

## **RECORD OF MEETING IN MINISTRY OF TRADE WEDNESDAY**

### **PREPARATIONS FOR FINAL STAGES OF VISION GROUP PROJECT**

#### **(1) Meetings**

- **Vision Group Meeting III on Sunday 1st and Monday 2nd May**
- **Meeting with Trade Commissioner de Gucht on Wednesday 4th May**
- **Dissemination event Jakarta proposed for Thursday June 16th**
- **Dissemination event Brussels proposed for Thursday June 23rd**

#### **(2) Deadlines**

- **Final Report to be completed by Monday 16th May**
- **Published report to be available by about Wednesday 8th June**
- **Deadlines for translation and printing to be elaborated on this basis to give time for copy editing, layout, printing, binding.**

### **1. LOGISTICS**

**MoT prefers to take in hand organization and financing of Vision Group III as for meetings I and II probably based on the superior room specified on first floor of Hotel Borobudur above reception.**

**MoT agreed that VG III can start with a buffet lunch at 12.00 on Sunday 1st May and then conclude at no later than 18.00 leaving Sunday evening free.**

**That on Monday 2nd the meeting could start about 08.30 and finish at no later than 18.00 and include a buffet lunch and an evening dinner.**

**MoT would aim for a slightly more up market style for VG III, for example with easier access to microphones for participants.**

**Mot also agrees that for the Jakarta Dissemination Event we should envisage a formal introduction of perhaps only 45 minutes starting about 08.30, a coffee break, a press conference for one hour from about 09.30 until 10.30.**

**A round table with 4 speakers could be started at about 11.00 and finish no later than 15.00 and include a lunch, in the style of Chamber of Commerce lunchtime meetings. MoT could provide its own hall for this and could target perhaps 200 stakeholders.**

**Expenditure could be focussed on good equipment, also for example on appropriate lunch and coffee break facilities at the start and finish, and on the folders or goody bags with documentation and USB.**

## **2. BUDGET**

So far the MoT appears comfortable to cover the cost of the VGIII (two buffet lunches and one dinner plus three coffee breaks) from its own budget. But this could be confirmed by MoT to EUD in the next proposed meeting between the two.

MoT will have saved 4,500 Euros from the ADE budget on the three VG meetings by contributing the cost itself via its Secretariat. MoT prefers to re-allocate this to publication and communications strategy costs.

The amount allocated by ADE contract for translation and publication is 5,000 Euros. The amount allocated to the dissemination meeting in Jakarta was 8,000 Euros (but was this increased to 9,000 Euros at some stage ?).

MoT proposes a more ambitious communications strategy including 500 copies of report (as per ADE Contact) but also including distribution of USBs (possibly +1,000) and possibly CDs in a small package or wrapper, with an explanatory short leaflet (2 sides). Both USBs and CDs are cheap to produce and can be replicated later at low cost.

MoT also wonders if the budget could help support materials to replicate the dissemination meeting outputs in selected provincial cities (Surabaya, Medan, Makassar) and will raise this in their next meeting with EUD.

[ Please see rationale for suggested communications strategy below].

## **3. VISION GROUP COMMUNICATIONS STRATEGY**

MoT has taken note of the various comments on the importance of Communications Strategy, both directly for the Vision Group outputs and for the wider role of MoT in relation to senior Government officials, the DPR, other Ministries and government agencies, including at provincial and local government level.

MoT seeks to convince its government partners of the overall positive arguments for the opening of joint talks and activities on the proposed CEPA/FTA (presuming this is the outcome of the VG) but concludes that many of those who need to be convinced do not read long documents.

Therefore MoT suggest several ideas as a basis for a more realistic communications strategy with a better chance that the message will reach the target groups nationally and in the provinces and local government.

The printed publication will be used to reach the national and provincial DPRs, senior government officials, key ministries and research institutions.

**Many such officials receiving this report will only look at the suggested four page summary by the Co-Chairs and ask their officials to read the rest.**

**The published Report will probably be in two languages, perhaps in the style of EIBD, rather than two reports in one language each. But then the length should come to 100 pages with the translation, or longer. We will look at the costs involved and at the length of the document proposed in English, based on the content to be provided.**

**The MoT is also concerned to distribute the VG conclusions to a large number of government officials and agencies including at provincial and local government level and to have the materials available for future workshops and seminars.**

**The 500 printed and published Final Reports will be divided up for distribution in Europe and in Indonesia. MoT suggests not to extend the print run but to replicate a larger number of USBs, with a motive or trade-mark printed on them. This is an increasingly popular way to disseminate results of meetings. This will give the advantage that users can select how much information they want to access, ranging from short summaries possibly through to some of the background studies and documents used in the Vision Group process, which could be included in the USB.**

**MoT therefore suggests that in preparing the VG dissemination and communications strategy the Project Group should oversee the following :**

- 1. The content of the Published Report including 4 page summary by the co-chairs; the main report (about 25 pages); 2 page summaries on key issues and any other agreed items explaining trade issues. There would also be a need to decide which addresses should be included so that readers can contact at least MoT and EUD. Should the published Final Report contain any other published addresses (for example the list of MoT overseas offices or BKPM etc?).**
- 2. The proposed USB version of the report, for wider dissemination purposes, gives the opportunity to include background material and to give lists of EU and Indonesian Chambers of Commerce, overseas offices of MoT, or commercial attaches of Indonesian Embassies.**
- 3. The MoT suggests there needs to be a leaflet or very brief brochure to explain the potential benefits of opening discussions on a bilateral EU-Indonesia CEAP/FTA and commends the leaflet produced by the EU on the 10 key benefits for the EU of the EU-South Korea Free Trade Agreement. MoT feels it needs something short to explain what the VG Final Report and recommendations are about.**

