

Pak Tonny

Back in 1998, I didn't appreciate how smart a move I had made when I invited Unilever Indonesia to nominate one of their senior executives to join BritCham's new Board. Pak Tonny Pranatadjaya, then a senior director at Unilever, came to be that nominee. I could then not have imagined that Pak Tonny's commitment to BritCham would endure for more than a quarter century, far beyond the end of his career with Unilever and indeed my own active involvement at BritCham. Pak Tonny might perhaps understandably have opted to take a back seat on our Board, but on the contrary he involved himself enthusiastically across the range of our activities. He was an almost ever present at Board meetings, always ready to offer valuable insights and wise counsel. Ever discreet and diplomatic, he would occasionally take me aside after a meeting and gently let me know when he may have thought that the Board had taken a wrong turn.

Pak Tonny believed that business was a force for good and was a strong proponent of business ethics and sustainability. He followed politics closely without ever being formally involved. His political views were aligned with how he believed business should be conducted and he was pleased to mentor those in government who shared his beliefs. While he was too often appalled by some of the political intrigues that were in play, I sensed that he also quietly enjoyed being able to observe some of the dramas at close hand. He would frequently keep me informed on what was going on behind the scenes. Maybe sometimes slightly mischievously, sometimes despairingly, he would share with me what was really 'really' going on. The unpredictability of the Indonesian body politic, however, meant that there were occasions when even Pak Tonny could be out foxed by fast moving events!

Pak Tonny was undoubtedly one of life's good guys and will be much missed by all his family, friends and former colleagues and not least by those at BritCham who had the privilege of knowing him over many years. It was my honour to have been able to count Pak Tonny as a friend and colleague.

Best regards

John Arnold

Former Chairman of BritCham Indonesia