

Guide to Access Indonesia IT Market

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OVERVIEW OF INDONESIA IT INDUSTRY

01

Indonesian IT services industry had total revenues of \$12.5 billion in 2022, representing a compound annual growth rate (CAGR) of 11.7% between 2017 and 2022.

02

Indonesia has produced its own multi-billion-dollar tech platforms, a home-grown “super-app”, and numerous tech startups.

03

Digital economy in ASEAN has reached US\$194 billion, with Indonesia holding 40 per cent of it. Indonesia is leading the ranks with the most digital economy transactions in 2022.

04

Digital economy in Indonesia is projected to boost the GDP by USD150 billion by 2025. Indonesian government is carrying out significant infrastructure development to reach the goal.

05

Indonesia is one of the fastest-growing e-commerce markets in the world, on track to reach \$360 billion in value by 2030.

Government Initiatives

Indonesia's Ministry of Communication and Informatics (MCI) launched the Roadmap Indonesia Digital 2021-2024 to promote the country's digital transformation.

The plan aimed to offer the framework and steps needed to attain an equitable level of economic development based on technological advancement, digital connection, and innovation.





Challenges for Entering Indonesia Market

01

Complex Regulations and Bureaucracy
Investors who wish to invest and start a business in Indonesia have to deal with several organizations & ministries.

02

Limitation on foreign ownership of businesses
The Indonesian government allows foreign investors to invest in certain business sectors with a predetermined percent of ownership.

03

Complex market
The variations of traditional languages, culture, and people create a complex and tricky market.

04

Tax system
Investors and businesses need to comply with the elaborated tax system in Indonesia.

05

Bandwagon consumers
Studies show Indonesian audiences are more partial to products and services that have already gained traction in other markets. This also places many Indonesians into the “late adopters” category.

Indonesia IT Industry for Software Development

Indonesia has seen a sharp increase in the number of SaaS companies. Due to rising cloud solution and IT investment, the SaaS sector is expected to develop rapidly and be valued to reach USD 409.90 million in 2023, while revenue is expected to show an annual growth rate of 11.58% in the 2023–2027 period, resulting in a market volume of USD 634.50 million by 2027.

Overall, there are still openings for new SaaS companies to enter the market and expand their operations in Indonesia.



Business Growth Condition in Indonesia

01

The Internet Penetration in The Country is Rapidly Increasing

Along the business at having a good internet access, solution cloud such as SaaS become available and operated better than before.

02

Affordability of Cloud Services

Cloud options are often cheaper than traditional solutions, it only takes an internet to use it by providing easy access.

03

More SMEs are going Digital

At this time many small business entrepreneurs (SME) already integrated, they tend to have an interest in using digital cloud methods, because the rent for building cost a lot.

04

SaaS Awareness has been Growing

Survey by Cloud Indonesia and MARS in early 2012 only 3% of people in Indonesia understood the capability of SaaS. Early SaaS movers have invested heavily in awareness building and education paving the way for new players to sell into business that are already open towards the potential of technology.

B2C E-Commerce in Indonesia

Indonesia B2C E-commerce is expected to grow steadily over the forecast period, recording a CAGR of 15.56% during 2022–2026.

The country's B2C E-commerce Gross Merchandise Value will increase from US\$31.7 billion in 2021 to reach US\$67.3 billion by 2026.

