



SWISSCONTACT INDONESIA **NEWSLETTER**

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Dear esteemed reader,

We are delighted to bring you the latest edition of Swisscontact Indonesia newsletter to conclude the year 2024.

This issue highlights the multi-stakeholder partnerships in our sustainable landscape, skills development and international trade initiatives. In Aceh, the Leuser Alas-Singkil River-basin (LASR) Project has been driving collective efforts at district and village levels in combating deforestation issues for stronger commodity supply chains and sustainable landscape. The Swiss Skills for Competitiveness (SS4C) Program continues to showcase its vision for private sector competitiveness through public-private partnerships, including those facilitated by chambers of commerce like SwissCham Indonesia. Meanwhile, the Swiss Import Promotion Programme (SIPPO) has achieved new milestones in strengthening market intelligence for export-ready products, such as the new company diagnostic tool co-developed with its Business Support Organisations (BSOs).

Swisscontact has been playing a pivotal role in bilateral cooperation between Switzerland and Indonesian since 1974, and the lasting collaborations that follow have only grown since. For over 50 years, Swisscontact has brought Swiss expertise and innovation to the development sector in Indonesia, fostering strong and invaluable partnerships that lead to impactful results. We are grateful to have you as part of our journey. Thank you for your continued support.

Together, let us build on these successes and create even more opportunities for Indonesia in 2025 and beyond.

On behalf of the Swisscontact Indonesia Country Office team, I wish you happy holidays and a prosperous New Year 2025.

Karen Alexandria
Country Director
Swisscontact Indonesia

Swisscontact Indonesia: A Year in Review

Celebrating its 50th anniversary in Indonesia this year, Swisscontact continues its journey to create opportunities in the country.



Swisscontact Indonesia kicked off the year by hosting the 9th Asia Seminar in April, which was attended by 70 delegates from six Swisscontact country offices across Southeast and South Asia regions. This year's Asia Seminar was a special one, as it witnessed the transformative launch of Swisscontact's two regions in Asia into a unified South and Southeast Asia (SSA) Region, with Regional Director Prashant Rana at the helm.



Later in July, Swisscontact Indonesia hosted its 50th anniversary dinner reception, in which 100 guests representing past and present collaborators, from ministries to local project partners, joined in the celebration. Among them were the Ambassador of Switzerland to Indonesia, Timor Leste, and ASEAN His Excellency Olivier Zehnder, as well as Swisscontact CEO Philippe Schneuwly.



Throughout the year, Swisscontact Indonesia has reached new milestones in its project implementation activities, from the new beginning of its skills development program Swiss Skills for Competitiveness (SS4C), its innovations in multi-stakeholder partnership for key landscape actors in Aceh through the Leuser Alas-Singkil River-basin (LASR) Project, and its continued support in bringing Indonesia's flagship commodities to European markets through the multi-country Swiss Import Promotion Programme (SIPPO).



Marking its 50th year in Indonesia, Swisscontact continues to advance in creating opportunities for sustainable growth. This monumental year, highlighted by regional unification, strengthened partnerships, and new leadership, sets the stage for Swisscontact Indonesia to drive impactful change in the years ahead.

Swisscontact Indonesia wraps up the year with a new chapter in its leadership, by welcoming Karen Alexandria (left) as Country Director and Christina Rini (right) as Deputy Country Director. Both are no strangers to Swisscontact's work in Indonesia, particularly in empowering local communities through sustainable economic opportunities.

A New Chapter of Switzerland-Indonesia Partnership in Skills Development



Switzerland and Indonesia mark the next phase of bilateral cooperation on skills development in 2024 with the start of the Swiss Skills for Competitiveness (SS4C) Program, implemented by Swisscontact. The SS4C Program is a merger of two skills projects, the Skills for Competitiveness (S4C) and the Sustainable Tourism Education Development (STED), which concluded their first phase in late 2023.

“The SS4C program creates industry solutions that respond to the evolving needs of the companies for a skilled, industry-relevant workforce, leading to increased competitiveness in the private sector,” said SS4C Program Manager Daniel Weibel.



“Switzerland is dedicated to support Indonesia in enhancing human resources by strengthening the dVET ecosystem, through aligning learning in educational institutions with the real needs of industry,” said Jonas Grunder, Program Manager of Private Sector Development, SECO Bern, during his visit to SS4C partners in East Java in October.



