



KEMENTERIAN PERDAGANGAN  
REPUBLIK INDONESIA

Indonesian Decorative Lighting

# Enlighten *the* *World*

MINISTRY OF TRADE OF THE REPUBLIC OF INDONESIA

# TREDA

Trade Research & Development Agency

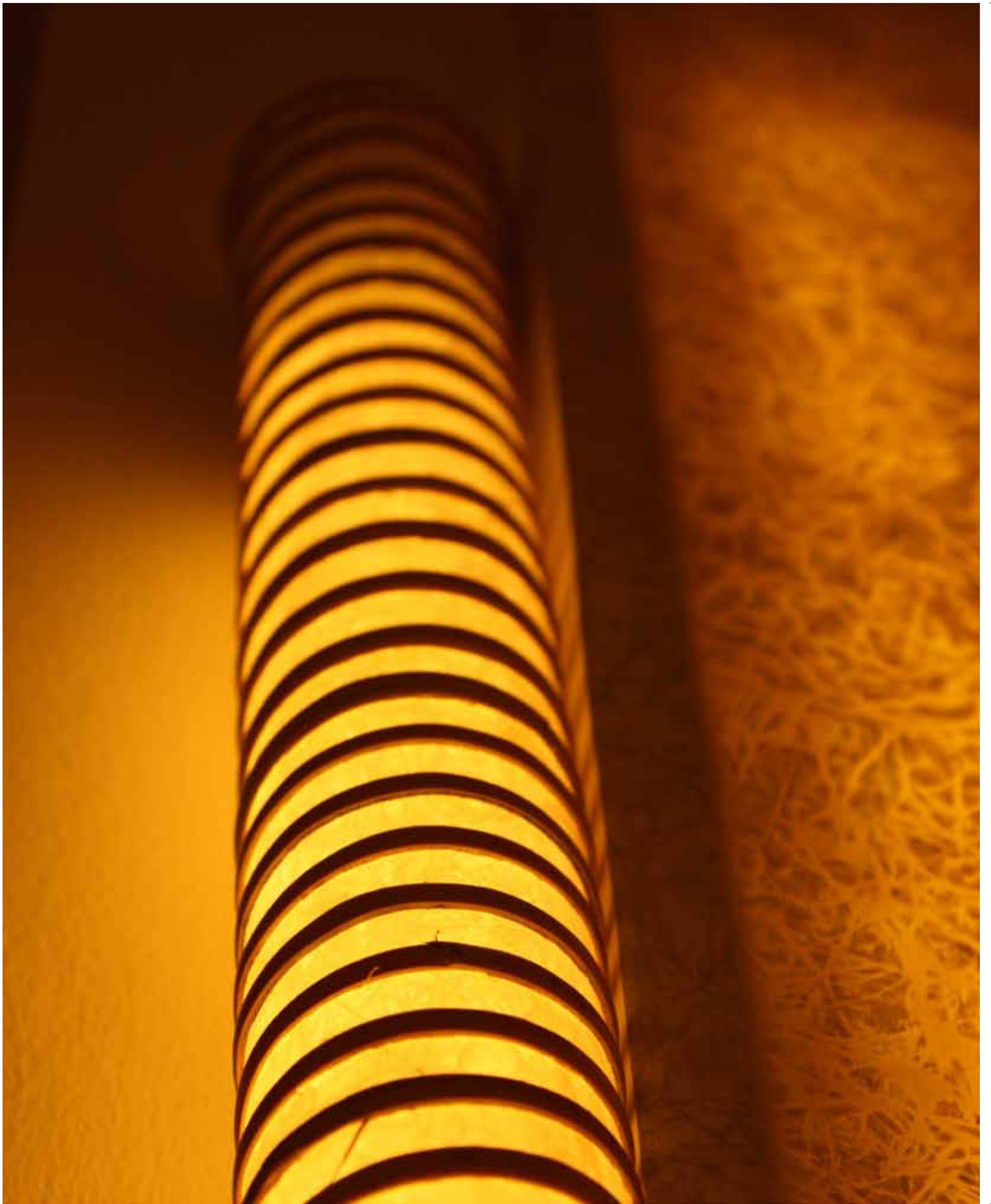
## Handbook of Commodity Profile

### “ Indonesian Lighting : Enlighten the World ”

Is developed as part of national efforts to create mutual beneficial economic cooperation and partnership between Indonesia and world communities.

**Published in 2010 by :**  
Trade Research and Development Agency  
Ministry of Trade, Republic of Indonesia

Cetakan Pertama



# Introduction

The Trade Research and Development Agency is making continuous attempt to collect, analyze and present information on various products manufactured in Indonesia through printed media, and at this point, we proudly present information on the lighting industry and product of Indonesia.

This product profile gives picturesque information about lighting and products as well as creative industry of Indonesia. The Lighting traders and lighting designers dedicate their expertise and craftsmanship for the lighting trade development. Their works and creativities have contributed and given big influence to the industry in the country.

The reader will enjoy reading the historical development of Indonesian Lighting, starting from the traditional mining activities in several provinces. More interestingly, the reader will have imaginary journey to different provinces around the country and get the knowledge on Indonesian Lighting.

Besides, it will give a picture on Indonesian Lighting products produced by the potential national manufacturers, ranging from small and medium sizes. The industries have been developing and would be boosted up to enter international markets. Supporting data will be presented to figure out Lighting product development.

We hope that the readers will find this book informative and enjoyable.

*Head of Trade Research and Development Agency (TREDA)*



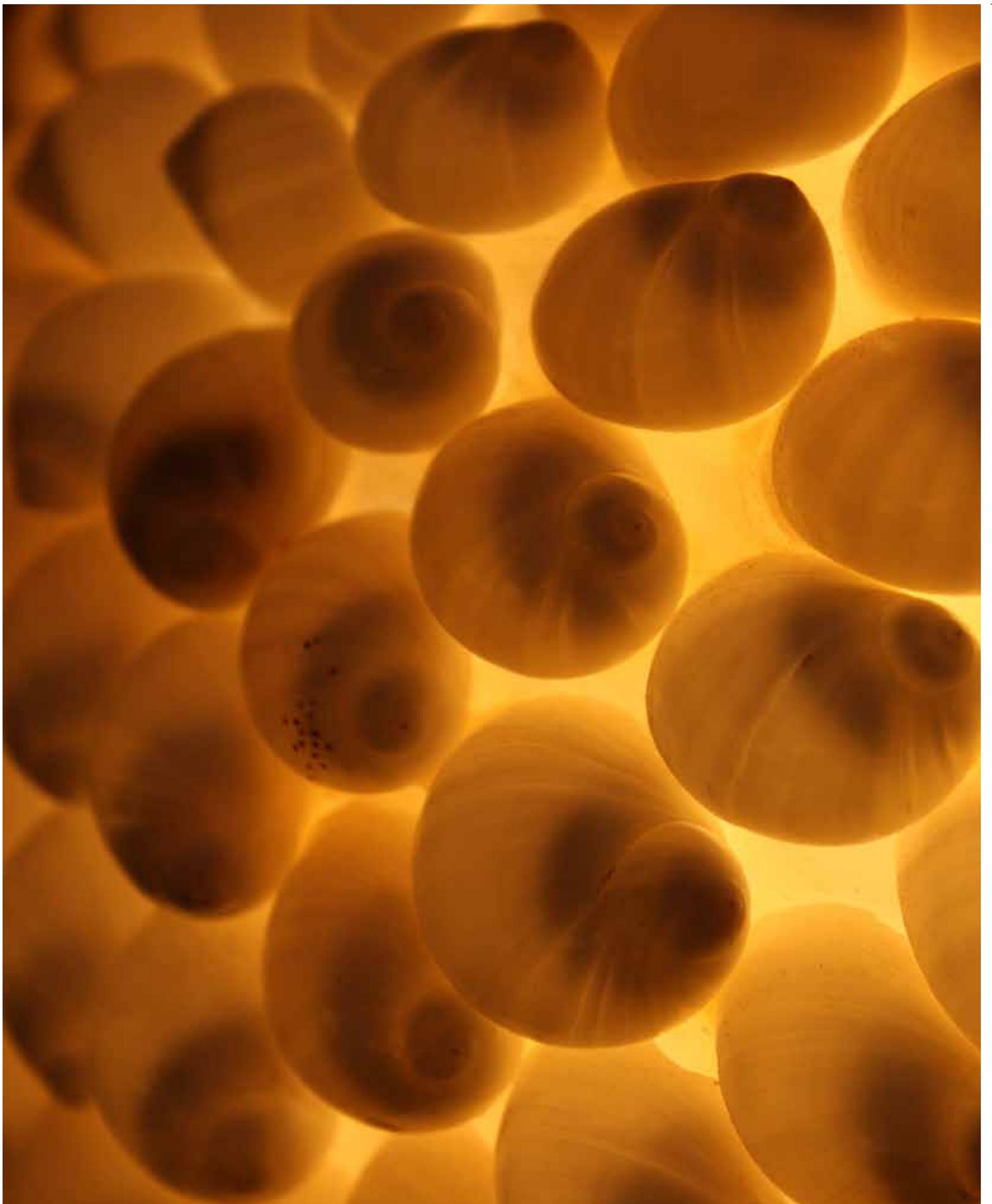
Minister of Trade  
Republic of Indonesia

