

NEW IMPORT POLICY AND REGULATION ON CONSUMER GOODS

August 2025

On 30 June 2025, Ministry of Trade Regulation No. 23 of 2025 Consumer Goods Import Policies and Regulations (“**MoTR 23/2025**”) was issued and it shall be effective as of 30 August 2025.

MoTR 23/2025 was one of the regulations issued together with Minister of Trade (“**MoT**”) Regulation No. 16 of 2025 regarding Import Policies and Regulations. MoTR 23/2025 was issued with the intention of strengthening the effectiveness of import controls on consumer goods and deregulate policy and regulation on the import of consumer goods.

Some highlighted matters regarding MoTR 23/2025 are as follows:

- **Types of Consumer Goods** – The consumer goods which are subject to MoTR 23/2025 are as follows: food and beverages, traditional medicines and health supplements, cosmetics and household health supplies, toys, bags, alcoholic beverages, footwear; and two-wheeled and three-wheeled bicycles.
- **Types of Alcoholic beverages** – Alcoholic beverages are classified as follows:
 1. alcoholic beverages for consumption purpose whose sales are subject to tax, and are only for distribution to other places within the customs area (duty paid);
 2. alcoholic beverages for consumption purpose whose sale is not subject to tax, and are only for distribution to duty-free shops (duty not paid); and
 3. alcoholic beverages other than those referred to in numbers 1 and 2.
- **Specific Provisions for Importers of Alcoholic Beverages** – To import alcoholic beverages, an importer must obtain an import business licenses in the form of a Registered Importer/ *Importir Terdaftar* (“**IT**”) and Import Approval/ *Persetujuan Impor* (“**PI**”) before the imports may enter the customs area of Indonesia.

Imports of alcoholic beverages, whether in the form of duty paid or duty not paid alcohol, can only be carried out through a Bonded Warehouse/ *Tempat Penimbunan Berikat* (“**TPB**”) in the form of a Bonded Logistics Center/ *Pusat Logistik Berikat*. Duty paid imports are intended for distribution to other locations within the customs area, meanwhile, duty not paid imports are intended for distribution to duty-free shops. The entry of alcoholic beverages to the Bonded Logistics Center is subject to (i) the requirement of holding an import business license and (ii) the provisions in the port of entry.

- **Import of Complementary Goods and/or Goods for Market Testing** – After obtaining a PI from the Director General of Foreign Trade on behalf of the MoT, consumer goods may be imported as complementary goods and/or for market testing purposes.

In addition to the PI mentioned above, import of consumer goods as complementary goods and/or for market testing purposes may also be subject to verification or technical inspection. This service is carried out by a surveyor appointed by the MoT, and the results are recorded in a Surveyor's Report/ *Laporan Survey* ("LS"). The requirement for application of issuance, amendment and/or extension of a PI are attached to the regulation.

- **Import Realization Report** – Realized and unrealized imports (for **PI**) and only realized imports (for **LS**), must be submitted electronically to the MoT.
- **Relaxation of Import Approval** – Only an LS is now required for the import of footwear and two-wheeled and three-wheeled bicycles.

Should you have any other questions on the above, please contact Ananda Aviati, Partner (ananda@mkklaw.net) for further information.