



INTRODUCTION TO

eCommerce in Indonesia



Introduction to eCommerce in Indonesia

Indonesia is the most populous nation in Southeast Asia and one of the largest e-commerce markets in the region. The value of retail eCommerce in Indonesia is expected to reach over AUD139 billion by 2026. However, Australian companies are not capturing the full potential of this opportunity.

Businesses in Australia that wish to succeed in the rapidly evolving eCommerce industry in Indonesia need to be familiar with the specifics of the Indonesian eCommerce industry and the preferences and habits of Indonesian consumers.

This program is for businesses interested in understanding the eCommerce ecosystem in Indonesia and what it takes to establish an eCommerce presence there.

Who should attend?

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

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



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

Key takeaways



Raise your level of understanding of the rapidly evolving eCommerce ecosystem and platforms in Indonesia.



Understand what it means to navigate and stand out in this fast-paced digital landscape.



Gain practical insights and tips to inform your eCommerce strategy for Indonesia.

Topics covered

1. Navigate the Indonesian eCommerce ecosystem.
2. Understand the state of play of eCommerce in Indonesia.
3. Compare and contrast the major eCommerce platforms in Indonesia.
4. Understand the digital landscape and mobile consumers in Indonesia.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

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.

This is a Credly certified Asialink Business Academy Program

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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