

NEWSLETTER



SWISSCHAM INDONESIA EXECUTIVE LUNCHEON WITH SWISS VICE PRESIDENT GUY PARMELIN

SwissCham Indonesia had the distinct honor of welcoming H.E. Guy Parmelin, Vice President of Switzerland and Federal Councillor for Economic Affairs, Education and Research, for an exclusive Executive Luncheon on 1 October. He was accompanied by a high-level business delegation representing various sectors of the Swiss economy. This special occasion provided a unique platform for meaningful dialogue and exchange between the Swiss delegation and SwissCham members. The luncheon also fostered valuable insights, particularly in areas of the strong bilateral areas between Switzerland and Indonesia, as well as on trade and investment.

SWISSCHAM INDONESIA



2025 GOLF TOURNAMENT



A fantastic day of friendly competition, great company, and new connections on the green. Much appreciation to all our sponsors and players for making it such an enjoyable and fun-filled event!

Indonesia has experienced rapid growth in digital and crypto asset adoption in recent years. The number of crypto users reached 21.27 million between February 2021 and September 2024. During the same period, crypto asset transactions totaled IDR 426.69 trillion—an increase of 351.97% from the previous year—highlighting the growing popularity of crypto as an investment option among the Indonesian public.

To strengthen oversight of digital financial assets (DFA), including crypto assets, Indonesia's Financial Services Authority (OJK) enacted Regulation No. 27 of 2024, effective 10 January 2025. Issued under Law No. 4 of 2023 (UU P2SK), which designates OJK as the sector's main regulator, the regulation introduces a stricter framework for DFA-related businesses. Key provisions include a mandated Crypto Asset List, governance standards for DFA Operators, enhanced consumer protection, market abuse prevention, and personal data safeguards.

Under OJK Regulation No. 27 of 2024, Indonesia's digital financial asset (DFA) ecosystem is structured around key regulated entities, including Exchanges, Clearing Institutions, Traders, Custodians, and supporting service providers. The Exchange plays a central role by facilitating transactions, overseeing Traders, and managing the approved Crypto Asset List. Currently, PT Bursa Komoditi Nusantara (CFX) is the sole licensed crypto asset exchange, signaling a shift toward a centralized, state-backed model similar to traditional financial markets.

The regulation introduces stricter governance, compliance, and capitalization requirements across all DFA entities. Traders, for example, must have a minimum paid-up capital of IDR 100 billion and maintain a specified equity level. This comprehensive framework reflects OJK's intent to align the DFA sector with the rigor of traditional financial regulation, consolidating oversight and reinforcing market integrity.

Indonesia's Growing Digital Economy



The Indonesian government, through Bank Indonesia, is advancing its digital transformation agenda with the planned introduction of a Central Bank Digital Currency (CBDC) under Project Garuda.

This initiative supports broader efforts to integrate the national digital economy and financial ecosystem, aligning with the Indonesian Payment System Blueprint 2030 (BSPI 2030) and the Money Market and Foreign Exchange Market Development Blueprint 2030 (BPPU 2030).

Together, these frameworks form a comprehensive strategy to modernize Indonesia's monetary infrastructure and strengthen its role in the global digital economy.

The formal recognition of blockchain as a legitimate business activity, supported by recent licensing and supervisory regulations, highlights Indonesia's commitment to integrating blockchain into its digital economy.

By providing legal certainty and structured oversight, the government aims to foster innovation, safeguard investors, and uphold market integrity. This regulatory approach underscores Indonesia's broader goal of building a secure, transparent, and innovation-friendly digital financial ecosystem, positioning the country to leverage blockchain and digital assets in its national digital transformation agenda.



Swiss German University (SGU) is the first international university in Indonesia, established in 2000. SGU's vision is to provide international-standard higher education that combines academic quality, industry experience, and global opportunities for students. The Swiss German University offers double-degree programs with partner universities in Germany, Switzerland, Korea, and the United States.



WELCOME ABOARD NEW MEMBER



A TASTE OF FRANCE FOUR-HANDS DINNER

Join us for exceptional collaboration by Michelin-starred
Chef Andrée Rosier and Chef Dennis Hermawan of Lyon.

