

## Canadian Government Seminars to Promote Indonesian Exports to Canada

### Attract 300 Participants

The Canadian Trade Facilitation Office (TFO) recently held a series of seminars in Indonesia which attracted over 300 Indonesian manufacturers, exporters and trading houses.

The Indonesian Seminars were part of an ASEAN series sponsored by the TFO under the Canada-ASEAN Economic Cooperation Agreement. At the time of their April 1983 meeting, the ASEAN community tabled a memorandum requesting Canadian assistance for their trade promotion activities. The Canadian side through its Trade Facilitation Office proposed a series of seminars to increase the awareness in ASEAN of Canada as an export market which would ultimately result in increased exports from ASEAN to Canada and hopefully

redress the present trade imbalance.

The Seminars which were held in Jakarta, March 6-9 and Surabaya, March 12-15 featured key members of the Canadian business community: Mr. Richard Freeman, Merchandise Manager for Woodward Stores Ltd.; Mr. Gerry Wright, President of Clayton Wright International; Mr. Carl Diersen, Import Manager for National Importers Ltd.; Mr. James Mathewson, President of Import Bazaar; Mr. David Nelson, President of Asean Sales Inc. and Mr. M. Claypole of Revenue Canada.

The program addressed ways of doing business in Canada as well as specific opportunities and market conditions pertinent to Indonesian export capabilities. Topics which were covered

included the Canadian Retail Industry, selling furniture to Canada, giftware & handicrafts in Canada, tariffs and documentation and Canada's generalised system of preferences (GSP).

The Indonesian Chamber of Commerce (KADIN) and the National Agency for Export Development (NAFED), both worked closely with the TFO to organize these seminars and attract as wide an audience as possible.

While the seminars were held just very recently, it was learned that at least one Canadian firm will be importing for the first time ratan furniture from Surabaya. If samples are up to promised quality, this single export item will probably reach \$500,000 before the end of this year.

### Canadian Interest in Indonesia's Geological Survey

A Canadian mission of 11 firms specializing in the manufacturing and service aspects of the geological/geophysical sector visited Indonesia recently to introduce the latest in Canadian technology to this country.

A seminar was organized in Bandung on January 16 for 75 staff members of the four directorates that comprise Indonesia's Geological Survey. In addition, a separate seminar was also held later that day by Phoenix Geophysics, one of the mission members, for the geophysicists from the Survey's Mineral Resources Directorate.

One of the specific objectives of the mission was to familiarize the Canadian participants with the parameters of the expansion and upgrading program at Indonesia's Geological Survey which will be financed under an Asian Development Bank (ADB) loan.

Individual mission members were successful in meeting potential agents and in renewing contacts established during previous visits to this market.

Specific interest was expressed in the mapping and geological computer programming services offered by Data-plotting from Toronto and discussions are now proceeding to look at a cooperative agreement with the Computer Services Branch of the Survey.

Great interest was also expressed both in Bandung and Jakarta for the groundwater instrumentation equipment manufactured by Westbay Instruments, since saltwater seepage in Jakarta and Semarang is becoming an area of increasing concern in Indonesia.



**LINES, CIRCLES AND SQUARES**, a collection of 26 abstract prints and drawings by 19 Canadian artists, continued its ASEAN tour with exhibitions at two major galleries in Jakarta and Surabaya. The Jakarta Arts Institute hosted the exhibit at its campus gallery from March 12 to 19. Mr. D. Djajakusuma, Dean of the Arts Faculty and Mrs. Hildawati Siddhartha, Head of the Arts Department, Jakarta Institute of the Arts, are seen joining Embassy Counsellor Jon J. Scott in touring the exhibit at the opening ceremony.

### Senior Canadian Fund Managers Visit Jakarta

A delegation of several major Canadian investment firms visited Indonesia from February 16-18, 1984. The Canadian group, consisting of seven senior portfolio managers of large pension funds, was headed by Mr. Donald Pangman, Vice-President of Brown, Baldwin, Nisker Ltd., a leading Canadian investment dealer based in Toronto.

While in Jakarta, the Investment Mission was received by senior officials of Pertamina (the state-owned national oil company) as well as by Caltex (the largest foreign oil operator in Indonesia) and Sceptre Resources. The latter, a Calgary-based oil operator, sponsored a reception for the mission members to meet officials of several major oil companies.

A luncheon address was also made

by the mission to the Canadian Businessmen's Club regarding investment opportunities in Canada and how they pertained to the oil and gas industry.

On Saturday, February 18, the mission members flew to Palembang, South Sumatra in order to review the Ramba oil field facilities of Asamera (South Sumatra) Ltd. Asamera recently discovered substantial oil reservoirs in the Corridor Block, with estimates of over 167 million barrels.

The Canadian Investment Mission, whose companies have assets in excess of \$10 billion under management, was primarily interested in obtaining an appreciation of the overall political, economic and operational environment for investment in the Indonesian oil and gas industry.