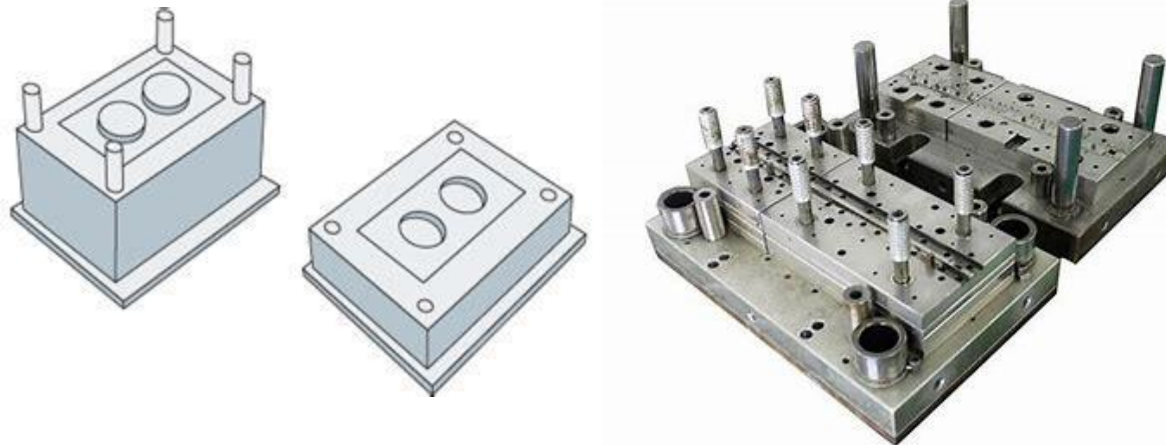


## Mold & Dies Reverse Exhibition -4



PT. Panasonic Gobel Life Solutions Manufacturing Indonesia  
*26-27 February 2025*



# Panasonic

## Corporate Philosophy

PT. Panasonic Gobel Life Solutions Manufacturing Indonesia



### Banana Philosophy

All parts of Banana tree are useful. A plentiful fruits, cheap and useful

Drs. H. Th. Mohammad  
Gobel



### Tap Water Philosophy

Tap water are plentiful, cheap, and useful. Our great mission is to fertilize lives of people through manufacturing