Thursday, 2 October 2025
IDR 1,288,000++/person
3-course set menu dinner



Chef Andrée Rosier
French chef, Meilleur Ouvrier de France
and one star at the Guide Michelin



Chef Dennis
Chef de Cuisine - Lyon
Mandarin Oriental, Jakarta

Ideally located in the heart of the city, overlooking the iconic Welcome Monument roundabout, Mandarin Oriental, Jakarta is a five-star urban sanctuary.

The hotel offers 272 spacious rooms and suites, six award-winning restaurants and bars, and exceptional meeting and banqueting facilities.

Renowned for its timeless elegance, legendary service, and prime location surrounded by world-class shopping, it is the perfect choice for both business and leisure travellers.



For reservations, please contact us at +62 21 2993 8888.



Celebrating Independence with Purpose

On 18 August 2025, some of the employees and their families joined a special initiative at Angke Kapuk Mangrove Forest, Jakarta, under the theme “Merdeka Negeriku, Lestari Alamku”, organized by our W.I.N (Women’s Initiative Network) and Sustainability Team. Together, we:

- 🌿 Planted mangrove trees
- 🌿 Participated in mangrove seedling activities
- 🌿 Learned about the vital role of mangroves in protecting our coastline and climate

It was a meaningful day of action, education, and connection—with nature and with each other. This initiative reflects our belief that sustainability begins with awareness and grows through shared commitment.

[Read More](#)

Endress+Hauser

Celebrating Independence with Purpose To mark the 80th Independence Day of Indonesia, Endress+Hauser Indonesia came together to celebrate and contribute to Mother Nature!



Endress+Hauser Indonesia – Medan Branch Team visited the Ora et Labora Orphanage in Medan

The visit was more than just about giving material support. It was about being present, sharing our time, and accompanying the children. Moments like this remind us of the importance of human connection and how even small gestures can bring warmth and joy.



For Endress+Hauser’s team, this experience created awareness of how fortunate we are and strengthened our sense of gratitude. We hope to continue building these meaningful connections, not only through our business but also through caring for the communities around us. [Read More](#)



Nestlé Indonesia successfully launched the GEMILANG Apprenticeship Program (Generasi Muda Kompeten Industri Cemerlang) at the Karawang factory, reflecting Nestlé Indonesia's commitment to enhancing workforce readiness among the younger generation (17/09).

This initiative provides essential training and practical work experience for SMA/SMK graduates in Karawang, in collaboration with the Karawang Regency Government, the Karawang Manpower Department (DISNAKERTRANS), the Karawang Vocational Training Center, and partner vocational schools. [Watch More](#)



REGAL SPRINGS INDONESIA CELEBRATES A DECADE OF EXPORTING 116,000 METRIC TONS OF TILAPIA TO THE UNITED STATES, THE EUROPEAN UNION, AND ASIA



Regal Springs Indonesia (PT Aqua Farm Nusantara), a tilapia cultivation and processing company operating since 1988, held a Tilapia Export Release ceremony at its processing plant in Serdang Bedagai Regency, North Sumatra, attended by Tornanda Syaifullah, S.E., M.M., Ak., CSFA, Director General of Strengthening the Competitiveness of Marine

and Fishery Products at the Ministry of Maritime Affairs and Fisheries; Erwin Dwiyaana, S.Pi., M.Sc, Director of Marketing at the Ministry of Marine Affairs and Fisheries; Drs. Iwan Suryana, Director of Downstream Fisheries and Maritime Affairs M. Faizal, ST, MM; Deputy Regent of Serdang Bedagai Regency H. Adlin Umar Yusri Tambunan, ST, M.S.P.; Head of the North Sumatra Maritime Affairs and Fisheries Agency Ir. Supryanto, M.M.; and representatives from related agencies. Regal Springs Indonesia's products are primarily frozen tilapia fillets, with more than 90% of exports destined for the United States. In addition to fillets, Regal Springs Indonesia also exports byproducts, such as skin, scales, and other fish parts, which are used by different industries to create value-added products.





