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ECONOMIC DIPLOMACY IN TOTALITY



MAINTAINING INDONESIA'S ECONOMIC GROWTH MOMENTUM

EDITOR'S NOTE

Greetings Diplomacy,

Dear Diplomacy Tabloid readers, this edition of Diplomacy Tabloid looks rather different than before. This is one of our efforts to keep the appearance of Diplomacy Tabloid constantly fresh and more relaxing to read.

Particularly in this 102nd edition, we have economic diplomacy as the theme, where the various articles presented are about the implementation of economic diplomacy and the various efforts made, both at the level of government and private sector, along with the achievements that have been accomplished.

Today, the world economy experienced a power shift from one region to another and from one country to another. On the other hand, there is also an economic downturn in the form of a sluggish economic growth. Therefore, Indonesia is also presently working on prospective new markets, including Africa, Middle East, and Latin America.

Indonesian products, whether in the form of manufactured goods, clothing, food, machine tools, electronic components etc. are considered to have several advantages over similar products produced by other countries. Therefore, Indonesian products are considered highly prospective and have great opportunities

in the international market, especially in Africa, Middle East, and Latin America.

Various opportunities that exist should be utilized properly and maximally and explored more intensively.

In relation, the Minister of Foreign Affairs has also made working visits to several Sub-Saharan African countries by involving state-owned enterprises and national private sectors to increase trade and investment values, as well as the number of foreign tourists visiting Indonesia.

To complete the various articles presented in this edition, in addition to the articles on the Economic Diplomacy Working Group, we are also presenting the visit of King Salman of Saudi Arabia who included a large number of entrepreneurs in his delegation. This visit is one of those visits that is expected to bring a huge economic impact for Indonesia.

Business players in the country must also be encouraged to participate in efforts of promoting Indonesia's economy. All parties involved in this effort should cooperate well through the so-called "Indonesia Incorporated".

Happy reading and hope it brings value.[]

Greetings Diplomacy

READER'S LETTER

EXPOUNDING ECONOMIC DIPLOMACY'S THEME

As an International Relations student, I always read Diplomacy Tabloid which I value very useful, especially in providing information on Indonesian diplomacy developments, as well as the various efforts made by the government in the field of diplomacy.

In the current administration of President Jokowi, Indonesian diplomacy is more focused on the economic field which aims to further improve the welfare of the people of Indonesia, so through this letter, I am proposing that Diplomacy Tabloid expound on economic diplomacy. I think that it will not only be useful for students like me, but also for other Diplomacy Tabloid readers as well. Hence, this is my suggestion and I would like to thank you for the attention and approval of Diplomacy Tabloid's editorial team. Greetings Diplomacy. []

Fitria Briliana, Student of Brawijaya University, Malang.

MARITIME AXIS DIPLOMACY

Indonesia is an archipelagic country and it is therefore fitting for Indonesia to focus more on becoming a maritime country. Indonesia should be more focused on exploring and developing maritime resources as our main resource in the future.

Since President Abdurrahman Wahid's (Gusdur) era, Indonesia has been trying to transform itself from an 'agrarian country' into a 'maritime country'. And at the moment, President Jokowi is strengthening and trying to make Indonesia a 'World Maritime Axis'.

On the other hand, not all Indonesians understand what a 'maritime country' is and what 'world maritime axis' means. I hope that Diplomacy Tabloid will discuss these two things. Greetings Diplomacy and success always. []

Desy Rahmawati, Student of Parahyangan University, Bandung.

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INCREASING ECONOMIC COOPERATION IN
THE AFRICAN REGION THROUGH REGIONAL

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Economic Diplomacy *in Totality*

In implementing economic diplomacy, RI's Ministry of Foreign Affairs performs its task in totality. All existing opportunities must be optimized, all activities and good relationships with various parties overseas should be utilized properly and at a maximum. The Ministry of Foreign Affairs will use ongoing good relations and cooperation with friendly countries to maximize economic diplomacy.

A total of 132 Indonesian Representatives overseas will spearhead Indonesia's economic diplomacy.



Good relationships in the socio-cultural field can also be a trigger for other mutually beneficial relationships, such as trade, investment, and tourism. All of these will bring economic implications for good bilateral relations with friendly countries. The Foreign Ministry's ongoing good relations with friendly countries will be translated and directed to a concrete economic cooperation.

The government cannot function alone, but must synergize with the business world in economic development. For instance, when the Government cooperates with a country in providing technical cooperation in the field of agriculture, we will of course send our products in the country, whether it is a tractor, fertilizer, seeds and other products.

The products we send should actually be a necessity in the countries we assist. Thus, technical cooperation assistance opens the market for Indonesian products in the

countries we help.

There is a term that says 'no acquaintance then no affection, no affection then no love'. Through technical assistance programs, the government actually has already made an introduction of domestic products. Then the next thing to do is how to maintain this. Is our business world ready to serve the demands of the country concerned? Then, are we ready to overcome payment impediments if the country does not have enough resources to make payments?

In relation, the government has cooperated with Bank Exim. So the approach is comprehensive cooperation involving all stakeholders because the government cannot do it alone. In this case, it also includes an aggregator agency program that aims to help MSMEs to take part in the international market.

If there are MSMEs from Indonesia who participate in exhibition activities, and then get a good response in the form of large quantities of

order for products, then the aggregator agency can help if the MSMEs concerned have difficulties in fulfilling such orders. Difficulties can be in the form of working capital shortage, the narrow time of delivery, limited production capacity and so forth.

The government has assigned PT Sarinah as one of the aggregators. If there are constraints and difficulties faced by MSMEs in transacting abroad, then PT Sarinah will make contact with the manufacturer. If producers of products are able to meet demands satisfactorily and without obstacles, then it is entirely given to the MSME concerned. But if MSMEs are not able to meet the demand, PT Sarinah will offer help and jointly work at it. Solutions will be sought out to whatever obstacles that exist.

Economic diplomacy requires the name "Indonesia Incorporated" so available opportunities would not be lost. If our business players are unable to fulfill requests then buyers will order from other

parties.

Certainly, all avenues can be utilized to increase economic diplomacy, including the Indonesian Art and Culture Scholarship program (BSBI). After being placed in various areas in Indonesia for approximately 3 months, the BSBI program participants can become Friends of Indonesia and become our agents abroad. During their stay in Indonesia, they will gain experience and knowledge not only in Indonesian arts and culture, but also in Indonesian tourism, language, fashion and culinary.

They can be used to do a 'word of mouth', measuring row, or multiplayer effect in terms of introducing Indonesia abroad because they have family, relatives, and also friends. If possible, when returning to their respective countries, they bring gifts of Indonesian fashion and culinary products. They are seeds that can later promote Indonesian products. []

An Overview of the Economic Diplomacy Working Group

The Economic Diplomacy Working Group (Pokja) was created by the Ministry of Foreign Affairs in support of achieving the 2014 - 2019 vision and mission of the President and Vice President of the Republic of Indonesia in the field of economy, which is the priority of Indonesian diplomacy and one of the pillars supporting national economic independence as well as contribute as much as possible to the welfare of the people.

The Economic Diplomacy Working Group's (Pokja) duty is to strengthen the economic diplomacy of the Ministry of Foreign Affairs of the Republic of Indonesia in the field of trade, tourism, investment, and development cooperation.

The Working Group provides support for the facilitation and coordination functions of the relevant

Working Units and all RI Representatives in:

Strengthening the implementation of the duties of the Ministry of Foreign Affairs and the RI Representatives in support of achieving economic targets and development cooperation that have been determined by related Ministries / Institutions, particularly

concerning investment and tourism;

Responding more effectively to business opportunities, development cooperation and inquiries submitted by RI Representatives and assists in coordinating the handling of issues / problems;

Encouraging follow-ups of business opportunities and development cooperation to Ministries / Agencies, Local Governments, Chamber of Commerce or related business associations as stakeholders and assists in the synergy and coordination of promotional activities overseas;

Monitoring responses to business opportunities

(inquiries from RI Representatives) development cooperation and inquiry by stakeholders;

Facilitating match-making between trading partners and business agreements and development cooperation.

The Chairman of the Economic Diplomacy Working Group is the Expert Staff on Economic Diplomacy, while the Deputy Minister of Foreign Affairs acts as the person in charge and the Minister of Foreign Affairs as the Director.

The Economic Diplomacy Working Group has four Vice Chairs, respectively for the Fields of Trade, Tourism, Investment and Cooperation.[]

Measuring the Achievements of Economic Diplomacy

In view of the achievements and the results of Economic Diplomacy done by the government, they need to be made indicators. The effort of economic diplomacy conducted by RI's Foreign Ministry can ideally be measured by the numbers, but not all things can actually happen instantly without going through the processes and supporting systems.

The achievements of economic diplomacy can be measured and seen from export performance, increase in foreign tourist visit, and the increase in foreign investment.

In relation, the Foreign Ministry carries out economic diplomacy by carefully preparing its target, output and outcome. And all implemented activities are expected to be achieved concretely, where there is commitment and also tangible realization.

For example, in the implementation of Trade Expo Indonesia, the actual result achieved is in the form of a transaction. Therefore, the Economic Diplomacy Team is strictly required to stick to the buyers to be able to get the numbers. Nevertheless, there are foreign businessmen who do not want to provide information because for them it is a company secret.

However, what is important from the implementation of Trade Expo Indonesia is the very big attention the activity gets from the foreign business world and the significant transaction it generated. Indonesian companies are expected to become a global market player, therefore business preparedness in the country needs to be improved. The products to be sold must have international standards, guaranteed in terms of quality and quantity, and have sufficient supply of products. []



Ekspor Gerbong Kereta Api buatan Indonesia ke Bangladesh.

