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The Asian Financial Crisis, the 2008 global financial crisis, the 2015 European debt crisis and today’s US-China Trade War – since the late 90s, Indonesia has gone through numerous economic turmoils. And yet, the country’s economy continues to show amazing resilience, growing at a steady 5-6% throughout the past few years.

The Indonesian economy is currently the world’s 16th largest based on GDP and its 7th based on purchasing power parity (PPP). Having recovered from the 1997 Asian Financial Crisis, its nominal GDP grew by a staggering 522%, from US$165 billion in 2000 to $861 billion in 2015. The World Bank forecasted that Indonesia would become a trillion dollar economy by 2020. This prediction was surpassed three years early when the nation posted a GDP of $1,004 billion at the end of 2017.

Private consumption is the country’s main driving force of growth, which accounts for more than 60% of GDP. Moreover, the outlook is remarkably steady despite bleak external global economic factors. Robust domestic demand, strong fundamentals and coordinated and prudent macro-fiscal-exchange rate policy framework are expected to continue to lift the economy.

When investors ask where they should put their money into next, the obvious answer would be to place it where they’ll receive the highest rate of return. This publication aims to convince that that place is Indonesia.
“Indonesia is the world’s third largest democracy. And we also have the world’s largest Muslim population. This demonstrates that Democracy and Islam are not incompatible”

Joko Widodo, the 7th President of Indonesia
Politics in Indonesia is not unlike the politics of many other democracies in the world, where the President is both the head of state and the head of government. The executive is watched over by the legislature, while the judicial branch stands independent of both. Yet Indonesia’s political system is still in its infancy when compared to other developed democracies.

For one, Indonesia did not see its first completely free elections until 2004, when the Indonesian people actually got the opportunity to elect directly all of their political representatives, from the President all the way down to local governors and mayors.

Previously, former Army General Soeharto ruled the country for over 30 years through his authoritarian government. And while rapid economic development took place during his tenure, it was also a period of deep systemic corruption and repression.

Following the downfall of the Soeharto regime when the booming domestic economy collapsed in the late 1990s, an unprecedented period of reformation began. Laws were passed and constitutional amendments, such as limitations on presidencies to a maximum of two 5-year terms, were made that effectively reduced the power of the executive branch.

Moreover, parliamentary powers expanded and the country’s regions gained greater autonomy. Today, Indonesia’s politics can be described as dynamic, with some 16 parties registering to take part in the last general election in 2019, up from the 15 that participated in the 2014 elections.

The current President is Mr. Joko Widodo, who twice defeated former General Prabowo Subianto in the 2014 and 2019 elections. Widodo is a political outsider and not part of the country’s political, economic or military elites, however, he has had a remarkable career that symbolizes Indonesia’s current political vibrancy. Born and raised in central Java in rather poor conditions, President Widodo gained modest wealth as an entrepreneur before entering local politics. He came to nationwide prominence when he was re-elected as the mayor of Surakarta (a.k.a. Solo) in 2010 with over 90% of the votes cast, in comparison with the 36% that he garnered during his first election campaign five years previously. After a rather surprising victory in the gubernatorial election of Jakarta in 2012, Widodo was, two years later, elected the 7th President of the Republic of Indonesia. It was a truly extraordinary rise from mayor of a small city in Central Java to the President of the world’s third largest democracy within a little over two years.
“I feel great affection for the people here. And obviously, I have a sister who’s half Indonesian. My mother lived and worked here for a long time. And so the sights and the sounds and the memories all feel very familiar.”

Barack Obama,
44th President of the United States
Being such a sprawling nation, with five major islands and countless small ones separated by hundreds of kilometers of ocean, it is little wonder that Indonesia is so diverse. There are over 300 ethnic groups and more than 700 languages in Indonesia. Amidst this diversity, one national language, Bahasa Indonesia – bahasa being the Indonesian word for language – as well as the national motto of Bhinneka Tunggal Ika, or Unity in Diversity, unite the various ethnicities that live throughout the archipelago.

