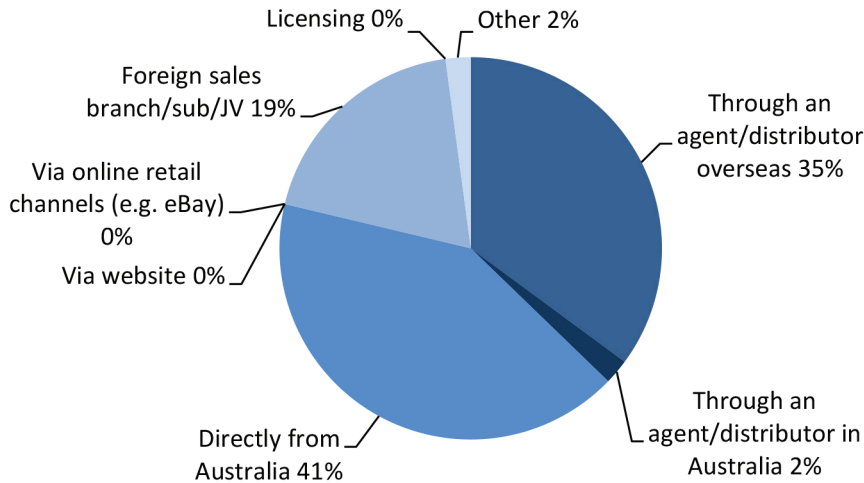


INDONESIA

Figure 41: Indonesia - Mode of servicing

Survey question: *Mode of servicing (top two countries)*

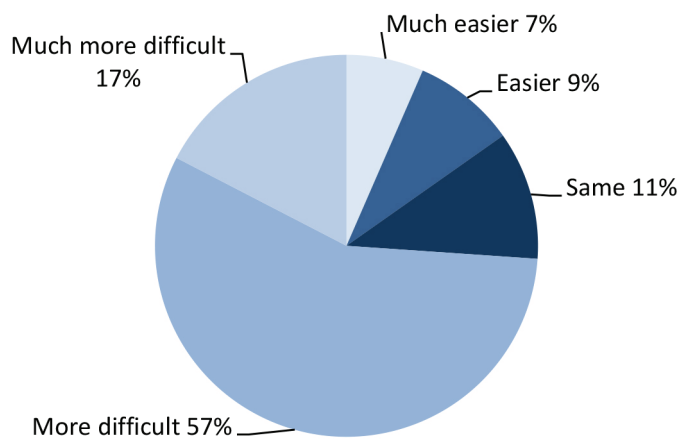


Sample size by number of respondents: n=95

The choice of modes for servicing the Indonesian market is broadly in line with those used in China and India. In order of importance, the mode choices are: servicing the market directly from Australia, using agents and distributors (mostly based in Indonesia) and setting up a foreign sales branch, subsidiary or joint venture (Figure 41).