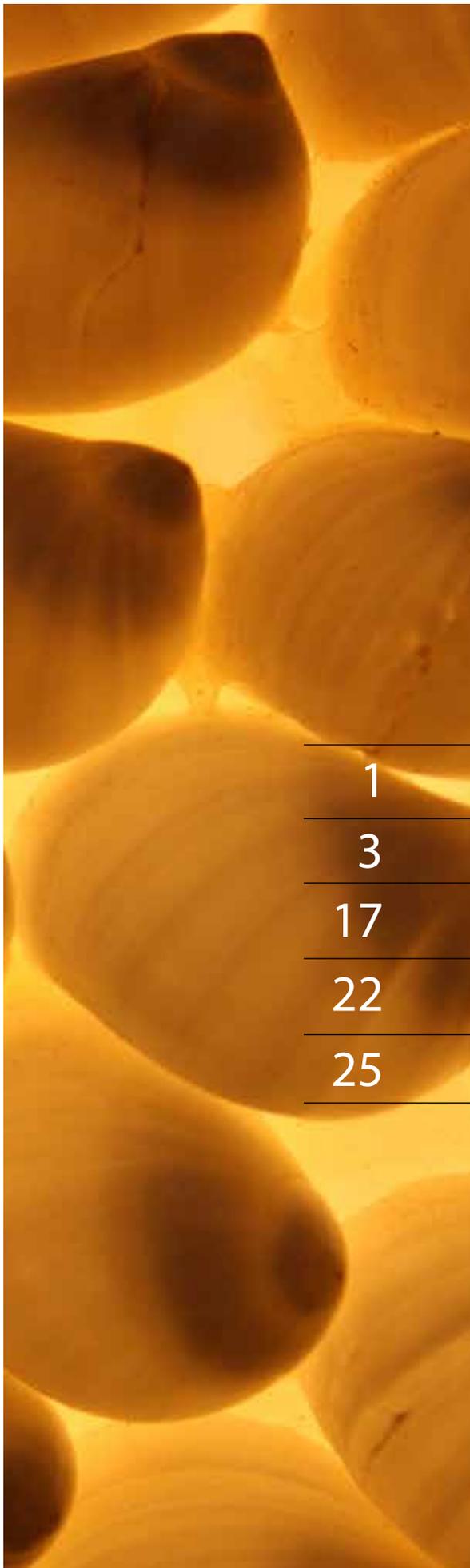
## Message

Blessed with variety of culture, Indonesia has transformed to be a country full of imagination. Everything starts from an idea or concept in mind then translate it into something and it is all about Indonesian craftsmen. Light can transform moods. Indoor lighting complements different moods, feelings and every-day shades, practically telling the art of living. Indonesia is a country full of color and style, from traditional to modern. This is the advantage of this beautiful country where so many inspirations can come across from everywhere in our lives.

With shades of light, the ambience can change from special to occasional and even extravagant, and create magic with special effects. Using decorative lighting is another way of enhancing the beauty and character of the house. The skill of Indonesian craftsmen is undoubtable. They all are great people who creates great art work. Lamp is not an ordinary lamp because the craftsmen creates is beautifully into a masterpiece. Some get it hereditary as part of the culture from our ancestor. Some get it as the effect of business development. Whatever it is, it still originally made by Indonesian craftsmen.

*Mari Elka Pangestu*





## CONTENTS

---

1	LIGHT CREATES MOOD
3	INDONESIAN DECORATIVE LIGHTING TRUE WORKS OF ART
17	CENTER OF DECORATIVE LIGHTING INDUSTRY
22	GOVERNMENT & THE DECORATIVE LIGHTING INDUSTRY
25	INDONESIAN LIGHTING IN WORLD TRADE

---



# LIGHT *Creates* Mood

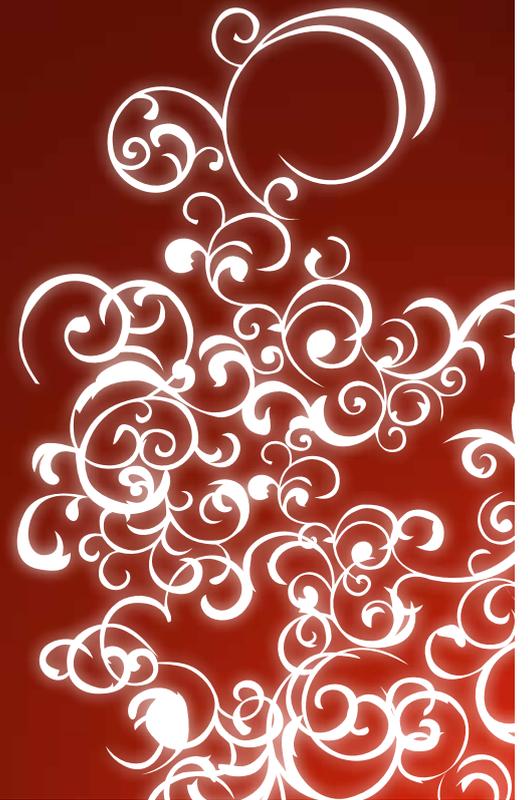
**Why do we need light? Why do we want light?**

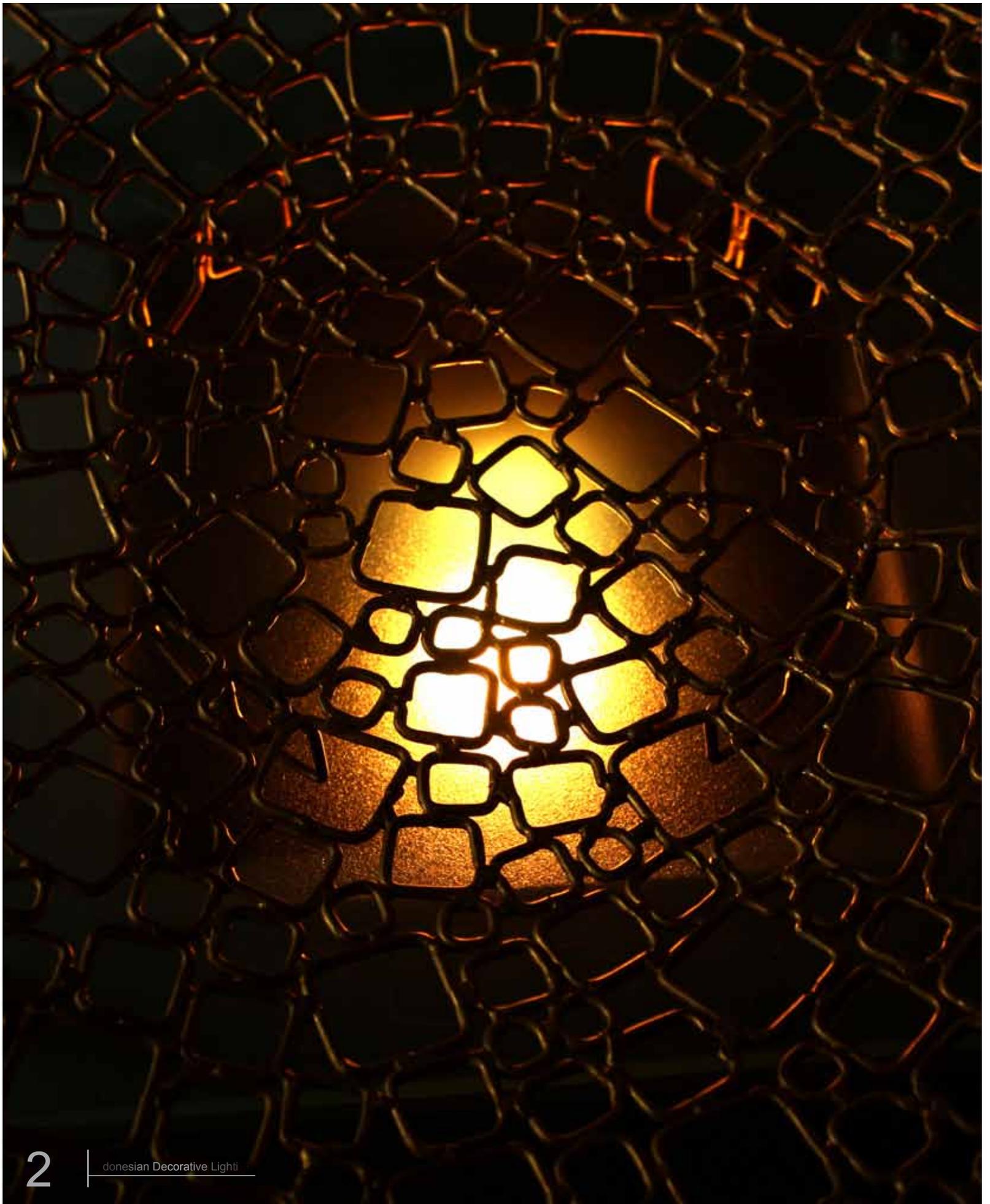
**Aside from the obvious answer that 80% of the information we have is acquired through the eyes, our sense of sight is essential because it can influence our heart, our minds, and our souls better than our other senses.**

People look up to the sky and see that great ball of light called the sun. Ancient people worshiped it as the giver of life, the controller of fate and the power that cast evils away. They worshiped around sacred fires at temples. And they bring a small piece of fire to their home to give them warmth and a feeling of security in the dark, cold nights that came to befall them. But even after the days turned hot and our meals were cooked, people still kept a bit of fire in the form of torches or candles or lamps to keep our surrounding bright and built windows and openings in our walls and roofs to bring natural lights in. Our relationship to light has grown beyond the basic physical needs of seeing and heating, but also involve our feelings, our aesthetics, our minds, our dreams, our existence.

And in this modern age, an entire industry has developed to provide us with more than just a simple ray of light, but a whole experience that take us to a different level of existence. The lighting industry of today is amazing in its ability to combine nature, creativity and technology to the human experience. Indonesia, long famous for its natural resources and creative people, is ideal for this industry to develop.

And as the pages in this book shows ..... that industry has developed. And the lighting experience that comes with it is magical.





