



*Business Strategy Professional
Level 7*

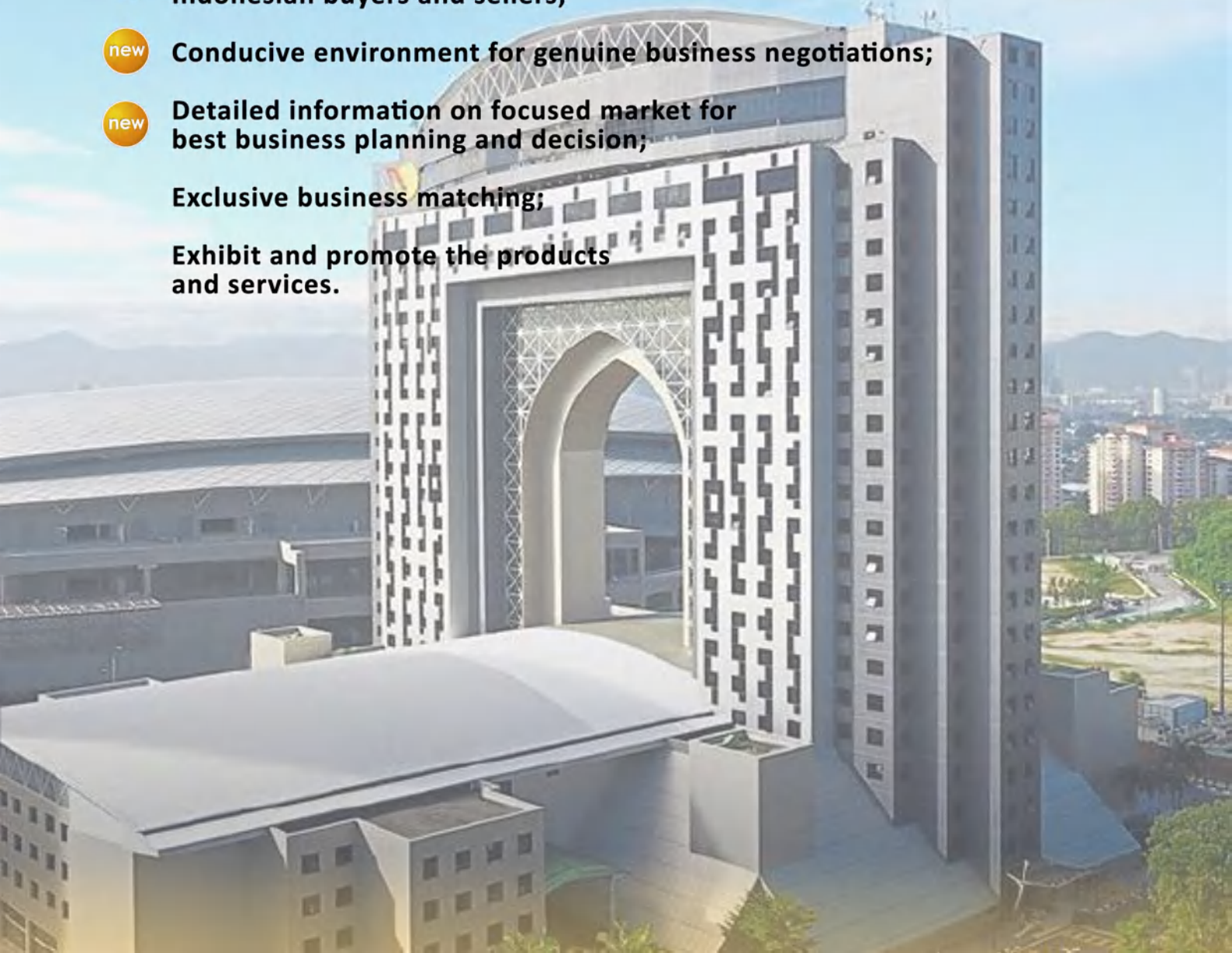
In collaboration with
The Embassy of Indonesia
to Malaysia



