

The Time to  
**EXPORT**  
is Now



# ICT OPPORTUNITIES IN INDONESIA



**Malaysia External Trade Development Corporation**

*The National Export Promotion Organisation of Malaysia*

# Key Economic Data : Malaysia – Indonesia

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Malaysia – Indonesia		Indonesia - Malaysia
USD 16.80 bil	<b>Total Trade</b>	USD 16.66 bil
USD 7.44 bil	<b>Total Exports</b>	USD 8.94 bil
USD 9.36 bil	<b>Total Imports</b>	USD 7.72 bil
<ul style="list-style-type: none"> <li>9<sup>th</sup> largest trading partner</li> <li>11<sup>th</sup> largest export destination</li> <li>8<sup>th</sup> largest import source</li> </ul>	<b>Ranking</b>	<ul style="list-style-type: none"> <li>5<sup>th</sup> largest trading partner</li> <li>6<sup>th</sup> largest export destination</li> <li>7<sup>th</sup> largest import source</li> </ul>
US\$1,042.17 bil.	<b>GDP</b>	US\$358.58 bil
5.2% (2.97% Q1 2020)	<b>GDP Growth</b>	4.2%
US\$3,893.59	<b>GDP Per Capita</b>	US\$11,373.23

# Understanding Indonesia Market

## Huge consumer market

- 4<sup>th</sup> most populous in the world. Largest in ASEAN.
- More than 260 million population.
- Rising middle-class and affluent consumers - 74 million.

## Fast growing economy

- 2017 – 5.1%, 2016 – 5.0%, 2015 – 4.7%, 2014 – 5.5%, 2013 – 5.8%
- GDP per capita income of US\$3,500
- Middle-income country → advance country by 2042

## Diverse and complex

- > 17,500 islands, 742 language / ethnic groups
- Complex bureaucracies with multiple layers of government. 34 provinces, autonomous regions/cities.
- 72<sup>nd</sup> in Ease of Doing Business ranking (WBG)



# KEY OPPORTUNITIES IN ICT

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- 70% from 252 million aged 39 and below.
- 280 million SIM card in use.
- One third have internet access.
- 1000 new technopreneurs in 2020.



## CYBER SECURITY

- Among highest % malware attack.
- Spam and e-mailbased scam.
- Data security issue.

## E-COMMERCE

- Rapid growth.
- Expected USD 130 bill in 2020.
- Attractive destination for investment in ASIA.

## FINTECH

- Value USD32.3 bill in 2020.
- More than 100 local fintech.
- New guideline to attract more investor.

## BIG DATA

- Government requirement to set up.
- More flexible regulation.
- The big boys start to have operation here.

## GAMING AND ANIMATION

- Talented workforce.
- Malaysian products well known.
- Similar culture and interest.