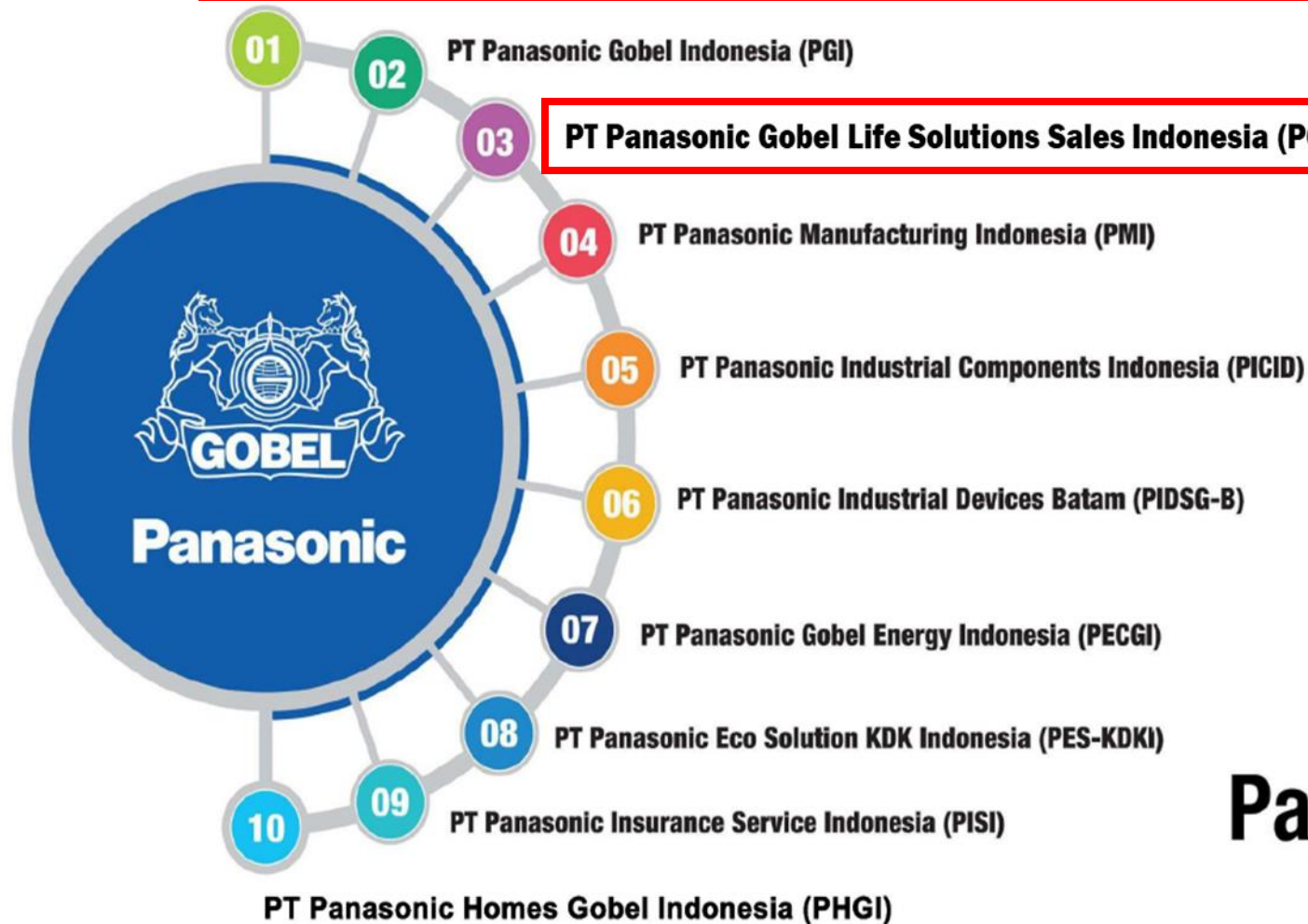
Konosuke Matsushita





# Panasonic

## PT Panasonic Gobel Life Solutions Manufacturing Indonesia (PGLSMID)



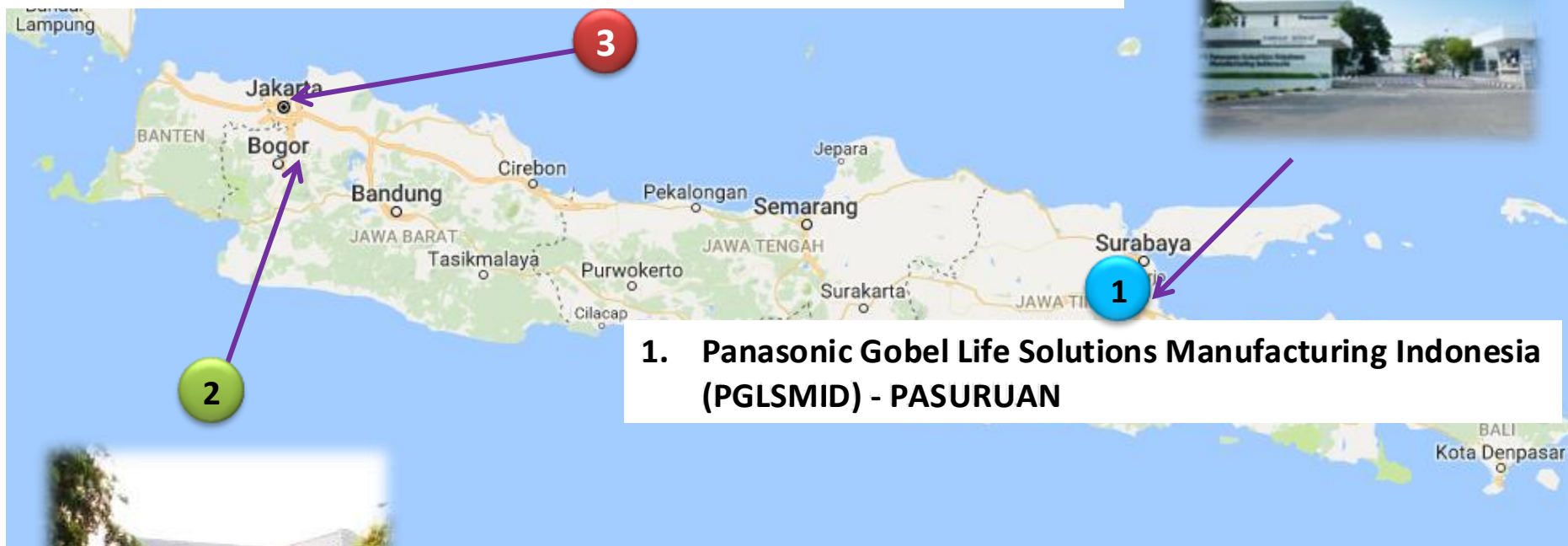
**Panasonic** Group  
in **Indonesia**



# Panasonic



**3. Panasonic Gobel Life Solutions Sales Indonesia (PGLSSID) - JAKARTA**



**1. Panasonic Gobel Life Solutions Manufacturing Indonesia (PGLSMID) - PASURUAN**



**2. Panasonic Gobel Life Solutions Manufacturing Indonesia (PGLSMID) – BOGOR**



# Panasonic

| Lighting & Lighting Fixture |                                                                                                                                           | Wiring Device |                                                                      |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------|
| Lokasi pabrik               | : Pasuruan                                                                                                                                | Lokasi pabrik | : Bogor                                                              |
| Didirikan                   | : 16 September 1996                                                                                                                       | Didirikan     | : Oktober 1992                                                       |
| Luas                        | : Tanah 100,920 m <sup>2</sup><br>Bangunan 20,527 m <sup>2</sup>                                                                          | Luas          | : Tanah 47,600 m <sup>2</sup><br>Bangunan 13,388 m <sup>2</sup>      |
| Fasilitas                   | : Automatic insert driver / Converter, LED Module, Spinning, Metal stamping, Globe blowing, Chemical polishing, Fixture assembly.         | Fasilitas     | : Metal Proses, Injection Mold, Assembly                             |
| 1996 September              | : Berdiri PT. Matsushita Lighting Indonesia.                                                                                              | 1992 Oktober  | : Berdiri PT. Panasonic Gobel Eco Solutions Manufacturing Indonesia. |
| 1997 Desember               | : Produksi awal untuk Lighting bulb, Flourescent lamp (FL) pasar ASEAN.                                                                   | 1993 April    | : Produksi mulai.                                                    |
| 1999 June                   | : Sertifikat JIS                                                                                                                          | 1999 Mei      | : Sertifikat ISO 9001.                                               |
| Desember                    | : Sertifikat ISO 14001                                                                                                                    | 2002 Juli     | : Sertifikat ISO 14001.                                              |
| 2002 November               | : Sertifikat ISO 9001                                                                                                                     | 2004 Juni     | : Produksi untuk wiring device.                                      |
| 2003 Mei                    | : Rilis Energy Saving Compact Fluorescent Lamp seri "Spiral Palook Ball" untuk pasar Jepang, US & Eropa .                                 | 2012 Juli     | : Produksi untuk electronic ballast.                                 |
