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**Title:**

Article for Australian Indonesian Association by J. MacDonald

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SOUTH AUSTRALIA - INDONESIAN TRADE  
DEVELOPMENT

As an integral part of the South Australian Government's policy of fostering two-way trade between our respective areas, the Premier announced recently that official South Australian Government trade representatives have been appointed in Djakarta. Similar appointments have been made in Singapore and Japan.

This decision had been under consideration for some time and resulted after the Premier's visit to Indonesia last July/August, when high level discussions were held with the Indonesian Government and senior trade officials. At that time a programme was formulated that would materially assist in matching the resources of South Australia with the social and industrial needs of Indonesia.

In this context the writer has made three visits to Indonesia during the previous eight months and priority is being given to these regional developments in relation to the requirements of South Australian industry and within the South Australian Governments overall South East Asian marketing strategy.

The Indonesian firm selected as the official trade representative, whose function is to undertake specific projects for the Premier's Department and to undertake preliminary and introductory marketing services for South Australian businessmen is that of :-

"Siregar - Ondang International Consult"  
P.O. Box 2224/DJKT,  
DJAKARTA,  
Indonesia.

The executive directors of this firm are :-

Ir. P.L. Siregar who is a 1963 graduate from the University of Adelaide and is probably known to a number of A.I.A. members. Immediately prior to this appointment Mr. Siregar was formerly the senior marketing officer with the Australian Trade Commission in Djakarta.

Ir. P.C. Ondang is a graduate from the Bandung Institute of Technology and has had extensive commercial contact with Australia as a former employee of NASIHAT (Indonesia) Pty. Ltd., who operated for many years in Indonesia as an Australian firm of market research consultants.

In recent times there has been a very marked increase of industrial and commercial activity throughout Indonesia with the inflow of substantial foreign capital, equipment and know-how, particularly from the U.S.A, Japan and Europe. Visitors to Djakarta today will be impressed by the number of foreign businessmen to be seen compared with, say a year ago.

Fortunately Australian interests have been alert to these developments and it is estimated that there are now some 50 Australian companies established there, ranging from, to name a few, manufacturers of milk products, pharmaceuticals, tools, metal and glass containers, miscellaneous consumer products, mining, air charters, plus accounting, investment and engineering consultants. We can also say that several South Australian firms are examining the potential in close detail.

Members may also be interested to know that an internationally established Adelaide company were to have hosted a trade visit here last month of His Highness the Paku Alam VIII - Vice-Governor of Jogjakarta, but owing to unexpected commitments in Indonesia this visit has now been deferred until early 1972.

It may be unnecessary to remind ourselves that Djakarta is closer to the Western Australian Kimberleys than is Canberra, but in our mutual interests it is important that the regional economic growth and political stability is maintained.

Consequently the recent establishment of the Australia - Indonesia Business Co-operation Council is a progressive step in this regard as will be the contribution made through the activities of the A.I.A. of South Australia.

**J. MacDonald,**  
**SOUTH EAST ASIA TRADE REPRESENTATIVE**