

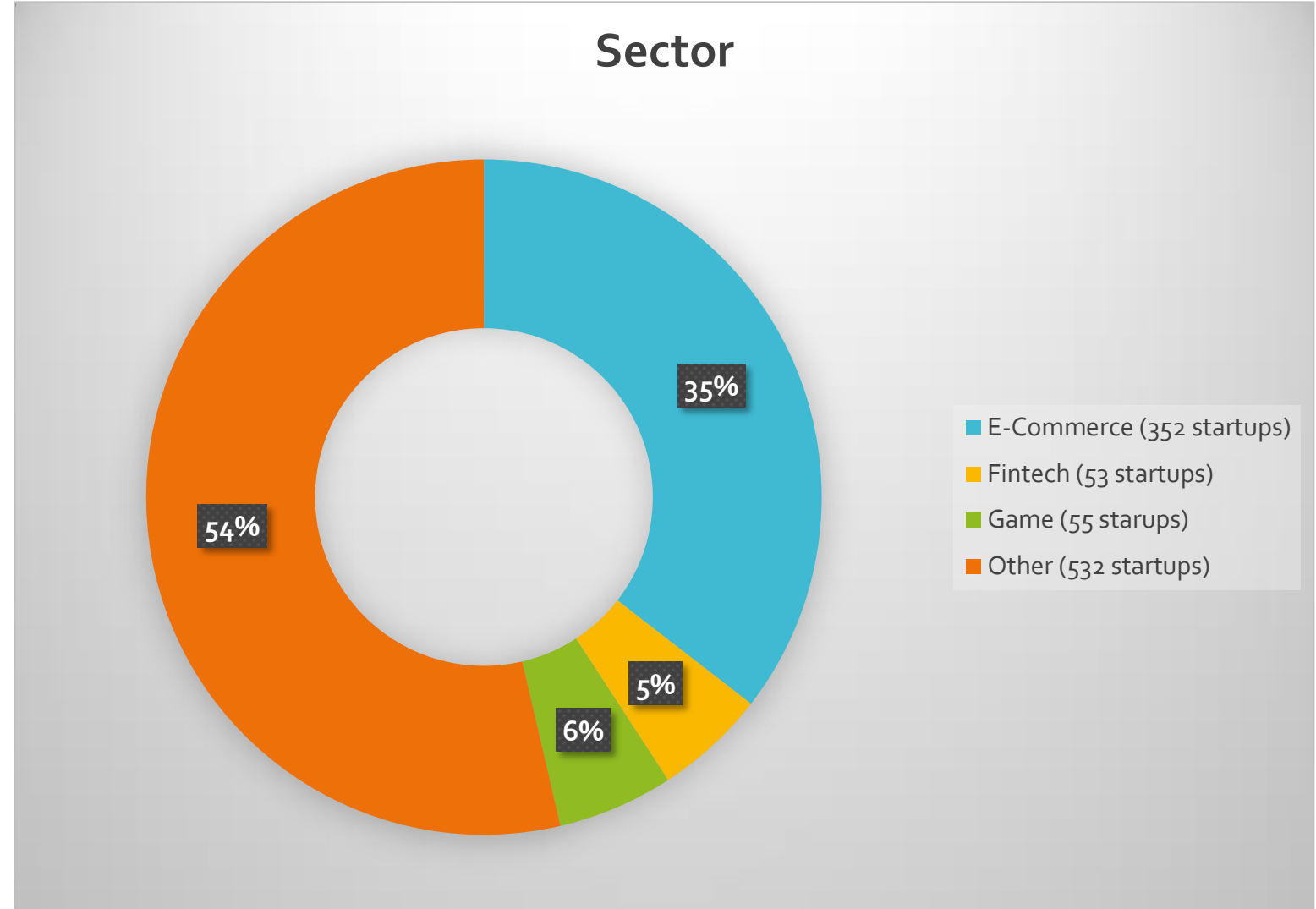
How do we make sense of current and anticipated developments in Tech and Trade? What does the crystal ball reveal of the future of ASEAN's IP ecosystem? – The Indonesian Perspective