Steps in Strengthening Economic Diplomacy

Secara kelembagaan, Kemenlu RI sudah memiliki fungsi jabatan baru, yaitu Staff Ahli Diplomasasi Ekonomi yang kebetulan sekarang ini saya dipercaya untuk mengemban jabatan tersebut. Sebelumnya, di Kemenlu juga sudah ada Pokja Penguatan Diplomasasi Ekonomi yang dipimpin oleh Wakil Menlu RI, dimana pada saat itu juga diperkuat dengan keberadaan Dubes Ngurah Swajaya dan beberapa pejabat tinggi Kemenlu lainnya.

RIDWAN HASAN

Expert Staff of RI's Foreign Minister on Economic Diplomacy



Institutionally, RI's Foreign Ministry has a new functional position, namely the Expert Staff on Economic Diplomacy, which incidentally was entrusted to me. Previously, there was also a Working Group on Strengthening Economic Diplomacy led by RI's Deputy Minister of Foreign Affairs, which at that time was also supported by the presence of Ambassador Ngurah Swajaya and several other high officials of the Ministry of Foreign Affairs.

In performing its duties, the Working Group on Strengthening Economic Diplomacy does not stand alone but coordinates with the units in the Ministry of Foreign Affairs because economic diplomacy is basically an integral part of Indonesian diplomacy as a whole. Therefore, those

tasked with Economic Function, both in Jakarta and in the Representatives, as well as in the large Embassies usually associated with the technical attachés are also being coordinated by us.

Certainly, the steps undertaken by the Working Group on Strengthening Economic Diplomacy go along with the policy proclaimed by the government, where the focus of President Joko Widodo's administration is Nawacita. And this cannot be separated from economic targets and how big the numbers that have to be achieved. Moreover, the current government is very focused on concrete results that are attainable.

Efforts are also made at the Central Government level to strengthen economic policy more seriously with the formation of an Economic Policy task force whose coordination is done through the office of the Coordinating Minister for Economic Affairs.

In this Economic Policy task force, there are four working groups and one of them is the Working Group on Economic Policy Dissemination, where the Foreign Minister of Indonesia sits as a member. In the daily routine of this working group, I was assigned by the Foreign Minister along with the Deputy Foreign Minister

of Indonesia to attend various meetings held at the office of the Coordinating Minister for Economic Affairs, as well as various activities that require coordination with various institutions in the Foreign Ministry. I think that this is our basis in carrying out the task.

Next is how we translate various government policies within the scope of the Ministry of Foreign Affairs and its Representatives to achieve government targeted outcomes, whether in investment, trade, or tourism. In this case, we do various activities one of which is a package of economic policies that we did last year. At that time, there were 14 packages launched by the government which later became 15 packages.

Last year, we also conducted the so-called Diplomatic Gathering in Sunda Kelapa Room in the Foreign Ministry and attended by the embassies and diplomatic community in Jakarta, along with foreign businesses in Indonesia.

We invited all of them in order to disseminate and discuss all matters relating to economic policy. In this event, we presented the Head of the BKPM, Minister of Trade, Minister of Communication and Information, and of course, the Minister of Foreign Affairs as a speaker. This activity is very successful and received a very good response from the foreign business world residing in Indonesia.

What about our Representatives abroad who are at the forefront of our diplomacy? How can we execute the economic function in the Representatives in order to

provide tangible benefits to our economic diplomacy efforts in the form of market penetration, enhancement, and expansion to enhance our competitiveness by making or organizing some kind of a fair trade?

With economic intelligence report and market intelligence, Representatives conduct research or study about market opportunities and what form of competition exists in a country or a place, where the results of this study can be utilized by our business players in the country.

Certainly, we also urge and coordinate the various activities with various relevant agencies. An example, which we have done very well, is when we supported the success of Trade Expo Indonesia (TEI), both held in 2015 and 2016.

Indeed, we collaborated with related agencies / ministries, such as the BKPM and the Ministry of Trade, including efforts to bring in foreign businessmen from various countries and entrepreneurs from various regions in Indonesia to attend and participate in the TEI event held in Jakarta.

As a part of the Ministry of Foreign Affairs, I also cooperate with the relevant directorates in the Ministry of Foreign Affairs, such as with the Middle East Directorate who organizes activities in Gorontalo, and with the Directorate of America and Europe who has activities in West Java.

Thus, we do various activities to explore as many business opportunities as possible to increase bilateral trade and trade in the country. []

RI Representatives are the Forerunners of Economic Diplomacy

In carrying out its duties in the field of economic diplomacy, the Ministry of Foreign Affairs (Kemenlu) does not stand alone because the Ministry of Foreign Affairs is a part of the government that coordinates foreign policy and relations.

Under the coordination of the Ministry of Foreign Affairs, there are 132 Indonesian Representatives (KBRI, KJRI) abroad. KBRI and Consulate Generals are responsible for representing the interests of all stakeholders in Indonesia, all of which are coordinated by the Ministry of Foreign Affairs. Therefore, the Ministry of Foreign Affairs is now an integral part of the 'Economic Team' which among others coordinates through the Economic Policy task force under the Coordinating Ministry for Economic Affairs.

In this task force, the Ministry of Foreign Affairs sits along with other Ministries and then implements various policies and activities to assist business players in the country in exporting and expanding the market better. In this case, the task force works with Aggregator Agencies whose formation is based on the Economic Policy Package.

Coordination and cooperation between ministries and agencies are indispensable for the success of an international event in the field of trade. For example, significant coordination and cooperation between the Coordinating Ministry for Economic Affairs, the Ministry of Trade, and the Ministry of Communication and Information in the implementation of Trade Expo Indonesia (TEI) is very

significant. TEI itself is unlikely to be implemented well and successfully if there is no strong coordination between the Ministry of Foreign Affairs, the Ministry of Trade and other agencies with the Representatives abroad.

Everything is done jointly because it is not possible if done alone. In addition, the task force also 'picks up the ball' and not just waits. And this effort is done on all fronts, including at a very practical level.

Meanwhile, the formation of the Working Group on Strengthening Economic Diplomacy resulted in the establishment of a social media communication that runs very effectively. So the promotion and sharing of information among friends, who do

activities or duties in the field of economic diplomacy, is not limited by a formal structure because it can also be done through WA groups on Economic Diplomacy, Investment, and Tourism and so on.

Thus, sharing information can be done every day and even at any time. If there is one Representative who needs a required information about a local company that produces a product, they can get the necessary information through a WA group in a short time. Consequently, the process becomes faster.

Such patterns are helpful for the smooth running of activities and are no longer considered inflexible. However, caution is needed to prevent unwanted things from happening in the future.

In this case, the task force is doing a business matching process, a process of match making between overseas companies and companies in

the country. In relation, friends from the Representatives should be able to ensure that the companies that will be matched are bonafide companies.

Currently, the creative economy sector has also been entrusted to be developed by the task force. Now, the task force has a very close contact with the Creative Economy Agency and has also conducted very intensive meetings with it.

The Task force was invited to discuss, in more specific and detailed ways, on how we can develop a product and even to a product per product level. Among them is a more focused discussion on the development of Indonesian hijab market abroad, including the strategy that has to be implemented.

So now, the task force has gone deeper, ranging from policy objectives to practical level, as well as facilitate various kinds of cooperation conducted by the businesses in the country with businesses abroad. []



CN 235 aircraft made by PT Dirgantara Indonesia (PTDI) arrived at Airforce Center Senegal, Dakar. CN 235 Multi Purpose is the second plane of Senegal Government's long-awaited order since October 2016

Foreign Ministry Active in Facilitating SOEs and MSMEs in Conducting Market Expansion

The Indonesian Ministry of Foreign Affairs has done numerous things related to Economic Diplomacy, and one of them is trying to help micro, small and medium enterprises (MSMEs) players to also take advantage of the world market share, particularly the 'prospective market' or the 'non traditional market'. This effort is done by the Ministry of Foreign Affairs through cooperation with various related agencies.



In addition, at the national level, the government also has various efforts; among them is the formation of 'Aggregator Agencies', which is part of the Economic Package launched by the government. Some companies that act as Aggregator agencies include PT. Sarinah and PT. Mega Eltra, as well as several other companies.

The establishment of an Aggregator agency is to help MSMEs players who have various limitations in order to be able to take part internationally. If for instance there is a request or order from buyers abroad to one of the MSMEs players, the Aggregator agencies will assist the MSMEs concerned in order to meet demands well in accordance with the standards expected by buyers, such as quality control so products are guaranteed and delivery and the quantity of production can be fulfilled.

As known, there are MSMEs that sometimes can meet on their own all orders received, but some are not able to meet it due to various limitations. Therefore, the role of Aggregator agencies is necessary to assist in accordance with what is needed by the MSMEs concerned.

In this case, the Ministry of Foreign Affairs also cooperates with related parties to assist MSMEs players. Another thing that is done by the Ministry of Foreign Affairs is facilitation provision to business players, including state-owned enterprises and MSMEs who have the interest to expand business overseas.

One example is the Ministry of Foreign Affairs's cooperation with Pertamina, which is a state-owned enterprise in the energy sector. In conducting its

business, Pertamina needs guarantee and certainty of crude oil and gas supply. Whereas, cooperation between the Ministry of Foreign Affairs and Pertamina is in the form of seeking investors abroad and in the framework of developing sources of supply for raw materials of fuel. In this case, the Ministry of Foreign Affairs together with Pertamina conducts a workshop involving work units in the Ministry of Foreign Affairs, especially in a regional scope.

Based on information submitted by Pertamina and data owned by the Ministry of Foreign Affairs, an expansion map has been produced. So if Pertamina wants to expand abroad then the Representative units (KBRI, Consulate General) and Pertamina will only have to synchronize existing data and then synergize it. This cooperation has already been done and runs very well.

