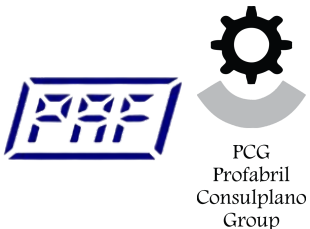




ELECTRICAL APPLIANCES IN INDONESIA

FACT SHEET



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1. INDUSTRY OVERVIEW IN INDONESIA

Electrical appliances industry in Indonesia was growing rapidly and had a significant presence in the domestic market. In the 2008, Presidential Decree on National Industrial Policy, the Government of Indonesia made electronic devices one of the six manufacturing priorities within the high-growth industrial sector. In April 2018, the government identified electronics as one of the key industrial sectors to be developed in order to meet the challenges of the future of industrial development. Currently, Indonesia's manufacturing sector accounts for 20% of GDP, with electronics being one of its sub-sectors. As a result of the government's efforts, electronics was one of Indonesia's top destinations for Foreign Direct Investment (FDI) in 2016 and 2017, accounting for approximately 13.5 percent of total FDI inflows [1].

Furthermore, the total export value of electronic and telematics products in 2019 reached US\$ 7.8 billion, with the main destination countries being Singapore, the United States, Germany, Vietnam, Hong Kong, Malaysia, China, the Philippines, and Thailand (source; The Ministry of Industry, The Republic of Indonesia, 2019). Entering the pandemic period, new challenges emerged in all industrial sectors, including the electronics industry. This requires extra adjustment of both government policies and the sales strategy of business owners. Indonesia is one of the largest economies in Southeast Asia, with a large population and rising middle class, which has fuelled the demand for electrical appliances.

HERE ARE SOME KEY POINTS ABOUT THE ELECTRICAL APPLIANCES INDUSTRY IN INDONESIA:



DOMESTIC CONSUMPTION

The demand for electrical appliances in Indonesia has been driven by increasing urbanization, rising disposable incomes, and changing consumer lifestyles. Household appliances such as refrigerators, air conditioners, washing machines, televisions, and kitchen appliances are in high demand.

MANUFACTURING AND ASSEMBLY

Indonesia has a well-developed manufacturing and assembly sector for electrical appliances. Many international and domestic companies have established manufacturing facilities in the country to cater to the domestic market and for export purposes. These facilities produce a wide range of appliances, from basic to more advanced models.

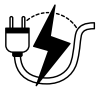


LOCAL AND FOREIGN PLAYERS

The industry includes both local Indonesian companies and multinational corporations. Local companies contribute to the market with their own brands and manufacturing capabilities, while multinational companies often have a significant presence and invest in local production or distribution networks.

GOVERNMENT INITIATIVES

The Indonesian government has implemented various initiatives to support the growth of the electrical appliances industry. This includes incentives for investment in manufacturing facilities, policies to promote energy-efficient appliances, and regulations to ensure product safety and quality standards.



INCREASING FOCUS ON ENERGY EFFICIENCY

With a growing awareness of environmental issues and energy consumption, there is an increasing emphasis on energy-efficient appliances in Indonesia. The government has introduced energy labelling programs and regulations to promote the use of energy-efficient products.

EXPORT POTENTIAL

While the domestic market is the primary focus for electrical appliance manufacturers in Indonesia, there is also potential for export. Indonesian electrical appliances are exported to neighbouring countries and other markets in the region.





2. ENTRY INTO THE INDONESIAN MARKET: HOW TO

Entering the electrical appliances market in Indonesia can be a complex process, but here are some important aspects to consider:

A.REGULATORY COMPLIANCE



Familiarize yourself with the relevant product safety standards, regulations, and certifications required for electrical appliances in Indonesia. Ensure that your products meet the necessary compliance requirements set by Indonesian government authorities and regulatory bodies. The product safety standards, regulations, and certifications required for electrical appliances in Indonesia may vary depending on the specific type of appliance and its intended use. However, there are some general guidelines and certifications that are commonly applicable [2].

