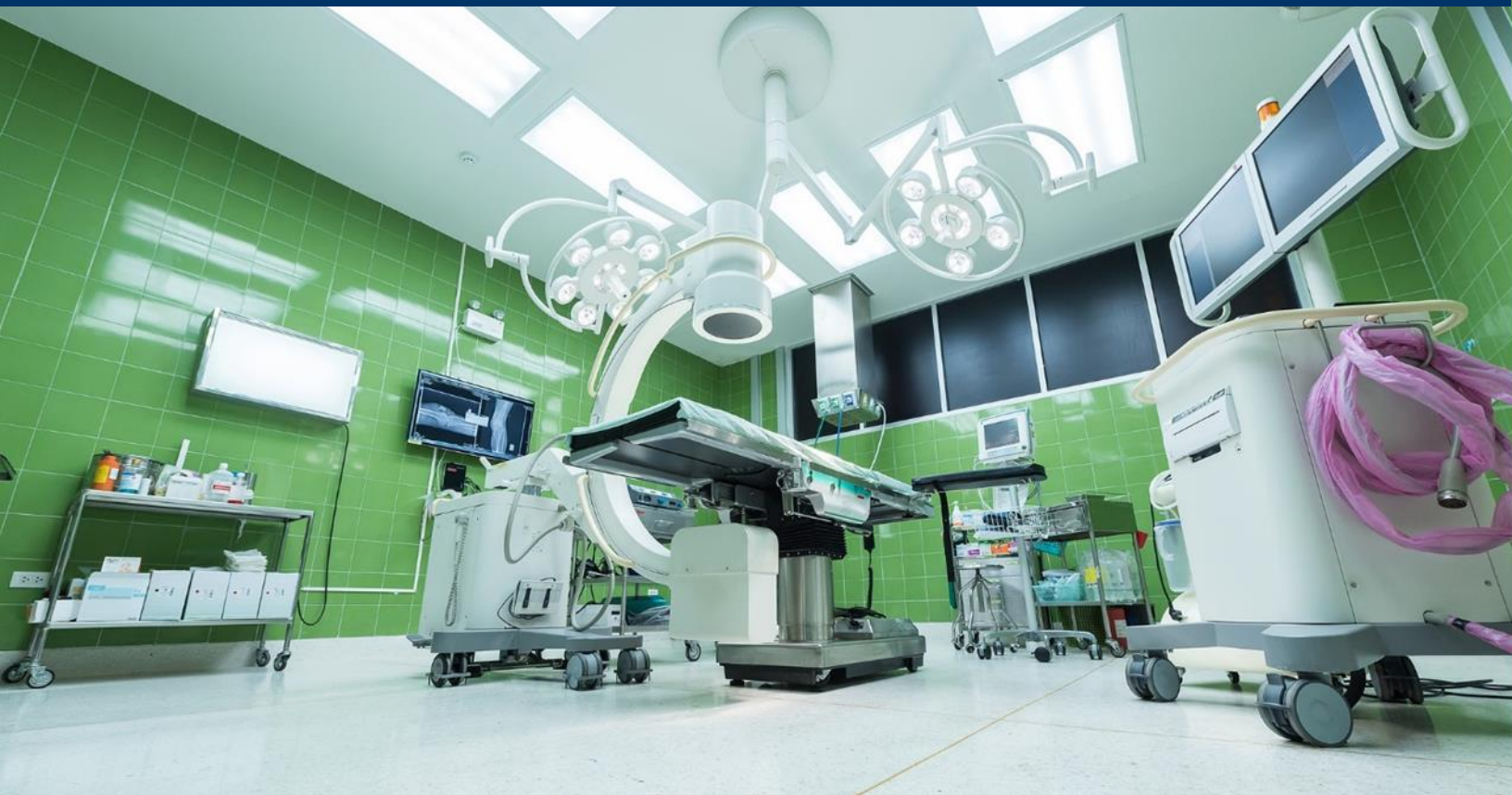


# HEALTHCARE TRADE MISSION TO INDONESIA

Jakarta - Indonesia

March 24 – 27, 2019



## At your Glance

- Format:** Individual business meetings, market information event, discussions with hospitals
- Target region:** Jakarta
- Co-funded by:** European Union
- Organized by:** EU-Indonesia Business Network

## Who should join

Small and medium-sized enterprises (SMEs), active in the Healthcare sector, established within the EU, selling or marketing a European product or service, be currently exporting or demonstrating export readiness.

