

BALI – BAVARIA OKTOBERFEST[©]



A mutual project of the
European Asian Federation
and the

German - Indonesian Federation to promote economy, science, tourism and cultural exchange e.V.

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PROJECT NR. 1

„ BALI – BAVARIA OKTOBERFEST “ (A Bavarian folk festival in Bali)



Page 2 of 29

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THE IDEA

Every year millions of people dream about holidays on paradise – white beaches, palm trees, sun and the ocean

And fulfil themselves this wish: **on Bali.**

At the same time millions of people are attracted to the other side of the world:

to Munich – to the traditional Munich Oktoberfest.

As far apart as those two tourist attractions may lie, as much as they both seem to differ in their kind, so much connects the Bavarians and Balinese:

Their deep conscience for culture and tradition.

What seems more obvious than to bring both together in one location?

The holiday paradise and social come together at the



BALI - BAVARIA OKTOBERFEST

or

BBO

In the framework of various initiatives from the German-Indonesian federation for the advancement economy, science, tourism and cultural exchange e.V. (founded and registered in 2002) this project in the humanitarian arena proposes the first mutual platform to nurture intellectual communication.

THE BACKGROUND

Due to its climatic conditions Bali is an all round year tourism destination. Official yearly visitor figures calculate 3 Million people. (50% Australians, 25% Japanese, 20% Europeans and 5% from the rest of the world)



Bali – a tropical island paradise has managed to preserve a lot from its old traditions – elaborate temples and palaces are impressive witnesses of the past. The Balinese are proud of this and show this in their many festivals and ceremonies.

The original Munich Oktoberfest is a 16 day long folk festival lasting from the end of September to the beginning of October.

An event attracting tourists from all over the world.

Any American, Australian or Japanese who raves of Munich surely praises Beer and Beer Garden culture – and regrets that there is nothing comparable at home or at least in different holiday locations.

The answer to this is:

BALI - BAVARIA OKTOBERFEST

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INDONESIA

Around 13,000 islands, snuggled like pearls around the equator was a favourite immigration country throughout the centuries.

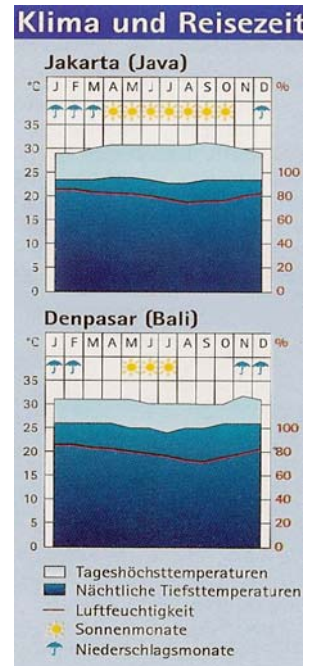
The emigrants from southern China followed by the Indians, Portuguese and the Dutch. They all brought their cultures, languages and religions, left monuments and thoughts which melted together and emerged into a unique culture besides its diverse landscapes this is the essence of the island republic.

Since its independence the government tries to unite hundreds of ethnic groups, languages and religions.

The wisely chosen national slogan says:

„Bhinneka Tunggal Ika“ - „Unity in its diversity“.

Indonesia is a country in change, on the verge to be industrialised and simultaneously a country with ancient traditions, holy places, interesting ancient cultures and fascinating landscapes.



Map of Indonesia



BALI

The most important tourist areas on Bali are located at five different beach sections:

Kuta Beach, Legian Beach, Seminyak Beach, Sanur Beach and Nusa Dua Beach.
These areas house ninety percent of all accommodations and hotels.

The area for the Oktoberfest is south of Kuta centrally located near the ocean.

beautiful beaches



Location overview

Bali - Bavaria Oktoberfest



THE PROJECT

The intention of **Bali - Bavaria Oktoberfest** as a „heart piece“ is to share German Gemuetlichkeit of beer garden.