## INDONESIAN DECORATIVE LIGHTING

# True Works of Art



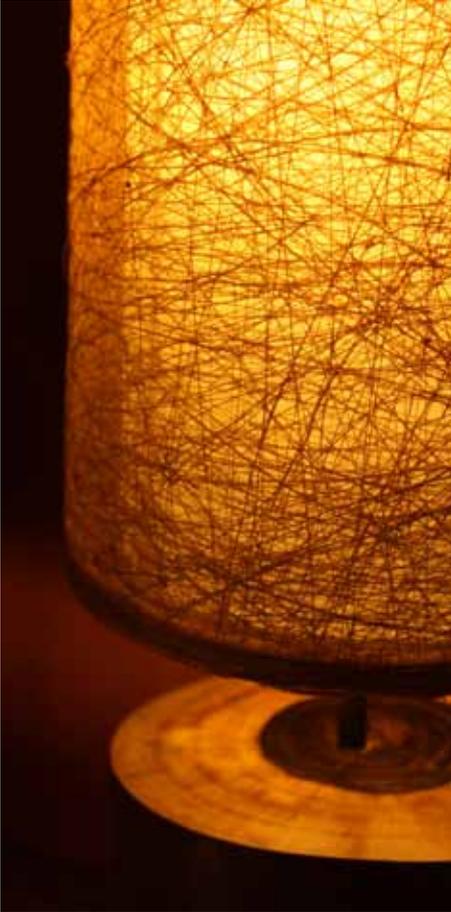
Natural materials are frequently used in the making of creative lighting products in Indonesia. Its earth is rich with metal ores, stones and minerals. Wood, fibers, shells, feathers, and all sorts of organic materials are plentiful. And yet, this wealth of resource does not lead to wasteful production, because Indonesian craftsmen are ingenious in their way of processing ordinary waste to become luxury items.

### Bamboo

Bamboo can easily be found in Indonesia, and therefore one of the most common Indonesian handicrafts is made from bamboo. Many beautiful home furnishing is made from high quality bamboo, including lamps. Although originally traditional and rural in style, many of the products that reach the homes of the higher class of societies have more modern design. These bamboo lamps can be found in Jakarta, Bogor, Yogyakarta, Kediri, Jombang and many other places in Indonesia.

Creativity of Indonesian craftsmen is undeniable. Indonesia is a country that has many tribes and ethnicities. Each of them has unique features like language, culture, environment, and way of life that translate to different style of art and crafts. With the help of modern technology and with the rise of international trade, the world can finally have access to Indonesian decorative lighting products.





## Coconut Petals

The palm tree is an icon of a tropical island paradise. And naturally, palm trees can be found all over Indonesia. Many lower income villagers use coconut bract or spathe for cooking fuel, but in the creative hands of the Indonesian craftsmen, they become good raw material for decorative lamp. One of these lamps is known as “mancung” lamp. “Mancung” refer to this covering of the coconut flowers. It is not clear who is the first craftsmen who created these mancung lamps, but now they can be found in many coastal cities where palm trees is available, such as in Pecuk Village of Tulungagung, East Java or in Bantul, Yogyakarta.

## Rattan

Rattan is always enticing to explore, a natural material that the tropics and subtropics countries are familiar with. As the world’s largest source of raw rattan materials, Indonesians have for a long time use rattan for various purposes. Most modern usage, though, is for furniture, including lamps that are both useful and fascinatingly beautiful. Natural rattan is flexible enough to bend and weave, yet strong and durable, and the most important of all, it can be fashionably combined with other materials, such as leather, iron, sea-grass, water hyacinth, and many more. Creativity in design has brought forth high-quality products.

## Seashell Lamps

Whole seashells or parts of sea shells have been used as jewelry or as other forms of adornment since prehistoric times. The vast oceans and beaches that surround Indonesia is an inspiration for many craftsmen to create beauty from this great blue world.

Small pieces of colored and iridescent shell have been used to create mosaics and inlays. Large numbers of whole seashells, arranged to form patterns. Each sea shell lamp is uniquely handcrafted. All the seashells are individually hand placed by the craftsmen making no two lamps exactly alike. A love for the sea was the compelling drive for the design of this creation.



Initially the shell width is selected, then cleaned, then put into the oven and given a mixture of certain chemicals that are hard shells become soft and easily shaped and cut to the desired pattern. At the finishing stage, the shells will be given a layer (coating), so it looked shiny and hard.

The sea shells are thoroughly cleaned and sprayed to deepen their natural beauty and luster. The union of art and beauty make seashell lamps exclusive artworks that will enhance any home. Big manufacturing companies focused on making product from sea shells can be found in Cirebon and Sulawesi.

## Copper and Brass Lamps

Copper and brass are the two metals suitable and interesting to make various handicrafts like the vase, hanging lamps, wall hangings and so on. Colors and durable materials make people more like copper and brass handicrafts than other materials. Various creations can be made with copper and brass materials.



Copper is one of the few metals to occur naturally as an un-compounded mineral. Copper is 100% recyclable without any loss of quality whether in a raw state or contained in

a manufactured product. Copper was known to some of the oldest civilizations on record, and has a history of use that is at least 10,000 years old.

Boyolali District of Central Java is very famous for its brass and copper handicrafts. The production center is located in Cepogo, a village known for its craft as well as being a district for handicraft tourism. There are many galleries displaying handicrafts of brass and copper. Home-based manufacturing industries such as Asta Kriya, Metal Furnicraft, AA Art Gallery and many others have their workshops here. Their skills are outstanding and their product is magnificent. Their lineage can be traced back a few centuries to the early days of Mataram Kingdom in southern Central Java.

Brass handicraft-making process is quite long and through several stages of processes as well. In producing good quality of copper handicraft, we need a good quality of coating in the finishing process or commonly called finishing clear coating. Copper lamp is a low maintenance lamp, it doesn't need further treatment, it will remain the same time after time.

## Art Glass Lamps

Studio glass or glass sculpture is the modern use of glass as an artistic medium to produce sculptures or two-dimensional artworks. As a decorative and functional medium, glass was extensively developed in Egypt and Assyria, brought to the fore by the Romans (who spread glassblowing, invented by the Phoenicians), and includes among its greatest triumphs European cathedral stained glass windows. The glass objects created are intended to make a sculptural or decorative statement.



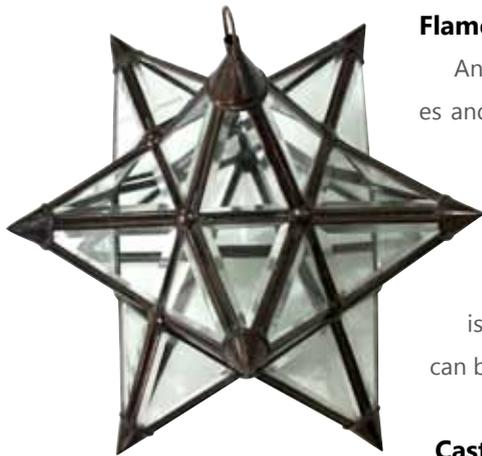
There are many ways to create and decorate a piece of art from glass. Specific approaches include working glass at room temperature cold working, stained glass, working glass in a torch flame (lampworking), glass bead making, glass casting, glass fusing, and, most notably, glass blowing. To disguise the intense electric light, lampshades were used in colored glass.

Company that produces art glass lamp can be found easily in Bali. One of the companies that focus in making glass lamp is Kiky Ragil and Aurabali, establishes in Denpasar. Bali the company has been engaged in providing amazing glass lamps for domestic and international market. Kiky concentrates in making floor lamp only, while Aurabali creates more variety of art glass lamps. Aurabali's products are ranging from candle holder, table lamp, floor lamp and many more. In addition to Bali, producer of art glass lamp can also be found in Yogyakarta and Surabaya.

**There are 6 types of art glass based on how this beautiful artwork is done:**

### **Blown Glass**

Blown glass, where a glassblower works at a furnace full of molten glass using metal rods and hand tools to blow and shape almost any form of glass, is one of the older and more popular ways to work. Most large hollow pieces are made this way, and it allows the artist to be improvisational as they create their work as it is very hands on.



### **Flame-worked glass**

Another type is flame-worked glass, which uses torches and kilns in its production. The artist generally works at a bench using rods and tubes of glass, shaping with hand tools to create their work. Many forms can be achieved this way with little investment into money and space. Though the art is somewhat limited in size, a greater level of detail can be achieved with this technique.

### **Cast glass**

Cast

glass can be done at the furnace, at the torch or in a kiln.

Generally the artist makes a mold out of refractory, sand, or plaster and silica which can be filled with either clear glass or colored or patterned glass, depending on the techniques and effects desired. Large scale sculpture is usually created this way. Commonly used for under-cabinet lighting or future lights installation in modern house.

### **Slumped glass**

Slumped glass and fused glass is similar to cast glass, but it is not done at as high a temperature. Usually the glass is only heated enough to impress a shape or a texture onto the piece, or to stick several pieces of glass together without glue.

