



Export Council of Australia

The Voice for Australia's Exporters

The Export Council to launch 'Export to Indonesia' project

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Australia's export community is set to benefit as a new export capability development project gains funding through the Asian Business Engagement Plan. Targeted at businesses with a strong interest in exporting to Indonesia, the project will take businesses through a step-by-step program designed to equip them with the skills and knowledge they need to succeed in the market, says the Export Council of Australia.

In a recent investigation into Australian international business activity, the Australian International Business Survey 2014 (AIBS) identified Indonesia as the fourth most challenging overseas market to do business with, although strong growth prospects are continuing to drive strong exporter interest.

Executive Chairman of the Export Council of Australia Ian Murray says delivering this project is an exciting step forward and will give participating businesses a solid foundation of knowledge and in-market experience to increase their chances of succeeding when doing business in Indonesia.

"The AIBS identified local business culture, customer payment issues, local regulations, licences and standards, and customs costs/delays as the top barriers when doing business in the market, so this project is designed to assist Australian exporters in overcoming these challenges."

"Aimed at the FMCG sector, the project will consist of six phases, including education and training, market research, a business mission to Indonesia and post mission mentoring. During the mission, participants will have the opportunity to meet with relevant service providers, go on site visits and meet with a number of local government agencies. Exporters will also have the opportunity to pitch their product directly to potential buyers."

"This innovative mission style, whereby companies get hands on interaction with those facilities, government agencies and service providers that they will deal with when exporting to Indonesia, will provide participants with invaluable contacts and information that might otherwise take months or years to acquire.

"With a population of 246 million and a well-educated middle class, which is significantly bigger than the Australian population, the Indonesian FMCG sector is driven by an increasing demand for western food," Mr Murray said.

The AIE, a division of the ECA, has been the leading education and training provider in international trade for the past 50 years and together have the capability and networks to successfully facilitate this innovative project. Due to start in the coming months, the Export Council of Australia is excited about this next phase of activity and welcomes any interest in participating in the project.

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