Under the "Petani MAJU" vision, Syngenta Indonesia supports national agricultural development and food security through innovative, farmer-focused initiatives. In August, Syngenta introduced two key innovations to boost rice productivity: the Ningrat (NK2133) hybrid rice seed and a comprehensive guidebook, "Achieving Optimal Rice Cultivation Results." Designed to help farmers reach yields of up to 10 tons per hectare, these tools demonstrate Syngenta's collaborative approach with farmers and experts to transform rice production.

PETANI MAJU, INDONESIA MAJU: FROM FIELD TO FUTURE

In the corn sector, Syngenta launched NK Perkasa Sakti, a biotechnology-driven hybrid seed with dual-benefit traits that set new standards in productivity and profitability. Syngenta also supports strategic crops like cocoa through its Cacao Care program, building impactful partnerships in Sulawesi's key regions—Kolaka and Palopo—celebrated during World Chocolate Day and Indonesian Cocoa Day. To nurture future agricultural leaders, Syngenta runs youth empowerment initiatives such as GENAGRI (Young Farmers Generation for the Nation) and the Syngenta Goes to Campus (SGTC) program, bridging academic knowledge with real-world farming practices.





In today's world defined by constant change, Zurich Indonesia embrace the future and anticipates the evolving needs of customers through innovations such as Autocillin Mobile Claim and Zsurvey. The recent achievements reflect Zurich Indonesia's continuous commitment to excellence, partnerships, and innovation:

Brand Excellence awards – Edhi Tjahja Negara, CEO Zurich Indonesia

ZTL Top insurance awards – Dennis Anwar, Chief Operating Officer

ZGTI Awards – Hilman Simanjuntak, CEO Zurich Syariah



Game-Changing LDL Control: Novartis Launches Twice-Yearly PCSK9 Therapy for ASCVD in Indonesia



Novartis has recently made a groundbreaking advancement in the treatment of atherosclerotic cardiovascular disease (ASCVD). Novartis introduced a bi-annual injection after initial dose targeting PCSK9, which is set to be a game-changer for ASCVD patients to reach LDL-C targets.

Over 765,000 deaths
per year from
cardiovascular disease
in Indonesia (2021)



Heart disease
prevalence: 1.5%
(Riskesdas 2018)



Hypertension
34% of adults



Elevated LDL-C
("bad cholesterol")
is a key risk factor



Smokers
prevalence: 31%



Most ASCVD
patients remain
above target
LDL-C >55 mg/dL

We need more effective and practical LDL-C lowering strategies, alongside healthy lifestyles and risk-factor control.



SICPA

PERURI

PT SICPA - PERURI SECURINK

Welcome
to **PERURI**

H. E. Mr. Guy Parmelin

Vice President and Federal Councillor of the
Swiss Confederation to PERURI Karawang, Indonesia

Karawang, Oct 1st, 2025

The Swiss Vice President and Federal Councillor, H.E. Guy Parmelin, visited PT SICPA Peruri Securink in Karawang, Indonesia, underscoring the strong and growing ties between Switzerland and Indonesia in advanced manufacturing, technology transfer, and sustainable industrial development (01/10). [Learn More](#)

swissôtel

LIVING
JAKARTA MEGA KUNINGAN

Sink your teeth into the perfectly seared Australian Sirloin Steak, tender, juicy, and bursting with rich, savory flavors that melt in your mouth at Embers - Swissotel Living Jakarta. To make it even better, enjoy 2 complimentary beers to toast this indulgent feast.

Because great steak deserves great company, and even better drinks.



EMBERS
Open-Fire Grill

PAY 1, GET 2

IDR 388.000++

Two sirloin steak of Australian Beef
Fries, Salad and Sauce is available to choose

2 BEERS COMPLIMENTARY by: **BALIHAI** BREWING CO.

ORDER NOW !

