



**BRIGHT**   
**INDONESIA**

**A BRIGHT**  
**Development**  
**for a BRIGHT**  
**Indonesia**

Integrity – Visionary – Social Responsibility –  
Striving for Excellences – Proactive

# About US



BRIGHT Indonesia is a organisation which focus on assisting Global Institutions development into Indonesian Market

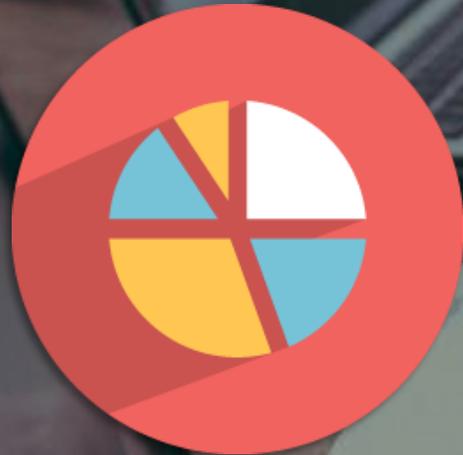
Established at April 2008 under the management of CV. KREASI INDONESIA MUDA as a legal entity

3 Offices , 3 Cities , 3 Region , 300 Million People Market

Integrity – Visionary – Social Responsibility –  
Striving for Excellences – Proactive



# WHAT We Do ?



Market Entry  
Development Solutions



Global Education  
Development Solutions



Seeks to inoculate an Entrepreneurial Spirit



Become a catalyst for new business and society development



Being a platform for human individual development



Enlightening, Engage and Empower Society



Bridging the Gap between the Indonesia and Global World

**WHY**

**We Do It ?**

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Integrity | Visionary | Social  
Responsibility | Striving for  
Excellences | Proactive

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**HOW** We Do Things ?

# WHO

Are We ?



Ferdi Anggriawan  
Senior Partner



Primadi Wahyuwidagdo  
Managing Partner



M Ghifari Ismail  
Associate Partner



Bram Suryo Kusumo  
Chairman

# WHO

Are We ?



**Dr Suharnomo**  
Senior Advisor



**Ulf Backlund**  
Senior Advisor



**Boye Hartmann**  
Senior Advisor



**Deddy Saiful Hadi**  
Senior Advisor

# INDONESIAN at Glance



- Indonesia is World No 10<sup>th</sup> Economy ( World Bank , 2014 )
- Member of G 20 which control 85 % of World Economy
- World Number 4th in Population ( 260 Million in 2014)
- Strategic Location in which 50 % of World Trade Passes By Its Northern Maritime Border
- A Gateway to ASEAN USD 2,3 Trillion Economy and 600 million population markets with ASEAN Community 2015
- A Powerhouse in ASEAN with 40 % of Populations and 35 % of Economy
- Natural Leaders at the ASEAN Bloc ( i.e Germany in EU )
- World Largest Muslim Majority Country
- Most Democratic Country in ASEAN and increasingly positive Human Rights Record ( EU , 2014 )

# INDONESIA

## in 2030

( Mckinsey & Co, 2012)

- 
- 7th Largest Economy in The World
  - 135 Million Members of Middle Class
  - 71 % population in the Cities producing 86 % of GDP
  - 113 Million Skilled workers needed
  - USD 1,8 Trillion market Opportunity



- 64<sup>th</sup> out of 65 Country in 2014 PISA Education Index
- 108<sup>th</sup> out of 187 Country in 2014 UNDP HDI Index
- 107<sup>th</sup> out of 175 in 2014 TI CPI Index



- Gini Coefficient 36.8 (World Bank, 2013)
- 43,3 % living below poverty line (World Bank , 2010)