Comparable to the beer tents on the Munich Oktoberfest our aim is to construct on site a festival hall. We are also integrating a stage for the original Bavarian brass bands and traditional dances like the „Schuhplattler“ (Bavarian folk dance) and „Peitschendance“ (Bavarian folk dance with whips).

We will show on wide screen films of the Munich Oktoberfest, in the summer months we show pictures life via Web Cam from Munich beer gardens with all their activities and attractions.

The stage will also be used for local bands and Indonesian dance groups.

Furthermore it's a meeting place for artists, stars, and magicians from all corners of the world and of course the karaoke will not be excluded which is particularly popular in Asia.



We plan to construct a large recreational park next to the beer garden with various places for fun and show.



We intend to sell typical Bavarian souvenirs like gingerbread hearts, beer stones, felt hats, and „white blue“ (like the Bavarian flag) usable items of all kind.

And here again this is a meeting place for local artists and traders, their products and art.

***A huge festival full of atmosphere that carries
the Bavarian signature despite
an international flair.***

PROJECT-DETAILS – MUNICH – TOURISTS' VIEW



Known throughout the world, the Hofbräuhaus is one of the most famous breweries and restaurants in the world. It stands for quality and fun of life.

The formerly royal, today national Hofbräuhaus exists since 1589 at the place Platzl in Munich.

Many Munich Visitors come to be part of Oktoberfest and travel to Munich from long ways away to enjoy this original Munich atmosphere and enjoy the beer. Especially Australians arrive even without have a booked in advance overnight stay possibility and stay some days, to enjoy original Oktoberfest and visit Hofbräuhaus. They stay in special tent places of the city of Munich, e.g. in soccer stadiums or trotting race place Daglfing.

BEER-SUPPLY

The basis of **Bali - Bavaria Oktoberfest** is a high quality beer brewed according to German purity law from year 1516. This beer needs to be storeable and able to be shipped and to taste well for Bali visitors.

Our conservative calculation is based on fivehundred thousands Liters (equalling 130,000 US gallons / 110,000 UK gallons) for a minimum lifetime of seven years.



FURTHER PARTNERS

Negotiations with local breweries and suppliers as well as sponsors, are already arranged by telephone, however, final arrangements can only be undertaken in person locally in Indonesia and Singapore.

PROJECT INFRASTRUCTURE

- **Beer hall** with capacity for approx. 2,500 visitors. This hall will be built as a permanent building (see plan)
- **Beer tables and benches** will be provided by the local breweries. Additional ones will be manufactured, as well as benches and tables in the open spaces (front area and around the tent)
- **Giant sun umbrellas** in open spaces (good advertising media, e.g. for breweries)
- **Music podium** with gangway (solo singer, Karaoke, video screen)
- **Bamboo and rattan fencing** around the entire area. Height of 2 metres. Inside and outside the ideal, advertising surface which can be rented. (approx. 4,000 square metres)
- **May tree** of approximately ten metres (approximately. 100 feet) height
- Two carved **giant wooden lions** (Balinese und Bavarian), approximately four metres height near the entry (provided by the most well-known wood carver in Bali).
- **Mobile toilets**
- A **shining balloon** (with advertisements) flies over the festival areal.
- **Special grill** for chickens and roast pork legs etc. as well as devices for fish on the stick.
- **Beer stones** with Bavarian – Indonesian emblems will be manufactured in Bali, as imported jugs incur too high of an import duty (approx. 10,000 pieces).
- **Cooling** is provided by the breweries.
- **Candlelight parades and flares**
- Approximate 50 **booths** with famous German festival attractions, e.g. can throwing, nail board, photo wall, ring throwing, Darts, etc. - further booths are for rent.
- Booths for e.g. a local jewellery shop, travel agencies (offers for island tours, diving, rafting)