The Switzerland-Indonesia partnership in skills development, which began in 1974 with the establishment of now Bandung Polytechnic of Manufacture (POLMAN), continues to evolve over the years to address the challenges of each era.

The SS4C Program, funded by Switzerland’s State Secretariat for Economic Affairs (SECO), believes that public-private partnerships are key to bridge the existing skills gap through the implementation of dual VET, where the training takes place in both the VET institution and the company.





During this year, the SS4C Program continues to build upon the projects' past achievements, including the public-private partnerships facilitated by SwissCham Indonesia. Through participation in events like the Ministry of Industry (MoI)'s annual Industrial Education Training and Expo (IDUTEX) in October, SS4C promotes Swiss-inspired vocational education and training (VET) approaches, that would benefit both the students and the companies.

"We need a skilled, competent workforce that can address the challenges and problems of the future. This is what we must prepare to realize Indonesia's vision of becoming a developed nation by 2045," said Minister of Industry Agus Gumiwang Kartasasmita, as he visited Swisscontact's and SwissCham Indonesia's joint booth during the IDUTEX 2024.



The SS4C Program symbolises the enduring commitment of Switzerland and Indonesia for skills development. By aligning vocational education with industry demands through innovative public-private partnerships, SS4C equips Indonesia's workforce to meet present and future challenges. As the program embarks on this new phase, it reaffirms the shared vision of empowering individuals, strengthening industries, and contributing to the 2045 Golden Indonesia (*Indonesia Emas*) vision.

LASR Emphasizes Multistakeholder Collaboration to Improve Sustainable Landscape Performance in Aceh



Achieving sustainability in agricultural initiatives, not to mention managing sustainable land use, requires collective and serious effort. The Leuser Ecosystem in Aceh, where oil palm plantations have driven an increase in lowland forest loss, is no exception.

LASR has worked not only with supply chain actors but also with government and communities in combating the deforestation issues for sustainable landscape in Aceh. At the district level, the Project is connecting relevant stakeholders to work collaboratively to reach shared goals on sustainable landscape through strengthening multi-stakeholder forums. At the village level, the Project facilitates a participatory land-use planning (PLUP) to optimize land use, prevent land-conflicts, and promote indigenous forest management.

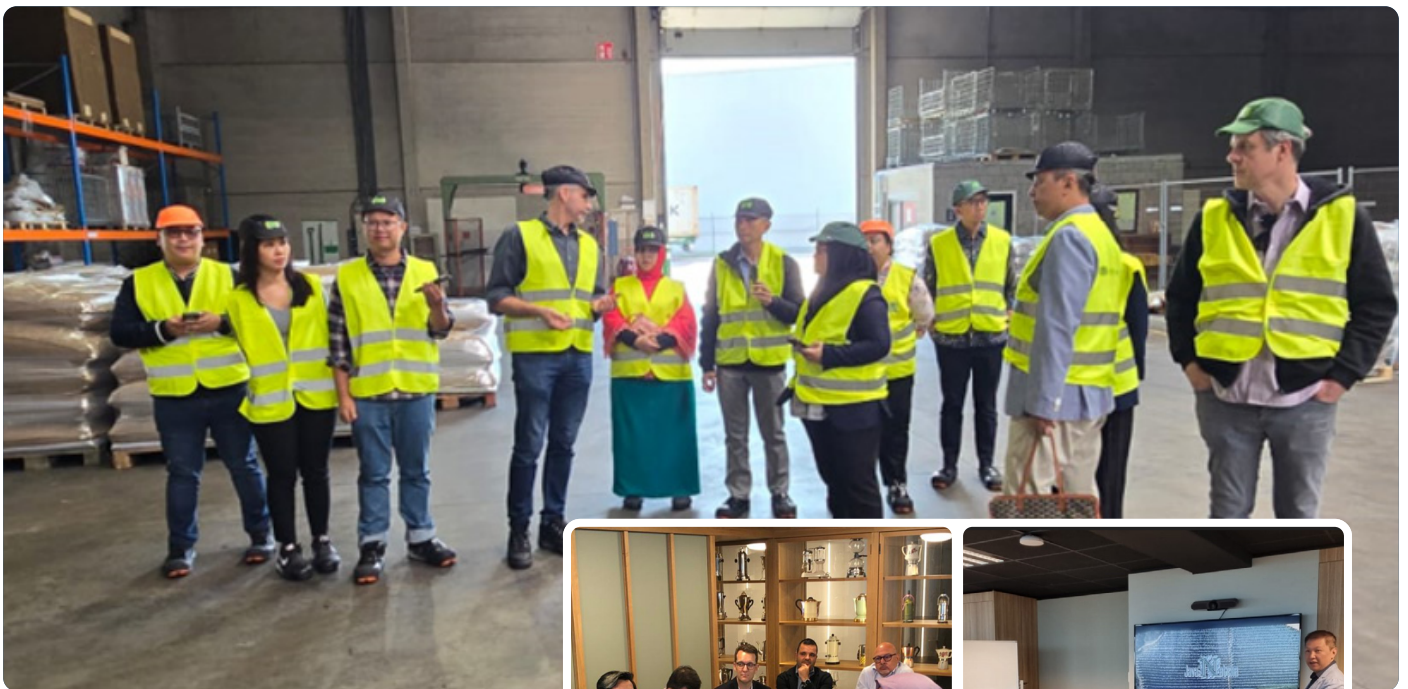
LASR Project closed the year 2024 with strengthening Singkil District's multi-stakeholder forum (MSF). We assisted the stakeholders to monitor the progress of shared activities. We conducted a training to them in November to use a digital, web based *Landscape Improvements Dashboard*.

