

2026

Bisnis AS untuk Indonesia (BISA) Report

Innovation for Indonesia's Future

How U.S. Companies Support Indonesia's Growth,
Talent, Competitiveness, and Resilience

Table of Content

Foreword	03
Executive Summary	04
Why Innovation Matters for Indonesia	06
Chapter 1: Building Indonesia's Future Talent	08
Building Digital & Cloud Skills	12
Advancing STEM & Research Talent	17
Chapter 2: Developing Economic Resilience	20
Modernizing Energy & Resource Efficiency	24
Boosting Agricultural Productivity	29
Responsible Practices & Community Resilience	32
Chapter 3: Helping Businesses Compete	36
Digitalizing Business Operations	41
Strengthening Industrial Capabilities	48
Looking Ahead: Turning Innovation into Scale	50

ACKNOWLEDGMENTS

We thank the U.S. companies and members of the US-ASEAN Business Council for sharing their stories, data, and insights for this report. We also extend our appreciation to the U.S. Embassy in Indonesia for its support.

COPYRIGHT

© 2026 US-ASEAN Business Council. All rights reserved.

DISCLAIMER

The information contained in this report is provided for general informational purposes only and reflects contributions submitted by individual member companies of the US-ASEAN Business Council. This report does not constitute legal, financial, or investment advice.

Foreword

Over many decades, U.S. companies operating in Indonesia have demonstrated commitments to innovation through partnerships with local communities, Indonesian businesses, and government institutions. These collaborations have supported workforce development, strengthened business capabilities, and contributed to solutions that help address Indonesia's evolving needs and priorities.

As the United States marks its 250th anniversary, it is an opportunity to reflect on the role innovation has played in shaping the nation's progress. Throughout its history, U.S. companies have continued to invest in new ideas, technologies, and approaches to solving problems. This commitment to innovation has enabled them to adapt to changing needs and create lasting value for the communities they serve, both at home and around the world.

As one of the leading organizations representing U.S. companies and a long-standing partner of the Government of Indonesia, the US-ASEAN Business Council (USABC) sees an opportunity to build on this strong foundation by fostering greater understanding of how innovation has contributed to Indonesia's development and the role it can continue to play in the years ahead. This is particularly important as Indonesia pursues its long-term development ambitions toward a prosperous, equitable, and resilient nation by 2045.

The USABC is pleased to present the *Bisnis AS untuk Indonesia (BISA) 2026 Report "Innovation for Indonesia's Future: How U.S. Companies Support Indonesia's Growth, Talent, Competitiveness, and Resilience."* The report highlights how innovation has enabled US companies to contribute to Indonesia's development across sectors, while offering a broader perspective on the collective impact of these contributions.

We hope this report serves not only as a record of what has been achieved, but as a useful reference for policymakers, businesses, academia, and other stakeholders as we all continue to foster innovation that supports Indonesia's development priorities in the years ahead.

A portrait of Amb. Brian McFeeters (ret.), a middle-aged man with short, graying hair, wearing a dark suit, white shirt, and patterned tie. He is smiling slightly and looking towards the camera. The background is a dark, stylized cityscape at night.A handwritten signature in white ink that reads "Brian D. McFeeters".

Amb. Brian McFeeters (ret.)
President & CEO
US-ASEAN Business Council



Executive Summary

The 2026 Bisnis AS untuk Indonesia (BISA) Report highlights how U.S. businesses contribute to Indonesia's development agenda by leveraging innovation¹ to generate tangible development outcomes. Designed for public, government, and business readers, the report highlights U.S. company initiatives across three areas: developing human capital, supporting a more prosperous economy, and strengthening business competitiveness.

As Indonesia advances toward Golden Indonesia 2045 and its medium-term growth ambitions, innovation will be central to improving productivity, building future-ready talent, expanding industrial capability, and creating more resilient communities.

The report identified 91 publicly reported innovation initiatives by 43 U.S. companies in Indonesia that took place between January 2020 and January 2026. Of these, 28 initiatives disclosed monetary values totaling approximately \$24.8 billion, including investment, program spending, grants, social investment, production value, state revenue, and estimated economic contributions.

Key findings

Innovation activity reached its highest level in 2025, driven by increased investment in digitalization, workforce development, and technology transfer. Across the dataset, 65% of the identified innovation initiatives incorporated technology as a core enabler, with AI, cloud computing, digital platforms, data centers, connectivity, cybersecurity, and other digital technologies serving as key enablers.

¹ In this report, innovation is defined as a product, service, process, business model, initiative, or partnership that introduces a new approach or significant improvement and delivers tangible impact in Indonesia during the 2020–2026 period.

Among the three impact areas, Talent Development accounts for the largest share of reported innovations (41%), followed by Developing Economic Resilience (37%) and Contribution to Sustainable Economy (22%). Key findings include:



Future Talent Development

Human Capital Development, through training, upskilling, and knowledge transfer, had the broadest inclusive impact, reaching more than 10.7 million people, including about 4 million women and over 1 million people received digital training. These initiatives also supported workers, students, families, people with disabilities, and underserved communities through large-scale digital education and targeted health and employment programs.

Developing Economic Resilience

Sustainable Economic Contribution initiatives are concentrated in energy, mining, oil and gas, and food and beverage, which account for 58% of the innovations. These innovations promote energy resilience, conservation, resource efficiency, and waste reduction, benefiting about 8,000 conservationists, 6,900 smallholder farmers, and almost 3,000.



Business Competitiveness

Business Competitiveness Enhancement, through modern tools, operational efficiency, and the adoption of global standards, reached approximately 1 million digital users, 85,100 SMEs, 500 farmers, and 120 startups. These initiatives expanded access to digital platforms, cloud and AI services, business tools, cybersecurity, fintech, local production, and technology-enabled supply chains.

Taken together, these findings show that innovation increases the value of investment by building skills, improving business performance, and supporting a more resilient economic growth.

The innovation spotlights featured throughout this report are illustrative examples drawn from the broader dataset. While they do not represent the full scope of innovation activities identified in this report, they demonstrate the range and depth of solutions U.S. companies are introducing and adapting in Indonesia.



Why Innovation Matters for Indonesia

Indonesia has set an ambitious target of achieving 8% annual economic growth by 2029² as part of President Prabowo Subianto's agenda to accelerate national development and improve prosperity. This ambition supports the broader vision of Golden Indonesia 2045, which seeks to transform Indonesia into a sovereign, advanced, and high-income nation. Achieving this vision, however, will require more than short-term economic expansion. According to the World Bank, Indonesia will need to have annual economic growth of more than 6% over the long term to reach high-income status³.

Achieving this level of growth will depend on continued improvements in productivity, human capital, industrial capability, and the adoption of technology across the economy. Innovation is a critical enabler of these priorities. By introducing new technologies, strengthening research and development, improving business processes, building local capabilities, and expanding knowledge transfer, innovation transforms investment into long-term economic value while enhancing national competitiveness and resilience.

Recognizing this, the Government of Indonesia has placed innovation at the center of its long-term development strategy. The Initial Draft of the National Long-Term Development Plan (RPJPN) 2025–2045 identifies science, technology, innovation, digital transformation, green growth, and research-driven industries as key pillars for achieving economic growth and supporting Indonesia's transition to a high-income economy⁴.

For decades, U.S. companies have contributed to this agenda through innovation-led investment, technology partnerships, research collaboration, and capacity building, all of which is continuing. According to the Ministry of Investment and Downstream Industry/Indonesia Investment Coordinating Board (BKPM), the United States ranked as the sixth-largest foreign investor in Indonesia between 2020 and the first half of 2025, with total realized investment reaching \$14.85 billion⁵. In addition, publicly announced investment commitments made by U.S. companies between 2020 and January 2026 totaled approximately \$22.84 billion.

² Press Release. Ministry of Finance. 2024. <https://www.kemenkeu.go.id/informasi-publik/publikasi/berita-utama/Kunci-Capai-Target-Pertumbuhan-Ekonomi-8-Persen>

³ Funding Indonesia's Vision 2045 Report. World Bank. 2024. <https://openknowledge.worldbank.org/server/api/core/bitstreams/f3c6600b-7654-4968-a25a-8a4cfe700d29/content>

⁴ Final Draft of the 2025-2045 RPJPN [Attachment to the Bill]. Bappenas. <https://drive.google.com/file/d/1BvGbA2pC7O8pGKiYmRHT9KWVD7FSQbG5/view>

⁵ Ministry of Investment and Downstream Industry/Indonesia Investment Coordinating Board (BKPM), remarks delivered at the BISA 2025 Report Launch, Jakarta, October 14, 2025.

Figure 1: Amount of U.S. Investment in Indonesia in USD (\$) billions (2020 - 2025)



Sources: Based on publicly available reports and articles, n=15 innovations

Looking strictly at direct investment value (excluding grants and broader economic contributions across 17 identified investment projects), U.S. innovation investments showed an upward trajectory starting in 2024. After hovering below \$1.3 billion annually from 2020 to 2023, direct investment escalated to \$1.7 billion in 2024 and reached a high of \$11.9 billion in 2025.

Figure 2: Number of U.S. Company Innovations in Indonesia (2020 - 2025)



Sources: Based on publicly available reports and articles, n=82 innovations

Beyond direct investment, innovation takes many forms. Beyond direct investment, innovation takes many forms. Between 2020 and 2025, the report identified 82 publicly reported innovation initiatives implemented by 34 U.S. companies in Indonesia. In just the first month of 2026, another 9 innovation initiatives from 9 U.S. companies were identified. Of these innovations total innovations identified since 2020, 28 initiatives disclosed monetary values totaling approximately \$24.8 billion, including direct investment, program spending, grants, social investment, production value, state revenue, and estimated economic contributions.

Together, these findings demonstrate that U.S. companies contribute to Indonesia's development not only through capital investment, but also through a broad range of innovation-led initiatives that create economic, social, and environmental value.

Other than through investment, U.S. companies also facilitate the introduction of new technologies, expertise, and innovation into Indonesia. One indication of this is the continued filing of patents, which reflects companies' efforts to introduce and transfer their technologies and knowledge to the Indonesian market while supporting their long-term commercialization and adoption. The United States consistently ranks among the top three countries, alongside Japan and China, in patent applications filed in Indonesia⁶. These applications span a broad range of technological fields, including human necessities, performing operations and transportation, chemistry and metallurgy, and electricity, illustrating the diverse innovations being introduced into Indonesia's economy.

This report captures how U.S. companies contribute to Indonesia's development through innovation in three focus areas: human capital, economic resilience, and business competitiveness.