| 2005 April                  | : Nama perusahaan berubah menjadi PT. Panasonic Lighting Indonesia                                                                        | 2013 Mei      | : Produksi untuk lighting fixture.                                   |
| Agustus                     | : Sertifikat SNI                                                                                                                          |               |                                                                      |
| 2009 Desember               | : Memulai produksi LED                                                                                                                    |               |                                                                      |
| 2010 Maret                  | : Sertifikat ISO 27001                                                                                                                    |               |                                                                      |
|                             | : Pabrik pertama "ECO IDEAS " di Indonesia.                                                                                               |               |                                                                      |
| 2011 Agustus                | : Expand HID lamp                                                                                                                         |               |                                                                      |
| 2016 Januari                | : PT Panasonic Lighting Indonesia bergabung dan nama perusahaan berubah menjadi PT Panasonic Gobel Eco Solutions Manufacturing Indonesia. |               |                                                                      |
|                             | : Fokus produksi di lighting fixture (Residencial, outdoor / PJU, Industrial Training Lighting).                                          |               |                                                                      |
| 2017                        | : Memperluas penjualan untuk pasar Indonesia & ASEAN.                                                                                     |               |                                                                      |
|                             | : Menambah produk-produk baru untuk masuk pasar LKPP.                                                                                     |               |                                                                      |
| 2018                        | : Pembuatan dan pengembangan aplikasi untuk smart lighting system (Ci-CAMS).                                                              |               |                                                                      |
| 2019                        | : Sertifikat TKDN.                                                                                                                        |               |                                                                      |
| 2023                        | : Sertifikat SKEM.                                                                                                                        |               |                                                                      |

