Holding Indonesia Night in Switzerland,
Trade Minister Tom: Terror Has No Effect on the Indonesian Economy

Jakarta, 18 January 2016 – Taking advantage of the momentum that is the World Economic Forum (WEF) 2016 in Davos Switzerland, Indonesian Trade Minister Thomas Trikasih Lembong will invite the leaders/representatives of country governments such as Switzerland and the United States along with World CEOs, and international media leaders to Indonesia Night at the Morosani Schweizerhof in Davos, Switzerland on 21 January 2016.

The event entitled Remarkable Indonesia – the Senses of Indonesia was deliberately crafted to show the world that Indonesia is unaffected by acts of terrorism and that Indonesia is currently focusing on developing and increasing national exports.

“We will show the world that the terror attack in Jakarta has no effect on Indonesia’s economy. On the contrary, Indonesia remains focused on increasing national exports,” asserted Trade Minister Tom.

At the event, Tom will ask world leaders to continue existing trade cooperation with Indonesia and assure them that there is no reason to be afraid of travelling to Indonesia’s capital city of Jakarta. “The Government is working hard to protect and create national security,” said the Trade Minister.

According to Tom Lembong, events like this have become very important for Indonesia for nation branding. “Indonesia night has become such a strategic promotional event in the world class forum that is the WEF 2016. This is one of the efforts to get the attention of world leaders and the international business community that are present here at the WEF,” said Tom Lembong who was once presented with the Young Global Leader Award in 2008 by the WEF.

Indonesia Night would like to give a good impression on the minds of the world leaders. They have a broad network and an international business community to whom they would spread this good image of Indonesia.

“We hope that the rich natural resource, the products, the cultural uniqueness, and the contribution of Indonesia to the world economy as well as Indonesia’s Identity as a maritime country can be known throughout the world,” said Tom.

The Night Market

Indonesia Night 2016 will use the concept of a night market to showcase various creatively crafted activities. Various distinctive foods and Indonesian traditional entertainment will provided for the invitees that comprise government leaders, renown international entrepreneurs, international institution leaders, and media leaders.

The Director General of National Export Development, Nus Nuzulia Ishak, explained that Indonesia’s culinary offerings will be accompanied by displays of processed food products and enlivened by Indonesian cultural arts performance that’s packaged in a modern way.
“The guests will be invited to interactively and actively sense Indonesia through experiences of sights, sounds, tastes, touches, and smells. At Indonesia Night this year, the wealth of potential and diversity of East Indonesia will be highlighted,” explained Nus.

The various dishes with distinctive Indonesian flavors that will be served include gado-gado, pecel, ketoprak, soto betawi, soto makassar, nasi kuning/yellow rice, and nasi ungu/purple rice (using butterfly pea flower petals) complimented by various side dishes such as sate lilit, tempeh satay, semur daging, teri kacang, bakwan jagung/corn fritters, aneka kerupuk/variouys chips, and emping. Drink served will include es cendol, es sirsak/iced sour sop, es cincau hitam/iced grass jelly, and wedang ronde. The guests will also be treated with Indonesian snacks such as kue talam, dadar gulung, ketan serundeng, and klepon.

The experience of sensing Indonesia will also be enlivened with art and cultural performances in the form of the Malang Flower Carnival. The event will also include an accapella performance by Pentaboyz, who will sing songs from Indonesia. Following that there will be a pantomime performance, a Cendrawasih Dance performance from Bali and a Sajojo Dance performance from Papua as well as a Jaipong Adumanis Dance performance from West Java.

**Strengthening Nation Branding**

The WEF 2016 Indonesia Night event will also be used by Trade Minister Tom to strengthen Indonesia’s nation branding. Nation Branding is important to get the attention and attract the interest and gain the trust of the international world, particularly buyers, investors, tourists, consumers, donors, the media, and other countries.

It’s time Indonesia has a brand that can represent Indonesia as a whole. The efforts to establish nation branding has become the task of all parties including the government, stakeholders, the people, as well as private parties.

“*Nation branding requires structured, synergic, integrated, simultaneous, and continuous efforts,*” said Director General Nus.

Indonesia Night is one of the forms of fitting implementation of nation branding. A number of ministries and institutions are involved to provide support to this event in synergy including the Ministry of Trade, the Ministry of Finance, the Ministry of Tourism, the Ministry of Foreign Affairs, as well as the national business community, the Permanent Mission of the Republic of Indonesia in Geneva, and the Indonesian Embassy in Bern, Switzerland.

“*Nation branding must be done by all parties in synergy. This is what we will continue to do in the future,*” said Nus.

Furthermore, during his time in Switzerland, Trade Minister Tom will also resonate Indonesia’s achievements and the latest policies in Indonesia related to economy and trade while also explaining about new ideas to world leaders in several dialog panels he will be taking part in and bilateral meetings that he will be conducting.

--end--

**For further information please contact:**

- **Ani Mulyati**  
  Head of Public Relations Center  
  Ministry of Trade  
  Phone/Fax: 021-3860371/021-3508711  
  Email: pusathumas@kemendag.go.id

- **Sulistyawati**  
  Director of Export Product Development  
  Directorate General of National Export Development  
  Ministry of Trade  
  Phone/Fax: 021-23528643/021-23528653  
  Email: sulistyawati@kemendag.go.id