

SWEDEN-RI

# Business groups explore opportunities

## The Jakarta Post

JAKARTA

With the hope of gaining a deeper understanding of Indonesia, Swedish business executives are conducting a one-week trip to Jakarta and Yogyakarta, two prominent cities in the country.

Targeting Indonesia as potential economic partner, executives from 18 Swedish companies, who have been in the capital since Monday, said they had met with several business-related communities, including the state's investment board.

After three days in Jakarta, the executives, during their short visit to *The Jakarta Post* on Wednesday, said their visit to the country was aimed at getting to know the real situation in Indonesia, the world's fourth-most populous nation.

"While in fact we don't know much about Indonesia, the trip helps us see a clearer picture of In-

donesia," said Martin Holmgren, CEO of wood supply company Stora Enso Skog.

Despite acknowledging that Indonesia still had room for improvement, especially in developing its infrastructure and good governance practices, the executives, who represented various companies in Sweden including Sony Ericsson, Ericsson, Affibody, Electrolux, Novare, Scibase and 3AP-fonden, said the government officials had convinced them that potential investors would not be met with a complicated bureaucracy.

"Officials from the investment agency said it only took one day for investors to be granted permits to run a business," one executive said.

"Indonesia has ambitions to be a big player in the world economy. It has a lot of work to do [before achieving the world's top position], but it has a good future," Holmgren said.

Holmgren added that despite the

growing economy, Indonesia should keep an eye on preserving nature.

He hoped that the two countries could set up a cooperation in forming a green economy.

"Sweden is a leading country in the innovation of green technology, a concept that is hoped to create balanced development between the environmental protection and economic development. We hope to have real cooperation with Indonesia in this sector," he said.

Discussions of green economic cooperation between the two countries started in February this year through a seminar titled, "Green Growth for Indonesia — A Knowledge-Sharing Seminar with Sweden", in Jakarta.

Former Indonesian trade minister Mari Elka Pangestu said that Indonesia had been developing the concept of a green economy for five years, as reported by Antara news agency. (lfr)