

The Inspiring Story of Liem Sioe Liong Salim Group: From Humble Beginnings to Global Success

From a small food trading company to an extensive conglomerate, Liem Sioe Liong Salim Group has become one of the most influential business empires in Southeast Asia. With a long history of entrepreneurial success and diversified business ventures, this Indonesian conglomerate has left an indelible mark on various industries. Let's delve into the fascinating life of Liem Sioe Liong and the tremendous achievements of Salim Group.

Beginnings in China and the Journey to Indonesia

Liem Sioe Liong was born in 1917 in China's Fujian province. Growing up in a modest family, he developed an entrepreneurial spirit early on. At the age of 16, he ventured to Indonesia, seeking better economic prospects. Liem faced numerous challenges during his initial years in Indonesia, but his resilience and determination propelled him forward.

Starting with a small food trading business, Liem seized emerging opportunities and gradually expanded his operations. He valued hard work, perseverance, and taking calculated risks, which led him to establish strong foundations for future success.

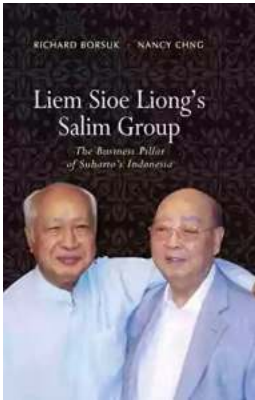
Liem Sioe Liong's Salim Group: The Business Pillar of Suharto's Indonesia

by Andreas Renner(Kindle Edition)

★★★★☆ 4.5 out of 5

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Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 348 pages
Lending	: Enabled



The Birth of Salim Group and Rapid Expansion

In 1957, Liem founded Salim Group, which served as the umbrella for his numerous business activities. The group primarily focused on food production and distribution. Their products quickly gained popularity among Indonesian consumers, leading to exponential growth.

In the 1960s and 1970s, Salim Group diversified its portfolio, entering various sectors such as banking, real estate, telecommunications, and infrastructure. Liem's strategic investments and astute business decisions propelled the group's expansion, transforming it into a dominant force in the Indonesian economy.

Overcoming Challenges and Embracing Globalization

Like any successful entrepreneur, Liem encountered significant challenges throughout his career. The 1997 Asian Financial Crisis impacted the Indonesian economy and Salim Group considerably. Overcoming this setback required unparalleled resilience and adaptability.

Liem pushed forward, restructuring and repositioning the conglomerate. He recognized the importance of globalization and expanding beyond Indonesian

borders. Salim Group entered international markets, forming joint ventures and strategic partnerships. Today, it operates in diverse sectors worldwide, including Singapore, China, Australia, and the United States.

The Legacy and Philanthropic Efforts

Liem Sioe Liong passed away in 2012, leaving behind an incredible legacy. Apart from his business acumen, he was renowned for his philanthropic endeavors. The Liem Sioe Liong Scholarship Foundation, established in 1992, provides educational opportunities to talented Indonesian students from all backgrounds.

Salim Group has continued to support various charitable initiatives, focusing on education, healthcare, and community development. The conglomerate's commitment to sustainable business practices and social responsibility highlights the importance of giving back to society.

The remarkable journey of Liem Sioe Liong and the tremendous success of Salim Group serve as powerful inspirations. Liem's humble beginnings, unwavering determination, and strategic vision propelled him from a small food trading business to the helm of an influential conglomerate.

Salim Group's diversified business ventures, global presence, and commitment to philanthropy showcase the enduring impact of Liem's legacy. The story of Liem Sioe Liong Salim Group is a testament to the immense possibilities that arise from relentless hard work, innovation, and a strong entrepreneurial spirit.

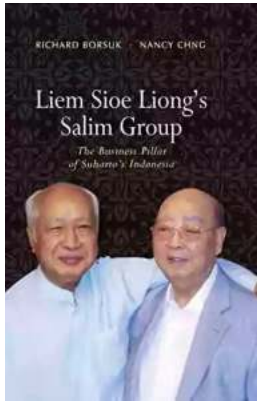
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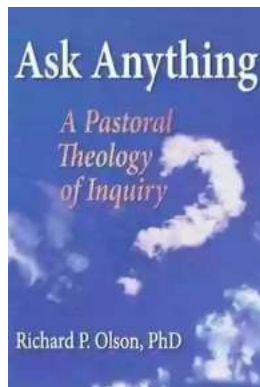
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After Suharto gained power in Indonesia in the mid-1960s, he stayed as the country's president for more than three decades, helped by the powerful military, hefty foreign aid and support from a coterie of cronies. A pivotal business backer for his New Order government was Liem Sioe Liong, a migrant from China, who arrived in Java in 1938. A combination of the Suharto connection, serendipity and personal charm propelled him to become the wealthiest tycoon in Southeast Asia. This is the story of how Liem built the Salim Group, a conglomerate that in its heyday controlled Indonesia's largest non-state bank, the country's dominant cement producer and flour mill, as well as the world's biggest maker of instant noodles.

The book features exclusive input from Liem, who died in 2012, and his youngest son, Anthony Salim. It traces the founder's life and the group's symbiosis with Suharto, his generals and family. After the tumultuous 1997–98 Asian financial crisis sparked Suharto's fall and a backlash against the strongman's cronies, Anthony staved off the crushing of the debt-laden group. Told in a journalistic style, the story of the Salim Group provides insights into Suharto's New Order. For business executives, students and anyone with an interest in Southeast

Asia's largest economy, the volume makes a valuable contribution towards understanding the country's modern history.



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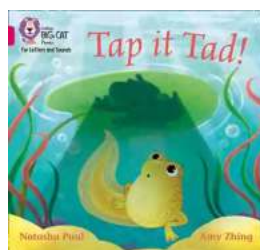
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