Emirsyah Dinar (Em) – AFFA Intellectual Property Rights Indonesia & Timor Leste

The current state of Trade in Indonesia

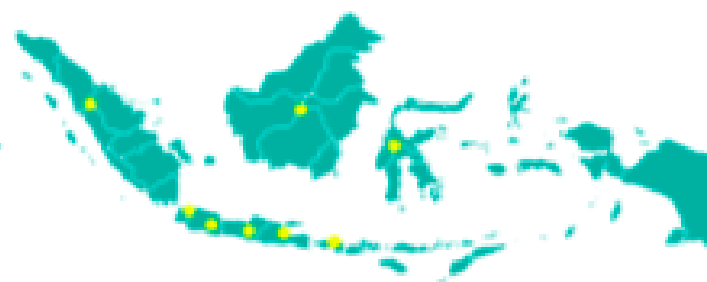


The current state of Tech in Indonesia – by sector



DOMISILI

992 STARTUP INDONESIA



JABODETABEK	522	STARTUP	52.62%
JAWA TENGAH	30	STARTUP	3.02%
DAERAH ISTIMEWA YOGYAKARTA	54	STARTUP	5.44%
JAWA BARAT	44	STARTUP	4.44%
JAWA TIMUR	113	STARTUP	11.39%
BALI & NTB	32	STARTUP	3.23%
KALIMANTAN	24	STARTUP	2.42%
SULAWESI	34	STARTUP	3.43%
SUMATERA	115	STARTUP	11.53%
DOMISILI TIDAK DIKETAHUI	24	STARTUP	2.42%

Indonesia's
"unicorns"

The logo for BUKALAPAK features the word "BUKALAPAK" in a white, bold, uppercase, sans-serif font, centered within a solid red rectangular background.

BUKALAPAK



Emerging Tech
Startups – We
need more
scale ups, not
more start ups!

Personal Finance & Investment	
Payment	
POS	
Lending	
Accounting	
Comparison	
Crowd funding	
Crypto Currency	

Why Indonesia?

- High economic growth (4-6% per annum)
- Large population – hence big market
- Untapped market potential, especially in rural parts of the country
- Rapid infrastructure development
- Plenty of opportunities, especially for fintech, education and healthcare tech companies