The effort continues for the Subulussalam MSF where the project facilitated close discussion between stakeholders in mid-December to create impactful results. Members have varied views on the problem to be address; everyone believes that more discussions should happen to collaborate efforts and synergize resources.

We are entering agreement with the government of Aceh Tenggara to establish district's budwood garden for cocoa sector. This activity aims to provide compatible multiclones, accommodating the rise of seedling demand. There are only 38 nurseries now with the annual capacity of 506,000 seedlings which is still far from the quantity needed. Eventually, the goal is meeting the industry's standards, and improving the quality of cocoa beans produced in Aceh Tenggara.



"This collaborative effort unites diverse issues, interests, and resources into a cohesive force aimed at a common goal: sustainable land-use management for major commodities in Subulussalam, Aceh Singkil and Aceh Tenggara" said Christina Rini, LASR Project Manager.



Supporting Indonesia's Exports to European Markets

This year, the Swiss Import Promotion Programme (SIPPO) has achieved new milestones in strengthening the capacity of Business Support Organisations (BSOs) in Indonesia.

In a groundbreaking move with the Ministry of Cooperatives and Small and Medium Enterprises (MoC-SMEs) and Indonesian Chamber of Commerce and Industry (KADIN) as co-BSO, SIPPO has developed qualitative company diagnostic tool, which enables better identification of export-ready enterprises that could comply with mandatory import regulations. This follows with the accomplishment of selling mission for two selected coffee companies namely TSJA Coffee and Java Halu Coffee to prospective buyers in Switzerland and Netherlands respectively with total value over EUR 500,000.

Moreover, through market orientation missions with the Ministry of Marine Affairs and Fisheries (MMAF), the Ministry of Trade (MoT), and the Indonesian Essential Oils Council (DAI) respectively, SIPPO supported the BSOs to expand their network and to improve their market intelligence capabilities in identifying market segments and trade opportunities in Switzerland and European Union for commodities like Indonesian fish and seafood, technical wood, and essential oils.

In 2025, SIPPO's focus would incorporate its most recent milestones into initiatives related to sector export promotion strategy development and expanding network with importers.

"All of which will be crosscutting with sustainability and digitalization themes," said SIPPO Indonesia Country Representative Aris Darujo. "This includes capacity building on mandatory import regulations, improvement of digital learning platforms, optimization of digital promotion and virtual matchmaking, and improvement of social media visibility," he continued.

This strategy is developed based on the Organizational Capacity Assessment (OCA) workshop results conducted in 2024. "It is important to tailor our work with BSOs' priorities and needs to ensure its sustainability, and OCA workshop has been helpful in the design of our workplan," said SIPPO Export Promotion Manager Andina Auria Dwiputri.



SWISSCONTACT INDONESIA

CREATING
OPPORTUNITIES

We create opportunities

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