The mission is aimed at providers and service providers along the entire value chain, from planning a new hospital to equipping with medical devices.

## Your benefits of participation

- ✓ Better potential assessment of the market
- ✓ An industry-specific target market analysis is provided to help you prepare for the trip
- ✓ Development of new business opportunities in the Indonesian market
- ✓ Individual appointments with potential business partners
- ✓ Exploring the headquarters of potential customers locally

## Indonesia Healthcare Sector

With more than 186 million contributors (as of December 2017) to state health insurance, public health spending is also rising. These increased from \$ 57.2 billion in 2015 to \$ 80.6 billion in 2016. By 2020, the entire population will be covered by health insurance. The resulting surge in demand will further increase spending and further increase investment needs.

Overall, the Indonesian healthcare sector has a lot of catching up to do. In 2014, investment in the healthcare sector was only 2.8 percent of gross domestic product. Indonesia is one of the laggards internationally, compared to a global average of 9.9 percent. In 2015, Indonesia had just over 2,500 hospitals with 310,000 beds. This corresponded to a quota of only twelve beds per 10,000 inhabitants. The great need for additional hospital capacity currently attracts mainly private providers. In the long term, due to the enormous need to catch up, several hundred hospitals could still be created every year.

The interest of international hospital operators should also be increased. Therefore, in 2016, the existing restrictions

on foreign direct investment in the hospital and pharmaceutical sectors were eased.

Business potential for small and medium-sized companies from EU exists both in the planning phase of new hospitals and in the area of technical equipment.

Tenders for the construction of new private hospitals are also open to international planning offices. In the case of calls from the Indonesian government, cooperation with local partners is required.

In the technical equipment of hospitals, Indonesia is heavily dependent on imports. While basic equipment (such as wheelchairs and hospital beds) and services can be covered by local providers, complex technologies and sophisticated planning services must be predominantly imported.

The coupled sales potentials open up very good opportunities for long-term business relations between EU suppliers of engineering services, medical technology and medical services. EU know-how and EU quality products are highly valued in Indonesia. In the field of medical technology, as example, Germany was the number one supplier country for Indonesia in 2016, ahead of China, Japan and the USA, with an import volume of more than USD 142 million. EU companies could thus play a key role in improving medical care and benefit from a continuously expanding market.



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# Optimal preparation for your market entry

## 1. We inform you with our target market information before you travel ...

- on market potential, market development and strengths and challenges in your industry in Indonesia
- the competitive situation and important demand segments
- political, legal and economic conditions in Indonesia, market characteristics, and import and export regulations
- on entry-level, sales and negotiation strategies and on intercultural aspects
- to market players and important contact addresses

## 2. We are looking for suitable business and distribution partners in Indonesia for you ...

- Search for potential business partners for each participating company on the basis of individually created ideal profile
- Verification of potential cooperation and distribution partners and obtaining further information about the local companies

## 3. We arrange business meetings in Indonesia and support you through ...

- Organization of cooperation meetings for each participating company with potential local business partners
- Support from experienced employees of EIBN in the business talks
- Opportunity to visit the offices of potential business partners

## 4. We advise and support you after the company talks by ...

- Evaluation of the discussions and further support in cooperation with the local companies
- Advice on special payment, delivery and service conditions

## 5. We evaluate and document the project and your contacts through ...

- Creation of a result log and evaluation of the overall project
- Documentation of dates, results and findings
- Final discussions with indications of further measures