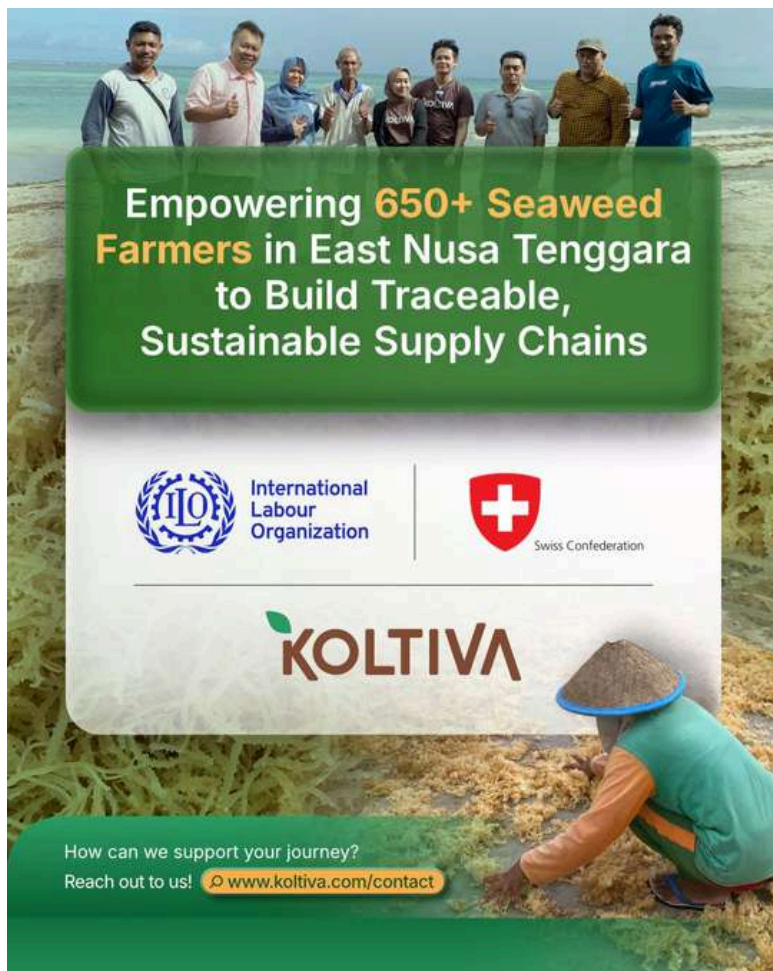
@embersjakarta +62 811 1972 1251




KNOWLEDGE SHARING WITH




Collaborating for a Sustainable Future: Bridging Expertise – ABB & SKF in Motion” is a joint event that brings together ABB Motion Services and SKF to showcase how collaboration and innovation can drive industrial sustainability. By combining ABB’s motion technologies with SKF’s bearing and lubrication expertise, we aim to deliver smarter services, improve reliability, and support customers on their journey toward a more efficient, low-carbon future. [Learn More](#).



Empowering 650+ Seaweed Farmers in East Nusa Tenggara to Build Traceable, Sustainable Supply Chains

 International Labour Organization

 Swiss Confederation

KOLTIVA

How can we support your journey?
Reach out to us! www.koltiva.com/contact

Koltiva's Traceability platform, fostering innovation, supporting livelihoods, and Building Bridges Between Switzerland and Indonesia

Through the PROMISE II IMPACT (Promoting SME Enterprises through Improved Entrepreneurs' Access to Financial Services) — a project initiated by the International Labour Organization and the Indonesian Financial Services Authority (*Otoritas Jasa Keuangan*), with funding support from the SECO Economic Cooperation and Development — we're proud to support the digital transformation of PT Algae Sumba Timur Lestari (ASTIL), a regional government-owned enterprise (BUMD), by digitizing seaweed production in East Nusa Tenggara, Indonesia.

[Learn More](#)



PT Integrity Indonesia proudly transitions from ISO 27001:2013 to ISO 27001:2022, an achievement that reflects more than compliance. This milestone marks our commitment to evolving with today's challenges, delivering stronger protection, and fostering lasting trust. With advanced technology as the backbone of our operations, we continue to serve clients in prevention, detection, and investigation with confidence and assurance. [Connect with PT Integrity, Indonesia](#) to learn more.