# INDONESIA'S CHALLENGE'S

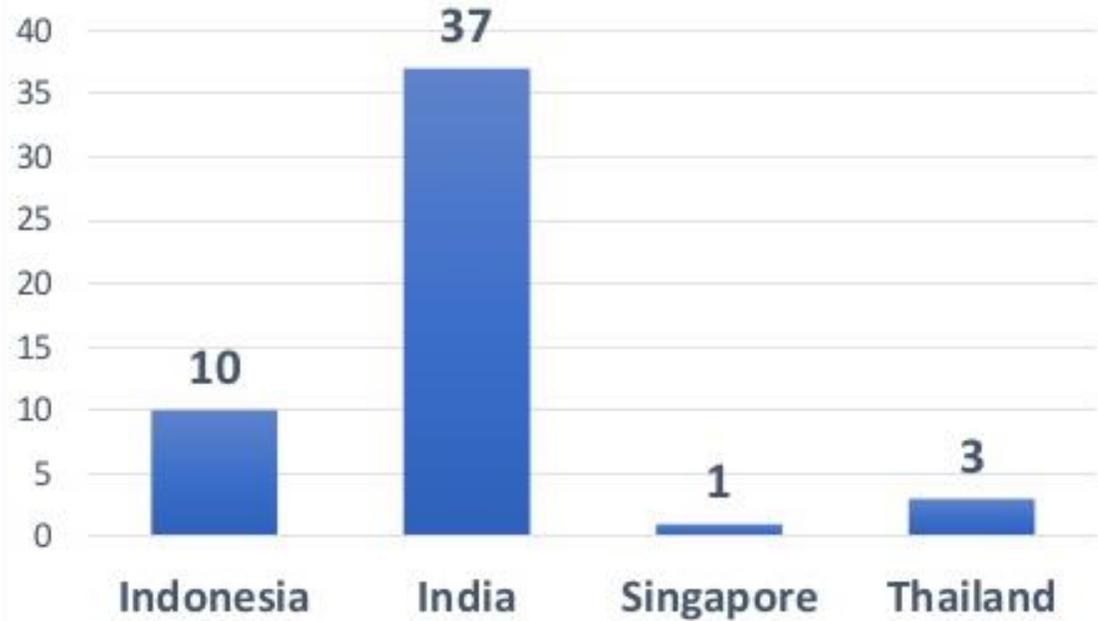
# Market Potential Index

## Countries under Comparison

Country	Overall Rank	Overall Score
Indonesia	16	34
India	9	41
Singapore	1	62
Thailand	20	30

# Market Potential Index

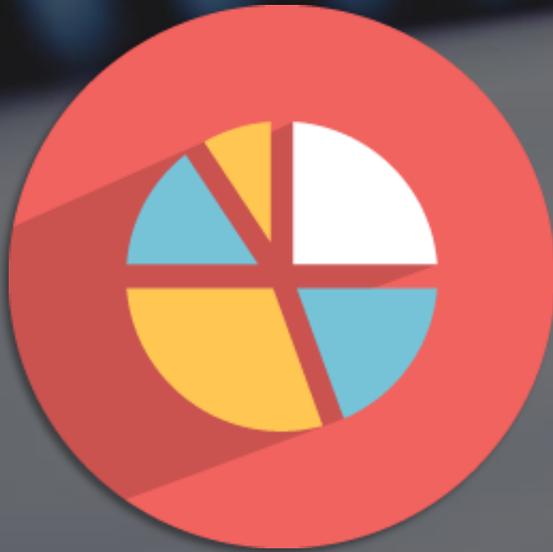
## Market Size



## Market Growth Rate



# Market Entry Development Solutions



- Overview Entry Assistances
- Insight Entry Assistances
- Business Partnership Assistances
- Business Registration Assistances
- Growth Development Assistances
- Government Relations Assistances
- In Country Representation

# Market Entry Development Solutions



## Indonesia Overview Entry Assistances

### Early Market Entry Approaches

- General Target Market Information
- 8 hours Individual Consultation
- Contact findings and Verification of relevant partners and stakeholders ( 10 Entity )
- Indonesian Regulations Overview
- Meeting Incentive Conferences Exhibition (MICE) Events
- 5 – 10 page Market Report in 3 weeks

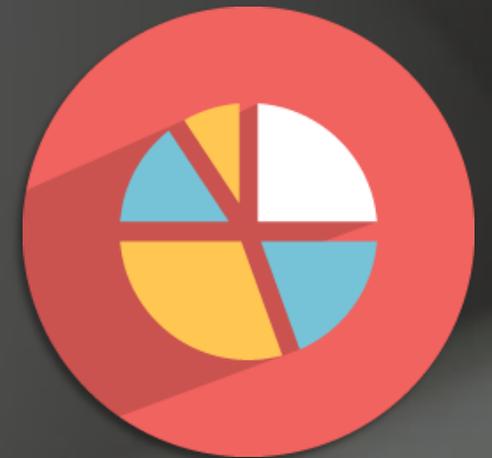


# Market Entry Development Solutions



## Indonesia Insight Entry Assistances

- In-depth Market Entry Report by Qualitative and Quantitative Measures
- 18 hours Individual Consultation
- Specific Tailor Made Insight study into particular sectors / products
- Supply Chain Insight along with potential local partners and specific support services providers ( 25 Contacts )
- Indonesia and International Regulation Overview
- Financial and Funding Arrangement
- Specific MICE events for the Clients
- Integrated Marketing Communication Recommendations
- Approximately 30 – 40 page Insight report in 7 weeks



# Market Entry Development Solutions



## Market Entry Research

BI will provide an In-depth Market Entry Report by Qualitative and Quantitative Measures , In which it is Specific Tailor Made Insight study into particular sectors / products where we are able to conduct the type market entry research such as below :

- Market Entry Analysis
- Feasibility Study
- Brand Image
- Brand Tracking
- Customer Satisfaction
- Customer Journey
- Research Support