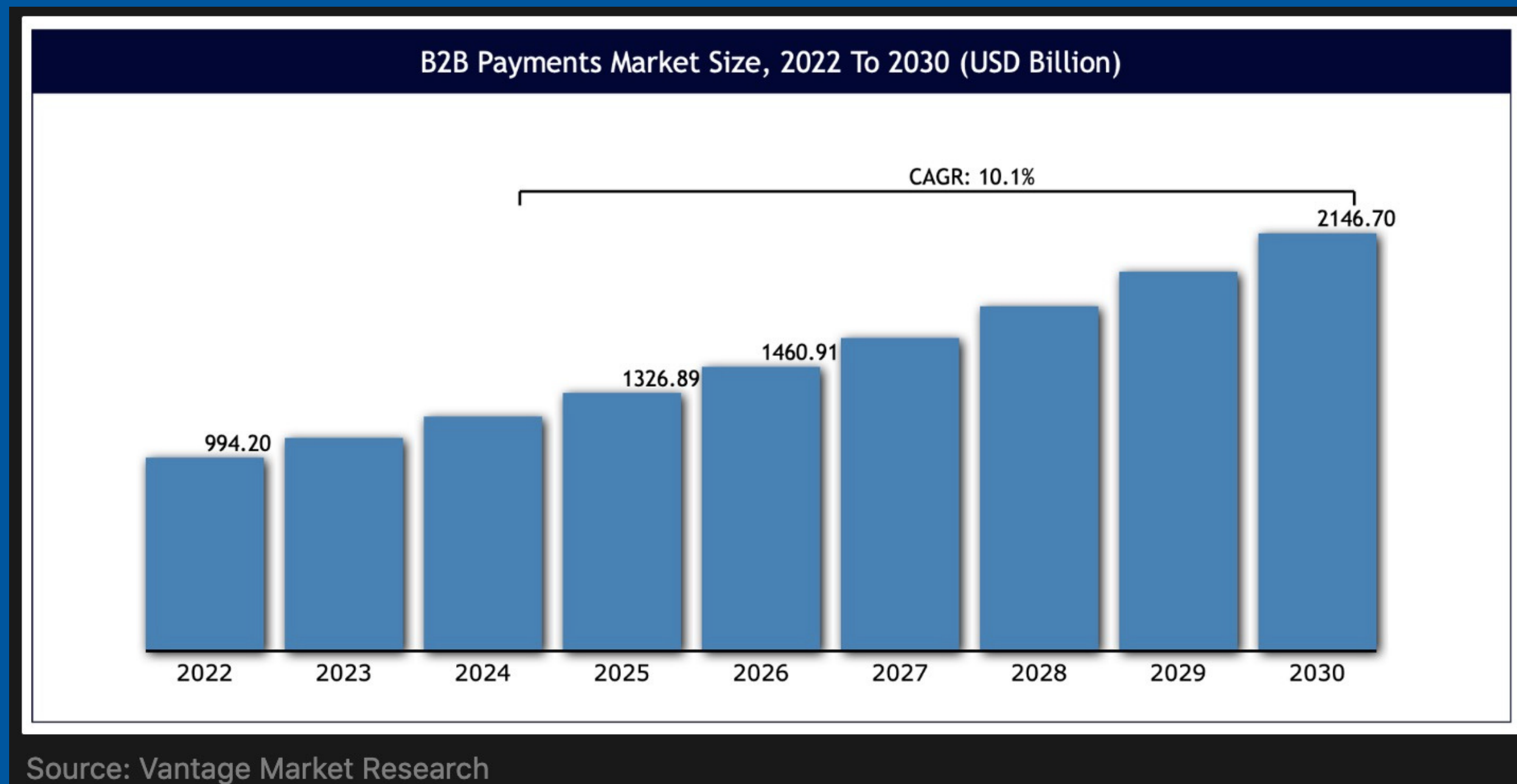
The Gross Merchandise Value (GMV) of Indonesian e-commerce is projected to reach US\$82 billion by 2025, growing at a compound annual growth rate (CAGR) of 17%.

The GMV of Indonesia e-commerce sector is predicted to continue rising to reach US\$160 billion by 2030.