Here are a few key considerations:

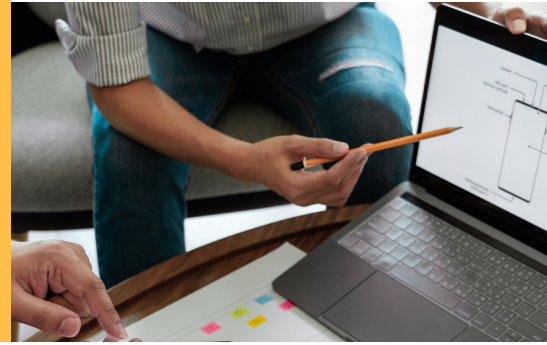
- **SNI Certification:** The Indonesian National Standard (SNI) certification is a mandatory requirement for many electrical appliances sold in Indonesia. It ensures that the products meet the safety, quality, and performance standards set by the Indonesian National Standardization Agency (BSN). The specific SNI standards applicable to each type of electrical appliance can be obtained from the BSN.
- **Certification from the Ministry of Industry:** Some electrical appliances, particularly those manufactured locally, may require certification from the Ministry of Industry (MoT). This certification ensures compliance with relevant technical standards and safety regulations. The certification includes K3L Product Registration (MoT), K3L is the abbreviation of Keamanan, Keselamatan, Kesehatan dan Lingkungan Hidup. (English translation: Security, Safety, Health and Environment). Importers/Local Producers shall apply for this K3L Product Registration and later receive a Letter of Registration issued by MoT, thus the related registration number shall be attached/labeled on the packaging of products. The Letter of Registration is valid for 5 (five) years. [3]

[2] [HTTPS://WWW.TUVSUD.COM/EN/SERVICES/GLOBAL-MARKET-ACCESS/INDONESIA](https://www.tuvsud.com/en/services/global-market-access/indonesia)

[3] [HTTPS://SNI-CERTIFICATION.COM/](https://sni-certification.com/)

- **Energy Efficiency Labels:** Indonesia has introduced energy efficiency labeling requirements for certain electrical appliances, such as refrigerators, air conditioners, and televisions. These labels indicate the energy efficiency rating of the product and help consumers make informed choices. Compliance with energy efficiency labeling requirements may be necessary to market your appliances in Indonesia. This label can be obtained from the Indonesian Ministry of Energy and Mineral Resources.
- **Electrical Safety Standards:** Electrical appliances must meet the applicable electrical safety standards to ensure user safety. Compliance with international standards, such as the International Electrotechnical Commission (IEC) standards, is often preferred. Adhering to these standards ensures that your appliances are designed and manufactured with proper insulation, grounding, protection against electric shock, and other safety features.
- **Product Testing and Certification:** It is generally advisable to conduct product testing through accredited laboratories to ensure compliance with safety standards and regulations. Depending on the type of electrical appliance, testing may include electrical safety, electromagnetic compatibility (EMC), performance, and other relevant parameters. Certification from recognized certification bodies, both local and international, may be required to demonstrate compliance.
- **Compliance with International Standards:** In addition to local Indonesian standards and regulations, it is essential to consider international standards and regulations that may apply to Indonesia. Compliance with international standards, such as those issued by the International Organization for Standardization (ISO), may be required.

B. PRODUCT LOCALIZATION



Adapt your products to suit the preferences, needs, and electrical specifications of the Indonesian market. Consider factors such as voltage, plug types, user interfaces, language localization, and product features that align with local consumer preferences.

C. LOCAL PARTNERSHIPS



Set up a local presence in Indonesia to facilitate operations, distribution, and customer support. This may involve establishing partnerships with local distributors, agents, or retailers, or setting up your own distribution network.

D. MARKETING AND BRANDING



Develop a marketing strategy tailored to the Indonesian market. Utilize various marketing channels such as advertising, social media, influencers, and local media to create brand awareness and promote your products. Emphasize the unique selling points of your appliances, such as energy efficiency, affordability, or advanced features.

E. TRADE AND LOGISTICAL ASPECTS



Determine the most effective distribution channels for your products. Electrical appliances are distributed through various channels in Indonesia, including traditional retail stores, modern retail outlets, specialty stores, and online platforms. E-commerce has witnessed significant growth in recent years, providing consumers with convenient access to a wide range of appliances such as Tokopedia, Shopee, and Lazada. Consider partnering with established retailers like Indomaret and Alfamart, wholesalers like Carefour, Courts, Superindo, or e-commerce platforms that have a strong presence in the Indonesian market. Ensure your products are readily available and accessible to the wide range of customers in Indonesia.

