



Strengthening Indonesia's Future through U.S.-Indonesia Business Collaboration

US-ASEAN Business Council
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Foreword



With great pride, we present the Bisnis AS untuk Indonesia (BISA) report, a thorough examination of the vital role U.S. businesses play in strengthening Indonesia's economy and building a resilient future. For decades, American companies have been trusted partners in driving growth, investing in people, and ensuring that Indonesia is well-positioned to meet its long-term goals under the Golden Indonesia 2045 vision.

This report tells stories about how U.S. companies contribute to Indonesia's vision and goals as an emerging economic powerhouse. U.S. businesses are making concrete contributions in each area of economic advancement that President Prabowo is prioritizing – that's the overall story told here. By providing advanced skills training and transferring technology, American businesses help make Indonesia's industries more efficient and competitive. By adhering to transparent and responsible practices, they strengthen governance and build trust in Indonesia's markets. More importantly, by offering these opportunities and collaborating closely with their Indonesian partners to make a meaningful impact on issues that affect everyday lives, U.S. and Indonesian businesses can grow together. This not only helps make Indonesia a stronger economy but also turns it into a better long-term investment partner for the United States.

Looking ahead, this report serves as a foundation for ongoing dialogue and partnership. U.S. businesses remain committed to empowering Indonesia's workforce, modernizing industries, and supporting national priorities within the Asta Cita framework. With America as a trusted partner, the U.S. ASEAN Business Council and its 190-plus member companies are confident that our collaboration will continue to create opportunities, build resilience, and promote shared prosperity for both nations.

Jakarta, October 2025

Amb. Brian McFeeters (Ret.)

Interim President & CEO

US-ASEAN Business Council

Executive Summary

The Bisnis AS untuk Indonesia (BISA) report highlights the crucial role that U.S. companies play in supporting Indonesia's vision of becoming a prosperous, equitable, and resilient nation by 2045. For over a century, American businesses have been trusted partners in Indonesia's economic development. Today, they continue to drive innovation, create jobs, transfer technology, and strengthen governance while aligning closely with the government's Asta Cita priorities and the Golden Indonesia 2045 agenda.

According to a survey of young, educated, and urban Indonesians conducted by the **US-ASEAN Business Council (USABC)** in December 2024, **72%** of participants believed that U.S. technology companies had the most significant impact on Indonesia's development compared to other industry sectors. This finding aligns with U.S. investment data over the past five years, which shows that the **services sector**, including Information and Communication Technology (ICT), has recorded growth of nearly **600 percent**¹.

Bisnis AS untuk Indonesia serves as a platform for sharing information about the contributions of U.S. companies in supporting Indonesia's economic development, including through:

Direct Investment and Economic Impact

Between 2014 and 2023, **U.S. companies** committed approximately **USD 67 billion in foreign direct investment**, generating an estimated economic contribution of nearly **USD 128 billion**². Beyond capital, these investments have created multiplier effects across various sectors—modernizing energy and infrastructure, enhancing agricultural productivity, strengthening workforce skills, advancing women's empowerment, and driving downstream industrialization.

Social Impact and Human Development

The **35 companies** featured in this report collectively have made tangible contributions to Indonesia's key development priorities from 2003 to 2025, including:

- Over **5 million individuals** have been trained in digital skills, including cloud computing, cybersecurity, and artificial intelligence (AI), to prepare Indonesia's workforce for the future of work.
- Approximately **60,000 students and educators** were engaged through STEM-focused education initiatives designed to enhance Indonesia's long-term competitiveness and economic growth.
- Over **300,000 people** benefited from healthcare programs, including access to clean water, sanitation, preventive health services, and medical training.
- **Over 1 million jobs** have been created through U.S. business initiatives in Indonesia, fueled by investments in MSMEs, vocational training, entrepreneurship, inclusive hiring, and digital transformation, resulting in over **USD 16 billion in income**.

These contributions are not isolated efforts—they are part of a **long-term commitment** to building a more **competitive, sustainable, and inclusive Indonesia**. As Indonesia advances toward its **Golden Indonesia Vision 2045**, U.S. businesses will continue to be **strategic partners** in promoting innovation, resilience, and prosperity that benefit both nations.

¹ BKPM, 2025. Data analyzed by USABC

² US-Indonesia Investment Report, 2024



From Exploration to Innovation: Tracing a Century of U.S.–Indonesia Economic Collaboration

U.S. businesses’ contribution to Indonesia began over a century ago, starting with investments by Standard Oil (precursor of ExxonMobil) in oil exploration. The economic relationship strengthened after Indonesia gained independence in 1945. Since then, many U.S. companies have invested in and expanded their operations in Indonesia.

Over the past decade, U.S. businesses’ investments in Indonesia have totaled approximately USD 17.15 billion according to BKPM. However, the U.S.-Indonesia Investment Report 2024 presented a higher investment figure by considering a more comprehensive view of actual investments and their impact, estimating that U.S. businesses committed USD 67 billion from 2014 to 2023. Additionally, the report examined the multiplier effect of those investments, estimating an overall economic contribution of USD 128 billion.

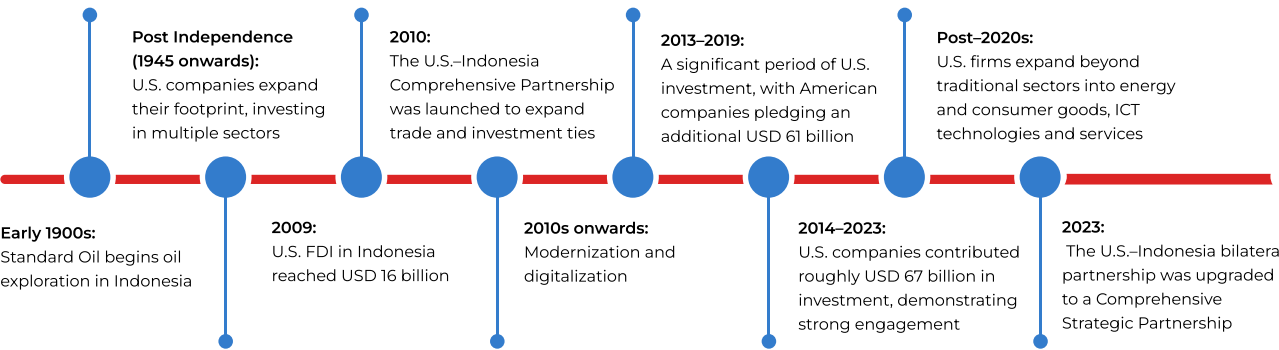


Figure 1: History of U.S.–Indonesia Business Partnership
Source: USABC

Advancing the Same Vision

U.S. investments in Indonesia over the last century have evolved from traditional sector investments, especially in mining, to more advanced technologies and services, particularly in the digital space. This initially began in the 1990s when U.S. technology giants such as Microsoft, IBM, Cisco, Intel, and others started formal operations in Indonesia. They introduced the latest digital technologies, including cloud technology, which was established in Indonesia by Microsoft, Google, and Amazon Web Services (AWS).

This evolution of U.S. investment aligns with President Prabowo Subianto's vision to position Indonesia as the world's fourth-largest economy by 2045, marking Indonesia's 100th anniversary of independence. This vision, known as Golden Indonesia 2045, serves as the foundation for the government's policies and initiatives aimed at growing the economy by 8% annually by 2029. To achieve this target, his administration outlined a comprehensive list of priorities that are outlined in the Asta Cita, an eight-point mission framework designed to drive Indonesia toward a prosperous and equitable future. President Prabowo's primary focus areas are food security, energy transition, improving quality education, and accelerating industrialization, particularly by building on efforts initiated by the previous administration.

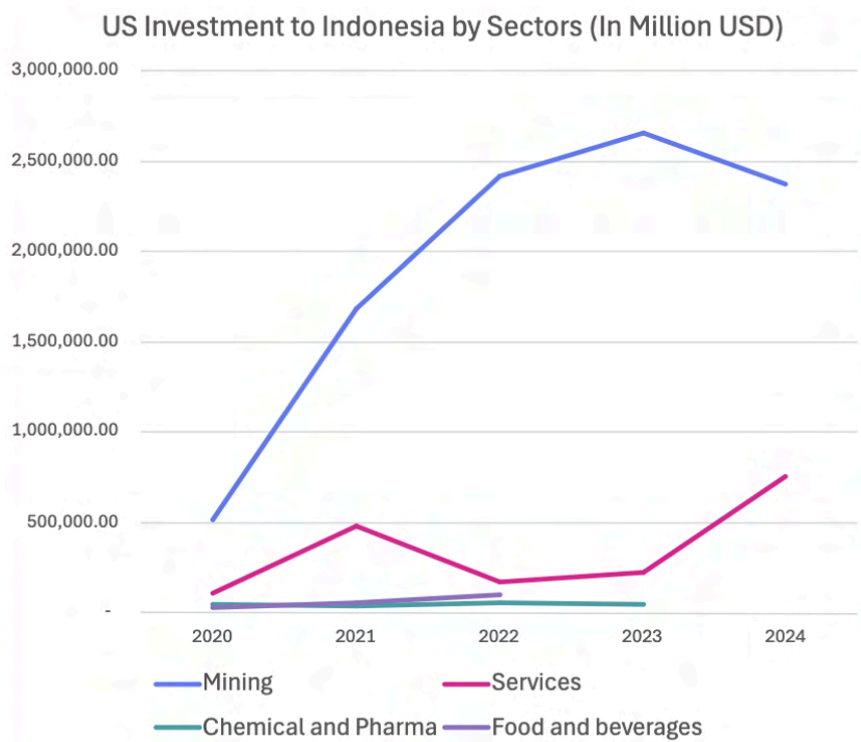


Figure 2: U.S. Investment in Indonesia from 2020 to 2024
Source: BKPM, analyzed by USABC

United in Vision, Shared in Growth

As this report will show, U.S. companies operating in Indonesia do not just invest in the economy. They invest in people, small businesses, the environment, and long-term development in Indonesia. Aligning with Indonesia's vision and priorities, they train people in Science, Technology, Engineering, and Mathematics (STEM) education, train Small and Medium Enterprises (SMEs) in business management, and provide platforms for them to sell their goods globally. They also help local communities transition to renewable energies, such as solar, for more sustainable economic development and a brighter future.

These efforts generate multiplier effects, which, as outlined in the U.S.-Indonesia Investment Report 2024, surpass the total U.S. investment value. However, not all are reported to the government. This report aims to share some stories about how U.S. companies contribute to Indonesia's vision and priorities and grow together with its people and the country.