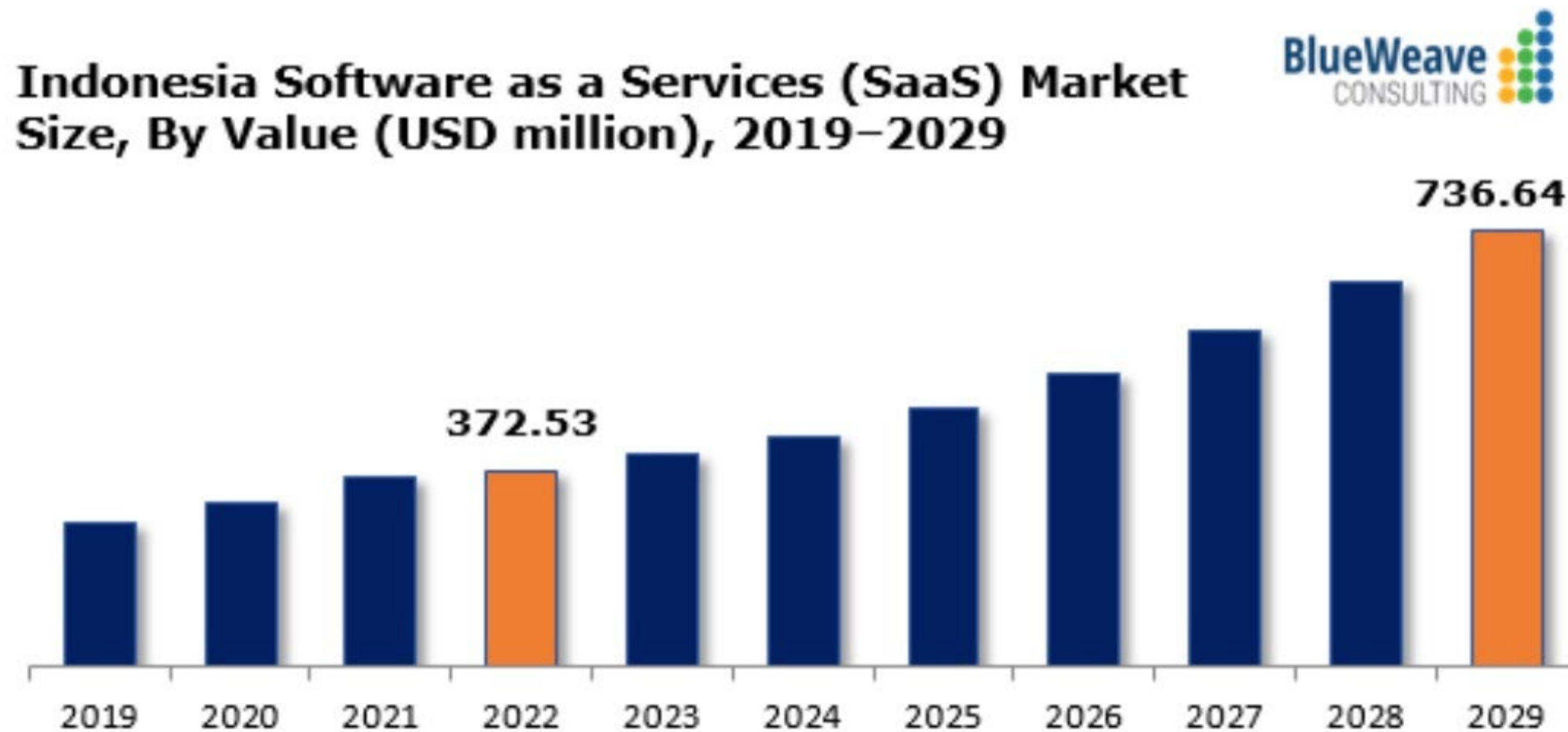
B2B E-Commerce in Indonesia

The B2B E-commerce market in Indonesia is experiencing rapid growth, with the market estimated to be worth USD 21.2 billion and projected to reach USD 104 billion, driven by a compound annual growth rate (CAGR) of 37.4%.



B2B E-Commerce in Indonesia

According to BCG, the SaaS market in Indonesia has undergone rapid annual growth of 31.9%, with an estimated market size of US\$400 M in 2024.

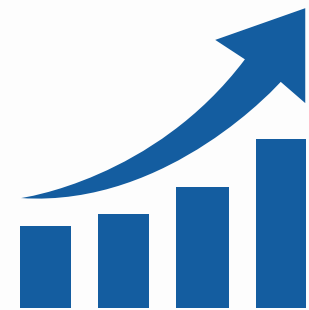




B2B E-Procurement
Founded in 2022



Open &
Transparant
Platform



Professional
fulfillment &
aftersales
service.



Strong
Consultative
Approach



B2B procurement
financing with
terms of
payment.



Why Choose HAVA.id?

01

Provide Improvement & Efficiency
B2B e-commerce platform transform traditional activity by combining the experience that can transform everyday operations

02

Quality Control & Safe Packaging
Ensuring good qualified products with safe packaging and to be received at the destination in good condition

03

Professional Fulfillment & Delivery
We make sure our ability of delivery terms match the quantity and locations order

OUR CLIENTS





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CORRECTIO

Silicon Valley Model in Jababeka
Correctio provides a capable ecosystem based on 4.0, giving access for Start-ups and Industry to research institutions, venture capital, government, technological solution providers, and manufacturing solutions all in one place.

