
AUTHORIZED TRANSLATION



MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA

**REGULATION OF THE MINISTER OF TRADE OF
THE REPUBLIC OF INDONESIA**

NUMBER 63 OF 2018

CONCERNING

**GUIDELINES ON REPORTING PREPARATION AND MECHANISM OF
TRADE REPRESENTATIVES OVERSEAS**

UPON GRACE OF THE ONE ALMIGHTY GOD

THE MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA

- Considering : a. that to improve the performance and realize the regular cycle of reporting management and system to attain trade development targets through the implementation of the tasks and functions of the Trade Representative work unit Overseas, it is necessary to re-arrange the guidelines on the reporting preparation and mechanism of Trade Representatives Overseas;
- b. that based on the consideration as referred to in item a, it is necessary to stipulate a Regulation of the Minister of Trade regarding Guidelines on Reporting Preparation and Mechanisms of Trade Representatives Overseas;
- In view of : 1. Law Number 39 of 2008 regarding State Ministries (State Gazette of the Republic of Indonesia of 2008 Number 166, Supplement to State Gazette of the Republic of Indonesia Number 4916);

2. Regulation of the President Number 7 of 2015 regarding Organization of State Ministries (State Gazette of the Republic of Indonesia of 2015 Number 8);
3. Regulation of the President Number 48 of 2015 regarding the Ministry of Trade (State Gazette of the Republic of Indonesia of 2015 Number 90);
4. Decree of the President No. 48 of 1994 regarding the Indonesian Economic and Trade Office in Taipei;
5. Regulation of the Minister of Trade Number 09/M-DAG/PER/3/2010 regarding Organization and Work Procedure of Trade Attache at the Representatives of the Republic of Indonesia Overseas (Official Gazette of the Republic of Indonesia of 2010 Number 211);
6. Regulation of the Minister of Trade Number 10/M-DAG/PER/3/2010 regarding Job Description of the Indonesian Trade Promotion Center Overseas (State Gazette of the Republic of Indonesia of 2010 Number 212) as amended by Regulation of the Minister of Trade No. 13.1/M-DAG/PER/3/2010 regarding Amendment to the Regulation of the Minister of Trade No.10/M-DAG/PER/3/2010 regarding Job Description of the Indonesian Trade Promotion Center Overseas;
7. Regulation of the Minister of Trade Number 08/M-DAG/PER/2/2016 regarding Organization and Work Procedure of the Ministry of Trade (State Gazette of the Republic of Indonesia of 2016 Number 202);
8. Regulation of the Minister of Trade Number 71/M-DAG/PER/10/2016 regarding Improvement and Development of Trade Representatives Overseas (State Gazette of the Republic of Indonesia of 2016 Number 1581);

HAS DECIDED:

To stipulate : **REGULATION OF THE MINISTER OF TRADE REGARDING GUIDELINES ON REPORTING PREPARATION AND MECHANISM OF TRADE REPRESENTATIVES OVERSEAS.**

Article 1

Trade Representatives Overseas shall consist of:

- a. Ambassador of the Republic of Indonesia to the World Trade Organization (WTO) at the Permanent Mission Office of the Republic of Indonesia in Geneva, Switzerland;
- b. Indonesian Economic and Trade Office (KDEI) in Taipei;
- c. Trade Attache;
- d. Trade Consul; and
- e. Indonesian Trade Promotion Center (ITPC).

Article 2

- (1) Trade Representatives Overseas shall submit the report on attainment of performance to the Minister of Trade through the Secretary General.
- (2) The report on attainment of performance as referred to in paragraph (1) shall be submitted through the Online Foreign Trade Representative Performance Information System managed by Data Center and Information System.
- (3) The report on attainment of performance as referred to in paragraph (2) shall be submitted by quarterly.

Article 3

- (1) The performance attainment as referred to in Article 2 shall be prepared based on the targets of the activities of the Trade Representative overseas.
- (2) The targets of the activities of the Trade Representative Overseas as referred to in Article 1 item a, item c, item d, and item e, shall be as follows:
 - a. to carry out business intelligence analysis to the

competitors, economic policy, and trade in the accreditation countries;

- b. to determine 10 (ten) mainstay products furnished with 10 (ten) potential buyers and 10 (ten) potential sellers;
- c. to maintain and increase market share of 10 (ten) mainstay products;
- d. to improve and reach new products;
- e. to market unique high end products and creative products;
- f. to prepare report on product handling that experience trade constraints;
- g. to carry out promotions;
- h. to play active role in the process of international trade negotiations;
- i. to compile intelligence information related to competitor's strategies that can be followed up by sellers in Indonesia; and
- j. to optimize the utilization of the results of trade agreements or trade cooperation schemes.

