



## DanCham Newsletter - August 2022

Dear Members and Friends of DanCham,

We hope that you have enjoyed a wonderful summer, and that you have returned safely back to Indonesia.

The Board of DanCham would like to take this opportunity to congratulate the citizens and government of Indonesia on the commemoration of the 77<sup>th</sup> Independence Day of Indonesia. This year's Independence celebration is a highlight since Indonesia is appointed for the Presidency of G20, with the theme "Recover Together Recover Stronger." The Presidency is a strategic role for Indonesia since the multilateral forum comprises major developed and emerging economies in the world. This year's main topic is surrounding the current global development in facing the pandemic, health architecture, digital transformation, and sustainable energy transition.

Time is flying, and we have entered the third quarter of 2022 with quite a lot of occurrences both within our organization as well as around us. As for our organization, we recently collaborated with other European chambers on the first Joint Gathering after the long break due to the Pandemic, which was attended by more than 200 members and guests. The government has relaxed the PPKM restrictions due to the decline of Covid-19 cases, and with this return to more like normality we are looking forward to bringing together our members and friends to join more events with the first scheduled for 29<sup>th</sup> September – you can find more information in the "Event" section below.

Another achievement by our organization is that we can welcome our latest corporate member Topsoe ([www.topsoe.com](http://www.topsoe.com)), whom we proudly present with a feature story below.

We are continuously making efforts to provide data, interesting information, and relevant events to keep our members up to date, and we encourage you to follow our LinkedIn page (<https://id.linkedin.com/company/danish-indonesian-business-chamber>) to be connected with DanCham and get the last updates. We are also updating our website regularly, thus we also encourage you to have a look for news and events at [www.dancham.id](http://www.dancham.id).

It is our objective to deliver the best value for our members with the most relevant topics, therefore we always welcome your inputs, suggestions or contribution to our newsletter, LinkedIn page, and website. If you have anything to share,

please contact Ms. Christine Sidjabat through email at [christine.sidjabat@dancham.id](mailto:christine.sidjabat@dancham.id).

All the best and stay safe,

Peter Lund  
Chairman of DanCham

## News From The Royal Danish Embassy

### The Embassy Welcomes New Deputy Head of Mission

The Embassy welcomes Per Brixen as our new Deputy Head of Mission starting on August 2022. Bapak Per is 47 years old with years of experience working at the Danish Ministry of Foreign Affairs since 2007. Before Jakarta, Per served at the Danish Mission in Brussels and Prague, making Jakarta is his first in Asia.

Per graduated with Master degree from Political Science major. Before MFA, Per joined United Nations in 2003 as Governance Specialist in Nairobi and EU Headquarter as International Relation officer. Per is a family man with 2 kids, he likes to do run back home. During his posting here, Per hope to continue the good Denmark – Indonesia relation and help the climate agenda in the country. He looks forward to meeting many Indonesian and learning the country and its culture. #DKinIndonesia



### LEGO Group Opened its 8th Store in Indonesia at Mall of Indonesia

The LEGO Group opened its 8th store in the country, located at Mall of Indonesia - Jakarta. Our newly appointed Deputy Head of Mission Per Brixen gave keynote speech as his first public event. Bapak Per remarked the vast growth of



Indonesian economic, which Denmark is proud that one of its biggest brand LEGO is investing in the market.

We thanks the LEGO Group: Cesar Ridruejo, and PT MAP Aktif Adiperkasa, Indonesia: Nick Jones for inviting our Deputy, as well as our gratitude of our distinguished guest from Ministry of Investment / Indonesia Investment Coordinating Board (BKPM) Deputy Director of Promotion Bapak Faisal Suralaga for attending the opening ceremony.

We hope Indonesia and Denmark will not only share the love of badminton, but also for LEGO bricks.



## Ambassador Lars Bo Larson Met Minister of Transportation, Minister of Ministry of Investment, and Vice Minister of BUMN

Ambassador Lars Bo Larsen had the pleasure to meet again with the Indonesian Minister of Transportation Bapak BUDI KARYA SUMADI to discuss further cooperation within the maritime sector including the opportunity for Indonesia to play a vital role when it comes to the decarbonization of global shipping.

