

NEWSLETTER

2024 - 1st QUARTER

WWW.SWISSCHAM.OR.ID

Indonesia - EFTA Comprehensive Economic Partnership Agreement (CEPA) Entry into force 1 November 2021

Coverage of the Agreement

Trade in goods and services, investment, intellectual property rights, competition, government procurement, trade and sustainable development, legal and horizontal provisions, as well as a chapter on cooperation and capacity building

Source: www.efta.int

Increased Market Access

Indonesia will eliminate 80% of tariffs for EFTA exporters upon entry into force. This proportion will increase to 90% by 2026 and up to 98% by 2033. EFTA countries will eliminate over 99% of their duties on industrial products



Indonesia - EFTA CEPA Socialization

A joint initiative of Swiss Embassy and SwissCham Indonesia Ease of Doing Business Sectoral Group to promote implementation of Indonesia - EFTA CEPA, inviting Switzerland's State Secretariat for Economic Affairs - Senior Advisor EFTA Division Dominik Ledergerber, and Swiss Customs Deputy Head Free Trade Agreements Claudia Brand, to share their expertise (26/3)

Upcoming with Customs

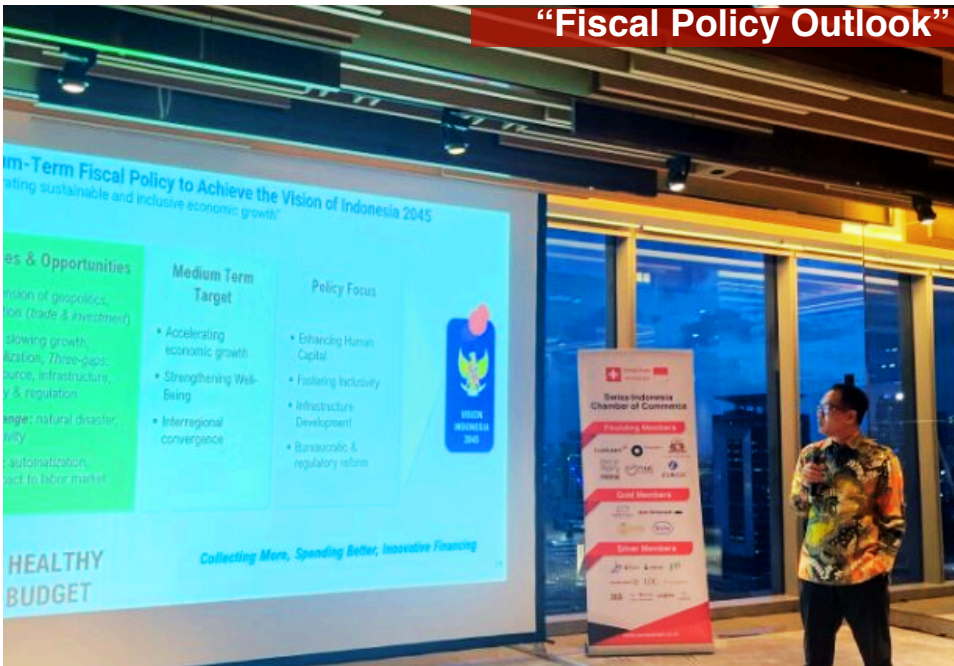
Join us this May for another enriching session on Indonesia - EFTA CEPA, this time with a spotlight on the Agreement's customs-related dimensions. This session offers opportunities to directly engage with representatives from the Indonesian customs. Let's make the most out of this collaboration and maximize the benefits derived from the Agreement. Looking forward to your participation!



Joyful Iftar



Embracing the spirit of Ramadhan with SwissCham Indonesia Human Capital Development and Fiscal, Customs, and Excise Sectoral Groups! (21/03)



“Fiscal Policy Outlook” with Fiscal Policy Agency

SwissCham Indonesia hosted its first CEO Gathering of the year. The forum featured Mr. Abdurrohman, Director of the Center for Macroeconomic Policy of Fiscal Policy Agency, Ministry of Finance, and deep dived into the heart of fiscal landscape and offered insights into future trends for strategic decision-making (08/03)



Lively sharing session by SwissCham Indonesia Sustainability and Innovation Sectoral Group on “Pathways towards Sustainability.” Let’s work together to make a positive impact! (06/02)