ENHANCING URBAN COMFORT: MISTER LOO OPENS PREMIUM FACILITY IN DUKUH ATAS

Mister Loo Indonesia successfully launched Mister Loo Blora, strategically situated at Dukuh Atas - Jalan Blora, providing premium restroom facilities for those seeking a place to **Sit Back, Relax, and Refresh!** [Learn More](#)

FROM LANGUAGE TO CREATIVE IMPACT



Every business needs a reliable partner to grow beyond borders. Founded in 1998, STAR Software Indonesia is a member of STAR Group AG, headquartered in Switzerland. With more than two decades of experience, STAR Indonesia has grown from a translation and language services provider into a comprehensive business solutions partner. From translation and localization to software development, marketing, and creative consulting, helping businesses expand their global reach with passion, speed, quality, and innovation.

To strengthen its creative services, STAR Indonesia established Sekarlite Agency in 2022. Serving as the creative subsidiary of STAR Indonesia, Sekarlite Agency specializes in digital marketing campaigns, influencer management, social media strategies and visual content production. Sekarlite Agency ensures brands connect authentically with their audiences with creative campaigns that combine influencer collaboration, engaging content, and strong execution. [Learn More](#).





GRAND | HYATT™

Sundays just got more exciting at **JAKARTA** with our Grand Food Truck, serving delicious bites, refreshing beverages, and even offering gym equipment to recharge during Car Free Day at Grand Hyatt Jakarta's entrance every Sunday starting from 21 September 2025. On 4 October 2025, we invite you back to for Grand Splash Vol. 3 — a vibrant pool party with live DJs, family activities, and day-to-night entertainment. Join us in these lively moments that bring together great food, wellness, music, and fun in the heart of the city.

CHAMBER UPDATES

**STAND OUT & STAY TRUE:
An Inspiring Session on Personal Branding**

SwissCham Indonesia hosted an insightful session on personal branding featuring Time International's Learning & Development Executive, Nadya Davina, and Widya Rosanita, CEO and Founder of Sekarlite Agency - Star Software Group Indonesia (16/07).

From understanding our unique value to aligning it with our goals and communication style, Nadya and Widya provided SwissCham members with tools not just to stand out, but to be seen authentically. [Watch More](#)

CEO BRIEFING: Indonesia's Business Landscape Amid Socio-Economic and Political Developments



With extensive insight into current dynamics in Indonesia, Bhima Yudhistira, Founder and Executive Director of Celios Indonesia, a Jakarta-based economic think tank that is active in macro economy, sustainable finance research, provided SwissCham Indonesia members with valuable insights into Indonesia's business landscape amid socio-economic and Political Developments, preparing them for future challenges and opportunities through an engaging discussion (09/18). [Watch More](#).

PERFUME MAKING WORKSHOP 2.0

- LE JARDIN FLEURI -

In collaboration with SwissCham Indonesia members, Indesso, and Rancang Harum Gunawan, SwissCham Indonesia held another round of immersive, hands-on workshops where SwissCham members explored the art of perfumery and created their own signature signature scents, guided by the experts. An evening filled with creativity, networking, and the art of scent-making! (09/23) [Watch More](#).



WORKPLACES THAT WORK FOR EVERYONE



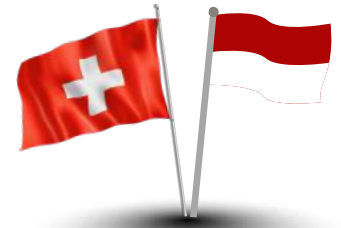
SwissCham Indonesia is proud to collaborate with the PUPA Center, a vocational training institution dedicated to supporting neurodivergent individuals, particularly those with autism spectrum disorder. Pupa Center has successfully placed neurodivergent interns into several companies and built supportive work environments. This visit served as an opportunity for your company to gain firsthand insight into its learning programs and potential interns.

On 26 September 2025, SwissCham Indonesia is pleased to have connected PUPA with its esteemed member companies, such as Endress+Hauser Indonesia, Givaudan, and Nestlé Indonesia. With a strong commitment to empowering individuals with autism, PUPA Center champions inclusion within the workforce and society. [Learn More.](#)

EXPLORING POTENTIAL IN THE NEW CAPITAL



SwissCham Indonesia had the honor of attending the East Kalimantan Provincial Government's Gala Dinner on Business Cooperation in the New Capital. We thank the Provincial Government for the warm hospitality and the opportunity to learn more about the region's investment potential.