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## Preliminary program of mission

Sunday, 24 March 2019	
	Individual arrival to hotel Briefing to mission activities
Monday, 25 March 2019	
09:00 – 12:00	<p>Information session on current Healthcare trends in Indonesia and how to export and register your products in Indonesia</p> <ul style="list-style-type: none"> <li>• Presentation – Planning: Government plan, future need and prospect [Ministry of Health]</li> <li>• Presentation – Registration, Import and Business Licensing: procedures and realistic timeframes for foreign companies and products entering the Indonesian market and regulation [Ministry of Health]</li> <li>• Presentation – Government procurement on medical devices [Agency for Procurement of Government Goods and Services (LKPP)]</li> <li>• Presentation – Roadmap and Coverage of Social Security Services [Social Security Administrator for Health (BPJS)]</li> <li>• European Business – Case How to win Indonesia market (a sharing session with a European player in the market)</li> </ul> <p>Networking Lunch</p>
13.00 – 17.00	Visit to a Hospital, conversation with the management and tour
Tuesday, 26 March 2019	
09:00 – 17:00	<p>Individual business meetings in Jakarta</p> <p>In-house appointments with potential Indonesian partners for European companies accompanied by EIBN employees (pre-selection of potential Indonesian partners takes place in consultation with the delegation participants)</p>
Wednesday, 27 March 2019	
09:00 – 17:00	<p>Individual business meetings in Jakarta</p> <p>In-house appointments with potential Indonesian partners for European companies accompanied by EIBN employees (pre-selection of potential Indonesian partners takes place in consultation with the delegation participants)</p>
End of program	Individual departure



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## The participation fee / 1 person per company

Service	Costs (€)
Accommodation for 3 nights in a 4* hotel	500 €
Organization of tailored B2B meetings	1,300 €
Interpreter for B2B meetings, visits, etc.	300 €
Information session - Country briefing Networking with ministries and relevant authorities Logistic coordination and site visits	950 €
<b>TOTAL COST</b>	<b>3,050 €</b>
<b>EIBN CONTRIBUTION (SUBSIDY 75%)</b>	<b>2,350 €</b>
<b>PARTICIPATION FEE*</b> *The price does not include 10% VAT	<b>700 €</b>

**Participation fee for a 2<sup>nd</sup> person: 200 € on a shared room basis.**

\*The price does not include 10% VAT

## Registration to the Healthcare Trade Mission to Indonesia

**The business trip to Indonesia takes place from 24.03.2019 to 27.03.2019**

We kindly ask you to read the following information carefully and then sign up for the trip with your signature. Please send us this registration signed by email ([info@eibn.org](mailto:info@eibn.org)).

The overall objective of EU-Indonesia Business Network (EIBN) is to work towards the enhancement of exports and investments of the EU to Indonesia, particularly by Small and Medium Enterprises (SMEs). As part of the activities, EIBN organizes trade missions to offer European companies the unique opportunity to make contact with the major players and business events on the ground in Indonesia.

The number of participants is limited to max. 15 companies. The applications will be considered in the order of their receipt. SMEs take precedence over large companies.

**A binding registration can be sent until February 28, 2019.**

If you have questions about registration, please contact:

**C/O German-Indonesian Chamber of Commerce (AHK Indonesia)**

Ms. Betsy Lengkong

Jl. H. Agus Salim No. 115

Jakarta 10310 | Indonesia

Tel.: +62-21 315 4685 | Fax. +62-21 3157 088

E-Mail: [info@eibn.org](mailto:info@eibn.org)

Website: [www.eibn.org](http://www.eibn.org)



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## Participation fee

After your binding registration you will receive an invoice for the participation. Payment must be made before departure (14 days from date of invoice).

If you cancel the trip 4 weeks before the start of the trip or do not attend the individual cooperation talks on site, the participation fee will not be reimbursed.