32  
Years



# Panasonic

## Lighting Fixture Product

| Panasonic                                                                                                                                                                                                                                                                                                                                                                                                                                      | Panasonic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Panasonic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Panasonic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FACILITY LED LIGHTING                                                                                                                                                                                                                                                                                                                                                                                                                          | RESIDENTIAL LED LIGHTING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | INDUSTRIAL LED LIGHTING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | COMMERCIAL LED LIGHTING                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>LED Smart And Efficiency</b><br>LED Street Lighting<br>• Supporting Solar System<br>• Supporting ANSI + Pins<br>LED Pedestrian<br>LED Underpass<br>LED Flood Light<br>LED Highmast<br>   | <b>LED Comfort And Warm</b><br>LED Portable Light<br>• Power Bank<br>LED Bulb<br>LED Desk Lamp<br> <br><b>ARCHITECTURAL LED LIGHTING</b><br><b>LED Colour Paint</b><br>LED Flood Light RGB<br>LED Wall Washer RGB<br>LED Pixel<br>LED Fountain Light<br>  | <b>LED High Grade</b><br>LED High Bay<br>LED Explosion Proof<br>LED Emergency Light<br><br><b>OFFICE LED LIGHTING</b><br><b>LED Efficiency</b><br>LED Bulb<br>LED Recessed Mounting<br>LED Panel<br>LED Ceiling<br>LED Emergency<br>LED IR Series<br>   | <b>LED Colour Rendering</b><br>LED Outbow<br>LED Wall Light<br>LED Exit Panel<br>LED Strip<br>LED Batten<br>LED linear Recessed<br>LED Base Light<br>    |
| A Better Life, A Better World                                                                                                                                                                                                                                                                                                                                                                                                                  | A Better Life, A Better World                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | A Better Life, A Better World                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | A Better Life, A Better World                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



