



TRANINDO USAHA INDONESIA

General Trading & Exhibitions

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Nomor : 23/KEMDIKBUD/II/15
Hal : Pameran Tunggal
Indonesia
Lamp. : 1(satu) berkas

Jakarta, 23 Februari 2015
Kepada Yth.
Menteri Pendidikan
dan Kebudayaan
di

Jakarta

Dengan hormat,

Perkenalkanlah kami sampaikan bahwa sebagai event organizer, PT Tranindo Usaha Indonesia (TUI) bekerja sama dengan IEC Atakent Expo, Kazakhstan, akan menggelar Pameran Tunggal Indonesia (PTI) tanggal 24 - 30 Juni 2015, bertempat di Exhibition Centre JSC, Atakent, Almaty, Republic of Kazakhstan.

Bertemakan : "INDONESIA, THE SPIRIT OF ASIA " fokus Pameran Tunggal yang merupakan Etalase Indonesia di Kazakhstan dan Sentral Asia ditekankan kepada kegiatan: *PTIC (Trade, Tourism, Investment, and Culture)*.

Acara Pameran Tunggal akan di isi dengan muatan kebudayaan, pariwisata, fashion show dan gastronomi yang khusus menyajikan masakan tradisional nusantara. Demikian pula halnya dengan kegiatan *Business Meeting, B2B, P2P, G2P, Retailing (multi products), Workshop dan Seminar*.

Misi kegiatan Pameran Tunggal ditujukan untuk mengimplementasikan " Total Diplomasi " di Kazakhstan dan merupakan sarana serta alat yang ampuh untuk mendukung terobosan pasar produk dan pengenalan potensi budaya Indonesia secara komprehensif yang sementara ini belum banyak dikenal di kawasan Sentral Asia maupun terjamah oleh pelaku usaha Indonesia.

Sehubungan dengan hal tersebut, kami mengundang Kementerian Pendidikan dan Kebudayaan beserta anggota dan mitra binaannya untuk membantu mensponsori dan ikut ambil bagian dalam Pameran Tunggal Indonesia di Almaty Kazakhstan.

Liason Office :

Germany : Die Projektfabrik GmbH Fuchstanztr. 20 61 462 Konigstein Im Taunus * Lebanon : Aouad Group Co. Ltd. Joseph Tayar Str. Area 3 - Sector 54. Chiah Beirut, Lebanon * Uruguay : Gaboto 1237 bis 11200 Montevideo, Uruguay * Paraguay : De Las Palmeras 5166 c/Charles de Gaulle, Asuncion, Paraguay
Website : www.tui.co.id

Beberapa faktor pertimbangan dipilihnya Kazakhstan sebagai kegiatan Pameran, selain merupakan pasar non tradisional ekspor Indonesia, pelaku dunia usaha Indonesia masih belum banyak mengetahui potensi pasar setempat yang sangat prospektif bagi pelaku UKM, diantaranya seperti :

1. Mayoritas penduduknya beragama Muslim (75%)
2. Pertumbuhan ekonomi dan belanja konsumen yang menunjukkan peningkatan yang cukup pesat
3. Besarnya ketergantungan impor dan daya serap akan barang-barang konsumen
4. Pendapatan perkapita yang besar (upper middle income country)
5. Nilai jual (retail) dan nett profit yang berlipat ganda.
6. Untapped market
7. Pusat kegiatan bisnis di Sentral Asia
8. Outbound wisatawan keluar negeri telah mencapai 3 juta pertahun

Dilihat dari letak geografis, Kazakhstan merupakan " strategic entry market " yang langsung berbatasan dengan China, Rusia dan negara-negara eksateht Rusia. Dengan demikian PTI merupakan " Melting Pot " antara Kazakhstan dan negara-negara sekitarnya (500 juta konsumen) serta pelaku usaha Indonesia di lain pihak , untuk berinteraksi dan saling kenal untuk meningkatkan perdagangan, kebudayaan dan investasi dua arah.

