



RISING50 – Republic of Indonesia and Singapore mark half a century of close ties

Singapore and Indonesia celebrate fifty years of diplomatic relations this year. With an increasing number of Singaporean companies investing in Indonesia and Singapore continuing to offer Indonesian companies access to its world-class financial system, the two nations have formed a strong alliance. The fiftieth anniversary was recently observed at the highest



Noor Meurling, Chairwoman of Singapore Chamber of Commerce Indonesia

level when Prime Minister Lee Hsien Loong met

Indonesian President Joko Widodo at a leaders' retreat in Singapore last September and relations between the two countries continue to flourish.

As Indonesia's largest foreign investor (inflows totaled USD 9.2 billion in 2016), Singaporean companies see Indonesia's burgeoning population and growing middle-class as a huge market for their

products and services. The relationship is mutually beneficial according to Noor Meurling, Chairwoman of The Singapore Chamber of Commerce Indonesia (SCCI) in Jakarta. 'The two countries have a close affiliation and provide value to one another. Each bring unique benefits to the table and the cooperation should continue to grow', says Meurling.

CI's goal is to assist their members' network in In-



Jaspal Sidhu, Vice Chairman of Singapore Chamber of Commerce Indonesia

donesia and understand business and industry in Indonesia. From hosting conferences and events to networking functions, the chamber is proud of its role in helping companies navigate the business landscape in Indonesia.

'Although there are certainly differences between the two countries- the base language of Bahasa Indonesian compared to English, and a different rule of law, the potential of

investing in Indonesia far outweigh the obstacles says Meurling. 'Working through these and other differences is an essential part of achieving success in Indonesia'.

Along with eight other member countries, Singapore and Indonesia are members of the Association of Southeast Asian Nations (ASEAN). This year sees the Association

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Indonesia Tourism Development Corporation is 'Creating destinations'

Since Abdulbar 'Barry' Mansoer joined Bali Tourism Development Corporation in October 2015, his challenging mandate has turned into a labour of love. Mansoer is tasked with rejuvenating The Nusa Dua, the iconic, award winning destination in southern Bali which was established in the 1970s, completing the Mandalika; a massive world-class tourism destination four times the size of Nusa Dua just minutes from Lombok International Airport, and creating new destinations around Indonesia to rival Bali.

In order to achieve these goals, Mansoer's first order of business was to restructure the State Owned Company formerly known as Bali Tourism Development Corporation (BTDC) into Indonesia Tourism Development Corporation (ITDC), to expand the scope and scale of operation beyond Bali. A new corporate brand was crafted for ITDC, with the tagline of 'Creating Destinations', and company headquarters was shifted from Bali to Jakarta.

'We want to ensure Tourism is at the forefront of Indonesia's development and we have a big task ahead of us', says Mansoer. ITDC's flagship resort The Nusa Dua has

a complete line of tourism facilities with over 5,000 upscale hotel rooms, 18 holes award winning golf course, international hospital, and the largest retail center in Bali, within a total area of 350 hectares. Today, The Nusa Dua is known as an internationally recognised MICE Centre (Meetings, Incentives, Conferences and Events) with 17,000 total capacity, the



largest in Indonesia. Our aim is to further expand the resort as an 'outdoor' destination as well with new attractions and activities to create an exciting destination for families'.

Mansoer is also focusing his efforts on developing The Mandalika resort in Lombok, the closest island to Bali, which he predicts will be Indonesia's crowning tourism destination jewel. Total development area is 1,175 hectares, boasting over 16 kilometers of some of the most beautiful white sand beach coastline. For investors, The Mandalika is a unique opportunity comparable to investing in Bali during the early stages of the island's development, which has proven to be a boon for early investors.

'We want to create destina-

tions which put Indonesia on the map and The Mandalika is designed to do just this', says Mansoer. The resort's main theme of Eco Tourism guides all aspects of The Mandalika's sustainable resort development, with planning for over 10,000 hotel rooms, a twenty-seven hole signature golf course, retail centers, MICE, hospital and even a planned MotoGP street circuit.