⁶ Indonesian Intellectual Property in Figures Report. Ministry of Law and Human Rights. 2024. <https://www.dgip.go.id/unduh/download/statistik-permohonan-kekayaan-intelektual-tahun-2024-59-2024>

Chapter 1

Building Indonesia's Future Talent

Skills, education, and research partnerships for a future-ready workforce

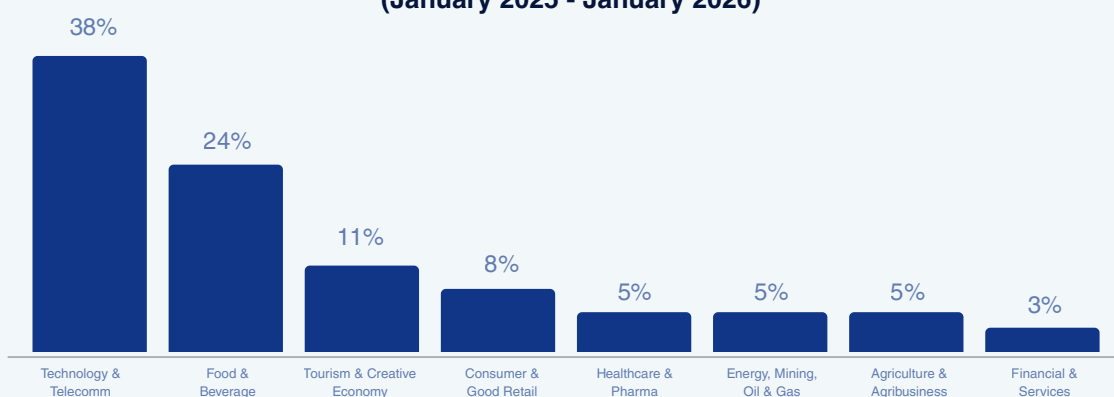
Indonesia's long-term competitiveness depends on the quality of its people. As industries become more technology-driven, the country needs a larger pool of workers, students, researchers, and entrepreneurs with future-ready skills, from STEM and digital capabilities to innovation, leadership, and problem-solving.

U.S. companies support this transformation by expanding access to practical learning, strengthening research collaboration, and creating hands-on opportunities for students, educators, developers, professionals, and communities.

This chapter highlights how these initiatives strengthen Indonesia's talent pipeline and prepare more Indonesians to participate in future industries.

INDUSTRY SNAPSHOTS

**Figure 3: U.S. Companies Human Capital Development Innovations by Industry Sector
(January 2025 - January 2026)**



Sources: Based on publicly available reports and articles, n=37 Innovations

Findings show that technology and telecommunications accounted for the largest share of initiatives (38%), followed by food and beverage (24%). The innovations themselves were relatively balanced in nature, with technology-enabled initiatives accounting for 54% of reported innovations and non-technology approaches making up the remaining 46%.

Overall, human capital development innovations have reached:



10.7
million people
including 4 million women

111,130
families



1,003,498
individuals received digital
training, or "digital talents"

14,070
teachers & students



INNOVATION HIGHLIGHTS



95% employment rate

of nearly 3,000 graduates of Apple Developer Academies in Indonesia.



Partnering with ITB

through the BUILD program to develop Indonesian aerospace talent.



AI-enabled aerospace learning

to build students' STEM skills and aerospace career awareness.



11 universities

engaged to advance health biotechnology innovation.



10,821 functional genAI

created in a single day.



3 Million

Indonesians empowered with digital skills to drive local innovation by Google and YouTube



\$6.3 billion

projected economic impact and 60,000 jobs supported through Microsoft's investments in Indonesia.



GE Healthcare Innovation & Learning Hub

launched to improve the skills of Indonesia's healthcare workforce



+400,000 students and teachers

across +100 schools received STEM education and workforce training through Manufacturing Your Future Program and STEM Education Development.

POTENTIAL ECONOMIC VALUE

\$4–12 billion

Indicative annual potential economic value associated with productivity and income gains from expanded skills and digital talent development⁷.

⁷ Indicative scenario estimate based on 2024 Indonesian economic activity, a 5–10% addressable share, the 12.1% income-gain benchmark among Digital Talent Scholarship graduates, and a 50–70% realization factor. The 12.1% benchmark is used as a proxy for potential productivity gains from broader human-capital development; therefore, the figure represents a scenario estimate.

Building Digital & Cloud Skills

Indonesia's digital transformation is accelerating, creating strong demand for a workforce equipped with advanced digital skills. According to the Ministry of Communication and Digital Affairs, Indonesia will require an additional 9 million digital talents by 2030 to support the country's growing digital economy⁸. Meeting this demand requires expanding access to practical technology education, strengthening industry-relevant skills, and creating more inclusive learning opportunities.

Apple, Amazon Web Services (AWS), Google, and Microsoft are helping meet this growing demand by expanding hands-on access to cloud computing and generative AI skills for Indonesian developers, students, and educators.

Story #1

Apple Developer Academies and Institute by Apple

Apple has deepened its focus on education in Indonesia through five Apple Developer Academies and five Apple Developer Institutes across Jakarta, Tangerang, Surabaya, Batam, and Bali. Together, these programs create a complete pathway for local learners of varying levels.

The Academies serve as the foundation to become a well-rounded developer, offering a nine-month program where learners sharpen skills in coding, design, app business, professional skills and more, through a challenge-based learning framework. This program has made a massive impact on the local workforce. As of 2025, close to 3,000 students had graduated with a 95 percent employment rate. These graduates have also launched over 250 apps on the App Store and built nearly 100 new tech startups.

While the Academy builds the foundation, the Apple Developer Institute supports professional developers at the next stage of their careers. The Institute offers advanced, specialized training in fields like entrepreneurship, artificial intelligence & machine learning, developer operations, and game development. To help these developers scale, it also features one community hub in Jakarta, known as the Apple Developer Institute for Professionals, which brings professionals at every stage of their careers together to network, learn, and innovate.

⁸ Ministry of Communication and Digital Affairs of the Republic of Indonesia. 2025. <https://www.komdigi.go.id/berita/masyarakat-digital/detail/mencetak-lagi-ribuan-talenta-digital>

INNOVATION SPOTLIGHT

Oculab, Apple Developer Institute for Entrepreneurship Graduate

According to the Global Tuberculosis (TB) Report 2025, Indonesia ranks second in the world for tuberculosis burden, after India. Even though there is a sharp rise in TB case detection over the past three years, there is still more to be done to prevent the spread and rising prevalence of TB in the country.

Amid this public-health challenge, graduates of the Apple Developer Academy and Apple Developer Institute for Entrepreneurship created Oculab, an AI-powered mobile app that enhanced microscope-assisted disease detection. By allowing technicians to capture images of microscope slides via iPhone and automatically analyze them with AI, Oculab reduces manual examination time from up to two hours to roughly 10 minutes while providing bacterial counts and visual annotations.

Oculab has made strong progress since graduation, improving product accuracy from 67% to 87% after joining the Apple Developer Institute for Entrepreneurship, and meeting Indonesian regulatory standards. Oculab now partners with 3 hospital test labs for further testing. The app is steadily moving through ethical clearance, pilot testing, and the regulatory steps in the Ministry of Health needed to bring Oculab to the people who need it most. The team has currently started testing the app in real labs.

“Backed by a rigorous sustainability plan and mentorship from Entrepreneurs in Residence (EiR) at the Apple Developer Institute, we are bridging the gap between theory and clinical reality. While our models have shown strong results using open-source data, our collaboration with RSCM in Jakarta—providing us with real-world samples and tests—is where the true validation happens. Hopefully, this will enable our AI model to achieve 87% accuracy in a real-world setting. By validating these results directly with doctors and lab technicians, we are on a clear path to piloting Oculab in 10 hospitals by 2028, ensuring a lasting and reliable impact on Indonesia’s healthcare landscape.”

—Muhammad Rasyad Caesarardhi,
AI Lead, Oculab

Story #2

The First Datacenter and “Elevate Indonesia” Program by Microsoft

Microsoft established its first datacenter region in Indonesia in 2025 as part of the *Berdayakan Ekonomi Digital Indonesia* (“Empower Indonesia’s Digital Economy”) initiative, marking a significant milestone in accelerating the country’s AI-powered digital transformation and inclusive economic growth. This investment goes beyond infrastructure, serving as a foundational enabler of Indonesia’s digital ecosystem by delivering secure, scalable, and locally available cloud and AI capabilities to empower businesses, government, and communities across the archipelago.

Building on this foundation, Microsoft is also investing in human capital development to ensure Indonesians can fully participate in the digital economy. Its Microsoft Elevate Indonesia program, delivered in collaboration with Ministry of Communications and Digital Affairs (MCDA/Komdigi), has reached more than 2 million participants since its inception, with over 1.2 million earning Microsoft-recognized AI credentials, expanding access to economic opportunity and strengthening a future-ready workforce.

According to International Data Corporation (IDC) in 2021, Microsoft’s investment in Indonesia is expected to generate up to \$6.3 billion in new revenues and contribute approximately 60,000 jobs to the local economy over the coming years—reflecting its long-term commitment to empowering Indonesia’s innovation-driven future at scale.

Story #3

GenAI Challenge by Amazon Web Services (AWS)

Amazon addressed the limited opportunities for hands-on generative AI learning in Indonesian schools by introducing the world’s largest onsite generative AI app-building event. The initiative engaged more than 2,600 students and educators from 21 high schools in West Java, who created 10,821 functional GenAI applications in a single day, earning a Guinness World Record. Through accessible low-code tools, the program enables students to develop practical AI skills and design solutions for real-world challenges.

INNOVATION SPOTLIGHT

Before this initiative, Indonesian high school students had very limited access to hands-on generative AI learning. Most AI education in schools remained theoretical, with few opportunities for students to build real applications on a scale. There was a clear gap in large-scale, experiential GenAI programs that could reach public high schools across regions. Students lacked practical exposure to creating functional AI tools using accessible, low-code platforms.

Amazon introduced and executed the world's largest onsite generative AI app-building event using its low-code PartyRock tool (built on Amazon Bedrock). Over 2,600 students and educators from 21 high schools simultaneously created 10,821 unique, functional GenAI applications in one day under official Guinness World Records verification. This required adapting global AWS AI education tools to Indonesian school conditions through year-long preparation, teacher facilitation, and coordination with local partners to enable practical, minimal-coding GenAI skill-building at unprecedented scale.

THE IMPACT

This initiative has reached over 2,600 students and educators across 21 high schools in West Java in a single day, while creating 10,821 unique, functional generative AI applications, setting a new Guinness World Record for the most apps made in an onsite GenAI event.

Further, this initiative has delivered practical GenAI skills training using low-code tools as the culmination of a year-long educational program, building students' ability to design and create AI solutions for real-world problems (e.g., project management assistants, carbon footprint tools). This model demonstrates scalable delivery of advanced technology education to Indonesian youth.