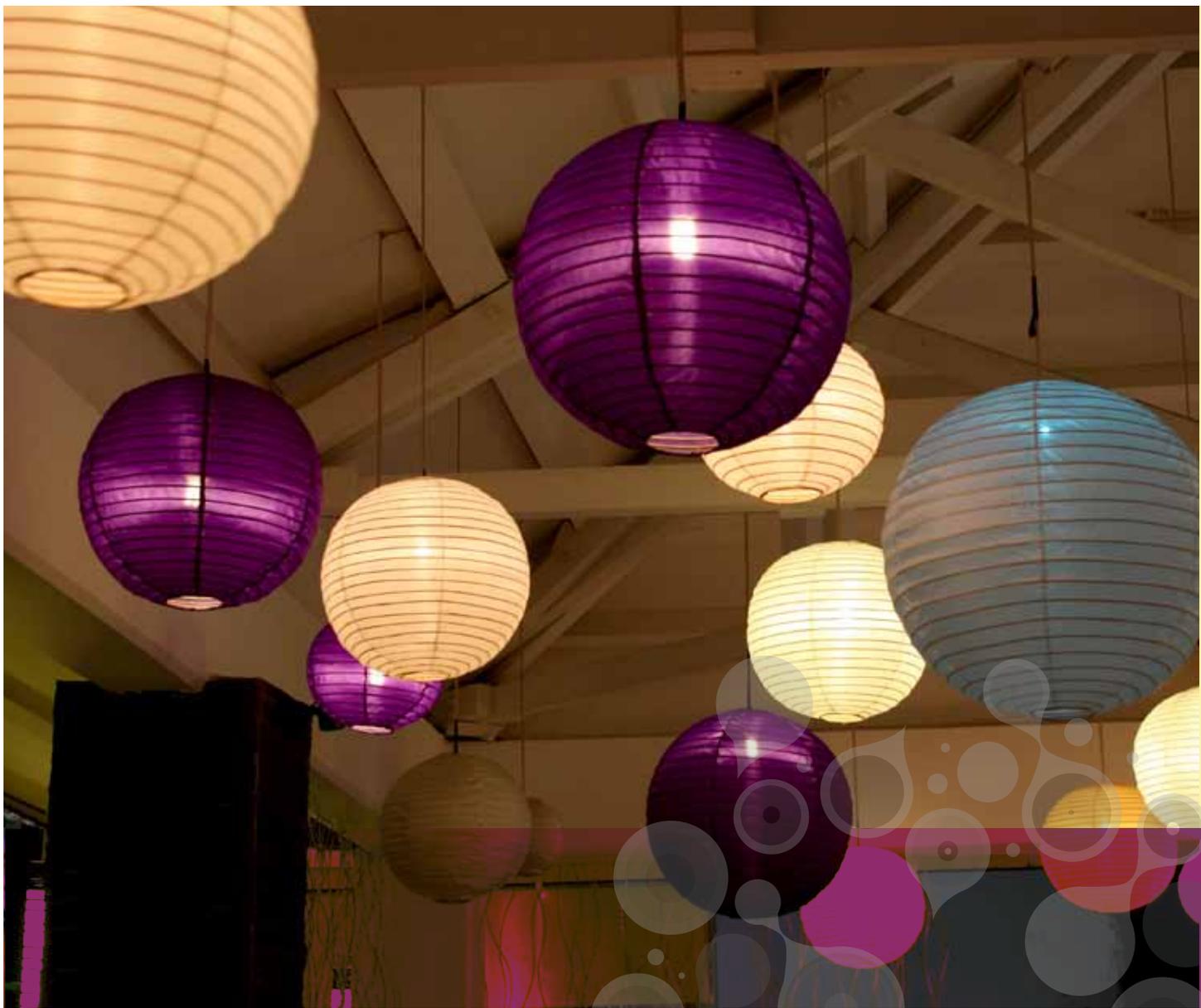
### **Stained glass**

With stained glass the artist cuts the glass into specific patterns to make their artwork which are stuck together using lead came and solder. They can also use hot techniques in a kiln to create texture, patterns, or change the overall shape of the glass. Stained glass can be used for glass lantern just like the Middle East type of lantern.

### **Etched glass**

Etched glass is created by dipping glass that has an acid resistant pattern applied to its surface into an acid solution. Also an artist can engrave it by hand using wheels. Sandblasting can create a similar effect.





## Paper Lantern

People may call it lantern, art lamp or maybe paper lamp, but as an interior and exterior decoration lantern is essential to fulfill the intention of romantic and exotic atmosphere. Tiang Jaler is one of the existing companies that focus in making paper lantern. They produce hand-crafted goods with the best material to made high quality lamps for customers. Tiang Jaler was founded in year 2002 in Bandung, West Java. Bandung is one of the exotic Old City and center of fashion in Indonesia where the talented, creative and innovative young people gathered. Tiang Jaler is one of the young communities that see a

lot of potential 'art' product, which can be developed using local resources. And the result is beautiful, stylish and extraordinary design of paper lanterns.

Paper lanterns are common in China and Japan, and similarly, in Chinatowns, where they are often hung outside of businesses to attract attention. In Japan the traditional styles include bonbori and chochin and there is a special style of lettering called chochin moji used to write on them. Paper lanterns come in various shapes and sizes, as well as various methods of construction. The simplest



form is simply a paper bag with a candle placed inside, although more complicated lanterns consist of a collapsible bamboo or metal frame of hoops, covered with tough paper.

In Indonesia there are some home industries in that focus in making paper lantern, their product has very good quality and has been used in special ornament in 5 stars hotel and exported to major Asian countries. The most famous paper lantern industries located in Jl. Ir. H. Juanda, Malang, East Java. There are plenty of shops and workshops in this area working on paper lantern. This is the production center of lantern craft. In this production center there were once the giant lantern or the biggest lantern ever made in Indonesia. It proves that they ready to compete in international market to make any kind of paper lantern in various shapes and sizes.

Paper lanterns can be classified into 5 distinct classes:

1. The Baby's Bottom is the miniature class, often used in modern times with Christmas lights.
2. The second class is the Rolling Paper, the tall, cylindrical lanterns often associated with restaurants and bars.
3. The third class is the Tomato Light also known as Big Red; the classic round mid-size lantern.
4. The fourth class is the Crystal Magic; the variously-shaped geometric lamps constructed of many square and triangular panes.
5. The last is known as Buddha's Gastronomy; the large and extra large lanterns used to decorate temples and for show at festivals.

## Ceramic & Stone Lantern

Ceramic lantern is another creative pottery product. It is very easy to make and, therefore, easily found in every city in Indonesia. This type of lantern is usually for outdoor decorative purpose. Ceramic lantern is another option of buying stone lantern. Lantern made from stone (batu candi) is usually expensive and another choice is buying the ceramic lantern. Both of them give natural impression. Home industry that makes this ceramic lantern can be seen along the Magelang-Yogyakarta route or Bantul and Sleman, to be specific.

Alabaster is a natural stone which has special characteristics of being transparent. Alabaster is widely known for its beautiful markings and its uniqueness, as well as issuing a very romantic soft illumination. Not many people know that Indonesia also has beautiful alabaster. Alabaster is more commonly known as onyx. Yellowish alabaster is primarily chosen for their beautiful markings and translucency. The



stone is handpicked and then cut to size before it is shaped and polished. The center of the cylinder is then milled out from the bottom so that the cylinder walls are thin enough to become translucent. This process is done so that a bulb may be placed inside the stone allowing the alabaster to be illuminated when desired.

Related to its making, alabaster is more expensive than ordinary glass-made lamps. However, the price of alabaster is accompanied with the state of art design, offering matchless value in each alabaster and satisfaction for its beauty. There is one company that focus in making decorative lamp using alabaster, the name of company is the same with the stone; it is Alabaster Lighting and located in Bali.

## Crystal Lamps

Crystal lamp is identical with chandelier type of lamp. From the 15th century, more complex forms of chandeliers based on ring or crown designs began to become popular decorative features, found in palaces and homes of the nobility, clergy and merchant class. Neoclassical motifs became an increasingly common element, mostly in cast metals but also in carved and gilded wood. Developments in glassmaking in the 18th century allowed the cheaper production of lead crystal. The light-scattering properties of this highly refractive glass quickly became a popular addition to the form, leading to the crystal chandelier.

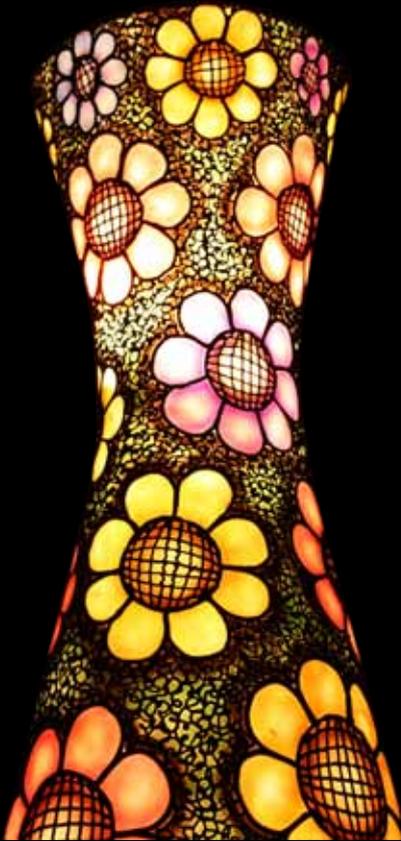
Like it is stated before that crystal lamp first used in Europe, crystal lamp in Indonesia was once introduced by the Dutch long time ago. Only certain companies produce crystal lamp because the market is niche and the price itself is quite expensive. Alabaster Lighting from Bali differentiate themselves with other lamp producers in term of design and the quality of the products. In addition to producing onyx lamp, it also produces crystal lamp. Each product is carefully designed so it is unique, exclusive and not a mass product.

## Fiberglass Lamp

Fiberglass (also called glass fiber) is a material made from extremely fine fibers of glass. It is used as a reinforcing agent for many polymer products; the resulting composite material, properly known as fiber-reinforced polymer (FRP) or glass-reinforced plastic (GRP), is called "fiberglass" in popular usage. Fiberglass lamp can be found in many lamp manufactures in Indonesia, it has become common material for lamp.

