

# BAHASA BUSINESS



The Indonesia Canada Chamber of Commerce  
Monthly Newsletter

FEBRUARY 2017

Indonesia  
represents at  
**"Ottawa  
Welcomes the  
World 2017"**  
Launch

Maple Leaf  
Ball 2017  
Canada  
Then & Now

Devdan  
Show

BC Trade and Investment  
**Serious About Indonesia**

Exclusive with **Vira Soekardiman**

# MAPLE LEAF BALL — 2017 —



## CANADA THEN & NOW

CELEBRATING CANADA'S 150<sup>TH</sup> ANNIVERSARY

- Black Tie Charity Gala •
- Saturday, February 18<sup>th</sup> 2017 •  
from 6:00 pm

**TICKETS ON SALE NOW!**

**Rp 1.700.000**

**PLEASE CONTACT:**  
[secretariat@iccc.or.id](mailto:secretariat@iccc.or.id)

Organized by:



# Blackberry Mercury: The Last Frontier?



The next Blackberry phone, currently codenamed “Mercury”, is the second phone to be produced by Chinese manufacturer TCL and while it is scheduled to be released sometime this year the phone has already received positive reviews at the CES 2017 which was held January 9-12 in Las Vegas.

Key features of the phone include:

- a physical keyboard
- a fingerprint sensor built into the space bar
- capacitive-touch technology for scrolling
- Driven by Android Nougat, with additional security and business focused software provided by Blackberry
- Metal and rubber exterior provides a comfortable feel

Said Ralph Pini, Chief Operating Officer and General Manager, Mobility Solutions, at BlackBerry, “We’re very excited about the coming BlackBerry branded “Mercury” smartphone. It’s the last phone that we designed and engineered in-house. Our global

licensing partner TCL will be manufacturing Mercury and bringing it to market in many countries around the world.”

In addition to the BlackBerry Mercury, the Indonesian market is also expected to be introduced to a number of new BlackBerry handsets developed and produced by BlackBerry partner BB Merah Putih. Said BlackBerry CEO John Chen at CES 2017,

“There’s going to be more BlackBerry phones out there because now {Blackberry} have multiple parties creating and distributing and {Blackberry} have local partners to compete in the local space”.

Blackberry will continue to focus on software solutions, providing state-of-the-art security software and embedded intelligence for mobile and internet IT and at the same time continue to build momentum with their licensing strategy which will include pursuing additional licensing partners to bring Mercury as well as other new smartphones to the rest of the world.

More information on the BlackBerry Mercury (including it’s final name) are expected at the Mobile World Congress show this month (February).



Dear readers, Gong Xi Fa Chai!!

This year of the Fiery Rooster is sure to be very fortuitous for all our Bahasa Business readers.

For those who have ever wondered about the story behind the 12 Lunar animals, legend has it that Buddha, before descending to earth, called on all animals to bid him farewell. Only the Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Sheep, Monkey, Rooster, Dog and Pig came to the goodbye party. To reward them for their sincerity, each of the animals was given representation in the 12 year lunar cycle.

Interesting, right? For more interesting information have a read through this month’s very informative Bahasa Business. Our exclusive interview with Ms Vira Soekardiman, Managing Director at British Columbia Trade and Investment is a strong indication of how the province of British Columbia is preparing itself for a solid economic future by laying the foundations of a strong relationship with SouthEast Asia. Hopefully other Canadian provinces follow suit.

A very helpful contribution from CWA (the Canadian Women’s Association) will keep you up to date on all the activities happening this February and will also ensure you do not miss the 3rd Annual Maple Leaf Ball. Get your tickets now if you don’t already have them! The new blackberry handset, the launch of Ottawa Welcomes the World, and the DevDan show in Bali are all featured in this month’s articles. Last but not least, if you are in Surabaya on February 11th or in Jakarta on February 12 do come visit the EduCanada Fair. For more information you can contact [cei.indonesia@canada-edu.org](mailto:cei.indonesia@canada-edu.org)

Enjoy your read, happy Chinese New Year, and we wish you a great month.

Cheers to 2017!!

**Edwin Pieroelie**  
Secretary - General ICCG

# BC Trade and Investment Serious About Indonesia

Exclusive with **Vira Soekardiman**

This month Bahasa Business was very lucky to hold an exclusive interview with Vira Soekardiman, who is the Managing Director of the newly opened British Columbia Trade and Investment Office in Jakarta. Vira spent her formative years in Toronto before moving to Los Angeles and then back to Jakarta in the early 1990s where she worked for American Express Bank and then for the Sampoerna Strategic Group. Following is our interview. .

