



Protecting investment through business diplomacy

Each audience requires a targeted communication approach focused on its relationship with the client. Royston has the expertise and experience to orchestrate and create the right message aimed at the right audience in the right way to ensure and achieve continued support of the clients actions and future plans



Doing Business in Indonesia

Indonesia is an endemically complex society, the world's 4th largest population approaching 240 million people spread over 17,000 islands in the world's largest archipelago. It is also home to a multiplicity of ethnic, social, religious, language and dynamic new political groupings. Despite this complexity and its slow but moving acceptance of democratic principles, the country offers untold investment opportunities in a wide variety of sectors; notably natural resources from oil and gas, plantations, timber, textiles, manufacturing, financial services and tourism.

As anywhere in the world a new investor urgently needs an in depth understanding of the social, legal and political structure of the country before making the decision to enter the market. This includes the various entry strategies potentially available and importantly the parties with whom to work and locations suitable for consideration.

This is exactly where the expertise, proven analytical research, political and corporate contacts and associates of Royston Advisory are essential to avoid wrong and often irreparable decisions allowing a client a successful entry into new territory without more than the usual stress and to be established for growth and commitment.

Business Diplomacy at Work

Communication as a business directive

ROYSTON ADVISORY INDONESIA is a leading public affairs and strategic communications consultancy with a highly qualified team from multiple disciplines more than capable of creating then pushing the boundaries of modern technology to conveying your message to targeted and required audiences with the aim of building support from all stakeholder groups, Governmental and Regulatory entities and, when desired, the public.

Royston's strategic global alliance with FBC Media (www.fbcmedia.com) ensures a capacity when required to assist client's brand awareness and positioning to selected audiences world-wide.

Royston established a subsidiary, Royston Politica in conjunction with established data-warehousing and micro targeting consultancies to be able to offer clients an integrated and highly professional political public relations capability.

Communication Risk Management

Communication as protection

Since Freedom of the Press including TV was established in 1999. the court of public opinion in Indonesia has become increasingly important. It is now vital for both new and established investors, domestic and foreign to take due notice and plan proactively rather than re-actively.

Royston is well established and qualified to work with clients to create a tailored and integrated programme to help change relevant public opinion regarding its actions, products and services and mobilise third part support from key opinion leaders by using all suitable media and other outlets. Deal with potential problems before they happen not after they happen.



Our Key People

Reza A. Maulana, Managing Partner

Reza holds a BA in Accounting from University of Padjadjaran, Bandung, a Master in Business Management from Graduate School of Business, Strathclyde University, UK.

His work experience includes as Financial Analyst, Private Equity Group, Morgan Stanley (London), Business Analyst for PT Telkom, Channel Manager - IT Networking Indonesia/Australia, Schlumberger and later as Director of APCO Worldwide's Indonesian office.

In May 2008, he co-founded Royston Advisory to extend the spectrum of work formerly undertaken in communication advisory.

Eduard Depari, Senior Advisor

Eduard holds two doctorates from University of Wisconsin (Madison) School of Journalism and Department of Sociology and read Sociology of Mass Communications at Katholieke Universiteit Nijmegen, Netherlands.

With highly recognised career spanning more than 30 years he is acknowledged as Doyen of Indonesian Public Relations.

For 10 years was Director Public Relations at RCTI, the country's first private TV station and is now Senior Advisor for Corporate Communications at RGE Group

Affan Alamudi, Partner

Affan holds a B.Sc from University of Indonesia in Development Studies and Industrial Economics where he still lectures on Industrial Economics and Economics of Public Policy. In 2000 he received a Chevening Awards Scholarship from the British Government to study at Strathclyde Business School gaining a Master's degree in Business Economics.

His professional career includes tenures as Senior Product Manager for Schlumberger, consultant to State owned PT Telkom on competitive intelligence, Senior Credit Analyst at Mizuho Financial Group. Prior to co-founding Royston, he was Director of Investment Consulting and Public Affairs at APCO Worldwide's Indonesia office.



Critical to business success in every sector regardless of location is first and foremost a clear definition by the company of its stakeholders, not just the obvious. Having identified them you most understand them, their nature, the impact of your company on its immediate neighbourhood and its life-style. Important to foretell potential local problems and collate suitable programmes to prevent ongoing and potentially disruptive problems.