(3) The targets of the activities of the Indonesian Economic and Trade Office (KDEI) in Taipei as referred to in Article 1 Item b, shall be as follows:

- a. to determine performance in the trade sector;
- b. to determine Taiwan's investment plan to Indonesia;
- c. to determine the contribution of industrial product exports;
- d. to fix the number of Taiwanese tourist visits to Indonesia;
- e. to establish education facilitation services and tourism / cultural activities;
- f. to carry out protection, placement and building to Indonesian Migrant Workers in Taiwan;
- g. to carry out immigration services; and
- h. to carry out administrative and consular services.

Article 4

- (1) To measure the success of the targets of the activities of Trade Representative Overseas, the performance indicators shall be established.
- (2) The performance indicators of Trade Representatives Overseas as referred to in Article 1 item a, item c, item d, and item e, shall be as follows:
 - a. to carry out business intelligence analysis to competitors, economic policy, and trade in the country accreditation with performance indicators of the number of business intelligence analysis;
 - b. to determine 10 (ten) mainstay products furnished with 10 (ten) potential buyers and 10 (ten) potential sellers with performance indicators in terms of export value of 10 (ten) commodities;
 - c. to maintain and increase market share of 10 (ten) mainstay products with performance indicators of market share of 10 (ten) mainstay products;
 - d. to improve and reach new products with performance indicators in terms of the number of new products and transaction value;
 - e. to market unique high end products and creative products with performance indicators in terms of product quantities and transaction value;
 - f. to make report on handling of products that experience trade constraints with performance indicators in terms of the number of product handling reports or trade issues hindering the trade;
 - g. to carry out promotions that are in accordance with performance indicators:
 1. permanent display / House of Indonesia / Restaurant / Café;
 2. the value of the purchase mission transaction;

3. facilitation of the purchase mission;
 4. number of digital promotion products;
 5. value of Indonesian Trade Expo transactions; and / or
 6. transaction value at international scale exhibitions synergic with Tourism Trade Investment (TTI);
- h. to play an active role in the process of international trade negotiations with performance indicators:
1. information or input to the Director General of International Trade Negotiations and/or the Chairperson of the Negotiation Team; and/or
 2. the number of negotiations conducted;
- i. to compile intelligence information related to competitor's strategies that can be followed up by sellers in Indonesia with Information performance indicators to 10 (ten) sellers; and
- j. to optimize the utilization of the results of trade agreements or trade cooperation schemes with performance indicators in terms of the number of reports on the utilization of trade agreement results.
- (3) The indicators of performance of the Indonesian Economic and Trade Office (IETO) in Taipei as referred to in Article 1 item b, shall be as follows:
- a. to determine the attainment of performance in trade sector with performance indicators in terms of percentage of performance attainment in trade sector;
 - b. to determine Taiwan's investment plan to Indonesia with performance indicators in terms of attainment of investment plan;
 - c. to determine the contribution of industrial product exports with performance indicators:
 1. contribution of industrial product exports to total Indonesian exports to Taiwan;
 2. value of investment realization in the industrial sector;

and

3. Memorandum of Understanding in the industrial sector;
- d. to fix the number of Taiwanese tourist visits to Indonesia with performance indicators:
 1. the number of Taiwanese tourist visits to Indonesia;
 2. facilitation services of the Equality National Education Exam in Taiwan;
 3. Facilitation Services of New Student Orientation (OSB) of Equality Education; and
 4. facilitation of tourism/cultural activities, and education covering visits, facilitation, and/or invitations
 - e. to establish education facilitation services and tourism/cultural activities with performance indicators:
 1. The number of Taiwanese tourist visits to Indonesia;
 2. Facilitation services of the Equality National Education Exam in Taiwan;
 3. Facilitation Services of New Student Orientation (OSB) of Equality Education; and
 4. Facilitation of tourism / cultural activities, and education covering visits, facilitation, and / or invitations;
 - f. to carry out protection, placement and building to Indonesian Migrant Workers in Taiwan with performance indicators:
 1. The percentage of services for arranging for proprietary rights of Indonesian Migrant Workers;
 2. The level of problem resolution of Indonesian Migrant Workers;
 3. The percentage of employment document legalization services; and
 4. Socialization and building of Indonesian Migrant Workers;