Indonesia considers itself a secular state constitutionally. However, the government recognizes only six official religions: Islam (87.18%), Protestant Christianity (6.96%), Roman-Catholic Christianity (2.90%), Hinduism (1.69%), Buddhism (0.72%) and Confucianism (0.05%).

With more than 220 million Muslims, Indonesia is a nation with the largest Muslim population on earth. The majority of Indonesia’s Muslims – over 99% – practice Sunni Islam, but usually considerably less meticulously than the nations of the Middle East.

Up to the present day, Indonesians living in each of the country’s region retain a great number of traditional languages and traditions that mirrors their original indigenous customs with multiple foreign and religious influences in varying degrees.

The Indonesian culture is thus one of the most fascinating in the world, and much of it remains unexplored by the rest of the globe. The Indonesian Government, for its part, has taken steps to ensure that this will someday change by successfully lobbying to have eight Indonesian locations included onto UNESCO’s list of World Heritage sites, as well as six other locations and items onto the organization’s Intangible Cultural Heritage list. In a country that is 265 million-strong, there may well still be more to discover.
Indonesia’s economic history is a story of resilience through adversity.

The country is simultaneously blessed and cursed with an abundance of natural resources which have been fought over and exploited for centuries by parties from within and from abroad. Indonesia has almost every resource imaginable, from oil and gas to hosting the world’s largest gold mine, as well as being the world’s largest producer of palm oil, clothes, cinnamon and nickel and its second largest producer of nutmeg, natural rubber, cassava, vanilla and coconut oil. It is also a large exporter of coal, cocoa, coffee, tea, rice and tobacco; 60% of the country’s exports are commodities.

While the agricultural sector still plays a major role in employment, accounting for more than 31% of the workforce (with manufacturing at 22% and services at 47%), its GDP contribution has steadily declined over the years to just 14% in 2018 (with manufacturing contributing 45% and services contributing 40% during the same period).

State-owned enterprises and ethnic Chinese conglomerates dominate the countries industrial sector. While manufacturing boomed with annual growth rates of 12% to 15% from the mid-1980s until the Asian Financial Crisis of 1998, its growth rate since has been rather modest, reaching only 5.17% in 2018.

Indonesia’s industrial weakness is its lack of value-added production. Almost all of the country’s capital goods have to be imported. Furthermore, the country has a low level of integration in terms of global production chains.

The country’s driving force of growth is private consumption, which accounts for more than 60% of GDP. Moreover, the outlook remains positive, with the number of middle-income consumers estimated to reach 141 million by 2020. It therefore comes as no surprise that Indonesians have consistently topped Nielsen’s Consumer Confidence Index for a number of years.

This outlook is further reinforced by the rise of the digital economy. As the largest economy, by far, in Southeast Asia, Indonesia is responsible for half of the US$100 billion currently circulating in the region. From ride-hailing to e-commerce, five of the region’s nine unicorns (companies with a valuation of US$1 billion) can be found in Indonesia. Furthermore, Indonesia is leading that Southeast Asian internet economy with a growth rate of 40% annually, according to the e-conomy SEA 2019 report by Google and Temasek.
# Key Economic Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2018</th>
<th>2019F</th>
<th>2020F</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP (PPP) in US$</td>
<td>13,229.54</td>
<td>14,019.44</td>
<td>14,892.58</td>
</tr>
<tr>
<td>GDP growth rate in %</td>
<td>5.17</td>
<td>5.1</td>
<td>5.2</td>
</tr>
<tr>
<td>Government Budget Balance % of GDP</td>
<td>-1.8</td>
<td>-2.1</td>
<td>-2.0</td>
</tr>
<tr>
<td>Current Account Balance % of GDP</td>
<td>-3.0</td>
<td>-2.8</td>
<td>-2.5</td>
</tr>
</tbody>
</table>

Source: Indonesian Central Statistics Agency (BPS), World Bank, CEIC

“It quite frankly, the global community needs its fourth largest and most youthful population to play a lead role in the global economy.”

Christine Lagarde, Former Managing Director of the IMF
Indonesia is about 5 TIMES BIGGER than Germany

Germany is approximately 357,022 sq km, while Indonesia is approximately 1,904,569 sq km.