'With the popularity of bikes and motorsports here in Indonesia, MotoGP races are one of the most popular watched sports. We will tie-up with various partners to push this project through', says Mansoer.

ITDC sees tourism not just as a source of revenue, but as way to positively impact the local economies of regionally dispersed cities and provinces.

'Tourism alleviates poverty and stimulates supporting industries which in turn create opportunities for local communities', says Mansoer. 'Today, there are fantastic opportunities to be had, not just here in Indonesia but across ASEAN. We are in the business of developing destinations, and the next step for us is to partner with investors from around the world to help us achieve our vision for the future of Indonesia's tourism industry'.

www.itdc.co.id

In Celebration of RI SING 50



Citramas Group is proud to participate in the Digital Economy cooperation between Indonesia and Singapore through:



www.citramas.com



www.nongsadigital.com

“We are neighbors by God's will, by geography, but we are and always will be good neighbors and close friends by choice.

Next year, Singapore will become the Chair of ASEAN, I have expressed Indonesia's support for Singapore's chairmanship.

ASEAN unity and centrality must always be our chief concern so that ASEAN remains relevant for its members and its people, as well as contribute even greater to the world.”

RI President Joko Widodo



Citramas Group connects Singapore and Indonesia through Innovation

Established by Kris Wiluan in 1980, Citramas Group has grown into a truly diversified company. Initially, Citramas Group's core business was as a service provider and equipment manufacturer to the oil and gas industry. Today the company is creating a one hundred hectare state-of-the-art digital technology park which will be anchored by their own animation and film production company.

The company first achieved success by becoming a preferred supplier to oil and gas players. Citramas Group supplied pipes, valves and tubular products and added value by providing equipment repair services.

'When we started the business, millions of dollars were being spent on energy services in the region and we had the foresight to see that service providers were going to play a key role in the growth of the oil and gas industry', says Wiluan.

'The business opportunities and synergies we saw between Singapore and Indonesia lead us to the establishment of our activities in Singapore and Batam, Indonesia. These became our logistics bases to support our custom-



Buffalo Boys, a new feature film to be released in 2018 directed by Mike Wiluan of Infinite Studios in Nongsa Digital Park

ers and today, as the oil and gas sector continues to evolve, we remain a committed partner and have created a win-win relationship with each of our customers'.



Through organic growth, joint ventures and acquisitions, Citramas Group's business has grown internationally and the group now operates in over forty countries. As a diversified company, Citramas Group's revenue streams today include oil and gas, port and

ferry terminals, hotels, hospitality and leisure.

Information, communication and technology (ITC) and disruptive tech-innovations continue to influence our modern business world. As a business leader and risk-taker, Wiluan is keen to play a role in innovation-creation in the region.

Citramas is developing Nongsa Digital Park, a technology park on Batam Island, on which a subsidiary of Citramas Group is located.

'The oil and gas industry has changed considerably over the years and being flexible and adaptable to change is crucial to our success in the future', says Wiluan. 'With Nongsa Digital Park we are develop-

ing an ecosystem for digital businesses in the region'.

In addition to having an international airport, Batam Island is only a forty minute ferry ride from Singapore. The island has a population of over one million people and is already home to world-class beach resorts. Notably, the island is also far from major earthquake zones making underground fiber-optic cable installation viable; a significant advantage when attracting tenants to the Park.

Citramas Group's subsidiary, Infinite Studios, is a media entertainment and creative services company already employing three hundred staff in Batam. The company has already won numerous awards including The Grand Prix Nouveau Genre Award at L'etrange Festival Paris 2016.

'Indonesia recognizes the importance the digital economy will play in the future and we are proud that Citramas Group is contributing to this vision,' says Wiluan.