Story #4

Bangkit Bersama AI: Accelerating Indonesia's Digital Future by Google

Google and YouTube have trained more than 3 million Indonesians across various fields since 2015⁹. This comprehensive skilling footprint ranges from empowering businesses with digital capabilities, supporting job seekers and developers looking to level up their skills, to helping educators teach digitally and bring computational thinking into classrooms. To build on this broad digital foundation and address the rapidly growing demand for artificial intelligence capabilities, Google is focusing its efforts on specialized AI skills across the country.

Launched the Google Bangkit Bersama AI initiative as an umbrella program to house its various AI training and educational efforts in Indonesia, designed specifically to make artificial intelligence knowledge and practical skills easily accessible to everyone. This initiative comes at a crucial moment in the nation's digital journey: Indonesia currently holds the second-highest number of AI users in the world, right after India¹⁰. The same report highlights that if Indonesia leverages the potential of AI to accelerate economic development it can unlock more than double (over 2x) Indonesia's overall growth opportunities.

Building on this foundation, Google has committed to providing foundational, intermediate, and advanced AI training programs tailored for students, job seekers, developers, and industry professionals nationwide.

⁹ Google owned data

¹⁰ The AI Opportunity. Public First 2025. <https://aiopportunity.publicfirst.co/id-26/>

INNOVATION SPOTLIGHT

Under the Google Bangkit Bersama AI program, Google has successfully trained more than 300,000 Indonesians on AI skills and to ensure inclusive technological progress nationwide, Google has organized its learning pathways into highly targeted programs designed to empower different sectors of the ecosystem:

- **Student & Educator:** To accelerate Indonesia's digital readiness, supported by Ministry of Education, we've nurtured future tech talent and startups through the Bangkit program in partnership with GoTo & Traveloka, which has equipped over 25,000 university students with essential AI, soft skills, and English proficiency. Complementing this, our Gemini Academy has driven large-scale AI literacy among educators, reaching over 290,000 teachers across the nation. This initiative is creating a tangible impact in classrooms, with 97% of participating teachers now utilizing AI as a vital teaching assistant to enhance their instructional effectiveness.
- **Developers:** The #JuaraGCP program is a self-paced, online learning and certification initiative designed specifically for Indonesian developers. Participants gain hands-on experience through Google Cloud labs while benefiting from a highly collaborative developer network. Since 2019, the program has run for 12 seasons and completed more than 835,000 interactive learning labs across 280 cities and regencies by early 2026, establishing Indonesia as a regional leader in cloud skilling. Over the past two years, more than 60% of these completed labs have shifted focus to advanced enterprise AI technologies such as Vertex AI, Gemini Code Assist, and secure multi-agent systems.
- **Professionals:** For individuals looking to acquire essential AI credentials, Google offers AI Essentials and the Google AI Professional certificate programs under Google Career Certificates program. In Indonesia, these programs have been delivered in partnership with the Ministry of Creative Economy, Coordinating Ministry for Economic Affairs, Ministry of Trade, Ministry of Finance, Ministry of Communication and Digital Affairs, Telkom Group, and Telkom Education Foundation, reaching more than 5,800 completions from 2024 to 2026.
- **Businesses:** With recent findings showing SME AI adoption alone could unlock up to IDR 910 trillion (US\$55 billion) for Indonesia, Google has expanded the program such as the [Google Cloud BerdAla](#) and Gemini Academy untuk Usaha Mikro, Kecil dan Menengah (UMKM)—to assist enterprises of all scales, from small businesses to large corporations, in embedding conversational AI capabilities directly into their day-to-day operations¹¹.
- **Startups:** The Google for Startups Accelerator program is Google's flagship three-month non-equity accelerator program and a joint collaboration with the Ministry of Communications and Digital Affairs. The program aims to nurture high-growth Indonesia-headquartered startups that are building new products with generative AI (gen AI) or agentic AI as the core technology. Participating startups will receive bespoke support utilizing Google's AI-optimized infrastructure and advance frontier AI model offerings to build innovative products that benefit various economic sectors. Since 2015, the program has accelerated 57 high potential Indonesian startups, including 2 unicorns, representing \$6.3 billion lifetime funding raised.
- **Government & Policy Makers:** Through the AI Policy and Skilling Program, a joint collaboration between Google Indonesia, CfDS (Center for Digital Society), KORIKA (Collaborative Research and Industrial Innovation in Artificial Intelligence) and Gadjah Mada University, Google has trained over 200 government officials and policymakers in understanding and implementing AI. This proactive program helps establish a national AI governance framework that is adaptive, transparent, accountable, and inclusive.

Through these programs, we believe that together we can unlock the full potential of Indonesia's digital future. By equipping students, educators, developers, and businesses with critical AI skills, we are not just preparing the nation for tomorrow—we are actively building an inclusive, secure, and innovative ecosystem. Together, we can accelerate economic development, more than double growth opportunities, and ensure that the benefits of artificial intelligence reach every corner of the archipelago, driving progress for all Indonesians.

¹¹ The AI Opportunity. Public First 2026. <https://aiopportunity.publicfirst.co/id-26/>

Advancing STEM & Research Talent

Building a strong pipeline of scientists, engineers, and researchers is critical to Indonesia's ambition of becoming a high-income, innovation-driven economy. Reflecting this priority, the Initial Draft of the National Long-Term Development Plan (RPJPN) 2025–2045 identifies research- and innovation-driven industries as strategic sectors for future growth.

Boeing, the Caterpillar Foundation, GE Healthcare, and Pfizer are supporting this vision by collaborating with Indonesian universities and institutions to strengthen STEM education, research collaboration, and industry-ready talent.

Story #1

BUILD Program by Boeing

Boeing sees strong potential in Indonesia's aerospace sector. Through the Boeing University Innovation Leadership Development (BUILD) program in partnership with Institut Teknologi Bandung (ITB), the company is investing in local talent and working with Indonesian students and early-stage founders to develop solutions in aerospace. Boeing is collaborating with the Indonesian industry to drive sustainable aviation, safety and operational efficiency, and advancing talent development to unlock Indonesia's next-generation aerospace potential.

Story #2

“Fly High: Jelajah Dirgantara” Program by Boeing

Boeing and Solve Education's Fly High: Jelajah Dirgantara combines digital coursework, industry engagement, and experiential learning to build students' STEM knowledge, aerospace awareness, and interest in related careers. Further, this program uses EdBot.ai, interactive aviation coursework, and webinars with Boeing engineers to expand students' access to digital, STEM, and aerospace learning.

INNOVATION SPOTLIGHT

Twenty-four students from SMA Negeri 1 Cicurug, SMA Negeri 19 Bandung and SMK Negeri 29 Jakarta visited Boeing's Jakarta office, where they met aviation professionals and participated in a mini hackathon with Boeing engineers. Working in teams, they tackled an aircraft-wing design challenge, developed solutions, and presented their ideas. For many, it was their first direct exposure to the aviation industry—transforming aerospace from something distant into a future they could imagine and pursue.

For Desyra “Sisil” Azka Sailal a student from SMA Negeri 1 Cicurug, aviation once seemed limited to pilots and flight attendants. Learning through EdBot.ai and completing an aircraft-wing design challenge showed her how STEM connects to engineering, safety, design, and innovation. Meeting women aerospace professionals further strengthened her belief that girls belong in STEM. After the program, physics and mathematics felt less distant—and an aerospace career more achievable.

Story #3

JA Raise program supported by the Caterpillar Foundation

For more than 70 years, the Caterpillar Foundation has been committed to improving lives around the world. Guided by its mission to invest in the skills people need to join the workforce – and the natural and vital infrastructure they rely upon – the Foundation continues to uplift communities where Caterpillar employees live and work.

In the past five years, the Caterpillar Foundation has supported charity organizations across Indonesia, including JA Asia Pacific Limited, Yayasan ASA Asia, Mercy Corps, and Girls Exploring STEM (GExS), to expand access to STEM education, workforce training and career pathways in communities. Through teacher training, hands-on learning and industry-aligned certifications, these initiatives have reached thousands of students and educators.

The latest program supported by the Caterpillar Foundation, JA Raise, has provided STEM education to more than 1,500 senior high school and vocational students across 25 schools in Riau Islands Province and Bogor Regency. By strengthening skills, reducing barriers to education and connecting classrooms to industry, these collaborations are helping build a more resilient, job-ready workforce while driving economic mobility in local communities.



Story #4

“GE Healthcare Innovation & Learning Hub” by GE Healthcare

The Indonesian Health Ministry has outlined six key pillars in its ongoing healthcare reform, aimed at transforming primary services, referral systems, health resilience, financing, human resources, and technology. Central to this reform is the integration of technology and research to create improved patient care and operational efficiency. In line with this goal, GE HealthCare, a global leader in medical technology, pharmaceutical diagnostics, and digital solutions, is launching Innovation & Learning Hub in Indonesia to develop better skills and expertise of healthcare workers, ensuring they are well-equipped to deliver high-quality care.

GE Innovation and Learning Hub is equipped with state-of-the-art facilities, including workstations, simulators, and phantoms, designed to support hands-on training in diagnostic and technical skills. The programs available at the hub include collaborations with partner hospitals and professional associations, along with specialized courses and in-house training. Participants will have access to a wide range of educational opportunities, including workshops on scanning techniques, ultrasound practices, and lectures, along with webinars, tutorials, and clinical protocols. Participants will also be exposed to the latest innovations in GE HealthCare through the utilization of advanced visualization technologies (e.g. augmented reality). With these comprehensive resources, the GE HealthCare Innovation & Learning aims to expand the knowledge and skills of healthcare professionals across Indonesia.

Story #5

Pfizer Biotech fellowship by Pfizer

Pfizer Indonesia, in collaboration with Tenggara Strategics, launched the Pfizer Biotech Fellowship program to support the advancement of health biotechnology in Indonesia. The initiative aims to foster innovation and contribute insights toward the development of a roadmap for the growth of the country's health biotechnology ecosystem. One of the international research organizations involved in the program is the Multi-Regional Clinical Trials Centre of Brigham and Women's Hospital and Harvard (MRCT Centre), which brings global expertise and experience in areas such as innovative drug development and biotechnology health research to support knowledge exchange and capacity building in Indonesia. In addition, the program also discusses the challenges researchers in Indonesia face coming up with innovations in the biotech sector.

There were 104 undergraduates from various Biotechnology faculties across 11 universities who participated in the Pfizer Biotech Fellowship.