SwissCham Indonesia was delighted to participate in the Swiss National Day celebration in Jakarta — an evening filled with Swiss hospitality, culture, meaningful connections, and a joyful Swiss-Indonesian yodeling medley.

The guest of honour, Prof. Dr. Ir. Rachmat Pambudy, M.S., Minister for National Development Planning, underscored the close ties and shared aspirations between the two nations. [Read More](#).

FOSTERING SYNERGY FOR SUSTAINABLE WATER MANAGEMENT



Together with the Swiss Business Hub Southeast Asia + Pacific, SwissCham Indonesia, with its member companies, ABB Indonesia, Endress+Hauser Indonesia, and Georg Fischer Indonesia, and other companies, was honored to participate in a fruitful meeting to explore further collaboration opportunities in advancing sustainable, innovative solutions in Indonesia's water sector — a critical area for infrastructure and environmental resilience with PAM Jaya. [Read More](#)



INDO WATER FORUM 2025

SwissCham Indonesia is proud to support the Swiss Pavilion at the Indo Water Forum 2025 in Jakarta by Swisssenviro (13-15/08).

Brought together key players of the water industry, SwissCham Indonesia was thrilled to see one of its valued members, ABB Indonesia, representing Swiss innovation and excellence as an exhibitor. [Watch More](#)



Swiss-Indonesia Partnership in Vocational Education: Supporting Acceleration of Renewable Energy Transition

A significant milestone in the bilateral relationship between Switzerland and Indonesia was achieved on October 2, 2025, with the official start of Phase 2 of the Renewable Energy Skills Development (RES) Project.



The strategic importance of this collaboration was underscored during the signing ceremony, which was attended by Swiss Federal Councillor Guy Parmelin, Vice Minister of Higher Education, Science and Technology Stella Christie, and Vice Minister of Energy Yuliot. Formalized through an agreement between the Swiss State Secretariat for Economic Affairs (SECO) and Indonesia's Ministry of Energy and Mineral Resources, this partnership aims to produce qualified engineers and technicians needed to accelerate Indonesia's energy transition.

The project is designed to bolster the uptake of key renewable technologies, specifically solar PV, hydropower, and battery storage, ensuring a more sustainable energy future across the archipelago. The launch of RESD Phase 2 builds directly on the established successes of Phase 1, which created a robust foundation for vocational excellence, including: establishing dedicated renewable energy programs at 5 polytechnics and 5 training centres across Indonesia with assistance from Swiss Universities of Applied Sciences (FHNW and OST); 214 polytechnic and training centre teachers trained in both renewable energy and modern teaching methodology; equipping 10 polytechnics and training centres with industry-standard laboratory equipment for both solar PV and hydropower; 450 polytechnic graduates qualified as renewable energy engineers (80% employment rate) and 368 solar PV technicians from training centres. Additionally, a learning and career platform, Renewable Energy Indonesia (REI), was developed to directly connect graduates and the public with the job market in renewable energy. Phase 2 of RESD will expand this impact by adding five polytechnics and four training centres as project beneficiaries, with a new technological focus added to the curriculum: battery storage for renewable energy.

By continuing to prioritize workforce readiness, RESD is not just funding education, it is actively shaping the skilled labour force required to design, build, and maintain Indonesia's new clean energy infrastructure. This targeted investment is essential to accelerate Indonesia's energy transition and strengthen the strategic ties between our two nations.



Celebrating A Model of Swiss-Indonesian Cooperation in Vocational Education



Following the recent visit of H.E. Guy Parmelin, Federal Councillor and Minister of the Swiss Confederation, Head of the Federal Department of Economic Affairs, Education and Research, to our member, Politeknik Manufaktur Bandung, a leading vocational institution in Indonesia, and a valued member of our business community. This visit underscores the strong and enduring ties between Switzerland and Indonesia in the fields of education, innovation, and economic development.



Founding Members



Gold Members



Silver Members



Copper Members