'Our business is supported by the Singaporean Economic Board and President Joko Widodo and we will work hard to make a positive difference to the region through our commitment to innovation-driven solutions'.

www.citramas.com



A BRIGHT STAR IN INDONESIA'S ENERGY SECTOR

Forty years ago, Prago Pangestu founded Barito Pacific Timber in Indonesia. Strong leadership and astute business decisions lead to the company's expansion into other sectors.



Mr Rudy Suparman, President and CEO
Star Energy Group

In 2003 Star Energy Group was established and has since become one of the largest and most successful diversified energy companies in the country.

Originally an integrated timber processing and export company, Barito Pacific Timber shipped products to Japan, the United States, Europe and China. The company ventured into the

cific Timber was processing 500,000 tons of pulp per year.

The move into the energy sector began in 1991 when Pangestu built the largest petrochemical plant in Southeast Asia. With current investments in petrochemical valued at USD 8.5 billion the 'Cracker II' plant is currently being expanded in order to meet do-



Star Energy's facility at Darajat

pulp and paper business in 1989 through its 200,000-hectare plantation and eight years later, Barito Pa-

mestic demand with total investment predicted to reach USD15 billion by 2022.

Foresight is key to

the success of every business. With the company's profitable venture into the energy industry, 'Timber' was dropped from the company name and Barito Pacific entered the renewable and sustainable energy sector in 2003 through Star Energy Group. Today the company focuses on oil, gas and geothermal energy through its state-of-the-art power plants.

Lead by President and Chief Executive Officer Rudy Suparman, Star Energy Group has developed into one of the world's largest geothermal power producers with a combined production capacity of 875 megawatts throughout three facilities operating in Indonesia: Wayang Windu, Darajat and Salak.

With environmental responsibility a priority for Star Energy Group, the company exceeds all international safety and environmental standards and regulations.

'When establishing and running our geothermal plants and other facilities, we

work extremely hard on community capacity building within the local communities who live and work in the area', says Suparman, 'Our decisions are based on our desire to be responsible corporate citizens. Each of our facilities has received a 'Gold' or 'Green' ranking;



Star Energy's facility at Salak

the highest ecological standards certification awarded by the Government of Indonesia. Today, we are recognized internationally and domestically as the 'Partner of Choice' in the Indonesian energy sector'.

In addition to Star Energy Group's commitment to environmental sustainability, the company is also actively involved in education, medical assistance and social development programs. In addition to

providing text books, equipment, computers and libraries to local communities, the company has provided scholarships to over 1,600 students.

'We are driven to continue contributing to the betterment of the country', says Suparman. 'Our priorities are to contribute to the

Indonesian economy and improve people's lives. Profitability is important to us as a company and giving back to society is a key pillar of our business model'.



These values have a positive effect on the company's balance sheet. Star Energy

Group's revenues more than doubled from 2015 to 2016 and this growth trend looks set to continue as the company moves forward.

'Compared with other ASEAN member nations, Indonesia is in a unique position', says Suparman. 'With a population of over 250 million and GDP growing at five per cent per year, demand is thriving within the Indonesian economy. The market has been good to us; especially in our petrochemical division and we expect this to continue'.

Star Energy Group's close ties with Singapore provide the company with key strategic advantages. Another division of Star Energy Group operates off-shore oil and gas fields in West Natuna Sea - such produced gas has been transported to Sembawang Corporation by underwater pipeline and has helped in providing power to parts of Singapore for more than 15 years.

The close relationship between Indonesia and Singapore



Star Energy's facility at Wayang Windu

also ensures both countries benefit from strong shared financial services and bilateral investment initiatives.

