

Growing Indonesia – a Tetra Pak Business Story Video 2011m

Topic	Subject	Footage	Video (seconds)	Voice over
I. Overview of Indonesia Today	1. Population : -4 th highest population on the world -Young Demographics	Jakarta, people	0.00'-0.26'	<p>Welcome to Indonesia. Home to more than 230 million people, Indonesia is the fourth most populous country in the world.</p>
		Diversity, Culture – Borobudur, people praying in mosque, church, Bali	<p>Add new footage 15"</p> <p>Total target: 40"</p>	<p>This is a land rich with culture and diversity, an archipelago of over 17,000 islands, 300 ethnic groups and more than 700 local languages straddling a distance of 5,500 km. While Islam is majority, other beliefs also thrive in an atmosphere that promotes tolerance and respect.</p>
	2. Politics		<p>2.10'-2.30'</p> <p>Add footage of news paper stand with many papers (3-5")</p> <p>(total 25")</p>	<p>As a democratic country, Indonesia is a model of political stability where freedom of speech and expression has encouraged an explosion of print, broadcast and electronic</p>

				media.
	3. Economic Growth	Natural Resources and Agribusiness, Fisheries	<p>Jakarta, BEJ, 0,50-0,55"</p> <p>Shipment Natural Resources and Agribusiness, Fisheries</p> <p>1.22'-1.39"</p> <p>00.58-1.04"</p> <p>1.05'-1.20"</p> <p>0.37'-0.40"</p> <p>Total 30"</p>	<p>With an average GDP growth of 6% in the last few years, Indonesia is the largest economy in Southeast Asia.</p> <p>Rich in natural resources, agriculture remains the backbone of Indonesia's economy while domestic consumption is the main growth driver.</p>
		<p>Jakarta city of malls, new cars in the traffic, hundreds motorbike in the junctions,</p> <p>Working people movement in rush hours</p>	<p>Consumption, children, young, middle class</p> <p>0.27'-0.33'</p> <p>5.41-5.43"</p> <p>1.43-1.44"</p> <p>Total 20"</p>	<p>Indonesia's youthful population and growing middle class are lucrative target for numerous products and services.</p>
	4. Urbanisation	Development in small city in the region, crowded street/market there	6.55-6-58"	As economic development spreads to outlying areas, Indonesians are becoming

			Total 10"	increasingly more mobile. Also, urbanisation is rapidly spreading across the land that there are more people live in large cities than before.
	5. Growing Retail : Both General Trade and Modern Channels are growing	Modern Trade, From outside, and cashiers Traditional trade, wet market	2.56"-3.10" Modern trade the traditional (add footage toko pinggir jalan/ perumahan) & wet market Total 20"	This has led to a shift to urban lifestyles, as seen by the rise of the modern retail throughout major cities. However, Indonesia is still dominated by traditional trade with millions of outlets across the country.