Glassmakers throughout history have experimented with glass fibers, but mass manufacture of fiberglass was only made possible with the invention of finer ma-





chine tooling. What is commonly known as “fiberglass” today, however, was invented in 1938 by Russell Games Slayter of Owens-Corning as a material to be used as insulation. It is marketed under the trade name Fiberglass, which has become a genericized trademark. A somewhat similar, but more expensive technology used for applications requiring very high strength and low weight is the use of carbon fiber.

Glass-reinforced plastic (GRP) is a composite material or fiber-reinforced plastic made of a plastic reinforced by fine glass fibers. Like graphite-reinforced plastic, the composite material is commonly referred to by the name of its reinforcing fibers (fiberglass). Thermosetting plastics are normally used for GRP production—most often unsaturated polyester, but vinyl ester or epoxy are also used. Traditionally, styrene monomer was used as a reactive diluent in the resin formulation giving the resin a characteristic odor. More recently alternatives have been developed. The glass can be in the form of a chopped strand mat (CSM) or a woven fabric. Uses for regular fiberglass include many type of decorative lighting.

In Indonesia there are plenty of home industries making decorative lamp using fiberglass (either fiberglass or GRP) but usually instead of using fiberglass alone the craftsmen combine it with other materials like sea shells, stones etc. Fiberglass lamp from Indonesia is well received in countries in North America, Eastern Europe, Asia, and Western Europe.

## Resin

Resin is a hydrocarbon secretion of many plants, particularly coniferous trees. It is valued for its chemical properties and associated uses, such as the production of varnishes, adhesives, and food glazing agents; as an important source of raw materials for organic synthesis; and as constituents of incense and perfume. In perfumery such products are often termed “ambered”, based on fossilized resins being the source of the gemstone amber. Resins are also a material in nail polish.



The hard transparent resins, such as the copals, dammars, mastic and sandarac, are principally used for varnishes and cement, while the softer odoriferous oleo-resins (frankincense, elemi, turpentine, copaiba) and gum resins containing essential oils) are more largely used for therapeutic purposes and incense. Resin in the form of rosin is applied to the bows of stringed instruments (e.g. violin, etc), because of its quality for adding friction to the hair. Ballet dancers may apply crushed rosin to their shoes to increase grip on a slippery floor.

Unique quality lamp & wall decoration made from resin are available in various



shape such as ball, egg, bottle, square, cylinder, silhouette, oval, half oval, pyramid, animal & others.

## Lampshade

A lampshade is a fixture that covers the light bulb on a lamp to diffuse the light it emits. Conical, cylindrical and other forms on floor-, desk- or table top-mounted as well as suspended lamp models are the most common and are made in a wide range of materials. The term can also apply to the glass hung under many designs of ceiling lamp. Beyond its practical purpose, significant emphasis is also usually given to its decorative and aesthetic features.

In the late 17th-century in Paris the first public lanterns made their appearance in the centre of the streets. They lit the road during the night. In 1763, the *réverbères* made their appearance. The first public oil lamps in Milan, financed by revenues from a lottery, date from 1785. These were lanterns containing an oil lamp with a number of wicks. A semi-spherical reflector above the flame projected the light downwards, while another reflector, slightly concave and near the flame, served to direct the light latterly.

Lampshade used in floor lamp or table lamp can be classified in two type:

1. Fabrics; such as silk or cotton. This type of lampshade need to be washed in periodical time
2. Non fabrics; can be cast glass, resin, bamboo or other natural material.



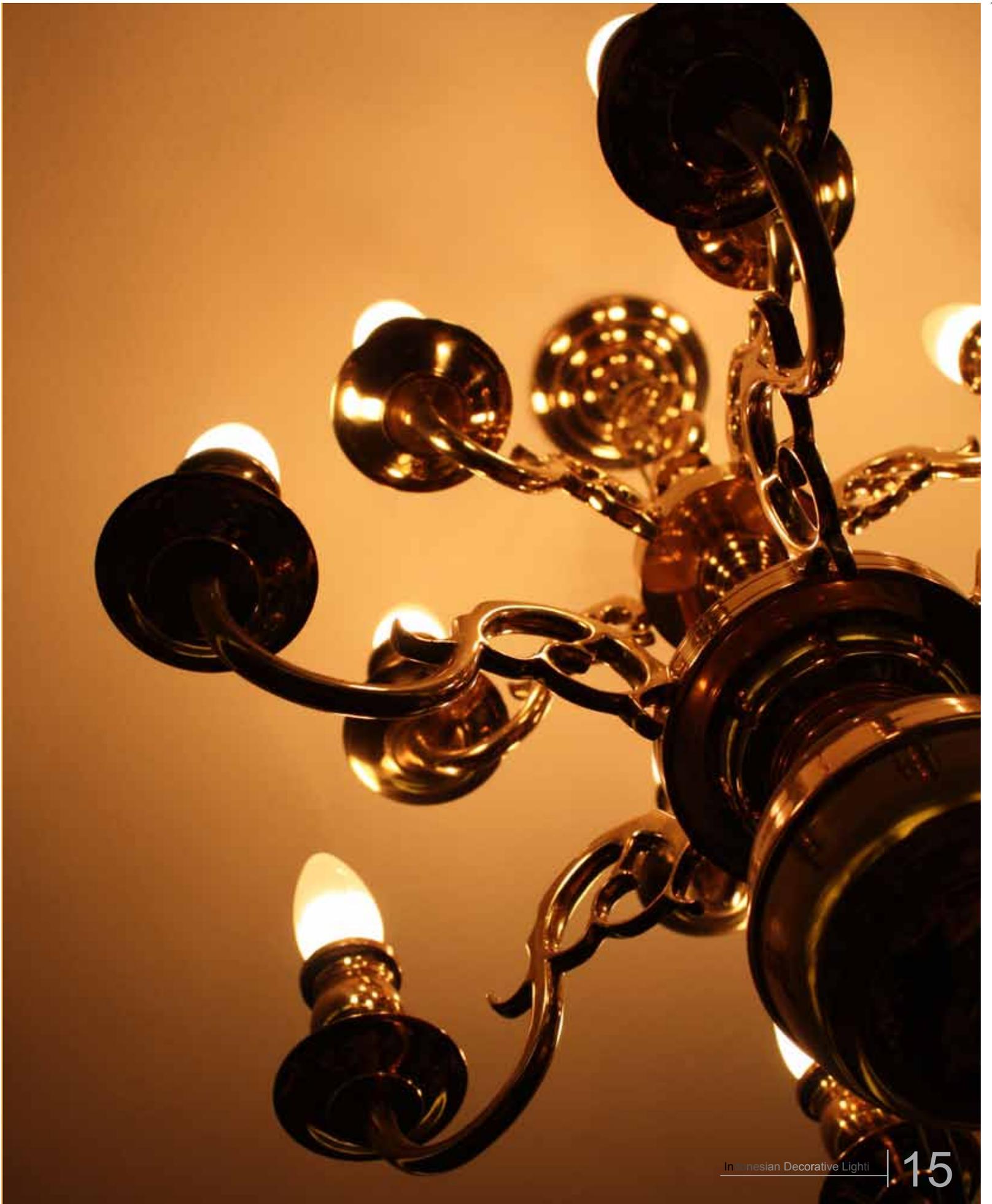


## Wrought Iron Chandeliers

Wrought iron is an iron alloy with a very low carbon content in comparison to steel, and has fibrous inclusions, known as slag. This is what gives it a “grain” resembling wood, which is visible when it is etched or bent to the point of failure. Wrought iron is tough, malleable, ductile and easily welded. Historically, it was known as “commercially pure iron”, however it no longer qualifies because current standards for commercially pure iron require a carbon content of less than 0.008 wt%.

Before the development of effective methods of steelmaking and the availability of large quantities of steel, wrought iron was the most common form of malleable iron. Wrought iron has been used for many centuries, and is the “iron” that is referred to throughout Western history. The other form of iron, cast iron, was not introduced into Western Europe until the 15th century; even then, due to its brittleness, it could only be used for a limited number of purposes. Throughout much of the Middle Ages iron was produced by the direct reduction of ore in manually operated bloomeries, although waterpower had begun to be employed by 1104.

One application is furniture. It is also used to make home decor items such as baker’s racks, wine racks, pot racks, etageres, table bases, desks, gates, beds, candle holders, curtain rods, and not forget lighting product. Premium quality wrought iron lamp is manufactured in Boyolali, Central java.







## CENTER OF DECORATIVE LIGHTING

# *Industry*

The national economy of Indonesia faced hard times in a decade ago. The impact of a worldwide recession contributed to a drop in the country's foreign exchange reserve. The handicrafts-based sector of small-scale industry continued to expand, including lighting product created by home industries. This may be due in part to the fact that the handicraft-based sector is particularly important to the poor as a supplemental source of income generation.

With 80% of the population in rural areas engaged in the agricultural sector, small-scale enterprises are ideally suited to supplement income and employment at the household level. Small-scale enterprises do not require a high level of education or complex technology. They are labor-intensive and do not depend on large capital investments. Because of these advantages, about 75% of the present labor force is absorbed by small-scale household industries. The government has recognized the importance of the small-scale sector and since the mid-1970s has promoted a number of innovative schemes to encourage further development of this sector.

Most of the traditional villages in Indonesia are a handicraft center, which is a special attraction to bring tourists from abroad. Many of handicrafts domestic production, as well as decorative lighting product has led Indonesian craftsmen skilled in making handicrafts, but the problems that arise until now is marketing techniques. Indonesian craftsmen still lost in terms of marketing and how to run good marketing techniques in order to compete with products from other crafts.



Art is believed as an aspect that can give human being psychological satisfaction and materials. This is the fact that where the area have developed art there have better life standard and more communicative in the sense of diversity relation. Small-scale enterprises can be vulnerable to the whims of the market, particularly when they are specialized and only produce one product or work with one type of raw material. Craftsmen need to be able to adapt to changes and diversify their activities to meet changing market demands. Lamp crafts or lighting home industry in Indonesia is able to do this by recognizing new demands and implementing new designs to meet them.

