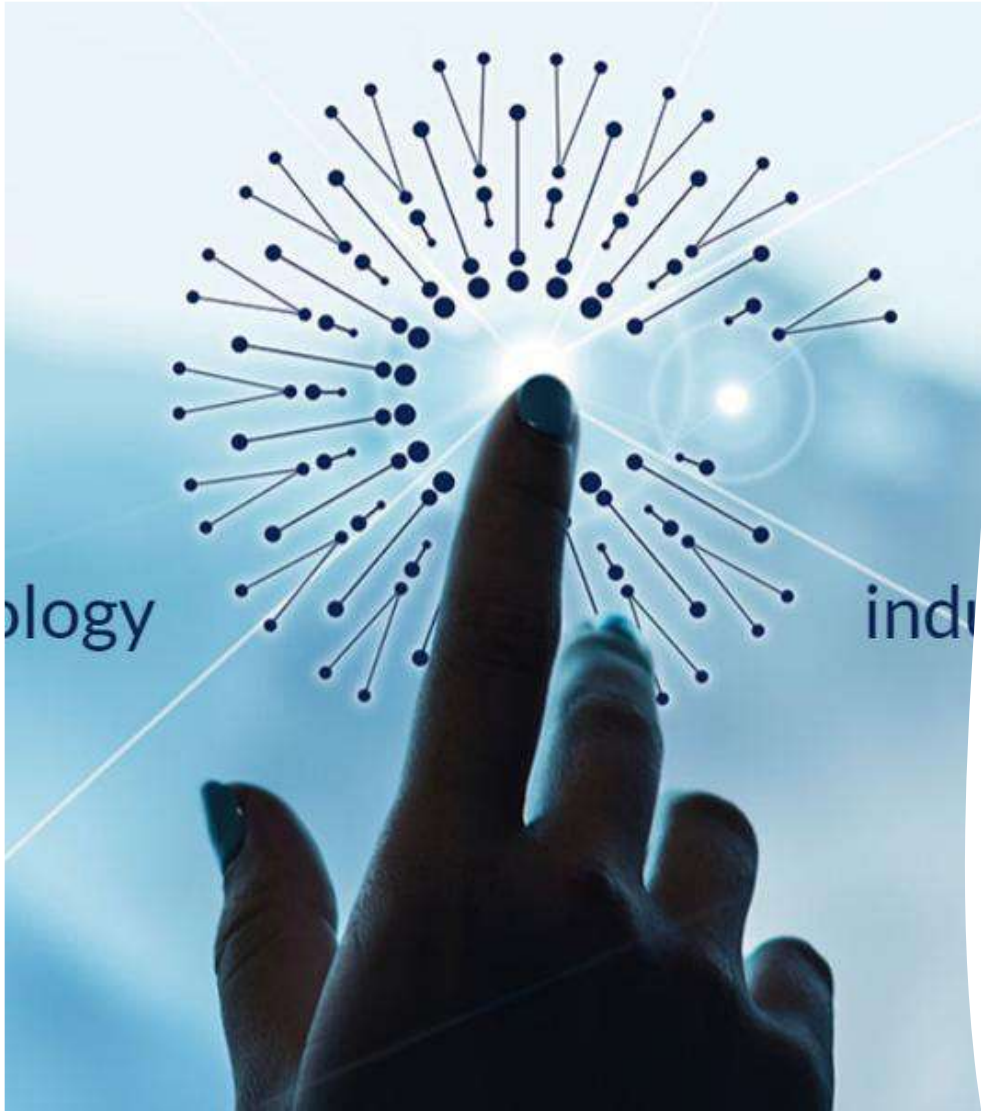


Your Expert Business Partner in Indonesia



- Value Proposition
- Unique Competing Space
- Scope of Services
- Strengths & Benefits
- Ranges of Prices
- References & Partners
- Market Insights
- Managers' Profiles
- A Bicultural Team
- Vision Mission Values
- Our Code of Conduct
- Contact Details
- Legal Notice

Your Expert Business Partner in Indonesia

Cintasia was created in January 2022. We provide business & consulting services to international industrial engineering and manufacturing companies entering or operating in Indonesia.

