

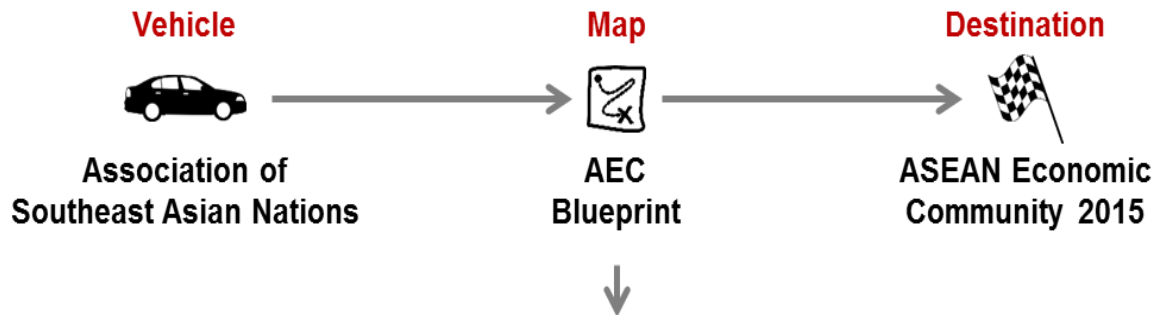


Peran Ilmu Manajemen & Peluang Bisnis menyongsong Masyarakat Ekonomi Asean

UC – Kuliah Perdana

Andi Subroto

AEC – 4 Pillars

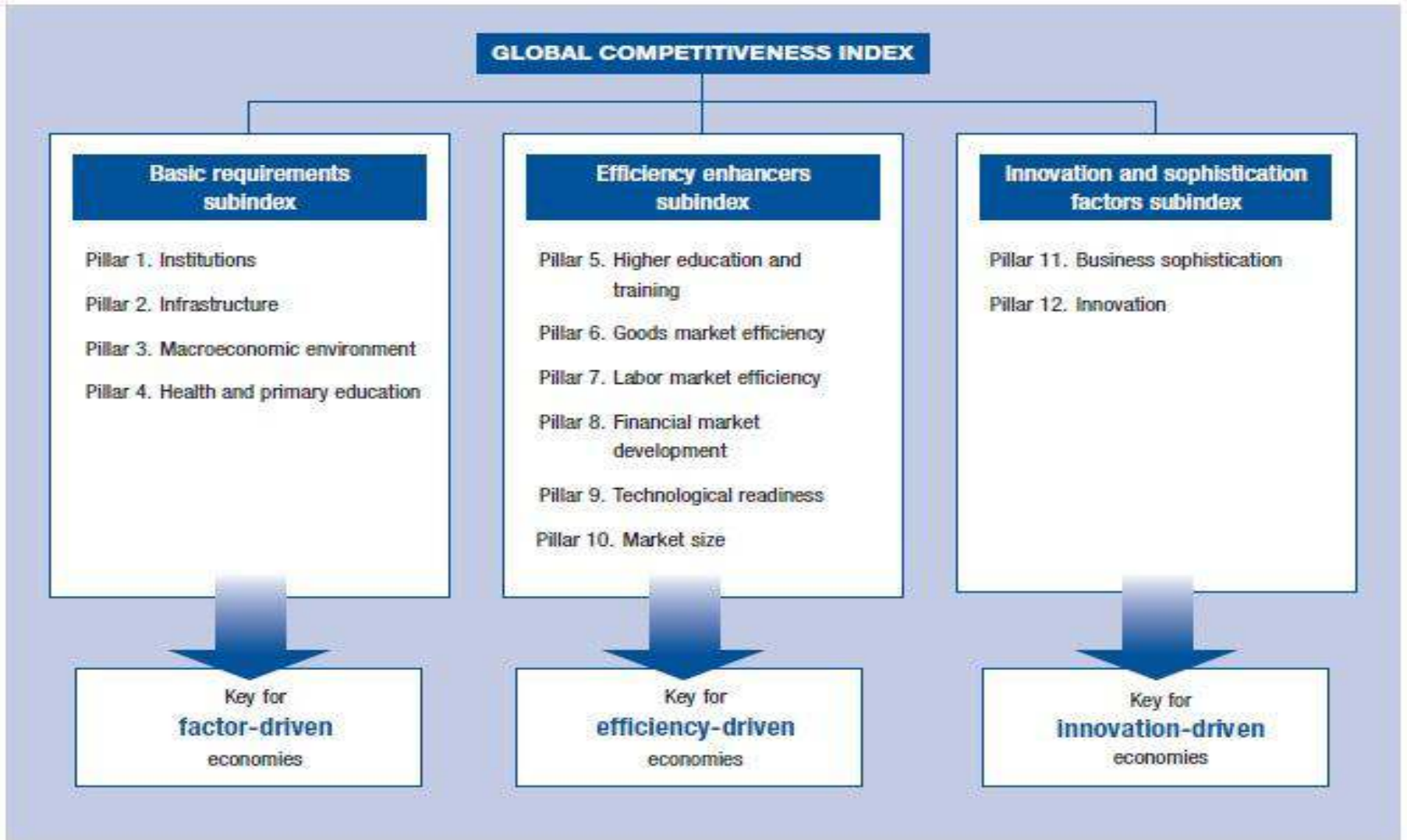


Four Pillars of AEC

Seventeen Core Elements

Single Market and Production Base	Competitive Economic Region	Equitable Economic Development	Integration into the Global Economy
1. Free flow of goods	1. Develop competition policy	1. Accelerate the development of small and medium enterprises (SME's)	1. Develop coherent approach towards external economic relations
2. Free flow of skilled labor	2. Strengthen consumer protection	2. Enhance ASEAN integration to reduce development gap between member countries	2. Form and manage Free Trade Agreements (FTAs) and Comprehensive Economic Partnerships (CEPs)
3. Free flow of services	3. Intellectual property rights		3. Enhance participation in global supply networks
4. Free flow of investment	4. Promote infrastructural development and e-commerce		
5. Free flow of capital	5. Reduce double-taxation		
6. Food & agricultural security			
7. Integration of 12 priority sectors			

Global Competitiveness Index



Indonesia GCI Index 2013/2014



Global Competitiveness Index INDONESIA 2013/ 2014

Stage of development



Daya saing Indonesia lebih tinggi dari rata-rata daya saing negara-negara kategori efficiency-driven economy (GDP per capita US\$ 3,000 - 8,999)

Sumber: Global Competitiveness Report 2013/2014 (World Economic Forum, 2013)

Indonesia Ranking 4 in Asean



Figure 1: Competitiveness Rankings in the ASEAN region

	2010	2011	2012	2013	2014	Change since 2010
Rank Out of	139	142	144	148	144	2010
Singapore	3	2	2	2	2	+1
Malaysia	26	21	25	24	20	+6
Thailand	38	39	38	37	31	+7
Indonesia	44	46	50	38	34	+10
Philippines	85	75	65	59	52	+33
Vietnam	59	65	75	70	68	-9
Cambodia	109	97	85	88	95	+14