2022 CONFERENCE BUSINESS STRATEGY ANALYSIS INDONESIA

An Applicational Bilateral Trade & Investment Analysis

- new** Opportunities for Malaysian businesses to invest and explore business expansion into Indonesia;
 - new** Import & export and business opportunities directly from the Indonesian buyers and sellers;
 - new** Conducive environment for genuine business negotiations;
 - new** Detailed information on focused market for best business planning and decision;
- Exclusive business matching;**
- Exhibit and promote the products and services.**



AIMS

BSP Business Strategy Analysis is an educational activity combining both academic and commercial benefits to enhance the current bi-lateral trade development between Indonesia and Malaysia.

The main purpose of this Strategy Analysis session is to understand, analyze and discuss the local development, plans, infrastructure, educational needs, legal provisions, policies, life-styles and etc, in various aspect of specific industries/location so participating companies can gain an in-depth knowledge of the latest developments and explore various new cooperation, investment and trade opportunities with various provinces between Indonesia and Malaysia.

This activity is also aimed at providing a platform for Indonesian businesses to express in-depth purchasing/investment requirements and expectations so that high quality collaboration can be established between organizations of both countries

VENUE & DATE

Venue: Matrade Exhibition & Convention Centre

Date : 27 - 29 September, 2022

WHO SHOULD ATTEND

MALAYSIA
INDONESIA
SINGAPORE
BRUNEI
THAILAND
VIETNAM
LAOS
MYANMAR
CAMBODIA
PHILIPPINES

Company Owners and Directors

Business Development Directors

C-Suites

Company Decision Makers

Business Strategists

Investors

UAE
SAUDI ARABIA
QATAR
KUWAIT
OMAN
BAHRAIN
IRAN
IRAQ
INDIA
PAKISTAN
BANGLADESH

OBJECTIVES

- ✓ To provide latest knowledge and findings from research and analysis of Indonesia's provinces / city/ county development strategies, life-style and business demands.
- ✓ To provide latest knowledge and know-how for businesses to succeed when offering their services or products to Indonesians by having in-depth understanding about the latest business environment, legalities and economic directions.
- ✓ Provide regional unique analysis from various aspect for both supplying of products as well as investments.
- ✓ Share latest successful business models, equity and proposals for Malaysian companies exporting, investing or expanding to Indonesia.
- ✓ Provide one-stop business center, trademark, legal and other services for both Malaysian and Indonesia companies.
- ✓ Provide instant platform for connection and support for business cooperation between Malaysia and Indonesia (on business, legal services, background inquiries aspects).

EVENT SCHEDULE

| | DAY 1 | DAY 2 | DAY 3 | |
|-----------|---------------|---|--|---|
| MORNING | 8.30 - 9.30 | R E G I S T R A T I O N | | |
| | 9.30 - 10.00 | Opening Address INDONESIAN EMBASSADOR | Bilateral Opportunities JAVA | Bilateral Opportunities CENTRAL SULAWESI |
| | 10.00 - 12.30 | Trade Preview INDONESIAN EMBASSY <i>Q & A - 20 min</i> | | |
| | 12.30 - 13.30 | L U N C H & N E T W O R K I N G | | |
| AFTERNOON | 13.30 - 16.00 | Bilateral Opportunities NORTH SULAWESI <i>Q & A - 20 min</i> | Bilateral Opportunities EAST KALIMANTAN <i>Q & A - 20 min</i> | Bilateral Opportunities SUMATERA <i>Q & A - 20 min</i> |
| EVENING | 16.00 - 18.30 | Investment Opportunities WEST PAPUA <i>Q & A - 20 min</i> | Investment Opportunities CENTRAL SULAWESI <i>Q & A - 20 min</i> | Investment Opportunities WEST JAVA <i>Q & A - 20 min</i> |
| | 18.30 - 19.30 | F R E E & E A S Y | | Funding Opportunities KOBANDARAYA |
| NIGHT | 19.45 - 22.30 | E X C L U S I V E D I N N E R Business Presentation 5 pax | | |

EXCLUSIVE DINNER - 20 minutes presentation by Malaysian companies to Indonesian delegates on their business and product.