Those are some examples, but in fact, there are many more collaborations undertaken by the Ministry of Foreign Affairs, both at inter-ministerial level, state-owned enterprises, private companies, MSMEs, and local governments.

Current steps taken by the Ministry of Foreign Affairs include the signing of a MoU between the Ministry of Foreign Affairs and Bank Indonesia (BI) pertaining to information exchange cooperation to improve economic cooperation.

In addition, the Ministry of Foreign Affairs also does a triangular cooperation where BI has a network of offices in

various regions in Indonesia that can help and collaborate with companies located in the region and have a desire to expand markets abroad.

Therefore, the Ministry of Foreign Affairs is doing quite a lot in relation to the strengthening of economic diplomacy. The advantage of the Ministry of Foreign Affairs is that it has an extensive network of 132 Indonesian Representative Offices in various countries. In addition, the Ministry of Foreign Affairs also has officials placed to handle economic functions.

RI representative offices represent the interests of all parties in Indonesia, whether it is government, state enterprises, private or regional. Everyone can utilize the Ministry of Foreign Affairs and its Representative offices as facilitators. Furthermore, the Ministry of Foreign Affairs and the Indonesian Representative Offices overseas coordinate the various policies and measures taken by the government with concrete activities through various Technical Attaches in the Representatives, whether it be the Trade Attaché, Agriculture Attaché, Industry Attaché, Transportation Attaché, Tourism Attaché and etc. []

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The Need to Pack a More Attractive Investment Package

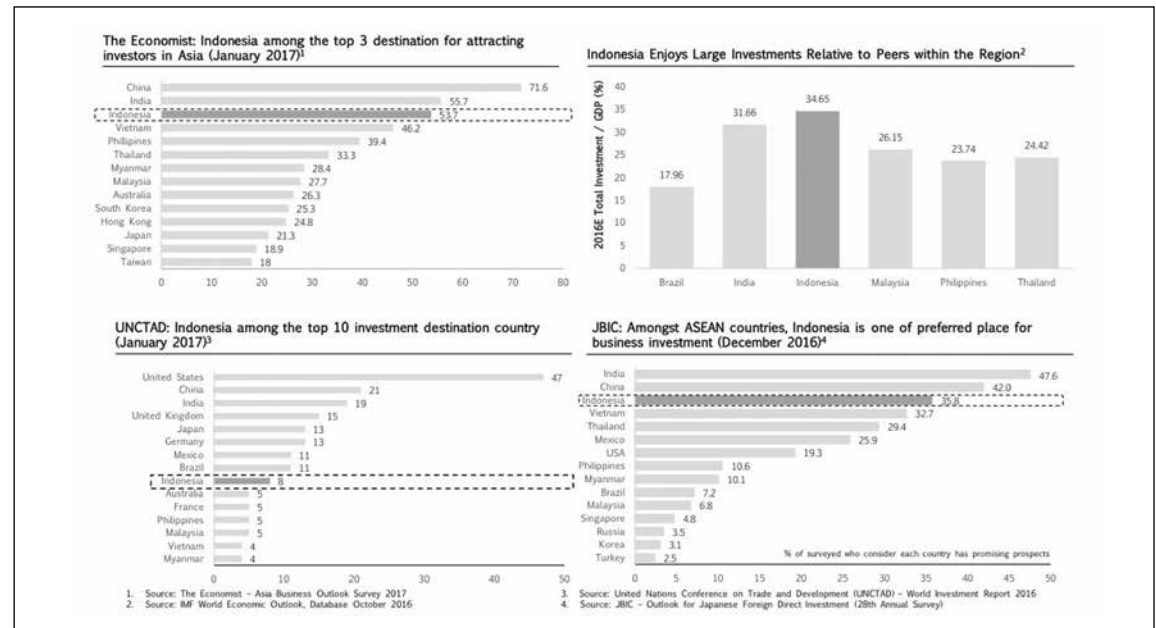
Terkait dengan investasi, Wakil Menlu RI sering menyampaikan istilah 'paket investasi'. Menurutnya, sekarang ini kita sudah tidak perlu lagi bicara mengenai potensi, karena walaupun potensinya sangat bagus, tetapi kalau potensi itu tidak dipersiapkan secara matang maka potensi itu tidak akan ada artinya. Oleh karena itu, Wakil Menlu RI selalu mengatakan kepada segenap pihak yang ingin mengundang investor untuk membuat 'paket investasi'.

In relation to investment, the Deputy Foreign Minister of the Republic of Indonesia often conveys the term 'investment package'. According to him, now we no longer need to talk about potential, because even if the potential is very good but not prepared carefully, then the potential will be meaningless. Therefore, the Deputy Minister of Foreign Affairs always reminded all parties wanting to invite investors to create an 'investment package'.

According to the Deputy Foreign Minister, if we talk about the potential of investment or tourism to be offered to foreign parties, everything has to be prepared carefully.

Therefore, if an area has a very good tourist attraction and it wants to be developed by inviting investors, then the question is whether the tourist attraction is already accessible by road, and how good the road is. Then, whether there are existing major infrastructure facilities, supporting infrastructure, and social infrastructure. Furthermore, whether the people are ready to receive foreign tourist arrivals. And, whether there is an international airport, although not large and luxurious, but has VIP facilities, immigration, quarantine and other supporting factors.

If a certain area wants to offer investments in the tourism or manufacturing sectors, then its location must be ascertained. The land should also be available and prepared by the local government, and



Sumber : Bank Indonesia

the size of the area must be determined. This is to avoid later impediments caused by land issues that are not yet available or have not been released once there are investors who are interested.

Currently, it only takes 3 hours to process business licensing; therefore, the problem of land provision must be well prepared. Similarly, everything has to be prepared carefully with other things.

Recently, together with the private sector and supported by BKPM, Ministry of Trade, Ministry of Foreign Affairs and other related agencies, the Ministry of Home Affairs held the event, 'Indonesia Investment Week', in Singapore. This event invited regions in Indonesia to conduct joint tourism investment promotions abroad.

It was emphasized here that the regions joining this event have prepared their investment

package proposals concretely and completely from 'A' to 'Z'. If necessary, it should be supplemented with forecasts of the amount of costs and obligations that must be met by investors, and this proposal should also have been sent well before the event.

"I think, as stated by the Foreign Minister, that our friends in the Representatives are exceptionally ready to play a role. But like soldiers, if they want to fight they have to have bullets, and the bullets must be prepared by the project owner, whether it is the central government, local government, or business circles. We only remind all parties to be fully prepared with details on what will be offered abroad, or have prepared a clear and complete package, explained the Expert Staff (Sahli) of RI's Foreign Minister in the field of Economic Diplomacy, Ridwan Hassan, responding to the extent of the efforts of the Ministry of Foreign Affairs of

Indonesia in assisting business players in the country to obtain investors from abroad.

Furthermore, the Expert Staff on Economic Diplomacy says that we have a lot of potential and a variety of interesting products that can be offered. However, we should not forget that we are not the only country offering them as many countries also offer the same. According to the Expert Staff on Economic Diplomacy, the mastery of technology and science has been increasingly sophisticated nowadays; therefore, we are also required to be increasingly sophisticated in offering our various potentials and products. []

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Maintaining Indonesia's Economic Growth Momentum

In the midst of global uncertainty, which is marked by fears over President Trump's protectionism and inward-looking policies, Indonesia needs to continue maintaining its bargaining position both nationally, regionally and globally. Similarly, the economic growth momentum of 5.02% in 2016 is needed to be maintained and continuously improved.

The United States remains one of Indonesia's key partners, particularly in addressing common challenges such as terrorism and the security of the South China Sea.

This was conveyed by the Director of the United States of RI's Foreign Ministry, Adam Tugio, to the participants of the 58th batch of the Ministry of Foreign Affairs' Official Staff School (Sesdilu) and the 56th batch of the Ministry of Foreign Affairs' Staff and Leadership School (Sesparlu) from 13th February to 7th March 2017, and joined in by 28 Diplomats from the Ministry of Foreign Affairs.

Furthermore, Adam said that the most important outcome of current foreign politics is to maintain the momentum of Indonesia's economic growth. Given the importance of the US position in the stability and security of the region, it is likely that Indonesian diplomacy should be directed to make Indonesia's role relevant as a US partner in the region.

Therefore, Indonesia should contribute in maintaining ASEAN's unity and centrality, ensuring the international community's commitment to multilateral and international law processes, ensuring Indonesia's position as part of the Global Supply Chain, as

well as being a balance between the US and the Islamic world.

Meanwhile, Professor Aleksius Jemadu of Pelita Harapan University emphasized that the concept of dynamic equilibrium is still contextual for it to be applied by Indonesia as part of its foreign politics. Active free politics make Indonesia acceptable to all parties as initiative takers in the region.

According to Prof. Jemadu, in the long-term, the US will become more pragmatic in its foreign politics posture. In this case, US relations with other countries will be more transactional.

Indonesia should anticipate the implementation of a one on one interaction policy and US efforts to capitalize the state power and economic leverage of their Multi-National Companies (MNCs). In this regard, Indonesia should focus on inside strengthening because "a good diplomacy is based on internal strength."

