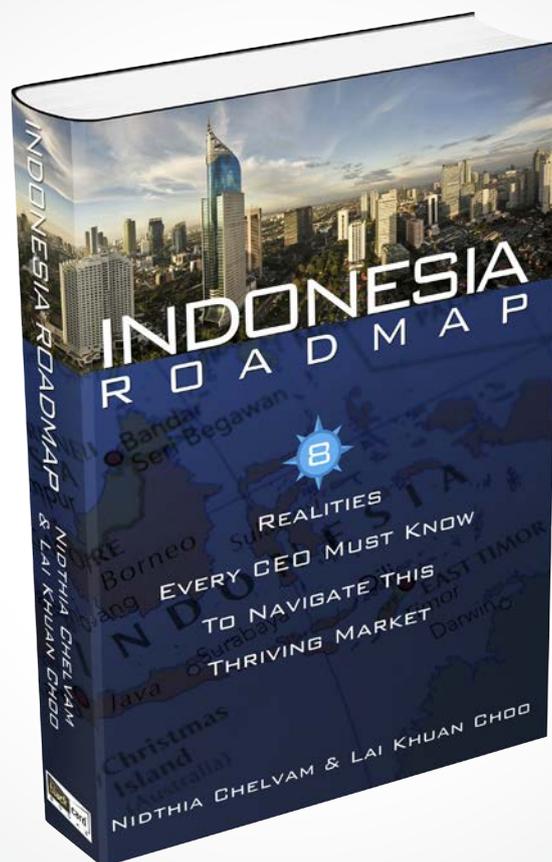


INDONESIA ROADMAP



REALITIES EVERY CEO MUST KNOW
TO NAVIGATE THIS THRIVING MARKET



NIDTHIA CHELVAM & LAI KHUAN CHOO

Book



Description

One of the fastest growing markets in the world, Indonesia has arrived at the world's stage. This archipelago of more than 17,000 islands presents unique challenges from government bureaucracy and corruption to leadership and talent shortages.

Boasting over 200 ethnicities, and among Asia's most vibrant middle-class, this is a thriving market that organizations cannot afford to not be in. Challenging the most capable CEOs, this frontier does have its share of conquerors.

Learn How....

Learn how the best CEOs of local conglomerates and foreign multi-nationals have triumphed – successfully navigating this thriving market. To them, winning in Indonesia has brought tremendous rewards, but not without their fair share of angst.



Book

*“Indonesia
Roadmap –
your Google
Map for
business!”*

In these pages you will uncover...

*“8 realities every CEO must know to navigate
this thriving market.”*

Over 1000 years of wisdom in 1 book!

The 8 Realities:

Reality # 1: Government Relationships

Reality # 2: Corruption

Reality # 3: Talent Shortage

Reality # 4: Strategy

Reality # 5: Leadership

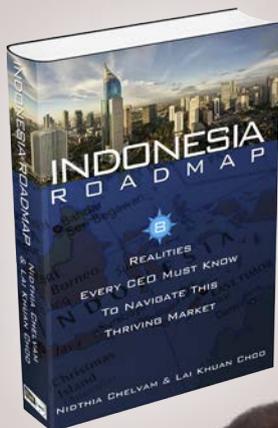
Reality # 6: Organization Design

Reality # 7: Rewards & Benefits

Reality # 8: Employee Development



The Authors



Niditha Chelvam helps multi-national companies and family owned businesses turn their strategies into results. The former Managing Consultant for a global firm spent almost two decades across 3 continents in a variety of industries and roles that continue to give him new insights into old problems.

This Research Leader for Fortune Indonesia's Most Admired Companies of 2011 and 2013 now leads a premier shared-services company as its President Director and CEO.

A Chartered Financial Management Analyst (CFMA) and Lean Six Sigma Master/Black Belt (MBB), Niditha is a prolific writer with many whitepapers, and columns in Forbes Indonesia and The President Post to his credit.

Resident in Jakarta, Indonesia since 2010, Niditha is an automotive enthusiast who enjoys speaking at conferences across the region and teaching scuba diving in his free time.

Lai Khuan, Choo continues to transform global organizations through people strategies. With three decades in a wide range of industries from Retail, Hospitality and Professional Services to Media and Banking, she enjoys the wisdom of the sages, having been there and seen it all.

This Chief People Officer of a public-listed company in the energy sector spent from 2011 to 2013 shifting the paradigms of one of Indonesia's oldest family conglomerates.

