

INDONESIA

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On the occasion of



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Championing sustainable business





INSIGHTS



“A NEW AREA OF COOPERATION BETWEEN INDONESIA AND THE UAE HAS BEEN UNLOCKED.”

HUSIN BAGIS
AMBASSADOR OF THE REPUBLIC OF INDONESIA IN ABU DHABI



“DEFORESTATION IS DOWN BY 75 PERCENT. THIS IS THE LOWEST FIGURE SINCE 1990.”

ERICK THOHIR
MINISTER OF STATE OWNED ENTERPRISES, REPUBLIC OF INDONESIA

Focus On PT. KALBE FARMA TBK

An innovative leader in Indonesia's healthcare sector, Kalbe is constantly improving health for a better life.



“AS A LEADER, I KEEP UPGRADING OUR KNOWLEDGE AND OUR MINDSET, AS WELL AS OUR WILLINGNESS TO CHANGE.”

MR. VIDJONGTIUS
PRESIDENT DIRECTOR,
PT. KALBE FARMA TBK

Founded in 1966, PT Kalbe Farma Tbk began with a modest dream to provide high-quality products. Today, it stands as a key player in Southeast Asia's pharmaceutical industry, boasting 40 subsid-

iaries and 80 branches across Indonesia. Its unique approach combines science-backed treatments with traditional herbal remedies. “Our mission and vision are to find ways to improve people's health for a better life,” said President Director Mr. Vidjongtius.

Riding Indonesia's digital wave, Kalbe has deftly integrated the latest Industry 4.0 technology into its operations. Their approach has earned them the INDI 4.0 Award 2021 for innovation in manufacturing and supply chains. “We started our upgrade with our people, teaching them about automation and robotics,” said Mr. Vidjongtius. “We also learned from the Japanese how to create better quality products and be more productive and efficient.”

Kalbe has also recently invested in Progen, a South Korean biopharmaceutical firm. Further collaborations in Asia and Europe highlight Kalbe's commitment to cutting-edge healthcare solutions like immunotherapy for cancer. “Biopharmaceutical is the future of medicine,” said Mr. Vidjongtius. “It is the next level we need to invest in as a healthcare company.”

The company also recently expanded its product variety through the acquisition of Aventis Pharma, including a Jakarta production facility, assets and distribution rights, and marketing of Sanofi's prescription drugs and vaccines in Indonesia. “The Sanofi products complement our business, extending our customer base and service to our patients through a vast product choice,” Mr. Vidjongtius added.

Looking to the future, Mr. Vidjongtius sees further cooperation within the industry as being key to a future where healthcare is accessible for all. “We are always open to collaborative opportunities,” he said. “Kalbe's vision necessitates collaboration across the ASEAN region, highlighting the immense potential that collaborative work and mutual understanding hold for healthcare.”



FOCUS ON PT UNILEVER INDONESIA TBK

90 years of impact, Unilever Indonesia unlocks the nation's potential

Since her appointment in 2020, Unilever Indonesia President Director Ira Noviarti has sought to lead change that unlocks the potential of the Indonesian economy, including empowerment and gender equity.

At the helm of Unilever Indonesia is Ira Noviarti, where she leads a team of 4,000-plus employees. Unilever Indonesia is one of Indonesia's leading Fast Moving Consumer Goods companies, leading in 13 out of 15 consumer categories and ranked in the top ten biggest market capitalization in the Indonesian Stock Exchange. Established in 1933, the company now operates 8 factories that produce 43 brands in over 1,000 SKUs, among others including Pepsodent, Lifebuoy, Wall's, Royco soup stock and Bango soy sauce, which are all halal certified.

Having been homegrown in the organisation, Noviarti took on the president director role in what was probably the most difficult and unprecedented times for the country during the global pandemic. “When I was asked to take on the role at the end of 2020, I had reservations because it was at the height of the COVID-19 pandemic. The leaders would have to look after 6,000 people all over Indonesia, and the challenge is in how we could ensure that our employees are safe while continuing to deliver for our customers,” Noviarti says. “However, what motivated me to take on the mantle was my desire to unlock the true potential of Indonesia, the business, and my team.” This desire has seen Unilever Indonesia weather the pandemic and emerge on a trajectory to growth under Noviarti's leadership.