3 PILLARS OF CORRECTIO

01

INDUSTRY 4.0

02

SOCIETY 5.0

03

TOD (Transit Oriented Development)



Master Plan of Correctio, Created by Pomeroy



Thank You!

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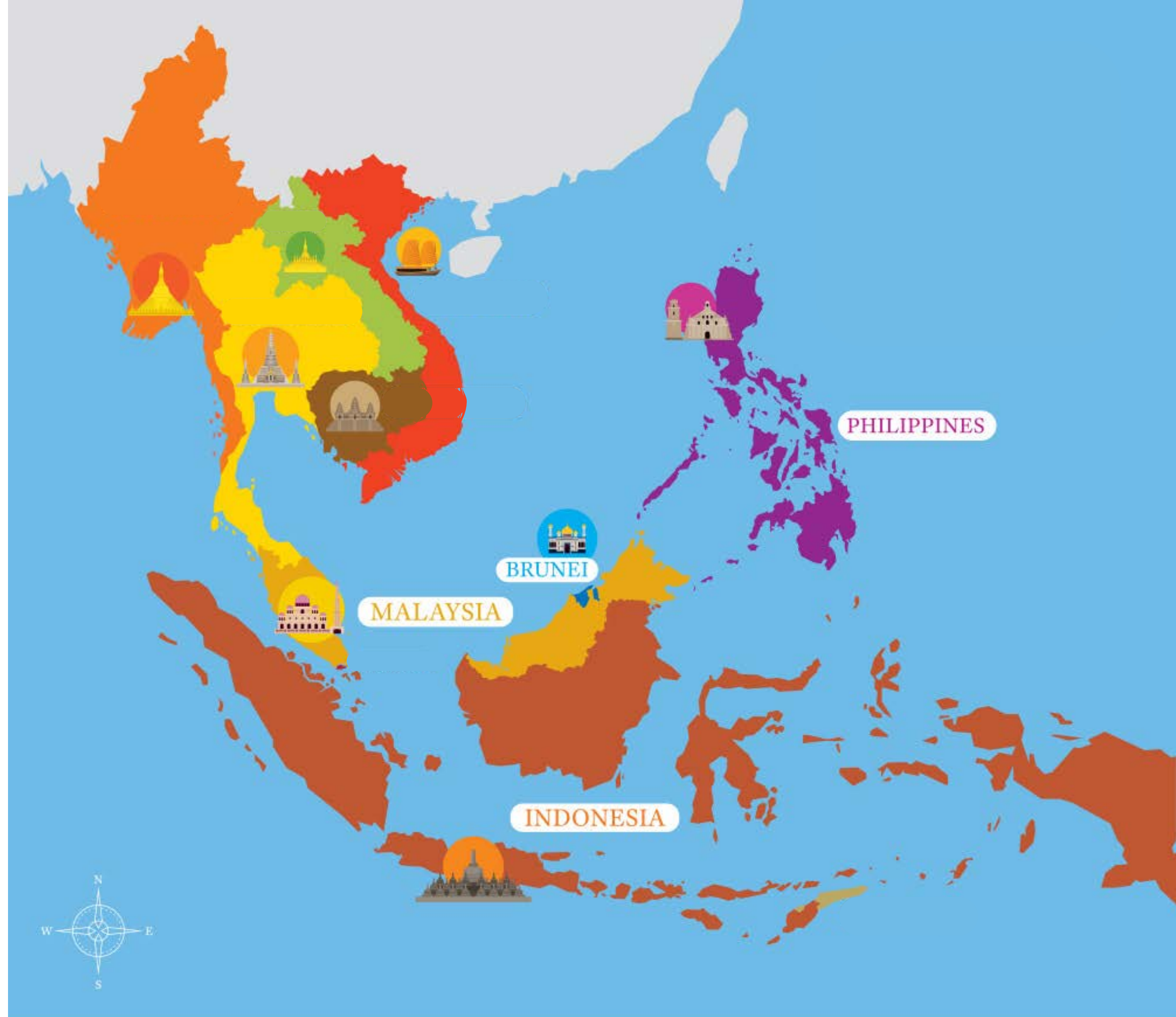
Hong Kong Economic and Trade Office in Jakarta