- g. to carry out immigration services with performance indicators:
 - 1. Percentage of accomplishment of immigration documents;
 - 2. Immigration services for Indonesian citizens;
 - 3. Implementation of immigration services for foreigners; and
 - 4. Immigration supervision to the issue of immigration documents;
 - h. to carry out administrative and consular services with performance indicators:
 - 1. Percentage of accomplishment of consular documents;
 - 2. Public services beyond business hours;
 - 3. Preparation of performance report on the Indonesian Economic and Trade Office (KDEI) in Taipei; and
 - 4. Service to and protection of Indonesian citizens.
- (4) The business intelligence analysis report as referred to in paragraph (2) item a shall be prepared in accordance with the model of format in the Appendix forming integral part hereof.
- (5) Further provisions on the Technical Guidelines on Preparing the Business Intelligence Analysis Report shall be set forth by Regulation of the Director General of National Export Development.

Article 5

- (1) The target of performance indicators as referred to in Article 4 shall be arranged jointly between the Substance Building Unit, namely:
- a. Director General of Domestic Trade;
 - b. Director General of Consumers Protection and Well-Ordered Commerce;
 - c. Director General of Foreign Trade;
 - d. Director General of International Trade Negotiations;

- e. Director General of National Export Development;
 - f. Head of the Trade Assessment and Development Agency; and
 - g. Head of the Commodity Futures Trading Supervisory Agency.
- (2) The target of performance indicators as referred to in Article 4 shall be arranged by annually.
 - (3) The target of performance indicators as referred to in Article 4 paragraph (2) and paragraph (3) shall form an appendix in the contract of performance of Trade Representative Overseas.

Article 6

To support the attainment of performance as referred to in Article 3, the Trade Representatives Overseas may prepare incidental reports.

Article 7

- (1) The Secretary General shall carry out building on the attainment of performance of the Trade Representatives Overseas.
- (2) Performance attainments as referred to in paragraph (1) shall be carried out by an assessment based on the targets of the activities of Trade Representative Overseas as referred to in Article 3.
- (3) In conducting building to the performance of Trade Representatives Overseas, they are grouped into 6 (six) groups, namely:
 - a. Group A;
 - b. Group B;
 - c. Group C;
 - d. Group D;
 - e. Group E; and
 - f. Group F.

- (4) Group A as referred to in paragraph (3) item a shall be a Trade Attache, with tasks mainly to prepare inputs to the leaders in negotiations.
- (5) Group B as referred to in paragraph (3) item b shall be the Indonesian Trade Promotion Center.
- (6) Group C as referred to in paragraph (3) item c shall be a Trade Attache in one country with the Indonesian Trade Promotion Center.
- (7) Group D as referred to in paragraph (3) item d, shall be a Trade Representative Overseas including the Trade Consul, located in a country where there is no Indonesian Trade Promotion Center.
- (8) Group E as referred to in paragraph (3) item e, shall be the Indonesian Economic and Trade Office (IETO) in Taipei.
- (9) Group F as referred to in paragraph (3) item f, shall be the WTO Ambassador.
- (10) In conducting building on the preparation and analysis of the substance of the reporting on performance attainments as referred to in paragraph (3), the Secretary General shall assign the Head of the Center for Handling of Strategic Issues.
- (11) In carrying out the tasks as referred to in paragraph (10), Head of Center for Handling of Strategic Issues shall make coordination with the Secretary of the Directorate General of National Export Development.

Article 8

- (1) The Secretary General shall carry out monitoring and evaluation to the performance of Trade Representatives Overseas.
- (2) To carry out monitoring and evaluation to the attainments of the performance of the Trade Representatives Overseas as referred to in paragraph (1), the Secretary General shall make coordination with Echelon I Officials of Substance Builder.

- (3) The coordination as referred to in paragraph (2) may be carried out through a plenary meeting by quarterly.

Article 9

In conducting monitoring and evaluation, the Secretary General shall assign the Head of the Data and Information System Center to carry out:

- a. monitoring and development of Information and Communication Technology infrastructure and trade support data being the scope or responsibility of the Data and Information System Center; and
- b. verification to the reports submitted through online Performance Information System of Trade Representative Overseas.