F. AFTER-SALES SERVICE AND SUPPORT



Establish a reliable after-sales service and support system to address customer inquiries, provide technical assistance, and handle product warranties. Prompt and efficient customer support contributes to customer satisfaction and repeat business. Foster relationships with key stakeholders in the industry, such as industry associations, retailers, distributors, and government authorities. Attend trade shows, industry events, and networking opportunities to establish connections and gain insights into the market.



3. MARKET ANALYSIS: OPPORTUNITIES AND THREATS



A. BIG PLAYERS / MARKET SHARE IN INDONESIA

According to the Ministry of Trade, Indonesia is home to 235 companies in the electronics and home appliance manufacturing business (including component makers) as of 2014 [4]. Local brands have a dominant share of the market for small appliances, such as rice cookers and blenders. The higher end digital electronics sector is mainly in the hands of international brands, often through joint ventures with local manufacturers, which mainly import the components and then assemble the products in Indonesia for both the local market and exports. Brands such as Toshiba Consumer Products, LG Electronics, Sony, Panasonic Indonesia and Samsung Indonesia are well established throughout the country with distribution networks via both modern and traditional retail networks. In February 2014, Sharp from Japan (through PT Sharp Electronics Indonesia) opened a new factory in Karawang, West Java, which is the company's largest factory for washing machines and refrigerators.

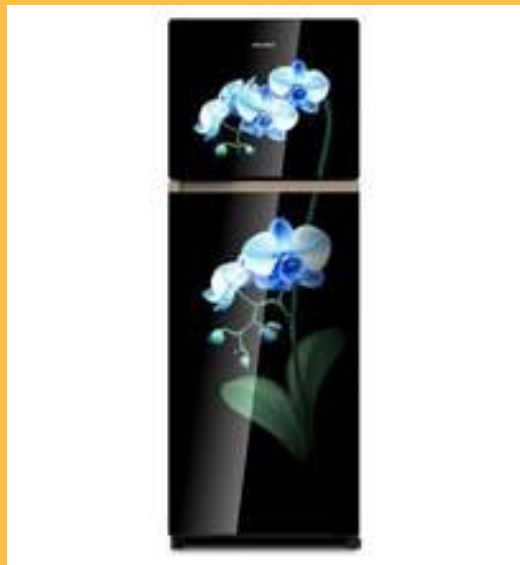
The other major players in Indonesia's electronics industry include Samsung, Apple, Sony, Phillips, and Canon with Samsung ranked highest in top index scores, which is a measure of overall brand health calculated by taking average Impression, Quality, Value, Satisfaction, Recommend, and Reputation [5]. While the Household Appliances market covers appliances that are usually used in private households to perform various tasks such as cleaning, washing, cooking, and refrigeration. The market is competitive, and features various prominent manufacturers including Whirlpool, Midea Group, Electrolux, and Haier Group, to name a few [6].

[4] [HTTP://WWW.GBGINDONESIA.COM/EN/MANUFACTURING/ARTICLE/2015/ELECTRONICS_AND_HOME_APPLIANCES_MANUFACTURING_IN_INDONESIA_FINDING_ITS_EDGE_11128.PHP](http://www.gbgindonesia.com/en/manufacturing/article/2015/electronics_and_home_appliances_manufacturing_in_indonesia_finding_its_edge_11128.php)

[5] [HTTPS://BRIGHTINDONESIA.NET/2020/12/31/INDONESIAS-ELECTRONICS-INDUSTRY-BIG-OPPORTUNITIES-IN-CONSUMER-ELECTRONICS-DEVICES/](https://brightindonesia.net/2020/12/31/indonesias-electronics-industry-big-opportunities-in-consumer-electronics-devices/)

[6] [HTTPS://WWW.STATISTA.COM/OUTLOOK/CMO/HOUSEHOLD-APPLIANCES/INDONESIA](https://www.statista.com/outlook/cmo/household-appliances/indonesia)

BELOW ARE THE TOP INDONESIAN BRAND AND FACTORIES WHICH PRODUCED ELECTRONICS:



MASPION GROUP - [HTTP://MASPION.COM/ID/](http://maspion.com/id/)