INFRASTRUCTURE / OPERATIONS

- Helicopter tours, Bungee Jumping, hotel information, wood carvers, batik shop, Tombolas and much more
- **Fun events** such as child merry-go-round, slides, ...
- **Flags and balloons** in the colours white-blue (Bavaria) and red-white (Bali)
- Extra large **video canvas** for direct transmissions of the performing groups
- **Music equipment** such as mixer, amplifier, loudspeaker, microphones, etc.
- **Four cocktail bars**



ACTIVITIES

- Original **Bavarian brass bands** will travel to Bali and play at the Bali – Bavaria Oktoberfest. They will alternate with local **Indonesian music bands**.
- **Trachtenvereine** presents original Bavarian folk dances such as „Schuhplattler“, „Peitschentanz“, „Watschentanz“, etc.
- **Indonesian Dance groups** (classical dances) perform daily.
- In the breaks we screen **videos** of the Munich Oktoberfest and play **music**
- Throughout live transmission of the daily festivities via digital camera on a giant screen.
- Performances of **magicians and guest stars**
- **Karaoke singing** (in Asia extremely popular) in different languages including Bavarian and further shows
- **Fashion parades** of local and in Bali represented fashion companies
- **Photos of tourists** with Polaroid cameras
- Sales of **Merchandise articles** (please see list)
- **Competitions** such as rope pulling, Miss Oktoberfest elections, beer competitions (internationally).



MERCHANDISE ARTICLES

- T-Shirts with Bavarian emblem and label
- Baseball Caps with coats of arms
- Beer stones made of glass or stone with coats of arms and label
- Printed beach towels
- Ashtrays and lighters
- Flags (Oktoberfest and king Ludwig design)
- Original Bavarian felt hats
- Bavarian clocks in original flag design
- Sticker and badges in different sizes
- King Ludwig plaques
- Bavarian music lion with music
- Ginger bread hearts
- Various **fun articles**



EATING AND DRINKING

Drinking

- Beer
- Long drinks, exotic drinks, cocktails
- Soft drink, mineral water



Eating

- Grilled chickens
- Roast pork leg with Sauerkraut
- Piglet of the grill (young pig)
- Grilled roasted sausages
- Fish on the stick
- Fish- / sausage- / salmon- / pork sandwiches
- Cheese portions with bread
- Reddish
- Giant pretzels with cheese, honey, salt, sugar and salted sticks
- Hot almonds and dried sweet fruits
- Krapfen (Bavarian doughnuts)
- Apple-strudel with vanilla sauce



ADVERTISING / MARKETING

- **Bavarian Music** („Quetsch`n player“) in arrival hall at local Denpasar airport. Two Balinese women in costume dresses hand out Oktoberfest leaflets to the arriving visitors. Thus each newcomer is already informed.
- **Posters** at the airport, in the hotels as well as in the roads
- **Leaflets** are presented at hotel receptions. Distribution of the leaflets also during the day at the main beach areas.
- Daily a **Bavarian brass band** cruises late in the afternoon in an open car through the roads. Megaphone announcements in English, German, Japanese and Indonesian.
- **Sticker** on the taxis of the largest taxi business on the island
- **Shuttle buses** operate hourly from the hotel centres of the different beaches to the Oktoberfest and back. Not to say those also will be marketed with giant stickers.
- **Daily paper, tourist brochures, local television**
- Above the festival areal a **helium balloon** with advertisements will float, visible from far away.
- **Television companies** from Indonesia, Germany, Japan and Australia. Advertisements through broadcasting corporations.



