



**TPSA** | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT



# Demonstrating Effective Tools and Methods for Promoting and Facilitating Investment

## HIGHLIGHTS

- The Investment Coordinating Board of Indonesia (BKPM) has gained a deeper first-hand understanding of potential Canadian investor interest in Indonesia via:
  - the identification of five sectors and nine industries as priorities for Canadian investor targeting;
  - the development of sector brochures and value proposition presentations tailored to the interest of potential Canadian investors in these sectors;
  - the development of a prospective Canadian investor database;
  - demonstration of the use of webinars to cost-effectively reach out to busy investors to generate interest;
  - BKPM participation in a road show visit to Canada to meet prospective investors identified via the webinars.
- BKPM has gained an understanding of the use of Client Relationship Management (CRM) systems for lead tracking and has begun to implement such systems.
- BKPM staff gained and are applying new knowledge and skills on best-practices in lead generation, investment facilitation, account management, aftercare, and value proposition development.
- A Guideline for Handling Investor Enquiries was developed for BKPM and fully endorsed by BKPM. 1,300 copies of the guideline were requested by BKPM and distributed to their staff in Indonesia, their international offices, and their sub-national equivalents across Indonesia. The material is being used in staff training.
- A comprehensive Guideline for Developing an Investment Promotion Strategy was developed for BKPM. 100 copies of the guideline were requested by BKPM for distribution to all regional promotional officials in 34 provinces of Indonesia.



BKPM officials meet potential Canadian investors.

## THE OUTCOME

BKPM has gained additional knowledge on effective tools and methods for promoting and facilitating investment and is sharing that knowledge with regional and provincial agencies responsible for this function. Progress is being made towards implementing these tools and methods, and the knowledge shared has been incorporated in BKPM's training curriculum.

**Canada**

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**BKPM**  
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MINISTRY OF TRADE