

The Indonesian Chamber of Commerce and Industry (Kadin) and the Ministry of Creative Economy (Kemenekraf) signed an MoU, projecting the creative economy to become a new growth engine

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The Ministry of Creative Economy signed a memorandum of understanding (MoU) with the Indonesian Chamber of Commerce and Industry (Kadin) for the development of Indonesia's creative economy sector, which is expected to benefit creative economy players and growth.

"There will be a lot of collaboration between the Creative Economy and Kadin for 2026. So this understanding includes developing creative industry opportunities, strengthening networks in the business world, as well as encouraging the realization of added value and concrete collaboration that provides direct benefits for business players and growth," said Minister of Creative Economy Teuku Riefky Harsya at the 2025 Indonesian Kadin National Leadership Meeting in Jakarta, Sunday.

Riefky said the MoU signed with Kadin Indonesia includes providing a training platform and competency certification for creative talents, opening access to domestic and global markets, collaboration in safe and inclusive transformation, strengthening the IP commercialization ecosystem through incubation and investor access and strengthening the supply chain in the creative economy sector.

Riefky said this collaboration also supports eight national creative economy developer clusters, including Ekraf Data related to strengthening creative economy data in each district through regional Kadin data.

In addition, Wise Creative Economy is for strengthening the Creative Economy Agency's institutions which currently reach 22 provinces and 75 regencies/cities, Creative Economy Talent for development and training to increase income, Creative Economy Infra to activate creative hubs in special economic zones, Creative Economy Kaya for intellectual property assistance.

Furthermore, Creative Economy Funds provide financing and assistance for creative economy actors to obtain credit, Creative Economy Market, and Creative Economy Synergy, namely collaboration with various parties that can be useful for downstreaming to associations.

"So actually, if we look at the MOU, we can enter any cluster, I think almost all of our clusters can be implemented together with Kadin," said Riefky.

Riefky said that Indonesia's creative ecosystem is currently heading towards development 5.0, where in this era a three-element approach is needed that is aligned.

Among them are People, as the foundation of Indonesia's creative talent, IP or Indonesia's creative wealth as a future economic resource and Impact or impact as added economic, social, and technological value.

From the signing of this MoU, the Ministry of Creative Economy targets investment, export value, increased workforce and increased growth value for 2026 by conducting business forums, including mentoring creative economy activists who are prepared or ready to enter the global market.

In addition, Indonesia will also host the World Conference on Creative Economy 2026 and is expected to support the Indonesian Chamber of Commerce and Industry (Kadin) to make Indonesia play an active role as part of the world's creative economy map.

"Then also related to investment schemes, later we ask for support and input, we have conveyed this in front of the President that we will request or discuss with the Minister of Finance regarding incentives to increase investment in the film, game, and application sectors. Likewise, exports, there are also export schemes for fashion, culinary, crafts, and publishing and several other programs," he said.

Meanwhile, Chairman of the Indonesian Chamber of Commerce and Industry (Kadin) Anindya Novyan Bakrie said this MoU can develop the creative industry and follow up on existing assets including increasing Intellectual Property (IP).

"Well, I think this is what it means if Indonesia can stand on its own two feet, have its own content and IP. Even with the President's growing regional diplomatic efforts, whether in ASEAN, APEC, or the G20, we can all promote this together," he said.

Anindya also said that the Indonesian Chamber of Commerce and Industry (Kadin) is ready to support job creation and the creative industry through mutual cooperation between the government and entrepreneurs to elevate Indonesia's creative economy