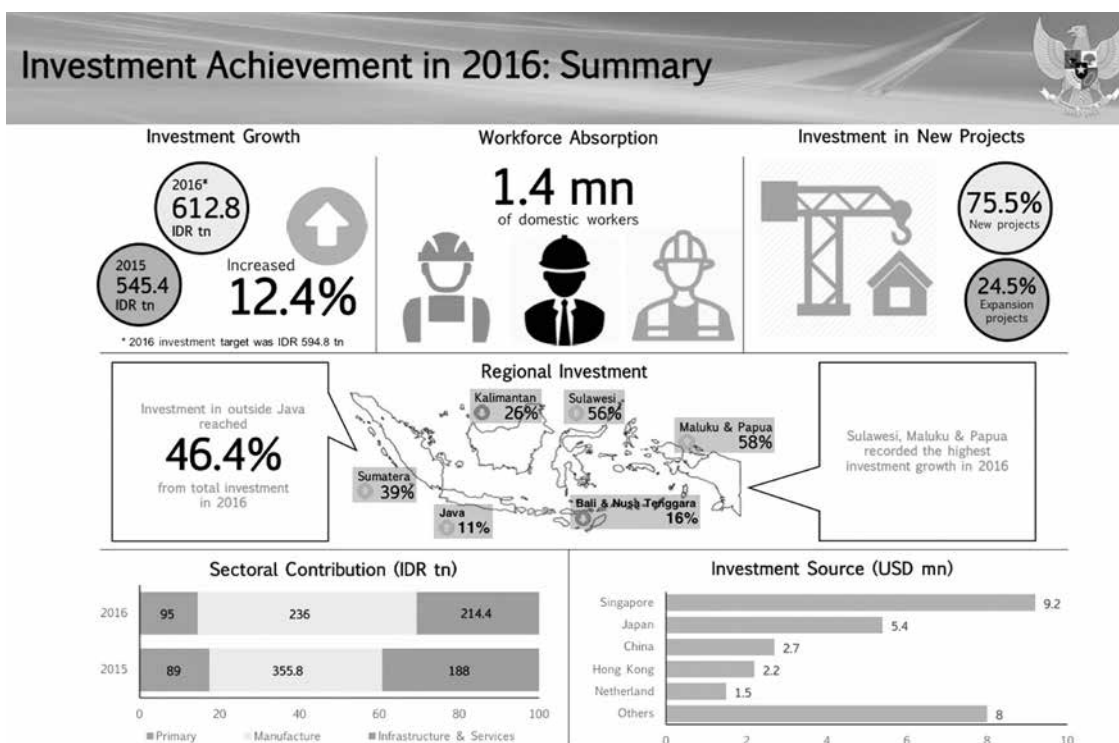
Meanwhile, Ambassador Arif Havas Oegroseno, Deputy I of Maritime Sovereignty Coordination of the Ministry of Maritime Affairs, in a joint session to participants of Sesdilu and Sesparlu, explained the various developments and challenges in maritime development in Indonesia.

Furthermore, Ambassador Havas added that Indonesia is facing a superpower competition that takes place in front of its own "yard". On the other hand, we are dealing with uncertainties that if not properly managed will create regional instability.

"Therefore, Indonesia needs the ability of a balancing act in maintaining the stability of the region," he explained.

Another thing that Ambassador Havas explained is about the 6 focuses of Indonesian Maritime Diplomacy, namely: Active role in maintaining world peace and security; Strengthening leadership; Active role in the formulation of international norms; Determination of the existence of the continental shelf in accordance with international law; Supporting Indonesian citizens in various international organizations; and Determination of Indonesia's Maritime Boundary.

In addition to providing materials on the development of diplomatic character and substance on the development and challenges of the Indonesian foreign policy, the participants were also given additional knowledge in the form of writing skills, such as for making policy paper and speech.[]



Indonesia and Egypt Agree to Increase Economic Cooperation

"To boost economic cooperation, Indonesia and Egypt agreed to reactivate the bilateral mechanism of the Joint Ministerial Level Commission, which was last held in 2007," the Indonesian Foreign Minister said after a bilateral meeting with the Egyptian Minister of International Cooperation, Dr. Sahar Nasr, in Cairo, Egypt.

In the meeting, the Foreign Minister specifically requested that market access for Indonesian products in Egypt be opened more widely. The Minister of Foreign Affairs emphasized that the import tariff of various Indonesian products is still quite high. "We must look for bilateral mechanisms that can reduce tariffs for Indonesian products in Egypt," Foreign Minister Retno told Minister Nasr.

RI's Minister of Foreign Affairs also said that the improvement of economic diplomacy to the African region is one of Indonesia's priorities for 2017. In this regard, Egypt's International Cooperation Minister welcomed Indonesia's move that has identified the current magnitude of Africa's potential. Therefore, the two Ministers agreed to work together to support Indonesia's move to improve economic cooperation with African countries.

Egypt's International Cooperation Minister also conveyed various economic interests between Egypt and Indonesia, such as attention to MSMEs. In this regard, the two Ministers will encourage closer cooperation between MSMEs in both countries. "The role of MSMEs in the economies of both countries is very important, which we must encourage for them to

take advantage of the various opportunities that exist," said RI's Foreign Minister.

In preparation for the implementation of the joint commission, the two ministers commissioned the DGs to conduct bilateral consultations in April 2017, to identify technical opportunities and constraints in the economic field. The outcome of the meeting will be the basis for an agreement in intensifying economic cooperation between the two countries, especially in trade.

The value of bilateral trade between Indonesia and Egypt for January-October 2016 reached US \$ 1.23 billion. Indonesia's main exports to



Indonesian Foreign Minister Retno L.P. Marsudi with Egypt's International Cooperation Minister Y.M. Dr. Sahar Nasr

Egypt include palm oil, tire products, yarn, coffee, and automotive spare parts. While

Indonesia's investment in Egypt until 2016 reached about US \$ 50 million. []



Indonesian Products Very Competitive in Egypt

In starting her working visit in Cairo, Egypt, on February 5, 2017, RI's Foreign Minister Retno L.P. Marsudi met with Indonesian businessmen who had invested in Egypt. On this occasion, Foreign Minister Retno listened to various opportunities and challenges faced by Indonesian businessmen in Egypt.

"To boost economic cooperation, Indonesia and Egypt agreed to immediately reactivate the bilateral mechanism of the Joint Ministerial Level Commission which was last held in 2007", said Foreign Minister Retno.

Foreign Minister Retno also said that the improvement of economic diplomacy to the African region is one of Indonesia's priorities in 2017. In this regard, the Egyptian Minister of International Cooperation welcomes Indonesia's move that has identified the current magnitude of Africa's potential. Therefore, the two Ministers agreed to work together to support Indonesia's move to improve economic cooperation with African countries.

"The current global dynamics and challenges require us to improve bilateral cooperation between countries as well as in international forums," Foreign Minister Retno said.

The meeting also discussed the development of global and regional situations, such as Southeast Asia and the Middle East. On the occasion, Foreign Minister Retno stressed the importance for Egypt and Indonesia to continue to contribute constructively to

regional and global peace and stability. In this respect, Egypt welcomes the various steps of Indonesia in continuously maintaining stability and peace in Southeast Asia, including efforts to help the situation in Myanmar's Rakhine State.

The meeting also discussed various challenges faced by the Islamic world. In this case, the various steps of Egypt and Indonesia in interfaith dialogue and the need to spread a peaceful Islam in a synergized way. In addition, it is also important that both countries take joint steps to further empower the Organization of the Islamic Conference (OIC). Thus, the OIC is expected to contribute more effectively in addressing various challenges and development in the Islamic world.

"Good bilateral cooperation between Indonesia and Egypt should also contribute in promoting the development of the Islamic world and strengthening the OIC as an effective organization in supporting the advancement of the Islamic world," said Foreign Minister Retno.

In particular, Foreign Minister Retno raised the issue of security protection for Indonesian students considering the occurrence of some criminal acts that happened to Indonesian students. The Egyptian Foreign Ministry promised to pay attention to this issue and coordinate with the Ministry of Interior.[]



Various Indonesian commodities and products such as palm oil, coffee, instant noodles and motor vehicle tires have excelled in the Egyptian market. "Indonesian products are very competitive in Egypt. With an Egyptian market of approximately 92 million people, there is still a huge opportunity for other products to develop," Foreign Minister Retno said.

Aide from being a market for Indonesian products, Egypt can also be a gateway for African and Middle Eastern markets. "Egypt has a good port infrastructure and connectivity with markets in Africa and the Middle East that can be utilized by Indonesia," said Foreign Minister Retno.

The meeting with Indonesian entrepreneurs also revealed that Egyptian businessmen had many interests with Indonesian SME products. Market opportunities for products such as handicrafts

and care products for the spa industry have great potential.

"Around 90 percent of entrepreneurs in Egypt are SMEs and have an interest in products from Indonesia. Hence, we should be able to facilitate the export of Indonesian products which are of interest to SME entrepreneurs in Egypt", said Foreign Minister Retno.

Furthermore, Foreign Minister Retno held a bilateral meeting with the Egyptian Minister of International Cooperation, Dr. Sahar Nasr, in Cairo. In the meeting, Foreign Minister Retno specifically requested that market access for Indonesian products in Egypt be opened more widely. Foreign Minister Retno stressed that tariffs on imports of various Indonesian products are still quite high. "We must look for bilateral mechanisms that can reduce tariffs for Indonesian products in Egypt," Foreign Minister Retno said.

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The Development of Bilateral Relations between Indonesia and Egypt in the Trade Sector

MESIR MERUPAKAN SALAH SATU MITRA DAGANG NON-TRADISIONAL YANG PENTING BAGI INDONESIA. MESIR ADALAH MITRA ESKPOR NOMOR 26 BAGI INDONESIA. PADA TAHUN 2015 VOLUME PERDAGANGAN RI MESIR MENCAPAI USD 1,44 MILIAR.

Egypt is one of the most important non-traditional trading partners of Indonesia. Egypt is Indonesia's No. 26 export partner. In 2015, RI and Egypt's trade volume reached USD 1.44 billion. From January to October 2016, the total trade volume of Indonesia-Egypt was recorded at USD 1.232 billion, up by 2.25% as compared to the same period in 2015, which was recorded at USD 1.205 billion. The volume of Indonesian exports to Egypt in the period of January-October

2016 was recorded at USD 895 million, a difference of 10.92% from the same period in 2015, which was recorded at USD 1 billion. Meanwhile, Indonesian imports from Egypt in the period of January to October 2016 amounted to USD 336 million, up 68.44% over the same period in 2015, which was recorded at USD 199 million.