Our offer : EXPLORE – SELL – OPERATE

Our expertise : Industrial - Engineering - Projects - Indonesia

Our strategy : Value selling, niche premium products, solutions for critical process

EXPLORE : business intelligence, market survey, strategic analysis, ...

SELL : business development, partner search, customer relationship management, marketing, negotiation, ...

OPERATE : opening and running a legal entity, supply chain optimization, technical survey, interim management, ...

Your Expert Business Partner in Indonesia



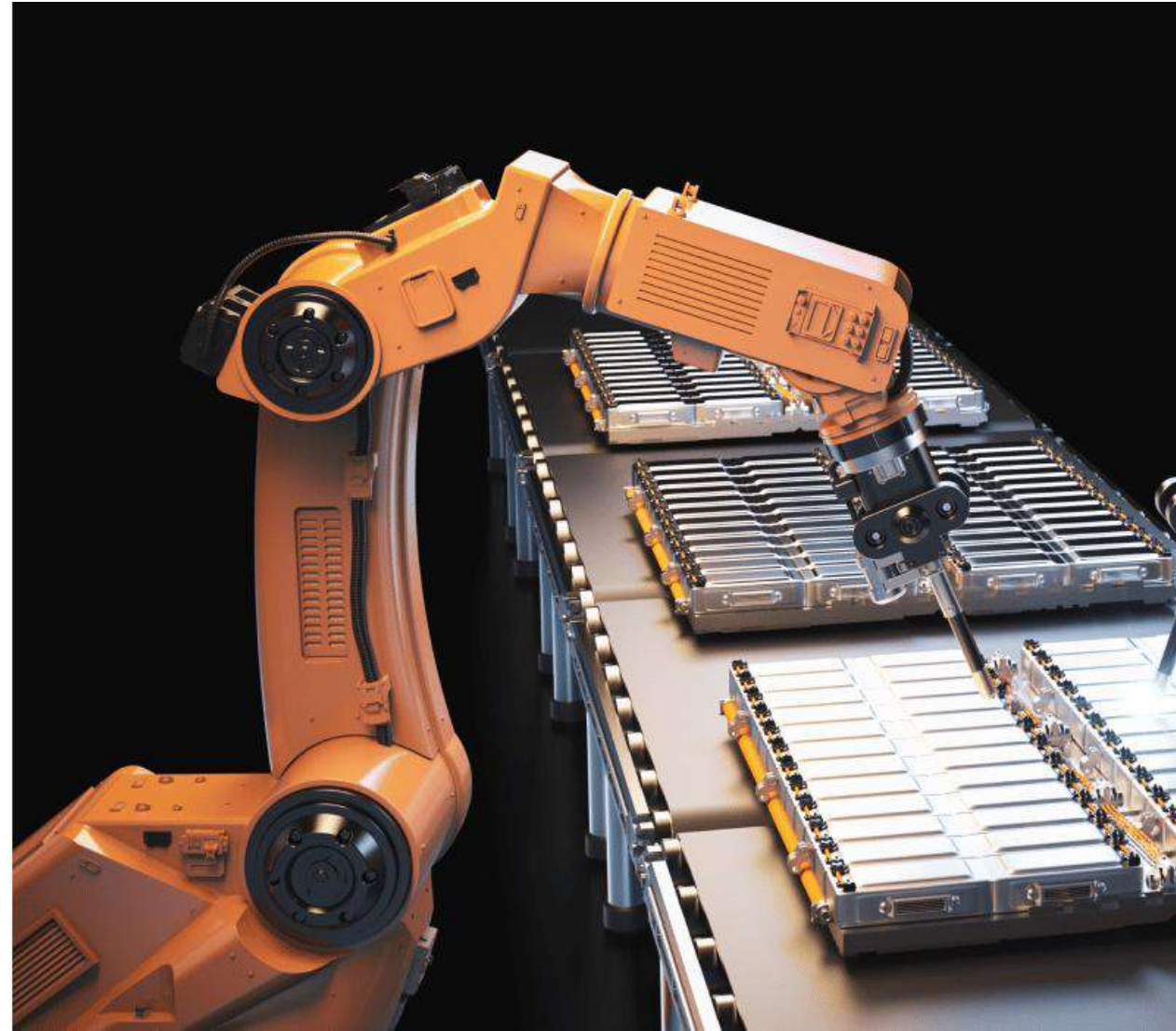
- Competitors mapping
- Market and trends survey
- Collection of business intel
- Your sales forecast estimation
- Product-market-fit verification
- Customers & end-users research
- Export and market entry strategy
- Legal and trade regulations overview
- Addressable markets sizing estimation
- Exhibitions and trade fairs identification