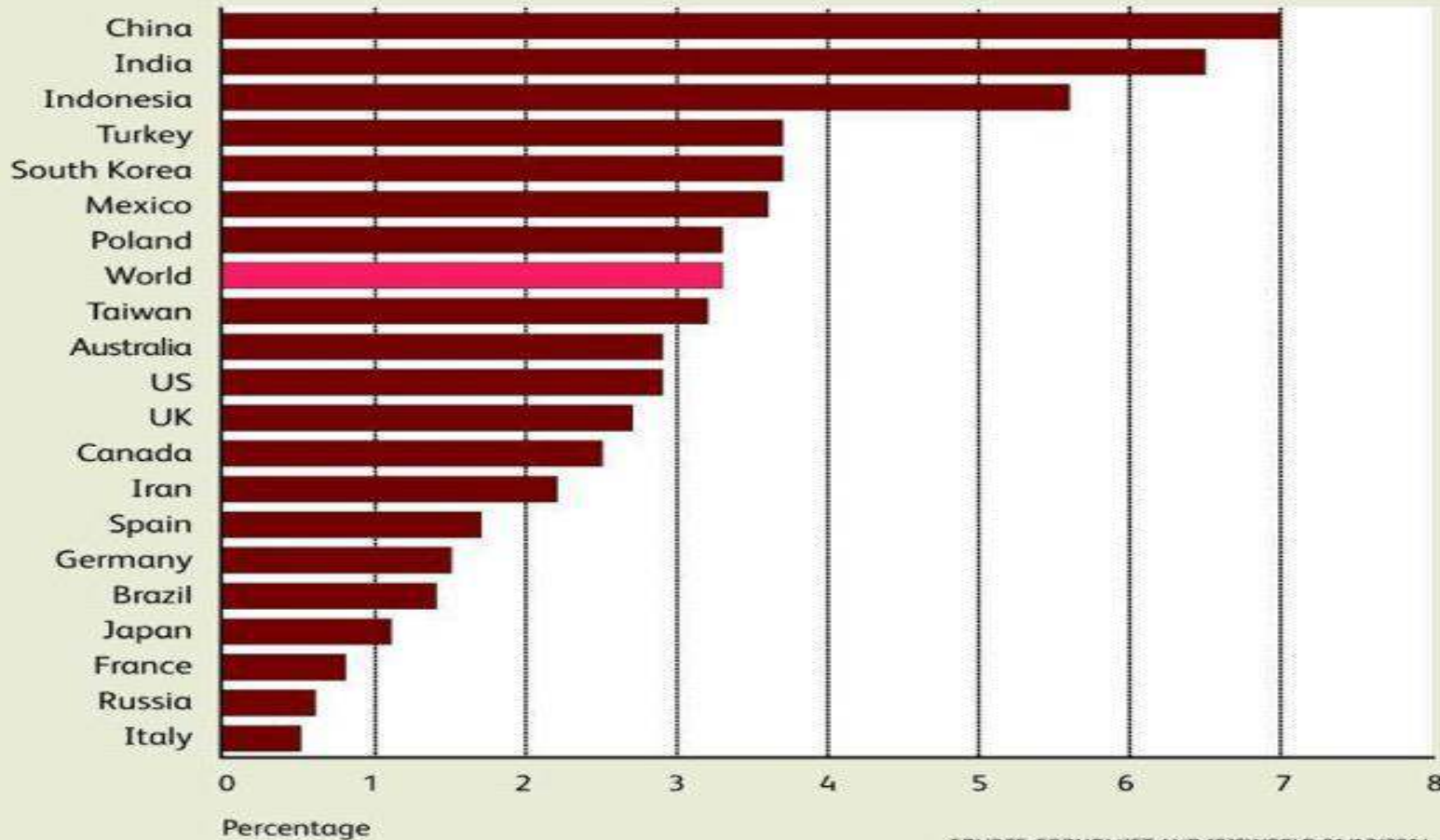
Note: Brunei and Laos were not listed in GCR 2014-15 due to unavailability of data.

Forecast Economic Growth 2015

EVALUATION SHEET

- Superb
- Excellent
- Great
- Good

Forecast Economic Growth: 2015
20 largest economies (PPP ranking)



SOURCE: ECONOMIST AND IBISWORLD 01/12/2014

Income Per Capita Asean



Tingginya kesenjangan ekonomi antar negara ASEAN dapat diukur dari ketimpangan produk domestik bruto per kapita.

		2011
No	Negara	Dalam US \$
1	Singapura	57,238
2	Brunei Darussalam	47,200
3	Malaysia	14,603
4	Thailand	8,643
5	Indonesia	4,380
6	Philippines	3,725
7	Vietnam	3,725
8	Laos	2,435
9	Kamboja	2,086
10	Burma	1,900

Current Business Issues & Opportunities



A. Production :

- Rich in natural resources but many imported.
- Infrastructure not well support – SME as partner Infrastructure
- Low rate of educated & skilled worker – University & Tc

B. Demand

- **Very Attractive in size, (growth of middle class)**
- Volatile due to inflation, buying power, political situation.

C. Industry Structure

- Fragmented / No Industrial Pattern Blue Print Implemented
- **Up and down stream not align** --- Alignment with SME

D. Economic Structure

- Big Corporation / Conglomerate --- SME
- Focus Short Term, Low Labor Cost -- Competitive & Quality
- Many Natural Resources Exported Industry-- Processing