Chapter 2

Developing Economic Resilience

Responsible solutions for energy, water, agriculture, health, and community resilience

As Indonesia grows, long-term prosperity will depend on using resources more efficiently, strengthening food and energy resilience, improving public health, and protecting communities from environmental and economic risks.

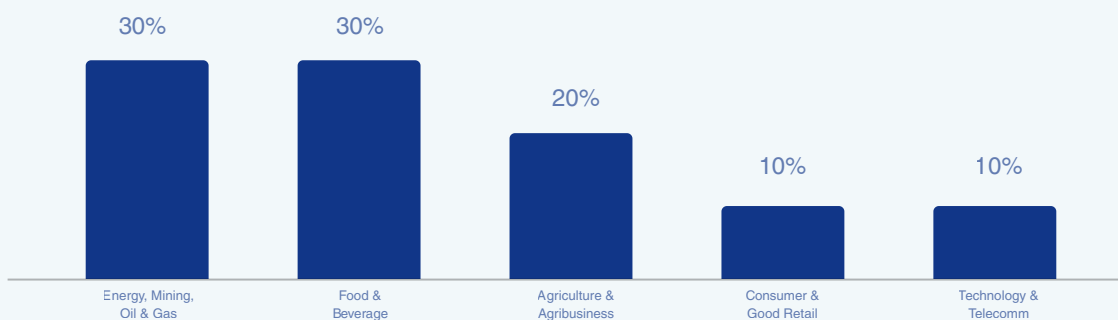
Innovation helps address these priorities by introducing cleaner operations, smarter resource management, stronger agricultural practices, circular-economy models, and preventive health solutions.

This chapter presents U.S. company initiatives that support long-term growth through resource efficiency, agricultural productivity, waste reduction, community resilience, and healthier lives.

INDUSTRY SNAPSHOTS

In recent years, there has been a shift towards more technology-enabled initiatives. These included AI-powered carbon reduction, renewable energy certificates, green building solutions, satellite connectivity, and environmental restoration.

**Figure 4: U.S. Companies' Innovation Contributions to Economic Resilience
(January 2020-January 2026)**



Sources: Based on publicly available report and article, n=20

Industry findings show that energy, mining, oil and gas companies, together with food and beverage companies, accounted for 60% of the 20 identified innovation initiatives in this category. This indicates that companies in resource- and supply chain-intensive sectors are leading the adoption of innovations that improve operational efficiency, resource management, and community outcomes.

Overall, innovations that contribute to a resilient economy have reached:



8,000
conservationists

6,900
smallholder farmers



2,967
micro, small, and
medium enterprises

INNOVATION HIGHLIGHTS



Rp 14 Billion

generated in local procurement support through the “Bali for Bali” program.



Serve 360 Platform

driving sustainability and community impact in every market it operates, including across Indonesia.



Utilizing renewable electricity

powering PepsiCo Indonesia’s sustainable manufacturing facility.



\$ 20,000 grant

given to support startup innovation in transforming multi-layered plastic waste into furniture materials and prosthetic limb components.



AI-powered solutions

to improve water efficiency and strengthen long-term water resilience.



23% increase

in rice productivity through the Bojonegoro Smart Agriculture Farmers Field School.



Integrated healthy-ageing model

strengthening adult immunization through patient tools, physician support, and policy evidence.



Sustainable crop protection solutions

helping farmers improve productivity and resilience.



Sustainable aviation fuels (SAF) ecosystem

development to reduce emissions



Stunting prevention program

through healthier housing, sanitation, nutrition, and health education in Central Java.



30% of peak daytime electricity demand

powered by a 202.2 kWp rooftop solar PV system at APL’s East Java facility.

POTENTIAL ECONOMIC VALUE

\$2–5 billion

Indicative annual economic value from improved resource efficiency, stronger agricultural productivity, enhanced preventive healthcare, and reduced losses associated with resource and environmental risks¹².

¹² Indicative scenario estimate based on 2024 sector-level economic activity, a 5–10% addressable share, sector-specific benchmarks for potential efficiency or productivity gains, and a simulation using a 50–70% realization factor to account for differences in adoption, implementation, and scale. The estimate does not represent realized economic impact, company revenue, or investment value.

Modernizing Energy & Resource Efficiency

President Prabowo has described food and energy security as the foundational pillars of Indonesia's Asta Cita agenda, with the Electricity Supply Business Plan (RUPTL) 2025–2034 targeting renewables for 76%¹³ of new generation capacity as the country works toward net-zero emissions by 2060. At the same time, water efficiency is also becoming increasingly important, with non-revenue water (NRW) averaging 30–35% nationally¹⁴, highlighting the need for more efficient water management solutions.

APL, Boeing, PepsiCo and The Coca-Cola Foundation are supporting these national priorities through different initiatives, such as building energy- and water-efficient operations and advancing cleaner energy solutions.



Story #1

New Rooftop Solar Power Plant by APL

APL, a Zuellig Pharma company, installed a 202.2 kWp rooftop solar photovoltaic (PV) system at its East Java facility to reduce reliance on conventional grid electricity and improve long-term energy resilience. Integrated with the PLN grid, the system supplies approximately 30% of peak daytime electricity demand, supporting a more efficient hybrid energy model. The installation is expected to generate around 292,237 kWh of renewable electricity annually while reducing carbon emissions by approximately 264 tCO₂e each year.

¹³ Ministry of Energy and Mineral Resources of the Republic of Indonesia. 2025. <https://www.esdm.go.id/en/media-center/news-archives/menteri-esdm-umumkan-ruptl-pln-2025-2034-serap-lebih-dari-17-juta-tenaga-kerja-baru>

¹⁴ BUMDAM. <https://index.kinerjabumdham.org/kehilangan-air-nrw-di-indonesia-masalah-kronis-dengan-dampak-ekonomi-besar/>

INNOVATION SPOTLIGHT

Prior to the initiative, APL – a Zuellig Pharma company, had its East Java operations reliant entirely on conventional grid electricity and exposed to rising electricity costs and price fluctuations.

As environmental concerns and expectations for businesses to support the energy transition increased, the absence of on-site renewable energy infrastructure represented a key gap in APL's sustainability journey. Without alternative energy sources, opportunities to reduce emissions, enhance energy resilience, and improve long-term operational efficiency remained constrained, highlighting the need for a cleaner and more cost-efficient energy solution.



APL – a Zuellig Pharma company - implemented a rooftop Solar Photovoltaic (PV) system at its East Java facility, marking the third solar installation across its network and advancing the transition from complete reliance on conventional grid electricity to a hybrid energy model. Integrated with the PLN grid, the system is approximately 883.32 sqm, and supplies 30% of peak daytime electricity demand, improving energy efficiency, and increasing resilience to rising electricity costs. Enabled by Indonesia's supportive renewable energy goals and increasing accessibility of solar technology, the project demonstrates a scalable approach to clean energy adoption that can be replicated across APL facilities, supporting long-term decarbonization and energy resilience.

THE IMPACT

The rooftop solar panel system enhanced APL's energy resilience while delivering long-term financial and environmental benefits. With an installed capacity of 202.2 kWp, the system is expected to generate approximately 292,237 kWh of renewable electricity annually and reduce carbon emissions by around 264 tCO₂e per year, equivalent to planting approximately 1,056 trees.



Story #2

AI-Powered Water Management Solutions by The Coca-Cola Foundation

The Coca-Cola Foundation is providing funding support to a pilot program in Indonesia for AI-powered water management solutions that aim to address systemic water loss in utilities. Implementation partners Imagine H2O and PDAM Tirta Asasta Kota Depok are using advanced analytics to identify leaking pipes and faulty household meters, supported by on-the-ground validation from PDAM teams to enable faster repairs, improve billing accuracy, and enhance operational efficiency.

INNOVATION SPOTLIGHT

With funding from The Coca-Cola Foundation, Imagine H2O and PDAM Tirta Asasta Kota Depok are piloting artificial intelligence technology to help utilities detect and reduce non-revenue water.

The pilot leverages advanced analytics to identify leaking pipes and faulty household meters, supported by on-the-ground validation from PDAM teams to enable faster repairs, improve billing accuracy, and enhance operational efficiency. By reducing non-revenue water, the program not only strengthens utility financial sustainability but also increases the volume of water reaching households and businesses, directly improving access and resilience in water stressed communities.



THE IMPACT

These efforts contribute to broader water security ambitions by supporting innovative solutions that improve water access, reduce water loss, and strengthen the resilience of local water systems. Funding for the initiative is provided by The Coca-Cola Foundation. The project is implemented by Imagine H2O and PDAM Tirta Asasta Kota Depok, which are working to advance practical, system-level solutions that strengthen long-term water resilience in Indonesia and across the ASEAN region.

Story #3

Sustainable Manufacturing by PepsiCo Indonesia

PepsiCo Indonesia is building a sustainable manufacturing ecosystem through its Cikarang facility by integrating environmental considerations into its operations from day one. The plant operates on renewable electricity, supported by initiatives to improve water efficiency and reduce resource consumption through water reuse solutions. Beyond the facility, PepsiCo Indonesia supports watershed restoration through a partnership with Konservasi Indonesia, including the planting of approximately 7,000 tree seedlings in Ambarjaya Village.

INNOVATION SPOTLIGHT

Indonesia represents a strategically important market and sourcing geography for PepsiCo, reflected in the company's \$200 million investment in its first manufacturing facility in the country, located in Cikarang, West Java. The newly built facility was able to draw on design references and operational learnings from PepsiCo facilities around the world to build sustainability into its operations from day one.

THE IMPACT

The Cikarang plant now operates on renewable electricity, while making efforts to reduce associated carbon emissions. The facility also implements water reuse and efficiency initiatives, which has achieved significant reductions in overall water consumption.

Beyond that, PepsiCo Indonesia also supports watershed restoration through a partnership with Konservasi Indonesia to plant commodity tree seedlings in Ambarjaya Village, located within the Gede Pangrango Mountain and Halimun Salak Mountain (Gedepahala) landscape. The watershed restoration initiative has progressed to the next phase, with approximately 7,000 tree seedlings planted in Ambarjaya Village and PepsiCo Indonesia now tracking the volumetric water benefit (VWB) of the restored catchment area.



Story #4

Sustainable Aviation Fuels (SAF) by Boeing

Boeing forecasts that Southeast Asia's passenger air traffic will increase at a 7% annual rate, with regional airlines needing 4,885 new airplanes through 2044. The use of Sustainable Aviation Fuels (SAF) is expected to be a key solution in reducing aviation's lifecycle carbon emissions by up to 80% compared to conventional jet fuel.

In Indonesia, Boeing has expanded its collaboration with Pertamina, the country's leading energy company, to explore opportunities to develop Indonesia's SAF ecosystem, including identifying feedstock sources, advancing technology development, and supporting policy advocacy to accelerate SAF implementation.