As one of the well-known group companies in Indonesia, Maspion Group was founded in 1962 as UD Logam DKI, a simple home kitchen industry founded by Mr. Alim Husein and his colleague Gunardi Go. Currently, it has become a large-scale company with more than 30,000 employees spread across 5 industrial and production areas in East Java and Cibitung, Jakarta. Starting as a kitchen equipment manufacturer in 1967, Maspion Group expanded its business into 8 main business categories: Consumer Product Services, Industrial Consumer Products, Construction and Building Materials, Hotels, Commercial Property and Industrial Property, Banking, Trade and Distribution, Infrastructure and Energy, as well as various other businesses.

COSMOS - [HTTPS://COSMOS.ID/](https://cosmos.id/)

PT. Star Cosmos was founded on September 17, 1976 by Mr. Alam Surjaputra, Cosmos' first factory was built in the Tangerang area. Since 2000, Cosmos has consistently received various awards such as Indonesia Good Design, and various other awards as proof of consumer recognition for quality & reliable Cosmos products. PT. Star Cosmos produce home and kitchen appliances, it is now operates 15 branches with thousands of employees spread throughout Indonesia to help companies distribute Cosmos products to Cosmos Dealers. Currently, there are around 1,000 dealers who directly sell Cosmos products. The Cosmos dealer then distributes Cosmos products to approximately 15,000 Retailers throughout Indonesia both in traditional markets, modern markets, and also online sales (e-commerce & marketplace) so that Indonesian people can buy Cosmos products easily.

POLYTRON - [HTTPS://POLYTRON.CO.ID/](https://polytron.co.id/)

Polytron is an electronics company from Indonesia. Founded on September 18, 1975 in Kudus, Central Java under the name PT Indonesian Electronic & Engineering, then on September 18, 1976 changed its name to PT Hartono Istana Electronic, then in 2000 merged and became PT Hartono Istana Teknologi. Since the 2000s, only the name Polytron has been used and then its product range has expanded from television and audio only. This company produces various kinds of electronic equipment. Goods produced by Polytron are speakers, televisions, refrigerators (since late 2000), washing machines (since 2010), air conditioners (since early 2000), smartphones (since 2011) and many more. Polytron has 2 factories each in Kudus with an area of 70,000 m² and in Sayung, Demak 130,000 m² (the largest refrigerator factory in Central Java) with more than 10,000 employees, 11 representative offices, 5 authorized dealers and 50 service centers covering all Indonesia. Polytron also has a Research and Development (product development) division which is strengthened by a total of 500 experts in various fields of technology, this is done to always be ready to respond to technological developments in the Indonesian market.

SANKEN - [HTTPS://WWW.SANKEN.CO.ID/](https://www.sanken.co.id/)

Sanken is a local electronics and household appliances company that has been established since 1995, based in Jakarta, Indonesia. Sanken provides modern household appliances, innovative and the latest technology. Sanken's products are washing machines, water dispensers, refrigerators, beverage coolers and cooler boxes, LED televisions and tubes, air conditioners (AC), air purifiers, solar water heaters, water filters and reverse osmosis (RO), rice cooker, gas stove, fan, electric iron, DVD player and also active speakers. All products are self-produced at the Sanken factory which spans 12 hectares in Curug-Banten, West Java. The distribution of Sanken products has also reached the national stage and has spread to 24 branches throughout the archipelago.

MIYAKO - [HTTPS://WWW.MIYAKO.CO.ID/](https://www.miyako.co.id/)

Miyako is one of the proud manufacturers of various household appliances in Indonesia. Standing under the auspices of PT. Kencana Gemilang, Miyako's various products are produced domestically. Miyako produces household appliances such as Magic Warmer Plus, Blenders, Fans, Water Dispensers, Mixers, Gas Stoves and Gas Regulators that have been certified by SNI. Miyako has approximately 1,000+ dealers selling a variety of Miyako products, including traditional markets, modern markets, and e-commerce sales. Currently Miyako has also been supported by a distribution network and After Sales Service services spread throughout Indonesia. Miyako cooperates with PT. Bhakti Idola Tama, a company engaged in the distribution and marketing of household products in Indonesia which carries 3 well-known brands RINNAI, MIYAKO and SHIMIZU. As a distributor, PT. Bhakti Idola Tama distributes various household products to dealers in large quantities (wholesale) through distribution centers spread across 5 major cities in Indonesia, namely Jakarta, Bandung, Surabaya, Medan and Makassar.