Indonesia's main exports to Egypt are: Palm oil & its fraction; Artificial filament yarn; Synthetic filament yarn; Coffee;

New pneumatic tires, of rubber; Refrigerators with freezers in one body; Motor cars principally designed for the trasport. of press; plywood; Cocoa butter, fat and oil; Semi-chemical wood pulp; Motor vehicles for the transport of goods; Prepared or preserved fish, caviar; Coconuts, brazil nuts cashew nuts, fresh or dried; Other plates, sheets, film, foil & strip of plastic, frozen fish, fish fillet; Coconut & palm kernel, babassu oils & its fractions; Cinnamon & cinnamon tree flowers.

While the main imports of Indonesia from Egypt are: Natural calcium phosphates; Natural aluminum calcium phosphates; dates, pineapples, fresh or dried fresh; Potatoes, fresh or chilled; Citrus fruit, fresh or dried; Seeds of anise, badian, fenor, juniper; Articles of asphalt; Cotton, not carded or combed; Grapes, fresh or dried; other fruits, fresh; other furniture; marble; imitation jewelry; Diodes, transistors and similar semiconductor devices.

Development of Indonesia-Egypt Bilateral Relations in the Investment Sector

In the field of investment, in addition to attracting foreign investment, Indonesia is also seeking a new base for the expansion of factories and technology. In Egypt, there are several investment projects currently in operation. Among these are Salim Wazaran Abu Alata, which produces Indomie instant noodles, Pyramid Glass, which is a glassware producer, and Young Industry Egypt, a

manufacturer of table chairs. In addition, there are two Indonesian trading companies in Egypt, namely Transworld and Ideal Innovation. The total amount of Indonesian investment in Egypt is about USD 50 million. In addition, there are two Indonesian companies that are currently exploring the opportunities of business expansion in Egypt through the establishment of a

factory named PT Multistrada Arah Sarana, which is engaged in the production of vehicle tires, and PT Kaldu Sari Nabati that is engaged in food production (wafer).

In contrast, from 14 Egyptian companies operating in Indonesia, we found out that their overall investments over the last five years has only reached USD 3.1 million

or 0.02% of the total USD 131 billion FDI since 2010. Although, small in terms of FDI volume, the large number of projects explains that more and more Egyptians are targeting Indonesia as their investment destination country.



Indonesian Ambassador Helmy Fauzy met with Egyptian Trade Minister Tarek Qabel who was accompanied by the Economic Function and Trade Attaché of the Indonesian Embassy in Cairo at the Meeting Room of the Egyptian Ministry of Commerce on Tuesday (20/2017)

RI – South Africa Develop Economic Cooperation

“The closeness of the histories of Indonesia and South Africa is a strong foundation for developing mutually beneficial economic cooperation for both countries,” said RI Foreign Minister Retno LP Marsudi after a bilateral meeting with South African Minister of Foreign Affairs and International Cooperation, Maite Nkoana-Mashabane, in Cape Town, South Africa on February 6, 2017.

The bilateral meeting held in a Joint Commission for Bilateral Cooperation (JCBC) format is focused on improving economic cooperation. The two Foreign Ministers agreed that the two countries' close relationship had not been reflected in the value of trade and investment cooperation between the two countries.

In this regard, the South African Minister of Foreign Affairs welcomed RI's Foreign Minister's move which brought some Indonesian State Owned Enterprises (BUMN) representatives and businessmen during her visit to South Africa. The group of businessmen brought by the Foreign Minister conducted business-matchmaking activities and unlocked the potentials of cooperation with its partners in South Africa, among others in the areas of strategic industries, finance, and transportation.

Indonesia and South Africa agreed to encourage entrepreneurs in both

countries to take advantage of opportunities that are still open. As a concrete step, the two Foreign Ministers also agreed to assign its technical teams to immediately complete the 2017-2021 Strategic Partnership's plan of action, as a reference for cooperation that can be done especially in the economic field.

In addition, the two foreign ministers also agreed on several areas of cooperation that can immediately be realized, such as in the field of marine and fisheries, diplomatic training cooperation, and visa-free agreement for diplomatic and service passports.

Furthermore, RI's Minister of Foreign Affairs attended the Indonesia-South Africa business forum and said that Indonesian and South African businessmen should be able to take advantage of the excellent political relations of both countries to realize various mutually beneficial trade and investment cooperation opportunities.

The Indonesia-South Africa business forum was attended by South African businessmen from various sectors including energy, shipping, strategic industries, travel agencies, and furniture and food product importers such as instant noodles. Meanwhile, Indonesia was represented by Indonesian Chamber of Commerce (KADIN) and BUMN entrepreneurs among others from strategic industries, shipping, and financing institutions.

The presence of Indonesia's Eximbank, which offers a variety of export financing schemes, complemented the promotion of Indonesia's flagship product exports and a fresh breeze for trade cooperation between the two countries. “I realize that one of the obstacles to doing business cooperation for entrepreneurs are the issue of financing, therefore, with me in the delegation of Indonesian businessmen is the representative of Indonesia's Eximbank,” said RI's Foreign Minister.

In her speech, RI's Foreign Minister conveyed various Indonesian economic reforms that aimed to make Indonesia's economy more competitive, efficient and open. RI's Foreign Minister also expressed the economic strength of Indonesia as the largest economy in ASEAN, with an average economic growth that is quite good for the last 10 years, including last year which reached third place among G-20 countries.

Further, Foreign Minister said that the political stability and progress of Indonesian democracy provide sustainable stability and certainty for investors in Indonesia. “My main message to our businessmen friends from South Africa is to come and do trade cooperation, invest and

visit the beautiful Indonesia”, said RI's Foreign Minister.

With the implementation of the Indonesia-South Africa business forum, further strengthening of economic relations is expected between the two countries. The year 2017 is a priority in strengthening Indonesia's economic diplomacy with countries in Africa and other non-traditional markets.

One of the results of the Indonesia-South Africa business forum is that it will import 18 containers and explore the plan for the establishment of an instant noodle production plant in South Africa.

South Africa is the second largest trading partner in Sub-Saharan Africa. From January to October 2016, trade between the two countries was recorded at USD 860 million with a surplus for Indonesia. Indonesia's main exports to South Africa included vehicles, rubber, footwear, tires and paper.

In 2016, the value of South African investment to Indonesia amounted to USD 981, 5 thousand. Total amount of South African investment in Indonesia in the period 2011-2016 reached USD 2.75 million, mainly in the tourism (hospitality) sector. The number of South African tourists visiting Indonesia in 2015 reached 25,048 people.

Africa is a region with great potential, so it is important for Indonesia to continue improving and expanding cooperation in this region, especially with South Africa. Therefore, the Government of Indonesia and South Africa will soon complete the 2017-2021 plan of action on areas of economic cooperation that will be intensified and encourage entrepreneurs to take advantage of various opportunities. []

Increasing Economic Cooperation in the African Region through Regional Forums

"Indonesia's cooperation and support for development in Africa is not a new thing, but it has been established since the spirit of Dasasila Bandung 1955" said RI's Foreign Minister Retno Marsudi at a special session of the G20 Foreign Ministers Meeting on Cooperation with Africa in Bonn, Germany.

The discussion at the last session of the G-20 meeting on cooperation with Africa received considerable attention from the Foreign Ministers present. In the meeting, RI's Minister of Foreign Affairs affirmed Indonesia's interest and active role with African countries was done since a long time ago, namely in 1955 when Indonesia hosted the Asia Africa Summit.

"The Asia-Africa summit is very significant because it did not only initiate the support and close cooperation

of Indonesia with Africa, but also the basis for South-South cooperation," said RI's Foreign Minister.

RI's Minister of Foreign Affairs explained that apart from bilateral relations Indonesia's multilateral framework through the South-South Cooperation Framework and Triangular Cooperation is also very important in supporting development in Africa.

In this context, RI's Minister of Foreign Affairs underscored the success of various initiatives

Indonesia has undertaken in development cooperation with African countries, including through the 2005 NAASP (New Asia Africa Strategic Partnership) and the Capacity Development Project (CADEP) with Japan.

RI's Minister of Foreign Affairs also said that the support and cooperation between Indonesia and Africa covers various fields, including agriculture, SMEs, women's empowerment, and democracy. Indonesia will continue to prioritize Africa for

2017, particularly cooperation in trade and investment in strategic sectors such as energy and infrastructure.

As Chairman of the Indian Ocean Rim Association (IORA), Indonesia will also encourage closer cooperation with Africa, particularly in the maritime field. "Indonesia's various steps and support are expected to reinforce the efforts of African countries to realize the African Agenda 2063," said RI's Foreign Minister.

In the meeting, the Foreign Minister of the Republic of Indonesia invited G20 members to strengthen cooperation with Africa. International support for Africa is important to ensure Africa's development, security and prosperity process. In this context, the Minister of Foreign Affairs of the Republic of Indonesia invites all G20 member countries to strengthen support and coordination with Africa, in particular, to improve more transparent and effective public private partnership, financing, capacity building and technical assistance programs. "The closer cooperation between G20 and Africa will not only improve the common welfare, but will also contribute to global peace and stability," the Indonesian Foreign Minister concluded. []



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Improvement of Economic Cooperation in the African Region

The Foreign Ministry made Economic Diplomacy as one of the priorities of RI's diplomacy abroad. Efforts to increase the economy are done continuously. The Minister of Foreign Affairs, in the second week of February, visited 3 African countries as part of the strengthening of economic diplomacy in the African region. In the last 5 years, Indonesia has prioritized the African Region as its goal for economic diplomacy. To see how far the diplomacy progressed in the African Region, here are excerpts of Diplomacy Tabloid's interview with the Director of Africa, Daniel Tumpal Simanjuntak:

DANIEL TUMPAL SIMANJUTAK

Director of Africa, RI Foreign Ministry



(Q) This year Indonesia's diplomacy will prioritize the African region. What opportunities and potentials can benefit Indonesia from the African region?

