

WORKING WITH AN INDONESIAN PARTNER

Doing business in Indonesia will undoubtedly be different than it is in Canada. This should be your first assumption. Once having made this

assumption, you will have taken the first step in acknowledging cultural differences.

The Partnership Approach ♦ ♦ ♦

It is important to take a win-win approach when forming partnerships in Indonesia. Although one of your aims will be to contribute positively to your operations in Canada, including financial gains, you should consider your prospective Indonesian partners as equals with similar expectations of you. It is important to Indonesians that foreign investment and business ventures benefit the Indonesian people.

fail in their attempts to establish constructive partnerships with Indonesians.

Some foreigners regard the Indonesian population as merely a source of cheap labour. The people of Indonesia are proud of their achievements and deserving of greater respect, considering their country's remarkable progress since independence.

Many foreigners believe that Indonesian business people lack the experience and education of business people in other parts of the world. This is a misconception. While the percentage of post-secondary graduates in Indonesia (1.5% of the total population in 1992, according to the Department of Education and Culture) is much lower than in most western countries, there are many educated Indonesians who compete successfully in the global economy. Foreigners who are ethnocentric, condescending or who consider themselves superior will

Joint ventures and development projects in Indonesia often involve training and technology transfer. It is important to look at the people involved in such projects as competent and ready and able to learn. You might learn something too, if you view the learning experience as a two-way process.

Trust is an important ingredient of any good relationship. The same goes for business relationships with Indonesians. Foreigners often find that their Indonesian counterparts want to know about their personal life, and probe