

**ASIALINK
BUSINESS
ACADEMY**

DIGITAL ECONOMY SERIES



INDONESIA

ADVANCED LEVEL

ACCELERATE YOUR
eCommerce
in Indonesia



Accelerate Your eCommerce in Indonesia

Indonesia is one of the world's fastest-growing eCommerce markets. By 2026, it is anticipated that the value of retail eCommerce in Indonesia will be AUD139 billion.

Despite the immense growth potential, Australian firms have yet to fully capitalise on these opportunities. Businesses that wish to succeed in the Indonesian eCommerce market must accelerate their expertise in the eCommerce ecosystem, including platforms, logistics, the digital landscape, customer behaviour and preferences.

This program is for organisations interested in enhancing their capabilities, knowledge, and skills to expand and optimise their eCommerce business in Indonesia.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



8 hours

FORMAT

This program is available in two formats:



Online
in modular
format



Onsite
in an intensive
1 day format

PRICE



Programs are designed for groups.
Please contact us for program price.

Key takeaways



Accelerate your understanding of the eCommerce ecosystem in Indonesia including platforms, logistics, digital landscape and consumer behaviour and preferences.



Enhance your practical capability to develop your eCommerce strategy and position your business for long-term success.



Access key Indonesian specialists who are critical to navigating eCommerce in Indonesia.



Improve capabilities, critical knowledge and skills to facilitate outcomes with your eCommerce partners in Indonesia.

Topics covered

1.

Doing business on Indonesian eCommerce platforms

- Understand the state of play of eCommerce in Indonesia.
- Assess the different eCommerce models and their pros and cons.
- Compare and contrast the major eCommerce platforms in Indonesia.

2.

Understanding the digital and consumer landscape in Indonesia

- Understand digital and mobile consumers in Indonesia.
- Importance of product localisation - brand, price and experience.
- Digital and social media landscape in Indonesia and key trends.

3.

Masterclass on eCommerce strategies in Indonesia

- Case studies to highlight eCommerce market entry strategies into Indonesia.
- Indonesian market specific considerations and available support resources.
- Introduction to key players in the Indonesian eCommerce ecosystem.

4.

Understanding Indonesian business culture

- Intercultural perspectives on Indonesian society, context, and culture. Indonesian key business cultural drivers - “the why behind the behaviour.” Practical cultural concepts that influence business interactions with Indonesian stakeholders.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Indonesia.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us



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