

*Real News • Really Local*

**NORTH COUNTY TIMES**

*Real News • Really Local*

**THE CALIFORNIAN**

Last modified Friday, March 27, 2009 9:27 PM PDT

MURRIETA: Indonesian leaders scope city for goods

By NELSY RODRIGUEZ - Staff Writer

MURRIETA ---- City officials played host Thursday to an entourage of delegates representing commerce interests in the Republic of Indonesia.

The men were in town for a goodwill meet-and-greet held by the city and the International Trade Administration, U.S. Department of Commerce.

They included the chairman of the Investment Coordinating Board of the Republic of Indonesia, Muhammad Lutfi; the consul general of the Indonesian Consulate General in Los Angeles, Subijaksono Sujono; and the counselor for economic affairs from the Embassy of the Republic of Indonesia in Washington, D.C., Ridwan Hassan; and consul of economic affairs for the Los Angeles consulate, Edi Suharto.

Murrieta's director of economic development, Bruce Coleman, said Friday that the men stopped in at SRS Engineering and Nimbus Water, which are Murrieta-based manufacturing companies, during their afternoon visit.

The visit presented an opportunity for Murrieta business owners and the foreign delegates to form partnerships that could evolve into international trade agreements, he said.

"They have a need for drinking systems and biodiesel systems, and they would like to buy from American companies," Coleman said. "We believe that can only increase the local economic activity."

Suharto, of the Los Angeles consulate, said the trip was the start of an outreach program intended to foster closer relationships with the U.S. The outreach program, Suharto said, is part of a business mission currently under consideration in the Southeast nation that is about three times the size of Texas.

The mission will focus on the development of infrastructure in Indonesia and the expansion of alternative energies. Suharto said he hopes the shared cooperation opens trade possibilities.

"In our traditional way when we (need water) we just cook it for drinking purposes," Suharto said of the benefits of bringing the Nimbus Water System reverse osmosis purification technology to Indonesia. "Of course the big city has this technology, but not that much. I think

in the future we will need it."

Suharto said he also learned valuable information about bio-diesel fuel during their trip to SRS Engineering, a bio-diesel equipment manufacturer off Jefferson Avenue.

Bio-diesel is a biodegradable, nontoxic alternative fuel that can be used in some cars as well as diesel trucks. The fuel is generated through a process of mixing natural substances such as palm oil with a reacting chemical, which produces the fuel.

Employees at the Murrieta business make the parts necessary for building bio-diesel production plants. SRS Engineering has built the equipment for plants across the country and is now setting up at least one company in India.

Clay Hawranik, president of SRS Engineering, said Friday that he was impressed by the Indonesian delegates. Their conversation turned into a discussion on SRS Engineering finding more uses for palm oil, Indonesia's largest export, and the republic possibly importing the equipment to start their own bio-diesel plants.

"We believe it's going to be the biggest stock oil you can source," Hawranik said. "And we got a definite key to their country. It was a handshake."

The delegates remained in Southwest County until the evening, Coleman said. Lutfi, the Indonesian board chairman, was then headed to London where he was expected to appear with Indonesian President Susilo Bambang Yudhoyono at the G20 Summit.

The Summit is a coalition of world leaders aimed at strengthening global finances.

Murrieta has recently put international exports of locally manufactured goods on its radar. In February, the city hosted a manufacturers forum for local businesses. In attendance at that forum was Fred Latuperissa, director of the U.S. Department of Commerce, who spoke with business owners about international trade.

Mayor Gary Thomasian said the Indonesian officials' trip was intentionally kept "low key" to make the guests comfortable.

"It was more of a social event," Thomasian said. "We wanted to make it as relaxed as possible."

Contact staff writer Nelsy Rodriguez at (951) 676-4315, Ext. 2626, or [nrodriguez@californian.com](mailto:nrodriguez@californian.com).