* Organiser reserves the rights to ammend the schedule for the best outputs of the activity

Speakers Destination

BILATERAL OPPORTUNITIES RI AU
Mr Wijatmoko Rah Triano
Chairman, Indonesia Employers' Association Riau, RIAU ISLANDS Sumatera

BILATERAL OPPORTUNITIES EAST KALIMANTAN
Mr. Slamet
Vice Chairman, Indonesia Chamber of Commerce Kalimantan

BILATERAL OPPORTUNITIES CENTRAL SULAWESI
Mr Pandu
Operations Director, PALU Special Economic Zone

INVESTMENT OPPORTUNITIES WEST PAPUA
Dr Salmon Samori
Head of Investment SORONG Special Economic Zone

BILATERAL OPPORTUNITIES WEST JAWA
Mr. Sabta Nirwandar
Chairman, Indonesia Halal Lifestyle Center, West Jawa

BILATERAL OPPORTUNITIES NORTH SULAWESI
Mr. Jefferson Lungkang
Managing Director Sulut Special Economic Zone

INVESTMENT OPPORTUNITIES WEST JAWA
Mdm. Noneng Komara
Head, West Jawa Investment and One Stop Services Agency West Jawa

INDONESIA TRADE OPPORTUNITIES
Mr. Deden
Indonesia Trade Attache Indonesia Embassy Kuala Lumpur

INVESTMENT OPPORTUNITIES CENTRAL SULAWESI
Dr Jimmy
Managing Director PALU Special Economic Zone

SPEAKERS' PROFILE



JAWA

DR. SABTA NIRWANDAR

Dr. Sabta Nirwandar is the Chairman, Indonesia Halal Lifestyle Center, in Jakarta, West Jawa. Dr. Nirwandar has an extensive background in international and national public service, including state-owned enterprises and academia and a bureaucrat and held several key positions in many Government Offices. Before retiring as a bureaucrat, he was appointed as the Vice Minister of the Ministry of Tourism and Creative Economy in 2011 up to 2014. Now he has been actively encouraging the development of Halal Lifestyle industry in the country.

EAST KALIMANTAN

MR. M SLAMET BOTOSISWOYO, S.T

Mr Slamet is a Vice Chairman of Indonesia Chamber of Commerce and Industry, East Kalimantan. He is also the Chairman of The Indonesian Employers Association (APINDO) of East Kalimantan, Chairman of East Kalimantan Apprenticeship Network, Vice Chairman of University of Balikpapan Foundation and Advisory Council of Kalimantan Institute of Technology.

Kalimantan Timur is a territory where Indonesian new capital city, Nusantara is located. Mr M. Slamet will share all the opportunities and business potentials in this region.



CENTRAL SULAWESI

DR. JIMMY LIZARDO

Managing Director of Palu Development Authority, PT. Bangun Palu Sulawesi Tengah, Indonesia, as the Development and Management Organization from Palu Special Economic Zone, Central Sulawesi. Dr. Jimmy has experience in the industries of Communication, Marketing dan Management, actively giving training, coaching and consultancy in Planning and Strategy to various corporates and private sectors. He will share all the strategic information on investment opportunities

CENTRAL SULAWESI

MR. YOSAFAT PANDU BAGASKORO (PANDU)

Mr. Yosafat Pandu Bagaskoro, the Director of Operations of Palu Development Authority, PT. Bangun Palu Sulawesi Tengah. Mr. Pandu has extensive experience in the fields of Marketing Communications, Consultancy and Media Planning and Branding in various corporate in Indonesia. He will share the export and trading opportunities in Palu Special Economic Zone. Central Sulawesi.



WEST PAPUA

DR. SALMON SAMORI

Dr. SALMON SAMORI, S.Sos.M.Si is the Head of Investment and Integrated Business Services, Sorong Province Regional Council, West Papua.

