

NEWSLETTER

Ministry of Investment and Downstream Industry



SwissCham convened two member-focused dialogues with key government stakeholders, the Ministry of Investment and Downstream Industry (20/02/26) and the Vice Minister of Trade (26/02/26). The discussions provided a constructive platform to exchange perspectives on enhancing the business environment and addressing practical aspects of investment in Indonesia. The meeting with the Vice Minister of Trade was also attended by Swiss Ambassador Olivier Zehnder, underscoring the continued commitment to fostering strong bilateral economic relations.

Ministry of Trade





Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Indonesia



75 Years
Switzerland-Indonesia

75 YEARS OF DIPLOMATIC PARTNERSHIP

Investing in a Shared Future

This year, Switzerland and Indonesia mark 75 years of diplomatic relations—a partnership grounded in trust, mutual respect, and a shared commitment to cooperation.

What began in 1951 as formal diplomatic ties has evolved into a dynamic and multifaceted relationship encompassing trade, education, innovation, and cultural exchange. Swiss companies have long contributed to Indonesia's development, while Indonesian talent and entrepreneurship continue to enrich our bilateral engagement.

At the heart of this progress lies a strong and enduring public-private partnership, shaped in close collaboration with SwissCham and Swiss companies, whose sustained commitment continues to deepen and anchor our economic ties.

Today, this partnership is more relevant than ever. In a time of global uncertainty, reliable frameworks and trusted partners are indispensable. The Indonesia-EFTA Comprehensive Economic Partnership Agreement (CEPA), which entered into force in 2021, stands as a cornerstone of our economic cooperation. It fosters predictability, expands opportunities for trade and investment, and promotes sustainable practices—delivering tangible benefits to businesses and communities in both countries.

Beyond economic exchange, our cooperation reflects a broader shared responsibility: to address global challenges together, from advancing sustainability to fostering inclusive growth.

As we commemorate this 75th anniversary, we do so not only with a sense of pride in what has been achieved, but with a clear vision for the future. Through continued dialogue, innovation, and partnership, Switzerland and Indonesia are well positioned to shape a resilient, forward-looking, and prosperous future—together.

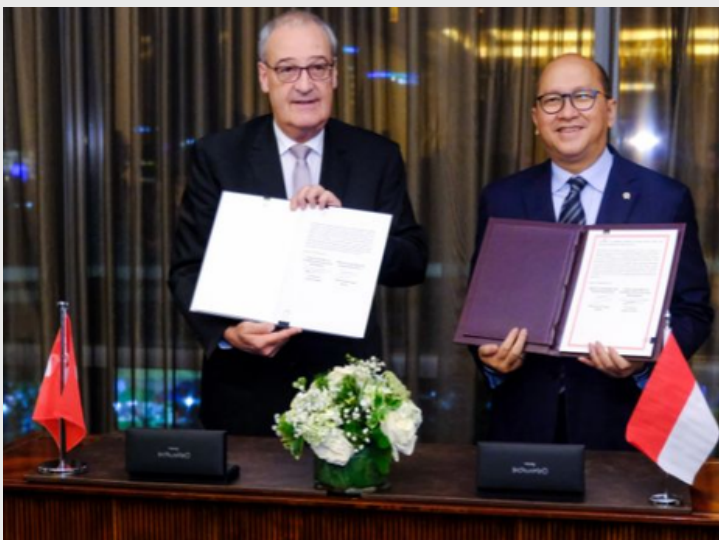


H.E. Olivier Zehnder, Ambassador of
Switzerland to Indonesia, Timor-Leste, and
ASEAN