Lai Khuan who holds a Bachelor of Economics with Honours from University of Malaya, is an Assessor for Thomas International's DISC profiling tool and a Certified Professional Coach.

Based in Kuala Lumpur, Malaysia, Lai Khuan is an avid traveler who aspires to see a new part of the world each year.

Testimonials



“For leaders, aspiring leaders and those who work for them – a great how-to manual for doing business in Indonesia and succeeding.”

Justin Doebele

Chief Editorial Advisor
Forbes Indonesia

“Because of their personal backgrounds, Chelvam and Choo are able to offer unique perspectives on organizational transformation in Indonesia. Their unusual vantage points allow them to explain “East meets West” management ideals and then offer advice on how to apply them to other organizations.”

Firdaus Alamsjah Ph.D

Executive Dean
Bina Nusantara University (BINUS) International

*“Don’t argue for other people’s weaknesses. We empower what’s out there to control us. Admit it. After reading **Indonesia Roadmap** you have no more excuses!”*

Rachmat Wirasena Suryo

CEO and Editor In Chief
The President Post

“Chelvam’s journalistic discipline and ideological skepticism complement Choo’s insider knowledge. The pair created, in corporation with countless CEOs, a definitive handbook for corporate Indonesia.”

Mohanachandren Chettiar

President Director & CEO
United Parcel Service (UPS) Indonesia (NYSE: UPS)

*“**Indonesia Roadmap** is an inspiration – understanding the culture and adapting to the system is just what we need in this thriving market.”*

Eddie Chin

President Director & CEO
Bayan Resources (IDX:BYAN)

*“The rules for succeeding in Indonesian business have changed. **Indonesia Roadmap** defines those changes and explains how CEOs have engineered some of the most successful transformations in Indonesian corporate history. Anyone at any level of business will profit from this book.”*

J.B. Soesetiyo

former Editor in Chief
Fortune Indonesia

Testimonials



"This book captures the essence of succeeding in this market. It contains essential lessons that need to be learned by all of corporate Indonesia."

Krishnan Rajendran

Chairman of Certification Board
Enterprise Risk Management Academy (ERMA)
Singapore and Faculty Member
IPMI International Business School

"Indonesia Roadmap forces you to confront organizational and leadership self-evaluation. It is impossible to read it without simultaneously questioning your own organization's structure and operation. This book is filled with thought-provoking ideas."

Eamon Ginley

President Director & CEO
Holcim Indonesia (IDX:SMCB)

"Chelvam and Choo's Indonesia Roadmap is an example of ideologies and pragmatic experiences that make this book a groundbreaker on how to thrive in this rising star. It's themes of bureaucracy, labour empowerment, scarcity of good talent and development challenges due to poor infrastructure can be adopted by most business leaders."

Halim Ashari

President Director & CEO
BW Plantations (IDX:BWPT) and President
Malaysia Club Jakarta (MCJ)

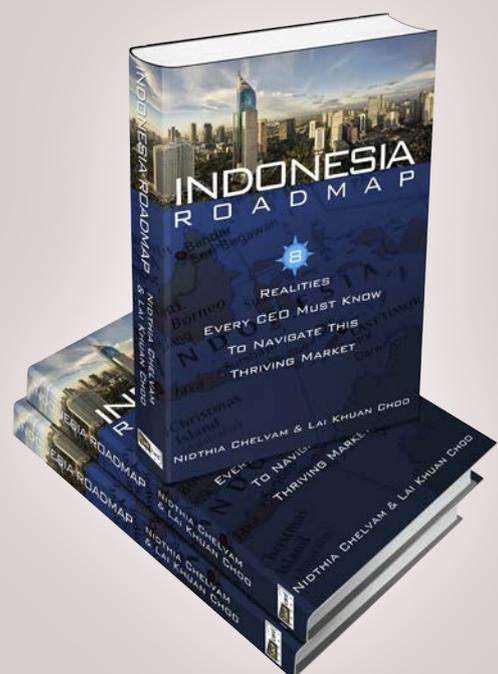
"Awesome, well written, good read – 1 book, 1000 ideas."

Ragunath Joe Murthy

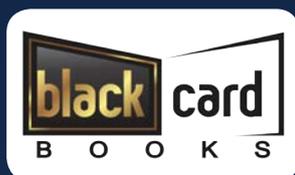
Vice Chairman
International Business Council of Indonesia



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