

ABSTRACT

Trade and investment relations between Indonesia and the Netherlands hold significant growth potential, driven by increased bilateral trade activity, expanded economic cooperation, and opportunities arising from the EU–Indonesia Comprehensive Economic Partnership Agreement (CEPA). As the only physical representative office of an Indonesian bank in Europe, BNI Amsterdam is strategically positioned to support business ties between the two nations; however, its status as a representative office limits the scope of direct banking activities it can undertake. Consequently, this study aims to analyze business opportunities between Indonesia and the Netherlands and formulate strategies for BNI Amsterdam to become a key banking partner upon obtaining a banking license from the European Central Bank (ECB). The study employs a qualitative approach combined with desk research. Primary data were collected through interviews with five to six key informants involved in Indonesia–Netherlands business activities and representatives from BNI, while secondary data were obtained through a literature review and various sources regarding trade, investment, market conditions, and the banking industry. The analysis utilizes several strategic frameworks: DESTEP, Trade Sankey Diagrams, Porter’s Five Forces, a Decision Matrix, and a TOWS Matrix to assess the business environment, sectoral opportunities, customer needs, the competitive landscape, and potential strategies for BNI Amsterdam. The study’s findings reveal significant banking opportunities within the Indonesia–Netherlands trade corridor, particularly in sectors such as palm oil and vegetable oils, textiles and garments, agri-food, machinery and equipment, and chemicals and pharmaceuticals. These opportunities generate demand for services including trade finance, cash management, working capital financing, foreign exchange (FX) services, cross-border payments, and compliance and sustainability services. Despite facing competition from major Dutch banks, BNI Amsterdam possesses distinct advantages, including a deep understanding of the Indonesian market, institutional networks, and specialized insights regarding the Indonesia–Netherlands trade corridor. The recommended strategy entails a phased approach: initially strengthening transactional banking and trade finance, developing an integrated digital platform, and bolstering the Xpora ecosystem, followed by the long-term development of supply chain finance and banking services for the diaspora. This strategy is expected to strengthen BNI Amsterdam’s position as a key banking partner for trade, investment, and transactions involving the Indonesian–Dutch diaspora.

Keywords: *BNI Amsterdam, Post-licensing strategy, International banking, Indonesia–Netherlands trade, Trade finance, Banking partner.*