



Kingdom of the Netherlands

## Part-Time Liaison Officer for Connected Care Indonesia

(temporary freelance consultancy contract)

***Deadline for application is 31 August 2021***

### BACKGROUND

On June 24<sup>th</sup>, 2021, the Strategic Multi Annual Market Approach program *Connected Care ASEAN* (SMM program) has started. The SMM program is a public-private partnership between the Dutch government, private coordinator *Task Force Health Care*, companies and knowledge institutions. This program supports Dutch companies in doing business with Indonesia, Malaysia and Thailand that are active in connected care. Connected care refers to solutions that increase the access to care and efficiency and/or effectiveness of care (including e-health but also physical health infrastructure).

The Netherlands Enterprise Agency (RVO) executes the SMM program for the Dutch government, as commissioned by the Ministry of Foreign Affairs. The Head of Economic Affairs and the Economic Affairs Policy Officer of the Netherlands Embassy in Jakarta represent RVO for all activities implemented in Indonesia under this program.

The duration of above mentioned partnership is from September 2021 till June 2023. The program is intended to strengthen Dutch exports and increase its positive impact on the Sustainable Development Goals. The program focuses on:

- building a network with local stakeholders;
- positioning the Dutch Connected Care sector;
- further developing relations with Indonesia, Malaysia and Thailand.

A specific action plan has been developed to achieve these goals.

In order to position the Dutch sector and support the Dutch participating companies that are interested in doing business with Indonesia, **a local liaison will be recruited and contracted in Indonesia by the Netherlands Embassy in Jakarta for the duration of the program.** Similar positions will be created in the other target countries.

The liaison serves two interests:

**1. To support and position the Dutch sector in Indonesia.**

The activities are concentrated especially on networking and influencing. The liaison, in cooperation with the Dutch government/Embassy abroad, tries to gain access to the decision makers and companies. The liaison is focal point for local governments, research institutions and possible future business partners and identifies opportunities for the sector in general.

**2. To support the Dutch companies.**

The liaison identifies opportunities for Dutch companies participating in the SMM program. S/he is focused on connecting the Dutch companies participating in SMM activities with the sector and companies in Indonesia. (NB: It is not allowed that the liaison operates as a commercial agent of the individual companies, for example negotiating individual contracts.)

The liaison maintains a strong (operational) relationship with the Economic Affairs Policy Officer at the Embassy, the RVO coordinator and the *Task Force Health Care*, and participates in a number of project meetings. It is important that the liaison cooperates closely with all mentioned parties and the companies participating in the SMM program, and obtains information on the Dutch sector.

For this contract the liaison will plan and report his/her activities with/to the Head of Economic Affairs and the Economic Affairs Policy Officer of the Netherlands Embassy in Jakarta and will execute the activities (mainly) in Indonesia.

<b>SPECIFIC ACTIVITIES:</b>
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The activities of the liaison are mainly focused on:

**a. To initiate and follow up on projects and business opportunities:**

- Analyse the sector and monitor developments within the connected care sector with the aim of identifying and/or developing specific business prospects or leads for the Netherlands and the Dutch sector (including tenders):
  - Identify and provide relevant policies, legislation and regulations (local, regional and national) for the Dutch sector, related to the covenant;
  - Identify and map possible technical issues and constraints;
- Deliver periodical market reports, newsletters and/or updated information (for the program website) on a quarterly basis (or more often if needed);
- Provide all necessary input to the Economic Affairs Policy Officer and the Head of Economic Affairs at the Embassy, Private Coordinator, and RVO program Manager to ensure effective and efficient decision making with regard to the planning and organisation of activities;

- Support the Economic Affairs Policy Officer at the Embassy in all relevant activities with regard to the promotion of the relevant sector, for example answering trade enquiries, providing addresses and other information.

**b. To lobby and network:**

- Create and maintain a network of contacts and active lobbying to acquire relevant information;
- Identify the relevant authorities (national, regional, local), organisations (branch, research and knowledge institutes, universities) and commercial parties (business partners, banks and other financial institutions), both in the Netherlands and Indonesia;
- Act as a broker and point of contact for above mentioned parties and the Dutch sector;
- Select (by strategic analysis), arrange and participate in meetings with (potential new) authorities/stakeholders/(business)partners;
- Set up a database of contacts, this database should contain contacts relevant for the Dutch sector and companies that participate in SMM activities. The Embassy and private coordinator should have access to this information and provide input to strengthen the network.

**c. To execute promotional activities:**

- Promote 'Netherlands Branding' and the Netherlands 'Unique Selling Position' (macro, meso/sector, micro);
- Support and organise promotional activities, within the context of the SMM program including drafting and organising programmes and matchmaking activities;
- Represent the Dutch sector and the participating companies in SMM activities during expositions, missions, roadshows and other trade events, invite potential useful commercial, government and media contacts, etc.;
- Deliver input for the development and implementation of the Netherlands Branding strategy of the Dutch sector and the participating companies in SMM activities, including content in Indonesian;
- Guide and supervise the execution and implementation of the Netherlands Branding strategy and monitor the expedience for the Dutch sector and the participating companies in SMM activities;
- Support incoming and outgoing visits/delegations, trade fairs, show cases and any other type of event where necessary.

**d. Other activities:**

- Follow up on trade fair participation, seminars, missions etc.;
- Report regularly to the Economic Affairs Policy Officer and/or the Head of Economic Affairs at the Embassy on the accountability of the work performed;

## PROFILE:

### Experience and Knowledge:

- Extensive experience and proven track-record in business/export consultancy services for (European/Dutch) companies willing enter/expand their business in Indonesia;
- Thorough knowledge of the Indonesian health sector, especially in the sub sectors Hospital development and construction, medical devices, digital health, long-term and home care, and public health;
- Strong network and extensive experience in building relations with Indonesian public and private decision-makers in healthcare
- Affinity with the Dutch Life Sciences & Health Sector is a strong plus
- Preferably based in Jakarta

Ability to work flexible: Depending on the planned activities, such as missions, flexibility is required in the amount of working hours per month. During an incoming Dutch mission in Indonesia, it is expected that the liaison can work full time for this position, while in other months it can be only a half day a week.

### Competences and Skills:

- Pragmatic and flexible approach
- Analytical, market-oriented and vision-minded
- Networker, social and team-player
- Experience in Entrepreneurship and result orientedness
- Organisation sensitivity for private and public sector
- Experience with effective Communication tools (reports, invitations, speeches, newsletters, presentations etc.)

### Education and Languages:

- The liaison should have experience in networking activities, promotional activities, logistics and access to the Health Sector and its network in Indonesia. The person or people in charge should have a Master's degree or Bachelor's degree and International Business experience in the Life Sciences and Health Sector or the reverse with a wide network within the Indonesian Health Sector in Indonesia.
- The liaison should be able to work in English and Bahasa; Mastering or understanding Dutch will be considered an advantage.

### Our Offer:

- A challenging temporary part-time consultancy assignment for two days a week on average for a period of 20-22 months (until June 2023).
- Competitive monthly reimbursement depending on qualifications and experience.
- In order to strengthen knowledge of Dutch companies and their solutions, travel expenses for at least one visit of the liaison from Indonesia to the Netherlands will be covered by

the Embassy. This will probably be organised in conjunction with a delegation from Indonesia visiting the Netherlands.

**APPLICATIONS:**

Applications (a motivation letter and an up-to-date CV), should be sent to [jak-ea@minbuza.nl](mailto:jak-ea@minbuza.nl), with attention to Hans de Brabander, Head Economic Department.

**Deadline for applications is 31 August 2021.**