This partnership also represents Boeing's strong commitment to supporting Indonesia's national priorities under President Prabowo Subianto's emphasis on industrial downstreaming that align with Asta Cita national vision, while supporting the decarbonization of the aviation sector and accelerate Indonesia's transition toward Net Zero Emissions (NZE) by 2060 or earlier.

Boosting Agricultural Productivity



Food security is the first pillar of President Prabowo Subianto's Asta Cita agenda. Toward this end, Indonesia reached a key milestone ahead in 2025, recording its highest rice production in more than a decade. According to the Ministry of Agriculture, domestic rice production reached 34.77 million tons, exceeding the national consumption requirement of 31.1 million tons¹⁵.

Maintaining this achievement, however, will require continued improvements in agricultural productivity and farmer livelihoods. The 2021 Integrated Agricultural Survey (SITASI) by Statistics Indonesia (BPS) found that 72.19% of Indonesia's farmers are smallholders, with an average annual net income of only IDR 5.23 million. The survey also showed that 89.54% of agricultural land remains below the productivity level considered necessary for sustainable farming, highlighting opportunities to improve farming practices, technology adoption, and resource efficiency¹⁶.

ExxonMobil, Corteva, and Marriott International are contributing to these efforts through farmer training, sustainable crop protection, and local agricultural procurement partnerships in East Java and Bali.

Story #1

Agricultural Innovation by Corteva Agriscience

Corteva Agriscience is a global agriculture company combining science, innovation and expertise to help farmers grow more sustainably and profitably. In Indonesia, innovative, sustainable crop protection solutions from Corteva Agriscience help protect fields from weeds, insects, nematodes and diseases that threaten productive harvests, while biological products are integrated solutions designed to keep farms productive and healthy today and tomorrow. With Corteva's advanced solutions, farmers in Indonesia and many countries can grow more while caring for the land — contributing to a positive farming future. Corteva Indonesia is committed to delivering new tools and technologies to farmers, helping them solve their challenges, increase productivity and profitability potential while improving resilience and protecting natural resources.

¹⁵ Ministry of Agriculture. https://www.pertanian.go.id/ap_p?show=news&act=view&id=7339

¹⁶ Integrated Agricultural Survey (SITASI) Results. BPS. 2021. <https://www.bps.go.id/id/publication/2022/12/19/ff6b345775e76a7c3bcbce1a/indikator-tujuan-pembangunan-berkelanjutan-dan-karakteristik-utama-sektor-pertanian-2021--hasil-survei-pertanian-terintegrasi-.html>

Story #2

“Bali for Bali” by Marriott International

Marriott International hotels in Bali signed a Memorandum of Understanding (MoU) with Darma Santika, now known as Sanjayaning Singasana, to strengthen support for local communities' business and sustainable agriculture in Bali. Since 2022, Marriott International hotels in Bali have collectively contributed and generated approximately IDR 14 billion in support of local procurement initiatives.

INNOVATION SPOTLIGHT

In November 2021, Marriott International hotels in Bali signed a Memorandum of Understanding (MoU) with Darma Santika, now known as Sanjayaning Singasana, to strengthen support for local communities' business and sustainable agriculture in Bali. The partnership is guided by the shared principle of “Bali for Bali,” ensuring that economic benefits generated through operations remain within Bali and directly support local farmers and communities. Since the collaboration began in 2022, Marriott International hotels in Bali have collectively contributed and generated approximately IDR 14 billion in support of local procurement initiatives.

The partnership focuses not only on procurement, but also on long-term sustainability, community empowerment, and strengthening Bali's local agricultural ecosystem.



"Marriott International hotels & resorts in Bali has been a valuable partner in advancing our mission to strengthen Bali's agricultural and livestock ecosystem through a sustainable and responsible supply chain. As a trusted off-taker across its hotel portfolio in Bali, Marriott International provides consistent market access for locally produced rice, vegetables, fruits, and livestock products — creating tangible economic opportunities for farmers, breeders, and local micro, small, and medium enterprises (MSMEs).

Beyond market access, this collaboration has encouraged the adoption of higher production standards, including ethical farming practices that promote animal welfare, food quality, and environmental responsibility. Through this partnership, local producers are empowered to enhance both the quality and competitiveness of their products, enabling them to meet international hospitality standards while preserving the authenticity of Bali's agricultural heritage.

More importantly, this collaboration demonstrates how the tourism industry can contribute directly to local economic resilience, by fostering a shared-value ecosystem where sustainable agriculture, responsible sourcing, and community prosperity grow together. We believe this partnership stands as a compelling example of how cross-sector collaboration can support Bali's long-term food security, economic independence, and sustainable development."

— I Ketut Sugina, S.PT,
Direktur Umum Perumda Sanjayaning Singasana.

Story #3

Bojonegoro Smart Agriculture by ExxonMobil

ExxonMobil Cepu Limited (EMCL) introduced the Bojonegoro Smart Agriculture Farmers Field School to strengthen sustainable farming practices and improve farmer resilience against climate-related challenges. The initiative includes the development of local rice seeds, the establishment of weather observation stations integrated with the national network, and the development, production, and utilization of organic fertilizers and pesticides to improve productivity.

INNOVATION SPOTLIGHT

Environmental degradation has created significant challenges for farmers in the Bojonegoro area, often resulting in crop failures. These challenges are further compounded by the excessive and inefficient use of agricultural inputs, as well as limited technical skills and critical thinking capacity among farmers, including gaps in understanding pests and plant diseases and utilizing data for informed decision-making processes.



To address these challenges, ExxonMobil Cepu Limited (EMCL) introduced the Bojonegoro Smart Agriculture Farmers Field School. This includes the development of local rice seeds that are more resistant to floods and droughts, which are common risks in the program area. The seed development process has completed the F5 stage and entered the F6 stage¹⁷. The initiative also introduced local weather observation stations integrated with the national network, enabling farmers to better predict the weather and determine the right planting time and reduce the risk of losses due to floods or droughts. In addition, the initiative supports the development, production, and utilization of organic fertilizers and pesticides to improve productivity.

THE IMPACT

Through the development of this school, 623 farmers have adopted sustainable agricultural practices across 300 hectares of farmland. Farmers have successfully reduced their dependence on chemical fertilizers by 50%, while rice productivity has increased by 23%, reaching an average yield of 8.1 tons per hectare. At the same time, the adoption of improved practices has contributed to reducing production costs by up to 30%.



The initiative has also created opportunities for knowledge exchange and capacity building among farmers. Karji and Lasmidi, two EMCL-supported farmers from the host village, received international recognition when they were invited to the Seed Innovations Workshop in Vietnam in October 2025. Through learning and sharing nature based farming practices, they returned home with renewed knowledge and confidence to support fellow farmers in nearby villages.

These learnings open real opportunities for application in Bojonegoro, particularly in pest control, seed development, farmer group organization, and organic farming driven by a shared aspiration to improve farmers' livelihoods collectively.

¹⁷ F6 refers to the sixth filial generation in seed production and plant breeding. It's the sixth generation of offspring resulting from a deliberate cross between two distinct parent plants, followed by successive generations of self-pollinating or interbreeding. The rice variety is progressing toward the F8 generation, which is generally considered the stage at which varietal traits are stable.

Responsible Practices & Community Resilience

Indonesia generated 56.63 million tons of waste in 2023, of which only 39% was properly managed, according to the National Waste Management Information System (SIPSN)¹⁸. Responding to this, the Ministry of Environment and Forestry launched the Extended Producer Responsibility roadmap (PermenLHK No. 75/2019) aiming to require producers to cut waste by 30% by 2029. Alongside this, the Ministry of Health's health transformation agenda prioritizes expanding promotive and preventive care, including growing routine immunization from 11 to 14 antigens¹⁹.

PepsiCo Indonesia, Marriott International, GSK, and Herbalife are aligning with these priorities through circular-economy partnerships and community sustainability programs. Marriott International, GSK and Herbalife also support adult immunization initiatives.

Story #1

Greenhouse Accelerator APAC 2025 by PepsiCo Indonesia

Through PepsiCo's Greenhouse Accelerator APAC 2025 program, a regional initiative supporting early-stage entrepreneurs developing sustainability solutions, Bali Waste Cycle (BWC) received a \$20,000 grant, along with mentorship and capacity-building support from PepsiCo to further develop its sustainability solution. The partnership transforms collected MLP (Multi-Layered Packaging) waste into higher-value products, including furniture materials and prosthetic limb components.

INNOVATION SPOTLIGHT

Multi-layer plastic (MLP) packaging, commonly used in snack food packaging, is difficult to recycle in Indonesia due to its low material value and the lack of dedicated collection and processing infrastructure. As Indonesia advanced its Extended Producer Responsibility (EPR) framework and pursued a national target of reducing waste by 30% by 2029, there was a clear need for producers to invest in functioning collection and recycling pathways for this packaging category, rather than relying on general waste management systems not designed to handle it.

Aligning with the national Ministry of Environment (KLH)'s EPR agenda, PepsiCo Indonesia formalized partnership in its first year of operation (2025). The partnership focuses on the collection and recycling of post-consumer MLP packaging from Lay's, Cheetos, and Doritos, in partnership with Indonesia Packaging Recovery Organization (IPRO) & Bali Waste Cycle (BWC).

As part of PepsiCo's Greenhouse Accelerator (GHAC) APAC 2025 program, a regional initiative supporting early-stage entrepreneurs developing sustainability solutions, PepsiCo identified BWC as one of 10 finalists. Through the program, BWC received a \$20,000 grant, along with mentorship and capacity-building support from PepsiCo to further develop its sustainability solution. In 2026, BWC advances to the next stage of GHAC program by becoming the top 5 startups that are prospected to be integrated into PepsiCo's supply chain.



¹⁸Ministry of Environment. 2025. <https://www.kemenvh.go.id/news/detail/klh-bplh-tegaskan-arrah-baru-menuju-indonesia-bebas-sampah-2029-dalam-rakornas-pengelolaan-sampah-2025>

¹⁹Ministry of Health. 2024. <https://kemkes.go.id/eng/menkes-imunisasi-berperan-besar-ciptakan-masyarakat-sehat>

THE IMPACT

Through this, Pepsico brought BWC's downstream innovation into its packaging strategy: converting collected low-value MLP waste into higher-value products such as furniture and prosthetic limb components, addressing a material category that has been challenging to process economically.