High Mast



Pedestrian Light



Street Light



Underpass Light



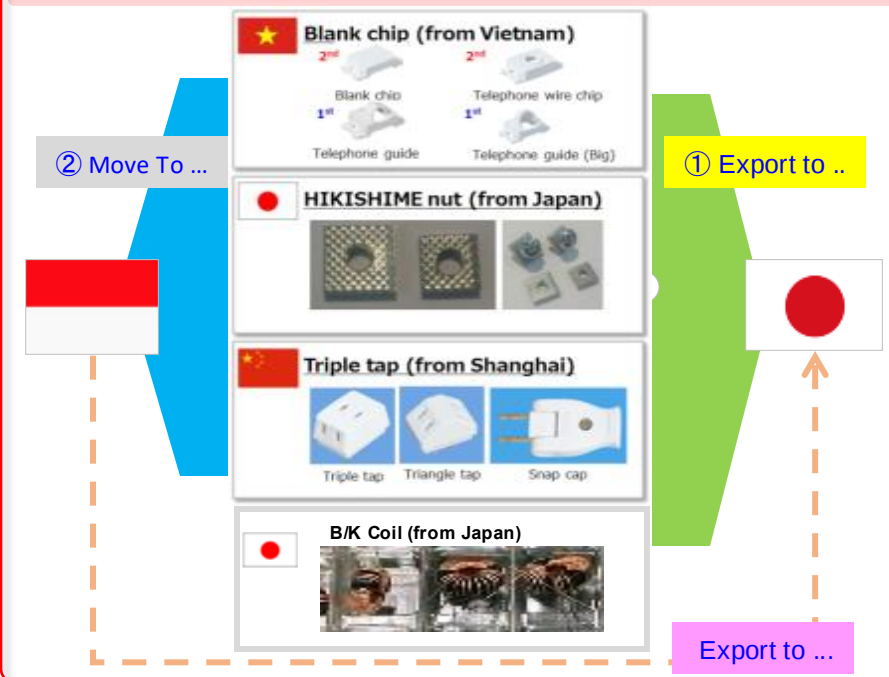
# Panasonic

## Wiring Device Product

### Wiring Device [ LOCAL MARKET ]



### 2016 Wiring Device [ EXPORT MARKET ]



### OTHERS PRODUCT

PANAFLEKI SADDLE CEILING LED EMERGENCY



FITTING G3 & G4 OUTBOW N L Series



AQUARIUM

Scope Expansion  
Lighting RETAIL in Bogor



## What is LARTAS?

- **Barang Larangan dan Pembatasan (LARTAS)** → goods which **strictly monitored** by the Government in international trade **(import)**

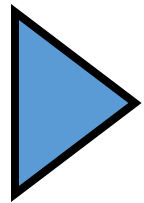


- Goal → **Protect national interest**  
(Local industry, people)



# Regulation

source : "[klikpajak.id/blog/impor-barang-lartas/](https://klikpajak.id/blog/impor-barang-lartas/)"



The legal basis for the export-import of restricted goods is regulated by **UU No. 10 Tahun 1995** on Customs, as last amended by **UU No. 17 Tahun 2006**.



Further provisions are outlined in **Peraturan Menteri Perdagangan No. 7 Tahun 2024**, which is the Second Amendment to **Permendag No. 36 Tahun 2023** concerning Import Policies and Regulations.



Meanwhile, regulations regarding tax tariffs are stipulated in **Peraturan Menteri Keuangan No. 141/PMK.04/2020** on Supervision of the Import or Export of Prohibited and/or Restricted Goods.





# Panasonic

## Scope of LARTAS Material

| Contoh Barang Impor Lartas |                                                                                 |    |                                                                  |    |                                                  |    |                                                 |
|----------------------------|---------------------------------------------------------------------------------|----|------------------------------------------------------------------|----|--------------------------------------------------|----|-------------------------------------------------|
| No                         | Barang                                                                          | No | Barang                                                           | No | Barang                                           | No | Barang                                          |
| 1                          | Hewan jenis lembu                                                               | 15 | Perkakas tangan setengah jadi                                    | 28 | Barang tekstil sudah jadi lainnya                | 42 | Gas bumi                                        |
| 2                          | Day old chicken (DOC)                                                           | 16 | Semen clinker dan semen                                          | 29 | Mainan                                           | 43 | Bahan bakar lain                                |
| 3                          | Produk hewan olahan                                                             | 17 | Pupuk bersubsidi                                                 | 30 | Tas                                              | 44 | Nitrocellulose (NC)                             |
| 4                          | Beras                                                                           | 18 | Keramik                                                          | 31 | Pakaian jadi dan aksesoris pakaian jadi          | 45 | Bahan peledak (handak) untuk industri komersial |
| 5                          | Mutiara                                                                         | 19 | Kaca lembaran dan kaca pengaman                                  | 32 | Tekstil dan produk tekstil (TPT)                 | 46 | Bahan perusak lapisan ozon (BPO)                |
| 6                          | Gula                                                                            | 19 | Kaca lembaran dan kaca pengaman                                  | 33 | Tekstil dan produk tekstil batik dan motif batik | 47 | Senyawa campuran (blend) yang mengandung HCFC   |
| 7                          | Bawang putih                                                                    | 20 | Garam                                                            | 34 | Minuman beralkohol                               | 48 | Barang berbasis sistem pendingin                |
| 8                          | Produk hortikultura                                                             | 21 | Hasil perikanan                                                  | 35 | Bahan baku minuman beralkohol                    | 49 | Bahan berbahaya (B2)                            |
| 9                          | Calon induk, induk, benih ikan, dan/atau inti mutiara                           | 22 | Telepon seluler, komputer genggam (handheld) dan komputer tablet | 36 | Alas kaki                                        | 50 | Bahan berbahaya tergolong bahan kimia           |
| 10                         | Besi atau baja paduan, dan produk turunannya                                    | 23 | Sakarin, siklamat, preparat bau-bauan mengandung alkohol         | 37 | Elektronik                                       | 51 | Hydrofluorocarbon (HFC)                         |
| 11                         | Ban                                                                             | 24 | Intan kasar                                                      | 38 | Sepeda roda dua dan roda tiga                    | 52 | Bahan kimia tertentu                            |
| 12                         | Mesin multifungsi berwarna, mesin fotokopi berwarna, dan mesin printer berwarna | 25 | Makanan dan minuman                                              | 39 | Plastik hilir                                    | 53 | Katup                                           |
| 13                         | Bahan baku plastik                                                              | 26 | Obat tradisional dan suplemen kesehatan                          | 40 | Prekursor non farmasi                            |    |                                                 |
| 14                         | Bahan baku pelumas                                                              | 27 | Kosmetik dan perbekalan kesehatan rumah tangga                   | 41 | Minyak bumi, gas bumi, dan bahan bakar lain      |    |                                                 |