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- Business development
- Promotion & Prospection
- Sales coordination support
- Marketing & Communication
- Prices and contracts negotiation
- Lobbying and project intelligence
- Commercial partner/ agent search
- Translation of documents in Bahasa
- Attending exhibitions and trade fairs
- Participation to tenders and biddings
- Corporate and products presentations
- Analysis of customs & trade regulations
- Customers and prospects search & visits
- Analysis of customers purchasing process
- Adjusting your value proposition to Indonesia
- Diagnosis of your export sales admin department



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- Analysis of legal aspects
- Sourcing and outsourcing
- Host your staff in Indonesia
- Analysis of your supply chain
- Your options for a local entity
- Quality control audit of partner
- Local staff search & recruitment
- Supplier or subcontractor search
- Advisory on Mergers & Acquisitions
- Project Management & Coordination
- Getting licences & permits to operate
- Translation of key documents in Bahasa
- Manage and coach your staff in Indonesia
- Cross-cultural coaching and team-building
- Registration of your local office – workshop
- Technical interpret in English-French-Bahasa
- Interim management of your local organization
- Due diligence and background checks on partners

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Our competitors

- Large and medium consulting firms: high level, macro, high prices
- Embassies trade offices : diplomacy and short-term
- Chambers of Commerce : politics and networking
- Export agencies : not present locally.

None or few of them have technical or industrial expertise



Your Needs

- Assess your business potential in Indonesia
- Start or increase your export sales in Indonesia
- Operate and manage locally, safely and efficiently

Our competitive basis

- We work with Asia since 1996
- We have +25 years of field experience
- We are present and located in Indonesia
- Our team is genuinely and fully bi-cultural
- We are here in Indonesia for the long term ("for ever")
- We are specialized in technology and industrial processes
- We have strong academic degrees (Engineer, MBA, Bsc, Management)

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- Helping you to find suitable local partners, suppliers, and subcontractors for your projects
- Lobbying stakeholders such as end-users, integrators, technology institutes, government offices, etc, to better understand the projects and increase your chances of success.
- Financial analysis and audit, support for M&A, due diligence.
- Export strategy, market survey, customer survey, and business intelligence.

Your Expert Business Partner in Indonesia



- Prospecting and business development
- Following-up of existing customers
- Marketing & Communication, presentation at exhibitions and trade shows
- Value selling, bidding procedure, price and contract negotiations.

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- Feasibility studies on how to set up a Local Entity
- Technical Audit, Plant Performance Assessment
- Optimization of after-sales services: spare parts, retrofit, upgrades, technical support, on-site installation
- Optimization of supply chain including sourcing and management of suppliers and quality control, detailed engineering drawing subcontracting.
- Getting local authorizations, licenses, and permits necessary for operations and execution
- Hire, host and manage personnel for you to be based locally in Indonesia



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Should you need a senior Manager for :

Interim

Fill a sudden unexpected and critical vacancy in a top management team.

Change

- Lead a strategic project, within a pre-agreed scope and timeframe.
- Drive a company transformation plan, change the business model, or restructure the organization.

Emergency

Manage a crisis and steer the company through a turnaround.



➔ Cintasia provides a hands-on and certified interim manager with proven experience, available at short notice, and flexible on the mission's duration: no need to commit to the long term.

