

## Market Entry Made Easy

## Consider Indonesia



The U.S. Commercial Service Jakarta office offers a range of services to make it easy for U.S. companies to enter the Indonesian market

# Back In The Fast Lane

We can help you to:

- ⇒ Answer your questions about the Indonesian market
- ⇒ Identify and meet with potential agents, distributors or JV partners
- ⇒ Get the customized market research you need
- ⇒ Effectively market your products or services to the right customers



To learn more, email the U.S. Commercial Service Jakarta. A personal consultant on our team who is an expert in your sector will immediately assist you.



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*"Indonesia has proven resilient to the global liquidity crisis as foreign investors continue to flock to the country, a sure sign of high confidence in the economy....Good times are set to continue in Indonesia."*

*From Indonesia : 2007 Year in Review  
Oxford Business Group*

## Consider Indonesia — —

### A Fast Growing Market for U.S. Exports

Powered by its export growth, Southeast Asia's largest economy grew by 6.3% in 2007 -- U.S. goods exports surged by 37%, to over \$4 billion. With a growing population of over 230 million, Indonesia is the world's 4th largest country. It's also a thriving, secure democracy.



Indonesians are out shopping



A huge consumer market: 50% of the population is below 30

Since 2004, Indonesia's goods imports have more than doubled, to over \$85 billion. The global commodities boom has spread wealth throughout this huge country and massively increased demand for an enormous variety of American products and services.

### Leading sectors for U.S. Products & Services Include:

- Aircraft and Parts  
*Domestic air traffic growing 25% per year*
- Education and Training  
*Indonesians spent \$350 million on U.S. education and training in 2007*
- Computers and Software  
*U.S. exports up 20% in 2007*
- Health Food Supplements  
*U.S. Products Have 60% of \$300 million market*
- Oil and Gas Equipment  
*U.S. sales growing 25% annually*
- Medical Equipment & Supplies  
*U.S. exports up 150% in 2 years*
- Electrical Power Systems  
*U.S exports growing at 25% per year*
- Franchising  
*U.S. brands are dominant*