He is also the Administrator of SORONG SPECIAL ECONOMIC ZONE, West Papua, Indonesia.

Dr. Salmon Samori will share all the opportunities and business potentials in this region.

INDONESIA EMBASSY TO KUALA LUMPUR - MINISTRY OF TRADE INDONESIA

MR. DEDEN MUHAMMAD FAJAR SHIDDIQ

Mr. Deden Muhammad Fajar Shiddiq, is a Trade Attaché at Indonesia Embassy in Kuala Lumpur, REPRESENTING Ministry of Trade, Indonesia.

He is responsible for the Indonesian – Malaysian business, trade and investment affairs.

Mr. Deden will share the overview of Indonesia investment and bilateral trading opportunities.



SPEAKERS' PROFILE - *continued*



WEST JAWA

MDM. NONENG KOMARA NENGSIH, SE., MAP

Mdm Noneng Komara Nengsih is the Head of West Java Investment and One-Stop Service Agency, West Java. As the Head, she is responsible for the investment in West Java region. Prior to her position, she held several key positions in Government Offices. Noneng is actively involved in several international conferences, seminars and events in promoting the investment into West Java. She is also one of the Indonesian Government's representatives through the Badan Koordinasi Penanaman Modal or Indonesian Investment Promotion Board.

NORTH SULAWESI

JEFFERSON RICHARD LUNGKANG., SE., MM

Mr Jefferson Lungkang is the Managing Director of PT. Membangun Sulut Hebat, Bitung, the Special Economic Zone in North Sulawesi. Mr. Jeffersons is responsible for the development of the Bitung Special Economic Zone (Bitung SEZ). Prior to his engagement as the Managing Director with PT. Membangun Sulut Hebat, he was an experience Banking Director . Bitung SEZ is designated by the government as the central of fishery, distribution and logistic in Sulawesi Economic Corridor. Mr Jefferson will provide strategic informations on the development plan and bilateral trade (import and export) opportunities in Bitung SEZ.



SUMATERA

WIJATMOKO RAH TRISNO

Mr. Wijatmoko Rah Trisno is the Chairman of Indonesia Employers' Association (APINDO) of Riau, Sumatera. He is also the Vice Chairman of Indonesia Bachelor & Economics Association (ISEI) of Riau. As the main figure in the Riau province, he plays an important role as the Chairman of Corporate Social Responsibility Forum of Riau. Mr. Wijatmoko is actively involved in several business entities in Indonesian. Mr Wijatmoko will provide the overall spectrum on export and import oportunities in Riau Province, Cental Sumatera.



FUNDING OPPORTUNITIES

DATO' YAPRI KAMARUZAMAN BIN KUSHAIRI

Dato' Yapri Kamaruzaman bin Kushairi is the The Chairman of Koperasi Bandaraya Maju Berhad. He has headed numerous large scale organizations with combined members numbering in the millions. As the Chairman of these organizations, he is responsible for multiple executive functions and the steering of long term objectives. As a professional Chartered Accountant with a Master's in Business Administration, he is an internal auditor for the Mayor's office in Kuala Lumpur. Dato' Yapri will share the funding opportunities extended by Koperasi Bandaraya Maju Berhad for interested parties exploring Indonesian market



Business Strategy Analysis INDONESIA

This conference is being delivered
in collaboration with
the **EMBASSY OF INDONESIA** in
Kuala Lumpur

Schedule a call with our
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017-233 4882 - Dr. Cherry Wei
017-630 0158 - Mr. Ronifira Rejab
018-298 3229 - Dr. Aravin
011-3577 6265 - Ms Rashidah
014-292 2129 - Mr. Man Koh

Collaboration / Sponsorship Enquiry:

012-615 9229 - Mr. Jack

Organisers' office:

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Jalan Danau Niaga 1,
Taman Danau Kota,
53000 Setapak,
Kuala Lumpur, Malaysia.

www.bspworld.org  [bspworld.org](https://www.facebook.com/bspworld.org)



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