U.S. Business Contributions to Indonesia's Development

Support Economic Growth & Resilience

Indonesia's economic journey has demonstrated remarkable resilience. Despite global headwinds and shifting markets, the country has sustained steady growth and a strong sense of ambition. However, the government understands that long-term prosperity depends on transforming how the economy uses energy, manages resources, and positions itself in global supply chains. Challenges such as coal dependence, infrastructure bottlenecks, and uneven industrial development remain obstacles to long-term efficiency and resilience. To address these issues, President Prabowo's administration has prioritized reforms that enhance energy security and promote digital transformation, boosting industrial value-added.

U.S. businesses in Indonesia have contributed in various ways, including Modernizing Energy and Infrastructure to Support Energy Security, Boosting Agricultural Productivity, and Promoting Responsible Practices.

Support Economic Growth & Resilience

Modernizing Energy & Infrastructure



Advancing carbon reduction;
strengthening energy
resilience

Boosting Agricultural Productivity



Helped 13,500 farmers; 188%
yield increase; 170% income
gain



Trained 4,300+ participants
(farmers, NGOs, government
officials)



Trained 4,300+ participants
(farmers, NGOs, government
officials)

Responsible Business Practices



Restored 21.6 million liters of water
by replanting trees over 32 ha of
land



Processed 186.3 tons of waste -
44% recycled



Supplied electricity to 96
homes and benefited over
2,000 residents.



142.39 ha of degraded land
restored through Agoda EcoDeals



Built 35 clean water facilities,
producing 200 million liters
annually for 1,700 households



Water recovery projects in
the Yeh Penet River, Bali



Over 1,500 community members
promote sustainable waste
management



Funded the planting of 400,000
mangrove trees across Indonesia



Impacted over 3,000 people
through medical check-ups,
health seminars, and
hygiene education



Impacted 2,600 students, teachers,
and parents; and collected 3,000
kg of plastic waste that was
recycled into school furniture



Its Zero Waste to Landfill policy
ensures all production waste is
reused, recycled, or responsibly
disposed of Export to Sheets

Modernizing Energy and Infrastructure to Support Energy Security

PT Perusahaan Listrik Negara (PLN) (Persero), Indonesia's state-owned electricity provider, has unveiled its latest Electricity Supply Business Plan (Rencana Usaha Penyediaan Tenaga Listrik or RUPTL) for 2025–2034. This strategic roadmap outlines the country's vision for expanding and modernizing its power grid over the next decade. Branded by the government as “Beyond the Greenest RUPTL,” the plan signifies a bold shift toward sustainability and energy security, with ambitious targets that will require substantial investment in new power generation infrastructure. The plan's central goal is to increase national power capacity by 69.5 gigawatts (GW), with 42.6 GW coming from new renewable energy (NRE) sources such as solar, wind, hydro, and geothermal. This represents the largest renewable energy allocation in any RUPTL to date, underscoring Indonesia's strengthened commitment to decarbonization and climate resilience. The scope of this initiative also reflects the government's aim to attract more private sector participation, both domestic and international, to support the energy transition. By prioritizing clean energy development, the RUPTL 2025–2034 not only seeks to meet growing electricity demand but also positions Indonesia as a regional leader in sustainable energy transformation.

Business Story



In September 2023, GE Vernova signed a Memorandum of Understanding with PLN Nusantara Power (PLN NP), Jawa Satu Power (JSP), CarbonCo, and bp for a feasibility study to develop a carbon capture, utilization, and storage value chain aimed at decarbonizing gas power plants. This aligns with Indonesia's efforts to transition to lower-carbon energy and demonstrates GE Vernova's commitment to supporting the country's energy transition.

Further reinforcing its commitment to decarbonization, GE Vernova joined four other global energy companies in November 2023 to partner with PLN in supporting the development of a green energy ecosystem in Indonesia. Specifically, GE Vernova will contribute its knowledge to a joint study that spans various aspects of Indonesia's energy transition.



Boosting Agricultural Productivity

Indonesia's National Medium-Term Development Plan (Rencana Pembangunan Jangka Menengah Nasional or RPJMN) 2025–2029 places the agricultural sector at the heart of the country's inclusive and sustainable economic transformation agenda. Recognizing agriculture's critical role in ensuring food security, promoting rural development, and alleviating poverty, the RPJMN outlines five strategic priorities to guide sectoral growth. These include increasing productivity and competitiveness through improved farming techniques and infrastructure; enhancing national food security by strengthening supply chains and reducing import dependency; accelerating agricultural downstreaming and industrialization to add value to raw commodities; establishing farmer-corporation-based agricultural zones to foster inclusive business models; and promoting digitalization and the adoption of innovative technologies to modernize agricultural practices.

To support these ambitious goals, the Indonesian government has introduced a suite of policy measures aimed at attracting greater investment into agriculture. These include fiscal incentives such as income tax reductions for capital investments in priority sub-sectors, streamlined licensing procedures to reduce bureaucratic hurdles, and targeted support for production facilities. Additionally, the government is encouraging collaboration between farmer cooperatives and private enterprises through partnership programs designed to improve access to financing, technology, and markets. Together, these initiatives reflect Indonesia's commitment to transforming its agricultural landscape into a dynamic, resilient, and globally competitive sector.

Business Stories



Between 2016 and 2018, **Corteva's** seed technology initiatives empowered 13,589 farmers across Indonesia to boost agricultural productivity by an impressive 130% and increase their incomes by 170%, significantly improving livelihoods. By 2024, the program had scaled up nationwide, supporting over 94,000 farmers with advanced seed solutions and agronomic training. In parallel, Corteva's community development programs reached 21,700 direct and indirect beneficiaries, delivering vital knowledge on sustainable agriculture, agro-tourism, and climate change adaptation. These efforts reflect Corteva's long-term commitment to inclusive growth and resilience in Indonesia's farming communities.



Cocoa Life is **Mondelēz International's** global program to drive sustainable agricultural growth in the cocoa sector. Since 2013, Cocoa Life has supported farmers in West Sumatra, Lampung, South Sulawesi, and Southeast Sulawesi through training, community engagement, and partnerships. The program promotes sustainable farming practices, improved yields, and farmer resilience. Throughout Indonesia, Cocoa Life has empowered over 40,000 farmers and reached more than 68,000 members of the cocoa community—demonstrating Mondelēz's commitment to strengthening rural economies and advancing inclusive agricultural growth.

MARS

Since its launch in 2012, the **Mars** Cocoa Academy has played a pivotal role in strengthening Indonesia's cocoa sector by training farmers in modern agricultural practices. Through its Cocoa Doctor program, the academy empowers farmers to significantly boost cocoa yields while equipping them to mentor others in their communities. To date, over 4,300 individuals have participated in the training, including smallholder farmers, representatives from NGOs, government officials, private sector stakeholders, and academic institutions. This inclusive approach fosters knowledge sharing, enhances productivity, and promotes sustainable cocoa farming nationwide.

Responsible Practices as Drivers of Resilience

President Prabowo's administration has demonstrated a strong commitment to responsible and inclusive economic development by fully integrating the United Nations Sustainable Development Goals (SDGs) into Indonesia's 2025–2029 National Medium-Term Development Plan (RPJMN). The RPJMN outlines several key priorities that reflect responsible practices, including ensuring long-term food, energy, and water security; advancing a green economic transition that is inclusive and pragmatic; and mobilizing innovative financing to support these efforts. These priorities are supported by concrete achievements, many of which are highlighted in Indonesia's 2025 Voluntary National Review (VNR), issued by the National Development Planning Agency (BAPPENAS) in 2025.

For example, the government has expanded the use of renewable energy in eastern Indonesia to improve access and reliability of electricity in underserved regions. It has also advanced the development of the blue economy through initiatives such as mangrove conservation and seaweed farming, which support coastal resilience and sustainable livelihoods. These efforts reflect Indonesia's broader commitment to responsible resource management and economic modernization. They also create opportunities for collaboration with U.S. companies in areas such as waste management, water treatment, and infrastructure development—sectors where American firms are already contributing innovative solutions and long-term value.

Business Stories: Environmental Stewardship



As part of its pep+ strategy, PepsiCo is working toward becoming Net Water Positive by 2030, aiming to reduce water usage and replenish more than it consumes, particularly in water-stressed regions. In 2024, the company restored 21.6 million liters of water by replanting trees across 32 hectares in the Gedepahala landscapes of West Java. These efforts also supported forest restoration in Ambarjaya Village, enhancing natural water storage, reducing the risk of floods and landslides, and improving community resilience. PepsiCo's initiatives reflect a broader commitment to responsible water management and local engagement.



Dow has led impactful waste management and circular economy projects across Indonesia. The Masyarakat Bersih Bebas Sampah (MaBBes) program (2022–2023) processed 186 tons of waste, with 44% of it being recycled. The TPS3R Optimization initiative (2020) prevented 20 metric tons of waste from being sent to landfills. The Bulan Cinta Laut program (2023–2024), in partnership with 75 fishermen in Serang, collected 6.6 tons of waste from coastal and marine areas. Meanwhile, the Semarang Waste Management and Circular Economy Project (2022–2023) engaged 3,088 households and businesses, managed 4,892 tons of solid waste, diverted 37.18 tons of recyclable materials (including 9.54 tons of plastics), and created 50 jobs for local communities.



Since 2022, Manulife and Dompot Dhuafa have improved clean water and sanitation access in five villages across Banten, Bekasi, and Bogor, benefiting over 3,000 people. Beyond infrastructure, the program offers free medical check-ups, health seminars, and hygiene education, while promoting environmental awareness through village clean-ups. These efforts have reduced reliance on river bathing and laundry, encouraging healthier lifestyles and protecting natural water sources. Expansion to more villages is planned for 2025, scaling impact and fostering long-term environmental stewardship and improved community health.



Since 2020, Mondelēz Indonesia's #BijakPlastikSejakDini campaign has promoted responsible business practices by raising awareness of plastic waste among students. Expanded in 2024 through the Healthy Schools Movement in collaboration with the Ministry of Education, Culture, Research, and Technology (MoECRT), the program engaged over 2,000 students, teachers, and parents, collecting 3,000 kilograms of plastic waste that was recycled into school furniture. Additionally, Mondelēz re-collected 100 tons of multilayer plastic waste in collaboration with the Indonesia Packaging Recovery Organization (IPRO), reinforcing its commitment to accountability and community engagement in waste management.



Salesforce invests in ecosystem restoration, focusing on mangrove conservation as part of its global commitment to the Mangrove Breakthrough initiative. Through partners like Conservation International and Planet Indonesia, Salesforce supports projects in Nias (Sumatra), Supiori Island (Papua), and Kubu Raya (West Kalimantan). These initiatives restore degraded mangrove ecosystems, establish legally enforceable protection regulations, and involve local communities in conservation efforts. To date, Salesforce has funded the planting of 400,000 mangrove trees, promoting Indonesia's leadership in the Mangrove Alliance for Climate while supporting biodiversity, climate resilience, and the growth of the blue carbon economy.