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YOU WANT TO :

- Capture and boost your business, increase your sales in the Asean region, directly or through partners.
- Assess the potential of a technical project and find the best strategies.
- Perform technical missions on topics such as identification and qualification of suppliers, quality control, after-sales services, supply chain.

OUR STRENGTHS TO HELP YOU :

- Double expertise: sales + technical.
- Experience of 25 years in B2B selling, exporting industrial equipment & technical process solutions.
- Ability to understand and sell technology.
- Strategic and tactical mindset.



Your Expert Business Partner in Indonesia

YOU WANT TO :

- Pick up valuable "weak signals" during discussions and negotiations.
- Develop and drive business successfully in spite of the cultural gap between your country and Southeast Asia.
- Avoid pitfalls linked to cultural factors and local practices.



OUR STRENGTHS TO HELP YOU :

- Intercultural knowledge and familiar with how to do business in Asia: Cintasia's founder based for 15 years working in Singapore (1y), Taipei(2y), Jakarta(7y), and Shanghai(5y).
- Mixed team of Indonesian and French nationals with command of Indonesian Bahasa, Chinese Mandarin, French and English.

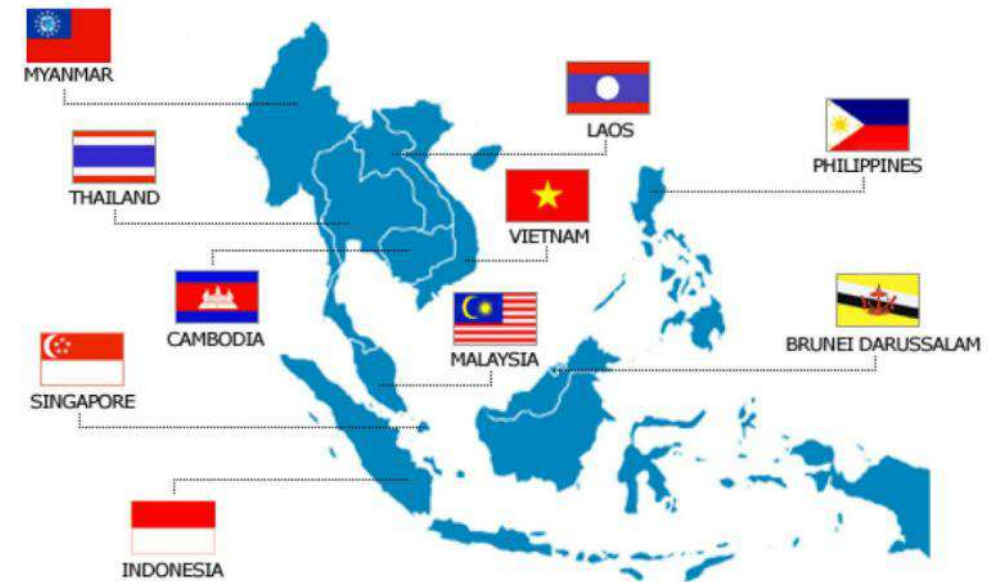
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YOU WANT TO :

- Have a professional team on-demand in Asia.
- Avoid sending an employee from abroad to Asia because of possible difficulties linked to visa application and health-related travel restrictions.
- Reduce numerous business trips and travel expenses.
- Therefore, reduce your company carbon footprint.
- Avoid high cost of full local office set-up, rental, overheads.
- Sign a contract in France or in Indonesia.

OUR STRENGTHS TO HELP YOU :

- Local presence, based in Jakarta, with the possibility to easily travel to neighboring countries.
- Strong network of Partners in the Asean region,
- Cintasias has one legal entity in France, and one in Indonesia, giving you the choice of where to contract.



Your Expert Business Partner in Indonesia

YOU WANT TO :

- Hire, host and manage your staff locally in Indonesia, internship, admin, technical, sales.
- Hire an experienced interim manager for a critical or urgent mission
- Put a leader and seasoned business professional in front of your customers and partners.