But the most favored artists are of the carving, painting, gold and silver, and batik. Some of them built their small shops or art galleries to host the guest during their visit to their village. With the assistant of tour agencies the artists could fully expose their works both at their place of work or through etalages belong to the big shops or private collectors. It was really a promising stage for Balinese, Javanese, Kalimantan and even Asmat artisans. One can see various Indonesian ethnic arts being exposed at the places frequently visited by the tourists. The artists from central Java for example got a great favor from the development of Bali which could expose their works such as batik, garments, woodworks, gold and silver works, basketry, and others.

### **Riau Islands**

Riau Islands (Kepulauan Riau) is an archipelagic province that has been blessed with full of God's compassion. It is located near the Straits of Malacca, one of the busiest waterways in the world with huge shipping activities, and borders directly with Singapore and Malaysia, two important business hubs of the Asia Pacific. One of the islands in the province is Batam. It has special development zone status and one of the country's most industrious regions. Riau Islands also has unlimited investment potential in trade and industry, mining, tourism, agriculture, livestock breeding, and aquaculture. And as tables in the next section shows, Riau Islands has significant amount of export of lighting products.

### **DKI Jakarta**

The national capital of Jakarta is the most industrious and developed area in the country and enjoy high standard of living. It can also be said that Jakarta is the main gate to the outside world. The city is the home of various media enterprises, galleries, trade promotion centers and exhibition halls, shopping malls and distribution centers, small and large companies, large numbers of affluent residents, and also of many creative talents, such as industrial designers, artists, architects, interior designers and movie makers that can add positively to the lighting industry. They are the consumers as well as the middle-men in the trade of decorative lighting products. They are also the brain behind various product

designs and commercial venture that drives the industry. As the table in later section will show, Jakarta exports millions of dollars worth of goods annually.

### **West Java**

Surrounding Jakarta is the Province of West Java, a populous and a highly developed region. It has a large number of manufacturing operations, universities and research institutes, and well developed infrastructure. Its large factories are efficient and world-class, but its small and medium business sector is also a source of pride and economic power, as the following story will show.

Sugih Mukti Cooperative (Koperasi Sugih Mukti /KSM) is a producer of decorative lighting products. Its history can't be separated from Kamaludin's role as founder and chairman of the cooperative management since its establishment. Kamaludin is a pioneer of decorative light handicraft in the area around Babakan Ciparay, Bandung. The year between 1967 and 1978 were difficult times for him. As a worker, his income is barely enough for food and basic necessities. The situation encouraged him to improve living standards.

Finally in 1978, armed with steel determination and a set of useful experience, Kamaludin try to make decorative lights on his own and sell them to neighbors. Some of those neighbors got attracted and decided to bring those products to the entire city of Bandung, selling them from door to door. In 1979, orders began to flow in. Kamaludin recruits local people, particularly orphans, creating small enterprises. Seeing Kamaludin's success, neighbors were inspired to study and try to make decorative lighting product. Then on August 31, 1981, the craftsmen agreed to form a cooperative named "Sugih Mukti" with Mr Kamaludin as the head. Members not only come from the local village, but also from the regions like Cipatat and Ciwidey, etc. KSM first export was to the Netherlands in 1987 in one full container.



Good management and creative designs led to growth. In April 1987, KSM won an award from the BID (Business Initiative Direction / International Gold Star for Quality) from Madrid, Spain. In October 1987, Indonesian Ministry of Industry further support them by taking the group to participate in study visits to Japan. KSM's achievement is recognized by the Upakarti Award from the State. And in 1991, KSM was formally appointed as business partners for small industries and artisans in iron working.

Another decorative lighting product in West Java is gentur lantern. Gentur lanterns are made of hand-crafted brass with colored glass. They are colorful and uniquely designed, distinctive and elegant. The lanterns have been exported abroad in large quantities. Gentur lantern is quite famous as a folk craft in Cianjur. The manufacturers are located in the Village District of Warungkondang Jambudipa or about 7 km with a distance of 20-minute journey from the City of Cianjur.

## Central Java

North of Yogyakarta is the Province of Central Java. The province is many times larger and populous than Yogyakarta and also has the capacity to produce world-class decorative lighting products. Although less visited by tourists or ordinary business travelers, Central Java is also the location of Surakarta, the cousin and, at times, rival court, to the Yogyakarta Sultanate. Similar to the case of Yogyakarta, this heritage is carried over to the modern age as industrious and creative characters of its people.

Production centers are more dispersed and specialized in Central Java. Boyolali, in its southern part, for example, is strong in handcrafted brass, copper and metal-workings. While northern coastal district of Jepara is world famous with its furniture and brilliant wood-carvings. The City of Solo, the seat of the Surakarta Kings, is a hub of creativity and also of many factories. The provincial capital of Semarang is a cosmopolitan and modern city that also serves as a commercial hub for the whole province. Through Tanjung Mas port in Semarang, ships bring goods to many parts of Indonesia and the world.



## Yogyakarta

Yogyakarta is a city and province with outstanding historical and cultural heritage. For many centuries Yogyakarta or the region around it (in southern Central Java) was the cultural and imperial centre of the Javanese, including the Kingdom of Mataram, the last of those great kingdoms. The magnificent Buddhist temple Borobudur and other ancient temples and structures are located in this area. Even now the kraton (the sultan's palace) exists in its real functions as a cultural and political center, as well as point of interest of many tourists and scholars.

Just like any other imperial center, Yogyakarta is rich with artisans and designers. They managed to transform

themselves from maker of goods for the imperial and social elites to the manufacturer of goods for the world of international commerce. Today, there are plenty of manufacturers of a variety of floor lamps and table lamps in the area. Materials used include natural ones like bamboo, wood, banana stem, and fibers or processed materials like paper, metal and plastic. Most of the designs incorporate traditional styles, but with modifications to suit international tastes. Quality-wise, the craftsmen still maintain their proud heritage as trusted suppliers to royal households. Their workshops and galleries are located within the City of Yogyakarta or the nearby districts of Bantul, Sleman, etc.



## Kalimantan

### Biggest Total Export Value From Kalimantan

in US\$ (Thousands)

HS	Description	Province	Export Destination	Total Export Value 2004-2009
9405109000	Oth chandeliers&oth elec ceiling / wall light.fittng,exc.of apublic spac.light	South Kalimantan	Japan	174,313
9405109000	Oth chandeliers&oth elec ceiling / wall light.fittng,exc.of apublic spac.light	East Kalimantan	Malaysia	137,482
9405109000	Oth chandeliers&oth elec ceiling / wall light.fittng,exc.of apublic spac.light	South Kalimantan	South Korea	16,320
9405501900	Oth. non elect. lamps&flighting fittings	West Kalimantan	Japan	13,688

Source : BPS-Statistics of Indonesia

## Bali

Bali is mostly famous as a tourist heaven because of its scenic landscape, unique cultural heritage, hospitality of its inhabitants, and good quality of life. The interaction of its millions skillful populace and the various visitors has create a remarkable business environment. Many artists and craftsmen have come to Bali to live and work. With ideas, skills and opportunities, Bali becomes a leader in decorative lighting products.

Most workshops and craftsmen of decorative light-

ing products reside in Gianyar district, while galleries and shops are spread in every corner of the island, especially its southern part where most of the hotels and resorts are located. Tourists and business travelers passing through the island can find all sorts of beautiful lamps and lanterns. If one would want to order in bulk or need a specific technical requirement or prefer to purchase a one of a kind design, highly creative designers and efficient contract manufacturing operations are easily accessible. They can provide clients with the best solution.

# Government & THE DECORATIVE LIGHTING INDUSTRY

**The government is working to boost Indonesia's creative industries by supporting both promotion and financial facilitation to improve the sectors contribution to the national economy.**

## **Financial Support**

It recognized the critical role that small-scale industries play in providing widespread employment and generating income as studies showed that 75% of the total labour force was employed in this sector. To back up these policy decisions a number of credit facilities and support institutions were created to help craftsmen and entrepreneurs start up small-scale manufacturing units. Among these are:

1. The government facilitates creative industries access to financing through partnerships with financial institutions. It is proven by Rp.15.5 trillion provided from five state-own banks for small and medium enterprises including those in lighting small medium enterprise, not to forget that this effort supported by State-Owned Enterprises Minister
2. The "Kredit Investasi Kecil" or Small Investment Credit policy which aims at helping small-scale or household industries to obtain credit from the The duration of the credit is 10 years including a 4-year grace period
3. Along with the Small Investment Credit, a permanent working capital credit fund "Kredit Modal Kerja Permanent" was also made available for the sector. The duration of the credit is three years including a one year grace period. This fund aims at providing small-scale firms with working capital to expand their production as well as their income.
4. Government provided funds approximately Rp16 trillion for the National Program for Society Empowerment or Program Nasional Pemberdayaan Masyarakat Mandiri (PNPM Mandiri) in 2010. PNPM soft loans to help Indonesians run a new business or develop their current business. This program began in 2004 and is still running.



