



*L'Europa alla portata della vostra impresa.*

## Webinar

# "Le potenzialità del mercato indonesiano e la strategia di ingresso"

**29 ottobre 2015 ore 9.00 - 10.30**

Unioncamere e le Camere di commercio dell'Emilia-Romagna, in collaborazione con EIBN- EU INDONESIA BUSINESS NETWORK, organizzano **un webinar per illustrare le opportunità di business del mercato indonesiano.**

L'evento rientra nell'ambito delle attività della rete [Enterprise Europe Network](#).

Nell'ultimo decennio l'economia indonesiana si è sviluppata notevolmente consentendo al Paese di diventare una potenza regionale e una delle 10 economie più sviluppate a livello globale nel 2014. L'Indonesia è il quarto Paese più popoloso del mondo (circa 240 milioni di abitanti). È un Paese con un Pil pro-capite ancora basso, ma con un'abbondante manodopera e un mercato interno in continua espansione.

Nel corso dell'evento saranno effettuati degli approfondimenti specifici per il settore **healthcare** e **agribusiness**, sarà inoltre possibile formulare domande agli esperti dell' EU INDONESIA BUSINESS NETWORK.

### **La lingua di lavoro è l'INGLESE.**

Si potrà partecipare all'evento presso la sede di Unioncamere Emilia-Romagna in viale Aldo Moro 62 a Bologna oppure collegandosi al webinar tramite un link che verrà fornito dopo l'iscrizione nei giorni precedenti l'evento.

La **partecipazione è gratuita** previa iscrizione e compilazione della relativa scheda **entro il 27 ottobre 2015 al link:**

<https://docs.google.com/forms/d/1qIz9qQoZXSz6jw2x9DI182O7-DTpA5uXs1Z9k17iWKM/viewform>

## PROGRAMMA

### “Indonesia Market Potential and Entry Strategy”

- |                      |   |
|----------------------|---|
| <b>09.00 – 09.20</b> | <b>Country Presentation</b> - Economic growth, Consumption Patterns, Industry Outlook                       |
| <b>09.20 – 09.40</b> | <b>Focus on Healthcare</b> , including a general assessment of registered companies' business opportunity   |
| <b>09.40 - 09.50</b> | <b>Q&amp;A</b> - Reply questions  |
| <b>09.50 – 10.10</b> | <b>Focus on Agribusiness</b> , including a general assessment of registered companies' business opportunity |
| <b>10.10 - 10.20</b> | <b>Q&amp;A</b> - Reply questions  |
| <b>10.20 - 10.30</b> | Conclusion and remarks  |

#### Healthcare

Indonesia's healthcare equipment and medical device market is a promising industry with many valuable opportunities for European companies. This is grounded in strong annual growth rates, changing demographic and consumption patterns, the implementation of the National Health Insurance System, and a lack of domestic suppliers. However, challenges and weaknesses still remain, such as the requirement to have a local partner and the lengthy registration process. Indonesia's healthcare equipment and medical device market has a total market value of US\$1 billion with expected future annual growth rates of more than 10%. The size of the total healthcare industry in Indonesia was US\$23 billion in 2012, and is expected to double by

2020 (to US\$50 billion). The new Public Healthcare System will lead to a strong increase in the need for advanced medical devices, especially related to surgical equipment, diagnostics, and medical imaging equipment. European companies can also exploit growing demands in health IT, health infrastructure, food and health supplements, household healthcare devices and Islamic medicines.

## **Agribusiness**

The Agriculture Industry / Agribusiness Sector is a complex but inevitably relevant industry in the Indonesian economy. This important role is reflected in the sector's substantial contribution to the economy in terms of employment and GDP. In addition to its strong domestic capacity, this sector also remains one of the main industrial development priorities set by the Indonesian government, as well as an important sector for both foreign and domestic investments. Imports and exports of agribusiness products in 2014 amounted to USD 11.33 billion and USD 35.42 billion respectively, and are projected to reach USD 13 billion and USD 40 billion respectively in 2015. Based on current data, the EU export value to Indonesia steadily increased; it was EUR 634 million in 2012 and EUR 678 million in 2013. Regarding agricultural food production, Indonesia has not yet reached its full potential, but is expected to become one of the world's largest food suppliers.

Indonesia has a great potential for the horticulture subsector, but arable land is still limited since there are only 32 square meters per capita for fruit and 41.1 square meters per capita for vegetables. Most obstacles to the food crops and horticulture subsector are related to the lack of infrastructure; as of machineries, seedlings, fertilizers, as well as roads and a well built cold storage supply chain.

The Agriculture Industry remains promising, motivated by overall national growth and demographic and consumption patterns.

### **Per informazioni**

**Unioncamere Emilia-Romagna**

**Valentina Patano**

E-mail: [simpler@rer.camcom.it](mailto:simpler@rer.camcom.it)

Telefono: 051 63 77 034

Web: [www.ucer.camcom.it](http://www.ucer.camcom.it)