In partnership with Wahana Visi Indonesia, 3M installed a solar panel system in Bengkayang, West Kalimantan, bringing electricity to 96 homes and positively impacting more than 2,000 residents. This initiative reflects 3M's commitment to responsible community engagement and improving access to essential services. Complementing this effort, 3M launched the #LangkahHariIni: Zero Waste Lifestyle campaign to promote waste reduction and encourage responsible consumption. The campaign engages both employees and the broader public, fostering eco-conscious habits such as minimizing food waste and adopting sustainable daily practices to support healthier communities.



AWS demonstrates responsible business practices by integrating environmental stewardship and community engagement into its operations in Indonesia. It has built 15 clean water facilities, producing 200 million liters annually for 1,700 households, established two waste processing centers that handle 4,705 kg of waste, and planted 3,650 mangrove trees. AWS also innovates with recycled materials, including a facility constructed using 68.4 kg of recycled plastic. Through Hyperlocal Social Impact initiatives, AWS supports urgent community needs—constructing a health center, five posyandu, renovating three schools, and aiding 280 children through stunting prevention. Over 5,000 beneficiaries have received meals and groceries, reflecting AWS's commitment to inclusive, sustainable development.

DIAGEO

In 2023, Diageo advanced its Water Replenishment efforts in Indonesia through a strategic partnership with Yayasan Bambu Lestari, focusing on responsible water resource management. The initiative included water recovery projects along the Yeh Penet River in Bali, complemented by agroforestry and bamboo planting to strengthen water sustainability in surrounding communities. These efforts aim to improve water quality, support local biodiversity, and promote long-term ecological balance. Diageo's goal is to replenish more water than it uses in its operations by 2026, reinforcing its commitment to responsible practices and community-driven environmental stewardship.

P&G

P&G's factories in Indonesia are advancing toward 100% renewable energy while optimizing transportation routes to reduce carbon emissions across the supply chain. The company has implemented a Zero Waste to Landfill policy, ensuring that all production waste is either reused, recycled, or disposed of in a responsible manner. P&G also integrates recycled materials into product packaging, including Gillette Venus and Herbal Essences, where cardboard and plastic components contain recycled content. These efforts reflect P&G's commitment to responsible business practices by promoting resource efficiency, reducing environmental impact, and aligning operations with global sustainability standards.

agoda

Agoda launched the EcoDeals Program in 2022 with the World Wide Fund for Nature (WWF) to promote responsible tourism. For every booking at participating hotels, Agoda donates USD 1 to support WWF's conservation efforts. In Indonesia, the program supports rainforest restoration in Bukit Tiga Puluh National Park, helping to protect endangered species, including elephants, tigers, and orangutans. By 2024, 142 hectares had been restored, and 28 camera traps had been deployed. In August 2023, Agoda partnered with the Ministry of Tourism to support the "Wonderful Indonesia" campaign and digitize hotel marketing efforts. Donations rose from USD 150,000 in 2022 to USD 250,000 in 2023.

ExxonMobil

ExxonMobil demonstrates responsible business practices in Indonesia by investing in education, health, and environmental sustainability. Since 2007, its Semai Benih Bangsa and Pusat Belajar Guru programs have improved teaching quality across 90 schools in Bojonegoro and Tuban, supporting long-term educational progress. Through the Clean Water, Bright Future initiative, ExxonMobil has installed 56 water towers and 22 pump facilities, delivering clean water to over 10,150 households. It also supports community health with free screenings, ambulances, and medical equipment. Committed to environmental stewardship, ExxonMobil has planted over 219,000 mangroves since 2016, enhancing biodiversity and coastal resilience. These efforts reflect the company's dedication to inclusive development and sustainable impact in the communities where it operates.

Empowering Indonesia's Workforce for the Future of Work

Indonesia's workforce is its greatest asset, with more than 214 million working-age people as of 2024. However, turning this demographic advantage into economic strength requires tackling persistent challenges: nearly 60% of workers are in the informal sector, youth unemployment stands at 13.1%, and many young graduates face skill mismatches when transitioning into the job market.

President Prabowo's administration has placed workforce development at the heart of its agenda, focusing on three broad themes: *Building Digital and Technical Skills, Driving Job Creation through Strategic Investments, and Developing a Green Workforce.*

U.S. businesses have aligned with this vision and contributed significantly.

Empowering Indonesia's Workforce for the Future of Work

Building Digital and Technical Skills



mastercard.

Improve digital literacy and cybersecurity skills of MSMEs



Trained 300 developers to integrate Meta's Llama 3 LLMs



Trained over 500,000 Indonesians on IT skills



Supports widespread adoption of watsonx, IBM's suite of generative AI products, and Granite in universities



Trained over 3.4 million Indonesians, empowering entrepreneurs, educators, and students



Trains students, teachers and entrepreneurs in AI and other digital skills



Supports 5,000 students in scholarships, digital learning, and career-connected training programs



Upskilled over 2,000 vocational educators in Oracle technologies and certifications



5,000 participants completed the Jabar Digital Academy and 1,500 students enrolled in the AWS Digital Upskilling and Job Readiness Program

Driving Job Creation through Strategic Investment



Motor Activity Training Program (MATP) helps athletes with severe intellectual and physical challenges



Trained over 4,000 apprentices through its Nemangkawi Mining Institute (NMI), 90% of them Papuans



mastercard.

Reached 172,472 small businesses, 61% of which are women-owned through the Strive Program



600 applicants are trained in Production, Production Finance and more



Awarded over USD 300 million in contracts to 30 Papuan companies and provided more than 1,400 scholarships in Papua



Reached 6,954 participants across 82 classes for financial literacy program



SRC now connects over 250,000 stores, 8,200 communities, and 6,300 wholesalers (Mitra SRC), contributing IDR 236 trillion—approximately 11.36% of the national retail GDP



Google AI tools generated an estimated IDR 2.6 trillion in economic value. YouTube's creative ecosystem contributed IDR 7.4 trillion to Indonesia's GDP and empowered over 600,000 creators



Weaving for Hope program trained 200+ women, generating USD 62,700 in overseas sales. Farming School reached 620 farmers

Developing the Green Workforce



Alongside Kota Kita, developed AI models to address flooding, access to clean water, and rapid demographic growth

Building Digital and Technical Skills

Indonesia is intensifying its efforts to equip citizens with critical digital and artificial intelligence (AI) skills, responding to a growing shortage of qualified professionals and accelerating the development of its digital economy.

The Ministry of Communication and Digital (Komdigi) has identified an urgent need for between 453,000 and 600,000 AI specialists annually through 2030, underscoring the scale of the challenge. To address this, the government has launched a range of initiatives aimed at building a future-ready workforce. One of the most impactful programs is Kartu Prakerja, which was renewed and significantly expanded in 2024. That year alone, it trained over 1 million participants, with a strong focus on reaching remote and underserved communities through digital platforms and self-paced learning modules.

The program offers practical training in areas such as data science, coding, and digital marketing, helping bridge the gap between education and employment. It remains Indonesia's most prominent tool for workforce development, especially for young people entering a rapidly evolving job market. By investing in digital literacy and AI competencies, Indonesia is laying the foundation for inclusive economic growth, increased innovation, and global competitiveness—while also creating opportunities for collaboration with international partners and technology providers.

Business Stories: Digital Skills



Boeing invests in scholarships, digital learning, and career-connected training to equip Indonesia's youth and future workforce. The Boeing Indonesia Scholarship Program supports five universities, while aviation-themed digital learning has engaged over 5,000 students nationwide. More than 500 individuals have also joined workforce readiness and skills building. Looking ahead, the Boeing University Innovation Leadership Development (BUILD) program will further foster innovation and entrepreneurship among university students.



Google and YouTube have trained over 3.4 million Indonesians, empowering entrepreneurs, educators, and students through impactful programs. Gapura Digital helped more than 2 million SMEs adopt digital tools to grow their businesses. Bangkit, in partnership with the MoECRT, the Ministry of Communications and Informatics (Kominfo), GoTo, and Traveloka, trained 25,000 university students in AI, English, and soft skills. Gemini Academy, the first of its kind in Indonesia, has trained over 200,000 teachers in AI literacy and classroom innovation, also in partnership with MoECRT. Meanwhile, Google for Startups Accelerator connects local startups with Google experts and technology to scale their businesses and thrive in Indonesia's growing AI ecosystem.



Mastercard has expanded its strategic cooperation with the Ministry of Komdigi and Indosat Ooredoo Hutchinson through the launch of digital literacy training modules on the Digital Talent Scholarship (DTS) platform and targets the training of one million Indonesians on digital skills by 2029. The Learning Management System (LMS)-based training program is designed to improve digital literacy and cybersecurity of the community, including Micro, Small, and Medium Enterprises (MSMEs). Modules cover topics such as cyber risk mitigation, the use of strong passwords, security system updates, and protection from phishing and malware.



In 2024, Meta advanced digital skills development in Indonesia through AI, AR, and civic tech programs. The Llama Pitch Competition, held with Hacktiv8, trained 300 developers to integrate Meta's Llama 3 large language model into social media projects, with seven teams competing for regional recognition. Meta also launched the #BijakBersuara campaign and an online resource center with the General Election Supervisory Agency (Bawaslu) and the General Election Commission (KPU), offering transparency tools, digital literacy workshops, and a reporting portal for the 2024 General Election. The ARlection competition trained 170 participants who created over 200 election-themed Augmented Reality filters for Instagram and Facebook. Meanwhile, through #CerdasDigital, Meta promoted child safety and responsible social media use, equipping families with tools and guidance for safer online experiences.

ORACLE

Oracle Academy has played a key role in advancing digital skills in Indonesia through strategic partnerships and education programs. Since 2013, it has collaborated with the MoECRT to upskill over 2,000 vocational educators in computer science, enabling them to train students in Oracle technologies and certifications. Since 2020, Oracle has supported the Ministry of Komdigi through the Digital Talent Scholarship and Talent Scouting Academy, equipping students with ICT and cloud skills. In higher education, Oracle partners with the Association of Indonesian Computer and Informatics Colleges (APTIKOM) and Arizona State University to reach over 600 institutions, aligning curricula with national standards and expanding access to Oracle's digital learning resources. This collaboration fosters innovation and job readiness nationwide.



Salesforce is helping close Indonesia's digital skills gap by equipping students, entrepreneurs, and professionals with future-ready capabilities. In partnership with the Ministry of Komdigi and Human Resources Development Agency (BPSDM), Salesforce integrates its curriculum into the Digital Talent Scholarship (DTS) program, aligned with national competency standards (SKKNI). Its free Trailhead platform offers over 1,500 modules on AI, data analytics, and Customer Relationship Management (CRM). Collaborating with Universitas Gadjah Mada and civil society groups, Salesforce supports AI workshops and a Train-the-Trainer model. Furthermore, its Agentblazer program provides a clear path to certification in AI and digital skills.