KSF to AEC Player

EVALUATION SHEET

Superb



Excellent



Great

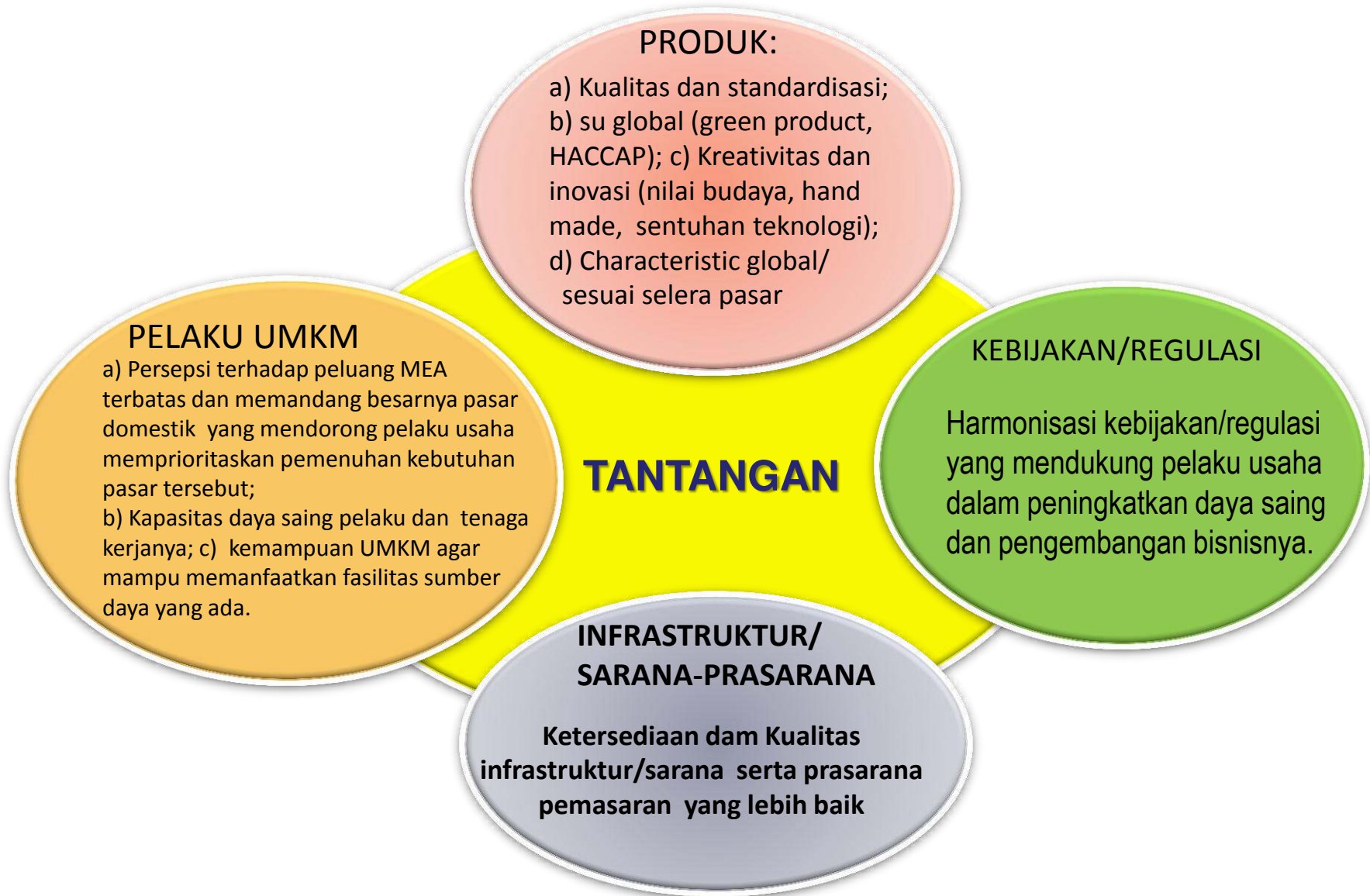


Good



- Innovation in Product and Service
- Quality Consistency
- Efficiency in Production & Cost of Capital
- Efficiency in Infrastructure (transport, permit, energy)
- Competence Worker
- Integrated Industry

Challenge: Pemasaran & Jaringan Usaha



Key Roles of Management & Opportunities



- Innovation Model of Good Governance – system and culture to improve transparency, efficiency and accelerate infrastructure
- Simplify Education Module for training the low educated person to improved skilled –” link and match model” between university and business needs
- Innovation SCM and Operation Model for SME
- Simplify Model of learning organization, innovation with Local Wisdom
- SME Leadership & Entrepreneurship

Propose Role Management & Business Opportunities Model



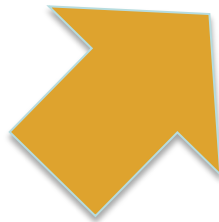
SCM/ Infrastructure
Business for SME

Marketing Agency
for SME

Applied, Simplify,
Aligned Principle for
SME with Local
Wisdom

MIS, Networking
Suppliers for SME

Finance Consultant
for SME



Lets Discuss

EVALUATION SHEET

Superb

Excellent

Great

Good

“Working hard for something we don’t care about is called stress; working hard for something we love is called passion.”

Superb

Excellent

Great

Good

a bad job with a good boss
is better than
a good job with a bad boss