Terlampir disampaikan proposal, biaya partisipasi pameran, market demand sebagai bahan rujukan. Demikian pula sekilas informasi sementara mengenai pameran dimaksud dapat dilihat melalui website kami :

www.indonesia-kazakhstanexpo2014.com.

Kami percaya bahwa Kementerian Pendidikan dan Kebudayaan akan tidak ragu menentukan sikap untuk berpartisipasi dalam Pameran Tunggal Indonesia di Almaty, Kazakhstan dengan memperhatikan hal-hal yang telah disampaikan diatas.

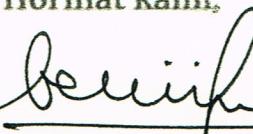
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Kami akan sangat berterimakasih jika Kementerian Pendidikan dan Kebudayaan berkenan memberi kesempatan untuk mempresentasikan secara komprehensif dan rinci perihal Pameran Tunggal Indonesia di Almaty, Kazakhstan.

Demikian, sambil menunggu jawaban Kementerian Pendidikan dan Kebudayaan, terlebih dahulu diucapkan terimakasih atas waktu dan perhatiannya.

Hormat kami,



Eric Tomodok
Managing Director



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Development of Relations between Indonesia-Kazakhstan

1. Politic

A. Mutual visit on the level of Head of State / Government

- President Suharto has conducted state visit to Kazakhstan on 6-8 April 1995;
- State visit repay of President Nazarbayev to Indonesia on 22- 26 June 1995;
- Vice President, Prof. Dr. Boediono, conducted a working visit to Kazakhstan in order to attend the 7th World Islamic Economic Forum in Astana, 7-9 June 2011;
- State visit of President of the Republic of Kazakhstan, HE Nursultan Nazarbayev, to Indonesia, 12-14 April 2012.

B. Mutual Visit on the level of Officials State

- Visits of 2 (two) Senior Officials from the Prosecutor General of the Republic of Kazakhstan in order to attend the 7th Asia Pacific and Middle East Regional Conference and High Level Prosecutors Meeting in Jakarta, 16-19 March 2011;
- State visit of Deputy Minister of Foreign Affairs of the Republic of Kazakhstan (currently the Minister of Foreign Affairs of the Republic of Kazakhstan), Yerzhan Kazykhanov, to Jakarta, 4-5 April 2011;
- State visit of the Minister of Foreign Affairs, Dr. R.M. Marty Natalegawa, in order to attend the 38th Session of Foreign Ministers Council of the Organization of Islamic Conference, in Astana on June 28, 2011;
- Visit of Chairman of the Constitutional Court of the Republic of Kazakhstan, Igor Rogov, in order to attend the International Symposium on "Democratic Constitutional State" in Celebration of the Constitutional Court of the Republic of Indonesia, Jakarta, 10-14 July 2011;
- Director General of Disease Control and Environmental Health Ministry of Health, Prof. Dr. Tjandra Yoga Aditama, represented the Minister of Health, attended the 3rd Ministerial Health Meeting of Organization of Islamic Cooperation (OIC) / 3rd Islamic Conference of Health Ministers (ICHM), in Astana, 29 September to 1 October 2011;
- At the invitation of the Chairman of the Constitutional Council of Kazakhstan and in order to make a reciprocal visit, 23-25 October 2011, Chairman of the Constitutional Court, Prof. Dr. Machfud MD, who is accompanied by the

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- Constitutional Court, Dr. Indrati Maria Farida, conducted a working visit to Astana;
- Coordinating Minister for Economic Affairs, M. Hatta Rajasa, and Minister of Industry, M.S. Hidayat, conducted a state visit to attend the 5th Astana Economic Forum, 21-23 May 2012.