OUR STRENGTHS TO HELP YOU :

- Management and Leadership experience and certification: EDHEC Executive MBA, IFMT interim management
- Ability to discuss with C-level officers in all departments of your customer's organization.
- Cintasias can host and outsource for you the payroll of your employee(s) to be based in Indonesia, including the management of their activities, tasks and performance.



The Discovery Package

Price : €500

The package includes 3 steps:

- 1 hour discovery call to understand your needs and questions.
- 1,5 hour call session to provide you with a first set of answers, 1 week after step 1.
- 1,5 hour call to provide you with refined answers and actionable advice, 1 week after step 2.

The first 30 min are free, book your call now

The Walking Package

A full-time mission of 1 to 4 working days

Price : €1000 / day

Examples :

- Represent you at a strategic meeting
- Prepare, submit, open a bidding for you
- Perform a quality control at your partner's site
- See more examples below.

see more examples on slides 4,5,6

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The Running Package
A full-time mission of 5 working days

Price : €5000

Examples :

- Comprehensive audit at your partner's or customer's site.
- Customized Business Tour, set up meetings and bring you to sites visits
- Sales & Marketing campaign, visit customers and prospects with you or for you.
- Help you to set-up and man your booth at an exhibition.
- Train your local middle management in sales

see more examples on slides 4,5,6

The Ultra-Trail Package
A part-time mission of at least 3 months

Retainer : starting from €2500 / month

The price consists of :

- a retainer as mentioned above.
- a success fee, aligned on the value created.

The retainer amount depends on :

- the industry sector
- the territory involved
- the nature of the mission
- the duration of the mission
- the required speed of the mission

For multi-sectors & multi-countries missions, contact us for prices.

We also provide full-time interim management missions lasting at least 1 month. Contact us for prices.

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For more details on the missions performed for our Clients, contact us and we will share within the limit of confidentiality.

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Cintasia is an official partner of the French Embassy Business & Trade Agency in Indonesia

SOLUTIONS **TEAM FRANCE EXPORT**
INDONÉSIE

EXPANSIO
Développement à l'International

exporteers
financial insights for global expansion



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We publish weekly on LinkedIn on doing Business in Indonesia, follow us on [LinkedIn](#). Find our posts in the section NEWS of our website www.cintasia.com/news-insights/



“Indonesianization” a Double-Edged Sword in the Medical Industry

October 12, 2023

1,5 min read – Local Content Requirement, or LCR, is a regulation aiming to boost the national economy by requiring imported products to have a part of their content made

[Read More »](#)

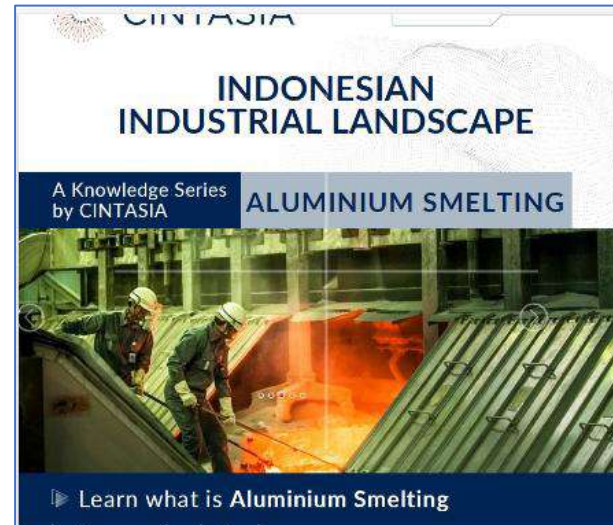


IKN Nusantara: the Indonesian Dream City of the Future

December 14, 2023

2 min read – In Kalimantan province, construction is underway for Indonesia’s new capital city, Nusantara. This monumental project, started in 2020, is known as IKN, short for Ibu Kota

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Indonesian Industrial Landscape – INALUM

March 28, 2024

Click on the link below to access the full carousel on LinkedIn.