STAFF

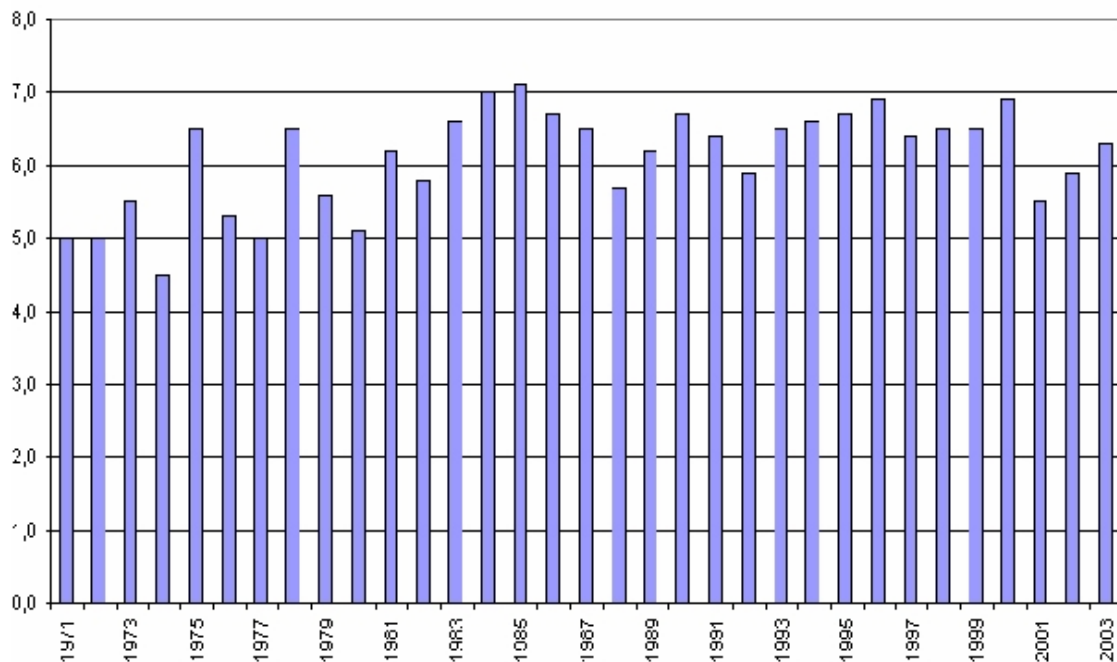
Success of this event is only possible by integration of local workers into its operations. Local means personnel from local villages nearby.

- 50 waiters (male and female)
- 20 assisting workers for bar, food area, BBQ, cocktail bars
- 20 security assisting workers
- 20 helpers for different kinds of work
- 20 leaflet distributor (beach, hotel, road etc.)



Statistics of the Munich Oktoberfest (Wies`n)

Wies`n visitor from 1971 to 2003 (in millions)

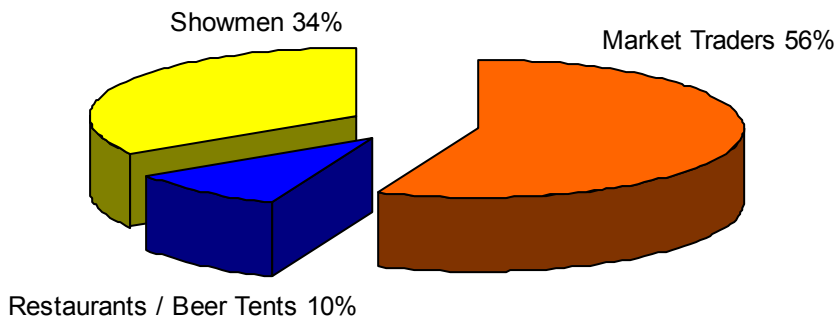


The Wies`n has an enormous economic meaning for the city Munich and the surrounding countryside as the largest people celebration of the world.

The festival economics produce approximately 955 millions Euros during its 16 day event.

Turnover on the Wies`n is approx. 449 millions Euros and a further 205 millions Euro are spent on purchases, taxi and public transport as well as on food. Approximately 301 millions Euros, the largest part of the restaurant value, results from incomes for overnight accommodation of the Wies`n visitors. During the Oktoberfest 8,000 persons are employed and further 4,000 persons find casual employment.