Since 1998, Cisco has trained over 500,000 Indonesians through its Networking Academy (NetAcad), equipping them with essential digital and cybersecurity skills that fuel national economic growth. Delivered in partnership with universities and vocational institutions, NetAcad is one of the world's longest-running IT skills-to-jobs programs. It offers industry-aligned courses, interactive simulators, and hands-on labs to prepare learners for real-world challenges. In Indonesia, NetAcad supports the government's digital talent development goals, aiming to train an additional 500,000 individuals by 2030. This initiative helps bridge the digital divide and boost workforce competitiveness.



PepsiCo strengthened digital literacy at SDN 01 Cikarang Pusat by donating laptops, enabling students to access online learning tools and take national exams directly at their school. This upgrade marked a significant shift in digital access for around 200 students, who previously lacked the infrastructure to participate in online assessments. To complement the tech support, PepsiCo employees donated books to the cause. They conducted literacy training, while the company also renovated the library, School Health Unit (UKS), and volleyball court—creating a more holistic and supportive learning environment for the school community.



IBM is supporting Indonesia's digital transformation by equipping students and faculty with cutting-edge technologies such as watsonx, its suite of generative AI tools, and Granite, a collection of open-source large language models. Through educational partnerships and training programs, IBM enables learners to explore real-world applications of AI, data science, and machine learning. These initiatives aim to build a future-ready workforce capable of thriving in an AI-driven economy. By fostering innovation and technical skills, IBM contributes to Indonesia's broader goals of digital inclusion, economic competitiveness, and sustainable development. Preparing the future workforce is no easy task, but these U.S. businesses are up for the challenge, demonstrating it through these initiatives that equip Indonesia's talents to meet international demands.



AWS is strengthening workforce readiness in Indonesia by equipping individuals with cloud and digital skills essential for the modern economy. Since 2021, over 16,500 people have participated in its targeted initiatives. The Jabar Digital Academy trained 14,530 participants in full-stack programming and digital marketing, while the Digital Upskilling & Job Readiness program reached 1,500 university students across 13 campuses. These programs bridge the gap between education and employment, helping young Indonesians gain practical experience and industry-relevant competencies to thrive in the country's growing digital and cloud-based economy.

Feature Story

Preparing for a Brighter Future: IBM's SkillsBuild Bridges Indonesia's Digital Talent Gap

Indonesia is poised for a significant economic boom, with over 70% of its population projected to be of productive age by 2030, unlocking rapid growth potential.

The government is keenly focused on realizing its 2045 Golden Indonesia vision, which aims to transform the country into a sovereign, advanced, and sustainable nation, propelling it into the ranks of the world's top five economies.

To achieve this ambitious goal, the government has identified a critical need: at least 9 million tech talents to optimize the national digital economy. This staggering number highlights the enormous potential for growth and innovation in Indonesia's tech sector.

IBM is rising to the challenge, taking concrete steps to support Indonesia's vision of becoming a golden economy by 2045. The company's online education platform, IBM SkillsBuild, is at the forefront of this effort, with a specific focus on developing the country's AI skills. By partnering with local institutions such as Ciputra University, Markoding, and Hacktivate, IBM is empowering the next generation of developers and contributing to Indonesia's economic growth, both domestically and globally.

To date, thousands of students have benefited from the SkillsBuild program. As Indonesia stands on the brink of an economic boom, IBM's commitment to bridging the tech talent gap is a timely and strategic move. By investing in the country's human capital, IBM is helping to unlock Indonesia's full potential and pave the way for a brighter, more sustainable future.

Driving Job Creation through Strategic Investment

President Prabowo has made job creation the centerpiece of his economic agenda, launching a series of ambitious programs to empower Indonesia's workforce and foster inclusive growth. Central to this effort is the IDR 16.2 trillion (USD 1 billion) "8-4-5" economic stimulus package, unveiled in September 2025.

It includes five flagship initiatives aimed at absorbing labor across key sectors: revitalizing aquaculture ponds, upgrading fishing vessels, replanting smallholder plantations, modernizing fishing villages, and expanding village cooperatives. These programs are expected to generate over 3 million jobs in 2025 alone, particularly in rural and coastal communities. Complementing this, the government has announced 30 strategic investment projects worth USD 30 billion, projected to create an additional 8 million jobs by enhancing productivity in agriculture, infrastructure, and downstream industries. To support workforce entry, the package also includes an internship program for 20,000 college graduates, insurance subsidies for over 730,000 non-wage workers, and cash-for-work schemes tied to infrastructure development.

These initiatives reflect a comprehensive approach to workforce empowerment—combining immediate employment absorption with long-term structural transformation.

Business Stories: Economic Empowerment



Since 2006, bp's Tangguh LNG project has awarded over USD 300 million in contracts to 30 Papuan companies and provided more than 1,400 scholarships, doubling average schooling in Bintuni Bay from four to eight years. In 2024, 63 students received higher education scholarships, and 32 contract teachers were supported. Tangguh's UCC expansion has achieved 45% local content, with an expected USD 210 million in revenue by 2025. Local cooperatives have supplied 5,500 tons of goods worth USD 10 million, while initiatives like SUBITU promote Indigenous Papuan entrepreneurship and leadership.



Dow supports community-focused programs that strengthen resilience and expand work opportunities for underserved groups. Through its partnership with Therapy in Creativity, Dow helps provide batik training for individuals with mental disabilities, fostering creative expression and vocational skills. The Motor Activity Training Program (MATP) offers customized physical activities for athletes with severe intellectual and physical disabilities, fostering personal growth, confidence, and social engagement. These initiatives reflect Dow's commitment to advancing well-being and self-reliance across diverse communities, using art, sport, and skill-building to create meaningful pathways for participation and development.



PT Freeport Indonesia continues to invest in rural economic development and workforce training. In 2023, it provided nearly USD 180,000 to 233 Micro, Small, and Medium Enterprises (MSMEs)—mainly owned by Indigenous Amungme and Kamoro people—creating over 1,300 jobs in Mimika Regency, Papua. The company also awarded over 1,200 scholarships, supported 1,700 students in dormitories, and facilitated logistics for 85 teachers in remote villages. Since 2003, its (NMI) has trained over 4,000 apprentices, with more than 2,800 placed in full-time roles—90% of whom are Papuans. NMI also offers advanced education, including an MBA program in collaboration with the Bandung Institute of Technology.



Google and YouTube are driving Indonesia's creative and digital economy. In 2023, businesses using Google AI tools generated an estimated IDR 2.6 trillion (around USD 217 million) in economic value (Google, 2025). YouTube's creative ecosystem contributed IDR 7.4 trillion (approximately USD 446 million) to Indonesia's GDP in 2022, enabling over 600,000 creators and partners to earn an income and reach global audiences. These platforms support innovation, entrepreneurship, and digital inclusion, helping Indonesians grow their businesses, share their stories, and participate in the global economy.



PT HM Sampoerna Tbk. (Sampoerna) is driving inclusive economic growth in Indonesia through its expansive Sampoerna Retail Community (SRC) and the Sampoerna Entrepreneurship Training Center (SETC). SRC now connects over 250,000 stores, 8,200 communities, and 6,300 wholesalers (Mitra SRC), contributing IDR 236 trillion (approximately USD 14 billion) — approximately 11.36% of the national retail GDP. In 2025, SRC signed Memoranda of Understanding (MoUs) with key state-owned enterprises, including Pertamina, Telkomsel, BULOG, BRI, and Pos Indonesia, to enhance socio-economic impact for members. Meanwhile, SETC has trained over 97,000 MSME owners since 2007, supporting market access and export readiness through partnerships with business and civil society organizations nationwide.

Manulife

Manulife is helping drive job creation in Indonesia through its nationwide financial literacy program, launched in 2022. To date, it has reached 6,954 participants across 82 classes [explain what classes means or cut this], school classrooms?, targeting employees, agents, villagers, school children, and persons with disabilities. With a strong focus on vulnerable groups, the program ensures equitable access to financial education. Delivered in hybrid format, it covers budgeting, saving, insurance, investment, and Sharia finance to reflect community values. Collaborations with schools, orphanages, religious groups, and universities—including Universitas Terbuka and ITB—have expanded its reach. By equipping individuals with financial knowledge, Manulife is fostering economic empowerment and enabling more Indonesians to pursue entrepreneurship, improve household management, and access formal employment opportunities.

NETFLIX

Netflix is investing in Indonesia's creative economy through the Reel Life Film Camp, launched in partnership with the Jogja-Netpac Asian Film Festival (JAFF), Southeast Asia's largest film festival. The program focuses on underrepresented areas of film and television production, including post-production, visual effects, sound design, production finance, and acting. In 2024, over 600 applicants applied, with 75 selected for online training and 24 advancing to an intensive mentorship in Yogyakarta. During Talent Days at JAFF Market, participants held 296 one-on-one meetings with industry professionals, building networks and unlocking new career pathways in Indonesia's growing creative sector.

ExxonMobil

ExxonMobil fosters entrepreneurship through its Business Incubation Center, Weaving for Hope, and Farming School programs, benefiting over 3,000 community members. Weaving for Hope trained 200+ women, generated USD 62,700 in overseas sales, and empowered 101 advanced knitters.

The Farming School reached 620 farmers, reducing pesticide and fertilizer use by up to 50% and cutting production costs by 30%. MSMEs incubated under the program report monthly revenues up to USD 745, promoting sustainable local growth and economic resilience in rural communities.



Mastercard's Strive Program, launched in April 2023, aims to empower 300,000 micro and small enterprises (MSEs) in Indonesia by 2025 through access to capital, digital tools, and policy support. By September 2025, it had reached 172,472 businesses—61% of which were women-led—with 98,529 using cybersecurity toolkits and 5,376 receiving loans totaling over IDR 30 billion (approximately USD 2 million).

Focused on sectors such as food, fashion, and tourism, Strive promotes job creation by strengthening business resilience and promoting formalization. In partnership with Bappenas, Mastercard also launched the Strive Learning Network and published Barometer Reports to guide inclusive, sustainable growth across Indonesia's small business ecosystem.

These programs highlight the U.S. business's commitment to expanding access to opportunities and ensuring that Indonesian workers, entrepreneurs, and communities are not left behind.

Feature Story



From Papua to Prosperity: How U.S. Investment is Powering Indonesian Dreams

In the heart of Papua's lush and remote landscapes, where dense forests meet the sea, opportunity once felt out of reach. However, today, a quiet transformation is underway—powered by the enduring presence of bp, a company with deep roots in the United States and a global commitment to energy and human development.

bp is one of the largest energy investors in the U.S., with operations spanning oil, gas, and renewable energy. Its values—innovation, inclusion, and sustainability—extend far beyond American borders. In Indonesia, bp's investment is not only fueling energy infrastructure but also empowering local communities through inclusive workforce development.