\*Lampiran I Permendag No. 36 Tahun 2020

Source : "[klikpajak.id/blog/impor-barang-lartas/](https://klikpajak.id/blog/impor-barang-lartas/)"

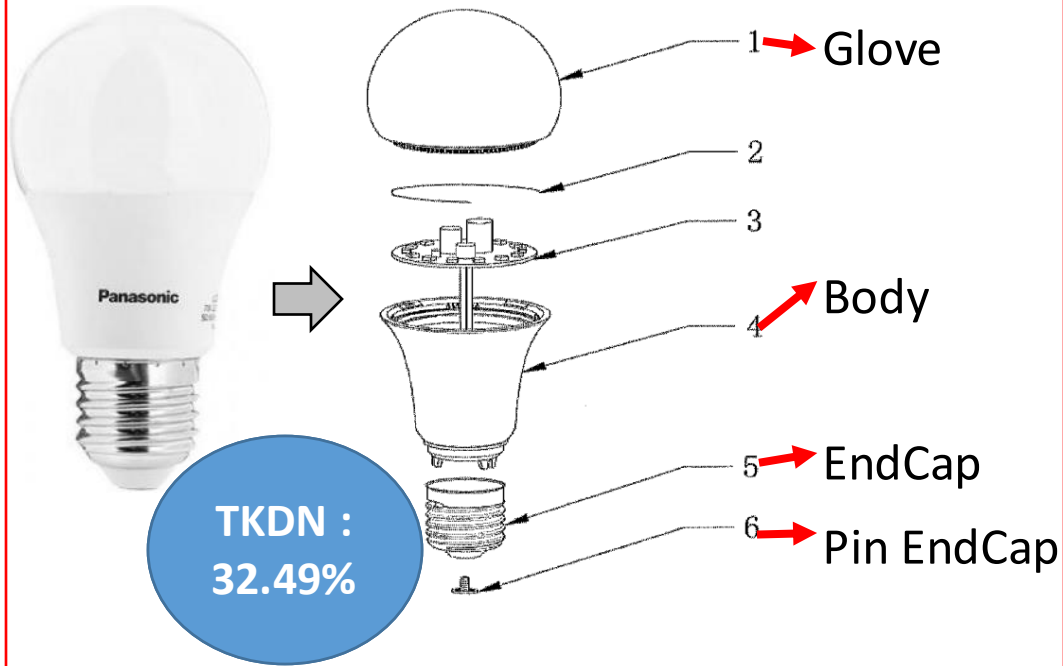


# Panasonic

## Localization Product Plan

### Lighting Fixture :

#### 1. LED Bulb



#### 2. Streetlight (PJU)



**TKDN : 47.96%**

Std Min TKDN (B to G)  
> 40%

## Challenge !!!



### 1. Demand > Supply

Limited availability of specialized materials in the local industry (ex: LED Chip)



### 2. Cost Up

Significant price difference between imported products vs local products (10-30% difference)

