



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?

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

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 ?



Ulf Backlund
Senior Advisor



Dr Suharnomo
Senior Advisor



Boye Hartmann
Senior Advisor



Deddy Saiful Hadi
Senior Advisor

INDONESIAN at Glance



- Indonesia is World No 10th 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)

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- 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



- 64th out of 65 Country in 2014 PISA Education Index
- 108th out of 187 Country in 2014 UNDP HDI Index
- 107th 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

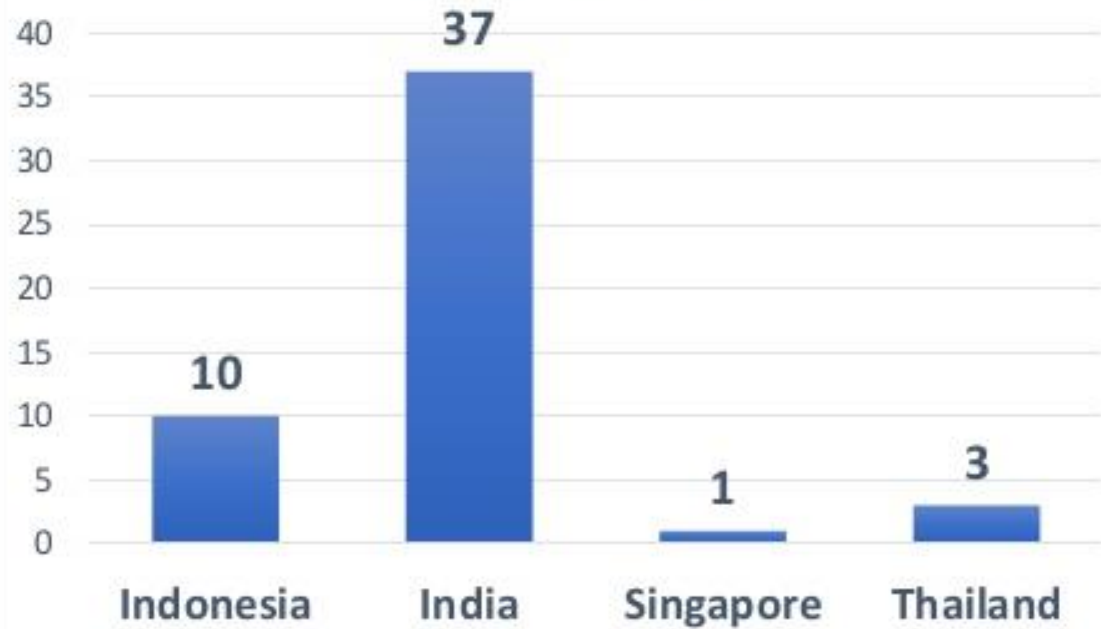
Market Potential Index

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



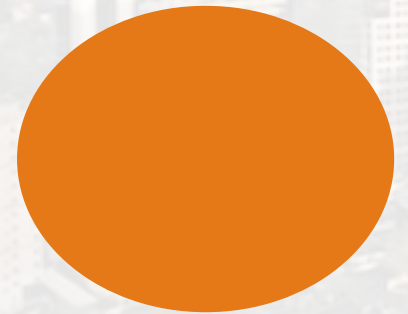
In-Country Representation (ii)

- 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 ?

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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**



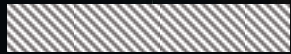
OUR Partners



**Universitat
Pompeu Fabra**
Barcelona



Connect to US !



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