

## Study on Business Potential and Major Players of HEAVY EQUIPMENT Industry in Indonesia, 2013 – 2016

**H**eavy equipment Industry in Indonesia has likely yet to be influenced much by global crisis with its spectacular growth. It is seen from its sales which keep on rising. In 2010 Indonesia' heavy equipment sales reached 12,460 units rose to 17,360 units in 2011 and reached a peak in 2012 to 19,596 units although the performance of two industrial sectors as heavy equipment users declined in 2012.

Based on a survey conducted by CDMI that two largest heavy equipment users in the country namely coal industrial sector and oil palm industrial sector were immensely hit by the crisis. This condition was caused by the declining coal price in world markets. Up to August 2012 the average coal price in 2012 reached US\$ 87.9/mt if compared with that in the same period of previous year reaching US\$ 120.75/mt. There were many small scaled companies closing down their coal mining areas for they were not able to cover exploration expense while there were large scaled coal industries postponing to buy new heavy equipment.

Similar thing also occurred in oil palm industry in which export value of CPO dropped drastically because importing countries experienced over-stock and there were many companies postponed to purchase CPO so the sales price of CPO declined drastically to US\$ 700 – US\$ 800 per tons from that in previous year of US\$ 1,100 per ton. Consequently, the sales turnover and profit of many oil palm company groups decreased so they postponed to purchase new heavy equipment products.

Entering 2013 heavy equipment industry is predicted to feel the impact of the above condition and this

condition shall be alerted by taking strategic steps. Producers and distributors of heavy equipment shall lustroously enter into infrastructure sector which keeps on rising rapidly. This sector is predicted to require heavy equipment because this sector owns 899 planned projects with investment value of Rp. 1,888.6 trillion. Construction sector which also increases rapidly requires heavy equipment.

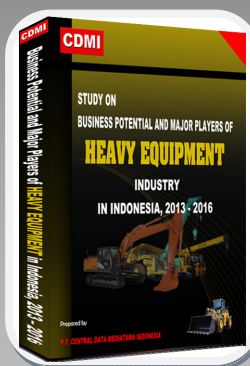
Viewing the condition above, PT. CENTRAL DATA MEDIATAMA INDONESIA (CDMI) is interested in identifying heavy equipment industry in Indonesia deeply although in 2011 we had already performed a similar research. Today, the condition is very different so heavy equipment players and their supporting parties shall recognize this condition.

This book is only sold exclusively at CDMI and directly ordered to our marketing division Mrs. Tina by phone **(021) 3193 0108-09** or Fax (021) 3193 0102 and e-mail: marketing@cdmione.com at a price of US\$ 650 for Indonesian Edition and US\$ 700 for English Edition.

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**ATTACHMENT :**

Ministry of Finance of Republic of Indonesia Copied Regulation of Minister of Finance of Republic of Indonesia Number 54/PMK.011/2013 on Import Duty Borne by Government Towards Goods and Material Import for Making Certain Parts of Heavy Equipment and/or Heavy Equipment Assembling for Budgeting Year 2013