**It is so great to hear about the BC Trade office opening in Jakarta, what is the organization's actual mandate?**

We are a BC Trade and Investment Representative (BCTIR) and our main goal is to help BC companies expand their export potential. We offer tools to assist them explore new markets overseas, facilitate foreign buyers to buy their goods and services, and to attract foreign investment into BC's industry sectors to create jobs for the province.

**Do you serve only Canadian businesses?**

No, not at all as we work in close collaboration with Global Affairs Canada to not only support BC companies expand into SouthEast Asia but also support international companies invest in British Columbia, which is offers one of North America's most competitive and dynamic business environments.

As you know the Canadian and British Columbian governments are signatories to international and domestic agreements designed to reduce or eliminate barriers to trade which means that a key component of my job is to find win-win solutions for both Canadian companies and their foreign counterparts.

**What do you see are the key areas of opportunities for Canadian businesses in Indonesia?**

Since my focus is on BC, I can share with you opportunities for BC based businesses but really, there are so many opportunities for

Canadian businesses from across Canada. In terms of numbers exports to ASEAN already account for \$780 million making ASEAN BC's sixth largest export and the opportunities for growth range from infrastructure investment in roads, toll roads, ports, airports railways, water, and power plants to the huge opportunities to expand BC goods and services exports in the advanced technology and engineering services for the infrastructure and transportation sectors to Indonesia. And we have not even touched on the agricultural sector opportunities.

Historically, BC's exports to Indonesia have been dominated by bulk commodities such as lumber, copper ore, wood pulp and while we can maintain that trade, there are great opportunities to explore further.

And of course the core numbers are also tantalizing as Indonesia, with a population of 250 million of which over 50% live in urban areas, has strong domestic demand driving a positive growth outlook which means consumers are looking for the products and services BC companies have to offer.

**How about Indonesian companies looking to invest in Canada. What are the opportunities?**

There are so many opportunities in BC for Indonesian companies that to be honest I would need at least 6 full pages of your Bahasa Business newsletter to even scratch the surface. To start, BC's expanding economy is generating a wide range of investment opportunities from natural resource extraction to technological

innovation, agriculture, and beyond. And most interestingly, each industry sector provides competitive advantages for investors.

**What services do you offer Indonesian companies who want to invest?**

For companies looking to invest in BC our office in direct cooperation with the Ministry of International Trade provide a number of critical services including Business Start-Up Assistance, Business Climate Information, Hosting and Site Tours, Direct introductions to Suppliers of Business Services, and also Government Programs which outline federal, provincial and local government incentive and support programs.

**How can Bahasa Business readers get in touch with you?**

The BCTIR Jakarta office is addressed at:

BC International Trade and Investment Office - Indonesia. The Plaza Office Tower 41st floor

Jl. M.H.Thamrin Kav 28-30, Jakarta 10350 – Indonesia

And readers can also email me directly at [vsokardiman@britishcolumbia.ca](mailto:vsokardiman@britishcolumbia.ca)





# Indonesia represents at "Ottawa Welcomes the World 2017" Launch

Indonesia was well represented at the January 25, 2017 launch of Ottawa Welcomes the World 2017 with a traditional mask dance (tari topeng) performed by the captivating and spectacular Eko Nurcahyo, who played Raja Bantar Angin Prabu.



Ottawa Welcomes the World 2017 is part of Canada's year long 150th anniversary celebrations and includes the participation of 75 countries and international partners who will highlight their culture with a series of world-class events at Lansdowne Park.

Said the Honourable Mélanie Joly, Minister

of Canadian Heritage, "In 2017, Canadians will celebrate the 150th anniversary of Confederation, and every community is invited to take part in the festivities. Through the 'Ottawa Welcomes the World' program, foreign embassies and international partners will host a number of activities that showcase the many facets of Canada's diversity and the tremendous contributions of its citizens."

Added the Honourable Eleanor McMahon, Minister of Tourism, Culture and Sport,

"As home to the nation's capital and a founding province, Ontario is excited to host events celebrating cultures from around the world as part of our 150th anniversary. Ottawa Welcomes the World echoes the rich diversity and spirit of inclusion that make our province great. Our government is proud to support Ottawa in encouraging cultural expression and creating jobs and economic opportunities in celebration of this significant milestone ahead."