A Session with Deputy Minister for Investment Promotion



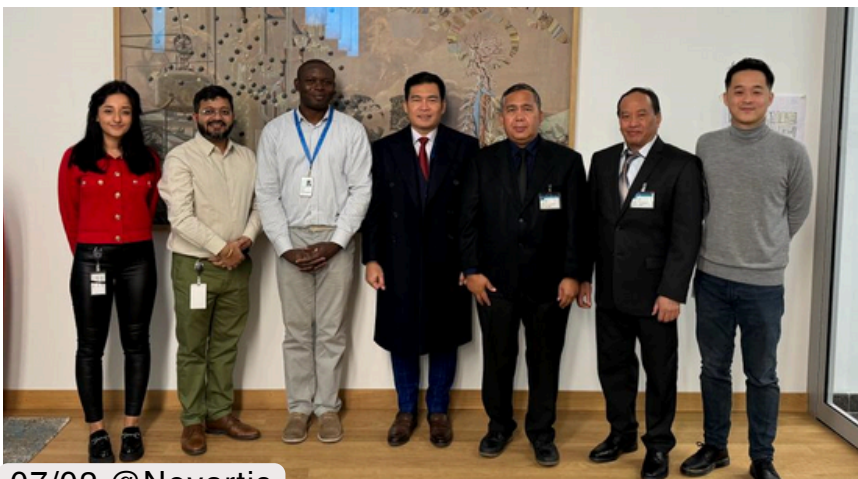
A Session featuring Deputy Minister for Investment Promotion H.E. Nurul Ichwan on Investment Opportunities, co-hosted by SwissCham Indonesia Ease of Doing Business Sectoral Group and the Indonesia Australia Business Council or IABC (28/02)

Directorate General of Intellectual Property Visits Switzerland



07/02 @Syngenta

Director for Investigations and Dispute Settlement of Intellectual Property, Brigjen Pol Anom Wibowo, initiated a series of visits to the headquarters of SwissCham corporate members in Switzerland: Syngenta, Novartis, and SICPA, 5 - 7 February. The visits is intended to foster collaboration aimed at combating the massize proliferation of counterfeit products



07/02 @Novartis



05/02 @Sicpa



Headquartered in Zurich, Switzerland, NIANCE was born in 2007 and has since been driven by a passion to discover and enhance the body's natural ability to recover and rejuvenate. By utilising only the best of Swiss Alpine ingredients, Niance have invented the Swiss Glacier Complex® -the core of our skin care product line.

By combining powerful, Alpine ingredients with leading Swiss clinical research, NIANCE has created a premium solution that truly embodies a level of excellence and superior quality in the realm of skin and body care. [Learn More](#)



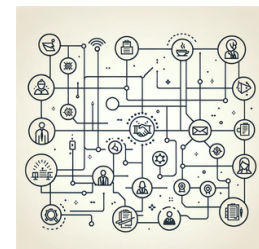
Voxy is a dynamic global digital marketing agency that specializes in helping brands across a variety of industries meet their marketing and advertising needs.

With a strong focus on digital and traditional media, Voxxy offers a comprehensive range of services, such as Local Expertise (in-depth understanding of Indonesian & global markets, culture and consumers) and Full Service Digital Marketing through Voxxy Influence/KOL & Community marketing), Voxxy DCO (Dynamic Creative Optimization) x KOL, Voxxy Content Marketing & Exploration covering K-Stars Live Network for K-Celebrities/J-Pop Culture/Hollywood, and all kinds of content distribution & amplification, Voxxy Experiential (360 activation), Voxxy Commerce (live shopping, live streaming), Voxxy Community Building & Management.



Established in 2005, the TSM Consulting Group provides services to various industries, combining their services to create unique solutions that focus on delivering sustainable and achievable commercial improvements to companies and focus on TSM's project management ability. Its main goal is to provide

its clients with quality service for any business and personal needs. TSM Consulting also provides one-stop-services solutions, which are professionally managed under three divisions: Consulting, Recruitment & Executive Search, and BPO.



Every organization faces complex challenges that require a thorough and contextual understanding of available data. At Zazuko, we specialize in transforming scattered information into actionable knowledge. Imagine all your organization's data— sales figures, customer interactions, market trends, and internal communications—not just collected but interconnected and contextualized. This is what we deliver. For instance, consider the typical experience of using LinkedIn to manage professional contacts. While LinkedIn allows you to connect with colleagues and industry peers, it falls short of helping you remember how or why you connected with someone in the first place. Imagine if, instead, you had a system where you could see someone's profile and view detailed context like where you met, the topics discussed, and the potential opportunities identified during your interaction. Our knowledge graph technology enables just that—transforming a simple list of contacts into a dynamic, informative network.

Time International Films

Time International Films and Adhya Pictures presented “Glenn Fredly The Movie,” to celebrate the musical legacy of Bung Glenn, screened in theaters on 25 April and produced by DAMN! I Love Indonesia Pictures.

Starting with a mission to highlight the Indonesian film industry on the global stage, Time International Films has now become a prominent production house with a variety of captivating works.



The Time Place Brand New Concept

The Time Place at Plaza Senayan proudly unveils a new design concept of contemporary luxury. Established in 1999, The Time Place has evolved for more than two decades and stood its ground as Indonesia's largest luxury watch retailer. [Read More](#)

Zurich Edge: Building a customer-centric digital ecosystem

The use and application of digitally embedded protection solutions have grown exponentially as partner companies seek to integrate distinctive offerings into their online ecosystems and provide customers with a streamlined one-stop-shop experience.

Zurich Edge was launched to give a fresh perspective on insurance, converging the latest in digital innovation with deep proposition expertise to create tailored solutions that add value to a partner's business. [Learn More](#)



Zurich Edge, bringing together their new suite of technology capabilities and insurance expertise to provide partners and their customers with a refreshed, seamless and elevated approach to digitally embedded insurance.