[Read More »](#)



Indonesian Economic Landscape

July 26, 2024

– Learn about the impact of Indonesian Nickel – Update your politico-economical knowledge – Click on the link below to access the carousel on LinkedIn.

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SANDYANI T.S.
Indonesian, 46

Sandyani was born in Jakarta and educated there. In 2002, she obtained a bachelor's degree in biomedical engineering from the Polytechnic Health University II of Jakarta. In 2009 she obtained a Professional License in Health Biomedical Maintenance from Paris V University ("Paris-Descartes") followed by a 3-month internship at the Champigny sur Marne hospital in France.

Sandyani began her career by working for 4 years in Indonesia in the medical equipment sector. Then she left for a 15-year trip to China (Shanghai) and France (Paris, Lille, Limoges) where she set up several micro-enterprises in the trading of jewelry, catering, and stylish Javanese cloth.

In 2021, the family project joined the professional project and Sandyani created the company CINTASIA with her husband, to assist technology companies develop and improve their sales and operational performance in Southeast Asia.

In 2022 it is the year of return to Indonesia. In a few months, Sandyani learned to decipher the twists and turns of local administration and she now easily navigates the legal, fiscal, and social aspects. Sandyani has a keen eye for procurement and strong negotiation skills, with the same efficiency in 3 languages.

A native Indonesian speaker, Sandyani speaks French and English fluently. She is married to a Frenchman and after living for 15 years in France she is now perfectly bicultural and bilingual.

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ILANN AMRAM
French, 53

Ilann was born in Paris and studied in France. He obtained an Executive MBA from EDHEC in 2019 (ranking among the 10 best business schools in Europe). In 2022, he graduated from IFMT, the French institute for Interim management. He also holds an engineering degree in microelectronics from French school Polytech Montpellier (1996).

For 25 years, Ilann has contributed directly to the marketing and export of French industrial machines, solutions and technical processes across countries and cultures in several sectors (primary metals, ceramics, glass, medical equipment, and more). Ilann's MBA thesis focused on optimizing the supply chain of the worldwide spare parts business (€50m) of the Fives Aluminum division.

Ilann gradually specialized in doing business between the West and the Far East, mainly between France and Asia; he has, among other things, held several jobs and functions in Singapore, Taipei, Jakarta and Shanghai for a cumulated time of 15 years, and counting.

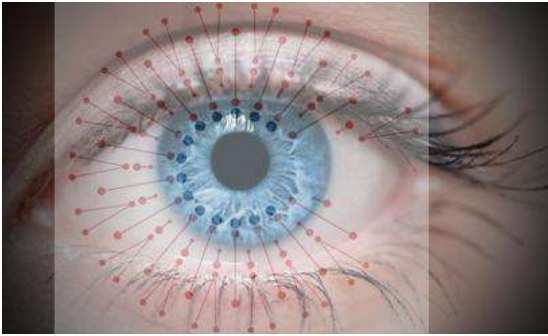
In January 2022, Ilann created the company CINTASIA with his wife Sandyani, to assist technology companies develop and improve their sales and operational performance in Southeast Asia.

A native French speaker, Ilann speaks English fluently and has developed a passion for Asian languages; he is able to speak and work in Mandarin Chinese and Bahasa Indonesia. He is married to an Indonesian woman and is known for his strong cross-cultural skills.

