

EXPORT MARKETING EFFORTS

Canadian government marketing priorities in Indonesia have traditionally focused on government projects and agencies. Canadian exporters are now being urged to look at opportunities opening up in Indonesia's private sector as well. Economic liberalization has spurred real growth in this sector. The resulting industrial expansion and diversification is providing new opportunities for foreign suppliers.

Indonesia remains one of the largest recipients of development funds from the multilateral developments banks. Thus, Canadian trade priorities in this market continue to include the vigorous pursuit of procurement funded by these institutions.

Market studies of various sectors of the Indonesian economy have been conducted in the following areas:

- Animal Feed 1988
- Canadian Food Products 1988
- Indochemical 1989
- Oil and Gas 1988
- Pulp and Paper 1989
- Mining Projects 1989

Brief market profiles (1991) are also available on Agri-food, Iron and Steel, Chemicals and Plastics, Education and Training, Electrical Equipment, Health Care Products, Telecom and Consulting Services.

Marketing efforts also include participation in trade fairs. The Canadian Embassy operates information booths at major trade fairs to further promote Canada-Indonesia trade, for those companies unable to participate directly.

Recent visits and trade promotion activities with Indonesia have included the following: 12 Indonesian companies in the Pulp and Paper sector on a cross-Canada trade mission in October, 1991; the visit of the Indonesian Forestry Minister in September, 1991; and in May, 1992, a mission of 33 Canadian companies participated in a solo Canadian show, Pulp and Paper Technology Showcase. Canada also participated in the Asia Pacific Mining Conference in Jakarta in March, 1990. Other recent trade missions have been in the rural telecom, remote sensing, aquaculture and air transportation sectors.

Between 1980 and 1992, Canada's Program for Export Market Development (PEMD) approved 478 applications for assistance related to the Indonesian market, with total funding of \$3.4 million. Since its inception in 1971, PEMD programs have resulted in reported sales of over \$105 million in Indonesia.