

# Introduction from Joel Derbyshire, Director of International Trade and Investment at the British Embassy Jakarta, Department for International Trade



Department for  
International Trade



My team at the Embassy and the British Chamber of Commerce Indonesia work in partnership to help UK companies export their goods and services to Indonesia.

Our teams identify Indonesian buyers, including Ministries, local government, state owned enterprises, aid donors and private firms. We then introduce these Indonesian buyers to UK firms.

We focus most the majority of our efforts on sectors where we think there is the strongest demand for UK goods and services. In Indonesia, these sectors include aerospace, defence, education, energy, ship building, sports and transport infrastructure.

Our support comes in many ways, including market research, organising trade missions, promoting UK companies at industry events, making introductions and advising UK companies on regulations and exporting best practice.

UK firms that succeed in Indonesia have an on the ground presence and demonstrate persistence, perseverance, and (a gentle) pushiness in their approach. They also recognise that Indonesia is a relationship based market and see my team, and our extensive network, as an extension of their own. I hope we can be part of your firm's Indonesian success story too.

**Joel Derbyshire Director of International Trade and Investment at the British Embassy Jakarta, Department for International Trade**  
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