For three young Papuans—Binduki Wompere, Jein Wayuri, and Resky Wospakrik—bp's presence has opened doors that were once thought to be closed. Their stories are a testament to how U.S. companies can drive meaningful change, not just in economies, but in lives.

Binduki grew up in a small village, where the sight of a distant gas plant symbolized something unreachable. Today, she walks through its gates daily, wearing the bp uniform with pride. For her, the company's training programs offered more than technical skills—they offered dignity and a way to support her family. "I used to see the gas plant from far away and think it was unreachable," she shared. "Now I walk through its gates every day."

Meanwhile, Jein, another young Papuan woman, faced cultural and economic barriers that could have easily hindered her dreams. However, bp's inclusive hiring and local training initiatives helped her break through. Her voice trembles with pride as she reflects on her journey: "bp gave me a chance, and now I want to pass it forward." She hopes her story inspires other Papuan girls to believe in their potential.

Resky's path, on the other hand, was shaped by a desire to build a better life than the one his parents had access to. Through bp, he learned advanced safety protocols, gained new skills, and found purpose in contributing to Indonesia's energy future. "Through hard work and support, I can build a better life for myself and my community," he said.

Together, Binduki, Jein, and Resky represent a new generation of Papuans—empowered by opportunity, driven by purpose, and supported by a company that values local talent. Their stories are not isolated successes; they are part of a broader movement sparked by bp's commitment to inclusive growth.

In Papua, bp's presence has become more than an economic investment—it is a catalyst for social change. Through education, upskilling, and community engagement, the company is helping shape a more equitable Indonesia, where dreams are no longer distant, and local voices lead the way.

In a world where foreign investment is often measured in profits and production, the journeys of these three young Papuans remind us that the most profound returns are human.

Developing the Green Workforce

As Indonesia accelerates its transition toward a low-carbon economy, the Ministry of Manpower is playing a pivotal role in shaping a future-ready workforce through the 2025–2029 National Medium-Term Development Plan (RPJMN).

A key focus of this plan is the creation of green jobs—employment opportunities that contribute to environmental sustainability while driving economic growth. These efforts encompass critical sectors, including renewable energy, energy efficiency, waste management, and sustainable agriculture. To ensure that Indonesia's youth are equipped for these emerging industries, the Ministry is introducing new competency frameworks that emphasize digital literacy, environmental awareness, and technical skills aligned with green innovation. These reforms are not only expanding employment opportunities but also enhancing the overall resilience and adaptability of the labor force. By integrating sustainability into vocational training and workforce planning, Indonesia aims to develop a generation of workers who can thrive in a climate-conscious global economy.

The RPJMN's green jobs strategy reflects a broader commitment to inclusive development—ensuring that communities across the archipelago benefit from the shift to cleaner technologies and sustainable practices. As the demand for green skills grows, Indonesia's proactive approach positions it to lead the green transformation in Southeast Asia.

Business Story



In 2025, Indonesian nonprofit Kota Kita was selected for IBM's global Sustainability Accelerator program to support climate resilience in Samarinda, East Kalimantan. Through this partnership, IBM and Kota Kita are co-developing AI models that help communities address key vulnerabilities, including flooding, access to clean water, and rapid demographic growth.

These tools will inform data-driven planning and guide local efforts to build resilience. By integrating technology with community engagement, the project empowers residents with practical solutions for sustainable urban development. It strengthens their capacity to adapt to environmental challenges in a rapidly changing climate.

This program highlights how U.S. businesses are acquiring skills and competencies that will be in demand in Indonesia's future labor market.



Supporting Human Capital Development

Indonesia's vision of Golden Indonesia 2045 rests on strong and inclusive human capital. While economic growth has been steady, the government recognizes that no nation can thrive without a workforce that is skilled, healthy, and empowered.

Under President Prabowo, a new wave of reforms has been launched to strengthen human capital.

U.S. businesses are committed to this initiative, focusing on four key areas: **Human Capital Reform through STEM Education, Strengthening Foundations via Nutrition and Access, Expanding Access to Healthcare, and Empowering Women and Youth.**

Human Capital Development through STEM Education



STEM education outreach to 1,680 students and educators in Cilegon



STEM education program for underserved high school students in North Jakarta



Engaged 5,000 students, resulting in over 150 project prototypes through the STEAM Program



Reached over 104 students and 30 researchers from 18 universities across the nation

Strengthening Foundations through Nutrition and Access



Supported 411 young entrepreneurs in various agricultural businesses



Donated over 50,000 nutritious food packages in Medan



Offered nutrition training to about 80 mothers



Funds the construction and operation of two hospitals and six clinics, serving over 100,000 patients annually



Provided 236 families in Papua with tools and training to build floating gardens

Expanding Preventive Healthcare and Strengthening Healthcare Infrastructure



Provided clean water access to 41,000 households



Aims to train over 33,000 healthcare professionals by 2028



Supported the education of 24,864 healthcare professionals



Stunting program reached 97 toddlers and 18 pregnant women across three districts



Trained 2,300+ healthcare professionals through its Innovation & Learning Hub



Builds healthcare capacity to address leading maternal and newborn deaths

Youth and Women's Empowerment



Empowered 852 women farmers with tools and opportunities



Equipped 300 students with financial literacy program



Established 44 VSLAs in 40 villages, generating approximately USD 24,000



Improved knitting skills of 200+ women, generating over USD 60,000 from overseas sales



Has benefited more than 1,100 women through workshops, mentoring, and business matching



Partnered with 10 factories, potentially reaching up to 29,000 workers through the Rise Program



4,000 children participated in programs that strengthened reading skills and expanded access to education for girls



Gender equality promotion program has reached over 27,000 children, 1,800 teachers, and 2,900 parents across 80 schools

Human Capital Reform through STEM Education

President Prabowo Subianto has made STEM education a national priority, viewing it as essential to Indonesia's long-term competitiveness and human capital development. His administration is expanding Sekolah Unggulan Garuda Baru, elite schools focused on science, technology, engineering, and mathematics, with plans to establish one in every province by 2029.

These schools prioritize access for high-achieving students from low-income families, aiming to nurture future innovators and problem-solvers. Prabowo is also increasing the number of Taruna Nusantara senior high schools—military-style boarding institutions that emphasize discipline, leadership, and STEM excellence. To further close education gaps, the government is launching Sekolah Rakyat (People's Schools), free boarding schools for underserved communities.

These initiatives are backed by a historic Rp 758 trillion (approximately USD 46 billion) education budget for 2026, the largest in Indonesia's history. The President has repeatedly stated that no country can achieve prosperity without a strong education system, and STEM is central to his vision of a future-ready workforce. By investing in specialized schools, vocational training, and advanced learning pathways, Prabowo aims to prepare Indonesian youth for leadership in science, technology, and sustainable development—ensuring they are equipped to meet the demands of a rapidly evolving global economy.

Business Stories: Education Impact



Dow promotes inclusive STEM education through partnerships like the Higher Education Partnership Initiative (HEPI) and the Environment Sustainable Development (ESD) for Schools program. In 2024, ESD engaged 1,680 students and educators in Cilegon, while HEPI launched its partnership with Arizona State University, organizing the HERoes of Innovation national competition, which received 52 proposals from 14 universities across seven provinces. The winning project, CVT-Exe from ITB, proposed compost revitalization with energy generation.



3M's Workforce of the Future Campaign, in partnership with Wahana Visi Indonesia and supported by 3Mgives, promotes STEM education among underserved high school students in North Jakarta's Cilincing area. The initiative provides hands-on STEM workshops, mentorship, and learning resources to spark interest in science and technology careers. By engaging students in practical, skill-building experiences, the program helps bridge educational gaps and fosters confidence in pursuing future opportunities.

These efforts contribute to building a more inclusive and prepared workforce, equipping youth with the tools needed to thrive in a rapidly evolving economy.



AWS is empowering Indonesia's future innovators by making STEM education more inclusive and accessible nationwide. As of 2025, its programs have reached 44,678 students and 360 teachers through initiatives like Terampil di Awan (30,875 students, 245 teachers), STEM Capacity Building (8,384 students, 140 teachers), STEM Festival (549 students, 95 teachers), and Girls Tech Day (870 students, 40 teachers).

AWS also launched Think Big Space—the first AWS STEM Lab in ASEAN—serving 4,000 students annually. These efforts support Indonesia's digital talent development goals and foster long-term workforce readiness.



Launched in 2021, the Pfizer Biotech Fellowship aims to strengthen Indonesia's biotech talent pipeline by providing specialized training for students, researchers, and educators. To date, the program has supported over 104 students and 30 researchers from 18 universities across the country, fostering advanced knowledge in biotechnology. In 2023, a select group of lecturers participated in an international learning experience at Pfizer's state-of-the-art manufacturing facility in Puurs, Belgium, gaining firsthand insights into global pharmaceutical operations. The fellowship continues to build local capacity and promote innovation in Indonesia's growing life sciences sector.

These programs showcase how U.S. companies are expanding access to STEM and STEAM education in Indonesia, equipping young people with the technical skills, creativity, and hands-on learning experiences necessary to prepare for future careers.



Strengthening Foundations through Nutrition and Access

Recognizing that national productivity begins with early-life nutrition, President Prabowo launched the Free Nutritious Meal Program (MBG) in early 2024 as a flagship initiative to combat child stunting and improve public health. The program currently reaches nearly 30 million children and pregnant women, with a target of 83 million beneficiaries by 2027. It provides one free meal per day to schoolchildren, toddlers, and expectant mothers, aiming to support physical and cognitive development during the critical first 1,000 days of life.

Beyond health outcomes, MBG is designed to stimulate economic growth by creating up to 1.5 million jobs through local kitchen operations, food logistics, and agricultural supply chains. As of October 2025, over 10,000 kitchens have been established nationwide, with many sourcing ingredients from local farmers and fisheries. However, the program has faced challenges, including food safety incidents that have affected thousands of children, prompting calls for stronger oversight and governance.

Despite early setbacks, the MBG program reflects Prabowo's broader vision of inclusive development, linking nutrition, education, and employment to build a healthier and more productive future for Indonesia.

Business Stories: Nutrition and Health Impact



Citi, in partnership with Citi, launched the Youth-Led Agri-Food (YLAF) Project to improve nutrition and food access in Soe, East Nusa Tenggara, and nearby areas. By 2025, the program empowered 411 youth entrepreneurs in agriculture, poultry, and aquaculture, boosting local food production and income. Alongside business support, 1,008 parents and youth participated in stunting prevention initiatives in collaboration with health centers and community leaders. YLAF participants earned up to IDR 492 million (approximately USD 30,000) annually, demonstrating how youth-led agri-food solutions can strengthen nutrition, livelihoods, and community resilience.