Brief Introduction



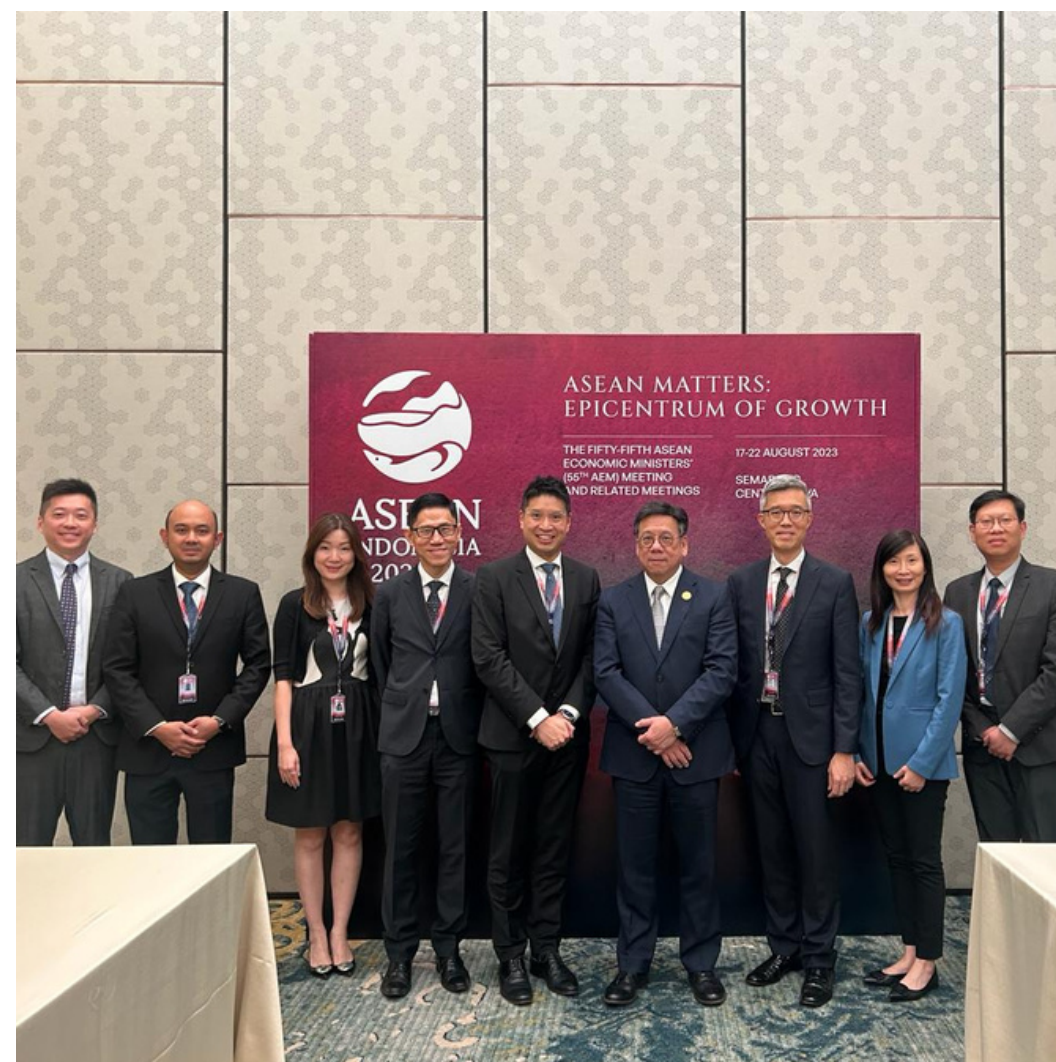
Work in General

Our Coverage



Division

Commercial Relations



Division

Public Relations



Division

Business and Talent Attraction /
Investment Promotion



Hong Kong – ASEAN Bilateral Trade (2023)

ASEAN: Hong Kong's 2nd largest trading partner

Hong Kong: ASEAN's 7th largest trading partner (2022)

US\$ 144.6 billion (average growth 2.7% from 2019-2023)

Hong Kong – Indonesia Bilateral Trade (2023)

Indonesia: Hong Kong's 23rd largest trading partner

Hong Kong: Indonesia's 11th largest trading partner

US\$ 4.8 billion



Hong Kong Chief Executive's Visit in Jakarta, Indonesia



Latest Activities



Federation of Hong
Kong Industry's
Visit in Jakarta,
Indonesia



Latest Activities



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