### Promotion Support

Indonesian Minister of Trade Mari Elka Pangestu said that the government would help small and medium enterprises (SMEs) of the creative industry by supporting the promotion of, expanding market access for and promoting improvements in the quality of creative products. Among these are:

1. A number of regional institutions were established such as the “Unit Pelaksanaan Teknis” (UPT) such as Technical Assistance Unit in Jepara, with the intention of extending training and technology to craftsmen.
2. National Council of Handicraft Industries was set up. The Chairman of the Council at the national level is the Vice-President’s wife. This council has branches in the provinces. At the provincial level the board is headed by the Governor’s wife. The Board’s tasks are as follows:
  - a. to improve the skill of crafts persons;
  - b. to develop regional handicraft potential;
  - c. to give guidance to the small-scale entrepreneurs in order to improve the marketing techniques and the quality of the products;
  - d. to advertise handicraft goods;
  - e. to promote the creativity and skill of crafts-persons in the production of handicraft goods; and,
  - f. to accommodate the exchange of ideas and information among craftspersons as well as between the traders and the government regarding the problems they face
3. The development of the Jakarta International Handicraft Trade Fair also known as INACRAFT, constitutes one of the supporting factors of the development of the Indonesian handicraft Industry. The industry has contributed 30 % to the growth of national economy. Moreover, INACRAFT has been recognized to be a national representative platform for promoting and launching a product, especially handicraft. INACRAFT has been held every year in the month of April since 1999 – 2009
4. ITPC, shorts for Indonesian Trade Promotion Center is a non profit Government Organization under the supervision of the National Agency for Export Development (NAFED). Both institutions are part of the global trade network abroad supervised by the Indonesian Ministry of Trade, with a common goal to enhance the export of Indonesian products throughout the world. Facing the rapid growth of the global economy, especially in a very competitive environment, ITPC is expected to bridge and connect the potential traders between countries.



# INDONESIAN LIGHTING

## *in World Trade*

### Exporting to the World

Marketing opportunities Indonesian lighting products in overseas markets is still quite large. World product trends that re-use of natural materials has given Indonesia great chance to win the market because most of Indonesian products using environmentally friendly materials.

World biggest demand of lighting product still concentrated in Electric table, desk, bedside or floor-standing lamps (HS 940520) followed by Chandeliers & Other Electric Ceiling or Wall Lighting Fittings (HS 940510). The summary can be seen from the table below.

**Top Categories of Lighting Export based on Harmonized Systems (HS)**

HS	Description
9405209090	Other electric table, desk
9405109000	Other chandeliers & other electronic ceiling/wall lighting fitting, exc.of a public spac.light
9405919000	Parts of glass of other lamps
9405509012	Lamp shades of textile materials
9405509012	Oil lamps of other base metal, or of wood
9405509013	Oil lamps of plastic, stone, ceramic,- glass
9405405000	Street lamps/lanterns
9405509019	Other oil lamp of plastic
9405929000	Parts of plastics for other lamps
9405509011	Oil lamps of brass, used for religious rites
9405501900	Other non electronic Lamps & lighting fittings
9405406000	Other exterior lighting, other than street lamps/lanterns
9405300000	Lighting sets of a kind used for christmas trees
9405501100	Non electronic lamps & lighting fittings - of brass, for religious rites
9405914000	Glass globes and chimneys for other lamps
9405209010	Electric table of spotlights

Source : BPS-Statistics of Indonesia

## Indonesia Exit Point to International Market

Indonesia is an archipelago where two-thirds of its territory is water and is located at a strategic location at the intersection of world trade routes. Therefore, the role of ports in supporting economic growth and social mobility and trade in this region is very large. Ports are important factors for the government in managing the country's economy.

The international airports in large cities also provide their own advantage in world trade. It makes the trading activity faster and reaches more countries and cities in the world for its export destination. Though Indonesia has many production centers spotted in many cities. Most of them are concentrated in 5 provinces as the exit point to International market.

### DKI Jakarta

Jakarta as the capital of Indonesia has been famous for its trading activity. Established in the 4th century, the city became an important trading port for the Kingdom of Sunda. It was formerly known

as Sunda Kelapa (397–1527), Jayakarta (1527–1619), Batavia (1619–1942), and Djakarta (1942–1972). One of the reasons for Jakarta remains as the most important trading city until today is because it has Indonesia largest international port and airport.

### Major Country of Export Destination from Jakarta

in US\$ (Thousands)

No.	Country of Export Destination	Export Value 2004-2009
1	Japan	51,241
2	USA	13,799
3	Singapore	6,072
4	Hong Kong	3,194
5	China	2,347
6	Vietnam	2,319
7	Saudi Arabia	1,321
8	UAE	1,320
9	Germany	1,181
10	Australia	1,015
11	Malaysia	590
12	Philippines	541
13	Thailand	471
14	Taiwan	371
13	Sweden	364
14	Maldives	327
15	India	316
16	Netherland	316
17	Nepal	290
18	France	277
19	Pakistan	271
20	United Kingdom	240
21	Italy	235
22	Panama	202
23	Austria	181
24	Spain	177
25	Kenya	177
	Other Countries	1,813
	TOTAL	90,968

Source : BPS-Statistics of Indonesia

Figure 1 Export Value to Japan from Jakarta in 2004-2009

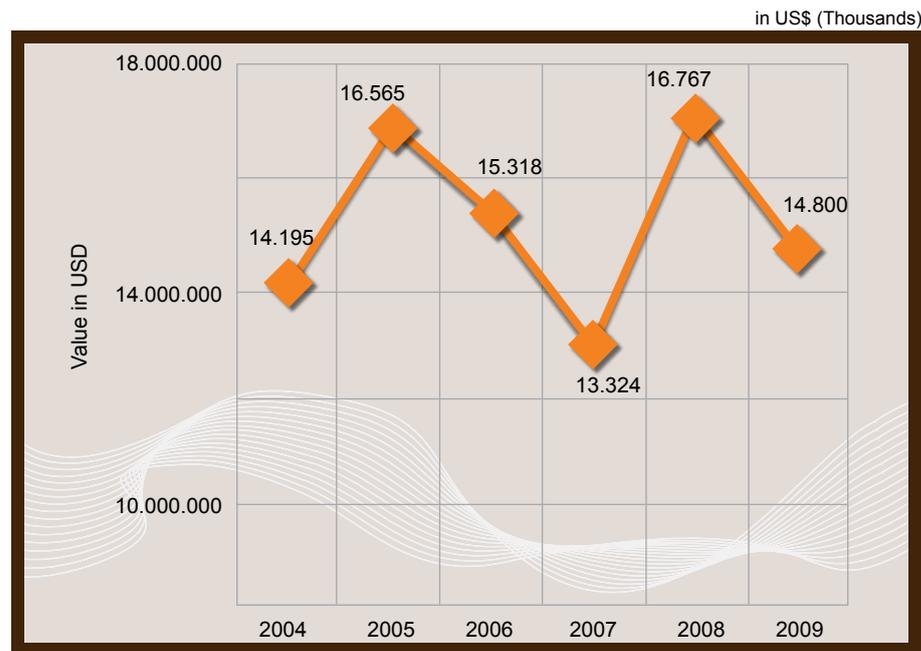
Export to Japan

				in US\$ (Thousands)
No.	HS	Description	Total Value	
1	9405209090	Oth. elect. table, desk	64,480	
2	9405300000	Lighting sets of a kind used for christmas trees	17,637	
3	9405109000	Oth chandeliers&oth elec ceiling/wall light.fittng,exc.of apublic spac.light	5,828	
4	9405405000	Street lamps/lanterns	1,996	
5	9405991000	Lampshades of textile materials	314	
6	9405929000	Parts of plastics for other lamps	179	
7	9405919000	Parts of glass of other lamps	175	
8	9405501900	Oth. non elect. lamps&flighting fittings	118	
9	9405509019	Other oil lamp of plastic	103	
10	9405406000	Other exterior lighting, other than street lamps/lanterns	55	

Source : BPS-Statistics of Indonesia

Japan is the major client for Jakarta with more than 50% of all the value exported. The value peaked in 2007. Although demand from Japan decreased in 2008, the total export value in 2008 was increasing. This is because in 2008 there are new demands coming from Nepal, Thailand, Malaysia and other countries.

Export from Jakarta



Source : BPS-Statistics of Indonesia

Japan demand was decreasing in 2008 but the total export value in 2008 is increasing. This is because in 2008 there are new demands coming from Nepal, Thailand, Malaysia and other countries. The number of orders from those countries are not significant compared to Japan but it contributes a lot to increasing the number of export values from Jakarta.

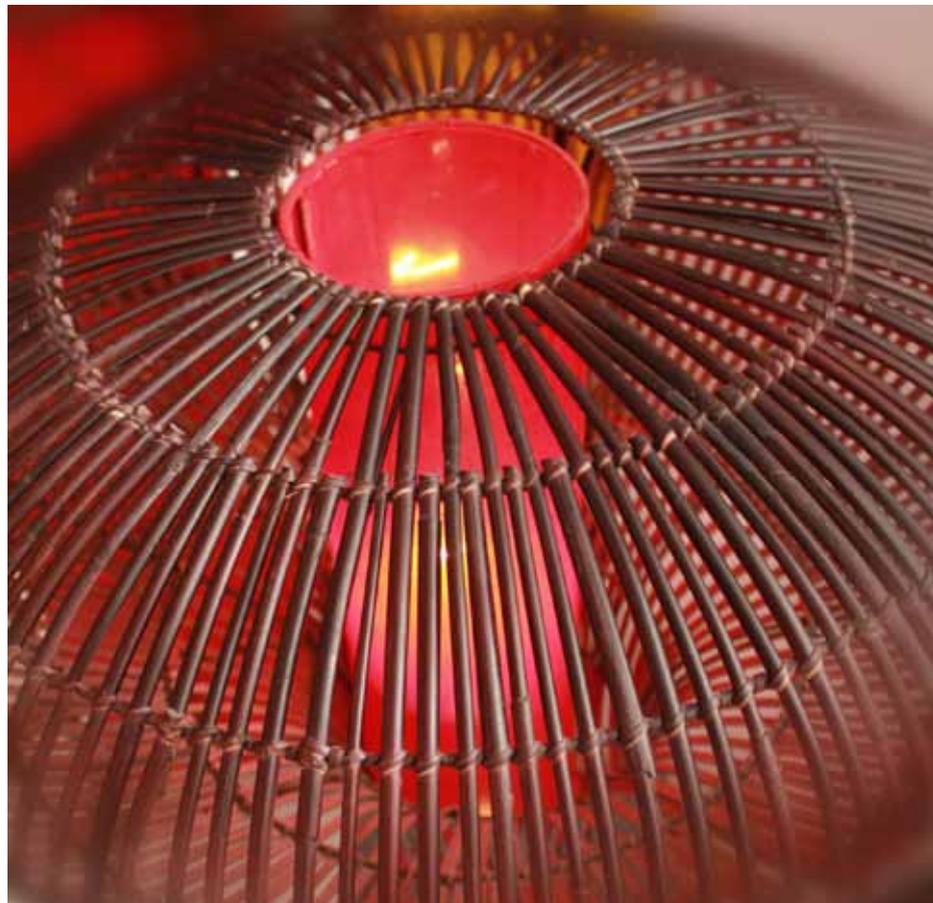
Indonesia may have lost Japan but hopefully with more effort Indonesia can acquire more buyers from other countries.