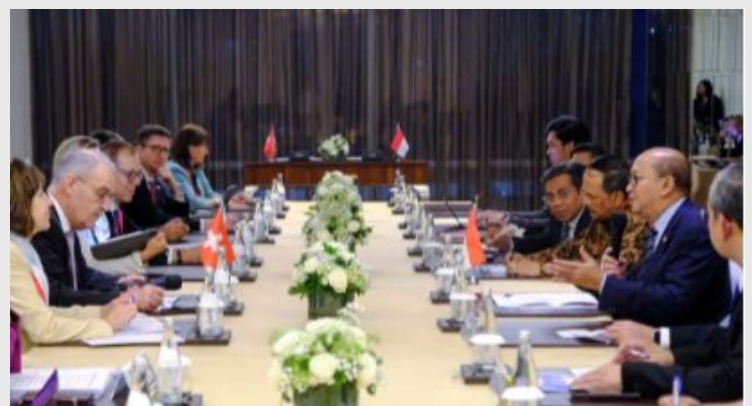


Embassy of Switzerland in Indonesia

75 Years of Diplomatic Partnership : In Pictures



Staatspräsident Sukarno im Gespräch mit Bundespräsident Feldmann (rechts) und Bundesrat Streuli, Vizepräsident des Bundesrates.



News from Swiss Business Hub Southeast Asia



The Swiss Business Hub Southeast Asia (SBH SEA) is pleased to announce a planned leadership transition. After three successful years at the helm of the regional operations, Mr Roger Zbinden will step down from his position as Head of SBH SEA in mid-May 2026. Roger will return to Switzerland Global Enterprise (S-GE) headquarters in Zurich, where he will focus on strategic projects directly supporting the CEO.

During his tenure, Roger successfully integrated the offices in Jakarta, Singapore, Ho Chi Minh City, Hanoi, Kuala Lumpur, and Bangkok into the new regional structure, creating a cohesive and efficient network across Southeast Asia and the Pacific. Under his leadership, the Jakarta team has dramatically increased the number of Indonesia-related projects, significantly enhancing Indonesia's attractiveness to Swiss companies, especially in infrastructure markets.

The Swiss Business Hub Southeast Asia is further delighted to introduce Mr Fabian Stiefvater as Roger's successor. Fabian will assume his new role in early September 2026 and will be based in Singapore. His appointment underscores S-GE's commitment to strengthening its presence and services across the region.

During the interim period between mid-May and early September, Ms Renee Koh, currently Roger's deputy and stationed in Singapore, will assume interim management of SBH SEA. Renee brings extensive experience and deep knowledge of the region, ensuring seamless continuity in our operations and client service.

The operations of the Swiss Business Hub office in Jakarta will remain unaffected throughout this transition. Its two experienced Senior Trade Officers, Ms Fera Susanto and Ms Maggie Pohan, will continue to provide dedicated support to Swiss companies seeking opportunities in Indonesia and the region.



RÖDL

Since 1977, RÖDL has been both a trusted partner and a trailblazer. Across borders, our 6,000 employees in 50 countries deliver solutions that make an impact – through legal advisory, tax consulting, audit services, management and IT consulting, and business process outsourcing. RÖDL Indonesia has been part of the local business landscape since 1998, building a strong presence and helping clients navigate Indonesia's fast-evolving market. RÖDL Indonesia has more than 30 professionals who bring deep expertise in legal services, tax consulting, including transfer pricing, and business process outsourcing. Contact us to see how we can move your business forward.

For more information, please visit: <https://www.roedl.com/en/locations/indonesia/>

