

台商進軍印尼如何接地氣(在地化) 經驗分享

How to localize in Indonesia for Taiwan businessman?
Experience Sharing

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_公司簡介_1 Company Introduction

- 初創本業 印刷事業
Printing Production business first established.
- 延伸事業 塑膠、橡膠、人工皮革鞋類加工事業
Expand to Plastic, Rubber and Leather processing industries.
- 新創事業 水淨化事業
Startup New business - Water Purification Industry

_公司簡介_2 Company Introduction

- 公司規模：兩個工廠，占地約12畝，員工750人
Company Scale: Two factory, covers area of about 12 acres, 750 employees.
- 經營市場：
內銷：以泗水為核心，輻射爪哇島商業密集區
外銷：新馬、中國大陸以及台灣市場
Market:
 - Import: Taking Surabaya as the core center, radiating the densely populated area of Java Island
 - Export: Malaysia, China and Taiwan market.

入境隨俗與接地氣 Down to earth

- 給有心進軍印尼的台商第一個建議：萬事起頭難，語言是開端，若要不受騙，就要學印語
The first suggestion for Taiwanese businessmen who are interested in entering Indonesia:
> Everything is difficult, but language is the beginning, if you do not want to be cheated, you must learn the language.
 1. 長期：印尼話不難，要打市場一定要投入自己學習
Long-term: Indonesian language is not difficult.
If you want to fit into the market, you must invest learning.
 2. 短期：尋求可靠的助力協助翻譯，例如駐外經濟文化辦事處或各地台商協會或在台的印尼交換學生
Short-term: Seeking reliable assistance to assist in translation, such as foreign economic and cultural offices, Taiwanese business associations or Indonesian exchange students in Taiwan.
- 給政府的建議 Advice to government:
 1. 設立長駐型，常態性的海外商務諮詢中心
Establish a permanent overseas business consulting center.
 2. 提供徵信服務，人才與商機媒合協助
Providing credit information services, with talent and business opportunity assistance.

尊重並遵循當地法律以及習俗 Respect and follow local laws and customs

- 同樣一條法律，印尼人與外國人觸犯，後果輕重有差別。
By same law, when Indonesians and foreigners are offended, the consequences are different.

舉例：
Example:

1. 偷竊：外國人重罰，印尼人輕鬆放過

Stealing: foreigners are heavily fined, Indonesians easily let go.

2. 賭博：印尼嚴厲禁賭，但印尼人也賭，但抓到好商量，外國人千萬別賭。
罰特重，就算是打麻將或鬥地主也不要

Gambling: Indonesia strictly bans gambling, but Indonesians also gamble, but they are easy to let go. But for foreigners must not gamble. As penalties are rather heavy, even if you play mahjong or landlord card game.

- 暫時拋棄台灣觀點，接收當地觀點：
Temporarily abandon Taiwan thought and accept local views:

1. 觀光簽證不能從事商業行為，拜訪客戶工廠就是違法的商業行為

Tourist visas cannot be used for business activities. Visiting a customer's factory is an illegal business practice.

2. 在朋友的泡沫紅茶店幫忙搖兩杯珍珠奶茶也是違反觀光簽證目的

Even helping to shake two cups of pearl milk tea in a friend's bubble tea shop is also against the purpose of Tourist visas.

大環境綜觀_1 Oversee the Environment

- 印尼是全球最大的穆斯林國家，近2.6億人口中，逾85%是穆斯林
Indonesia is the largest Muslim country in the world, and more than 85% of the nearly 260 million people are Muslims.
- 但印尼幅員遼闊，擁有多元文化及族群
But Indonesia has a vast territory with diverse cultures and ethnic groups.
多了解當地文化，別踩地雷，舉例如下：
Learn more about local culture, don't step on mines, for example:
 - 鐮刀錘子象徵共產主義，印尼憲法及國會的職掌相關組織條例，印尼明確禁止共產黨，所以，最好別穿特殊圖騰的衣服，以免引起不必要的麻煩
The sickle hammer symbolizes communism, the Indonesian Constitution and the relevant regulations of the National Assembly. Indonesia explicitly prohibits the Communist Party. Therefore, it is best not to wear special totem clothes to avoid unnecessary trouble.

大環境綜觀_2 Oversee the Environment

- 新舊雜陳，用現金的場合很多，但交通儲值卡，電子支付也不少
Mixing new and old, there are many occasions you can pay with cash, but the traffic top-up card, electronic payment is also quite a lot.
- 貧富不均，差距程度大：要思考自己的產品適合做哪種族群生意？
The gap between the rich and the poor is large and wide: think about which ethnic group business that your product is suitable?
- 印尼中產階級其實很捨得花錢，只是看用甚麼方法讓他們掏錢。例如他們喜歡台灣產品，定價高一點也肯花錢買，但不能高太多。例如珍珠奶茶賣的比台灣貴一些，但又賣得特別好。
Actually Indonesian middle class is willing to spend money, just to see what kind of method can you make them to take out their wallet. For example, they love Taiwanese products, even if they are higher price they will pay for it, but the price can't be much higher. For example, pearl milk tea is more expensive than Taiwan, but it sells very well.