The Ambassador Lars Bo Larsen met with the Minister of Ministry of Investment / Indonesia Investment Coordinating Board (BKPM) Bapak Bahlil Lahadalia and the teams. We discussed boosting Danish investment to Indonesia, especially in green transitions like renewable energy and in the food-and-agriculture sector. We also introduced the Embassy's new function: Investment Counsellor Albertsen Ib and a representative from one of the Danish government's financing agencies IFU. We hope to secure more investment in the country.

Ambassador Lars Bo Larsen had a fruitful discussion with the Vice Minister of Kementerian BUMN (SOE Ministry) Bapak Pahala Mansury at the Ministry office in Jakarta this week. We learned about ongoing Indonesia's energy transition implementation, shared Danish expertise and look for potential projects for further cooperation of both countries, involving the Indonesian State-Owned Enterprises. Denmark is looking towards more cooperation with Indonesia as an emerging market in the region.







**Introducing Haldor Topsoe Indonesia  
DanCham Corporate Member**

# TOPSOE

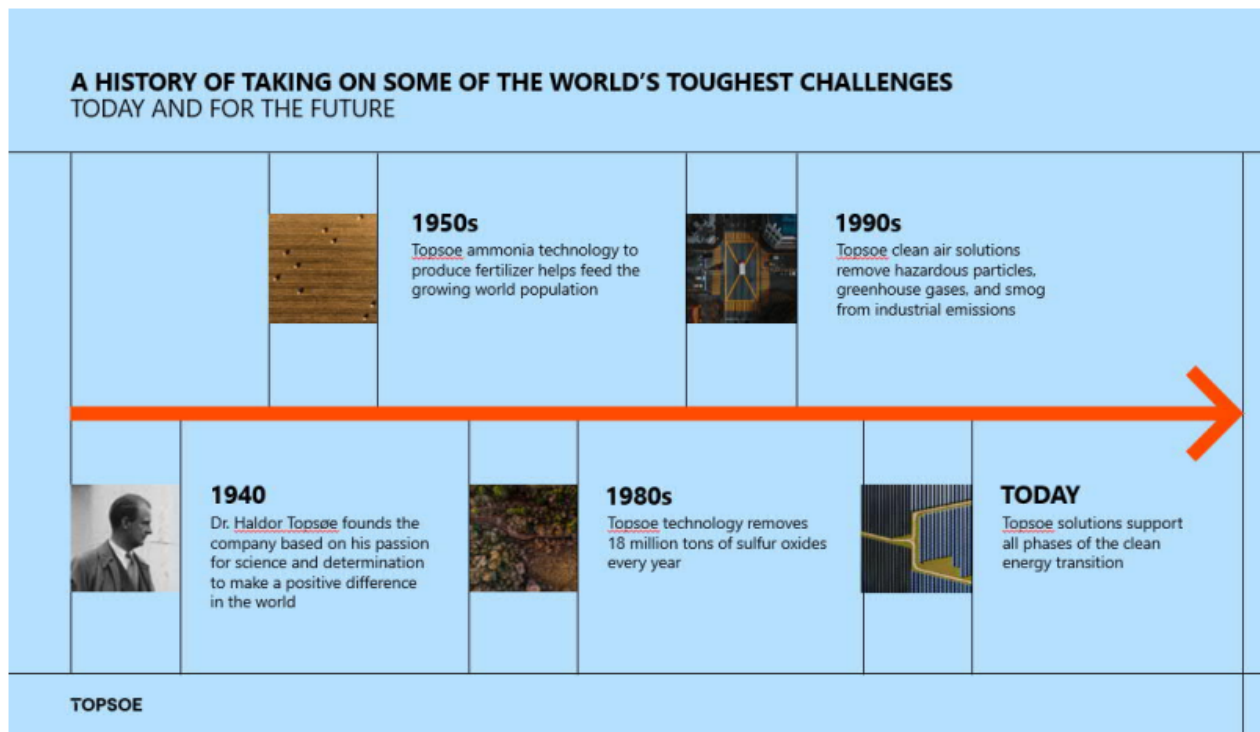
## Topsoe – Perfecting chemistry for a better world

Today, the biggest global challenge is climate change. Carbon emissions must be reduced in a joint effort between countries, companies, and citizens.

