

Canadian firms and local business and industry, including government agencies. Canada's trade representatives also seek business opportunities for interested and capable Canadian firms. Canadian Embassy trade officers also provide advice on matters relating to the selection of agents, advertising modes and preferences, as well as translation facilities. With sufficient advance notice, initial appointments with appropriate contacts can be arranged. Finally, the Division can refer Canadian firms involved in trade disputes and legal problems to skilled professionals.

The Trade Division should be advised of a company's intention to visit Indonesia well in advance of arrival. The extent to which the firm can be assisted by the Trade Division will depend on the quantity and quality of information provided on the firm's products and services, the purpose of the visit and the firm's existing array of contacts in Indonesia.

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## **Recipe for Success**

### **1. Make sure there's something unique about your product/service.**

Competition is stiff in Indonesia — everything is available here. Buyers can pick and choose. Bring something unusual to the marketplace, or concentrate on niche markets.

### **2. Be price competitive.**

Remember, your landed cost in Indonesia must include freight and insurance and, as in other ASEAN countries, you will have to factor in significant import duties and taxes as well.

### **3. Modify products to meet requirements or standards.**

Be aware that local quality control can be high; Indonesia is not a dumping ground for shoddy goods.

### **4. Have a local office or agent.**

It's essential to have a local phone number that customers can call for help. If you must operate from Canada, make sure your customers can call you collect. Indonesians don't like to do business at arms length; they want to deal with you or your agent face to face whenever possible.

### **5. Sweeten the pot.**

Some additional services are expected to come for free in this market. Training or ancillary services which you would normally charge extra for in North America must often be included in the price of the product.

### **6. Follow up.**

Disturbingly, Canadians are getting a reputation for not following up. Busy, highly placed Indonesian business-people who make time to share resources with a visiting Canadian deserve, at least, a personal thank-you letter. If they request materials, send them promptly. If they are coming to Canada, reciprocate. Meet them at the airport, entertain them and return any hospitality they accorded to you.

### **7. Leave something on the table.**

Remember, you must leave your local agent or distributor a decent profit margin. He or she won't be very motivated to serve your interests if you've squeezed out all of the margin. You may have to take a little less profit on the initial sale in order to build market presence and a long-term relationship with your local partner.

### **8. Do your homework.**

Use the many sources of information available to Canadian exporters.

### **9. Be prepared for a lengthy courtship.**

Plan to return to the region at least every three to four months. You can't conclude business by letter or fax alone in this part of the world. Indonesians expect to know the people that they do business with and are unlikely to sign a contract until they've gotten to know you. You'll have to return to Indonesia at least quarterly in order to sustain your new network of contacts.