A firm believer in the capabilities and potential of Indonesian talent, Noviarti holds that the key to unlocking that potential lies in a transformation mindset that couples bold vision with resolute action – a mantra she has put into practice throughout her career, both through empowerment of her teams and colleagues, and, specifically, through her passionate advocacy for gender balance and equal opportunities for all, including women.

Having once led the company's Equity, Diversity, and Inclusion Board, Noviarti was instrumental in instituting key initiatives and success measurements to deliver positive change. This included achieving equal male-female representation at the Board as well as senior management levels. A desire to extend this impact to a broader stage then saw her chair the Women in Business Action Council (WiBAC) as part of Indonesia's B20 Presidency in 2022, spending a year working with global business leaders to set the council's agenda, and architecting the policies and action recommendations which will be carried forward by future B20s, and in the council's legacy platform, One Global Women Empowerment (OGWE).

Noviarti's passion is in alignment with Unilever's policy of placing its ESG commitments at the heart of its business strategy, and its stated global ambition to “make sustainable living commonplace” through pillars that include improving people's health, confidence and well-being, and contributing to a fairer and more inclusive world. “Companies play a crucial role in being empathic and ensuring their workplaces are safe spaces for women,” Noviarti explains.

“OUR CONSUMERS ARE DIVERSE AND IT MUST BE REFLECTED IN OUR ORGANISATION AS WELL.”

Q: As chair of the Indonesia B20 Women in Business Action Council (WiBAC), what were the key issues you sought to address?

Working with seven co-chairs from across the world, we spent almost 12 months identifying and shaping the common issues across the G20 countries. We found three strategic imperatives that businesses and governments need to look into, including empowerment of women entrepreneurship, enabling women's digital and leadership capabilities, and promoting safe and equitable workplaces.

At least 65% of SMEs in Indonesia are owned or were started by women. However, there are limiting factors these entrepreneurs face, like the lack of access to financial support and mechanical and digital capabilities.

Digitalization, meanwhile, has been crucial to business-building and enables entrepreneurs, especially women, to find avenues to share their vision - not only business but leading a community, society, or brand. Access to digital platforms opens new opportunities for everyone. However, the biggest focus should be on promoting a safe and equitable workplace. This goal isn't focused on Indonesia alone, but on other countries as well. Even developed countries struggle with promoting safe and equitable workplaces, but it is imperative for us to take steps towards it to progress as a society.

By seeing through these missions, everyone will benefit - the next generation, the country, and the economy.

Q: What advantages does gender equality offer for businesses?

Research conducted by WiBAC with Deloitte shows that balance in senior



IRA NOVIARTI,
PRESIDENT DIRECTOR, PT UNILEVER INDONESIA TBK

positions led to better performance, more socially responsible companies, and higher quality customer experience.

“INDONESIA HAS A PROMISING FUTURE BECAUSE WE HAVE YET TO UNLOCK ITS FULL POTENTIAL.”

There is also growing evidence suggesting connections between the gender balance in managerial roles leading to stronger corporate governance and transparency in business operations. Gender equity doesn't mean we should fill boards with just women without considering their competencies. What we want to do is to provide support based on people's condition so everyone can become the best version of themselves. In my board of directors, we have diverse representation, which gives us a better perspective when making decisions.

Q: As Unilever Indonesia approaches its 90th anniversary, what is your outlook for the company and the country going forward?

Indonesia has a promising future because we have yet to unlock its full potential. Research suggests that, by 2030, the population will reach almost three hundred million, and 78% will live in urban areas. The dynamic landscape of consumer behaviours, channels, and technology will continually shape markets. With a future-fit and purpose-led mindset, Unilever Indonesia remains committed to lead market development through superior and relevant innovations – winning the hearts of our consumers for many years to come.

Three years into her role as President Director, her concerns when she first started subsided as Ira and her team successfully delivered competitive growth in its third quarter results in 2023 stemming from the company's relentless focus on strengthening fundamentals and delivering its strategic priorities. “As long as we are passionate about what we do and advocate for these changes, it will come.”