Indonesia’s landmass is over 5.7 times bigger than Malaysia, or 2,640 times bigger than Singapore, while the country’s marine territory is nearly triple that – covering a total area of 7.9 million square kilometers within its generally recognized territory.

Indonesia, from its eastern tip to its westernmost point is equal to a trip from LONDON TO TEHRAN (4,403km)
On course to become the 4th largest economy in the world by 2050\(^1\)

- **4th** most populous nation in the world
- **7th** largest economy in the world (GDP - PPP)
- **88 million** under the age of 30. Third largest productive population in the world
- **130 million** active users of social media
- **40 billion** value of e-commerce in 2019\(^2\)
- **130 billion** estimated value of internet economy in 2025\(^2\)
- **619%** rise in GDP from 2000-2018
- **355.5 million** mobile subscriptions (133% of the total population)\(^3\)
- **30 million** people in Greater Jakarta, the capital city of Indonesia, larger than the whole of Australia

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\(^1\) PwC estimate  
\(^2\) Google & Temasek, "e-economy SEA 2019", value in USD  
\(^3\) HootSuite, "Digital Indonesia 2019"
Indonesia exported **US$180,012 Mn** in 2018
*Up from US$168,828 Mn 2017*

### Main Export Destinations

- **ASEAN** 25%
- **China** 14%
- **USA** 11%
- **Japan** 11%
- **EU** 10%

### Exported Goods (in %)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>28.82</td>
</tr>
<tr>
<td>Minerals</td>
<td>23.29</td>
</tr>
<tr>
<td>Textiles</td>
<td>12.42</td>
</tr>
<tr>
<td>Chemicals</td>
<td>10.36</td>
</tr>
<tr>
<td>Electronics</td>
<td>5.94</td>
</tr>
<tr>
<td>Metal</td>
<td>5.50</td>
</tr>
<tr>
<td>Machinery</td>
<td>5.34</td>
</tr>
<tr>
<td>Vehicles</td>
<td>4.28</td>
</tr>
<tr>
<td>Stone</td>
<td>3.79</td>
</tr>
<tr>
<td>Others</td>
<td>0.24</td>
</tr>
</tbody>
</table>
Indonesia imported US$188,711 Mn in 2018
Up from US$156,985 Mn in 2017

Main Import Origins

- ASEAN: 23%
- China: 21%
- Japan: 9%
- EU: 7%
- USA: 5%

Imported Goods (in %)

- Machinery: 17.24%
- Chemical: 15.40%
- Mineral: 15.37%
- Agriculture: 13.14%
- Electronics: 11.9%
- Metals: 10.11%
- Textiles: 7.13%
- Vehicles: 6.83%
- Stone: 1.65%
- Others: 1.24%

Sources: Indonesia Central Statistics Agency (BPS), UN Comtrade
Indonesia and Germany have enjoyed a relatively stable trade relation over the past decade, though it could stand to grow more considering the size of each respective nation. As of the end of 2018, Indonesia is the 45th largest trading partner for Germany in terms of turnover at $7.9 billion.

Germany is the second largest export destination country in Europe for Indonesia, and the largest for imports. Indonesia’s main export to Germany are shoes and textiles, while Germany’s main export to Indonesia are machineries and electronics. Today, there are over 300 German companies operating in Indonesia, including major names such as SIEMENS and MERCEDES-BENZ.

300+ German companies currently present in Indonesia

$7.9 Bn total trade between Indonesia and Germany in 2018
**Imported Goods from Germany**

- Machinery: 1,640, 1,160, 981, 1,090
- Chemicals: 578, 510, 521, 589
- Electronics: 305, 365, 285, 360
- Vehicles: 299, 244, 244, 349

**Exported Goods to Germany**

- Textiles: 1,440, 1,350, 1,330, 1,400
- Agriculture: 1,340, 1,140, 1,100, 1,070
- Electronics: 540, 517, 542, 461
- Chemicals: 482, 517, 442, 459
- Machinery: 548, 517, 542, 568