Story #2

Adult Immunization Solution by GSK

From 2024 to 2026, GSK Indonesia advanced a patient-centred healthy-ageing agenda focused on prevention, access, and stronger care pathways. Working with government, medical societies, hospitals, and healthcare partners, GSK supported adult immunization guidance, disease awareness, local evidence generation, preventive vaccination pathways, national commemoration advocacy, and broader action on communicable and non-communicable disease prevention. These efforts help Indonesians prevent illness earlier, navigate care with greater confidence, and age with better protection while reducing avoidable pressure on the health system.

INNOVATION SPOTLIGHT



Before 2024, adult immunization in Indonesia was fragmented and under-prioritized. Coverage was only ~0.5 per 1,000 population, most vaccines were paid out of pocket, and no standard lifelong vaccination record existed. Awareness of Herpes Zoster (HZ) and RSV remained low, while limited local evidence slowed policy action. Additionally, many older adults and people with underlying conditions did not see vaccination as routine preventive care and had little support to understand or track their protection.

GSK strengthened this platform through World Immunization Week, the Indonesia Vaccine Forum, Shingles Awareness Week 2026, and partnerships across the healthcare ecosystem—helping make adult prevention more visible, affordable, and easier to act on.

GSK and its partners addressed this gap through Indonesia's first national adult-vaccination white paper, *A Way to Live Healthier: Overview on Vaccination Landscape for Adults and Elderly in Indonesia: A Case Study for Herpes Zoster*. Drawing on a 1% sample of JKN claims from 2015–2022, the paper highlighted the significant burden and cost of herpes zoster, including 2021 claims of IDR 19.3 billion for hospitalizations and IDR 7.8 billion for outpatient care. It also introduced an integrated healthy-ageing model that links patient tools, physician support, and policy evidence.



THE IMPACT

Since 2024, this initiative has strengthened Indonesia's adult immunization ecosystem through five tangible outputs: the Adult Vaccination Pocket Book and Card with PAPDI, a national white paper with Kalta Bina Insani (KBI), Perhimpunan Dokter Spesialis Penyakit Dalam Indonesia (PAPDI), Perhimpunan Dokter Spesialis Kulit dan Kelamin (PERDOSKI), and Ministry of Health (MoH), the PAPDI 2024 Herpes Zoster consensus, a preventive cardiology vaccination protocol with Siloam, and broader MoH collaboration. Together, these outputs strengthened awareness, supported more standardized clinical practice, and made preventive care easier for patients to understand, track, and act on.

GSK's life-course prevention work also supports children and families through rotavirus vaccine contribution to the National Immunization Program, SHIELD education, and RespiVerse programs that strengthened respiratory and chronic-care capability for more than 2,650 healthcare professionals.

GSK's patient commitment extends to urgent public-health needs. By helping ensure timely availability of leprosy treatment in 2025, GSK supported vulnerable patients during disease resurgence and demonstrated how reliable access, regulatory coordination, and partnership can strengthen health-system resilience.

Story #3

Serve 360 Platform by Marriott International

Through its Serve 360 platform, Marriott International implements sustainability and community engagement initiatives focused on environmental stewardship, social impact, and local economic development. The framework supports positive outcomes for local communities and destinations in every market it operates, including across Indonesia.

Since 2023, Marriott International hotels in Jakarta and Bali established a collaboration with Scholars of Sustenance (SOS) Indonesia to address food waste issues. Since the program inception, Marriott International has collectively donated 130.9 tons of surplus food, providing 549,795 meals to communities in need and achieving an estimated CO2e reduction of over 331.2 tons, reflecting a meaningful step toward minimizing food waste and supporting sustainable impact in Indonesia. Across other cities in the country, the participating hotels also collaborate with local partners to extend this effort, ensuring that food never goes to waste and continues to make a difference in local communities.

Story #4

Building a Brighter Future for the Next Generation by Herbalife

Since 2025, Herbalife and the Herbalife Family Foundation, in collaboration with Habitat for Humanity Indonesia, successfully completed a community-based stunting prevention program in one of the areas in Kedungkeris in Central Java with significant prevalence of stunting at 19.62% in 2025. With this program titled “Building a Brighter Future for the Next Generation” Herbalife has addressed the root causes of stunting through an integrated approach focused on healthy housing, access to clean water and sanitation, nutrition, and community health education. With these interventions, the program has established the construction of 5 new houses, 30 private toilets, and a Posyandu building, alongside training on healthy homes and clean and healthy living behaviors (PHBS), capacity building for Posyandu cadres, and the provision of supplementary feeding.

This program will continue to be further implemented in 2028 in collaboration with Indonesia's Ministry of Health, specifically with Provincial and Regency Health offices. It adopts a holistic approach centered on three pillars: nutrition and health, knowledge and awareness, and health facility and sanitation improvements. Planned interventions include supplementary feeding, nutrition support for vulnerable groups, healthy active lifestyle campaigns, stunting prevention training, reproductive health and childcare education, improved access to clean water and sanitation, and expanded Posyandu services. Through this long-term commitment, Herbalife aims to contribute to sustainable stunting reduction efforts and improved health outcomes for children and families in Kedungkeris.



Chapter 3

Helping Businesses Compete

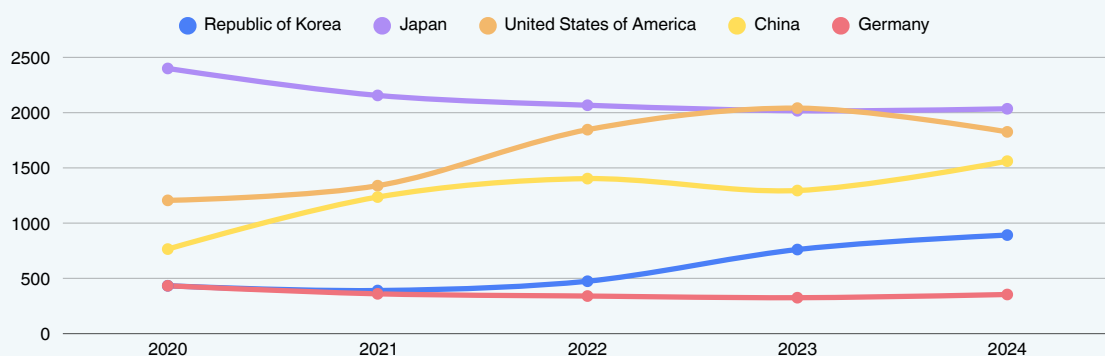
Digital tools, industrial capability, and partnerships for a stronger economy

Business competitiveness is essential for Indonesia to increase productivity, create higher-value industries, and expand participation in regional and global markets.

Innovation supports this agenda by helping companies adopt digital tools, strengthen supply chains, improve operational efficiency, protect data, modernize services, and build stronger industrial capabilities.

Indonesia's innovation ecosystem is also reflected in intellectual property activity. Based on data from the Directorate General of Intellectual Property (DJKI), foreign patent applications in Indonesia are led by countries including Japan, the United States, and China.

Figure 5: Top 5 Countries by Number of Patent Applicants in Indonesia



Source: Directorate General of Intellectual Property (DJKI), 2024

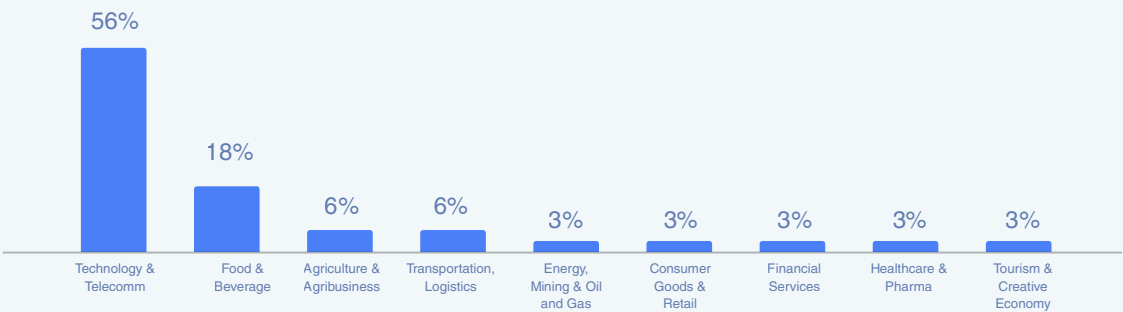
At the same time, industrial design applications continue to grow across manufacturing-related sectors. Together, these indicators reflect ongoing technology development and product innovation that help businesses commercialize new ideas, strengthen industrial capabilities, and create higher value-added products for domestic and global markets.

This chapter highlights how U.S. companies contribute to Indonesia's competitiveness across digital services, finance, logistics, healthcare, aviation, manufacturing, energy, and other strategic sectors.

INDUSTRY SNAPSHOTS

By industry, technology and telecommunications companies accounted for 56% of the 34 identified Business Competitiveness Enhancement innovations. This supports other findings showing that U.S. companies primarily strengthened business competitiveness through digital solutions, operational technology, and technology-enabled programs rather than non-tech approaches. Food and beverage companies followed at 18%, while all other sectors contributed only small shares of 3–6% each.

Figure 6: U.S. Companies' Innovation in Enhancing Business Competitiveness



Sources: Based on publicly available report and article, n=34



Overall, business competitiveness enhancement innovations have reached:



500,000

users reached through digital platforms



1,000,000

digital talents trained through digital skills and capability-building programs



85,100

SMEs received targeted support



500

farmers supported through agriculture-linked initiatives



120

startups engaged through startup-focused programs

INNOVATION HIGHLIGHTS



AI-powered solutions

to modernize operations, strengthen compliance, and focus on higher-value work that drives client and business outcomes.



Supporting SMEs

by simplifying shipping, customs clearance, and cross-border trade.



2.1M digital invoices

generated through APL's Document Digital Repository, adopted by 22,500 customers.



Enhancing oil and gas productivity

through advanced sand screen technology and local manufacturing collaboration.



11,000+ agents

supported through MAIN, Manulife's digital platform that simplifies recruitment, learning, and daily operations.



<10-second response times

through an AI assistant that improves agent productivity and customer service.



AI-enabled laboratory equipment

supporting nationwide deployment and maintenance of diagnostic instruments across Indonesia's health facilities.



Tokenization technology

safeguarding personal data and reducing the risk of fraud.



50+ years

supporting Indonesia's aviation ecosystem, including government and military operations.

The background of the slide is a composite image. The top half is a solid dark blue. The bottom half is an aerial photograph of a city, likely Jakarta, featuring a large, ornate circular fountain in the foreground, surrounded by a multi-lane road. In the background, a dense urban skyline with various skyscrapers and modern buildings is visible under a clear sky.

POTENTIAL ECONOMIC VALUE

\$6–12 billion

Indicative annual economic value from improved resource efficiency, stronger agricultural productivity, enhanced preventive healthcare, and reduced losses associated with resource and environmental risks²⁰.