Royston has deep experience in this critical field, not only advising and creating specific programmes for you but then being on 24/7 alert to guide and assist you through all and any troublesome situations with the cooperation of our national networks including opinion leaders, local and national political leaders, academicians, parliamentarians and NGOs.

Practice Areas

As a professional group, Royston is capable of assisting clients in multiple sectors on matters of critical importance to domestic and corporate clients, with specialist teams handling national and regional governance. Here we briefly introduce each module and can provide a more detailed profile on each at client's request.

MARKET ENTRY

Companies all over the world seek entry into the exciting and highly potential Indonesian market but on first consideration find a variety of methods available including trading, representation, agency, joint venture and others. Royston can provide a full political, social and business risk analysis plus important insights into competition and regulation to give potential investors a definitive edge when the entry procedure starts.

DUE DILIGENCE

Due diligence is so often considered as fiscal and/or legal only but for a full profile and risk assessment many other sectors need to be included - profiles of potential partners and/or competitors, identification of regulators and key Government Agencies, geo-social situation in potential locations of operation, human resources availability, experience and costs. The more complete the data pre-decision allows unfettered and accurate outcome.

MARKET ENTRY CASE STUDIES

As with any professional and ethical consultancy Royston has always and always will exercise strict and legal Confidentiality contracts with clients in respect of discussions, documentation and project work. A fuller profile on selected Case Work is being prepared subject to written and binding permission from both Royston and specific clients.

STAKEHOLDER MANAGEMENT AND ENGAGEMENT

A critical area of importance to all companies seeking entry into Indonesian markets and for domestic and foreign companies already operational is creation and management of relationships with ALL of its stakeholders. A regular mistake is concern only with internal stakeholders such as owners, directors, investors and staff. These of course are vital but so are national, regional and local government agencies, suppliers, NGO's, local population in immediate surrounding areas to operations. Royston has long experience in these important areas through its established HQ team of experts supported with its nationwide network of affiliates from the political, social, governmental, academic and media worlds to build and maintain a compatible and supportive community to avoid problems rather than try and resolve these problems after they have happened.

REGULATORY ROUNDABOUT

At the end of President Suharto's 30+ year his successor, B.J Habibie, during his interregnum, issued a stream of regulations including the law on Regional Autonomy. At a stroke a country used to single directives from one source in Jakarta, was faced with more than 520 national, provincial, local regulators plus State agencies and the number is still growing. The huge labyrinth of regulations the corporate world now faces needs professional assistance, an area in which Royston has developed an acknowledged team of experts in Jakarta supported by its nationwide network to help corporate clients, domestic and international, find and benefit from the legitimate route through the maze. It navigates through the intricacies of the variety of legislative and executive branches with polished understanding of the interplay between them.

CRISIS MANAGEMENT

In a country as complex as the world's largest archipelago and 4th largest population with an interweave of political, economic, social, religious, cultural and language systems all companies carry the risk of unforeseen crises. A first step for all corporates is a deep and coordinated profile of both internal and external factors which have the potential to cultivate a crisis at some time in the future. With the assistance of Royston's multilateral expertise, programmes need to be developed and kept ready and updated for an immediate corporate reaction at the first signs of such a crisis. READY AND PREPARED is a perfect motto for company executives to successfully handle and defuse the situation before the instigators gain motivation.

COMMUNICATION

Communications in its myriad of formats is in essence relaying your message correctly and beneficially to the public at large or to selected targeted groups of people to achieve pre-determined results. Methods can involve Public works in all sections of this complex and vital business tool, from print and electronic media, on-line social media. Our reach is global and clearly defined. Royston also has facilities to train company management in dealing with the press, preparation of appropriate materials and stage managing public events to support the written and spoken words.

POLITICAL AND POLICY WORK: ROYSTON POLITICA

Indonesia is slowly progressing to democratisation through all sectors and Royston has assisted many clients from the corporate and political sectors to understand the volatility of this critical area which in so many ways affect and impact all levels of society in a multitude of ways. Royston wishes to emphasise that it has and always has had a corporate policy to not align itself with any specific political party but only to individuals.

Contacting Us

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