Source: UN Comtrade; Data is based on HS4 classification of goods
Foreign Direct Investment (FDI) per Sector (in US$ Bn)

<table>
<thead>
<tr>
<th>SECTOR</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>13</td>
<td>11.8</td>
<td>16.7</td>
<td>13.1</td>
<td>10.4</td>
</tr>
<tr>
<td>Services</td>
<td>8.5</td>
<td>11.3</td>
<td>7.8</td>
<td>13</td>
<td>14.1</td>
</tr>
<tr>
<td>Mining</td>
<td>4.7</td>
<td>4.0</td>
<td>2.7</td>
<td>4.4</td>
<td>3.1</td>
</tr>
<tr>
<td>Food Crops &amp; Plantations</td>
<td>2.2</td>
<td>2.0</td>
<td>1.6</td>
<td>1.4</td>
<td>1.7</td>
</tr>
</tbody>
</table>

Source: Indonesia Investment Coordinating Board BKPM
US$1 = IDR 15,176.25 (Revised State Budget (APBN) approximation, as of October, 2018)
Value has been rounded to the closest one decimal point
The island of Java dominates FDI allotment in 2018 due to unstable global economic outlook.

**German FDI into Indonesia (in US$ Mn)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value (US$ Mn)</td>
<td>50.2</td>
<td>57.3</td>
<td>133.2</td>
<td>289</td>
</tr>
</tbody>
</table>

**Top 5 Locations for FDI in 2018**

- **Banten**: 9.6%
- **Jakarta**: 16.7%
- **East Java**: 4.4%
- **West Java**: 19.1%
- **Central Java**: 8.2%
From 2015 to 2018, Indonesia has made giant strides in infrastructure development:

- **782 km** of new toll road completed
- **14 dams** completed
- **19 new seaports** completed or on progress
- **754.59 km** of railways completed or reactivated
- **41 km** of bridges completed
- **PLTB Sidrap** - First commercial wind farm operational
Palapa Ring
100% Complete

15.7 km
MRT from South to Central Jakarta

3,342 km
of highway roads built

756 units
apartments buildings erected

10 new airports
Spread across the archipelago

3,452,318 units
houses built

LRT
Completed: South Sumatra, Transit Jakarta
On-progress: Jakarta-Bogor-Depok-Bekasi

Source: Presidential Four-Year Report 2014-2018
More roads built in the last four years than the last 50 years combined

<table>
<thead>
<tr>
<th>Presidency</th>
<th>32 years</th>
<th>1 year and 5 months</th>
<th>1 year and 9 months</th>
<th>3 years and 3 months</th>
<th>10 years</th>
<th>4 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soeharto</td>
<td>490</td>
<td>7.2</td>
<td>5.5</td>
<td>34</td>
<td>212</td>
<td>741</td>
</tr>
</tbody>
</table>

City Gas Distribution and Pipeline Network

35,000 MW Project

Household Connection (In thousand SR)

- Under Construction: 13,481 MW
- Power Purchase Agreement (PPA) signed: 2,130 MW
- Procurement: 2,287 MW
- Planning: 1,007 MW
- Commissioning: 16,253 MW
Indonesia’s tourism ranks among the best in the world. And with 10 new destinations designated for development as the “10 new Bali”, the country is still merely scratching the surface of the industry’s real potential.

Source: BPS

Tourism Competitiveness Index (WEF)

Accolades

6th World’s Most Beautiful Country
Rough Guides UK

7th Top Ten Places to Visit
Lonely Planet

4th Bali, World’s Top Destination
TripAdvisor Traveler’s Choice Awards
Indonesia is categorized as a lower-middle income country. However, there is clear and steady growth and the number of affluent consumers continues to rise.