## Good Impact !!!

### 1. TKDN (Tingkat Komponen Dalam Negeri) UP

→ Increase TKDN percentage = increase sales potential



Import BODY  
TKDN 47.96%

Up 23.96%

Local BODY  
TKDN 71.92%

### 2. Reduce dependence of import product

→ Minimalized delay material caused by “X” factors





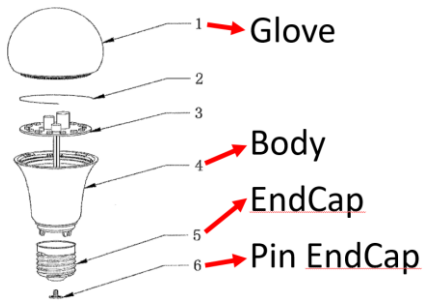
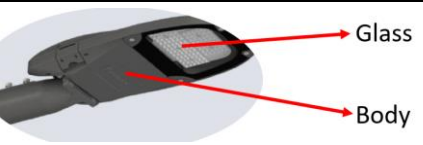
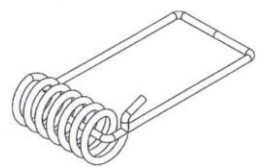
# Panasonic

## Localization List Wiring Device

| No | Item Code       | Supplier                                              | Finish Good | Picture                                                                               | Description                              | Unit | QTY (Avg) |
|----|-----------------|-------------------------------------------------------|-------------|---------------------------------------------------------------------------------------|------------------------------------------|------|-----------|
| 1  | 83255505001N    | 26-Panasonic Corporation Life Solution Company        | WEJ10919    |    | Contact Terminal 555                     | pcs  | 3,814,049 |
| 2  | H7089221003N    | 26-Panasonic Corporation Electric Works Company-ECMBU | WNJ5001     |    | Terminal Block 70892                     | pcs  | 417,333   |
| 3  | 80383405001EX   | 26-PMFAT                                              | WEJ10919    |    | FEMALE CONTACT 776<br>SOCKET CONTACT 834 | pcs  | 312,127   |
| 4  | 80331305001I    | 26-PMFAT                                              | WNJ1091     |    | Female Contact 313                       | pcs  | 247,112   |
| 5  | X80517705004EX  | 26-PMFAT                                              | WNJ5001     |    | Terminal Plate 177                       | pcs  | 157,310   |
| 6  | XH0237600002EX  | 26-PMFAT                                              | WNJ5001     |    | Contact Terminal 376                     | pcs  | 156,931   |
| 7  | H5190005005EX   | 26-PMFAT                                              | WEJ5532     |    | 51900 CONTACT TERMINAL                   | pcs  | 33,798    |
| 8  | H5188721004AGEX | 26-PMFAT                                              | WEJ5532     |    | 51887 CONTACT TERMINAL                   | pcs  | 33,798    |
| 9  | H5189905005EX   | 26-PMFAT                                              | WEJ5532     |    | 51899 CONTACT TERMINAL                   | pcs  | 33,798    |
| 10 | 8032041200N     | 26-Panasonic Corporation Electric Works Company-ECMBU | WZJ1121     |    | Female Contact 204                       | pcs  | 13,486    |
| 11 | 80320312003N    | 26-Panasonic Corporation Electric Works Company-ECMBU | WZJ1121     |    | Female Contact 203                       | pcs  | 13,486    |
| 12 | 80320212002N    | 26-Panasonic Corporation Electric Works Company-ECMBU | WZJ1121     |    | Female Contact 202                       | pcs  | 13,486    |
| 13 | 8303255600N     | 26-Panasonic Corporation Electric Works Company-ECMBU | WZJ1121     |  | Setting Frame 325                        | pcs  | 8,673     |
| 14 | 8303745600N     | 26-Panasonic Corporation Electric Works Company-ECMBU | WZJ1121     |  | Setting Frame 374                        | pcs  | 8,673     |
| 15 | 833Y1185001N    | 26-Panasonic Corporation Electric Works Company-ECMBU | WNJ5002     |  | Setting Frame DE Y11                     | pcs  | 379       |
| 16 | H7000021002N    | 26-Panasonic Corporation Electric Works Company-ECMBU | WNJ5002     |  | Terminal Block 123 95022                 | pcs  | 379       |
| 17 | H0237700004I    | 26-PMFAT                                              | WNJ5002     |  | 377 CONTACT TERMINAL                     | pcs  | 379       |
| 18 | H0237800003I    | 26-PMFAT                                              | WNJ5002     |  | 378 CONTACT TERMINAL                     | pcs  | 379       |



