Event Report: "Ask Me Anything"
By- 'AECCI-Virtual B2B Forum'
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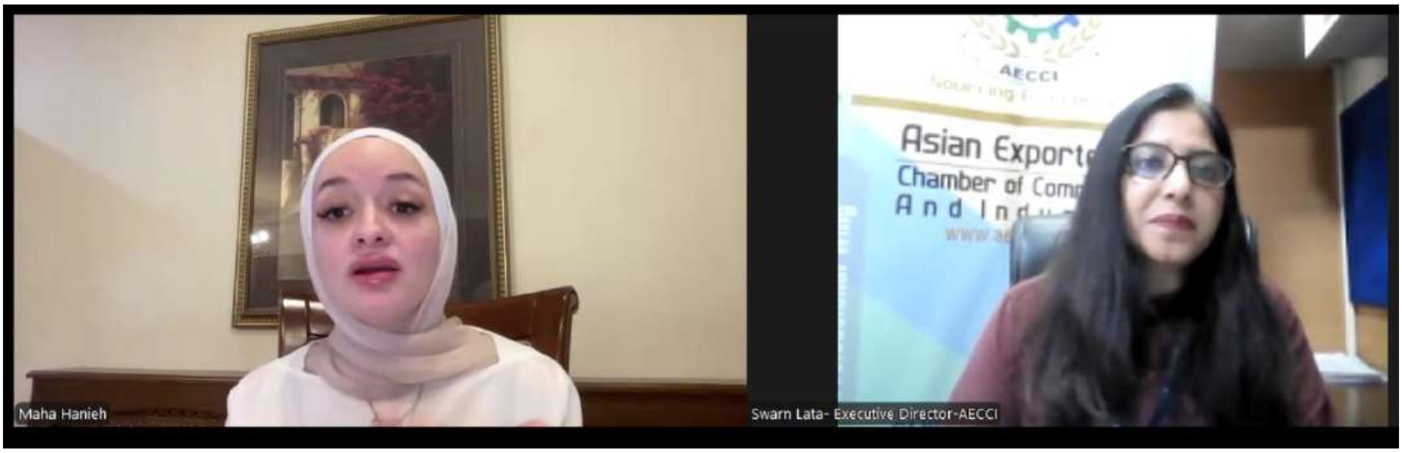
Event Title: Ask Me Anything
Title: *"Doing Business in Indonesia - Legal Compliance, IPR & Market Entry"*
Guest: Mr. Jonathan Cheong | Bagus Enrico & Partners| Indonesia
AECCI Representation: Mrs. Swarn Dhiman, Executive Director-AECCI
Format: Zoom (online), Date: 17.06.2025

Navi Mumbai, India – June 18, 2025 – Asian Exporters' Chamber of Commerce & Industry held the Virtual Ask Me Anything Session.
Event Overview: AECCI successfully conducted its "Ask Me Anything" session on June 17, 2025, focusing on the Indonesian market's legal framework and entry mechanisms for foreign businesses. The event featured Mr. Jonathan from Bagus Enrico, who provided expert insights into market strategies, regulatory compliance, and intellectual property rights.

During the session, various questions were raised by the host Mrs. Swarn Dhiman, which all were well explained by the expert speaker Mr. Jonathan.
Mr. Jonathan highlighted that common market entry routes into Indonesia include joint ventures, representative offices and subsidiaries, with joint ventures often preferred for smoother integration and regulatory alignment. He also highlighted the entry by establishing a **PT PMA (Foreign Investment Limited Liability Company)**, which is the most common and preferred structure. Mr. Jonathan also explained the role of **OSS (Online Single Submission)** Indonesia's centralized digital platform for business licensing and company registration.
In terms of compliance, he discussed the **minimum capital investment requirement** for PT PMA entities, and emphasised that it is important for foreign investors to carefully plan their capital structuring.
Mr. Jonathan, also elaborated on sector-specific regulations, especially in industries such as finance, energy, pharmaceuticals, and healthcare, which remain highly regulated. IPR enforcement in Indonesia
HE spoke about the importance of registering trademarks, patents, and copyrights locally with the **Directorate General of Intellectual Property (DGIP)** and recommended legal consultation to avoid procedural delays.

The discussion also covered the **pros and cons of partnering with a local firm versus establishing an independent entity**, noting that local partnerships often ease regulatory navigation and cultural adaptation, while independent setups offer greater control but require deeper legal and financial preparedness

Mr. Jonathan informed participants about **tax incentives and government programs** available to foreign investors in priority sectors such as infrastructure, renewable energy, and technology. These incentives aim to attract sustainable and long-term investment.



Conclusion: The session was engaging, informative and well-received by attendees. It provided valuable guidance for Indian businesses and investors looking to explore opportunities in Indonesia. AECCI remains committed to enabling knowledge-sharing and cross-border collaboration through such focused, expert-led initiatives. **We extend our gratitude to Mr. Jonathan and the Bagus Enrico & Partners for such an insightful session and look forward to have such valuable sessions in the future also.**

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