Enterprises on Munich Oktoberfest 2003

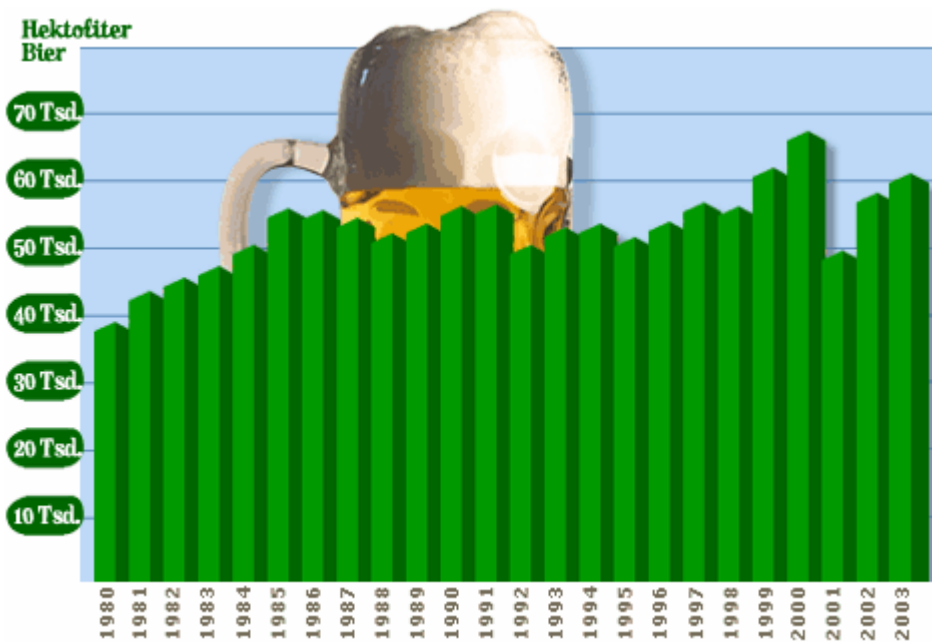


Overview about large beer tents on Munich Oktoberfest 2004



Beerconsumption at Munich Oktoberfest

(data is in 100 litres;
Tsd = thousands;
i.e. 70 Tsd = 7.000.000 litres)



Technical data of the Munich Oktoberfest (Wies`n)

Area:	Approx. 42 hectare entire Theresienwiese 31 hectare large Wies`n 26 hectare small Wies`n (agriculture festival site)
Seating in food venues:	approx. 98,000
Current power consumption:	approx. 2,7 millions kW/H (equals 14% of the daily consumption of Munich or 1,200 Munich households can be supplied 1 year with electricity)
Gas supply:	approx. 188.489 cubic meters
Water supply:	approx. 90.370 cubic meters (27% of the daily requirement of Munich)
Waste rubbish:	approx. 600 metric tons
Paper:	approx. 46 metric tons
Waste for energetic utilization:	approx. 8 metric tons
Aluminium Cans:	approx. 1 metric tons
Compost / bones:	approx. 335 metric tons
Toilets:	approx. 740 seats, approx. 700 standing places, 17 wheelie chair toilets
Telephones:	83, card and coin operated as well as for international credit cards suitable telephones

Consumption of the Munich Oktoberfest (Wies`n)

Sales of beer / chicken / pig's sausages 1950 to 2003

year	beer (hectolitres)	chicken (pieces)	Pig's sausages(pairs)
1950	15,012	88,294	648,338
1960	28,751	235,896	696,630
1970	39,985	487,570	795,358
1980	38,438	552,198	287,693
1990	54,300	750,947	303,352
1995	50,162	628,890	183,504
1996	52,622	595,580	254,788
1997	55,891	699,562	210,268
1998	56,165	603,746	176,590
1999	61,463	609,661	152,025
2000	66,295	681,242	235,474
2001	49,720	351,705	145,506
2002	57,614	459,259	219,405
2003	62,294	487,487	190,635