Topsoe believes we need to accelerate these efforts. Topsoe is a Danish-based company and a global leader in developing solutions for a decarbonized world, supplying technology, catalysts, and services for the worldwide energy transition.

The company's mission is to combat climate change by helping partners and customers achieve their decarbonization and emission reduction targets, including those in challenging sectors: aviation, shipping, and production of crucial raw materials. From low-carbon or zero-carbon chemicals to renewable fuels and plastic upcycling, Topsoe is uniquely positioned to aid humanity in realizing a sustainable future.





### From solving hunger crisis and air pollution to climate change – the story of Topsoe

For decades, Topsoe has helped solve some of the world's toughest challenges. The company's ammonia solutions supported fertilizer production that fed growing populations. When air pollution threatened environmental stability and public health, Topsoe's technologies helped reduce sulfur and other pollutants from fossil fuel emissions to environmentally safe levels.

Today, the overarching global challenge is climate change.

Heavy industry and transport – whether by land, air, or sea – account for a large share of global greenhouse gas emissions, and the critical energy transition hinges on the availability of solutions that address the impact of these sectors.

Topsoe is one of very few companies possessing both the expertise and the technologies needed to transform renewable electricity, biomass, and waste into green hydrogen, green ammonia, eMethanol, and eFuels for zero emission fuels and chemicals that will power a sustainable future.

By 2025, 20 million cars will run on renewable diesel produced with Topsoe solutions, and the green ammonia and methanol the company help produce can save the shipping industry 650 million tons of CO<sub>2</sub> per year. Even a small Topsoe facility will produce enough renewable jet fuel for 3.5 billion passenger kilometers yearly.

When Dr. Haldor Topsøe founded this company in 1940, he based it on two things: A passion for science and a determination to make a positive difference to the world. Topsoe stays committed to his legacy.



	<b>OUR BUSINESS DELIVERS SUSTAINABLE SUCCESS, WITH THE MARKET'S MOST TRUSTED TECHNOLOGIES, CATALYSTS, AND SERVICES</b>			
	<b>Clean Fuels &amp; Chemicals technology</b>	<b>Clean Fuels &amp; Chemicals catalysts</b>	<b>Clean Air technology &amp; catalysts</b>	<b>Service</b>
				
	Reduce CO <sub>2</sub> and greenhouse gas with proven, innovative systems for capture and control	Improve sustainability, productivity, and efficiency with the industry's most advanced solutions for greener production	Handle sulfurous emissions with technologies and catalysts that turn challenges into opportunities	Optimize the performance of your plant and catalyst with Topsoe's full range of services
<b>TOPSOE</b>				

<b>COMBATING CLIMATE CHANGE</b> CARBON EMISSION REDUCTION IN PRACTICE	<b>TOPSOE SOLUTIONS HAVE GLOBAL IMPACT IN REDUCING GREENHOUSE GAS EMISSIONS</b>		
	<b>Long-haul ships</b> If all long-haul ships used Topsoe green ammonia or methanol as fuel, it would save <b>650 million tons CO<sub>2</sub> per year.</b>	<b>Cars</b> By 2025, <b>20 million cars</b> will run on clean renewable diesel produced with Topsoe technology.	<b>Aviation</b> Even a small Topsoe renewable fuel facility produces enough Sustainable Aviation Fuel to deliver <b>3,5 billion passenger kilometers per year.</b>
<b>TOPSOE</b>			

Topsoe is headquartered in Denmark, with 2,100 employees serving customers all around the globe. To learn more, visit [www.topsoe.com](https://www.topsoe.com).

## Events





Dear DanCham Members & Friends,

You are cordially invited to a DanCham Networking Night 29<sup>th</sup> September 2022.

The event will be held at Mad Dogs Resto & Bar in Cilandak, and you will have the opportunity to enjoy a friendly atmosphere with other members and friends of DanCham and be treated with a delicious selection of food.

You can choose between the following menus:

Wienerschnitzel (pan-fried breaded pork or chicken) with gravy, chips and salad on the side  
Special Chef Burger (Beef Patty with cheese and homemade dressing)  
Scandinavian classic juicy meatballs with gravy and vegetables

*\*each menu will be served with either mashed potatoes, french fries, potato salad, or rice.*

We look forward to welcoming you!