Supporting food security and community health, Corteva has donated over 50,000 nutritious food packages to vulnerable families in Medan. This initiative provides immediate relief while reinforcing Corteva's long-term commitment to community resilience. By addressing nutritional needs, the program helps improve overall well-being and supports healthier living conditions in underserved areas. It also complements broader efforts to strengthen local food systems and promote sustainable agriculture. Corteva's contribution reflects its dedication to empowering communities through targeted support that enhances access to essential resources and builds stronger foundations for future development.



To address public health challenges, PT Freeport Indonesia (PT-FI) funds two hospitals and six clinics, serving over 100,000 patients annually. In 2023, PT-FI launched a major initiative to combat stunting and improve child nutrition in Mimika, Nabire, and Asmat regencies. Partnering with USAID and World Vision Indonesia, the company committed USD 3.53 million for 2024–2026 to support nutrition education, early childhood interventions, and community-based health programs. These efforts aim to reduce stunting rates, promote healthier development, and strengthen long-term community resilience through improved access to essential health and nutrition services.



3M has made impactful contributions to improving access to nutrition in vulnerable communities through initiatives like the Floating Nutrition Garden Project. Launched in 2022 in Asmat Regency, Papua, the project equipped 236 families with tools, seeds, and training to build floating gardens in flood-prone areas where traditional farming is difficult. These gardens enable year-round cultivation of vegetables, enhancing household food security and dietary diversity. By promoting sustainable agriculture and empowering families with practical skills, 3M's initiative strengthens local resilience and expands access to nutritious food in underserved regions.



PepsiCo has introduced a multifaceted community development program for residents living near its factory, focusing on health, nutrition, and economic empowerment. The initiative promotes healthy lifestyles by offering nutrition training to around 80 mothers, including cooking classes that encourage the preparation of balanced, wholesome meals. To enhance food security and support farm-to-table practices, the program has also established a sustainable community garden where families can cultivate edible plants and raise fish, even in limited spaces. Additionally, the program teaches crochet skills—particularly to women—to foster creativity and provide opportunities for supplementary income through handmade crafts.

These various initiatives demonstrate how U.S. companies are making real contributions to improving nutrition, health, and the well-being of the Indonesian people. Through cross-sector collaboration and community-based empowerment, they help strengthen the foundation for healthy, productive, and resilient human development across the archipelago.

Expanding Preventive Healthcare and Strengthening Healthcare Infrastructure

President Prabowo has made healthcare a cornerstone of his national development strategy, aiming to build a more inclusive, resilient, and preventive health system. In February 2025, the government launched a free medical check-up program targeting 55 million citizens, with plans to expand to 200 million by 2030. Screenings for hypertension, diabetes, and tuberculosis are offered at over 25,000 facilities nationwide, with registration via the SatuSehat app. The initiative reflects a shift toward early detection and population-wide health monitoring.

To improve access in underserved regions, Prabowo's administration is building 32 new hospitals, with 22 already in the groundbreaking phase. The goal is to ensure every regency and city has a well-equipped hospital. Addressing the shortage of over 200,000 medical professionals, the government will establish 30 new medical faculties to train more doctors and specialists.

Additional priorities include expanding maternal and child health programs, improving nutrition, and increasing access to mental health services. Significant budget allocations and partnerships with local and international organizations back these efforts. Together, they signal a comprehensive approach to healthcare reform—one that prioritizes prevention, equity, and long-term national productivity.

Business Stories: Nutrition and Health Impact



As part of its commitment to community health, bp's Tangguh LNG project implemented a comprehensive malaria prevention program that successfully reduced malaria incidence in Teluk Bintuni. This achievement earned bp the highest recognition from the Regional Government of Teluk Bintuni Regency. Building on this success, bp continues to address child nutrition and maternal health through a strong partnership with the Teluk Bintuni Health Agency. The program is supported by 10 dedicated field facilitators deployed across 33 villages, who actively raise awareness, monitor progress, and ensure the initiative reaches those most in need.



By the end of 2025, GE HealthCare will have conducted over 70 clinical and technology workshops, training over 2,300 healthcare professionals across Indonesia through its Innovation & Learning Hub in Jakarta. In partnership with the Ministry of Health, hospitals, and universities, these sessions support clinical excellence and technology adoption. GE also collaborates with teaching hospitals to advance care in cardiac, cancer, stroke, and maternal-child health using MR, CT, and ultrasound technologies. Through Project ECHO, GE extends maternal and child health expertise to 37 provincial hospitals and over 150 primary health centers, aiming to reach 10,000 nationwide.



Jhpiego collaborates with the Ministry of Health across 17 districts in Banten, East Java, West Java, and East Nusa Tenggara to enhance the quality of care at facilities and community levels through the MOMENTUM Country and Global Leadership (MCGL) Program. The program aims to build provider capacity to tackle the leading causes of maternal and newborn deaths, including postpartum hemorrhage, pre-eclampsia/eclampsia, and newborn asphyxia, via training, mentorship, and integrated primary care services. From 2021 to 2023, MCGL supported the Ministry of Health's Integrasi Layanan Primer initiative, working in 66 districts across five provinces to scale up practical approaches that improve access to quality services for communities, especially women and children.

ExxonMobil

Since 2008, ExxonMobil has advanced healthcare and sanitation through a community-based program that significantly improved access to clean water and hygiene. The company installed 49 water towers and laid 116,000 meters of pipeline, delivering safe water to 41,000 households across 32 villages. Additionally, ExxonMobil supported a latrine program that benefited 3,800 families, helping to reduce open defecation and improve sanitation standards. These efforts have contributed to improved public health outcomes, including the prevention of stunting, by addressing waterborne diseases and promoting cleaner living environments in underserved communities.



MSD's commitment to Indonesia is reflected in its healthcare initiatives, including a USD 11 million grant (2023–2028) to expand cancer care via Project ECHO®, training 33,000 professionals across 50 hubs. In partnership with Yayasan Project HOPE, MSD is enhancing the capacity of healthcare workers to address non-communicable diseases, maternal and neonatal mortality, and tuberculosis. MSD also supports reproductive health through PPFP services with Jhpiego, reaching 35,000 women. Collaborating with the Jalin Foundation, MSD funds an immunization program in Bogor and, in partnership with Plan Indonesia, empowers youth on sexual and reproductive health.



Pfizer Indonesia continues to strengthen healthcare capacity through training and education. In 2024 alone, it supported 24,864 healthcare professionals with updated medical knowledge and skills. Since 2020, the SHARE Project has empowered 230 community health workers in Bogor Regency to promote healthy practices, early disease detection, and maternal and child health education. In 2023, Pfizer launched the SAJAKA Program in Bali to combat the misuse of antibiotics and reduce antimicrobial resistance. Through interactive workshops with families, healthcare workers, and students, the initiative aims to enhance community health literacy and promote responsible antibiotic use.

From talent training to directly supporting local communities, U.S. businesses demonstrate that their initiatives extend beyond improving the healthcare system, reflecting a genuine passion for persevering in advancing Indonesia's growth.

Women and Youth Empowerment

President Prabowo's administration has placed women and youth empowerment at the core of Indonesia's development strategy, alongside primary healthcare and education reforms. The Ministry of Women's Empowerment and Child Protection (MoWECP) continues to lead initiatives that expand women's access to education, employment, and leadership roles. In 2025, MoWECP launched the Care Economy Working Group in partnership with the ILO to recognize unpaid care work, improve working conditions, and promote equitable caregiving responsibilities. A national roadmap for the Care Economy (2025–2045) aims to create jobs and boost female labor force participation.

For youth, the government is investing in digital literacy, civic education, and job readiness programs. School-based initiatives, such as the Inclusive Immunization Program in Bogor, supported by the Jalin Foundation, promote health and social awareness. MoWECP also runs grassroots programs such as Ruang Bersama Indonesia (RBI) and Puspaga, which offer parenting support and child protection education. Integrated Child Protection Units (UPTD PPA) provide legal aid and psychological services for children and women facing abuse.

These efforts complement broader national programs, such as the free lunch initiative and healthcare expansion, reflecting a holistic approach to inclusive development.

Business Stories: Women and Youth Empowerment



In 2024, Boeing advanced community development in underserved areas by supporting literacy, girls' education, and climate-resilient livelihoods. More than 4,000 children participated in programs that strengthened reading skills and expanded access to education for girls. At the same time, over 2,000 rural residents engaged in clean water, sanitation (WASH), and agroforestry initiatives aimed at improving public health and promoting sustainable farming practices. These efforts help build long-term resilience and economic opportunity. Boeing ensures that women and girls benefit equally across all programs through education, leadership development, and community-based solutions.



Citi Indonesia, in collaboration with Prestasi Junior Indonesia, launched the "Investing in Youth, Empowering Communities" program to strengthen financial literacy among high school students. By June 2024, the initiative will have equipped 300 students from SMA IAS Al-Jannah Depok, SMAN 7 Jakarta, and SMAN 35 Jakarta with essential financial skills to navigate modern economic challenges.

Through engaging classroom activities, students learned key concepts in personal finance, including budgeting, saving, investing, and risk management. The program fosters financial confidence and prepares youth for responsible decision-making in their personal and professional lives.



Corteva actively promotes inclusive agricultural development by empowering 852 women farmers with tools, training, and resources to enhance productivity and improve livelihoods. These efforts support gender equity and rural economic resilience. Corteva also invests in youth education through a joint research and internship program, which involves three research projects and 40 interns from leading universities, including IPB University and Universitas Padjadjaran.

To inspire future agricultural innovators, the company runs a science education program for 540 junior high school students, fostering curiosity, STEM skills, and awareness of sustainable farming practices.



Mastercard expanded the RISE-Financial Health program to Indonesia in early 2025, in collaboration with Reimagining Industry to Support Equality (RISE). This initiative is designed to empower at least 20,000 women garment workers by providing training in leadership, financial health, and protection against sexual harassment and gender-based violence. By August, the program had partnered with 10 garment factories, potentially reaching up to 29,000 workers. The program not only promotes safer and more equitable workplaces but also strengthens women's financial resilience and leadership within the industry, contributing to long-term social and economic impact.

ExxonMobil

ExxonMobil Indonesia launched the Women's Economic Empowerment Program in 2018 to support local women's livelihoods through skill development and market access. The program focuses on enhancing knitting and crochet abilities, enabling participants to produce high-quality handmade goods. By connecting over 500 women to domestic and international markets, the initiative has generated approximately USD 50,000 in sales, boosting household incomes and financial independence. Beyond economic impact, the program fosters creativity, confidence, and community collaboration, empowering women to become active contributors to local development and inspiring broader participation in microenterprise activities.

MARS

Mars' GrowHer: Kakao Project, launched in partnership with GIZ, promotes gender equity in agriculture by empowering women leaders and amplifying their voices in decision-making. Supported by the German Federal Ministry for Economic Cooperation and Development and implemented by Grow Asia, Mars Wrigley, Save the Children, and PISAgro, the three-year initiative trained 54 women and 11 men in financial literacy and the Village Savings and Loan Associations (VSLA) model, incorporating gender sensitization. By 2023, 44 VSLAs had been established across 40 villages, generating approximately USD 24,000 in loans for education and investment.