Several bilateral documents have been signed between the Government of Indonesia and the Government of Kazakhstan are:

- Exchange of Notes between the Government of the Republic of Indonesia and the Government of the Republic of Kazakhstan on the Opening of Diplomatic Relations, May 19, 1993;
- Agreement Between the Government of the Republic of Indonesia and the Government of the Republic of Kazakhstan on Economic and Technical Cooperation, 7 April 1995 (signed by President Suharto during a state visit to Almaty);
- Agreement Between the Central Bank of Indonesia and Central Bank of Kazakhstan on Banking Arrangement, June 1995 (signed during a state visit of President Nursultan Nazarbayev to Jakarta);
- Memorandum of Understanding between the Government of the Republic of Indonesia and the Government of the Republic of Kazakhstan on Health and Medicine, October 1995;
- Agreement Between the Government of the Republic of Kazakhstan and the Government of the Republic of Indonesia on Visa exemption for Diplomatic and Service Passports Holders, April 2012 (signed during a state visit of President Nursultan Nazarbayev to the Jakarta). Note: The agreement is still in the process of ratification;
- Letter of Intent on Bilateral Cooperation Between the Ministry of Foreign Affairs of the Republic of Kazakhstan and the Ministry of Foreign Affairs of the Republic of Indonesia, April 2012 (signed during a state visit of President Nursultan Nazarbayev to Jakarta);
- Investment Promotion Cooperation MoU between BKPM and Kaznex Invest, May 2012 (signed during a state visit Coordinating Minister for Economic Affairs, M. Hatta Rajasa, to Astana).

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Economic

Road Map for improvement of economic cooperation between Indonesia and Kazakhstan reached at the bilateral meeting between President Susilo Bambang Yudhoyono and President Nursultan Nazarbayev in Jakarta, April 2012 are:

- A. Cooperative exploitation of petroleum;
- B. Investment and trade cooperation in the oil palm sector;
- C. Construction of instant noodle plant, utilizing Kazakhstan wheat production; and
- D. Construction of tire plant, by utilizing the rubber production of Indonesia).

Besides the four areas mentioned, the two countries will also turn on the supporting institutions, such as the Intergovernmental Joint Economic Commission and the optimization of the Indonesia-Kazakhstan Business Council in Jakarta, to be parallelized with the Kazakhstan-RI Business

Council in Astana, which was inaugurated last March 12 and chaired by Serik Karymsakov.

Following-up the bilateral meeting between the President and the President of Kazakhstan in Jakarta, April 13, 2012, Coordinating Minister for Economy M. Hatta Rajasa, accompanied by Minister of Industry, MS Hidayat and 30 businessman paid a working visit to Kazakhstan in order to attend the 5th Astana Economic Forum and RI-Kazakhstan Business Forum. During the visit, cooperation agreement reached between B to B, which is marked by the signing of 7 MoU, which are:

- Oil and gas cooperation between PT. Pertamina and KazMunayGas;
- Cooperation in the pharmaceutical industry and medicine between the Indo Farma with Interek Group;
- Instant noodle plant between PT. Indo Food Success Makmur with Interek Grop;
- Direct purchase of grain and the formation of joint venture between PT. Nidas and Bercket Group;
- Traditional therapy center development between PT Bali Spa. Locus with Interek Group;
- Cooperation in the post sphere between the PT. Heading to KazPost; and

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- Cooperation in the logistic field between Indonesia-South Asia and Central Asia Logistics Association with National Logistic of Kazakhstan.

Meanwhile, at the level of Government, agreed on the convening of the Joint Economic Commission, which will be held the first meeting in Indonesia, on November 2012. The Joint Economic Commission between Indonesia and Kazakhstan, will consist of 5 (five) Working Group, which are

- (1) Investment and Trade
- (2) Industry and Agriculture
- (3) Oil and Energy,
- (4) Health and the Pharmaceutical Industry, and
- (5) Infrastructure and Logistics.

Socio-Cultural

Participation Indonesian Embassy in Astana (in collaboration with the Indonesian Embassy in Tashkent and PT. Balipartners Tour & Travel) in the Kazakhstan International Tourism Exhibition / Kazakhstan International Travel Festival (KITF), 20-22 April 2011;

The participation of several tour operators and travel writers in the Familiarization Trip Kazakhstan (Fam Trip) Program to Jakarta and South Sulawesi, in June 2011 and Bali and Surabaya, 6-12 May 2012;

Development activities to the people of Indonesia, which was held at the 4 (four) cities in Kazakhstan such as Astana, Aktau, Almaty and Atyrau, 2011;

- A. The participation of several filmmakers from Indonesia, such as Nia Zulkarnaen, in Almaty Film Festival, 2011;
- B. The participation of 2 officials from Indonesia at the 7th Winter Asian Games in Astana- Almaty, 30 January to 6 February 2011;
- C. The participation of 4 athletes and 3 rhythmic gymnastics coaches of Indonesia in the Asian Championship in Rhythmic Gymnastic Astana, Kazakhstan, on 16 to 18 June 2011.