The historic Horticulture Building and Aberdeen Pavilion will be the setting for international showcases that highlight trade, tourism, education, food, music, dance and more. All events are presented free of charge. Minimal fees will apply for food and beverage sampling. In addition, artisan items will be available for purchase.

The Embassy of the Republic of Indonesia will showcase Indonesia culture and products from August 25-27, 2017. For more information about the event please contact Media Relations Manager Denise LeBlanc at [denise.leblanc@ottawa2017.ca](mailto:denise.leblanc@ottawa2017.ca)





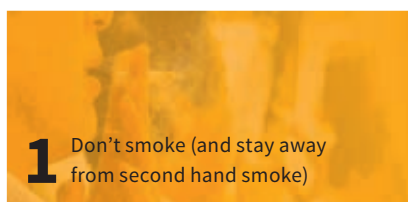
# Are You one of the Billion?

## With High Blood Pressure?

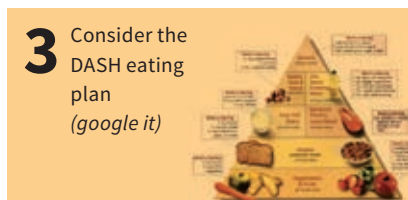
High blood pressure (or hypertension) which is when the force of your blood pushing against the walls of your blood vessels, is consistently too high, increases the risk of stroke, heart attack and kidney failure by narrowing and blocking arteries and straining and weakening vital organs. Shockingly, the World Health Organization states that with over 1 billion people across the world having high blood pressure, 9.4 million people are dying from it per year.

In South East Asia, Indonesians (in a close with Myanmar) are the most afflicted as an average of 41% of men and women have high blood pressure. But Canadians are not scott-free as Statistics Canada reports that in 2014 17.7% of Canadians aged 12 and older (5.3 million people) reported being diagnosed with high blood pressure. A study based in Calgary, Alberta, even states that high blood pressure is draining Canada's health-care system and that costs could top \$20B in the next 10 years.

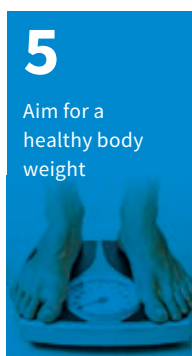
### So what can you do? Follow these tips:



**1** Don't smoke (and stay away from second hand smoke)



**3** Consider the DASH eating plan (google it)



**5** Aim for a healthy body weight



**6** Control your alcohol intake



**2** Reduce your sodium intake which includes reducing salt



**4** Engage in at least 2 hours of moderate to vigorous physical activity



**7** Go to Bali more (stress increases blood pressure)



**8** Check you blood pressure regularly



# Canadian Snow – A New Business Opportunity?

Canada is recognized as a resource rich country and exports billions of dollars of lumber, oil, and agricultural products, across the world. Water is also one of Canada's resources and various sources claim Canada has 10-20% of the world's fresh water resources.

Exporting water, however, is quite a sensitive topic and not very popular amongst Canadians. (If you have time, google "Export+Water+Canada" and you will end up with thousands of interesting articles.)

But how about exporting snow? A few years ago a small business seemed to do quite well selling canned Canadian Air, so what if someone came up with a way to export Canadian snow?

The idea might sound strange but a new trend has developed where people like to eat desserts made of real snow! A quick search on instagram of #SnowCream and #SnowCocktail reveals thousands of people sharing their snow creations. And what better way to continue this trend in SouthEast Asia than to provide would-be trenders with the main ingredient: SNOW.

Following are a few SNOW recipes consumers could try:



## Snow Ice Cream

### Ingredients:

4 Liters of Snow, 1 Cup White, Sugar, 1 Tablespoon Vanilla Extract, 2 Cups Milk

### Preparation:

Combine the Snow, White Sugar, Vanilla Extract, and 1 cup of Milk. Stir. Continue to use more milk until you reach your desired consistency. Serve immediately.