B. TRENDS AND OPPORTUNITIES

Indonesian consumers keenly spend their rising personal earnings on electronics and home appliances, striving for the personal comfort and entertainment that characterize a middle-class lifestyle in many parts of the world. The driving force behind this consumer trend, aside from the general increase in living standards, is urbanisation and the booming residential property market in Indonesia's emerging economy. Setting up shop in Southeast Asia's largest economy offers global manufacturers of consumer electronics the chance to tap rising demand in Indonesia and the wider region [7].

The Indonesian consumer electronics segment is the most developed compared to industrial electronics and electronics components segments. This is largely due to the vast market of 64 million households. In 2020, the segment experienced revenue of US\$ 5,553 million accounting for an increase of 39.4% YoY growth. It is expected that the segment will show an annual growth rate of 12.2% from 2020 to 2025 and is projected to reach a market volume of US\$9,9881 million by 2025 [8]. Higher-income shoppers with monthly household incomes of more than IDR10 million (\$690) a month are the biggest purchasers of consumer electronics [9]. These include audio and video electronics, household appliances, and mobile phones or smartphones.

[7] [HTTP://WWW.GBGINDONESIA.COM/EN/MANUFACTURING/ARTICLE/2015/ELECTRONICS_AND_HOME_APPLIANCES_MANUFACTURING_IN_INDONESIA_FINDING_ITS_EDGE_11128.PHP](http://www.gbgindonesia.com/en/manufacturing/article/2015/electronics_and_home_appliances_manufacturing_in_indonesia_finding_its_edge_11128.php)

[8] [HTTPS://BRIGHTINDONESIA.NET/2020/12/31/INDONESIAS-ELECTRONICS-INDUSTRY-BIG-OPPORTUNITIES-IN-CONSUMER-ELECTRONICS-DEVICES/](https://brightindonesia.net/2020/12/31/indonesias-electronics-industry-big-opportunities-in-consumer-electronics-devices/)

[9] [HTTPS://WWW2.DELOITTE.COM/CONTENT/DAM/DELOITTE/SG/DOCUMENTS/CONSUMER-BUSINESS/SEA-CIP-DELOITTE-CONSUMER-INSIGHTS-EMBRACING-BRICKS-AND-CLICKS-IN-INDONESIA.PDF](https://www2.deloitte.com/content/dam/deloitte/sg/documents/consumer-business/sea-cip-deloitte-consumer-insights-embracing-bricks-and-clicks-in-indonesia.pdf)



C. THREATS AND CHALLENGES

Here are several challenges to be considered before entering electronic appliances market in Indonesia:

- **Lack of Domestic Component Supplier:** Since the majority of electronics production in Indonesia is for the domestic market, there is relatively little integration of SMEs as suppliers in global supply chains. A study indicated that out of 510 SMEs, only 80 were in the electrical equipment manufacturing sector [10]. Moreover, domestic firms that supply foreign electronic firms are mostly producing low-value inputs such as corrugated boxes, plastics, and packaging. The lack of domestic industry producing components and parts that resulted in dependence on importation for such inputs for Indonesia's electronics industry has contributed to the overall negative trade balance. The electrical goods and electronics industries in Batam on average were importing 90% of inputs, and in Java, around 40% were doing so at a steady rate from 2008 to 2015 [11]. The Indonesian government has introduced regulations requiring a minimum of 20% of local content or inputs for certain categories of consumer electronics in 2016. It aims to expand the domestic industry, create jobs, reduce the high imports of foreign-manufactured products, and increase the added value of the industry in Indonesia.