Population Demographics in Indonesia based on income (2005-2015)

Source: The Economist Intelligence Unit (2016)

60% of Indonesia’s GDP is made up of domestic consumption

## A BURGEONING E-MARKETPLACE

### e-commerce

<table>
<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-commerce market</td>
<td>$21Bn</td>
<td>$82Bn</td>
</tr>
<tr>
<td>Online Travel</td>
<td>$10Bn</td>
<td>$25Bn</td>
</tr>
<tr>
<td>Ride hailing</td>
<td>$6Bn</td>
<td>$18Bn</td>
</tr>
<tr>
<td>Online Media</td>
<td>$4Bn</td>
<td>$9Bn</td>
</tr>
</tbody>
</table>

*Source: Google & Temasek* "e-conomy SEA 2019"

### Number of internet users (Mn)

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018*</th>
<th>2019*</th>
<th>2020*</th>
<th>2021*</th>
<th>2022*</th>
<th>2023*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>84</td>
<td>95.2</td>
<td>107.2</td>
<td>119.4</td>
<td>131</td>
<td>141.3</td>
<td>149.9</td>
</tr>
</tbody>
</table>

*Source: Statista (*estimated number)*
RICH IN NATURAL RESOURCES

GREAT POTENTIAL IN RENEWABLE ENERGY...

40% of the world’s potential geothermal resources or 29GW of geothermal power, as well as:
- 208GW of solar energy
- 75GW of hydropower
- 33GW of biomass
- 61GW of wind power
- 18GW of tidal power

Currently, at 1,925MW, Indonesia is the world’s 2nd largest geothermal power producer...

64% of the global output. Indonesia is the world’s largest exporter of palm oil.

US$ 2.5 billion EU Palm oil imports from Indonesia valued at in 2017

Among the world’s top 5 largest producers of (in tonnes):

- **Coconuts**: 1st, 2.9 Mn
- **Nutmeg**: 1st, 36,242
- **Cinnamon**: 1st, 80,000
- **Natural Rubber**: 2nd, 3.6 Mn
...as well as in aqua and agriculture

34 Mn tons per year of combined capture and aquaculture production or 10% of the world's production.

Indonesia's geographical position on the equator and within the world's second busiest waterway – the straits of Malacca, a major gateway for trade to and from the rest of Asia, allows for rapid growth in aqua and agricultural commodities.

World's FIRST country to have its forestry product recognized by EU's timber regulation laws (FLEGT).

1.2 million sqm total forest area – an area the size of South Africa.

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Coffee 4th
722,500

Cassava 4th
22.2 Mn

Cocoa 3rd
593,800

Coal 3rd
557 Mn

Tin 2nd
75,000

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Indonesia holds a special place in the Association of South East Asian Nations, or ASEAN. It is the organization’s founding member, the largest among other members in terms of population, economic and military sizes, and Jakarta, the capital city of Indonesia, is home to the ASEAN Secretariat. As a regional power, ASEAN maintains a global network of alliances and is involved in numerous international affairs, but it is most notable for being an economic powerhouse. As of 2018, the group has a combined GDP of US$2.9 trillion, and is expected to become the fourth largest economy in the world by 2030, according to JP Morgan, with three more of its member countries aside from Indonesia projected to become trillion dollar economies within the coming years.

**The AEC**

Also known as the ASEAN Economic Community, this initiative started as far back as 1997, when member states adopted ASEAN Vision 2020, which entails the realization of a single ASEAN community. The AEC aims to create a single market across ASEAN member states. At present, due to the unequal standing of each nation, a complete integration such as that of the EU has not come into being. However, progress for free trade were made in terms of implementing zero tariffs for 99% of goods imported between ASEAN countries, as well as significant integrative measures of the region’s financial and banking systems taken.
## ASEAN Key Indicators

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2018</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population (million people)</strong></td>
<td>567</td>
<td>647</td>
<td>749</td>
</tr>
<tr>
<td><strong>GDP (US$ trillion)</strong></td>
<td>1.4</td>
<td>2.9</td>
<td>6.6</td>
</tr>
<tr>
<td><strong>Real GDP growth (% change year-on-year)</strong></td>
<td>2007</td>
<td>2018</td>
<td>2030</td>
</tr>
<tr>
<td><strong>Trade (US$ trillion)</strong></td>
<td>1.6</td>
<td>2.6</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>FDI (US$ billion)</strong></td>
<td>83.8</td>
<td>154.7</td>
<td>328.3</td>
</tr>
</tbody>
</table>