GROWTH OF DIGITAL IN INDONESIA



TOTAL POPULATION: 255.5 MILLION

◇ URBANISATION: 51%

GROWTH
SINCE JAN 2014



ACTIVE MOBILE SOCIAL ACCOUNTS

62.0 MILLION - PENETRATION: 28 %



ACTIVE SOCIAL MEDIA ACCOUNTS

72.0 MILLION - PENETRATION: 28 %



MOBILE CONNECTIONS

308.2 MILLION - VS. POPULATION: 121%



ACTIVE INTERNET USERS

72.7 MILLION - PENETRATION: 28 %



+ 19%



+ 16%



+ 9%

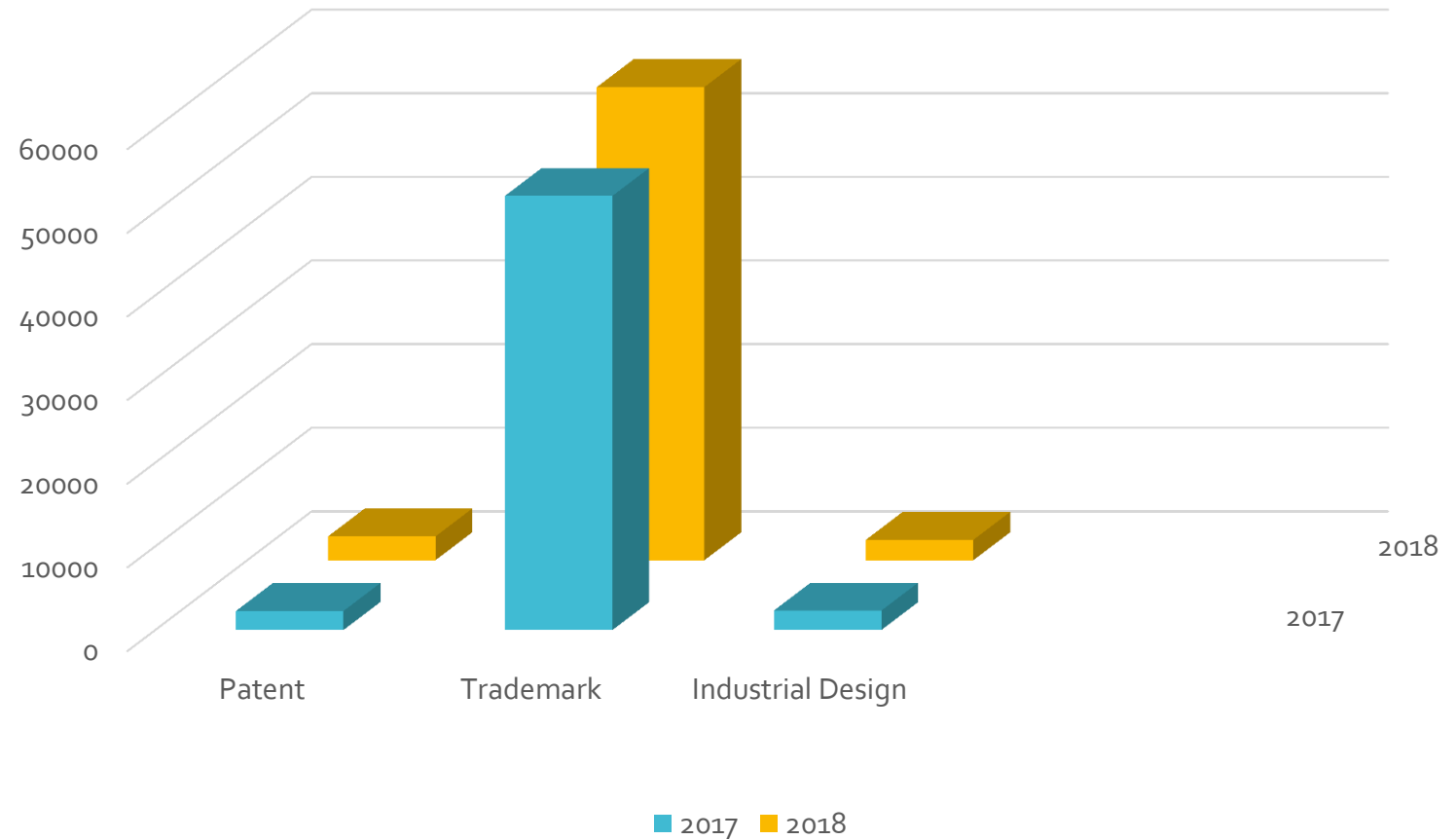


+ 0%

SOURCE: WE ARE SOCIAL, JANUARY 2015 | GRAPHIC BY TECHINASIA

IP Filing Statistics in Indonesia (by Indonesian entities) – positive trends

Source: DGIP



Current weaknesses (according to Global Innovation Index 2018)

- Knowledge creation
- PCT patents by origin
- Scientific & technical articles
- Gross expenditure on R&D
- Firms offering formal training as a part of business sophistication
- Regulatory environment

Pushes and
Efforts by the
Government
to Create IP-
heavy
industries



Badan
Ekonomi
Kreatif
Indonesia

BEKRAF (The Creative Economy Agency of the Republic of Indonesia)

- Missions:
 - To assist all creative assets and potentials by Indonesian to achieve independent and sustainable creative economy.
 - To create creative industry ecosystem which will enable the development of the industry.
 - To push Indonesia-made and created innovations in the field of creative industry to have significant values and competitive advantages worldwide.
 - **To create awareness and appreciation of Intellectual Property.**
 - To plan and execute specific strategies to place Indonesia in a reputable world creative economy map.



CREATIVE IP BOOTCAMP

SHORT COURSE, PORTFOLIO REVIEW, TRADE SHOW

Calling all Indonesian creators, animators, comic artist, filmmakers, brand owners, and all kinds of creative IP owners.

Daftar untuk mendapatkan kesempatan workshop eksklusif mengenai IP Licensing dan banyak kesempatan lainnya!

