

## **James Castle**

**Chairman & Chief Executive - CastleAsia**

Advisor & Speaker on Indonesia Business Strategy  
and South East Asia



### **Professional Experience**

- Mr. Castle has lived in Indonesia since 1977 and has almost 30 years' experience working in, observing, analysing the Indonesian economy, political developments and business operating environment.
- He is the founder of *Business Advisory Strategies Indonesia*, which later became known as *CastleAsia*
- He is the leading authority on Indonesia and has directed more than 100 industrial research and economic forecasting projects and advisor on MNC market entry strategy and public policy advocacy
- CastleAsia/BAS was the Economist Group's Indonesia Associate for about 8 years and today continues to run a senior business executive programme in Jakarta, *The Indonesia Country Programme*
- Jim has organised and chaired a number of business investment forums in Indonesia including two *Indonesia Government Roundtables* under the Economist Conferences brand
- CastleAsia organises various business conferences in Jakarta which Jim chairs
- CastleAsia is part of a research and advisory network, *Asian Expertise (AXP)* which conducts syndicated research projects

### **Published papers - an authority on Indonesia and the South East Asia region**

- Mr. Castle has authored various publications on Indonesia including *Who's Who in Yudhoyono's Indonesia* (co-authored 2005), *Who's Who in Indonesian Politics* (1999) and many other titles
- Author of *The Indonesian Consumer* (2007) and various other SEA consumer market publications
- He is interviewed regularly on local and international radio and television including CNN, CNBC, BBC
- He has regularly lectures on Asian business and political issues

### **Sample assignments**

- Invited to present to Board members at a main board meeting in the USA
- A confidential personal briefing to a client's Chief Executive visiting Jakarta
- Kick-off presentation and facilitation of a regional strategy and planning meeting in Singapore
- Guest speaker at an consulting firm's senior client dinner
- Keynote address at an international regional business summit in Singapore

## James Castle - Personal information

- His experience has been built up from consulting on the Indonesian business environment since 1977 and has been a resident in Jakarta since that time.
- Chairman of the International Chamber of Indonesia (2000-2002) and is still currently a Board member
- President of the American Chamber of Commerce in Indonesia (1990-93 & 1999-2001) and remains a Board member
- Member of the Board of Advisors of Coca Cola Indonesia, Board member of the US-Indonesia Society and Founding Governor of the Indonesian foundation *The Nature Conservancy*
- He was previously a Partner with Touche Ross in their Jakarta office, directing research and analysis
- He spent some time as the Director of Southeast Asian Services for Business International, which became part of the Economist Intelligence Unit's footprint in Asia.
- Prior to Indonesia was resident in the Philippines, Japan and the Netherlands.

## Client testimonials

- *"No one person would dare claim to be an Indonesian expert no matter how long they have been here but if there is one person who may do so then it is James Castle. Jim is a constant wealth of insight and intelligence which is critical to managing business here in Indonesia."*  
Stewart Hall, President Director, PT Bank Permata Tbk
- *"CastleAsia provides an indispensable insight into Indonesian business and politics. They do so based on an unparalleled depth of experience and contacts across all sectors. What I have found to be of particular value has been the specialised briefings provided to visiting executives from my corporate office."*  
Ron Aston, President Director and General Manager, Premier Oil Natuna Sea BV
- *"... Jim has been around for a long time and understands the culture quite intimately, besides having some consultants who keep very close tabs on what's up in the key corridors of power. The outlook ends up being more balanced, helping me and my business unit make better quality decisions to stay ahead in this emerging market of the future."*  
Swami Raote, Managing Director, Johnson & Johnson, Indonesia

James Castle has briefed the Chairmen, CEOs and regional heads of a wide spectrum of financial, industrial, and service companies including 3M, APLI, BHP, BlueScope Steel, BNP Paribas, Boral, Citigroup, DHL, Erste Bank, Ford, Leighton, Motorola, Shell, Thiess Contractors, TVS Motor

He has speaks at numerous annual forums, including Forbes, IMA Asia, Institute of South East Asia Studies (ISEAS)