(A) Africa is an area which has abundant natural resources and a large population of 1 billion. Africa is also experiencing economic growth of 4.1% in the last 5 years, thus becoming a potential market for RI products.

(Q) Last month, the Minister of Foreign Affairs visited and met with his counterparts in three African countries: Egypt, South Africa, and Mozambique. What results were obtained from these Visits?

(A) During the visit of the Minister of Foreign Affairs to South Africa and Mozambique, there were positive results for the economic interests of Indonesia, including the possibility of making Mozambique a hub for the

export of RI products in southern Africa. In addition, there is potential from both countries for defense industry cooperation, the potential for railway cooperation and a commitment to initiate tariff reductions for trade commodities.

(Q) The close relationship between Indonesia and Africa cannot yet be translated contextually in the form of strengthening economic cooperation, what strategy might help to strengthen Indonesia's diplomacy in Africa's economic field?

(A) In order to achieve significant economic strengthening with Africa, a strong focus on cooperation and synergy between the government and the business world is needed. In terms of government, in particular the Ministry of Foreign Affairs, a roadmap is being designed that will guide all stakeholders to improve bilateral relations. In addition, it is also necessary to encourage the visits of high government officials at the levels of Foreign Minister and President to Africa. This will strengthen political relations, but will also lift the confidence of the national business world to take part in Africa.

(Q) What is the present value of Indonesia's trade with countries in Africa?

(A) Currently, Indonesia's trade with Sub-Saharan Africa

reached USD 5.2 billion. There has been a downturn from previous years, but it is much affected by the weakening global economy and falling oil prices.

(Q) What deficiencies make Indonesia's economic diplomacy not well realized at the moment?

(A) The lack of coordination that still needs to be improved between ministries / government agencies. The mindset that is still oriented to the West also needs to be changed. Generally, there is a view that Africa is a vulnerable and dangerous area, whereas some African countries are equally advanced, some even more advanced than Indonesia in terms of per capita income. There needs to be a national policy that systematically encourages Indonesia's attention to Africa, one of which is the direction of RI's President who sees Africa as a prospective market for Indonesia.

(Q) What are the Indonesian commodities that have entered the African market, and what commodity opportunities can be developed in the future?

(A) Generally, many types of RI products have entered the African market, such as CPO, paper products, soaps, textiles, and food. Indomie products have even been highly accepted by some African countries and considered by the local people as local products. For other sectors, potential is strategic industrial products, and not only defense products, such as armored vehicles and ships, but also civilian products such as trains and airplanes.

(Q) What are the Foreign Ministry's tips in encouraging Indonesian businessmen to invest in Africa and vice versa?

(A) The Foreign Ministry continues to encourage the participation of the national business world at international exhibitions in Africa. In addition to good promotion, but also for the Indonesian businesses to see for themselves the opportunity and know closer the African market, not only hearing from other sources. The Foreign Ministry is also active by bringing Indonesian business delegates to visits of high-level officials in the region.

(Q) Which country is Indonesia's competitor in entering the African market, what strategies can be used to facilitate Indonesia in winning the competition?

(A) China, India, and European countries are major competitors of Indonesia. In addition to the fact that it has great economic power, these countries have long been in Africa. But to note, neighboring countries of Indonesia, such as Thailand and Vietnam, are more advanced in Africa than Indonesia. Of course, Indonesia must catch up with national policy breakthroughs, such as the implementation of the Indonesia-Africa Forum in 2018. In addition, the Indonesia-Africa Maritime Dialogue and Indonesia-Africa Seaport Networking Cooperation will also take place in 2018.

(Q) What target will the Economic Diplomacy team aim to explore the African market?

(A) The achieved target is that Indonesia has at least hubs representing various regions of Africa. From these hubs, Indonesia can expand the market to countries around the hub.

For the record, in 2015, total trade between RI-Africa Sub-Saharan: USD 5.8 billion with exports of USD 3.04 billion.

In 2016, Indonesia total trade between RI-Africa Sub-Saharan: USD 5.2 billion (down 10%) with exports of USD 2.6 billion.

[]

Indonesia Aims at Prospective Markets

There are regions or countries in the world that are indeed main economic forces, such as the US, China, Japan and Singapore. These countries have been Indonesia's main export destinations the whole time and are called 'traditional markets' for Indonesia.

Lately, Indonesia is not only working on these traditional markets, but also has started to work on new potentials and opportunities. On one hand, Indonesia is so far already familiar or has market orientations with the mentioned major economic countries, where most of Indonesia's exports are just intended for them. It is similar in terms of looking for investment sources because most of the investments in Indonesia come from these major economies.

In terms of the value of investment in Indonesia, Singapore currently ranks first followed by Japan, Korea, and the US. But the world economy has now experienced a power shift from one region to another and from one country to another. On the other hand, there is also an economic downturn in the form of slowing economic growths, including China which is the main engine of improvement for the world economy.

Indonesia should pay attention to this because on one side Indonesia targets expansion of export markets and investment resources and increase the flow of foreign tourists visiting Indonesia.

AS A PRINCIPLE IN THE BUSINESS WORLD OR IN A BUSINESS ACTIVITY, A COUNTRY CAN TRADE AND ENGAGE IN BUSINESS RELATIONSHIP WITH ANY COUNTRY AND THAT IS LOCATED ANYWHERE, AND DUE TO IT, ALL THE POTENTIAL REGIONS AND COUNTRIES CAN BE EXPLORED.



Promotion of Indonesian products at Autoshow 2016 in Riyadh, Saudi Arabia.

Therefore, President Joko Widodo's current administration again stressed the need to work on new markets, where some call it 'non-traditional markets' and some 'prospective markets'. And some of the areas that are considered as 'prospective markets' include Africa, Middle East and South / Latin America.

Historically and politically, Africa is closer to Indonesia and has enormous opportunities. Currently, the value of Indonesia's trade with African countries as well as with countries in the Middle East, is still relatively small, although they import so many products from different countries.

In fact, Indonesian products have several advantages, both in the form of manufactured goods, clothing, food, machine tools, and electronic components and so on. However, Indonesia should be more intensive in increasing its trade value with countries in Africa, Middle East, and Latin America.

Not lesser than that, RI's Minister of Foreign Affairs has also made working visits to several Sub-Saharan African countries with the involvement of state-owned enterprises and private entities, including the banking sector, namely Bank Exim. This is done to overcome barriers in the payment system.

Indonesia should utilize properly and maximally the various opportunities that exist in the sub-Saharan Africa region and it is the reason why Indonesia is looking for new ways or new breakthroughs so that existing market opportunities are not wasted. []

Ministry of trade the Republic Indonesia

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Economic Diplomacy Follow-Up King Salman's Visit

The Expert Staff of the Foreign Minister of the Republic of Indonesia on Economic Diplomacy, Ridwan Hassan, in his office (15/3/2017) said that the activities of economic diplomacy, among others, can be accomplished by taking advantage of Work Visits or State Visits.

"The visit could be a foreign delegation visiting us or our delegation visiting a country. And we certainly hope that from the activities of mutual visits there are real economic benefits," said Ridwan Hassan.

Ridwan Hassan further explained that the visit of King Salman from Saudi Arabia yesterday was one of the visits that is expected to bring huge economic impact.

"From the various information submitted by the media, we can see that there is interest and commitment to carry out economic cooperation, which is said to value around USD 25 billion. But as it is known, there are also various cooperation done in other fields besides economic cooperation," said

Ridwan Hassan.

According to Ridwan Hassan, one prominent example and can be taken as a result of King Salman's visit to Indonesia is the cooperation in the construction of an oil refinery in Cilacap, which is of considerable value.

"This is just a 'G to G' level cooperation or an economic cooperation at the inter-governmental level. Other forms of cooperation are also numerous considering that King Salman's visit yesterday also brought quite a large group of delegation, including the private sector," explained Ridwan Hassan.

It is known that when people want to trade or make investments, they have already made a calculation or

calculated its profit and loss.

"I think that's the challenge because we have to be sure that the package we offer is very interesting and profitable for them", explained Ridwan Hassan.

One of the activities also organized in King Salman's visit was a Business Forum formally prearranged by Kadin Middle East and supported by BKPM, the Ministry of Trade, and the Ministry of Foreign Affairs.

"But the Ministry of Foreign Affairs here is only assisting, especially the friends in the Directorate of the Middle East. Not all of the results of the business deals of the private meetings are known to us. But certainly, there are a lot of deals that were accomplished", added Ridwan Hassan.

In this forum, Indonesia offered business and investment opportunity packages that suited the businesses of each member of the delegation, and vice versa, the Saudi Arabian businessmen also offered

investment opportunities to Indonesian businessmen.

"In this case, we only encouraged business players in both countries to have roles in advancing our economy. Regarding what kind of business relationships, we leave it to them", said Ridwan Hassan.

"I believe there is a lot that we have to follow up from King Salman's visit, as well as all the visits of foreign guests to Indonesia, and the visits of our President, Ministers, and Senior Officers abroad because we are mandated to do so" said Ridwan Hassan.