²⁰ Indicative scenario estimate based on 2024 sector-level economic activity, a 5–10% addressable share, sector-specific benchmarks for potential efficiency or productivity gains, and a simulation based on 50–70% realization factor to account for differences in adoption, implementation, and scale. The estimate does not represent realized economic impact, company revenue, or investment value.

1 Digitizing Business Operations

Indonesia's digital economy is projected to reach a Gross Merchandise Value (GMV) of approximately \$360 billion by 2030, according to the Coordinating Ministry for Economic Affairs²¹. Supporting this growth, Indonesia has improved its future readiness, climbing from 48th in 2021 to 43rd in the World Digital Competitiveness Ranking²².

APL, Citi, Manulife, Visa, and FedEx are supporting this transformation across banking, insurance, payments, healthcare, and logistics.

Story #1

Advancing AI Adoption in Banking by Citi Indonesia

Citi Indonesia became the 87th country within Citi's global network to deploy AI capabilities, joining approximately 180,000 employees worldwide using AI within the internal Citi ecosystem. In Indonesia, Citi is among the first banks in the country to harness the power of AI to modernize how Citi operates, leveraging solutions such as Citi Stylus Workspaces, Citi Assist, and Microsoft Copilot. These AI capabilities equip employees to deliver enhanced services for clients by streamlining daily operations, strengthening compliance, and helping minimize operational risks responsibly.

INNOVATION SPOTLIGHT

As a global financial institution serving increasingly sophisticated and cross-border client needs, Citi's ability to create value depends on how effectively its people can turn information into insights, decisions, and solutions. As the volume of information continues to grow and business moves at greater speed, employees must navigate increasingly complex data, communications, and workflows while maintaining the highest standards of service, risk management, and execution.

To remain a winning bank in the digital era, Citi recognized the need to modernize how work gets done, enabling employees to spend less time processing information and more time focusing on clients, strategic priorities, innovation, and business growth.

As part of Citi's global AI strategy, Citi Indonesia launched an enterprise AI ecosystem in 2026, introducing Citi Stylus Workspaces and Citi Assist in June, followed by Microsoft Copilot in August. Together, these AI capabilities enable employees across business and support functions to access information more efficiently, accelerate analysis, streamline workflows, and enhance execution, all within the internal Citi ecosystem.

²¹ Coordinating Ministry for Economic Affairs. 2025. <https://www.ekon.go.id/publikasi/detail/6574/kemenko-perekonomian-turut-dukung-akselerasi-digitalisasi-dan-ekonomi-keuangan-digital>

²² World Digital Competitiveness Ranking 2025. https://www.imd.org/entity-profile/indonesia-digital/#_factor_Future%20readiness

Citi Assist helps employees quickly access information and navigate internal policy and knowledge resources. Citi Stylus Workspaces supports research, ideation, and content development, including presentations and HTML-based outputs, enabling employees to work with large volumes of information more efficiently. Microsoft Copilot integrates AI directly into everyday productivity applications such as Outlook and Teams, helping employees streamline routine tasks and accelerate content creation while remaining within their existing work ecosystem.



Recognizing that sustainable adoption requires more than technology deployment, Citi Indonesia also launched Citi AI Day as a franchise-wide enablement initiative. Through business-led use cases, peer learning, live demonstrations, and hands-on activities, employees were encouraged to translate AI capabilities into practical applications within their own workflows while reinforcing responsible AI practices, governance standards, and information security requirements.

This combination of technology, responsible AI adoption, and workforce enablement helps amplify the power of Citi's people, enabling them to spend less time on administrative work and more time on client engagement, strategic thinking, innovation, and decision-making.



THE IMPACT

Across Citi Indonesia, employees are already applying AI to real business needs, from supporting client coverage and market analysis to developing communication materials more efficiently. The examples below illustrate some of the practical ways AI is being used across the organization.

In Banking, AI helps relationship managers and bankers consolidate client, market, and industry information more efficiently, enabling them to spend more time understanding client priorities, identifying opportunities, and delivering differentiated insights.

In Markets, AI helps employees process and synthesize large volumes of reports, research materials, and market information more efficiently, allowing teams to focus more on analysis, decision-making, and responding quickly to business needs in a dynamic market environment.

In Services, AI helps employees navigate high volumes of client communications and lengthy email chains by surfacing key information and generating summaries more efficiently. This enables teams to focus more on client responsiveness, issue resolution, and service quality while maintaining human review and judgment.

In Public Affairs, AI supports the development of first drafts for a wide range of communication materials, including media content, briefing books, talking points, and internal communications. By accelerating research and information synthesis, employees can focus more on stakeholder engagement, strategic messaging, and quality assurance.

Story #2

MAIN, AI-Powered Distributor Digital Platform by Manulife

MAIN was designed as Manulife's Digital Platform that unifies digital partner and empowers agents to work smarter, not harder. By centralizing and digitally capturing the entire spectrum of agency activities, MAIN brings together essential capabilities such as e-Recruitment, GenAI, and performance insights into one seamless ecosystem. More than a platform for tracking progress, MAIN actively supports agents in planning, learning, recruiting, and performing at their best helping them stay focused, productive, and ready to grow in an increasingly dynamic environment.

INNOVATION SPOTLIGHT

Manulife Indonesia set out on a crucial mission: to streamline the work of agents. Agents were juggling various tools, platforms, and systems, with information scattered across different locations, making processes feel increasingly complicated. They spent too much time managing these systems instead of focusing on what truly mattered: supporting their customers. This challenge led to the development of a new working approach that prioritized clarity, focus, and the success of agents.

To answer challenges faced by our agents, Manulife built MAIN (Manulife Agency Indonesia). MAIN was created as a single space where agents could find everything they need. Instead of opening many apps or searching through different systems, agents now had one main platform that connected their daily activities. Inside MAIN, they could:

- Manage their work
- Track their performance
- Recruit new agents
- Get support when needed
- Learn about products and customers

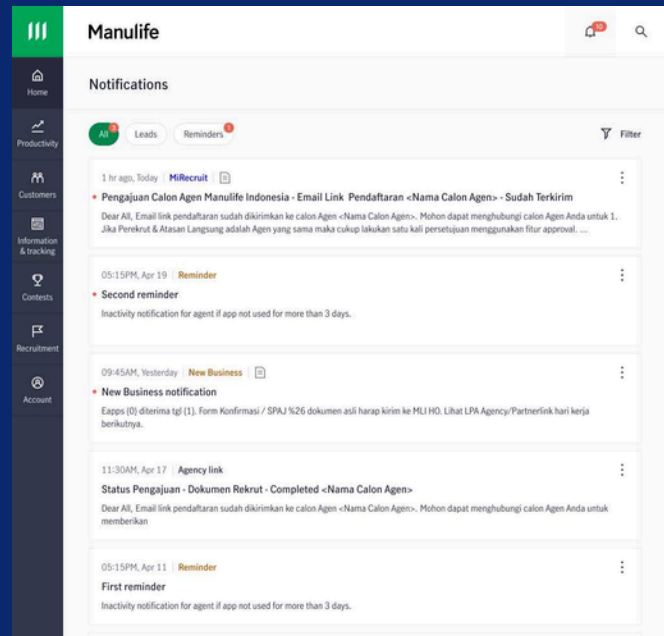
It felt less like using a system — and more like having a personal workspace that truly supported them. This made work simpler, clearer, and more consistent for everyone.

To make this digital platform initiative come true, we are partnering with our Regional Developer team under MITDC (Manulife IT Delivery Center) which sits across key Asia markets e.g. Vietnam (Ho Chi Minh), China (Chengdu), and Hong Kong.

THE IMPACT

Through MAIN and its integrated ecosystem, Manulife Indonesia has achieved:

- 24/7 agent support through AI Assistant, enabling agents to get help anytime without waiting
- Faster customer consultation with product comparisons completed in 8 seconds
- Effective handling of complex inquiries through live chat and human support
- Improved confidence among new agents, reflected in higher onboarding success and faster time-to-first-sale
- Increased productivity among experienced agents through faster access to information and simplified workflows



PLATFORM & USER IMPACT:

- Total active users on MAIN more than 11,000 agents (65% of Manulife's agents)
- Monthly active usage rate 40%
- User satisfaction score: 3.85 / 5
- Contributed to a 16% growth in Annual Premium Equivalent (APE), driven by improved productivity of our advisors/agents

AI-Powered Insurance Support by Manulife

Manulife introduced an AI assistant to help agents in Indonesia access product, policy, and claims information through a single conversational interface. By replacing fragmented manual processes, the solution reduced average query resolution time to under 10 seconds. Supporting thousands of agents across Indonesia, the AI assistant delivers accurate, real-time responses that improve consistency, reduce reliance on support teams, and enhance customer service. The solution has increased agent productivity by an estimated 30–40%, enabling agents to spend more time advising customers and less time searching for information.

INNOVATION SPOTLIGHT

Before the introduction of the AI assistant, agents in Indonesia relied on manual and fragmented processes to access product, policy, and claims information. Simple customer inquiries could take 5–15 minutes to resolve, as agents had to search across multiple systems or documents. In more complex cases, agents needed to contact agency support, where response times (SLA) could take 1–3 days. With thousands of active agents, up to 30–40% of their time was spent searching for information, leading to significant delays, inconsistent answers, and reduced customer satisfaction due to slow and unreliable service.

The AI assistant centralizes and automates access to product, policy, and claims information through a single conversational interface. Instead of manually searching or waiting for agency support, agents can now get accurate, real-time answers in seconds. The solution leverages natural language processing to understand queries and provide consistent, context-aware responses based on up-to-date internal knowledge. This significantly reduces dependency on support teams, shortens response time from minutes—or even days—to seconds, and improves accuracy, consistency, and overall agent productivity while enhancing customer experience.

THE IMPACT

The AI assistant has been deployed to support thousands of agents across Indonesia, significantly improving operational efficiency and service quality. Average query resolution time has been reduced from 5–15 minutes (or up to 1–3 days when relying on agency support) to under 10 seconds, resulting in an estimated 30–40% productivity gain per agent. This allows agents to handle more customer interactions daily and focus on higher-value activities.

In addition, response accuracy and consistency have improved through standardized, AI-driven answers, reducing misinformation risks. This has led to faster turnaround times for customer inquiries and improved customer satisfaction. The solution also reduces dependency on support teams, freeing up internal resources and enabling scalable, knowledge-driven operations without proportional increases in staffing.

One insurance agent shared that previously, answering a simple customer question about policy coverage could take hours—or even days—because the agent had to check multiple documents or wait for agency support. This often meant delaying responses to customers and risking losing trust.

