



## EU Chambers and KADIN launch its ACTIVE Program

Being witnessed by KADIN Chairman Suryo Bambang Sulisto and the EU Ambassador for Indonesia and Brunei Darussalam, H.E. Julian Wilson, the signing of a Memorandum of Understanding (MoU) officially kicked-off the ACTIVE cooperation. The signing ceremony took place on February 2 during KADIN's International Business Reception at the JW Marriott Hotel.

The abbreviation 'ACTIVE' stands for 'Advancing Indonesia's Civil Society in Trade and Investment'. This program of the European Union co-finances activities of selected Civil Society Organizations for the next three years to come.

The signing of the MoU marks the start of cooperation between KADIN Indonesia (Indonesian Chamber of Commerce and Industry) and the five European Business Chambers. Key beneficiaries are eight selected Indonesian sector associations, namely from pharmaceuticals the Association of Herbs and Traditional Pharmaceutical Products (GP Jamu) and the Indonesian Pharmaceutical Association (GP Farmasi Indonesia). The automotive sector is represented by the Indonesian Automotive Parts & Components Industry Association (GIAMM) and the Association of Indonesia Automotive Industries (GAIKINDO). For Foods and beverages the Indonesian Food & Beverages Producers Association (GAPMMI) and the Indonesian Fishery Products Processing & Marketing Association (AP5I) join. Textiles and footwear are represented by the Indonesian Textile Association (API) and the Indonesian Footwear Association (APRISINDO).

The partners of KADIN on the European side are the five European Chambers - the British (BritCham), German (EKONID), French (IFCCI) and Netherlands Chamber (INA) as well as EuroCham.

This program is a continuation of the business-driven EU-Indonesia Business Dialogue (EIBD) which started in 2009. The EIBD is an ongoing B2B forum that identifies untapped potentials for growth in trade and investment. It works on joint opportunities and uncovers bottlenecks. The ACTIVE program itself aims at (1) strengthening the trade and investment relations between Indonesia and the European Union and to improve the business climate in Indonesia; and (2) strengthening the capacities of Indonesia business associations.

While in absolute figures the bilateral business relations are developing well, the relative importance of Europe as a trade and investment partner of Indonesia is decreasing – and vice versa. Companies on both sides are facing challenges of market access and meeting standards; plus there is a general lack of awareness of opportunities, not at least in the currently critical period Europe is going through. The ACTIVE program enables the Chambers to engage in an intensive sector-based and cross-sectoral dialogue with associations representing four Indonesian key business sectors. The outputs will feed into government-to-government discussions, not at least during the negotiations of a so-called Comprehensive Economic Partnership Agreement which are expected to start in mid-2012.

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### **Background information:**

"Advancing Indonesia's Civil Society in Trade and Investment" (ACTIVE) is an initiative by the European Union to support sustainable economic development in Indonesia. ACTIVE supports capacity strengthening of Civil Society Organizations in policy advocacy, research and dissemination of information, and in improving services to their members.

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