By December 2023, 68 women champions continued to expand VSLA training and contribute to village development, reinforcing inclusive economic growth and community resilience.



P&G has partnered with Save the Children to implement the We See Equal (WSE) program in West Java, now in its seventh year. This impactful initiative promotes gender equality and fosters safe, inclusive environments in schools. Since its launch, WSE has reached over 27,000 children, 1,800 teachers, and 2,990 parents across 80 schools. By encouraging child-led advocacy, the program empowers young people to become active participants in shaping their futures. Through education and engagement, WSE nurtures confident, informed youth who champion equality in their communities.



Visa's "Ibu Berbagi Bijak" program, active since 2017, empowers women MSME owners in West Java by enhancing financial management and promoting digital business models. In 2023, it supported 300 women in Singaparna, Tasikmalaya, helping them join e-commerce platforms and adopt export-oriented strategies. Over seven years, the program has benefited over 1,100 women through workshops, mentoring, and business matching. Visa also partners with Plan International to deliver financial and business literacy to girls and young women via the Girls' Leadership Academy, reaching 10,000 youth—including 7,500 girls—through online learning and training platforms.

These initiatives demonstrate how empowering women and youth can enhance Indonesia's economic resilience, foster inclusive growth, and bridge ongoing gaps in skills and opportunities.

Feature Story



Expanding Opportunities Through Labor-Intensive Investment

For over 111 years, PT HM Sampoerna Tbk. (Sampoerna), an affiliate of Philip Morris International (PMI) has been more than just a business – it has been a force for inclusive growth and social transformation in Indonesia. At the heart of its legacy lies a deep commitment to empowering women and uplifting local communities through sustainable economic development.

Expanding Opportunities Through Labor-Intensive Investment

Sampoerna continues to support inclusive and sustainable economic development through both capital-investment focused on innovation and technology, as well as labor-intensive investments in Hand-Rolled Kretek Cigarettes (Sigaret Kretek Tangan or SKT), which employs tens of thousands of workers.

In 2024, Sampoerna expanded its SKT operations by opening two new production facilities in Tegal and Blitar, along with five new Third-Party Operators (TPOs) in East and Central Java. Today, the company operates nine production facilities and 43 TPOs, which are owned and operated by cooperatives and local entrepreneurs, across various cities and regencies in Java.

Together, Sampoerna's business and operations employ a workforce of more than 90,000 people, both directly and indirectly. A significant portion of this workforce consists of women working in SKT production facilities. Their skills not only drive the company's success but also provide stable income and improved livelihoods for their families.

A 2024 study by Universitas Airlangga revealed that workers at Sampoerna's SKT production facility in Blitar and its Third-Party Operator (TPO) in Bojonegoro experienced an average income increase of 12.5% compared to their previous jobs.

When compared to data from the 2023 National Labor Force Survey (SAKERNAS) by Statistics Indonesia (BPS), the difference becomes even more striking. In Blitar, the average industrial wage was IDR 1.63 million, while in Bojonegoro, it was IDR 2.09 million. SKT workers in both areas earned more, highlighting the value of stable, formal employment in boosting household income.

These increases are not just a number—they reflect the real impact of stable, formal employment. These women are not only earning more; they are gaining financial independence, greater security, and the ability to invest in their families' futures. However, the benefits extend beyond the workers. The presence of SKT production facilities also strengthens the local economy. According to the same study, 68% of nearby residents said the factory had a significant positive impact on their businesses. This aligns with findings from Universitas Airlangga, which concluded that the economic multiplier effect of the SKT production facility is 3.8 times. In other words, for every IDR 1,000 generated by the factory, IDR 3,800 circulates through the local economy, supporting small businesses, creating jobs, and driving regional growth.

Real Stories, Real Impact

Behind the numbers are powerful human stories.

Ibu Jami, SKT worker at one of Sampoerna's SKT production facilities, shared how her job has opened new doors:

"Sampoerna provides opportunities for women to work and grow. I am proud to be part of a company that truly values women's contributions."

For Ibu Mudawamah, the opportunity meant more than just earning a living—it meant securing a future for her family:

"As the main provider for my family, working at Sampoerna has allowed me to send my children to school, even to university. The company does not just care about us as workers, but also about the well-being of our families."

These stories highlight the profound impact of economic opportunities, particularly for women in rural areas.

Empowering Women, Strengthening Communities

Sampoerna's focus on women's empowerment is not just part of its business strategy—it is a key driver of long-term community development. By creating inclusive job opportunities and supporting women in the workforce, the company is helping to build stronger, more resilient local economies.

As Sampoerna continues to invest in Indonesia's future, its commitment to people, particularly women, ensures that its impact extends far beyond business. It is a story of shared progress, where economic opportunity leads to lasting change.

Accelerating Industrialization and Downstreaming

For decades, Indonesia's economy relied heavily on exporting raw commodities. While this brought in revenue, it left the country vulnerable to global price fluctuations and limited its ability to climb the global value chain. Today, Indonesia is rewriting that story. Industrialization and downstreaming are no longer just aspirations but central pillars of President Prabowo's Golden Indonesia 2045 vision.

By processing its own resources, building integrated industrial zones, and investing in digital infrastructure, Indonesia is working to ensure that growth is not only faster, but also more innovative and more sustainable.

U.S. businesses support this agenda across four main themes: *Strengthening Industrial Foundations, Driving Digital Transformation, Enhancing Logistics and Supply Chains, and Supporting Downstream Activities.*

Strengthening Industrial Foundations



Trained 25 participants on technical skills and industry insights

Driving Digital Transformation



EQUINIX

Launched office in Jakarta with 99% local staff hired



Deployment of 3 subsea cables connecting the U.S. and Asia Pacific



USD 1.7 billion of investment, creating 106,000 jobs, and trained 840,000 Indonesians in AI



USD 5 billion of investment in 15 years; supports 24,700 jobs/year; USD 10.9 billion GDP contribution



Trained 234 officers and 40 instructors in the Indonesian Army in cybersecurity

Enhancing Logistics and Supply Chain



Cuts transit by 1 day; enables 2-business-day delivery to US



24,000+ farmers supported; 89% milk & 86% plantation traceability; 3,184 people gained access to clean water



Launched the FedEx Import Tool in Indonesia, helping local businesses to scale smarter and stay competitive globally

Supporting Downstreaming to Increase Supply Chain Value



Production of Manyar smelter already at 40% capacity; will reach maximum output by December 2025



Produces 24,000 tons annually, expected to generate about 400 jobs and over USD 200 million in investment



GE HealthCare

Partnered with a local company and opened Indonesia's first local production plant for CT (Computed Tomography) scanners, aiming to enhance diagnostic access and reduce reliance on imports

Strengthening Industrial Foundations

Industrialization remains a cornerstone of Indonesia's economic strategy under President Prabowo. In 2026, the government targets 6.52% growth in non-oil and gas industries, which are projected to contribute 18.66% to national GDP, account for 74.85% of exports, and employ 14.68% of the workforce (Ministry of Industry, 2025). To achieve these ambitious goals, the Ministry of Industry is implementing a multi-pronged approach focused on strengthening industrial foundations across regions.

Key priorities include empowering MSMEs through access to financing, digital tools, and market integration. The government is also accelerating downstream processing of natural resources—such as nickel, bauxite, and palm oil—to increase value-added exports and reduce reliance on raw commodity sales. Modernization of industrial zones is underway, with investments in machinery, automation, and green technologies aimed at boosting productivity and sustainability.

Vocational training and industrial internships are being scaled up to develop a skilled labor force aligned with future industry needs. These efforts are supported by the expansion of industrial estates across provinces, as outlined in the Ministry's industrial transformation roadmap. Together, these initiatives aim to build a resilient, inclusive, and innovation-driven industrial sector that propels Indonesia toward its long-term development goals.

Business Stories: Industrial Activities



Ford's Technical and Vocational Education and Training (TVET) program is a key CSR initiative aimed at enhancing automotive vocational education in Indonesia. Launched in Jakarta and Surabaya, it offers free, inclusive training for vocational students and teachers, blending classroom instruction with hands-on experience using Ford's latest vehicles and technology. Each class includes 25 selected participants who receive guidance from RMA Indonesia and Ford dealer professionals.

Top performers earn internships at Ford dealerships. By promoting gender equality and industry readiness, TVET – Ford Class supports the development of an inclusive workforce in Indonesia's automotive sector.



Feature Story



Leading the Way in Sustainable Manufacturing in Indonesia's Animal Nutrition Sector

ADM is a global agricultural, food processing, and nutrition company that connects farmers to consumers by purchasing, transporting, and transforming crops into ingredients for human and animal nutrition, as well as for industrial and nutraceutical uses.

ADM's recent acquisition of PT Trouw Nutrition Indonesia (now known as PT ADM Animal Nutrition Indonesia) reflects the company's continued efforts to grow responsibly in the region and contribute to the Indonesian government's priorities in industrial development and environmental responsibility. This strategic investment signals a step forward in enhancing local manufacturing capabilities through sustainable and innovative practices.

ADM is introducing technologies that help reduce environmental impact by optimizing resource utilization. Key among these is Near Infrared (NIR) spectroscopy, which precisely monitors the quality of raw materials and feed, and the MatrixNutri digital application, which calculates the nutritional values of raw materials. By reducing over-formulation and improving feed conversion, both technologies support more precise and efficient feeding programs that minimize waste, helping to reduce the environmental footprint of ADM's Animal Nutrition operations in Indonesia.

The company's commitment is further reflected in its rigorous adherence to global environmental and safety standards, exemplified by its certifications under FAMI-QS and FSSC 22000. For instance, ADM's operations in Indonesia incorporate Mycotoxin Control Management, effectively safeguarding animal feed from contamination and ensuring the safety and quality of food products from farm to table.

"With the support of ADM's NIR technology and system, PT. Dinamika Megatama Citra (DMC) consistently applies precision nutrition principles in feed formulation. Fast and accurate analysis of raw materials' nutritional content enables the optimization of resource use, reduces quality variation, and minimizes waste. This drives greater production efficiency while also supporting more sustainable farming practices. Our collaboration reflects a shared commitment to delivering data-based nutrition solutions for a more efficient, environmentally friendly, and sustainable future for the livestock industry." – Henri E. Prasetyo, Nutritionist & Feed Technology Manager, PT. Dinamika Megatama Citra

In partnership with local universities such as the University of Brawijaya and Bogor Agricultural University (IPB), ADM further strengthens Indonesia's R&D capabilities, fostering innovation tailored to local agricultural needs and conditions. These collaborations validate and optimize ADM's animal nutrition solutions for the Indonesian context, contributing to broader efforts in national development and sustainability.

