

PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION

### Katalis calls on North Sumatera to do business with Australia

**MEDAN, 12 JUNE 2023** – New opportunities abound for businesses in North Sumatera looking to engage with Australia and support is available to help build business connections and partnerships. That's the firm message of Katalis, a business development program established with the backing of Indonesian and Australian governments, that met with businesses in North Sumatera this week.

Katalis provides expertise and support to businesses to pursue bilateral, catalytic market entry and expansion opportunities that are mutually beneficial to Indonesia and Australia and that support gender equality and social inclusion, are politically feasible and practical, and reflect the comparative advantages of Indonesia and Australia.

In an event jointly hosted with the North Sumatera chapter of the Indonesian Chamber of Commerce and Industry (KADIN) in Medan today, Katalis offered support to North Sumatera's businesses to explore potential market opportunities between Indonesia and Australia.

*"Katalis promotes economic and commercial partnerships between Indonesia and Australia, as mandated by the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA). As we continue sharing the opportunities provided through bilateral economic engagement with Australia, we'd like to call on businesses in North Sumatera to get in touch with us and find out more about how we can work together,"* said **Paul Bartlett, Director, Katalis.**

*"Businesses in North Sumatera welcome the opportunity to grow trade and investment relations with Australia as one of Indonesia's closest neighbours. KADIN North Sumatera stands ready to facilitate dialogue that enables mutual benefits across our focus areas as we work to encourage growth in value-added top commodity-based industries, creative economy, tourism and hospitality, as well as education and vocational training,"* said **Firsal Mutyara, Chairman, KADIN North Sumatra Province.**

The IA-CEPA was established in 2020 and opens many opportunities to build closer trade and investment links between Australia and Indonesia. The Katalis program supports business and industry in both countries to take action on these opportunities and complements the Australian Government's existing development programs in Indonesia with a bilateral, commercially oriented approach. Katalis also places gender equality, disability and social inclusion at the centre of how it works.

More information is available on the [iacepa-katalis.org](http://iacepa-katalis.org) website and social media.

### END ###

---