



The International Trade Administration Webinar

We were honored to be invited as a speaker at the recent webinar hosted by the [International Trade Administration](#), a bureau of the U.S. Department of Commerce in partnership with the U.S. Embassy in Jakarta, Indonesia, titled “Indonesia Franchise Market Overview: Best Prospects for U.S. Franchisors” on 14 May 2025.

Our Partner, Ms. [Norma Mutalib](#), shared expert insights on the legal landscape and practical considerations for U.S. companies seeking to establish and expand franchises in Indonesia. The session also featured presentations by Mr. Emir Pohan (Secretary General, Indonesia Franchising & Licensing Society) and Mr. Irianto Kusumadjaja (Managing Director, PT Dana Supra Era Pacific, Tbk. – Denny’s Indonesia).

The webinar covered important developments, mandatory requirements, practices, and experiences that highlighted both opportunities and challenges in Indonesia’s growing franchise market. It provided useful insights for U.S. franchisors interested in starting or expanding their presence in Indonesia. The event drew many participants, mostly U.S. CEOs and senior executives, reflecting strong interest from leadership.

We appreciate the Global Franchise Team of U.S. Department of Commerce and the U.S. Embassy in Jakarta, Indonesia for hosting us, and we thank you all participants for joining the webinar. We look forward to continuing our collaboration to promote international franchise business growth.