[10] [HTTPS://WWW.ILO.ORG/WCMSP5/GROUPS/PUBLIC/---ED_DIALOGUE/---SECTOR/DOCUMENTS/PUBLICATION/WCMS_732119.PDF](https://www.ilo.org/wcmsp5/groups/public/---ED_DIALOGUE/---SECTOR/Documents/Publication/WCMS_732119.PDF)

[11] [HTTPS://WWW.ISEAS.EDU.SG/IMAGES/PDF/ISEAS_EWP_2018_5_NEGARA_HUTCHINSON.PDF](https://www.iseas.edu.sg/images/pdf/ISEAS_EWP_2018_5_NEGARA_HUTCHINSON.PDF)

- **Lack of Infrastructure & Human Resource:** The main manufacturing operations in Indonesia are located on the Island of Java and Batam. In Java, the most important areas are the capital city of Jakarta and its surrounding area for electronics manufacturing due to historically better infrastructure. While for human resources, Indonesia is still dominated by an unskilled population with only 1.4% of tertiary education completion. Only 41% of Indonesia's labor force reached primary education or less in 2017, signaling a high dropout rate after primary school. The National Statistics Agency (BPS) data showed 8.42 million Indonesians were unemployed as of August 2022. These people include those who are not job-searching because they do not expect to find work. About 135.3 million Indonesians do have jobs, but 38.8 percent of the country's labor force only had elementary-level education or lower. Some 17.54 percent only have junior high school diplomas [12]. The government is currently developing more training programs and vocational schools to fill the gap.
- **Pricing Strategy:** Determine a competitive pricing strategy that considers factors such as production costs, import duties (if applicable), local market pricing, and consumer affordability. Balancing affordability with product quality and features is crucial in the Indonesian market.

[12] [HTTPS://JAKARTAGLOBE.ID/NEWS/OVER-8-MILLION-INDONESIANS-INCLUDING-MANY-WELLEDCATED-REMAIN-UNEMPLOYED](https://jakartaglobe.id/news/over-8-million-indonesians-including-many-welleducated-remain-unemployed)

4. OTHER RELEVANT INFORMATION



A. OFFICIAL INSTITUTIONS

MINISTRY OF TRADE -

[HTTPS://WWW.KEMENDAG.GO.ID/](https://www.kemendag.go.id/)

The Ministry of Trade (Indonesian: Kementerian Perdagangan) is a ministry of the Government of Indonesia that directs the formulation of policies related to the development of trade in Indonesia.

MINISTRY OF INDUSTRY -

[HTTPS://WWW.KEMENPERIN.GO.ID/](https://www.kemenperin.go.id/)

Ministry of Industry (Indonesian: Kementerian Perindustrian) is an Indonesian ministry with the functions such are: coordination and synchronization of formulation, determination, and execution of ministerial policy in Indonesian industry; execution of technical guidance and supervision of policy implementation in industry; research and development in industry; implementation of substantial and administrative support in ministerial organization; and management of state assets under the responsibility of the ministry.

MINISTRY OF ENERGY AND MINERAL

RESOURCES - [HTTPS://WWW.ESDM.GO.ID/](https://www.esdm.go.id/)

The Ministry of Energy and Mineral Resources of the Republic of Indonesia (Indonesian: Kementerian Energi dan Sumber Daya Mineral Republik Indonesia, abbr. Kementerian ESDM) is an Indonesian ministry responsible for providing assistance to the President and Vice President in performing government's affairs in the field of energy and mineral resources. This Ministry is the one responsible for the Indonesian energy efficiency labelling requirements.



THE DIRECTORATE GENERAL OF CUSTOMS AND EXCISE - [HTTPS://WWW.BEACUKAI.GO.ID/](https://www.beacukai.go.id/)

The Directorate General of Customs and Excise (Indonesian: Direktorat Jenderal Bea dan Cukai abbreviated Bea Cukai or DJBC) is an Indonesian government agency under Ministry of Finance that serves the community in the field of customs and excise. The Directorate General of Customs and Excise has the duty to organize the formulation and implementation of policies in the field of supervision, law enforcement, service and optimization of state revenue in the field of customs and excise in accordance with the provisions of legislation. The directorate also carry out some basic tasks of the Ministry of Finance in the field of customs and excise, in accordance with policies established by the Minister and securing government policies relating to the traffic of goods entering or leaving the Customs Area and the collection of import duties and excise and other state levies based on legislation apply.

INDONESIAN NATIONAL STANDARDIZATION AGENCY (BSN) - [HTTPS://WWW.BSN.GO.ID/](https://www.bsn.go.id/)

The Indonesian National Standardization Agency (BSN) is an Indonesian non-ministerial government institution with the main task of carrying out governmental tasks in the field of standardization and conformity assessment in Indonesia. The Indonesian National Standard (abbreviated as SNI) is the only standard that applies nationally in Indonesia. SNI is formulated by the Technical Committee and determined by BSN.