- **ASEAN GDP**: US$2.9 Tn
- **Real GDP growth**: 5.2%
- **ASEAN trade**: US$2.6 Tn
- **ASEAN FDI**: US$154.7 Bn
- **ASEAN population**: 647 Mn

*Source: AHK - “ASEAN Snapshot 2019”, ASEAN Integration Report 2019*
CAMBODIA
16 million inhabitants
US$25 Bn GDP

THAILAND
69 million inhabitants
US$505 Bn GDP

MYANMAR
54 million inhabitants
US$71.2 Bn GDP

SINGAPORE
5.6 million inhabitants
US$362 Bn GDP

INDONESIA
262 million inhabitants
US$1,042 Bn GDP
LAOS
6.8 million inhabitants
US$18 GDP

VIETNAM
93.7 million inhabitants
US$245 Bn GDP

PHILIPPINES
107 million inhabitants
US$331 Bn GDP

MALAYSIA
32.4 million inhabitants
US$355 Bn GDP

BRUNEI DARUSSALAM
0.4 million inhabitants
US$12.1 Bn GDP (2017)

GDP and population as of 2018
Source: AHK - "ASEAN Snapshot 2019", Asian Development Bank
Along with Bogor, Depok, Tangerang and Bekasi, these five areas makes up the greater Jakarta metropolitan area. This region is the country’s hub for government, culture, education and business, making it a premier center for finance, manufacturing and commerce. And while President Joko Widodo recently announced the creation of a new capital in East Kalimantan (Borneo), that is still a long time coming. In the meantime, Jakarta will continue to play a significant role in the country’s development.

Over
35 MILLION
people living and commuting
in an area the size of
metropolitan London.

The world’s
2\textsuperscript{nd} \textbf{LARGEST}
urban conglomeration
based on United Nations
figures after Tokyo.

Host to an estimated
80\% of the foreign
manufacturing
companies in
Indonesia.

The Transjakarta rapid transit bus service is the
world’s longest rapid transit bus network at
Jakarta is the **MOST INSTAGRAMMED CITY ON THE PLANET** within the Instagram stories format, with 45 million Instagram users, the highest in the Asia-Pacific region.

**4th HIGHEST** number of Facebook users in the world at 130 million accounts on the social network, or 6% of total global users.

Widely known as the **TWITTER CAPITAL** of the world with a reported 2.8 million tweets made daily across the city.

**US$606.1 Bn** GRP (PPP) in 2018, higher than the likes of Denmark, Norway or New Zealand.

230.9 km in length with 13 primary routes and 10 cross-corridor routes.
ABOUT EKONID

Nearly 100 years of strengthening German-Indonesian economic ties

EKONID, the German-Indonesian Chamber of Industry of Commerce, has been representing the interests of its member companies and promoting bilateral business relations between Germany and Indonesia for nearly 100 years.

As part of the network of German Chambers Abroad (AHKs), EKONID is officially mandated by the German Federal Government to promote trade and investment between Germany and Indonesia. EKONID’s corporate, institutional and private members are supported through a wide range of network and lobbying activities, especially in relation to ministries and other government authorities.

EKONID SERVICES

Our areas of expertise cover market information, business development, legal advice and corporate services, trade fair participation, event management, and advertising and promotion. EKONID fulfills three main tasks:

1. SUPPORT OF TRADE AND INVESTMENT

EKONID in Indonesia is the central actor of the foreign trade promotion for the federal republic of Germany. We represent German economic interests in Indonesia.
Institutional Partners:

The foreign chamber network, as the official representatives of the interests of the German economy have built strong networks in a number of prospective areas. Starting with the foundation of the first AHK in Belgium in 1894, AHK offices worldwide have successfully represented and promoted the interests of German businesses as well as those of its bilateral partners.

EKONID provides companies from Germany and Indonesia, under the trademark "DEinternational", services to support their foreign business activity. Our offer is aimed at companies with interests in the Indonesian market, as well as local companies looking for reliable service. We offer quality service in a range of expertise such as in initiating business deals, market studies, corporate services, trade fairs and events as well as design and communication.