PT SIG COMBIBLOC INDONESIA



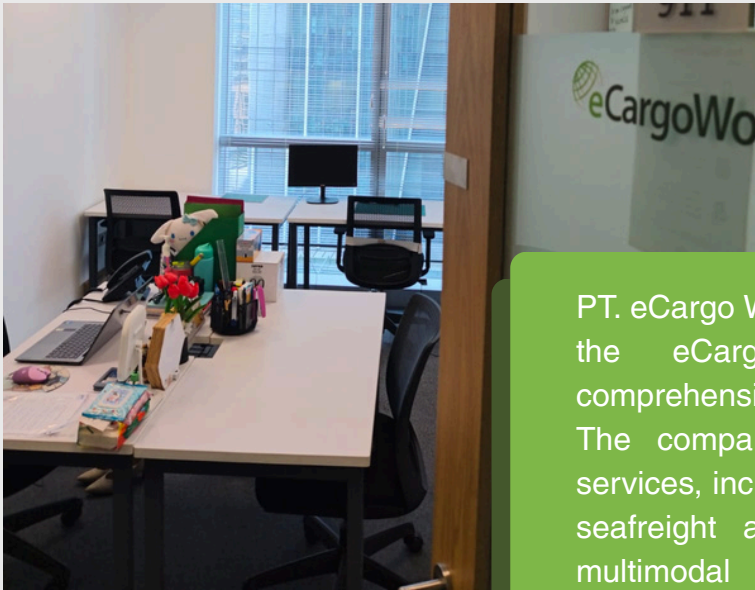
for better

Founded in 1853 and headquartered in Neuhausen, Switzerland, SIG is a global provider of packaging systems and solutions for the food and beverage industry. With a portfolio spanning carton, bag-in-box and spouted pouch packaging, SIG works in partnership with producers around the world to deliver products to consumers in a safe, sustainable and affordable way. The company combines packaging technology with innovation capabilities to support differentiated products, smarter production and connected packaging solutions.

For more than two decades, SIG has supported the development of Indonesia's food and beverage sector through packaging innovation and sustainable solutions. Today, PT SIG Combibloc Indonesia works with a broad range of producers across the country, contributing to the availability of a wide variety of packaged food and beverage products in the market.

SIG operates in over 100 countries with approximately 9,700 employees worldwide. In 2025, the company produced around 54 billion packs and generated €3.2 billion in revenue.

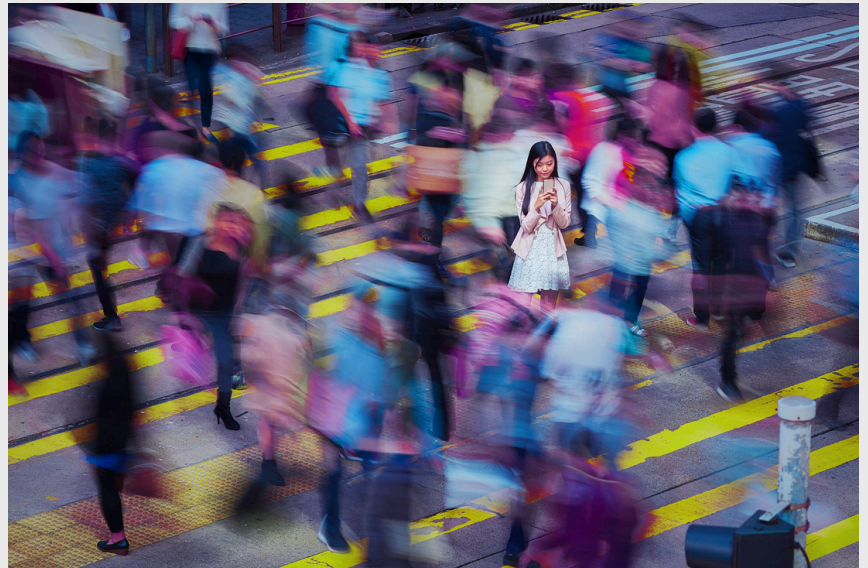




PT. eCargo World Indonesia is a prominent member of the eCargoWorld global network, providing comprehensive logistics and supply chain solutions. The company specializes in a diverse range of services, including international freight forwarding both seafreight and airfreight, customs brokerage and multimodal transport solutions. PT. eCargo World Indonesia delivers reliable, efficient, and transparent logistics services tailored to meet the dynamic needs of its global client.

JANZZ.technology

Founded in 2008, JANZZ Technology is a Swiss company specializing in advanced AI-powered semantic search, matching, and multilingual ontology solutions designed for global labor markets. The company offers state-of-the-art SaaS and on-premise solutions that empower governments, businesses, and institutions worldwide with unique capabilities in workforce planning, skills intelligence, and data-driven decision-making.



PT JANZZ Technology Indonesia serves as the Indonesian branch of JANZZ Technology, focusing on localizing, implementing, and optimizing its cutting-edge technologies for the region. With its platform, JANZZ.jobs, the company aims to revolutionize how people find jobs in Indonesia and beyond, while helping businesses connect with the best talent available. Additionally, it plays a pivotal role in driving innovation in employment, education, and the digital labor market ecosystem across the region.



Empowering Agricultural through Innovation, Women Leadership, and Digital Transformation



Syngenta Indonesia, supported by SwissCham, shared insights on agricultural innovation on CNN Indonesia (21/01). President Director Syngenta Indonesia, Mr. Eryanto, praised the government's food self-sufficiency achievements, particularly in rice production.