歷史的教訓 Lesson from History

- 2008(金融海嘯) vs. 2018(中美貿易戰)
2008 Financial Tsunami
- 貿易戰開打，注意商機隱藏風險，緊盯貨幣匯率做調整
If the trade war started, pay attention to the risk hided in the business opportunities, and keep an eye on currency exchange rates and be ready to do adjustment.
- 台商要留意的內帳與外帳
Be aware of your internal and external accounts.

印尼在地人的習性觀察

Indonesian local people's habit observation

- 明廚亮灶概念強，喜歡看的到的好品質，例如鼎泰豐，格玻璃窗就看到乾淨衛生的製作流程。

Clean kitchen bright stove concept is strong, they like to see the good quality, such as Ding Taifeng, you can look through glass window to see a clean and hygienic production process.

- 對台灣綜合印象佳，台灣產品機會大

Good impression of Taiwan, Taiwan products have great opportunities

- 對新事物接受度高，看你用甚麼方式打動他們的心

High acceptance of new things, see how you impress their hearts.

- 手機族商機大，年輕族群已經很習慣划手機消費。

Mobile phone business opportunities are huge, young people are already used to mobile phone consumption

Use Indonesian E-commerce to establish manpower, delivery and money flow

市場主力
Main Power



其他電商
Other E-commerce



用手指解決生活大小事
Finger to solve your life problem

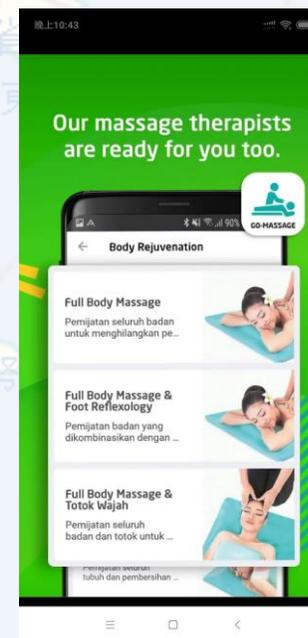
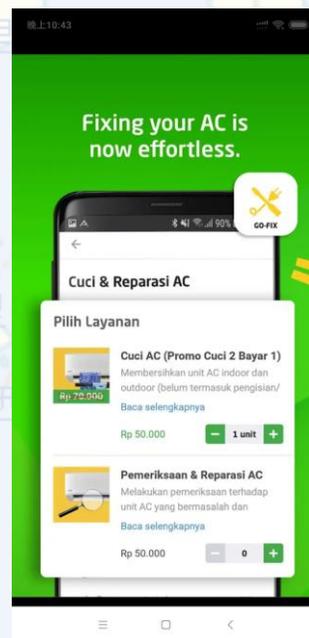
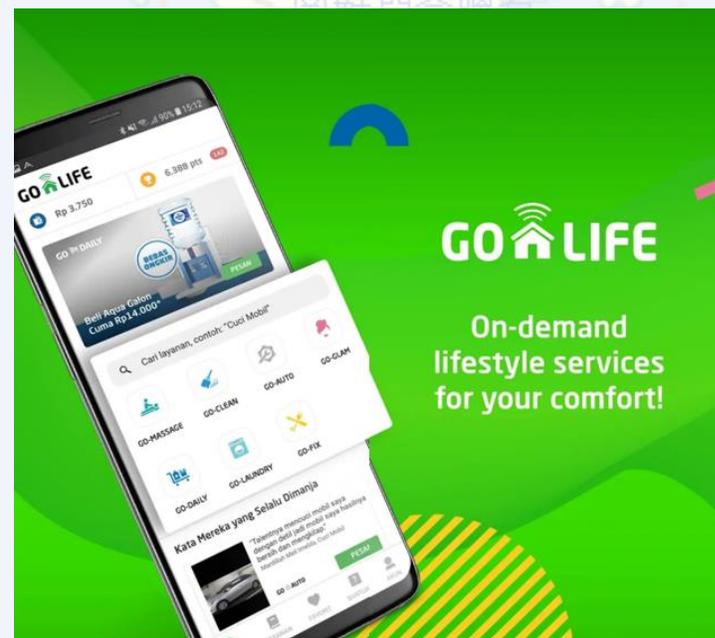
線上購物
Online shopping

到府維修
Fix at your home

到府按摩
Massage
At your home

到府清潔
Clean at your home

電子支付
E-payment



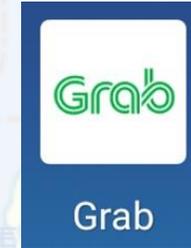
善用印尼電商已建立的人、物、金流_2

Use Indonesian E-commerce to establish manpower, delivery and money flow

市場主力
Main Power



競爭對手
competitor



指上叫車(機車)

Call a cab by your finger

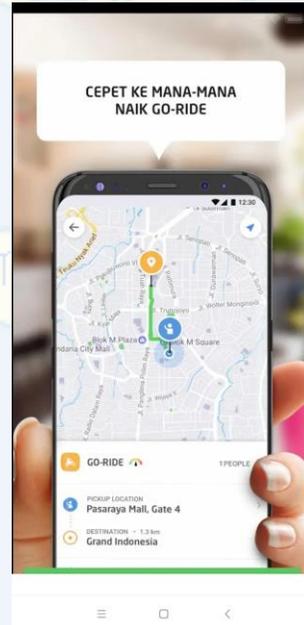
機車好鑽車縫_省時

Motorbike taxi can go through traffic
Quickly and save time.