Statistics

- Excerpt from the statistics from the year 2003

Visitors	6.3 million
Beer	62.294 hl + 1.991 hl alcohol-free beer
Wine	36.138 litres
Sparkling wine	22.066 bottles
Coffee, tea	189.013 cups
Refreshment beverages	721.761 bottles
Brathendl – chicken	487.487 pieces
Schweinswuerstel – pig's sausages	190,635 pairs
Fish	11.9 metric tons
Schweinshaxen – knuckle of porks	56,036 pieces
Oxes	91 whole oxes

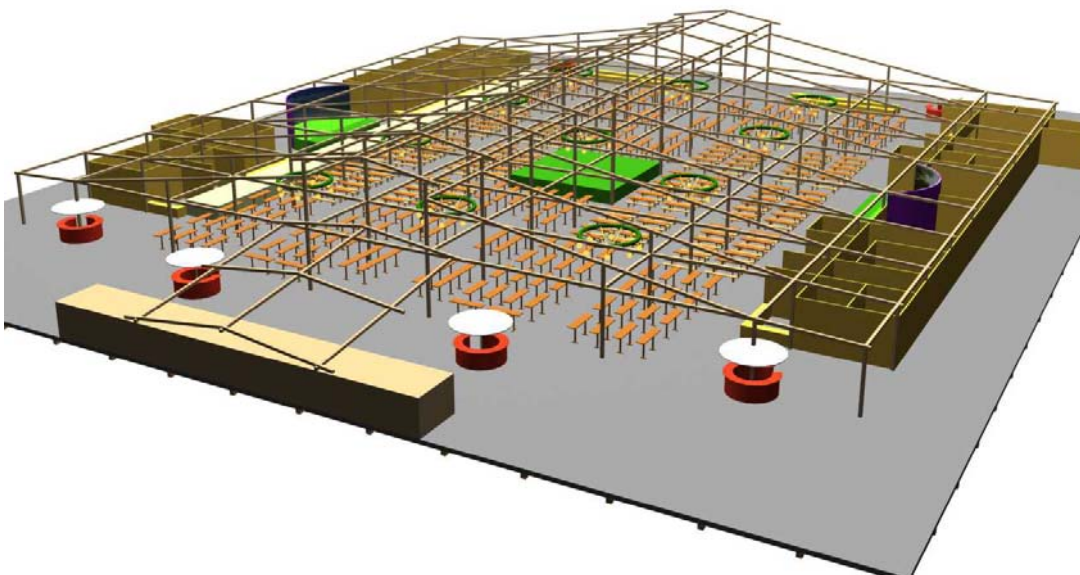
APPENDIX

Beer Hall

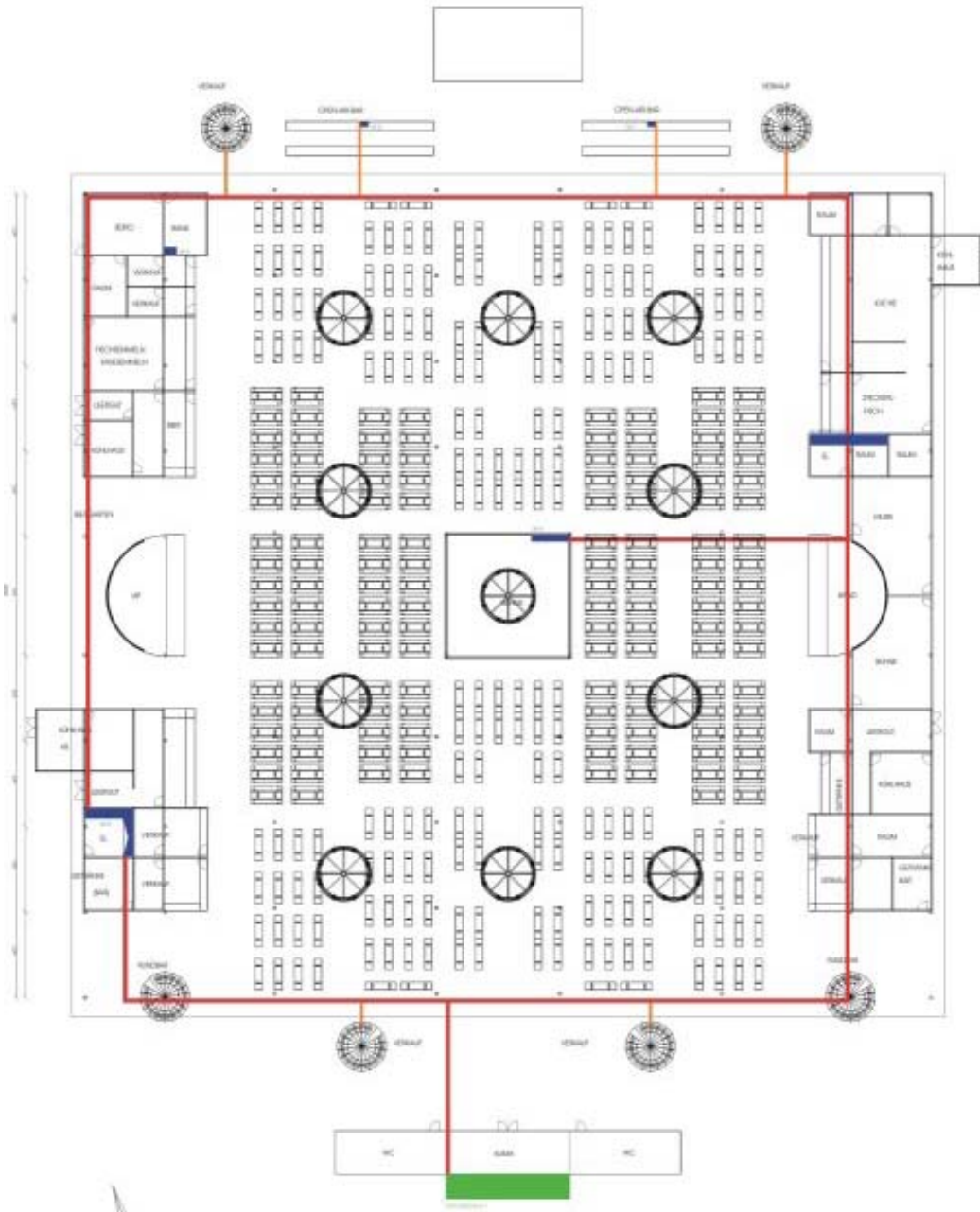
Front view



View from top (sideways)



Interior architecture



BENCHMARKING - OKTOBERFESTS WORLDWIDE

Worldwide there are approximately two thousand Oktoberfests. These start with slightly larger street festivals up to nationally well-known events. Some of them are also reported about in German and Bavarian daily press and German TV.

If these events are not only called Oktoberfest but have some additional wording included, this is totally legal and in accordance to the city of Munich.

We have undertaken some benchmarking with some Oktoberfests worldwide. This resulted in the following visitors' figures.

Where?	Duration in days (2003)	visitors total	visitors per day
Munich, Germany	16	6,300,000	394,000
Cincinnati, U.S.	2	500,000	250,000
Blumenau, Brasil	21	600,000	28,500
Mt. Angel, U.S.	4	350,000	87,500
New Braunfels, U.S.	10	100,000	10,000
Tulsa, U.S.	4	250,000	62,500

Investment -/ Foreign Trade Information

Information of the Federal Agency for foreign trade information about Indonesia

Investment policies

In particular due to the sharp decline of the petroleum prices in the first half of the 80s the government clearly improved its investment climate by ambitious political-economic reforms (deregulation, increasing of competition and promotion of private incentives). This shows the realization that for a continuous development of the country foreign investments are indispensable, whereby Indonesia is quite aware of a competitive position with other developing countries, in particular China and the other countries in Indochina clearly looking at this background special interest in such investments exists, for which capital, technology and management abilities are not available locally, or which lead to export promotion and to a transfer of technology to Indonesia.