Furthermore, Ridwan Hassan asserted that the visits were not merely ceremonial activities, but also activities that must be followed up and kept under guard, although it is understood that in every business activity, at the end of the process, the one who has the role is the business player. Meanwhile, the government, including the Ministry of Foreign Affairs and other relevant agencies, serve only as facilitators and ensure that existing rules and policies can proceed as expected.

Therefore, the legal certainty must be prepared, the certainty and completeness of the proposed project must also run in accordance with existing regulations, as well as matters relating to all should also been resolved. This means that the project or investment package offered has no problems, including in terms of provision and acquisition of land, electricity supply, and labor. []



Foreign Ministry and Bank Indonesia Cooperate to Improve Economic Diplomacy



Foreign Ministry and Bank Indonesia Cooperate to Improve Economic Diplomacy

Caption: Following the signing of a Memorandum of Understanding on the improvement of economic diplomacy, the Governor of Bank Indonesia, Agus D.W. Martowardojo and the Minister of Foreign Affairs of the Republic of Indonesia, Retno L.P. Marsudi, held a press conference with the media in Jakarta, on March 3, 2017, at Pancasila Building, Ministry of Foreign Affairs.

Bank Indonesia and the Ministry of Foreign Affairs of Indonesia agreed to increase cooperation in the field of economic diplomacy in order to enhance the role and leadership of Indonesia in the international world. The commitment is set forth in the signing of a Memorandum of Understanding by the Governor of Bank Indonesia, Agus D.W. Martowardojo and the Minister of Foreign Affairs of the Republic of Indonesia, Retno L.P. Marsudi, on March 3, 2017, at Pancasila Building, Ministry of Foreign Affairs.

The Memorandum of Understanding between the Ministry of Foreign Affairs with Bank Indonesia covers 5 areas

with 10 cooperation programs to improve Indonesia's economic diplomacy.

Strengthening coordination and synergy, which has been established all this time between the two institutions, was done to increase positive perceptions of the Indonesian economy, to struggle for the interests of Indonesia at the international level, as well as to increase the capacity of resources in each agency.

RI's Minister of Foreign Affairs, among others, stated that the results of this MoU

will provide 'ammunition' for Indonesian diplomats in working.

Meanwhile, the Governor of Bank Indonesia stated that "Bank Indonesia and the Ministry of Foreign Affairs need to strengthen and enhance cooperation amid the increasingly dynamic challenges Indonesia is facing in international cooperations. This harmonious cooperation and synergy is expected to support the creation of an effective economic diplomacy so that the national interest and positive perception of Indonesia can be maintained,"

The elaboration of the Memorandum of Understanding is realized in the form of a work program jointly developed by Bank Indonesia and the Ministry of Foreign Affairs annually. To optimize the benefits of the implementation of the work program, both agencies agreed to conduct periodic monitoring and evaluation of the implementation of the annual work program.

This Memorandum of Understanding is valid for 3 years and may be extended as agreed by both parties. []



Bank of Indonesia regularly publishes "Presentation on Recent Economic Developments" which can be downloaded at www.bi.go.id/en/iru/default.aspx.

Processed Food Products Seek Japanese Market

A total of 12 Indonesian companies participated in the 42nd International Food and Beverage Exhibition (FOODEX) 2017, Asia's largest annual food and beverage fair which was opened on March 7, 2017 by the representatives of foreign embassies in Tokyo, including the Chargé d'Affaires of the Indonesian Embassy in Tokyo, Dr. Ben Perkasa Drajat.

A total of 12 Indonesian companies participated in the 42nd International Food and Beverage Exhibition (FOODEX) 2017, Asia's largest annual food and beverage fair which was opened on March 7, 2017 by the representatives of foreign

embassies in Tokyo, including the Chargé d'Affaires of the Indonesian Embassy in Tokyo, Dr. Ben Perkasa Drajat.

FOODEX 2017 was held for four days on 7-10 March 2017 at Makuhari Messe, Chiba Prefecture (about 20 km from

Tokyo). 3,250 participants joined the exhibition and attracted no less than 77,000 visitors. FOODEX 2017 is a collaborative initiative of Japan Management Association, Japan Hotel Association, Japan Ryokan & Hotel Association, Japan Restaurant Association, and Japan Tourism Facilities Association.

Through the FOODEX participation, participants from Indonesia hope to penetrate the Japanese market and help increase Indonesia's exports to Japan. The types of food and beverages on display included

coffee, organic tea, biscuits, cereals, chocolate, coconut processed products, snacks, frozen food, red Papuan fruit, rice and processed rice products.

So far, there are already Indonesian food products exported to Japan even though the number is still below expectation. This is due to the strict procedures on food and beverage imports to Japan. The Japanese government is very concerned about the composition of the ingredients contained in the food, the manufacturing process until the packaging of food products.

Last year, FOODEX 2016 attracted 3,197 exhibitors, 61% of which were food and beverage companies from 78 countries, and succeeded in taking in 76,532 visitors. (Source: Indonesian Embassy in Tokyo)

2019 TARGET EXPORT

The 2019 export target relies on manufactured products where export increase is focused on Electronic Products, Textile Products, Chemical Products, Wood & Furniture Products, and Metal Products, which have high demand and are high value-added products based on industry and labor-based sectors.

Based on high world demand, automotive machinery are the products that must be encouraged even though domestic ability is still relatively low.

The export development strategy will be tailored to the market characteristics of each export destination;

Market intelligence results from Indonesian Representatives overseas are optimized as inputs in product development, identification of market opportunities, product need information, recognizing trade barriers, and logistics and distribution network systems in determining and developing appropriate and effective strategies;

An integrated and synergized promotional program, both among government ministries, as



well as business sectors and exporters is conducted through trade fairs, trade missions, in store promotions, buying missions and purchasing missions as well as organizing international exhibitions in the country such as Trade Expo Indonesia in order that

more businesses players can participate at a lower cost;

Establishing promotional centers in both government-accredited countries and encouraging private participation at the Windows of Indonesia / direct display of

Indonesian products in target market countries, through the House of Indonesia, Business Incubation, Trading House, Indonesia Inc., Windows of Indonesia (WOI) and Permanent Trade Display. []

A Number of Activities of RI Representatives in Economic Diplomacy in

EXPLORING YEMEN'S PURCHASE OF PALM OIL

The Chargé d'Affaires of KBRI Sana'a, Sulthon Sjahril, on March 21, 2017 received the General Manager of Aljufry for Trading, Abdullah Salim Al-Jufry. Abdullah, a trader who currently imports roman ceramics from Indonesia, is interested in bringing in palm oil cooking products from Indonesia.

INDONESIAN CULINARY SPRING BAZAAR BY KBRI NEW DELHI

Various Indonesian cuisines were promoted at the Indonesian Culinary Spring Bazaar event by the Indonesian Embassy in New Delhi, on March 18, 2017. A total of 13 booths selling a variety of food, handicrafts, and batik were visited by invited guests who numbered more than 500 people.

INDONESIAN CULINARY PROMOTION BY KBRI QUITO

Alousius Marino, a Central Java cook and now serving as a cook at Wisma Duta RI Quito, Ecuador, showed his ability to cook Indonesian specialties in front of thousands of gala charity dinner guests at "Una Mesa, Mil Sonrisas" (19/3).

INDONESIAN CULINARY PROMOTION BY KJRI HO CHI MINH

Gado-gado, spring rolls, and iced fish earned the "best nutritional value" award on the Diplomatic Ladies Can Cook 2017 activities. The event was held on March 12, 2017 by the Service Company to Foreign Missions (FOSCO) in collaboration with the HCMC Department

of Foreign Affairs and HCMC Union of Friendships Organization (HUFO) in the commemoration of the World Women's Day.

INDONESIAN FOOD PRODUCTS PROMOTION TO THE JAPANESE FOOD MARKET THROUGH FOODEX 2017

A total of 12 Indonesian companies participated in the 42nd International Food and Beverage Exhibition (FOODEX) 2017, Asia's largest annual food and beverage exhibition opened by the representatives of foreign embassies in Tokyo, including the Chargé d'Affaires of the Indonesian Embassy in Tokyo, Ben Perkasa Drajat.

TOURISM PROMOTION BY KBRI BEOGRAD

The Indonesian Embassy in Belgrade has consistently promoted Indonesian tourism, including participation in the 39th Sajam Turizma (International Fair of Tourism / IFT) on 23-26 February 2017 in Belgrade, Serbia.

INDONESIAN PRODUCT PROMOTION BY KBRI BANGKOK

The Embassy of the Republic of Indonesia in Bangkok through the 50th Diplomatic Red Cross Bazaar, Bangkok also promoted Indonesian products. This activity was joined by 4 Indonesian handicraft creative industries companies. In addition, it also featured a group of professional dancers from Indonesia to enliven the art and cultural stage in the arena of the Bazaar.

COFFEE AND MIE INSTANT PROMOTION BY KBRI PRETORIA

The Embassy of Indonesia in Pretoria and the Indonesia Trade Promotion Center (ITPC) in Johannesburg promoted Indonesian instant coffee and noodles at Ouma's tea House, Jan Smuts Park, Pretoria, South Africa, on January 28, 2017.

RI - PAKISTAN BUSINESS FORUM

On January 22, 2017, the Indonesia-Pakistan Business Forum on palm oil trade was held in cooperation with the Indonesian Embassy in Islamabad, Indonesian Consulate General in Karachi, BPDP and GAPKI. Indonesia's palm oil controls Pakistan's oil market from 2014 to 2016. In 2014, Indonesia has a market share of 72.5% which increased to 83% in 2015 and 82% in 2016.

MAKTA NORDIC TRAVEL FAIR TOURISM PROMOTION

At the "Matka Nordic Travel Fair" in Helsinki, on 19 - 22 January 2017, the Indonesian Embassy in Helsinki and the Ministry of Tourism (Kemenpar) promoted tourism by selling various Indonesian tourism packages.