# Panasonic Localization List Lighting Fixture

| FG Picture                                                                          | Supplier | Finish Good           | FG Description                  | Mtl Code    | Mtl Description                  | Sales qty/<br>month | Sales qty/<br>year |
|-------------------------------------------------------------------------------------|----------|-----------------------|---------------------------------|-------------|----------------------------------|---------------------|--------------------|
|    | China    | LDAHV3(L/W/D)H8A      | LED Bulb 3W                     | L2GBFX0007A | Glove LED Bulb 3W Inhouse        | 4,352               | 52,218             |
|                                                                                     |          |                       |                                 | L2RCVR0111A | Case LED Bulb 3W Inhouse         |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0023A | End Cap E27 LED Bulb White Color |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0015A | Pin end cap CFL Bulb             |                     |                    |
|                                                                                     |          | LDAHV5(L/W/D)H8A      | LED Bulb 5W                     | L2GBFX0008A | Glove LED Bulb 5W Inhouse        | 18,747              | 224,968            |
|                                                                                     |          |                       |                                 | L2RCVR0112A | Case LED Bulb 5W Inhouse         |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0023A | End Cap E27 LED Bulb White Color |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0015A | Pin end cap CFL Bulb             |                     |                    |
|                                                                                     |          | LDAHV7(L/W/D)H8A      | LED Bulb 7W                     | L2GBFX0009A | Glove LED Bulb 7W Inhouse        | 23,483              | 281,794            |
|                                                                                     |          |                       |                                 | L2RCVR0113A | Case LED Bulb 7W Inhouse         |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0023A | End Cap E27 LED Bulb White Color |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0015A | Pin end cap CFL Bulb             |                     |                    |
|                                                                                     |          | LDAHV(9/11)(L/W/D)H8A | LED Bulb 9/11W                  | L2GBFX0010A | Glove LED Bulb 9W & 11W Inhouse  | 38,322              | 459,859            |
|                                                                                     |          |                       |                                 | L2RCVR0114A | Case LED Bulb 9W & 11W Inhouse   |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0023A | End Cap E27 LED Bulb White Color |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0015A | Pin end cap CFL Bulb             |                     |                    |
|                                                                                     |          | LDAHV13(L/W/D)H8A     | LED Bulb 13W                    | L2GBFX0011A | Glove LED Bulb 13W Inhouse       | 5,865               | 70,376             |
|                                                                                     |          |                       |                                 | L2RCVR0115A | Case LED Bulb 13W Inhouse        |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0023A | End Cap E27 LED Bulb White Color |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0015A | Pin end cap CFL Bulb             |                     |                    |
|                                                                                     |          | LDAHV15(L/W/D)H8A     | LED Bulb 15W                    | L2GBFX0012A | Glove LED Bulb 15W Inhouse       | 14,655              | 175,860            |
|                                                                                     |          |                       |                                 | L2RCVR0116A | Case LED Bulb 15W Inhouse        |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0023A | End Cap E27 LED Bulb White Color |                     |                    |
|                                                                                     |          |                       |                                 | L2INSX0015A | Pin end cap CFL Bulb             |                     |                    |
|  | China    | NNP1084(3/4/5)        | LED Streetlight NEO (10/20/30)W | L2SLHX0468A | Body set + lens Neo 10/20/30W    | 1,678               | 20,138             |
|                                                                                     |          | NNP10946              | LED Streetlight NEO 40W         | L2SLHX0517A | Body set + lens Neo 40W          | 690                 | 8,276              |
|                                                                                     |          | NNP11944              | LED Streetlight NEO 60W         | L2SLHX0518A | Body set + lens Neo 60W          | 222                 | 2,665              |
|                                                                                     |          | NNP11945              | LED Streetlight NEO 90W         | L2SLHX0519A | Body set + lens Neo 90W          | 394                 | 4,723              |
|                                                                                     |          | NNP12940              | LED Streetlight NEO 120W        | L2SLHX0520A | Body set + lens Neo 120W         | 55                  | 659                |
|  | China    | LED G3,G4,G5          | LED G3,G4,G5                    | L2MWHX0168A | Spring Downlight                 | 200,000             | 2,400,000          |

