

JAKARTA / LIFE IN THE CAPITAL

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WHAT TO
DO IN '22

THINK AGAIN INTROSPECT

TRY ANOTHER WAY **IMPROVE** ADJUST

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RECYCLE **REPURPOSE** REFUSE

REIMAGINE STOP **REJECT** ALTER

ACCEPT **DO BETTER** DO YOUR BEST

BE HONEST BE TRUTHFUL BE BRAVE

BE ETHICAL BE RESPONSIBLE

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The British Chamber of Commerce

Remaining focused on relevance to members and stakeholders in a difficult year

Interview with Chris Wren, Executive Director of BritCham Indonesia

Interviewed by Cia, MarComms Manager of BritCham Indonesia



opportunities between members. This has been desperately missed.

Q: What were some of the BritCham highlights of this subdued 2021?

A: We focused on our relevance in the areas of market access support. We activated our networks around trending topics and the **Climate Change COP 26** in Glasgow via virtual trade missions, virtual matchmaking and deepening our engagement with our new **Education Centre** panel of universities.

We are driven by huge energy and output from our **Climate Change, Human Capital & Education and Smart Sustainable Cities Member Focus Groups**. We teamed up with Glasgow Chamber of Commerce to be the most successful regional British Chamber leading on a Climate Chamber Mission to COP 26 in Glasgow.

Q: How exactly was BritCham represented around the COP 26 Climate Change event?

A: In a range of ways. Firstly, we recruited 10 domestically registered companies to join up with similar delegations from 11 other countries creating a new international network of over 100 like-minded organisations. Ainsley Mann, former Chairman and lead of our **Climate Change Member Focus Group** coordinated BritCham thought leadership around Sustainable Finance, Circular Economy and Human Capital. Finally, together with HE Desra's Indonesian Embassy team in London and BKPM in London we ensured the presence of some of the most significant British companies invested in Indonesia for **President Jokowi's CEO Forum at Turnberry**. These new relationships forged around COP 26 will not be one-off and we will be facilitating a range of activities so that our members can benefit from these new international networks.

Q: Stakeholder relationships are vitally important for an organisation like Britcham. What has been the impact of the virtual approach to key relationships?

Q: Are there any differences in mood, aspiration and motivation between this time last year and now?

A: A very good question. At this time last year, it is fair to say that many had thought that Indonesia had dodged the covid bullet and many of our members were looking forward to a return to some sort of normality, but based on Covid era experiences. It is fair to say this was a mood of cautious optimism for BritCham. This meant planning for a gradual return to some form of contact events. However, and we now know that the year turned out to be extremely turbulent with no return to normalcy and critical conditions that beset the nation in July, August and September

Honestly, BritCham embarked on its 2022 budget planning in October with a similar degree of cautious optimism for 2022, and then came Omicron and now we have more closed borders, heightened alerts and that same feeling of uncertainty. The expression I have heard used by many members in relation to their aspirations and approach to planning for this year is "cautious aggression!".

As a Chamber we will continue to adapt how we support members based on prevailing regulations and common-sense practices, the same way we have operated in the last 20 months. Rest assured, as soon as practical, we will be the first to re-introduce contact



A: Perhaps we all agree that the virtual approach is fine for maintaining existing relationships. However, less fine for establishing newer relationships. In this regard, I was fortunate to have been in the UK in July and to have had the opportunity of face time with Ambassador Desra and his team at the Indonesia Embassy in the UK. It was also a pleasure to meet **Shevaun Haviland** the new Director General at the British Chamber of Commerce and some of the international teams from among our university partners. In addition, and as a Board, we were able to have one rare gathering which was also attended by newly elected **Chairman of Kadin, Pak Arsjad Rasjid**.

Q: So Chris, with the backdrop of uncertainty at the start of 2022, what can members, stakeholders and friends expect of BritCham?

A: BritCham membership and its engagement remains very robust. Nearly 60% of members are signed up

to our **Member Focus Groups** and the respective committees will continue to drive dynamic agendas through regular meetings. Our very popular **Professional's Women Group** will continue to drive the agenda of gender diversity and personal development for ladies through the continuance and expansion of our pilot mentoring programme. We are about to finalise our second agreement under the BritCham and Kiroyan Advocacy Partnership which will ensure that members and market access enquirers are kept fully informed of regulatory matters and relevant market intelligence.

We will also play an active role in support of Kadin's B20 initiatives. The continued growth and development of our Education Centre will dovetail nicely with Ambassador Desra's ambitions for closer and more meaningful ties between UK and Indonesian educators. We will support Ambassador Owen, our Embassy, the Department of International Trade and other units in business environment matters and

opportunities particularly as they relate to the JETCO trade discussions.

Together we will also extend the BritCham reach into more second cities. Our postponed **Awards and Recognitions evening** will be held as the most fun gathering of 2022 as soon as hotel ballrooms can resume normal service.

I would like to thank everybody at NOW! Jakarta for our great collaborative relationship and to take this opportunity, on behalf of the Board and my team at the executive office, to wish all readjust a healthy, happy and prosperous 2022.