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MATRIX OF SKILLS	SANDYA	ILANN	CINTASIA	Proof and sources
Languages: English, French	😊😊😊	😊😊😊	😊😊😊	Ilann is French
Other languages : Bahasa, Chinese	😊😊😊	😊😊	😊😊😊	Sandya is Indonesian, Ilann HSK3 level in Chinese
Corporate work experience	😊😊	😊😊😊	😊😊😊	25 years for Ilann
Diplomas, Degrees	😊😊😊	😊😊😊	😊😊😊	BSc for Sandya, Master (Eng) for Ilann
Methodology, process, quality, audit	😊	😊😊😊	😊😊😊	Learnt during Corporate experience
Strategy, economics, survey, research	😊😊😊	😊😊😊	😊😊😊	MBA degree (Ilann); Research & Survey (Sandya)
Commercial, sales, marketing	😊😊	😊😊😊	😊😊😊	Strongest skill for Ilann (Career in Sales)
Technical Project Management	😊😊😊	😊😊😊	😊😊😊	Experience in Medical (Sandya) and Metals (Ilann)
Procurement and sourcing	😊😊😊	😊	😊😊😊	Strong buying skill for Sandya
Supply-chain, sub-contracting	😊😊	😊😊😊	😊😊😊	Ilann's MBA project on supply-chain
Negotiation & contract management	😊	😊😊😊	😊😊😊	Rich Corporate experience (Ilann)
Cross-cultural communication	😊😊😊	😊😊	😊😊😊	Bicultural team – Indonesian-French
Management & Leadership	😊😊	😊😊😊	😊😊😊	MBA and Interim Management (Ilann)
Local regulation and administration	😊😊😊	😊	😊😊😊	Sandya is Indonesian

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Our vision is to spread the best **technologies** and the most efficient **industrial** production processes and **equipment** or automation to increase wealth and **prosperity**. Better technology increases the total factor **productivity** (TFP) in the Cobb-Douglas equation:
Production (Wealth) = TFP x a.Capital x b.Labour.



Our mission is to assist end-users, manufacturers and **factories** in Southeast Asia procure cutting-edge and **smart** machinery that best suits their ecosystem and integrate it into their **production** plants.



Our values to perform this mission and reach this vision include **enthusiasm**, common sense, goodwill, **customer satisfaction**, problem solving, **excellence**, respect, disruptive thinking, continuous **learning**, platform economy, resources and information **sharing**, on-demand services, and resilience.

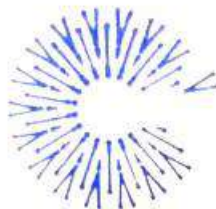
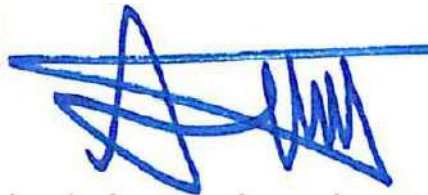
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Our company is committed to upholding the highest standards of ethics and integrity in all business operations. We strictly comply with all applicable anti-corruption laws and regulations and adhere to international conventions on corruption prevention.

We prohibit any form of bribery, extortion, embezzlement, favoritism, fraud, or influence peddling. Offering, promising, giving, soliciting, or accepting undue advantages, including excessive gifts, entertainment, or illegal political contributions, is strictly forbidden.

We will not collude with any business partner or stakeholder, nor will we engage with criminal or terrorist organizations. Professional ethics and lawful practices remain the cornerstone of our business.