## Accommodation

The participation fee includes the accommodation for one person per company. If a second person from the same company would like to join the mission, the 2<sup>nd</sup> participant must submit a payment of EUR 200 (10% VAT). The accommodation for the second person will be in a shared-room basis.

After successful registration we will inform you about the delegation hotel and coordinate for your reservation.

## Visa Entry requirements for EU Nationals

Source: <http://www.imigrasi.go.id/index.php/en/public-services/visit-visa#general-info> (Directorate General of Immigration, Ministry of Law and Human Rights of Indonesia)

EU citizens need a visa to enter Indonesia.

Tourists or business travelers who are not planning to work can receive a visa for a stay of 30 days upon arrival (Visa On Arrival) for \$ 35 USD. When paying in euros or US dollars, the return will be in Indonesian rupiah. Payment is only possible with cash. The Foreign Office advises, for practical reasons, to have available the amount at arrival in USD. A one-time extension of the visa for another 30 days is possible. This extension must be requested at least seven working days before the first 30-day visa expires. The application can be filed with any branch of the Indonesian immigration office Imigrasi. The fee is 30, - USD (300,000 IDR). It is not possible to get a visa for 60 days immediately. If a longer stay is planned, the visa must be requested prior to entry. If the visa is collected upon entry, the return ticket must be presented.

A visa on arrival is only possible at certain border crossing points. This includes the airport in Jakarta. If you are arriving at another border crossing point, we kindly ask you to check with the Indonesian Embassy and to apply for a visa before you enter the country.

A visa on arrival is only possible upon presentation of a passport. Travel documents must be valid for at least six months after entry. If entry is planned with a temporary passport, the visa must be applied for prior to entry. For all other purposes (such as employment or research, study visit, seminar attendance as a speaker), the appropriate visa must be obtained prior to entry to the relevant Indonesian mission abroad. In particular, a journalistic activity (this includes the photojournalism service) requires a visa prior to entry.



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# General conditions

## Eligibility criteria

The participant will need to:

- ✓ be headquartered in an EU member state,
- ✓ be directly engaged in the industry, on which the trade fair is focused or in business aligned with trade fair's objective,
- ✓ be currently exporting or demonstrate export readiness,
- ✓ be represented during the mission by an employee or officer of the company.

## Conditions

- The participant must submit a completed and signed registration form and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation.
- Upon signature of the registration, the participation for the trade mission will be binding and the participation fee will be due. EIBN reserves the right to evaluate the ability of the applicant to meet the criteria above.
- The trade mission will take place if a minimum number of 5 companies is reached. In case of cancellation of the trade mission for this reason, the participation fee will be refunded.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the trade mission.
- The participant accepts full responsibility for all of the business and organizational outcomes arising from their participation. EIBN will not be held responsible for the commercial endeavors of any party that participates in the trade mission.
- Flight from Europe to Indonesia and all consumption or ground transportation expenses outside the scheduled activities are borne by the participants.
- EIBN will cover the accommodation fee for one person per company, or two person per company in a shared room basis.
- The participant agrees to participate in a separate survey to evaluate the trade mission.



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# Binding registration for business travel

## EIBN Healthcare Trade Mission to Indonesia

24.03.2019 to 27.03.2019

- I hereby confirm that I would like to participate in the EIBN Healthcare Trade Mission Indonesia 2018:
  - 700 EUR per company / 1 person (+10% VAT): 3 days program + individual business meetings + accommodation
  - 200 EUR for additional participants (+10% VAT): accommodation in shared room basis
- I hereby confirm that I have read and understood, and I agree to accept the terms and conditions of participation in the Healthcare Trade Mission to Indonesia 2019

Company:

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Street, Nr.:

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Postal code and city:

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Participant Name 1:

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Function:

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Phone:

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E-mail:

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Participant Name 2:

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Function:

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Phone:

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E-mail:

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(Place, date, signature)



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