In line with FAO's 2026 International Year of the Woman Farmer, Syngenta Indonesia launched PUTRI Petani MAJU (Perempuan Tani Syngenta Raih Impian/Women Farmers Achieve Their Dreams), a community created by Syngenta Indonesia to support and empower women farmers across Indonesia (10/02). This initiative, which showcases innovative agricultural solutions at a multicrop expo attended by 450 women farmers, demonstrates Syngenta's commitment to women's empowerment.

In February 2026, Syngenta Indonesia successfully registered the SETIA trademark and logo, a loyalty program currently implemented across its flagship products: Incipio, Simodis, and Cuprinomat. The program aims to protect farmers from counterfeits, offer customer rewards, and drive digital innovation.



On March 2, 2026, Syngenta Indonesia launched three smart guidebooks: "Superior Shallots, Optimal Harvest, Maximum Results", "Healthy Chilies, Abundant Harvest, Abundant Profits", "Natural Glowing Tomatoes, Healthy Plants, Multiplied Results" in Soreang, West Java. The free guides, soon available digitally on Cropwise, were introduced to government officials and 100+ farmers.

At Syngenta Indonesia's head office and sites, POWERS (Professional Women's Network) celebrates International Women's Day (March 8), which falls in Ramadan, by giving sweet little gifts to female employees to motivate them to continue creating and contributing their best to bring positive change and innovation in the agricultural industry. While in Aceh, Syngenta featured two extraordinary women farmers (Ibu



Asmayanti/Kak Ti and Bunda Zahriani) who have successfully demonstrated their leadership by becoming decision-makers and Lead Farmer Network members, during Iftar. Iftar with Syngenta was held at multiple locations and broadcast live on Syngenta Indonesia's social media accounts.



Driving a Heart-Healthy Indonesia: Novartis' Commitment to ASCVD Awareness

Cardiovascular disease (CVD) is the largest health burden in Indonesia, responsible for more disability and premature death than cancer. Stroke and ischemic heart disease alone account for a major share of the country's disease burden, highlighting the urgent need for stronger prevention and awareness.



Recognizing this challenge, Novartis Indonesia is working with partners across sectors to improve understanding of Atherosclerotic Cardiovascular Disease (ASCVD) and promote early prevention.

Novartis partners with Yayasan Jantung Indonesia (YJI) to launch “Heart at Work,” a series of educational events designed for government institutions and key stakeholders. Endorsed by the Coordinating Ministry for Infrastructure and Regional Development, the program consists of multiple learning sessions focuses on strengthening awareness of cardiovascular risk factors, early detection, cholesterol management, and long-term prevention strategies. The peak event was held on 27 January at the Coordinating Ministry office, and the series has been delivered across four different ministries within 3 months, reaching over 200 participants. By empowering civil servants as advocates of healthier lifestyles, the initiative aims to support Indonesia’s long-term effort to reduce cardiovascular disease.

Within the company, Novartis also promotes wellbeing through Ngabuburit Sehat, a Ramadan gathering that encourages employees to learn about healthy fasting and managing conditions such as high cholesterol, hypertension, and diabetes—key contributors to ASCVD risk.

By engaging both public stakeholders and employees, Novartis Indonesia demonstrates a unified commitment to improving cardiovascular health literacy and supporting a healthier society—helping people live longer, healthier lives.



30 YEARS OF INNOVATION: HILTI INDONESIA

In January 2026, Hilti Indonesia marked a significant milestone—celebrating 30 years anniversary of partnership and innovation in Indonesia’s construction industry—through Hilti Innovation Day. The event brought together customers, partners, and industry leaders to reflect on three decades of collaboration while looking ahead to the future of construction.



In January 2026, Hilti Indonesia marked a significant milestone—celebrating 30 years anniversary of partnership and innovation in Indonesia’s construction industry—through Hilti Innovation Day. The event brought together customers, partners, and industry leaders to reflect on three decades of collaboration while looking ahead to the future of construction.