Article 10

The Inspector General shall carry out supervision, evaluation, and assessment to the implementation of the performance of the Trade Representatives Overseas submitted through online Performance Information System of Trade Representative Overseas.

Article 11

Upon effectiveness hereof, the Decree of the Minister of Trade No.706/M-DAG/KEP/9/2011 regarding Guidelines on Reporting Preparation and Mechanisms of Trade Representatives Overseas, shall be revoked and declared null and void.

Article 12

This Regulation of the Minister shall come into effect on the date of promulgation and shall be effective retroactively as of January 2018.

So that it is known by everyone, the enactment of this Regulation of the Minister is instructed with its placement in the State Gazette of the Republic of Indonesia.

Stipulated in Jakarta

On : May 24, 2018

MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA,

signed

ENGGARTIASTO LUKITA

Enacted in Jakarta

On : May 30, 2018

DIRECTOR GENERAL OF LEGISLATIVE REGULATIONS

MINISTRY OF LAW AND HUMAN RIGHTS OF THE REPUBLIC OF INDONESIA

signed

WIDODO EKATJAHJANA

STATE GAZETTE OF THE REPUBLIC OF INDONESIA OF 2018 NUMBER 716.

Copy conforms to the original

Secretariat General

Ministry of Trade

Head of Legal Bureau

signed and sealed

SRI HARIYATI

**APPENDIX TO
REGULATION OF THE MINISTER OF TRADE OF THE REPUBLIC OF
INDONESIA
NUMBER 64 OF 2018
CONCERNING GUIDELINES ON REPORTING PREPARATION AND
MECHANISM OF TRADE REPRESENTATIVES OVERSEAS**

MODEL OF FORMAT OF REPORT ON BUSINESS INTELLIGENCE ANALYSIS

**REPORT ON BUSINESS INTELLIGENCE ANALYSIS OF PRODUCTS IN THE
COUNTRY**

**CHAPTER I
INTRODUCTION**

1.1 Purpose

The purpose of the preparation of business intelligence analysis for business actors.

1.2 Methodology

Writing order of preparation of business intelligence analysis by mentioning methods of primary and secondary data sources as well as quantitative and qualitative methods used.

1.3 Product Restriction

Information on the products classification of in the HS code

1.4 General description on country

Presenting information about the economic profile of the country.

**CHAPTER II
MARKET CHANCE**

2.1 Product Trend

Presenting information on anything (type, specification, design, model, color,

etc.) to which the consumers in the country are attracted

1.2 Market Structure

Presents information on the state's purchasing power for the product, imports by the country for the product, Indonesian exports for that product, competitors in that country, etc.

2.3 Distribution Channels

Presents information on the procedures and product distribution channels in the country.

2.4 Perception to Indonesian Products

Presenting information on the perception of the consumers in the country to the Indonesian-made products

CHAPTER III

PRODUCT REQUIREMENTS

1.1 Provisions on Product

Presenting information on technical matters of product (quality, raw materials, packaging, packing methods, mandatory regulations for products, additional regulations for products, regulations on labeling, tariffs, etc.).

1.2 Provisions on Marketing

Presenting information on the steps that should be taken, when going to start a business in the country (formal) and build partnerships (informal).

Presenting information on how to present products factually, product marketing communication techniques (brochures or catalogs, company online website, building brand), and potential exhibition schedules.

1.3 Transaction Method

Presenting technical information related to procedures for purchasing and shipping goods / products such as product samples, minimum product purchases, payment terms, and business contract preparation.

1.4 Information on Price

Presenting information on the prices of products circulating in the market.

1.5 Competitors

Presenting information on a company or trademark, being a competitor in the business.

CHAPTER IV

CONCLUSION

Providing a summary of the reports already arranged.

APPENDICES

1. LIST OF IMPORTERS

2. LIST OF EXHIBITIONS

3. SOURCES OF USEFUL INFORMATION

Presenting useful information from various sources that can be freely accessed by business actors.

MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA,

signed

ENGGARTIASTO LUKITA

Copy conforms to the original

Secretariat General

Ministry of Trade

Head of Legal Bureau

signed and sealed

SRI HARIYATI

I, **Anang Fahkcrudin**, a sworn and authorized translator, practicing in Jakarta, do solemnly and sincerely declare that the foregoing document is a true and faithful translation from **Indonesian into English** of the original version.

Jakarta, July 29, 2019