#### **Registration & Information**

The registration fee for the event is IDR 250K / person and includes dinner and the first round of beer (please select from the menu above).

Register to [christine.sidjabat@dancham.id](mailto:christine.sidjabat@dancham.id) by sending us your name, position, company, and your selection of menu.

## Inputs from DanCham Corporate Members and Friends

### A Promising Potential of B2B E-Commerce in Indonesia

by Nadia Permatasari Syailendra  
Bright Indonesia



According to Deputy Trade Minister Jerry Sambuaga, B2B e-commerce in Indonesia is estimated to have a market size as big as USD 21.3 billion in 2023. The significant figure of the market size means there is a huge opportunity, volume as well as competitiveness in the market. The government had been using the B2B marketplace to drive the micro, small and medium enterprises (MSMEs) participation in public procurement. He also said that the B2B marketplace will not only help MSMEs sell their products, but also provides them access to loans and mentoring.

Director at payment gateway company Xendit Group, Mikiko Steven, pointed out B2B marketplace's promising potential in Indonesia. The market has been about businesses providing for the consumers or business-to-consumer (B2C). With B2B in trend, business has never been more transparent and more efficient. He said that B2B possesses immense potential because there is still huge room for growth and many gaps in the market, particularly among MSMEs. B2B marketplace offers transparency in costs by taking out the middleman in the transaction chain. It also enables efficient logistics. Businesses have more options and can easily source their supplies from anywhere in the archipelago.

#### Trending E-Commerce

The Indonesian economy is the largest in the whole of Southeast Asia. The country's GDP annual growth stood at 8.4% in 2017 growing from USD 932.45 billion in 2016 to \$1,010.94 billion in 2017. In 2022, the GDP is expected to reach around \$1,580 billion.

The strong demand for internet services over the past several years is the cause of a sudden increase in Internet penetration, such as mobile-based data services. Digital services come with advantages that make the new system so easy and seamless, unexceptionally in retail businesses. One of the trends in digital services that we know of is e-commerce. The presence of e-commerce has made it possible for consumers to buy something in large quantities at once without having to go anywhere and can be done just by looking into a computer, tablet, or phone.

The Indonesian e-commerce market is estimated to be USD 21.2 billion and is forecasted to grow at a CAGR of 37.4% to reach \$104 billion, with the B2B segment representing 26.4%.

E-commerce business models, among them B2B, have rocketed in 2021. E-commerce business alone has garnered an increase of more than 50% in sales amounting to IDR 429 trillion in 2020 compared to last year's sales or an increase of 9 times compared to 2015.

The B2B eCommerce market in Indonesia is considerably smaller compared to its regional peers such as in Singapore, Malaysia, and Thailand, but larger compared to that in Vietnam.

By region, the global B2B E-Commerce market is divided into Asia Pacific, Europe, North America, Middle East & Africa, and South America. The Asia Pacific region accounted for the largest market share and also witnessed the fastest growth rate owing to the rising number of B2B companies adopting e-commerce platforms for growth in the region.

The South American region is anticipated to hold a market size of about USD 700 billion by 2027. Similar growth is expected to be registered in North America and Europe as well owing to the rising adoption of technologically advanced products in the region. Major players in the global B2B E-Commerce market include Alibaba, Amazon, Inc., ChinaAseanTrade, DIYTrade, eBay Inc., EC21, world trade, Flipkart, and other prominent players.

## **Rising B2B Platforms in Indonesia**

The B2C e-commerce revolution is optimizing last-mile deliveries. Meanwhile, the B2B online marketplace is improving the mid-mile delivery ecosystem. The rising B2B platforms in Indonesia are Ula, Ralali, Mbiz, Bizzy group, and GudangAda. These start-ups in B2B e-commerce are introducing innovative solutions to shorten the long supply chain problem. A shorter supply chain and fewer intermediaries mean fewer delivery delays.