EXPLORING THE CRUISE COOPERATION PROGRAM BETWEEN NORTH SUMATERA AND PENANG

KJRI Penang and PT. Pelindo I Belawan have facilitated the visit of the delegation of Penang Port and Cruise Owners to Medan, North Sumatera, on 19-21 January 2017, to discuss destination option / Cruise tourism product, which docked in Belawan for about 10 hours.

TOURISM PROMOTION BY KJRI CHICAGO

KJRI Chicago promoted Indonesian tourism through the Chicago Travel and Adventure Show (CTAS) 2017 on 21-22 January 2017. CTAS is one of the largest annual tourist fairs in the US. Indonesia's booth, in addition from being filled with a variety of Indonesian tourist brochures and craft items, was also filled with Indonesian tour packages.

TOURISM PROMOTION IN MADRID

The Embassy of the Republic of Indonesia in Madrid and RI's Ministry of Tourism again participated in the International Tourism Exhibition FITUR (Feria Internacional de Turismo) held in Madrid, on 18 to 22 January 2017. The 3rd largest international tourism exhibition in the world was opened by Spain's Head of State I, King Felipe VI, on January 17, 2017.

A NIGHT IN INDONESIA - INDONESIAN TOURISM PROMOTION BY KJRI CHICAGO

To further enhance the presence of entrepreneurs and tourists from the state of Wisconsin, USA to Indonesia, the Consulate of Chicago in cooperation with the Indonesian Trade Promotion Center Chicago, MMAC World Trade Association and Husch Blackwell held A Night in Indonesia in Milwaukee on January 18, 2017. A Night in Indonesia focused on the promotion of batik, gayo organic coffee and Indonesian culinary.

Maximizing Indonesia's Tourism Potential

Indonesia and tourism are two things that cannot be separated. 9.5% of Indonesia's GDP is derived from the tourism sector, while 1 in 11 jobs are in tourism services.



Source : Kemenpar RI

Indonesia and tourism are two things that cannot be separated. 9.5% of Indonesia's GDP is derived from the tourism sector, while 1 in 11 jobs are in tourism services.

Tourism today is a dynamic sector. At the global level, the total number of tourists in 2014 is 1.138 billion with total revenues of USD 1.4 trillion. Of the total, Indonesia, until 2014, can only attract 9 million foreign tourists with total revenues of USD 250 million. The number is even low when compared with neighboring countries, Malaysia for example, which is able to attract as many as

25 million tourists.

Apart from the abundance of tourism potential, Indonesia has proven unable to maximize all the potential that exists. The superior natural and human resources as well as the relatively stable state security have not been able to maximize Indonesian tourism. The absence of infrastructure that supports the productive tourism industry, inadequate health services, and inter-regional connectivity are seen as Indonesia's challenges in the tourism industry in the future.

President Joko Widodo

stated that one of the weaknesses of Indonesia is the lack of Indonesian tourism promotion on a global level. If you want to reach the target of 20 million foreign tourists, then Indonesia should increase tourism promotion. The focus on large tourism markets should also be improved.

The government does not remain silent with the condition of Indonesian tourism, which is still far from expectations. Efforts to increase the number of tourist arrivals to Indonesia continue to be encouraged. The strategies include

the revitalization and the addition of tourism supporting infrastructure, such as hotels and health services, the addition of schedules and direct flight routes to Indonesia, and the addition of visa-free agreements with countries considered to have great potential as tourists' contributor.

The "all-in" promotion strategy embodied in Trade, Tourism, and Investment (TTI) is also the government's effort to increase tourism promotion in particular. This strategy involves all relevant stakeholders and tourism business players, including travel agents, airlines, and the hotel industry.

Indonesia is one of the developing countries with global economic power in Asia. With its resistance to the global financial crisis as compared to neighboring countries, the Indonesian economy grew by 5.7% in 2013 and was named "the most stable country in the last five years" by the world's leading publication, The Economist. []

Moving the Wheel of Economic Diplomacy from Various

IORA TRADE EXHIBITION

In the framework of holding the Indian Ocean Rim Association (IORA Summit) in Jakarta, on 5-7 March 2017, the IORA Trade Exhibition was held. Various creative products from food, beverages, crafts, tourism, cargo services to Indonesia's flagship strategic industries were featured on the IORA Trade Exhibition at the Jakarta Convention Center (JCC). This exhibition attracted leaders of IORA countries.

INDONESIA-MOZAMBIK BUSINESS FORUM

The Minister of Foreign Affairs of Indonesia, Retno L.P. Marsudi, attended the Indonesia-Mozambique business forum in Maputo on February 7, 2017, which was attended by more than 50 Mozambique businessmen. On the occasion, the Indonesian Minister of Foreign Affairs, among others, conveyed that "Indonesian and Mozambique entrepreneurs should utilize all opportunities to revitalize the weakening trade and

INDONESIA-SOUTH AFRICA BUSINESS FORUM

The Minister of Foreign Affairs of Indonesia, Retno L.P. Marsudi, exposed Indonesia's economic and trade potential to South African entrepreneurs at the RI-South Africa Business Forum in Cape Town, on February 6, 2017. The business forum was attended by South African businessmen from various sectors including energy, shipping, strategic industries and large South African importers of furniture and food products such as instant noodles, and travel agencies. Meanwhile, Indonesia was presented by entrepreneurs from KADIN and BUMN from strategic industries, shipping, and financing institutions.

One of the results of the Indonesia-South Africa business forum is the plan to import 18 containers as well as the plan to establish an instant noodle production plant in South Africa.

ESTABLISHMENT OF 14 RI - MIDDLE EAST BUSINESS COUNCILS

The Deputy Minister for Foreign Affairs, AM Fachir, on March 15, 2017 attended the inauguration of 14 Business Councils of Indonesia and Middle Eastern countries formed by the KADIN Permanent Committee on Middle East and OIC Countries.

The Foreign Ministry expressed high appreciation to the KADIN Permanent Committee on Middle East and OIC Countries (KT3-OKI), and welcomed the establishment of 11 (eleven) RI Business Councils with countries in Middle East and South and Central Asia region, which are between Indonesia and Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, and United Arab Emirates.

The Middle East region is a highly prospective non-traditional market for Indonesia. Based on data from the Ministry of Trade of Indonesia, the export potential to the Middle East market reached USD 975 billion.

MEETING OF RI'S FOREIGN MINISTER WITH EGYPTIAN ENTREPRENEURS

In starting her working visit in Cairo, Egypt, on February 5, 2017, the Foreign Minister held a meeting with Indonesian businessmen who have invested in Egypt. In the meeting, RI's Foreign Minister listened to various opportunities and challenges faced by Indonesian businessmen in Egypt. Various Indonesian commodities and products such as palm oil, coffee, instant noodles and motor vehicle tires have excelled in the Egyptian market. "Indonesian products are very competitive in Egypt. With an Egyptian market of approximately 92 million people, there is still a huge opportunity for other products to develop," Foreign Minister Retno said.

From the meeting with Indonesian entrepreneurs, it was also recognized that Egyptian businessmen were interested in the products of Indonesia's SMEs. Market opportunities for products such as handicrafts and care products for the spa industry have great potential. "About 90 percent of entrepreneurs in Egypt are SMEs and have an interest in Indonesian products. Hence, we should be able to facilitate the export of Indonesian products of interest to SME entrepreneurs in Egypt," said Foreign Minister Retno.



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Increasing Public Interest, Foreign Ministry Holds Asia Africa Literacy Week 2017



Asia Africa Literacy Week at MKAA Museum, Jl. Asia Afrika Bandung, 17-19 March 2017. (foto: Dit. Diplik)

The Bandung Asia-Africa Conference Museum (MKAA) again held the Asia Africa Literacy Week event at MKAA, Jl. Asia Afrika Bandung, on 17-19 March 2017. The Literacy Week was filled with various activities such as literacy exhibition, book bazaar, book review and film discussion.

Head of KAA Museum, Meinarti Fauzie, said that the event held for the 4th time is aimed to increase the reading interests of the community, especially students and college students. "The event at the same time also promotes the MKAA Library to the public," he added.

Opening the Literacy Week, the Director of Public Diplomacy of the Ministry of Foreign Affairs, Al Busyra Basnur, requested that the

frequency of such activity be increased. The Ministry of Foreign Affairs through MKAA is ready to cooperate with the West Java Provincial Government and Bandung City Government or other related institutions to hold activities such as this Literacy Week up to the sub district or administrative village level.

"The Literacy Week activity is an initiative to contribute in educating the nation, especially the young generation, in order to be broad-minded successors of the nation," added Al Busyra.

In the event's opening, the National Library's Deputy for Library Material Development and Information Service, Ofy Sofiana, assessed the Literacy Week as a strategic activity that encourages the increase in reading interest. This is due

to the low reading interest of Indonesians as a result of a survey of the Central Connecticut State University, which puts Indonesia at 60th place from 61 countries.

Therefore, he continued, the reading culture as promoted by this Literacy Week needs to be part of everyday society life.

The Literacy Week was attended by the National Library, Ali Alatas Library, West Java Cultural Heritage Conservation Hall, Cultural Center of Korea, IKAPI West Java, Proclamation Manuscript Museum, Maranatha Christian University Center, Braille Publisher Abiyoso Foundation, and Esperanto Clan (Sahabat Museum KAA).

Present at the opening ceremony were the Chairman of IKAPI West Java, South Korean Consul General, West Java Provincial Government and Bandung City Government representatives, Friends of KAA Museum, students, college students and the community.

In the observation of the Directorate of Public Diplomacy, the first day of the Literacy Week received wide acclaim from the community, especially students and college students. This is evident from the huge number of booth visitors, who enthusiastically asked about the various products / services on display. []

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