Singapore's reputation as a leader in banking and financial services guarantees many of the region's deals are done in Singapore under strict fiscal controls which offer transparency to companies in Indonesia and across ASEAN. 'Singapore's financial services industry

is highly advanced and as a company, and a country, we enjoy doing business together to our mutual benefit', concludes Suparman. 'Our long-standing relationship with Singapore is based on shared trust and we appreciate Singapore's role as a stepping-stone to the world while we strengthen our strategic partnership and close friendship'. www.starenergy.co.id



A member of Barito Pacific Group

One of the World's LARGEST geothermal power producers with a combined capacity of 875 MW.



AIA: Helping People Live Longer, Healthier and Better Lives

As a subsidiary of AIA Group, PT. AIA FINANCIAL was established in 1996 and has since grown into one of the leading life insurance companies in Indonesia.

AIA now serve more than one million Indonesian customers on their protection and long-term saving needs, said President Director, Ben Ng; 'The customer is at the center of everything we do and we are driven to help people live longer, healthier and better lives'.



Indonesia is a developing country with low insurance penetration. The insurance

eral population.

'We find it a positive experience working with Indonesian regulators and industry associates', said Ng. 'We share common objective to promote and educate financial literacy among the growing Indonesian. It is also a privilege to work with our leading bank partners in Indonesia to bridge customers' protection and long-term saving needs. We look forward to continuing and deepening our partnerships as it will help customers to live longer, healthier and better lives.'

PT. AIA FINANCIAL believes customer loyalty is the utmost important. To sustain our customers, the sales force needs to be professional and can



AIA's office located in central Jakarta, Indonesia

consecutive years. In Indonesia, we have the highest ratio of MDRT agents', said Ng. 'For those who are serious in building a career in insurance, they should join PT. AIA FINANCIAL, as we have a proven system that can provide a higher chance for people to succeed.'

AIA was the first to bring into Indonesia the iPos (Interactive Point of Sales) technology which enable us to complete a sales process completely paperless. Our latest iMo (Interactive Mobile Service) technology provides real time information about their customers and many functionalities that allow them to better serve their customers.

AIA Group is currently operating in 18 markets in Asia Pacific region and a market leader in most of the markets. PT. AIA FINANCIAL is able to benefit from a strong brand name and expertise across countries.

'Singapore is an important financial hub in Asia', said Ng. As the neighbor country, Singapore has been a popular destination for Indonesian. When our Indonesian customers travel to Singapore and see AIA brand, we are able to leverage AIA's brand recognition, bring great product and service ideas from Singapore to grow our presence in Indonesia.'

www.aia-financial.co.id



Inside AIA's Jakarta office

regulator, Otoritas Jasa Keuangan (The Financial Services Authority) has been working together with private sector to actively promote financial literacy of the gen-

provide the right advice to their protection and long-term savings needs.

'AIA Group has achieved number one Million Dollar Round Table (MDRT) for three

Jababeka - Contributing to the development of Indonesia

S.D. Darmono, Chairman and Founder of Jababeka, Indonesia's leading industry-based township developer has a vision for the future of Indonesia's development. The company is creating one hundred modern self-sustained cities in every province across Indonesia. Together with local governments, strategic partners and like-minded multinationals, Jababeka would like to unlock the potential of Indonesia by Creating New Cities for Growth.

The blueprint for this ambitious plan is Jababeka's flagship development - Kota Jababeka - a matured and independent city just east of Jakarta, which is home to more than 1 million people and about 2,000 companies from over 30 countries.

Kota Jababeka was built from scratch in just 25 years with manufacturing as the key driver for growth and the multiplier effect creating new businesses and opportunities that have turned a mere industrial park into the bustling city

that it is today. Jababeka is today replicating this successful model throughout Indonesia.

Jababeka's partnership with Sembcorp Development of Singapore was established recently and the resulting joint

Offering a young and skilled labor force with management graduates from local universities and vocational institutes and competitive labor costs, KIP is an ideal location for both Indonesian and foreign manufacturing

Tanjung Lesung that caters to the tourism, leisure and hospitality industries. Tanjung Lesung, which lies approximately 170 kilometers southwest of Jakarta, enjoys Special Economic Zone status and is one of the Government's 10 new tourism destinations of priority in Indonesia. Newly created cities like KIP and Tanjung Lesung are expected to drive Indonesia's economic growth further, create jobs, improve education and bring more welfare to the Indonesian people.

