

Home

The results of the Business Meetings "Asia Interprise Analytical Instruments and Lab Equipment EU-Indonesia"

The Asia Interprise Indonesia Business Meetings took place on the 6th and 7th December 2006 during the International Trade fair "CIL Indonesia" in Jakarta. 30 European companies travelled to meet 65 Indonesian companies. Eleven German, seven French, one Czech, nine Italian and two UK companies participated in the event.

The Business Meetings began in the morning of the 6th December 2006 with a seminar which provided market and business culture information. In total, around 40-50 participants, mainly from Europe, attended the seminar. Special attention was given to the lecture about business culture held by Mr Sautter from the German Centre as it was very helpful to prepare the companies for the meetings. The business culture lecture focussed on the differences between the European and the Indonesian culture and addressed EU and Indonesian companies, so that both sides would benefit from this knowledge.

The attendees gave positive feedback on the seminar. Especially the business culture speech was very valuable as the companies learned how to avoid misunderstandings and how to establish sustainable partnerships.

On the evening of the 6th December all companies were invited to taste delicious local food at a typical Indonesian restaurant. This gave all participants the opportunity to meet on an informal level and to intensify the contacts established.

In total, 300 meetings were scheduled and 250 meetings took place between European and Indonesian companies. 30 European companies travelled to Jakarta and concluded 23 agreements. These 23 agreements can be broken down as in the following: 14 agreements between German and Indonesian companies, 4 agreements between French and Indonesian companies and 5 agreements have been signed between Italian and Indonesian companies. The vast majority of the agreements had a commercial orientation like sales or distributorship, but the Matchmaking Event also led to the conclusion of one Joint Venture. Another 22 contacts are currently followed on by the EU companies. For this reason we expect a few more agreements to be signed in the following months.

The response we received from the participants was very positive and confirmed that SPECTARIS has a huge expertise in organising this type of events.

The project has contributed significantly to the strengthening of EU-Indonesian relations and raised the awareness of the EU in Indonesia. The following statement was received from one of the Italian participants "Angelantoni Industrie S.p.A. "I would like to be informed about SPECTARIS’ worldwide initiatives in order to evaluate our interest. We have already started to collaborate with 5 Indonesian companies for the distribution of our biomedical products" says Dr. Massimiliano Passerini, export Area Manager.

We would like to thank all participants for attending the Event and wish all of them fruitful and profitable business. We would be happy to support you again in another initiative!

This website has been produced with the financial assistance of the European Union. The contents are the sole responsibility of SPECTARIS and can be under no circumstances be regarded as reflecting the position of the European Union.