## Mango Snow Cones

### Ingredients

2 1/2 cups Mangoes, 1/2 cup sugar, 1/2 cup water, 8 cups Snow

### Preparation

Mash the 1 3/4 cups of mangoes with sugar and water in a saucepan using a potato masher. Bring to a boil, stirring, then boil, uncovered, stirring occasionally, 3 minutes. Transfer to a blender and purée until almost smooth, about 1 minute. Pour Mango mixture through a fine-mesh sieve into a bowl, pressing lightly on and then discarding solids. Cool syrup, uncovered, then chill, its surface loosely covered with plastic wrap, until cold, about 1 hour. For each serving, spoon 3 tablespoons syrup over 1 cup lightly packed snow and top with 1/4 cup of remaining chopped Mangoes. Serve immediately.



# Eh! Jakarta

Canadian Womens Association Newsletter 02-17

## COFFEE MORNING

**When:** February 2, 9:30-12:00noon

**Where:** Raffles Hotel, Writers Bar

**What:** Featuring a talk by Waste4Change.  
Have a coffee and a chat, renew your CWA membership at a mid-year discount. Get your MLB tickets and pre-buy raffle tickets.

Dear Fellow Canadians and Friends,

Our days are filled with all things Maple Leaf Ball...we do hope you're planning to join us on this fun night, where we will eat, dance, raise money for charities, and celebrate Canada's 150th!

There are a few other things happening too, check out the community calendar, and we'll see you out there!

*Danielle and Tania - your CWA executive*

AWA Newcomers' coffee is open to us Canucks! The informative talk takes place Feb 7th at AWA house, contact us for details: [cwaj.president@gmail.com](mailto:cwaj.president@gmail.com)



*See you at the Maple Leaf Ball!*

Canada Then & Now

for tickets:

[secretarial@iccc.or.id](mailto:secretarial@iccc.or.id)

<http://www.iccc.or.id/pay/>

kicking off Canada's 150th birthday!

**Black Tie Charity Gala February 18th**

Gala dinner - Canadian musician  
raffles & silent auction - special events



## Community Calendar

Feb 2 - CWA Coffee Morning

Feb 3-4 - ANZA Garage Sale

Feb 4 - Burns Supper

Feb 7 - AWA Newcomers coffee

Feb 18 - MAPLE LEAF BALL

Feb 25 - IHS photography exhibit

Feb 27 - AWA Thrift Shop Sale

Mar 2 - CWA Coffee Morning

Mar 4 - St David's Day Welsh Dinner

Mar 11 - AWA Beer, Brisket & Bingo

Mar 18 - St Patrick's Day Ball

May 6 - BWA Fashion Show

July 1 - Canada Day - 150th anniversary party

thank you to our diamond sponsors:



[www.cwajakarta.com](http://www.cwajakarta.com)



# JUMP! JUMP! JUMP!



Greg Roe, a former Team Canada Trampolinist, Gymnast, and later Canadian National Team coach, studied kinesiology at the University of Guelph-Humber in Toronto, and now uses his experience, skills, and education to run a consulting business in trampolining.

Greg is in Jakarta to support the newly opened Jumped Trampoline Fit Club at the Scientia Square Park in Gading Serpong, Tangerang where he monitors, trains, and directly supervises the coaches at the club.

Born May 17, 1990, Greg has won gold medals in gymnastics and trampoline competitions. Greg's fans and competitors know him for

his daring skills, stunts, and natural love of anything acrobatic. He has also expanded his fan base through appearances on a variety of television shows including the 2015 America's Got Talent season and the Discovery Channel, Daily Planet, and Das Supertalent in Germany.

Through Greg Roe Trampoline (GRT) his own business, Greg now sees himself travelling the world to promote healthy active lifestyles through jumping.

If you are interested to find out what all the jumping fuss is about Jumped Trampoline Fit Club is open every day from 8 a.m. to 9 p.m.



## A graphic featuring a golden ITTA award statue standing on a green, mossy rock. Above the statue are several stars of varying sizes. The background is dark blue with a starry pattern. The text "ITTA" is prominently displayed in large white letters, with "AWARD WINNER" in smaller white letters below it. A large white letter "V" is visible on the left side of the graphic.

The DEV DAN show performs at 19:30 (Bali time) 4 days a week (Monday, Wednesday, Friday, Saturday) at the Bali Nusa Dua Theatre and reservations can be made three (3) months in advance.

C: 520,000





CANADIAN  
CO-OPERATIVE  
ASSOCIATION



ASSOCIATION  
DES COOPÉRATIVES  
DU CANADA



Memorial  
University of Newfoundland

## Canadian Co-operative Association Increases Activities In Indonesia

With over 30 years improving people's welfare in Indonesia, the Canadian Co-operative Association has recently announced the organization will not only continue with its work but increase activities.

