

BRITCHAM BUSINESS CENTRE & DIT WEST MIDLANDS WEBINAR
OPPORTUNITIES IN RETAIL SECTOR IN INDONESIA FOR UK COMPANIES

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Import and distribution company

PT Roswell Mitra Perkasa distributes and became official distributor for several brands from *USA, South Korea, Austria and Germany*



INDONESIA – The most attractive market in SE Asia

Rising middle class

CHALLENGES & REGULATIONS

- Easy to duplicate
- Fragmented market: difficult to become market leader in all segments
- Govt supports on export
- Import Tax (PIB) :
 - Import duty: 5 – 20%
 - Value Added Tax/ PPN: 10%
 - Income tax/ PPh: 2.5 – 10%
- HS Code and Form Applied to reduce the import tax
- FOB Price must be different from other SE Countries
- SNI

PARTNERSHIP

What do we look for?

- Flexibility
- Payment terms
- Dynamic industry : constant need for innovation
- Margin
 - Margin for modern market : 30 – 47.5%

What do you look for?

- Do you require a partner with warehouse?
- Brand registration & Patent Application
- Clear vision & adaptability