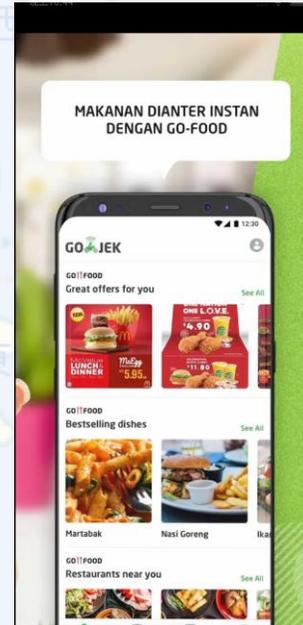
方便自由
隨處可去

Convenient and free



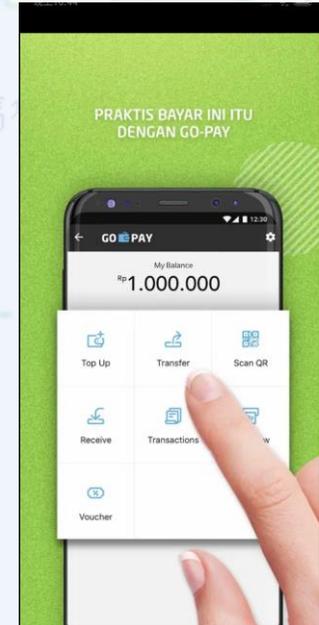
幫你送餐

Deliver meal



電子支付

E-payment

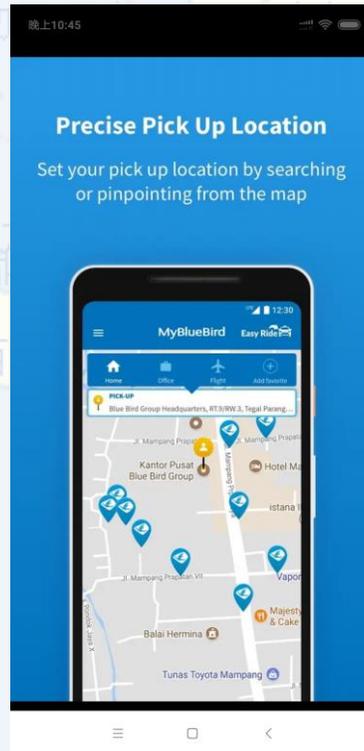


市場計程車主力
Main Taxi Company

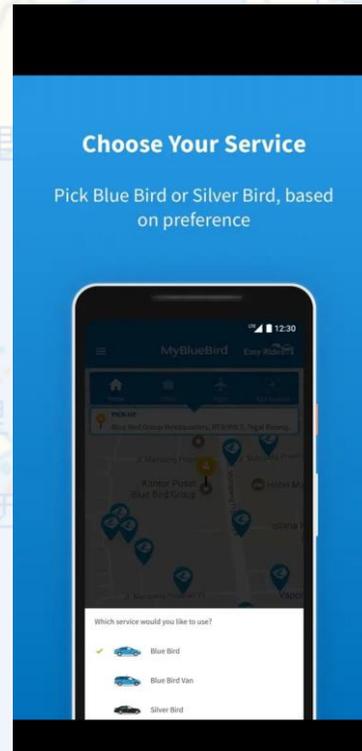


Blue Bird Ta..

選擇到哪接你
Where to
pick you



選擇車型
Choose your
car type



車費預估
Fare
Predict



幾點建議_1 Suggestion

- 期望政府的協助：駐外單位商務功能加強
- Expecting assistance：strengthening the business functions of oversea Foreign Affair embassies.
- 台商自己要做功課，搞清楚自己的定位，要甚麼以及合適做甚麼再出手
- Do your homework, figure out your own positioning, what you want and what to do and then take the shot.
- 以己之長攻人之短
- Use your own advantage and fight others weakness.
- 多元族群_並非只是穆斯林世界，搞清楚你要跟誰做生意
- There are multi ethnic groups, not only Muslim, figure out who are you going to do business with.
- 結合慈善團體，較容易搞定、說服、或繞過政府單位，然後獲得消費群體的商機
- Work with charities, it is easier to get, persuade, or bypass government units, and then get business opportunities from consumer.



謝謝聆聽
Thank you.