'With Indonesia's GDP close to USD 1 trillion and our wealth of natural resources, we see diverse economic opportunities across Indonesia', says Darmono. 'We are skilled in identifying strategic locations with the potential to become the next development project and are focused on sites across the country in Tanjung Lesung, Morotai, and other sites with potential resources and/or strategic advantages. We are committed to contributing to the development of Indonesia'.

www.jababeka.com



President of Indonesia Joko Widodo and Prime Minister of Singapore Lee Hsien Loong during the Kendal Industrial Park launch

venture lead to the establishment of the Kendal Industrial Park (KIP). Located twenty one kilometers west of Semarang, the capital of Central Java, this 2,700 hectare integrated industrial park is currently under development and is attracting international attention. As an industrial park which meets international standards, KIP is a mixed-use development that includes industrial as well as residential and commercial areas.

and tech companies. In line with Jababeka's philosophy of creating fully integrated townships, KIP offers world-class infrastructure and supporting amenities, well-equipped plots and ready-built factories, reliable electricity, water and waste-water treatment facilities, executive housing and well-managed employee dormitories. In addition, the Company is also developing an integrated resort-township in

Traveloka - Leading online travel company reaches out to ASEAN consumers

In only five years, Traveloka has grown into Indonesia's number one flight and hotel booking service provider with 30million apps download. As one of the country's ' Unicorns' (the term used to describe a privately held company with a market capitalization over USD 1Billion) the company is continuing its expansion across the ASEAN region.

While studying at Harvard University, Traveloka founder Ferry Unardi, found it difficult to secure plane tickets from the United States to his home town of Padang, Indonesia. By recruiting fellow Indonesians who were working as software engineers at well-respected technology companies in the United States, Traveloka began to take flight.

Traveloka's headquarters were established in Jakarta in 2012. The company quickly evolved in

2013 from offering 'meta-search' solutions enabling customers to find flights to providing a platform which customers were able to book flights directly through Traveloka's website.

'Back in 2013, there was no reliable digital platform for consumers in Indonesia to purchase travel products online. We decided to tackle this challenge. It was not easy because the ecosystem was and still is relatively undeveloped. For example, majority of consumers in Indonesia do not have credit cards so we have to integrate many payment channels and be able to serve them at scale.' says Henry



Hendrawan, Traveloka's Chief Financial Officer.

Despite these challenges, demand increased dramatically by 2014, the same year the company be-

gan offering its hotel booking service. 'We treat Southeast Asia not as a destination



Henry Hendrawan, CFO of Traveloka

but as a source market. Therefore we cater to what the local consumers want. It means having a complete inventory not only in

Bali but also in local destinations such as Jogjakarta, Bandung, Malang, and other tier two and tier three cities across Indonesia.'

Capitalizing on their success in Indonesia,

Traveloka expanded to other ASEAN countries in 2015 including Thailand, Vietnam,

Malaysia, Philippines and Singapore. 'We see an opportunity for a digital platform that serve Southeast Asian consumers for travel needs. There are a lot of unique ecosystem challenges and consumer needs in Southeast Asia and we are well-positioned to solve those issues and be the go-to digital travel platform for Southeast Asian consumers' added Henry Hendrawan.

www.traveloka.com

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celebrate its fiftieth anniversary and it continues to accelerate economic growth, social progress and cultural development across the region.

Vice Chairman of SCCI, Jaspal Sidhu, who also founded SIS Group of Schools, believes education will play a key role in Indonesia's development.