ILANN AMRAM

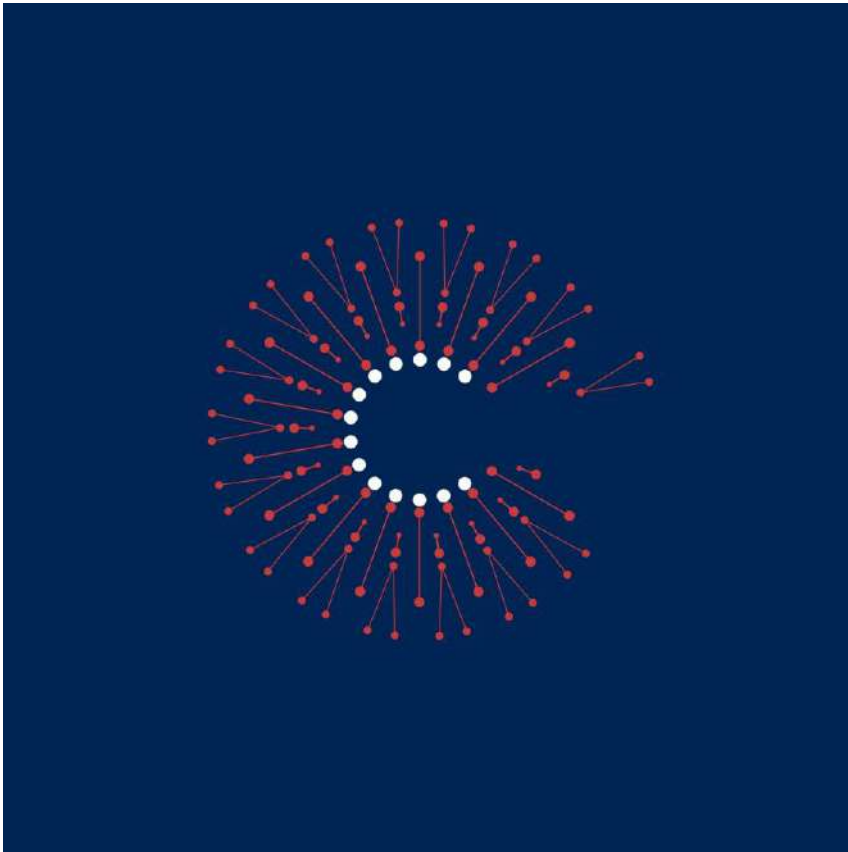


CINTASIA



SANDYANI TS

Your Expert Business Partner in Indonesia



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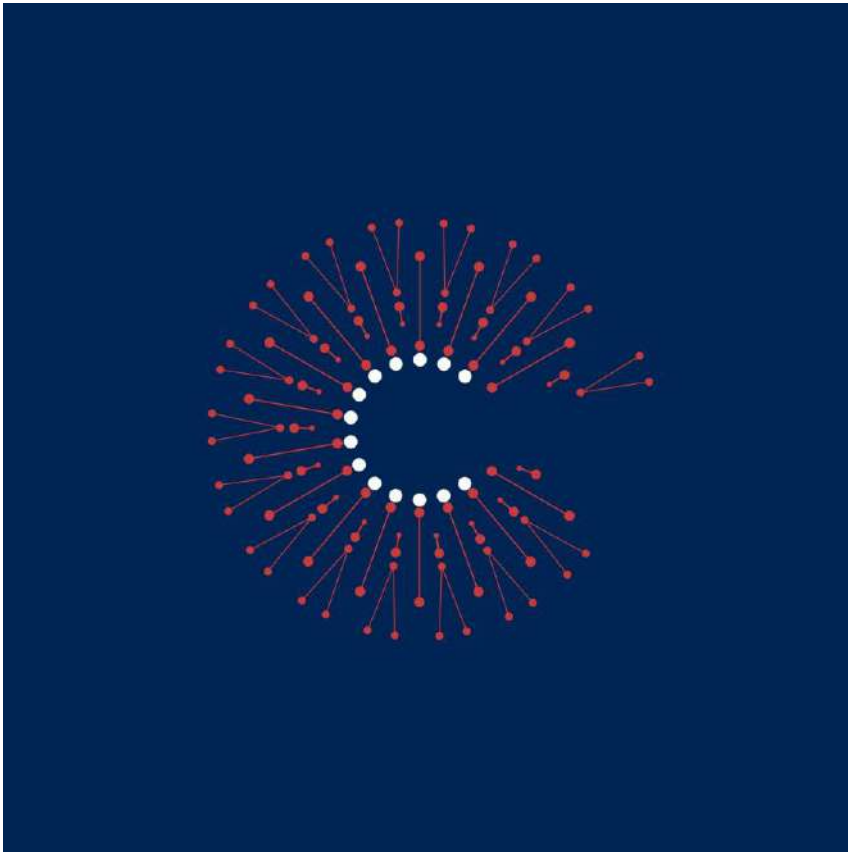
sandyani@cintasia.com

[LinkedIn Sandyani](#)

[LinkedIn Cintasia](#)

[LinkedIn Ilann](#)

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France

Business registration number
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PT Cintasia Bintang Teknologi
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Business registration number
NIB 1904220003817

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