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The number of Indonesian citizens who are living in Kazakhstan are 92, mostly working in Kazakhstan's oil fields, either owned by foreign companies or joint venture with KazMunayGas (KMG). While the other worked as spa therapist in Almaty and Astana.

(Source: Indonesian Embassy Astana, Kazakhstan)

PERDAGANGAN INDONESIA - KAZAKHSTAN

- Pola eksportir Indonesia masih menggantungkan pada pasar di Amerika Tengah, Selatan, dan Eropa
- Perdagangan melalui negara ketiga
- Belum melihat potensi Kazakhstan maupun negara-negara sekitarnya
- Volume perdagangan kedua negara (th 2012) US\$ 63,1 juta atau hanya naik 33,1 % dibanding tahun sebelumnya
- Defisit US\$ 46 juta bagi Indonesia
- Impor utama RI : zinc, flat roaled iron, kapas
- Ekspor utama RI : mesin percetakan, tembakau, minyak kelapa sawit, spare parts Kendaraan, teh, bagian pemutar kaset, alat perekam atau reproduksi gambar, sel primer dan baterai primer, kayu, tembakau, kakao, perabot rumah dan bagiannya, makanan olahan, serta mesin pengolah data otomatis

TUI**TRANINDO USAHA INDONESIA**

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Pameran Tunggal Indonesia di Almaty, Kazakhstan

24 – 30 Juni 2015

Peserta UKM :

No.	Keterangan	Harga
1	Standard Booth 3x3m ² , Hotel 7 malam (breakfast included), Tiket pesawat PP	US\$ 6.500
2	Standard Booth 3x3m ² , Apartment 7 malam(sharing dg peserta lain, no breakfast), Tiket pesawat PP	US\$ 5.500
3	Tambahan asisten / orang	US\$ 2.600
4	Pengiriman barang melalui udara	US\$ 7.5/kg
5	Pengiriman barang melalui laut	US\$ 350/ m ³
6	Visa Kazakhstan	US\$ 60
7	Transportasi kolektif 7 hari pameran PP (optional)	

Sponsor :

No.	Jenis	Keterangan*	Harga
1	Platinum	Booth 6x9m ² , Tiket pesawat PP(3 pax), Hotel 12 malam utk 3 pax, Banner di 12 lokasi pameran	US\$ 55.000
2	Gold	Booth 6x7m ² , Tiket pesawat PP (2 pax), Hotel 10 malam, Banner di 8 lokasi pameran	US\$ 40.000
3	Silver	Booth 5x4m ² , Tiket pesawat, Hotel 7 malam, Banner di 4 lokasi pameran	US\$ 30.000

*Keterangan lengkap sponsor terlampir atas permintaan

Note :

1. Bagi peserta yang sudah berminat, harus segera mengisi form pendaftaran serta menyediakan packing list barang-barang yang akan dibawa saat pameran.
2. Bagi peserta yang sudah DP tidak dapat dibatalkan.

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3. Untuk produk jewellery, disarankan untuk handcarried saja dan harus membuat packing list.
4. VAT 12% dan bea masuk 0-30%. Soal pajak dapat diatur kemudian.
5. Setiap peserta harus membuat packing list dan mencantumkan HS (Harmonized System) untuk keperluan pajak / custom setempat, dan ditanggung peserta pameran.
6. Tidak dibenarkan jika peserta pameran memberikan keterangan yang tidak sesuai dengan isi daftar barang maupun keterangan lainnya termasuk penambahan anggota perusahaan.