In face-to-face meetings between CCA Executive Director Michael Casey and Indonesian Ambassador to Canada Dr. Teuku Faizasyah, Mr. Casey affirmed that CCA will increase activities to support Indonesian farmers, and small and micro sized business with micro-credit programs, savings and loans programs, and training.

CCA's first activities in Indonesia began in the early 1980s in cooperation with local credit unions and one of the organization's success stories includes working with the The Indonesian Association of Dairy Cooperatives (GKSI) to increase production capacities of local dairy farmers Lembang, West Java.

Said Michael Casey, "For six years we worked with the GKSI and my main job involved dealing with thousands of farmers in Lembang and Bandung. Even my children were born in Indonesia."

Today the CCA is running the "Invest Co-op: Indonesia" program in cooperation with the Fisheries and Marine Institute of Memorial

University of Newfoundland and a local Indonesian organization, LP3M (Lembaga Pengkajian Pedesaan, Pantai dan Masyarakat), to strengthen the position of small aquaculture producers of seaweed, milkfish and shrimp in four regencies of South Sulawesi. It is a four-year, \$2.7 million project. The program is expected to result in the three focus products contributing to 45.52% of the regional income by 2018 compared to 38.87% in 2015 in part through the program's focus on showing the participants how to prepare their products for international export.

INVEST Co-op Indonesia is part of a four-country program designed to improve the livelihoods of small producers by increasing their production, productivity and access to markets and financial services through integrated production, financing, and marketing co-operatives. The INVEST Co-op Program will benefit an estimated 69,800 women and men directly, and 269,000 indirectly in Indonesia, Malawi, Mongolia and Peru. It is made possible with funding from Global Affairs Canada and the Co-operative Development Foundation of Canada (CDF).

### klirkom

klirkom is a proud supporter of the Indonesian Canadian community. We are a full-service public relations agency who have used our creativity, skills, and experience to reach and engage multi-stakeholder audiences since 2003.

Our strengths are in the fields of research, strategy development, social mobilization campaigns, and training. We work closely with all our clients to create interactive storylines and promote active stakeholder engagement to reach and positively influence target audiences.

For more information please visit [www.klirkom.com](http://www.klirkom.com)

# Join ICCC

The Indonesia Canada Chamber of Commerce (ICCC) is a membership organization that exists primarily to promote positive business growth for social and economic development both in Indonesia and in Canada. The ICCC vision is to be recognized as the home of ideas and information to best support the connecting of Canadian and Indonesian business interests and our organization works at the grass-roots business level to nurture local business relationship networks for the benefit of all our members. There is truth in the phrase "strength in numbers" and we invite all businesses in the Indonesian-Canadian community to join us.



for further information please  
contact our ICCC Secretariat at

☎ +62-21-527-7890

✉ or [secretariat@iccc.or.id](mailto:secretariat@iccc.or.id)



## Contributors

Bahasa Business is managed by **ICCC** Secretary General **Edwin Pieroelie** in coordination with local PR agency **klirkom** ([www.klirkom.com](http://www.klirkom.com)) and contributing members from the Indonesian and Canadian community.

In this February 2017 edition, special appreciation goes to:

**Ray Christie** | **Wely Kustono** | **Karina Sherlen** | **Minie**



## Sharing is Caring

If you are interested in contributing an article to Bahasa Business or have ideas to share please send an email to [bahasabusiness@klirkom.com](mailto:bahasabusiness@klirkom.com)

We are interested in news highlighting business related developments in Canada and Indonesia.



## Advertise@BahasaBusiness

Our readers want to know more about your organization! Bahasa Business is currently creating an advertising rate card and look forward to having you advertise with us. If you are interested please send a note to [bahasabusiness@klirkom.com](mailto:bahasabusiness@klirkom.com)



### CONTENT DISCLAIMER

Statements and opinions expressed in articles, reviews and other materials in Bahasa Business are those of the authors, editors and publishers. Great care has been taken to ensure the contents of Bahasa Business are as accurate as possible but no responsibility can be taken by the ICCC or Bahasa Business for any errors or omissions. Furthermore we strive to provide high quality high value content but no responsibility can be taken by the ICCC or Bahasa Business for any losses, damages or distress resulting from adherence to any information made available.