# Market Entry Development Solutions



## Business Partnership Arrangements

- Knowledge Insight Consultation
- Marketing Leads Contact
- Business Meeting Arrangement
- Business Follow Up Assistances
- A La Carte Options

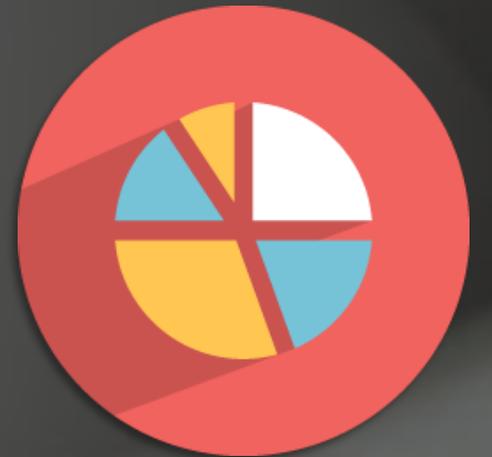


# Market Entry Development Solutions



## Business Registration Assistances

- Permanent Company Registration
- Representative Office Registration
- Visa and Work Permits
- Business License Registration
- Export and Import License Registration
- Product License Registration



# Market Entry Development Solutions



## Growth Development Assistances

- Create and implement marketing/sales programs
- Translate products and campaigns into Indonesian context
- Managing Relations with Clients , Suppliers and Stakeholders
- Deliver general execution and on ground support
- Negotiation Process Assistances



# Market Entry Development Solutions



## Government Relations Assistances ( i )

- Lobbying
- Intelligence Gathering
- Coalition Management
- Forecast and Analysis
- Stakeholder Mapping and Engagement
- Strategic Counsel

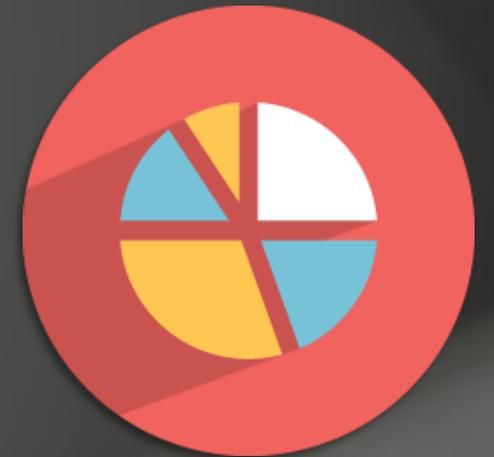


# Market Entry Development Solutions



## Government Relations ( ii )

- Identify and evaluate all current Institutions capabilities
- Identify government programs
- Identify Indonesian Government needs not currently addressed in established government programs
- Create a program which solve government problem
- Create compelling grant applications
- Recruit strong, long-term supporters and validators
- Policy Analysis and Message Development



# Market Entry Development Solutions



## In-Country Representation (i)

- De Facto In Country Representative Office
- 1 Dedicated Desk Service Offices at Indonesia Prestigious Business Address
- 1 dedicated staff for the respective institutions ( either public , private or social sector )
- Country Engagement and Development Plan for 3 years
- Intensive Liaison with stakeholders from public , private and social sectors.
- Event and Engagement Arrangement with discount on management fee
- Comprehensive institutional partnership development.
- Proactive Search and Identification of new opportunities.



# Market Entry Development Solutions



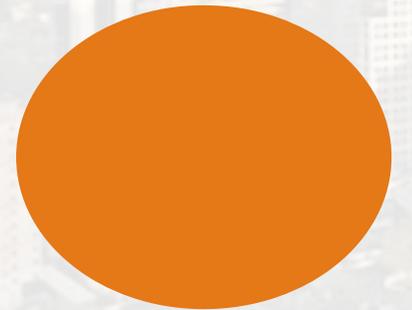
## In-Country Representation ( ii )

- Strategic plan execution assistance and Follow up with opportunities enquirers.
- Counseling and advice to the partnership prospects.
- Arranging institutional visits to Indonesian Stakeholders
- Attendance of every event for the respective partner.
- 5 day a week ( 48 week a year availability )
- 5 Pages Monthly Country updates reports.
- Overview and management by experienced professional experts.
- Excluding Business Registration ,Travel and Promotional Cost
- Tailor Made Arrangement for the company needs also available



# Why Us ?

1. An **Indonesian Insight** with **Global Perspective**.
2. Wide network of **High Quality Contacts** in Indonesia.
3. 18 years of its founders **Entrepreneurial Experiences** to assist your Businesses in Indonesia
4. **Demonstrating Integrity** in Everything we do.
5. **Creativity and Innovation** at its Corporate Core
6. Independent Boutique Consulting which **Put Your Interest First**.
7. **Get the Work Done i**



# OUR Partners



**Universitat  
Pompeu Fabra**  
*Barcelona*



# Connect to US!



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