Through live demonstrations, hands-on sessions, and real customer insights, Hilti Innovation Day showcased technologies and solutions designed to address real challenges on construction sites. The focus was on helping customers improve productivity, enhance safety standards, and support more sustainable construction practices.

This milestone also reflects Hilti’s commitment to its global Lead 2030 strategy, which have defined Making Construction Better as our purpose. Better means improved productivity, safety and sustainability. We want to be our customers’ best partner for productivity, safety and sustainability and deliver better applications, better projects, better processes, and better experiences.

Over the past three decades, Hilti has grown from a technology provider into a trusted partner across infrastructure, commercial, energy, and industrial sectors in Indonesia, delivering end-to-end solutions—from design and engineering support to installation and maintenance—while continuously raising standards in reliability, service, and innovation. The focuses on driving customer productivity, advancing digital and service innovation, and strengthening long-term partnerships across the construction ecosystem together with our direct-sales approach is what makes us truly unique.

As Hilti looks ahead, the commitment remains clear: empowering Indonesia’s builders with the technologies, expertise, and partnerships needed to shape the next generation of construction industry. Thirty years strong—and still building better together!



ABB partnered with Happy Hearts Indonesia to bring clean, reliable water access to communities, especially to schools in Sumba, NTT, supporting healthier learning environments and empowering local families through the Water for All initiative.



ABB Goes to Campus – ITB Bandung

ABB Goes to Campus at ITB brings students hands-on exposure to cutting-edge automation, especially in Motors and Drives, and also electrification technologies, empowering future engineers through expert-led workshops and real industry insights.



Pioneers AI-Powered Food Supply Chain Visibility for Smallholder Farmers



KOLTIVA, in partnership with SUGATA PTE. LTD, is piloting an AI-powered traceability and sustainability intelligence solution in Aceh under the AIAP for Industry initiative led by AI Singapore. The initiative introduces an AI-driven platform for sustainability and compliance reporting, streamlining processes and enhancing data accuracy. By automating reporting and strengthening data validation, the system supports more reliable traceability and informed decision-making across the supply chain.



PREVENTION - DETECTION - MITIGATION

Employment Background Check Services in Indonesia

2025 Screening Insight: Across 62,000+ employment screening cases in Indonesia, credit-related findings rose 115% year-on-year. The trend signals growing financial vulnerability among candidates and a rising hiring risk for organizations.

[Learn more.](#)



Discover Distinctive Brunch Experiences at Cinnamon, Mandarin Oriental, Jakarta

Cinnamon at Mandarin Oriental, Jakarta unveils a reimagined collection of four distinctive brunch experiences, thoughtfully crafted to reflect the spirit of togetherness and the vibrancy of the city's dining scene.

From the Halal Bihalal Feast available from 30 March until 19 April 2026 to a refined Easter Brunch on 5 April, each offering showcases a curated selection of global and Indonesian flavours, complemented by elegant settings and warm hospitality.

Debuting on 10 April, the Rame Rame buffet celebrates Javanese culinary heritage, while the new Sunday Brunch launches as a signature weekly occasion from 12 April, featuring international and local favourites in a sophisticated atmosphere.

For more information, visit [Jakarta Fine Dining | Mandarin Oriental Hotel, Jakarta](#)





Swiss German University has partnered with International Management Institute Switzerland since 2014, offering double degree programs and internships that strengthen hospitality talent and global industry connections. Learn more at www.sgu.ac.id

INTELLECTUAL PROPERTY

BRAND PROTECTION:

A Strategic Imperative for Business Continuity in the Digital Era

In today's global and digital economy, brands are vital assets that embody reputation, trust, and long-term value—yet they face growing and more sophisticated threats. Counterfeiting alone has caused massive economic losses worldwide, alongside declining consumer confidence. In Indonesia, the impact has resulted in significant financial losses and reduced tax revenues, while jeopardizing millions of potential employment opportunities, highlighting the urgency of stronger intellectual property protection.

Modern risks extend beyond physical counterfeits to digital threats such as piracy, cybersquatting, and online impersonation. Brand protection is therefore crucial to safeguard revenue, maintain consumer trust, ensure public safety, and protect investments in innovation.