PT Zurich Asuransi Indonesia Tbk (Zurich Indonesia) wins Indonesia Digital Experience of the Year under the Financial Services category at the Asian Experience Awards 2023.



Nestlé Indonesia's 30.000 Mangrove Trees

Nestlé Indonesia, together with Mangrove and Peatland Restoration Agency, plants 30.000 mangrove trees in a 4 hectar area in Riau Province. The initiative is part of Nestlé Global Reforestation Program to plant 200 million trees globally by 2030. This tree planting program will include the provision of seedlings, planting, monitoring, and maintenance of mangrove tree. It will also empower the local community by purchasing mangrove seedlings from them, conducting training on mangrove care, and providing awareness campaigns to the local community about the importance of mangroves in the ecosystem. [Read More](#)



2023 HM Sampoerna Sustainability Report



HM Sampoerna had published its 2023 Sustainability Report in April, which communicates their progress towards its sustainability commitment in creating values for all stakeholders.

Established since 1913, Sampoerna strives to continuously deliver its commitment by integrating sustainability in all the Company's activities by applying the Environmental, Social, and Governance (ESG) framework.

In designing and implementing sustainability initiatives, Under the 'Sampoerna Untuk Indonesia' sustainability program umbrella, Sampoerna consistently refers to the Three Hands Philosophy that represents all key stakeholders, from adult consumers to employees, business partners, and shareholders, to the society at large, including Indonesia's micro, small, and medium enterprises (MSME). [Read More](#)



Regal Springs Indonesia Hosts "Let's Eat Fish" Program

Regal Springs Indonesia supports 'Gemarikan' program, promoting fish consumption through nutrition education and meals with students. Over 400 children served tilapia-based foods this year.

Regal Springs Meets with Indonesia's Ambassador to Switzerland

Constructive and insightful dialogue in Bern, Switzerland on April 17th with the Regal Springs' Executive leadership, including our CEO-Alois Hofbauer and EVP Group General Counsel-Laurent Develle, met with his Excellency Ambassador, Ngurah Swajaya.



Syngenta Partners with BPJamsostek on Farmers Protection Program

Launched in 2023, the Program has benefited more than 400 farmers in 52 districts in West Java. Syngenta plans to expand this initiative with BPJamsostek (Government-owned Employees Social Security System) in other regions to support more farmers in need.

As farmers are Syngenta's main stakeholder, this public-private program plays a strategic role in the company's business objective in that well-being of farmers on farm is inherent in improving the productivity and social-economic state of farmer households.

[Read more](#)



Primatek Sustainable Solutions



Primatek's booth presented Sustainable Solutions at Indo Intertext 2024 with our cutting-edge Swiss partners Graf, Loeffe TextilColor, SSM, Steinemann & Jakob Mueller and attended by Feranica Susanto, Senior Trade Office of Swiss Business Hub and Mr. Philippe Strub, Deputy Head of Mission of the Embassy of Switzerland in Indonesia.

Koltiva State of the Art EUDR Solutions

Koltiva launched a comprehensive EUDR Solutions which features three distinct modular approaches: KoltiTrace, a platform for traceability; KoltiSkills, extension services to promote sustainable sourcing practices; and Data Verification, delivering expertise solutions for comprehensive EUDR analysis reports. [Read More](#)



Bahar In-House Counsel Choice Awards 2023



Bahar Law & Consulting proudly received the distinguished Hukumonline In-House Counsel Choice Award in 2023, being honored as "Most Recommended Law Firms" In addition, our esteemed Managing Partner, Wahyuni Bahar, was duly recognized with the esteemed title of "In-House Counsel Choice 2023: Hukumonline Most Recommended Lawyer". A prestigious recognition and testament to the recommendations of in-house counsels themselves.

From Drives Care Maintenance to EV Chargers Installation by ABB



ABB and PLN Haleyora Power collaborated to deploy 55 units of EV chargers along the Trans Sumatera and Trans Java toll roads. The swift installation and commissioning of ABB's Terra DC 54 kW chargers were completed within days.



A pilot project with Data Center for Drives Care Maintenance contract. CBRE is trusting ABB to perform the complete preventive maintenance care plus repair to the drives for all AWS sites in Indonesia.

NEWS FROM SWISS EMBASSY

The Embassy of Switzerland in Indonesia invites you to be part of the Swiss National Day Celebration on August 1st, 2024. Sponsoring the National Day Celebration offers a unique opportunity to showcase your brand to a diverse audience of distinguished guests, including diplomats, business leaders, government officials, and members of the Swiss and Indonesian communities.



The sponsorship packages offer various benefits, including brand visibility, networking opportunities, and recognition in event materials. For sponsorship inquiries and opportunities, please reach out jakarta.event@eda.admin.ch.





MESSAGE FROM SECRETARIAT

Dear SwissCham Members,

Much appreciation and gratitude for your active participation with SwissCham Indonesia. We'd love to hear any suggestions that you might have to make SwissCham Indonesia activities more exciting and engaging. We eagerly await your feedback!

 [SwissCham.Indonesia](https://www.instagram.com/SwissCham.Indonesia)

 [SwissCham.Indonesia](https://www.linkedin.com/company/SwissCham.Indonesia)

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