DAFTAR

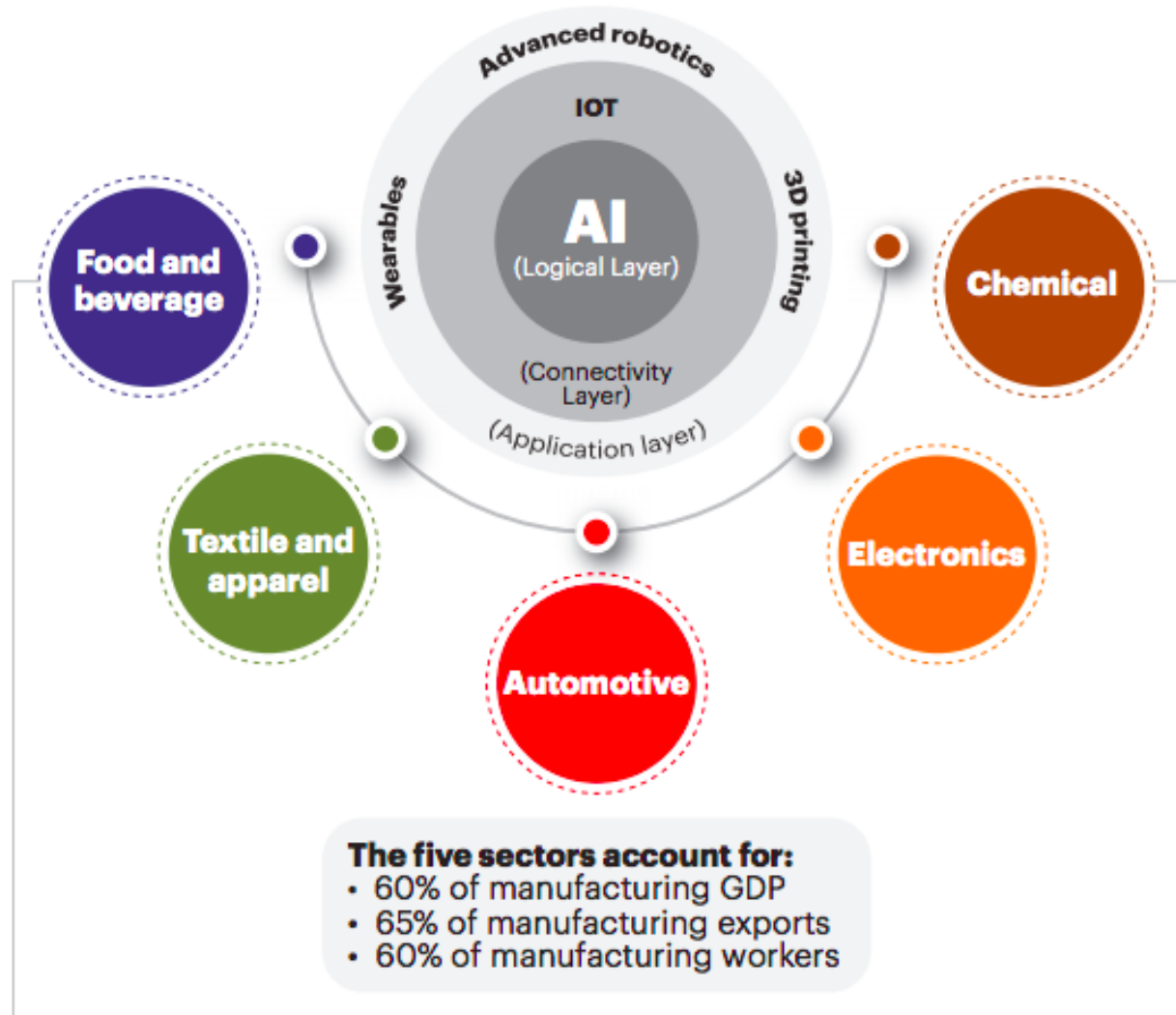
KATAPEL.ID IP
Bootcamp (3
phases)

- Create Your IP
 - Manage Your IP
 - Market Your IP
-
- Intended Results: More IP filings by Indonesia entities in Indonesia/overseas, better commercialization.

But how much do we invest in R&D as a country?

Asian R&D Investments				
	2018		2019	
	GDP BIL USD	R&D BIL USD	GDP BIL USD	R&D BIL USD
China	24,646.00	485.53	26,223.30	519.22
Japan	5,469.90	191.45	5,519.10	193.17
India	10,146.10	86.24	10,937.50	94.06
South Korea	2,087.80	90.19	2,148.35	93.46
Australia	1,272.10	29.77	1,311.54	30.82
Taiwan	1,197.30	29.33	1,221.25	30.04
Singapore	528.60	13.85	542.87	14.33
Malaysia	975.20	12.48	1,023.96	13.21
Indonesia	3,414.90	10.58	3,602.72	11.17
Pakistan	1,115.10	7.02	1,167.51	7.24
Bangladesh	728.40	5.10	774.29	5.42
Thailand	1,276.90	4.47	1,325.42	4.64
Hong Kong	469.30	3.33	484.32	3.49
New Zealand	191.10	2.46	196.64	2.56
Vietnam	686.40	2.20	731.02	2.34
Philippines	933.10	1.49	996.55	1.59
Myanmar/Burma	351.10	1.05	373.22	1.12
Sri Lanka	300.70	0.48	319.64	0.51
Nepal	83.40	0.25	88.65	0.27
North Korea	40.00	0.20	40.00	0.20
Cambodia	68.10	0.15	72.39	0.11

Making Indonesia 4.0



10 Priorities in Making Indonesia 4.0

- 1. Improvements in goods and materials movement
- 2. Industrial Zones redesign
- 3. Empowerments of SMEs
- 4. National digital infrastructure development
- 5. More FDI
- 6. Sustainability – clean tech, EV, Biochem, and renewables
- 7. Better human resources
- 8. Innovation ecosystem development
- 9. Incentives for technology investment
- 10. Harmonization of laws and regulations

Thank you!

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