### **Ula**

Ula is an Indonesia-based wholesale B2B e-commerce marketplace that provides working capital and inventory sourcing for small business owners. The company offers solutions such as supply chain, inventory, and working capital for retailers. Ula was founded by Nipun Mehra, Derry Sakti and Riky Tenggara in 2019 and the position of CEO is held by Mehra. Ula is headquartered in Jakarta and currently has raised a total of USD 140.6 million in funding. They have around 300 employees and an estimated annual revenue of USD 15.6 million. About twenty months since their launch and in the midst of Covid, Ula has grown 230x, currently offering over 6,000 products and serving more than 70,000 traditional retail stores on its platform. With teams spread across 3 countries, it is one of the fastest-growing startups of its kind in the region. Ula's previous funding includes a USD 10.5 million seed round in June 2020 and an additional USD 20 million Series A round in January 2021.

### **Ralali**

Ralali is an Indonesian-based online B2B marketplace for local trade connecting sellers and buyers, starting with industrial and MRO categories. The company was established in 2013 and is based in Tangerang, Indonesia. It is a marketplace that allows users to sell and buy products such as building materials, health equipment, industrial machines, and office supplies. Ralali has received a total of USD 22.5 million in funding with an estimated revenue of USD 5 million. Ralali raised USD 13 million in a series C funding round led by Zigexn founder Jo Hirao and Singapore venture capital firms Arbor Ventures and TNB Aura. Through its platform, Ralali connects 12,000 suppliers such as Unilever Food Solutions, Asus, and Siam Cement Group to over 500,000 micro, small, and medium-sized enterprises (MSMEs) in Indonesia. the company claims to have attained 5x growth in gross merchandise volume last year. Ralali also said it is on track to grow another 3x to 4x across 25 cities in Indonesia this year.

### **Gudang Ada**



GudangAda is an online B2B marketplace for fast-moving consumer goods (FMCG). The Indonesian-based company connects manufacturers and wholesalers to sell their products to retailers. The platform empowers the FMCG supply chain by bridging a technology gap, enabling traders to become both a seller and buyers in conducting multiple transactions concurrently. This way, businesses can sell products at cheaper rates and expand their reach. GudangAda was founded in 2019 and headquartered in Tangerang, Banten with an estimated annual revenue of USD 2.8 million. The company has raised USD 35 million in funding, gained over 1 million transactions, and on-boarded over 300,000 merchants in 500 cities since their launch. Despite being in operation for just over two years, the company has grown at rocket speed since inception. Our revenue has increased 28 times compared to our first month of operations, and we have achieved an increase of 30% in monthly transactions and a strong 50% customer retention rate.

## The Future Prospects of Online B2B

The future of B2B has a lot of promising potential as the world is moving to be more digital. With the industry apt to double in value compared to B2C, reaching nearly USD 2 trillion, the importance of expanding to reach businesses where they are is necessary for a piece of that growing revenue pool. This means thriving platforms for B2B e-commerce.

### Online Marketplace is Dominating

There are over 3.5 billion smartphone users globally, which make up 45% of the world population. By 2025, over 1.74 billion new users are expected to be added.

The impact of digital transformation, coupled with the rise in numbers of smartphone users, is the first reason why online marketplaces will dominate the future.

### Convenience

Around 97% of consumers say they have canceled a purchase because the service was inconvenient to them. When you make purchases over online marketplaces, you save potential time wasted pondering over unnecessary buys. We stave off pointless buying temptations because we are more focused on fulfilling our intent. Other than that, when you surf an online marketplace, you get access to thousands of products you have yet to discover in comparison to your local stores. There are more products to suit consumers' needs.

Reliance on the internet has also increased many-fold when it comes to news, health-related information, and digital entertainment. For example, the coronavirus has forever changed the way people view shopping. Many people now prefer to stay indoors, and that trend seems likely to continue for the foreseeable future. Due to this, online marketplaces are expected to grow at a phenomenal rate of 14% until 2023.

### Better Prices

The reason why online marketplaces are popular among consumers is that sometimes they offer better prices. Sellers can discount their products due to the low cost of selling, they don't have to buy real estate for their business, hire cashier staff, or pay any utility expenses.

This positive impact of lower prices trickles down to the consumer and shifts their perception of online marketplaces. Therefore, as more and more consumers take advantage of better pricing, positive consumer perception will only strengthen, which is why marketplaces will grow in the future.



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