



SALES AND MARKETING TIPS

Use an Agent/Distributor to Access Indonesia

Except as partners in certain joint ventures, foreign companies operating in Indonesia are not allowed to engage in direct importation, trade and distribution activities. Hence, foreign firms must establish some form of agent or distributor arrangement in order to sell their products and/or services in the Indonesian market.

A few Canadian firms have agents in Singapore or Hong Kong. Experience, however, suggests that it is difficult to secure sustained business without representation in

Indonesia itself. As a result, the use of an aggressive and active agent is likely to be the most effective means of expanding sales in Indonesia.

There are several other factors that make an agent or distributor necessary: they can be invaluable in the processing of paperwork and obtaining necessary permits and licences; they can help in the nurturing of business relationships; they can be useful in overcoming language barriers; and they can provide an existing network of contacts.

To ensure that an appropriate

agent or distributor is found, the selection process must be carried out in Indonesia.

The Commercial Division of the Canadian Embassy has compiled a selection of agents and can help in identifying appropriate contacts.

Follow-Up

Appropriate follow-up can be crucial to the success of a business visit. Thank-you notes, as well as samples, brochures and requested information, should be quickly dispatched upon return to Canada. Regular correspondence with contacts established in Indonesia, as well as the Commercial Division at the Embassy, will serve to promote confidence and establish legitimacy. It is especially important to advise the Embassy of new business relationships so that the Embassy can gauge the efficacy of its own contacts.

After the visit, the firm should keep the Embassy in Jakarta informed about subsequent plans. Such information is held in complete confidence and allows the trade officers to keep a company's interests in mind as additional opportunities develop.

Services of the Canadian Embassy

The Trade Division of the Canadian Embassy in Jakarta functions as a liaison office between

WHAT TO BRING TO INDONESIA?

Seasoned business travellers bring a number of useful commercial items with them on visits to Indonesia. Among those recommended are the following:

- ✓ **sales literature, and where applicable, samples**
- ✓ **company stationery** (for correspondence and thank-you notes)
- ✓ **a very large supply of business cards**
- ✓ **extra passport photos** (for visas etc.)
- ✓ **small gifts with the company's name printed on them**
(After an initial contact has been established a gift is customarily welcomed on subsequent visits.)

Those who do not want to carry promotional material with them in their luggage can arrange to have it forwarded by air freight to the Canadian Embassy in Jakarta. Delivery should be scheduled approximately four weeks prior to planned arrival in Indonesia. Costs for Customs clearance of samples and literature will be charged back to the company.