To respond effectively, companies must adopt integrated strategies, including: legal intellectual property registration; continuous monitoring; product anti-counterfeiting technologies; law enforcement actions and litigation; stakeholder education encompassing law enforcement agency staff awareness and consumer detection and reporting of illicit trade; and industry collaboration. These efforts strengthen resilience, prevent losses to government revenue and consumer welfare, and enhance corporate value.

Ultimately, brand protection is no longer optional—it is a strategic necessity to sustain business continuity and preserve consumer trust.



By: Rohmat Pujiono, S.H.,
M.H., CCPS., CRP. - Corporate
Security & Infrastructure
Services Manager, PT.
Syngenta Indonesia

Media Engagement and Public Outreach Workshop with CNN Indonesia



In navigating the complexities of today's dynamic public and media environment, SwissCham Indonesia, together with its member and media partner, CNN Indonesia, held the Executive Workshop on Media and Public Engagement on 14 January 2026. By featuring CNN Indonesia's Director and Senior Anchor, Desi Anwar, the workshop provided insights into effective media engagement, equipping executives with strategies to shape credible public narratives and navigate communications amid opportunities and challenges for SwissCham Indonesia members.

2026 INDONESIA ECONOMIC OUTLOOK BRIEFING



An in-depth discussion on the country's economic trajectory in the year ahead held by SwissCham Indonesia Fiscal, Customs, and Excise Sectoral Group, featuring Ermastra Bank Chief Economist, Josua Pardede, and Bank Syariah Indonesia Chief Economist, Banjaran Surya Indrastomo on 26 January 2026. Valuable takeaways for SwissCham members in navigating market uncertainties, reinforcing the Chamber's commitment to equipping its members with timely economic insights.



Corporate Liability in the New Criminal Law (KUHP) Discussion

The interactive exchange underscored the growing importance of corporate governance, transparency, and proactive compliance in today's regulatory environment. Through initiatives such as this, SwissCham Indonesia continues to support its members in navigating regulatory reforms and strengthening responsible business practices in Indonesia.

On 13 January 2026, SwissCham Indonesia members had a thought-provoking discussion with Criminal Law Expert Prof. Dr. Topo Santoso on Corporate Criminal Liability under the new Criminal Code (KUHP), which came into effect on 2 January 2026. The session provided critical insights into the evolving legal landscape and its implications for businesses operating in Indonesia.

2026 IFTAR GATHERING



The SwissCham Indonesia annual IFTAR gathering 2026 was filled with solidarity, meaningful conversations, and shared values in fostering sustainable business collaboration across borders. The momentum was creating even more opportunities for dialogue and cooperation in the months ahead.

Strengthening Public–Private Dialogue on Indonesia’s Economic Priorities

Several C-suites of SwissCham Indonesia members had the pleasure of an intimate gathering with Putu Suryawirawan, Special Staff to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, on 6 March, for a thoughtful exchange and forward-looking discussion on Indonesia’s evolving economic policy landscape.



Strategic Dialogue with Indonesian Government on Advancing Fair Competition



On 22 January 2026, SwissCham Indonesia’s Ease of Doing Business Sectoral Group had a productive discussion with the Commission for the Supervision of Business Competition / Komisi Pengawas Persaingan Usaha (KPPU), focusing on collaboration to foster a healthy business environment.

Strengthening Integrity & Transparency with the Corruption Eradication Commission (KPK)



To support accountability and good Governance of the company, SwissCham Indonesia’s Ease of Doing Business Sectoral Group engages in dialogue with the Corruption Eradication Commission (KPK) on their essential initiatives to combat corruption—highlighting their integrity systems for the public and private sectors, whistleblower protection, and collaborative efforts with government agencies, state-owned enterprises, and the business community, on 22 January 2026.

Founding Members



1913
PT HM SAMPOERNA Tbk.



Good Food, Good Life



Gold Members



Endress+Hauser
People for Process Automation



NATURALLY
BETTER
TILAPIA



Silver Members



Louis Dreyfus Company



PT SICPA - PERURI SECURINK

Copper Members



Safety is our nature



A Clariant - Wilmar Joint Venture



BUILDING TRUST



SWISS GERMAN UNIVERSITY



LIVING
JAKARTA MEGA KUNINGAN