In the meantime other sectors like toll roads, power stations, water supply, container ports, airports and housing were opened for private investments.

Deregulation

The policy of deregulation covers the sectors finances, trade, taxes and investments.

Their goal is it to lead to an export-oriented trade and industrial policy which energizes local and foreign investment activity and the private sector as well as is to reduce the dependence on foreign aid and on the incomes from oil production. Gradually an adjustment is to be achieved to the competition-political rules of the international economy.

The new rules in the investment law from 16. April 1992 led to an easement of foreign financial participation with establishments of enterprises in Indonesia.

The new rules of the deregulation package passed 10. June 1993 introduced different export promotion measures.

They eased the import of motor vehicles and car parts, lowered numerous import duty tariffs as well as non-tariff- barriers to trade and opened some of the investment areas closed for foreigners.

Company foundation regulations

Apart from few exceptions foreign (natural or legal) persons can realize their investment project in form of a joint venture as “PM”. Intended legal form of the “PM” is the limited company and / or “PT”, by the new Indonesian firm law is regulated of 1995. Afterwards at least two shareholders with a minimum investment of 20 millions IDR (Indonesian Rupiah) must (1 Euro are approximately 11,000 IDR) to have responsibility. Beyond that is 5% minimum participation of the Indonesian partner to be ensured. **A Foreign Investment Corporation is possible additionally with 100% foreign capital participation.**

Despite a double taxation agreement between Germany and Indonesia exists, effective 22. November 1991. The last agreement with German government has been signed during chancellor Schroeder’s Asian travel in May 2003.

Wages and salaries – general information

The wage and content structure exhibits large differences depending upon location and industry.

Compared with countries Indonesia paid the other ASEAN still recently the lowest wages in the processing industry.

The legal minimum wage was raised on the average to 1. April 1997 over all 27 provinces around 10.07%. The annual increases of the minimum wages amounted in the year 1993 to 17.76%, 1994 to 30%, 1995 to 18.6% and 1996 to 10.63%.

The monthly minimum wages amount monthly after last conditions exemplarily in Jakarta to 172,000 IDR, in central Java to 113,000 IDR in Yogyakarta to 106,500 IDR and in east Java on the average to 124,375 IDR.

The minimum wages covered 1997 RD. 95.32% minimum physical needs off. 1996 still amounted the covering degree to only 92.49%.

The inflation rise due to the monetary crisis have at the beginning of 1998 to it led that the minimum wages the existence safety device any longer not to ensure. The necessary adjustments are examined at present by the government.

The gainful employment of women was to earn 40% less. With same activity receives to women predominantly 15% – 20%.

Wages & salaries – overview

For your information, the following wages and salaries apply:

All figures are per month.

Unskilled workers	IDR	390,000	till	570,000
Skilled workers	IDR	690,000	till	1.410,000
Factory foreman	IDR	1,410,000	till	2.790,000
Factory manager	IDR	6,900.000	till	17,700,000
Office worker	IDR	1,020,000	till	1,770,000
Secretary for English language	IDR	2,790,000	till	4,200,000
Manager for sales, personnel, production	IDR	3,900,000	till	10,500,000
Cost controller	IDR	8,100,000	till	14,100,000

(Euro equals 11,371 IDR (22. June 2004))

As additional costs, normally the following does apply:

- 13th month payment for Moslem Lebaran – festival or before schoolyear starts.
- travel expenses
- meal subsidies
- working clothes
- personal credit
- coverage of physicians-/hospital-costs up to a certain limit

Additional wage costs are approximately thirtyfive percent.

The following times of absence have to be covered by the employer:

- at least twelve days holidays per year
- maternity leave of three months
- illness times up to twelve months

**Good Bye and see you at
Oktoberfest in Munich or Bali**