Figure 42: Indonesia - Ease of doing business compared to Australia

Survey question: *Ease of doing business (top two countries)*

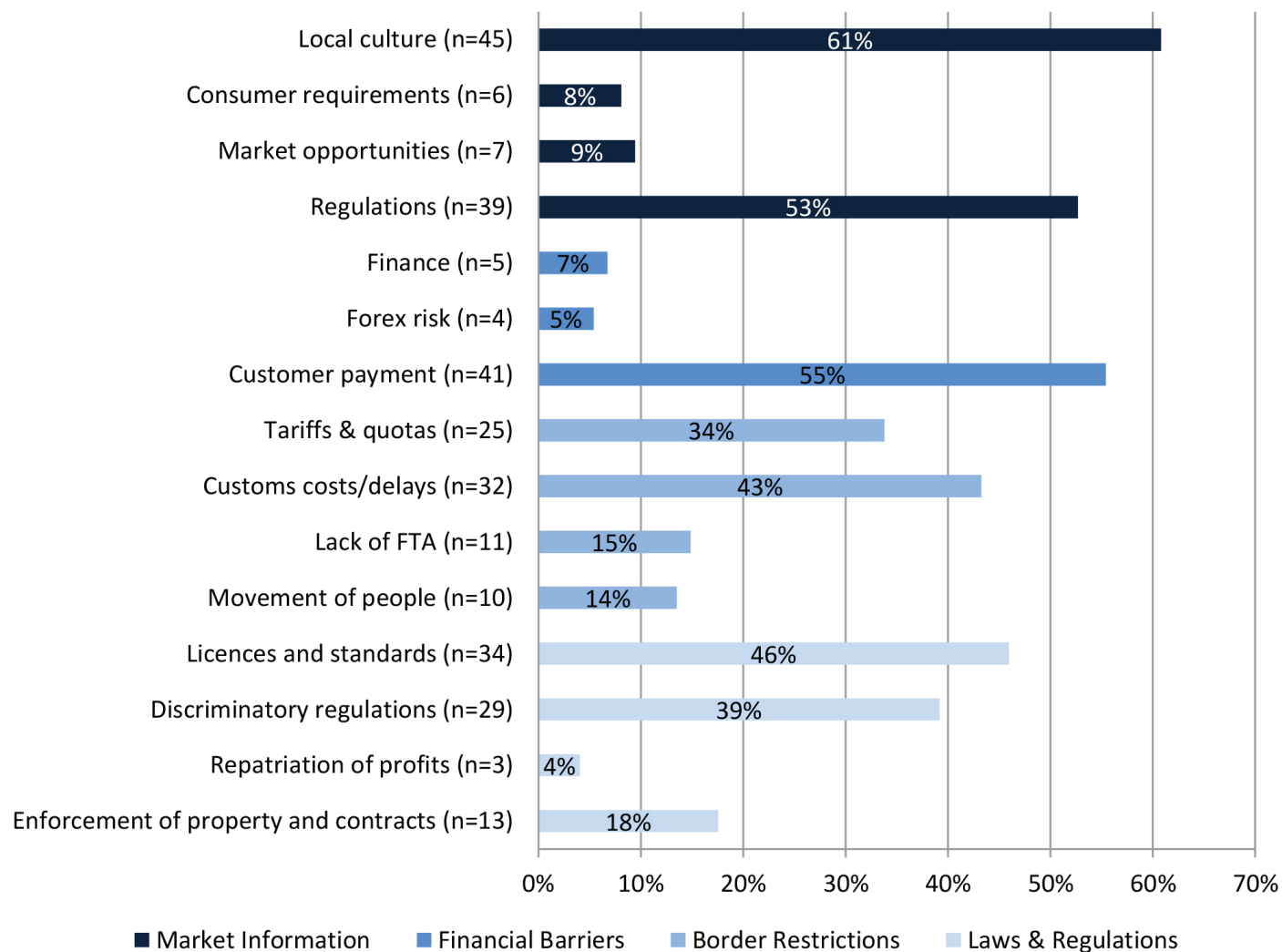


Sample size by number of respondents: n=95

The difficulty of doing business in Indonesia (Figure 42) receives similar ratings to China. The percentage of respondents that regard the country as easier/much easier in which to do business than Australia is also comparable to that for the Chinese market.

Figure 43: Barriers to doing business in Indonesia

Survey question: *What are the barriers that make (this country) so difficult for your company? (select all that apply)*



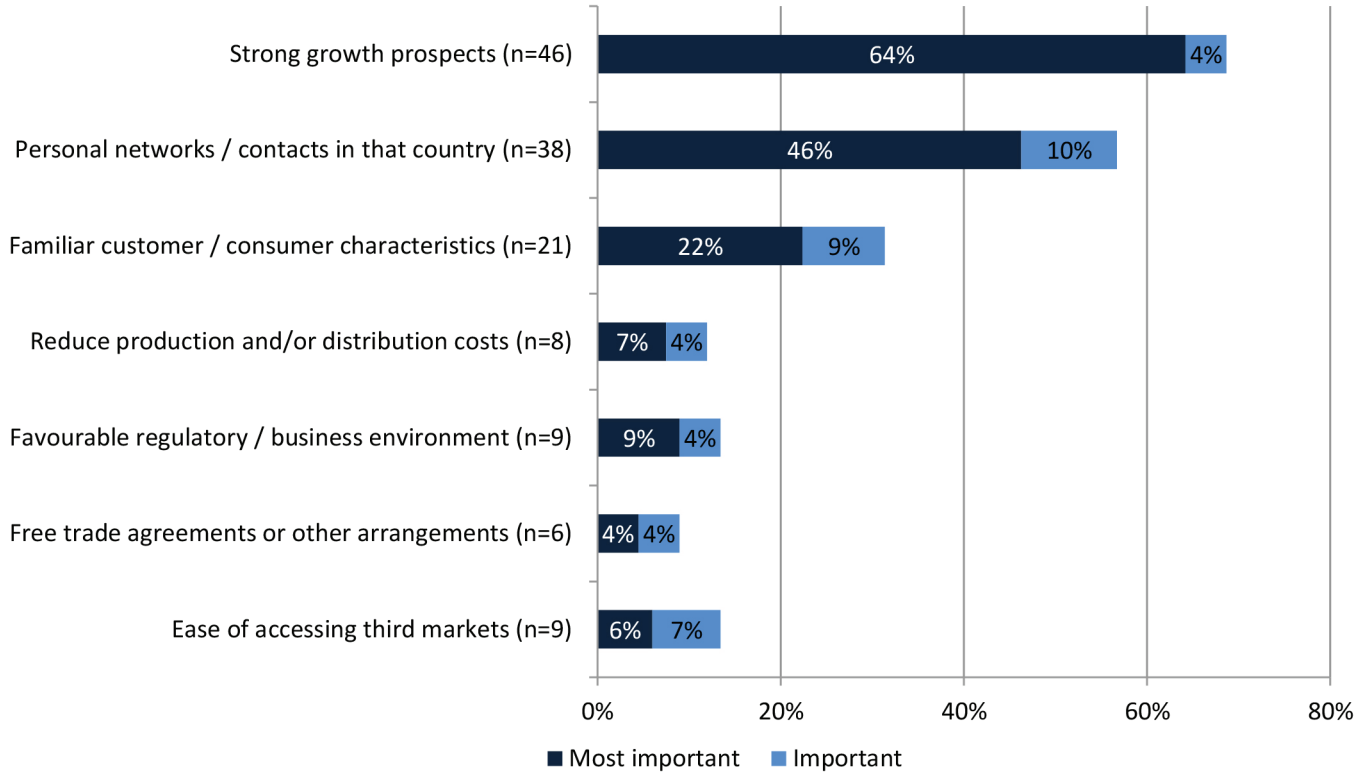
Sample size by number of respondents: n=74

Sample size by number of responses: n=304; multiple responses were possible

As in the case of most markets, lack of information about local culture and business practices is the barrier most often selected by respondents (Figure 43). Customer payment issues are also a particular concern in Indonesia.

Figure 44: Why was Indonesia selected for future business?

Survey question: *Why has your company chosen to target this country for future business? (select all that apply)*



Sample size by number of respondents: n=67

Sample size by number of responses: n=141; multiple responses were possible

Note: 'Other' category accounted for n=4 responses

While strong growth prospects in the country are the overwhelming reason why Indonesia is selected as the most important future market, personal ties between Indonesia and Australia do feature as an important secondary motivation (Figure 44).