'Over the years, Singapore and Indonesia have worked closely together in the fields of higher education and vocational training', says Sidhu. 'Indonesia benefits from initiatives focused

on teacher-training, exchange programs, joint-research initiatives and educational collaboration. A skilled work-force in Indonesia will encourage more investment and Indonesia's rich history, complex politics, vast cultural and geographic frontiers provide Singapore's academics, diplomats and researchers with fertile ground to learn and hone their own skills'.

The Permanent Mission of the Republic of Indonesia to ASEAN, a division under Indonesia's Ministry of For-

eign Affairs is currently lead by the interim Chargé d'affaires H.E. Mr. Chilman Arisman.



Interim Chargé affaires H.E. Chilman Arisman

The mission continues to play a significant role in ensuring Indonesia meets the targets agreed to be ASEAN member

countries.

'Respecting each member-nation's independence is crucial to ASEAN's success', says Arisan. 'One pillar of ASEAN is narrowing the development gap among ASEAN member countries while also bringing together ASEAN and the rest of the world. While, we still have a great deal of work to do, the Association is today seen as a effective platform and we are proud that ASEAN is seen internationally as a credible body with a vision for the future'.

www.singchamindonesia.com
www.kemlu.go.id

Welcome to Indonesian Coffee

Along with Brazil, Vietnam and Columbia, Indonesia is consistently ranked as one of the top coffee exporters in the world.

Established in 2010, The Indonesia Coffee Exporters Association, locally known as GAEKI (Gabungan Eksportir Kopi Indonesia) is currently led by Chairman Dr. Hutama Sugandhi.

'In terms of quantity and quality, Indonesia is one of the best coffee growing countries in the world', says Dr. Sugandhi. 'Indonesia's volcanic soil, rich in minerals and nutrients, produces high-quality specialty coffee. Sixty five per cent of Indonesia's coffee production takes place in the 'Golden triangle'



Dr. Hutama Sugandhi, Chairman Indonesia Coffee Exporters Association

(lampung, Bengkulu, South Sumatra) located in the southern part of Sumatra Island which is Robusta coffee. Twenty five per cent of total production in Indonesia is Arabica coffee, growing in Aceh, North Sumatra, South Sulawesi, Java and Bali.

GAEKI is an association that supports its eighty members, liaises with government bodies, and provide

some feedback related to regulation issued by the government, to further strengthen the industry and promote the Indonesia coffee in markets across the world.

'We share information regarding the coffee industry and make recommendations to benefit our member companies', says Dr. Sugandhi. 'We also assist our members in meeting government export requirements and help with any challenges being faced within the industry'.

With world coffee production rankings determined by weather and crop yields, Indonesia's near-perfect climate and ideal rainfall levels enable the country to produce world-class coffee.

'Our long history of

coffee production is based on our knowledge of planting, growing, producing and processing coffee', concludes Dr. Sugandhi. 'Indonesia's coffee industry as a whole has seen annual domestic growth of seven to eight per cent in recent years.



www.gaeki.or.id

Coffee is important in our modern society and with consumers demanding high-quality coffee, our member companies continue deliver the very best'.

www.gaeki.or.id

Adding Value to Indonesia's Industrial Sector for 25 Years

The largest publicly-listed petrochemical company in Indonesia, PT Chandra Asri Petrochemical Tbk (CAP) continues to contribute to Indonesia's industrial development.

Today, the company is owned by two major shareholders, Barito Pacific Group and SCG Chemicals Co., Ltd. (SCG), a subsidiary of SCG Group, Thailand. As the company celebrates its 25th anniversary, Synergy Media Specialists asked Suryandi, Director of Human Resources and Corporate Affairs/Corporate Secretary, about CAP's role within Indonesia's industrial sector, plans for the future and Indonesia's role in ASEAN.

How has Chandra Asri's business evolved since being founded 25 years ago?

Since the establishment of the company in 1992, CAP has evolved tremendously. It all started when the two companies; PT Tri Polyta Indonesia Tbk (the largest Polypropylene producer in Indonesia) and PT Chandra Asri (a major producer of Olefins and Polyethylene) merged on January

1st, 2011 to create PT Chandra Asri Petrochemical Tbk - CAP.

