, who highlighted the huge growth in imports that the Chilean company Extractos Gelymar has achieved, with 443% (the highest in the 2016-2017 period), and Adidas Chile as the winner of the Primaduta Award in the Prospective Market category.

On the other hand, Oloana mentioned that the registry of Chilean companies that imported from Indonesia in 2017 amounted to 489.





## Indonesian Christmas was celebrated at the residence of Ambassador Philemon Arobaya

*The celebration was held on December 27.*

It was the perfect opportunity for the Indonesian ambassador, Philemon Arobaya, and the director of the Indonesian Trade Promotion Office, Andi Sugiono, to begin to say goodbye to Chile after concluding their respective period in their charges.

And similar to what happened at the end of August, when the Independence Party of the Republic of Indonesia was held at the ambassador's residence, this time also several guests gathered in the same place, but this time to be part of a Christmas party. The occasion was used by the diplomat to ask that Chile and Indonesia continue to coll-



aborate, both in commercial and cultural matters. The event was attended by more than 150 people, including the Indonesian community living in Chile, members of ASEAN, officials of the Indonesian Embassy, ITPC Santiago Office workers, academics and religious leaders of our country.

"Jesus is wisdom for us" was the theme chosen for this year's Christmas celebration, which is an excerpt from the Bible and was proposed by the Association of Indonesian Churches. On the other hand, the event of December 27 also had as purpose to bring closer the relations between both countries, and show the richness of the culture and the gastronomy of Indonesia.

After the religious ceremony, the celebration continued with the act of cutting the cake by



the ambassador and his wife, Juliana Arobaya, exchanging gifts and having dinner all together typical foods of Indonesia, among them rendang, capcay and teler.

During dinner time, the guests were able to enjoy an exceptional presentation of "gamelan", which is one of the traditional instruments of Indonesia.

During this special occasion, Ambassador Philemon Arobaya congratulated all the Christians residing in Chile and Indonesia, and reminded that these dates are very important to bring peace, prosperity and companionship. The ceremony ended with a photo where all the guests participated.



# Andi Sugiono

## Outgoing director of the ITPC Office Santiago bets on the FTA between Chile and Indonesia

### **What is the balance you make of your years as director of the ITPC Santiago Office?**

I was in Santiago for 3 years and brought some goals from our government. The goal in 2018 was that Indonesia's export to Chile should increase more than 7,4%. Some Indonesian products had to find the right buyers and I also worked for more Indonesian entrepreneurs to visit Chile in order to promote their products, as well as inviting Chilean buyers to visit Indonesia to meet their partners in that country.

### **How can the commercial bonds between Chile and Indonesia be strengthened in the future?**

From our perspective, Chile is the entry point for Latin America through the Pacific, and also a country that has 28 Free Trade Agreements with 64 countries. So, we believe that Chile is our strategic ally. After we signed the FTA in 2017, we really hope that the business relationships between both countries became stronger. The customs tariffs will be equal to 0%.

### **How is the Free Trade Agreement going to change the commercial relations between both countries?**

Depending on the type of product, the trade between them is complementary. It will help local consumers, for example, by supporting the hotel and restaurant industries in order to acquire better products, thanks to the 0% trade rate. We learned from our neighbors Thailand and Vietnam that signed the FTA with Chile since 2012, and now they export twice as much.

### **What are your expectations for the Trade Expo Indonesia 2019 for Chilean companies?**

The purpose of the TEI is to show quality Indonesian products for the global market, generate investment and create commercial networks. I hope that by 2019 many Chilean suppliers will attend, and we will demonstrate that we have many resources and facilities for them.

### **What are the main challenges for the ITPC Santiago Office for this 2019?**

The main challenge is to increase trade after implementing the FTA, which I hope will be during the quarter of 2019. After that the import tariffs will be reduced, and from the ITPC we will campaign so that those who want to import from Indonesia know that the tariff will be 0%, and also for Indonesian exporters to know. There will also be many APEC meetings in Chile, and we must negotiate and give facilities to the Indonesian delegations.

# Gamelan: the traditional Java orchestra that arrives in Chile

As part of its programs of cultural and artistic cooperation, the Indonesian Embassy in Chile decided to visit the town of La Union, in order to be able to perform traditional Indonesian dance classes, led by Professor Bagus Baghaskoro, who also attended the country teaching the art of gamelan, a traditional instrument of the island of Java.

The invitation to Bagus Baghaskoro came from the embassy because he is a renowned teacher of gamelan and traditional dance of the Seni Institute Indonesia Surakarta. During his visit to our country, Bagus traveled to La Unión, in the Los Ríos Region, to teach students of the School of Culture and Artistic Diffusion the dance "Kiprah Glipang", between December 17 and 21, 2018.

In order to take advantage of the visit of the Indonesian professor, the embassy also decided to program a gamelan course to all Chilean people who would like to learn about this traditional instrument from the island of Java, but which is also from Bali. The program began in Santiago on December 26, and ended on January 4.

The gamelan is compared to an orchestra, because they play instruments such as xylophones, gongs, metallophones and drums, between 15 and 17 people.

"The students have had a good disposition, they learn quickly and they have a great spirit," said the professor. After the visit, the idea is that the students can continue perfecting their gamelan technique with the instrument that is available in the embassy for those who want to practice.

It was finally 10 students who joined the gamelan course, with the purpose not only to attend during the stay of Bagus, but also to continue their studies on their own later.

The visit to La Union was also attended by Ambassador Philemon Arobaya, who received a recognition as "Guest and illustrious visit of La Union". In addition, the instance served to sign a socio-cultural cooperation agreement with the mayor of that town, and there was said to keep promoting Indonesian culture and arts at the School of Culture and Artistic Diffusion.