After using the AI assistant, the same agent can now answer similar questions instantly during a live conversation. In one case, the agent was able to immediately clarify a claim eligibility question, helping the customer proceed with confidence on the spot.

For the agent, this not only reduced stress and dependency on support teams but also improved confidence and professionalism. For the customer, it meant faster, clearer, and more reliable service—transforming what used to be a frustrating experience into a seamless one.

Story #5

Streamlining Cross-Border Shipping by FedEx Indonesia

Since 1985, FedEx Indonesia has supported local SMEs in expanding their presence in international markets and continues to innovate through its end-to-end shipping and logistics ecosystem. This includes digital solutions such as FedEx Ship Manager, which enables businesses to prepare shipping documentation, generate air waybills, arrange pickups online, and monitor shipments in real time through a single platform. Combined with FedEx's global network spanning more than 220 countries and territories, these capabilities simplify cross-border shipping, enhance visibility, and improve reliability for Indonesian importers and exporters alike. By reducing operational complexity, this connected ecosystem enables SMEs to streamline their operations and strengthen their participation in global trade.

Building on these capabilities, FedEx Indonesia launched the FedEx Import Tool in 2025, an automated single-window solution designed to simplify customs clearance and provide end-to-end visibility across the import journey. The platform enables customers to submit customs clearance documents digitally, monitor shipment and clearance progress in real time, receive proactive notifications, and retrieve post-clearance records through a unified self-service interface. This innovation addresses a key challenge for many Indonesian businesses, particularly SMEs seeking to expand internationally but often facing friction in navigating cross-border regulations and processes. By leveraging smart digital solutions, FedEx is helping businesses move goods more efficiently, anticipate challenges, and remain competitive in an increasingly complex global marketplace.

Story #6

Tokenization Technology by Visa

Over the past decade, Visa has strengthened the payments ecosystem through the implementation of tokenization, a technology that enhances transaction security by replacing sensitive card information with unique digital tokens. This approach removes the need to transmit or store actual card numbers across online transactions, mobile devices, and merchant systems. As a result, tokenization delivers significant benefits to Indonesian consumers by safeguarding personal data and reducing the risk of fraud. Reflecting this progress, last year Visa announced the issuance of one billion tokens across the Asia-Pacific region, underscoring strong adoption among both merchants and issuing banks. In Indonesia, Visa continues to drive innovation by enhancing seamless payment experiences aligned with international standards. Starting 2024, Visa partnered with key stakeholders across the tourism ecosystem to strengthen payment acceptance and elevate the end-to-end travel experience. Through collaborations with banks, Visa expanded acceptance in high-traffic tourist destinations, enabling fast, secure, and seamless transactions that meet global standards. This has contributed to greater convenience for international visitors while also supporting Indonesia's broader shift from cash to digital payments.

Strengthening Industrial Capabilities

Indonesia's national defense strategy places greater emphasis on strengthening domestic defense industry capabilities, with state-owned aerospace company PT Dirgantara Indonesia playing a key role in aircraft production and maintenance. At the same time, upstream oil and gas regulator SKK Migas has identified technology-driven optimization of Indonesia's aging oil fields with nearly 70% of which are classified as mature, as an important part of its effort to increase national oil production to 1 million barrels per day by 2030²³.

Bell, Thermo Fisher Scientific, and 3M contribute to these efforts through partnerships with Indonesian companies, technology sharing, and local manufacturing collaborations that support the country's defense and energy sectors.

Story #1

Aviation Ecosystem Support by Bell

Bell has maintained a strong presence in Indonesia for over 50 years, with approximately 110 aircraft currently operating across government and commercial sectors. Its support network includes a Bell-authorized service facility, a certified maintenance center, and dedicated customer service engineers based in Jakarta. Additionally, Bell collaborates with leading Indonesian companies such as PT Dirgantara Indonesia, PT Kalimasada Pusaka, and PT Black Diamond Heliaero to provide comprehensive aftermarket support for Bell aircraft throughout the country.



Bell has upgraded six Indonesian Army Aviation Bell 412EP helicopters in 2025, in partnership with PT Black Diamond, enhancing the capabilities of aircraft used by Indonesia's military aviation. Bell also supports Indonesia's aviation training needs, with two Bell 505 helicopters delivered to the Indonesian Navy in 2021 to serve as rotary-wing trainers.

²³Indonesian Petroleum Association. 2024. <https://www.ipa.or.id/en/news/news/pursuing-indonesias-2025-oil-and-gas-lifting-target>

Story #2

AI-enabled Laboratory Equipment Deployment by Thermo Fisher Scientific

In support of the Indonesian Ministry of Health's Healthcare Transformation agenda, Thermo Fisher Scientific is collaborating on initiatives to strengthen laboratory-based surveillance, enhance diagnostic capabilities, and improve preparedness for public health emergencies across Indonesia's primary and community healthcare network through the provision of highly specialized laboratory and scientific instruments. These efforts also aim to improve laboratory readiness and expand access to quality healthcare for Indonesia's population of over 283 million.

The roll out of the instrument provision is monitored through a centralized, AI-enabled system that provides real-time visibility into the deployment, installation, and maintenance of laboratory instrument systems across health facilities nationwide. The technology supports proactive monitoring, faster issue resolution, and greater operational efficiency, helping laboratories remain prepared to meet healthcare diagnostic needs. In partnership with Indonesia's Ministry of Health, this initiative is accelerating the scale-up of digital solutions to improve health outcomes—a shared priority for both the Ministry and Thermo Fisher Scientific.

Story #3

Sand Screen Technology by 3M

3M introduced its Ceramic Sand Screens in Indonesia through a partnership with PT Pipa Mas Putih, combining 3M's global expertise with local manufacturing capabilities. This collaboration enables locally accessible technology that delivers high resistance to abrasion and erosion, enhancing performance in high-pressure wells and environments with excessive sand production.

INNOVATION SPOTLIGHT

Amid the challenges of aging wells in Southeast Asia – particularly in depleting reservoirs and marginal reserves – the oil and gas industry faces serious issues such as declining productivity, erosion of sand screens (which harms filters), and increased operational and capital expenditure due to well repairs and design complexities. These conditions demand innovative, robust, efficient, and locally accessible technological solutions to support the enhancement and sustainability of oil and gas production.

The 3M™ Ceramic Sand Screens offer high resistance to abrasion and erosion and are designed to address the challenges of high-pressure wells and excessive sand production. Now available in Indonesia through a partnership with PT Pipa Mas Putih, a local company established in 1985 in the manufacturing and oil and gas industry, this collaboration provides tangible added value in the form of locally accessible technological solutions, faster delivery times, increased operational efficiency, and more reliable and durable screen performance.

For instance, the 3M and Pipa Mas teams are collaborating with Pertamina Hulu Mahakam's field operations unit to enhance productivity from marginal assets in Kalimantan.

THE IMPACT

This innovation and strategic three-way partnership has received international recognition through a nomination for the Oilfield Well Intervention (OWI) Global Awards 2025, with accolades for Best Example of Collaboration, Best Example of Downhole Innovation, and Best Example of Value Delivery in Aberdeen, UK.

Looking Ahead: Turning Innovation into Scale

The initiatives in this report show that U.S. companies are not only investing in Indonesia, but also helping build the skills, systems, and partnerships needed for long-term development. Indonesia's next phase of growth will depend on scaling proven solutions, strengthening local capabilities, and accelerating technology adoption across sectors.

Four opportunities stand out for government, business, academia, and communities to work together.

1. Scale responsible AI across the economy

Artificial intelligence is expected to become one of the most significant drivers of innovation over the next decade. As adoption expands across both the public and private sectors, AI presents opportunities to improve productivity, enhance decision-making, deliver more personalized services, and streamline business operations. Optimizing this potential will require continued investment in cloud infrastructure, responsible AI governance, and large-scale development of digital talent capable of building and deploying AI solutions across industries.

2. Build technology-driven industries

Indonesia's industrial transformation will increasingly depend on the adoption of advanced manufacturing technologies, local technology development, and stronger industry partnerships. Opportunities range from expanding local production capabilities and technology transfer to deploying robotics, automation, and advanced engineering solutions that strengthen strategic industries. As these capabilities mature, Indonesia will be better positioned to create higher value-added products while serving both domestic and regional markets.

3. Innovate in agriculture and healthcare

Innovation will also play a growing role in strengthening sectors that are fundamental to Indonesia's long-term development. In agriculture, digital technologies, including artificial intelligence, remote sensing, predictive analytics, and precision farming, have the potential to improve productivity while supporting more resilient farming systems.

In healthcare, opportunities lie in shifting toward more preventive, patient-centered care while strengthening clinical research capabilities, expanding access to innovation, and improving the efficiency of healthcare delivery through digital technologies. Looking ahead, U.S. healthcare companies can help Indonesia turn health innovation into measurable economic value. Partnerships in prevention, oncology, specialty care, vaccines, diagnostics, digital health, and clinical capability can improve patient outcomes while supporting higher productivity, stronger workforce participation, and new health-sector investment. With healthcare spending already exceeding IDR 200 trillion and the digital-health market projected to grow rapidly, Indonesia has a timely opportunity to make health innovation a core pillar of its national growth strategy.

Health special economic zones can become Indonesia's flagship platform for this ambition. Through special or early-access pathways for selected innovative medicines and vaccines—supported by BPOM oversight, MoH coordination, reimbursement readiness, hospital capability, payer participation, and global R&D partnerships—Indonesia can offer faster, safer, and more trusted patient access. This model would help keep more Indonesian patients treated at home, attract international patients, develop specialist talent, stimulate investment in advanced care, and build Indonesia's position as a regional healthcare hub.

4. Create more efficient and resilient business systems

Across industries, innovation is increasingly focused on improving how businesses operate. From digital supply chains, smarter logistics to resource-efficient manufacturing, companies are investing in solutions that improve operational efficiency, strengthen resilience, and create long-term value. As Indonesia's economy continues to evolve, these innovations will help businesses adapt to changing market needs while supporting more competitive and future-ready industries.





For over 40 years, the US-ASEAN Business Council has been the premier advocacy organization for U.S. corporations operating within the dynamic Association of Southeast Asian Nations (ASEAN).

Worldwide, the Council's membership, more than 175 companies, generate over US\$6 trillion in revenue. Members include the largest US companies conducting business in ASEAN and range from newcomers to the region to companies that have been working in Southeast Asia for over 100 years.

We believe opening and investing in the sustainability of efficient, resilient, and competitive markets are critical to the continued growth of our member companies and innovation and job creation in the United States and Southeast Asia.

The Council has offices in: Washington, DC; Bangkok, Thailand; Hanoi, Vietnam; Jakarta, Indonesia; Kuala Lumpur, Malaysia; Manila, Philippines; and Singapore.