After the merger, CAP's reputation as Indonesia's leading and preferred petrochemical company became more robust. We became the sole domestic producer for Ethylene, Styrene Monomer and Butadiene, the largest producer of Polypropylene, and one of the two producers of Polyethylene in Indonesia. Today CAP delivers the basic ingredients found in various consumer and industrial products.

Over the years, the company kept its fo-

cus and continued growing by expanding production capacity and diversifying its product portfolio.

ocus and continued growing by expanding production capacity and diversifying its product portfolio. CAP always focused on business integration by delivering added-value solutions

across the company's production chain, leading us to become the largest integrated petrochemical company in Indonesia.

Chandra Asri contributes to the Indonesian economy in various ways. What are you most proud of in terms of the company's successes and role as an economic growth driver here in Indonesia?

Increasing the scale of our business is very important to us and we continue to expand our capacity, integrate plant facilities and diversify our portfolio. These steps have en-

abled us to strengthen our leading position in the domestic petrochemical industry and have a positive impact on the Indonesian economy.

abled us to strengthen our leading position in the domestic petrochemical industry and have a positive impact on the Indonesian economy. Furthermore, CAP products help the

nation to reduce its reliance on imported goods and help to save the country's foreign exchange reserves. As a profitable company and responsible corporate citizen, we also contribute to the country's tax receipts - both direct and indirect taxes - which fund the country's development initiatives. As our business continues growing, so we also require more manpower. We create numerous job opportunities across Indonesia and are proud of the fact that we have developed a locally-skilled labour force. In addition, our company also creates a positive impact on newly established businesses and creates employment opportunities; especially for downstream industries, suppliers and other stakeholders.



What can we expect from the company in the next 2-3 years regarding investments, partnerships and growth strategies?

CAP always seeks opportunities to develop reliable partnerships. We established a strategic partnership with SCG Chemicals Co. Ltd., one of Thailand's largest integrated petrochemical companies, and also one of our major shareholders.

This partnership benefitted us in terms of production know-how and enabled us to share best operational practices, raw material procurement savings and ultimately accelerated CAP's expansion plans.

We are also a strategic partner with Michelin, one of the world's leading tire companies. Together we constructed a synthetic rubber facility which enriched the value chain across our petrochemical

products.

We also strengthen and leverage our advantages as a leading company to retain exceptional relations with all of our stakeholders. CAP is also committed to maintaining and improving its best-in-class operating standards, cost efficiency, health and safety standards and environmental initiatives.

In order to ensure the implementation of these strategies, we invest in our human capital. By develop-

ing and nurturing our workforce, we have a skilled and competent human-resource pool for our current operations and future expansion.

cast to exceed five per cent and the Government is continuing to improve the country's infrastructure. However, in our industry, Indonesia is structurally deficient in terms of the production of petrochemical products and relies heavily on imports

from other countries. Throughout our twenty five year of operations, we always aimed to grow in order to contribute to Indonesia's economic growth.

By expanding capacity, diversifying our product portfolio, and integrating our businesses, we are not only gradually replacing imports and reducing the country's foreign exchange outflows; we are also expanding our petrochemical footprint in Indonesia to meet the growing market demand for plastic products which is increasing in line with the country's GDP.

Looking forward, CAP will continue to strengthen its commitment to the country's industrial development. As a pillar of the country's industrial sector, we look forward to playing a role in Indonesia's continued economic development.

www.chandra-asri.com



1992 - 2017

25 Years of Chandra Asri Petrochemical Excellence in Supporting and Fulfilling Domestic Needs.

We Continue Growing to Further Strengthen the Competitiveness of Indonesia's Petrochemical Industry.



25 Years Continue Growing to Serve the Nation



Indonesia's **LEADING AND PREFERRED** Petrochemical Company

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