Ultimately, ADM's investment supports Indonesia's progress in sustainable manufacturing within the animal nutrition sector, thereby enhancing local industry competitiveness and contributing to the government's vision for a sustainable, resilient, and innovative industrial economy.

Driving Digital Transformation

Digital technology is central to President Prabowo's Golden Indonesia Vision 2045, which aims to transform Indonesia into a globally competitive, digitally advanced economy by its centennial year. In 2024, the Ministry of Kominfo, later renamed the Ministry of Komdigi, launched the Indonesia Digital Vision 2045, outlining eight strategic pillars: infrastructure development, research and innovation, regulatory reform, cybersecurity, human capital development, digital ecosystem growth, investment, and multi-stakeholder collaboration.

To implement this vision, the government has introduced several flagship initiatives. These include the 10,000 Digital Villages program, designed to bridge the digital divide in rural areas; the expansion of the Palapa Ring broadband network; and the deployment of 4G base stations in frontier, outermost, and underdeveloped (3T) regions. Komdigi is also advancing next-generation infrastructure, including a National Data Center, AI development platforms, and a robust 5G ecosystem to support smart cities and industrial innovation.

Many of these projects are supported by U.S. technology companies operating in Indonesia, contributing expertise and investment to accelerate digital transformation. Together, these efforts aim to foster inclusive growth, enhance productivity, and prepare Indonesia to become one of the world's top five economies by 2045.

Business Stories: Digital Infrastructure



EQUINIX

Equinix is accelerating Indonesia's digital transformation through its JK1 International Business Exchange™ (IBX®) data center, launched in Jakarta in May 2025. With 99% local staff, JK1 offers secure, high-speed interconnection via Equinix Fabric™, enabling Indonesian companies to connect globally and multinational firms to strengthen local operations. Equinix also promotes digital literacy by hosting school and university tours at JK1, giving students hands-on exposure to data center technologies and operations.

These efforts support Indonesia's goals for inclusive growth, talent development, and global competitiveness in the digital economy.



Google has significantly strengthened Indonesia's digital infrastructure through a series of strategic investments. These include the deployment of three subsea cables that connect the United States with the Asia-Pacific region, enhancing cross-border connectivity and data flow.

Additionally, Google launched Indonesia's first local Google Cloud Region, providing faster and more secure cloud services for businesses and government agencies.



Microsoft's Indonesia Central Cloud Region, launched in May 2025, marks a significant milestone in the country's digital transformation. The region is expected to generate USD 15.2 billion in new economic value by 2028 and create 106,000 jobs across industries. It supports secure, scalable cloud services for businesses and government agencies. Complementing this, Microsoft's ElevAlte initiative aims to train 840,000 Indonesians in AI by the end of 2025, with a focus on students, educators, and professionals.

These efforts align with Indonesia's Digital Vision 2045 and strengthen its position in the global digital economy.



AWS is accelerating Indonesia's digital economy through its Asia Pacific (Jakarta) Region, launched with a USD 5 billion investment over 15 years. This commitment is projected to support 24,700 jobs annually and contribute USD 10.9 billion to Indonesia's GDP by enhancing cloud infrastructure, data services, and digital innovation.

The Jakarta Region enables local businesses, startups, and government agencies to access secure, scalable cloud solutions while meeting data residency requirements. AWS's investment aligns with Indonesia's Digital Vision 2045 and supports long-term job creation and technological competitiveness across sectors.



Cisco's Country Digital Acceleration (CDA) program was launched in Indonesia in 2018, making it the first ASEAN nation to join the initiative. Built on five strategic pillars—Digital Government, Digital Industry, Digital State-Owned Enterprises, Cybersecurity, and Digital Inclusion—the program has driven over 28 transformative projects to date.

In 2024, Cisco partnered with the Nusantara Capital City Authority (OIKN) to support its vision of a sustainable, secure, and inclusive smart city. Earlier, in 2021, Cisco collaborated with Bank Central Asia (BCA) to enhance the cybersecurity of its digital banking infrastructure.

These initiatives demonstrate that U.S. businesses are driving Indonesia's digital transformation by creating jobs, boosting GDP, and equipping the workforce with future-ready skills. They also highlight a long-term commitment to fostering innovation and sustainable growth across the nation.

Enhancing Logistics and Supply Chains

Indonesia's logistics costs—estimated at 23–24% of GDP in 2025—remain significantly higher than the global average of 8–9%, which undermines competitiveness and key national priorities, such as food security, energy resilience, and downstream industrialization (Siber Journal of Transportation and Logistics, 2025). Since taking office, President Prabowo has prioritized reducing these costs through physical infrastructure upgrades and regulatory reforms.

The government allocated IDR 422.7 trillion in the 2024 state budget for toll road expansions, rail network improvements, and port upgrades. Projects like the Jakarta Outer Ring Road 2 (JORR 2), completed in July 2024, have eased urban congestion, while the newly opened Patimban Port supports automotive exports and relieves pressure on Tanjung Priok. Bonded Logistics Centers (PLBs) have also been expanded to streamline customs and reduce storage costs, with over 75% of companies reporting lower expenses and faster processing times (National Logistics Ecosystem, 2025).

The Indonesian Logistics and Forwarders Association (ALFI) Institute has outlined five reform priorities for the government: expanding land, sea, and air logistics infrastructure; simplifying fiscal and trade systems; harmonizing regulations; modernizing transport fleets; and boosting logistics workforce skills. These efforts aim to lower logistics costs to 8% of GDP by 2045 and position Indonesia as a regional trade and supply chain hub (ALFI Institute, 2025).

Business Stories: Improving Logistics



UPS recently launched a new intra-Asia flight route that shortens delivery times from Indonesia to the United States by one business day, enabling shipments to arrive in as little as two business days. This upgrade benefits high-growth sectors, including healthcare, manufacturing, and technology, which rely on fast and reliable logistics. The enhancement is part of UPS's broader strategy to strengthen regional connectivity and support Indonesia's growing role in global supply chains. It also helps businesses meet tighter delivery windows and improve customer satisfaction.



Cargill is partnering with over 24,000 independent farmers in West Kalimantan and South Sumatra to enhance palm oil traceability and sustainability. As of 2025, the company has achieved 89% mill-level and 86% plantation-level compliance with Roundtable on Sustainable Palm Oil (RSPO) standards. These efforts support deforestation-free supply chains and responsible sourcing. Cargill also collaborates with local communities to improve water access, benefiting more than 3,000 Indonesians through infrastructure upgrades and clean water initiatives. The program aligns with Indonesia's sustainability goals and supports rural livelihoods and environmental stewardship.



FedEx launched the FedEx Import Tool in Indonesia to simplify and modernize the import process for local businesses. This automated single-window platform uses advanced technology to streamline customs procedures, reduce paperwork, and improve visibility across the entire supply chain. As of 2025, the tool supports faster clearance and more efficient logistics, helping Indonesian companies navigate complex international trade regulations. It enables businesses to move goods more quickly, scale operations with confidence, and remain competitive in global markets—especially in sectors like manufacturing, retail, and e-commerce that rely on timely imports.

Leveraging logistics is a hallmark of a strong economy, and U.S. businesses have been tapping into this potential to make Indonesia's supply chain more scalable and efficient. Their initiatives not only strengthen connectivity but also enhance Indonesia's competitiveness in global trade.

Supporting Downstreaming to Increase Supply Chain Value

To reduce reliance on raw commodity exports and boost domestic value creation, Indonesia has launched an ambitious downstream industrialization strategy. Spearheaded by the Ministry of Investment and Downstream Industry (BKPM), the Downstreaming Roadmap 2040 outlines USD 545.3 billion in investment opportunities across 21 key commodities, including coal, nickel, tin, copper, and bauxite (BKPM, 2025). The plan focuses on developing local talent, implementing regulatory reform, and fostering strategic partnerships to attract global investors and boost industrial competitiveness.

Nickel has emerged as the flagship of Indonesia's downstream push, particularly following the 2020 nickel ore export ban, as outlined in Law No. 3/2020. This policy has catalyzed the development of 188 nickel smelters and six electric vehicle (EV) battery production facilities nationwide. Indonesia now supplies over half of the world's nickel and aims to become one of the top five EV battery producers and the second-largest stainless steel exporter by 2040.

In Q1 2025 alone, Indonesia recorded IDR 465.2 trillion (approximately USD 21 billion) in investment realization, with nearly 30% of the investment directed toward downstream sectors (BKPM). To ensure sustainability, the government has introduced ESG-compliant frameworks, such as the Sustainable Investment Guidelines (SIG), which align industrial growth with environmental and social standards. These efforts are central to achieving Indonesia's Golden Vision 2045 and net-zero goals by 2060.

Business Stories: Local Production



PT Freeport Indonesia resumed operations at its Manyar copper smelter in Gresik, East Java, in May 2025 after completing repairs to its sulphuric acid plant, which had halted activity in 2024. The smelter is ramping up production from 40% capacity and is expected to reach full output by December 2025. Once fully operational, it will process 1.7 million tons of copper concentrate annually. This milestone reinforces PT Freeport Indonesia's commitment to the national downstreaming agenda, supporting Indonesia's goal to boost domestic mineral value addition and reduce reliance on raw exports.



PepsiCo opened its first factory at the Greenland International Industrial Park in Cikarang, West Java, in June 2025. The plant utilizes biomass as its primary energy source, spanning 6 hectares and featuring three production lines, which produce approximately 24,000 tons annually. It is expected to generate about 400 jobs and involve an investment of approximately USD 200 million over the coming years. PepsiCo's Indonesian subsidiary is working with 200 potato farmers and 200 corn farmers in West and Central Java to support local agriculture by providing high-quality seedlings, increasing productivity, and empowering farmers.



GE Healthcare and Forsta—a subsidiary of Kalbe Farma—have opened the country's first local production plant for CT (Computed Tomography) scanners. This strategic partnership marks a significant milestone in Indonesia's medical technology landscape, aiming to enhance diagnostic access, reduce reliance on imports, and expedite delivery to healthcare providers nationwide. The plant, located at PT Forsta Kalmedic Global in Bogor, is GE Healthcare's third localized product project in Indonesia, after ultrasound machines and patient monitors. This investment not only supports the government's health resilience goals but also creates skilled jobs and encourages innovation in the local medical technology industry.

These examples show that U.S. businesses are leading the way and shaping Indonesia into a country with scalable downstream capabilities, thereby enhancing its supply chain value.

Conclusion: A Shared Path to Golden Indonesia 2045

Indonesia is entering a defining chapter in its national journey—one shaped by ambition, resilience, and inclusive growth. As the country works toward its Golden Indonesia 2045 vision, the role of trusted partners becomes increasingly vital.

As Indonesia and the United States deepen their partnership, the path forward is clear. By continuing to collaborate, innovate, and invest in shared goals, both nations can build a future defined by opportunity, sustainability, and mutual prosperity.

Together, we grow.



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