B. BUSINESS ASSOCIATIONS

THE INDONESIAN ELECTRICAL PANEL MANUFACTURING ASSOCIATION - [HTTPS://APLI-ELECTRIC.CO.ID/](https://apli-electric.co.id/)

The Indonesian Electrical Panel Manufacturing Association or APPLI for short, was formed in May 1976. The formation of this association was first initiated by several companies engaged in the manufacture of electrical panels. The association is the official body that represents all the aspirations of the owners of the domestic electrical equipment industry. Since then, many power companies have joined to become members of the association, such as UPS companies, generators, generators, welding generators, electric motors, transformers, KWH meters, MCBs, dynamo lights, electrical components, insulators, cable accessories. , pole hardware, and so on. Its members consist of State-Owned Enterprises, Foreign and Domestic Investment Capital as well as non-facility National Private Companies with an investment of more than 1 trillion rupiah and able to absorb more than 35,000 workers. The Indonesian Electrical Industry Association is under the supervision of the Directorate General of Basic Metal, Machinery and Electronics Industries, Directorate General of Miscellaneous Industries, Ministry of Industry. This association is also a member of the Indonesian Chamber of Commerce.

ASSOCIATION OF INDONESIAN TECHNICAL INSPECTION COMPANIES (APITINDO) - [HTTPS://WWW.APITINDO.OR.ID/](https://www.apitindo.or.id/)

APITINDO is a unitary and independent organization, not a government organization, not political and in carrying out its activities is non-profit. This association aims to grow, foster and develop Indonesian National Companies engaged in the business of Technical Inspection Services. The members of APITINDO can be seen at their website.



THE ASSOCIATION OF INDONESIAN ELECTRICAL AND MECHANICAL CONTRACTORS (AKLI) - [HTTPS://AKLI.ORG/](https://akli.org/)

The Association of Indonesian Electrical and Mechanical Contractors (AKLI) as a Company Association whose members are Indonesian Electrical and Mechanical Contractors, in accordance with its function and role as a partner for the Government, a partner for the Electricity Supply Business, a partner for a fellow Electricity Supporting Business and a Provider of Electricity Construction Services for society, always placing its existence in the midst of the electricity community. At the time AKLI was founded in 1980, the number of AKLI members was 828 companies which now had grown to +/- 5000 companies in 2004.

C. MAIN EXHIBITIONS, FAIRS, TRADE SHOWS OR EXPOS



- Indonesia International Consumer Electronics Exhibition
- Indonesia International Electronic and Smart Appliances Expo
- Indonesia International Electronics, Components & Technology Exhibition
- Electric, Power & Renewable Energy Indonesia

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https://www.iseas.edu.sg/images/pdf/ISEAS_EWP_2018_5_Negara_Hutcinson.pdf <https://jakartaglobe.id/news/over-8-million-indonesians-including-many-welleducated-remain-unemployed>



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AS YOUR TRUSTED PARTNER, WE OFFER A WIDE RANGE OF RESOURCES, NETWORKING OPPORTUNITIES, AND ADVOCACY EFFORTS TAILORED TO MEET YOUR UNIQUE NEEDS. OUR DEDICATED TEAM IS AVAILABLE TO PROVIDE GUIDANCE, CONNECT YOU WITH STRATEGIC PARTNERSHIPS, AND KEEP YOU INFORMED ABOUT THE LATEST INDUSTRY TRENDS AND REGULATORY DEVELOPMENTS IN INDONESIA.

TOGETHER, WE CAN NAVIGATE CHALLENGES, UNLOCK NEW OPPORTUNITIES, AND BUILD A PROSPEROUS FUTURE. WE INVITE YOU TO LEVERAGE THE POWER OF COLLABORATION WITHIN OUR DYNAMIC BUSINESS ECOSYSTEM. JOIN US, AND LET'S SHAPE THE FUTURE OF COMMERCE, DRIVE INNOVATION, AND CREATE LASTING IMPACT.

THANK YOU FOR BEING PART OF OUR VIBRANT BUSINESS COMMUNITY.



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