### Lighting Category by Harmonize System (HS) Exported from Jakarta

in US\$ (Thousands)

No.	HS	Description	Total Value
1	9405209090	Oth. elect. table, desk	64,480
2	9405300000	Lighting sets of a kind used for christmas trees	17,637
3	9405109000	Oth chandeliers&oth elec ceiling/wall light.fittng,exc.of apublic spac.light	5,828
4	9405405000	Street lamps/lanterns	1,996
5	9405991000	Lampshades of textile materials	314
6	9405929000	Parts of plastics for other lamps	179
7	9405919000	Parts of glass of other lamps	175
8	9405501900	Oth. non elect. lamps&lighting fittings	118
9	9405509019	Other oil lamp of plastic	103
10	9405406000	Other exterior lighting, other than street lamps/lanterns	55

Source: BPS-Statistics Indonesia



## Riau Island

The biggest buyer from Riau Islands is Singapore. This is unsurprisingly because Singapore is the nearest country from Riau Islands. Unlike other exit points, the major products exported from Riau Island is Street Lamp or Lantern (HS 9405405000) followed by Parts of Glass for Other Lamps

(HS 9405919000). This two products are mostly mass manufactured product..



### Major Country of Export Destination from Kepulauan Riau

in US\$ (Thousands)

No.	Country Export Destination	Export Value 2004-2009
1	Singapore	15,942
2	USA	8,462
3	Japan	1,498
4	Mexico	491
5	UAE	439
6	United Kingdom	414
7	Spain	347
8	Australia	324
9	Canada	226
10	France	224
11	Other Countries	607
<b>TOTAL</b>		<b>28,974</b>

Source: BPS-Statistics Indonesia

### Top Ten Category of Lighting Export from Riau Islands (2004-2009)

in US\$ (Thousands)

No.	HS	Description	Export Value 2004-2009
1	9405405000	Street lamps/lanterns	13,919
2	9405919000	Parts of glass of other lamps	10,307
3	9405929000	Parts of plastics for other lamps	3,378
4	9405209090	Oth. elect. table, desk	533
5	9405509019	Other oil lamp of plastic	527
6	9405109000	Oth chandeliers&oth elec ceiling/wall light.fittng,exc.of apublic spac.light	127
7	9405991000	Lampshades of textile materials	97
8	9405501900	Oth. non elect. lamps&flighting fittings	46
9	9405406000	Other exterior lighting, other than street lamps/lanterns	22
10	9405300000	Lighting sets of a kind used for christmas trees	9

Source: BPS-Statistics Indonesia



### Central Java

In Central Java, the main port is Semarang, the provincial capital of Semarang has one of Indonesia's main port. Semarang and Solo (another major city) has international airports. Similar with Riau Islands, street lamp and lantern is the mainstay from Central Java.

### Major Export Destination from Central Java in 2004-2009

in US\$ (Thousands)

No.	Country Export Destination	Export Value 2004-2009
1	Belgium	2,193
2	Japan	1,946
3	Italy	221
4	USA	161
5	Germany	114
6	Other Countries	732
	TOTAL	5,367

Source: BPS-Statistics Indonesia

### Top Ten Category of Lighting Export from Central Java (2004-2009)

in US\$ (Thousands)

No.	HS	Description	Export Value 2004-2009
1	9405405000	Street lamps/lanterns	2,205
2	9405109000	Oth chandeliers&oth elec ceiling/wall light.fittng,exc.of apublic spac.light	1,625
3	9405501900	Oth. non elect. lamps&flighting fittings	515
4	9405209090	Oth. elect. table, desk	511
5	9405501100	Non elect. lamps&flighting fittings - of brass, for religius rites	247
6	9405509012	Oil lamps of other base metal,or of wood	110
7	9405919000	Parts of glass of other lamps	97
8	9405991000	Lampshades of textile materials	37
9	9405509013	Oil lamps of plast, stone, ceramic,- glass	13
10	9405509011	Oil lamps of brass, used for relig.rites	3

Source: BPS-Statistics Indonesia



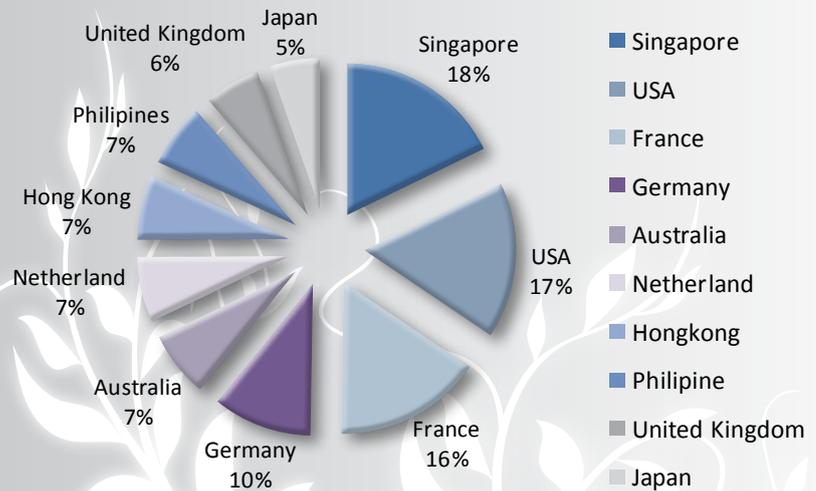
## East Java

### Major Export Destination from East Java (2004-2009)

in US\$ (Thousands)

No.	Country Export Destination	Export Value 2004-2009
1	Singapore	610
2	USA	570
3	France	543
4	Germany	363
5	Australia	241
6	Netherland	240
7	Hong Kong	237
8	Philippines	233
9	United Kingdom	206
10	Japan	185
11	Other Countries	1,442
	<b>TOTAL</b>	<b>4,870</b>

Source: BPS-Statistics Indonesia



### Top Ten Category of Lighting Export from East Java (2004-2009)

in US\$ (Thousands)

No.	HS	Description	Export Value 2004-2009
1	9405209090	Oth. elect. table, desk	1,660
2	9405501900	Oth. non elect. lamps&flighting fittings	959
3	9405109000	Oth chandeliers&oth elec ceiling/wall light.fitng,exc.of apublic spac.light	855
4	9405509012	Oil lamps of other base metal,or of wood	383
5	9405405000	Street lamps/lanterns	239
6	9405509013	Oil lamps of plast, stone, ceramic,- glass	221
7	9405991000	Lampshades of textile materials	145
8	9405929000	Parts of plastics for other lamps	145
9	9405509019	Other oil lamp of plastic	110
10	9405509011	Oil lamps of brass, used for relig.rites	106

Source: BPS-Statistics Indonesia

### Major Country of Export Destination from Bali

in US\$ (Thousands)

No.	Country Export Destination	Export Value 2004-2009
1	USA	73
2	Italy	70
3	Australia	63
4	Netherland	58
5	Singapore	56
6	France	38
7	Canada	26
8	UAE	26
9	Maldives	23
10	Argentina	19
11	Japan	18
12	United Kingdom	15
13	Other countries	97
	TOTAL	582

Source: BPS-Statistics Indonesia

### Bali

With Balinese people's creativity and aesthetics, it is no wonder that Bali becomes a fertile ground for certain industries. Ceremonial attires lead to a developed garment and textile industry; statues, offerings, and paintings intended for the worship of the gods lead to extensive arts and crafts industry, silver and gold jewelry, and art galleries, from home based to sophisticated and modern facilities.

Bali is the showcase for most of Lighting product. As a tourism area, Bali has its own strengths to attract more buyers. Many companies in Bali provide services to merchandising operations of global luxury brands or retailing networks.

### Top Ten Category of Lighting Export from East Java (2004-2009)

in US\$ (Thousands)

No.	HS	Description	Export Value 2004-2009
1	9405209090	Oth. elect table, desk	1,660
2	9405501900	Oth. non elect. lamps & flighting fittings	959
3	9405109000	Oth chandeliers & oth elec ceiling/wall light fitting,exc of apublic spac light	855
4	9405509012	Oil lamps of other base metal,or of wood	383
5	9405405000	Street lamps/lanterns	239
6	9405509013	Oil lamps of plast, stone, ceramic,- glass	221
7	9405991000	Lampshades of textile materials	145
8	9405929000	Parts of plastics for other lamps	145
9	9405509019	Other oil lamp of plastic	110
10	9405509011	Oil lamps of brass, used for relig rites	106

Source: BPS-Statistics Indonesia

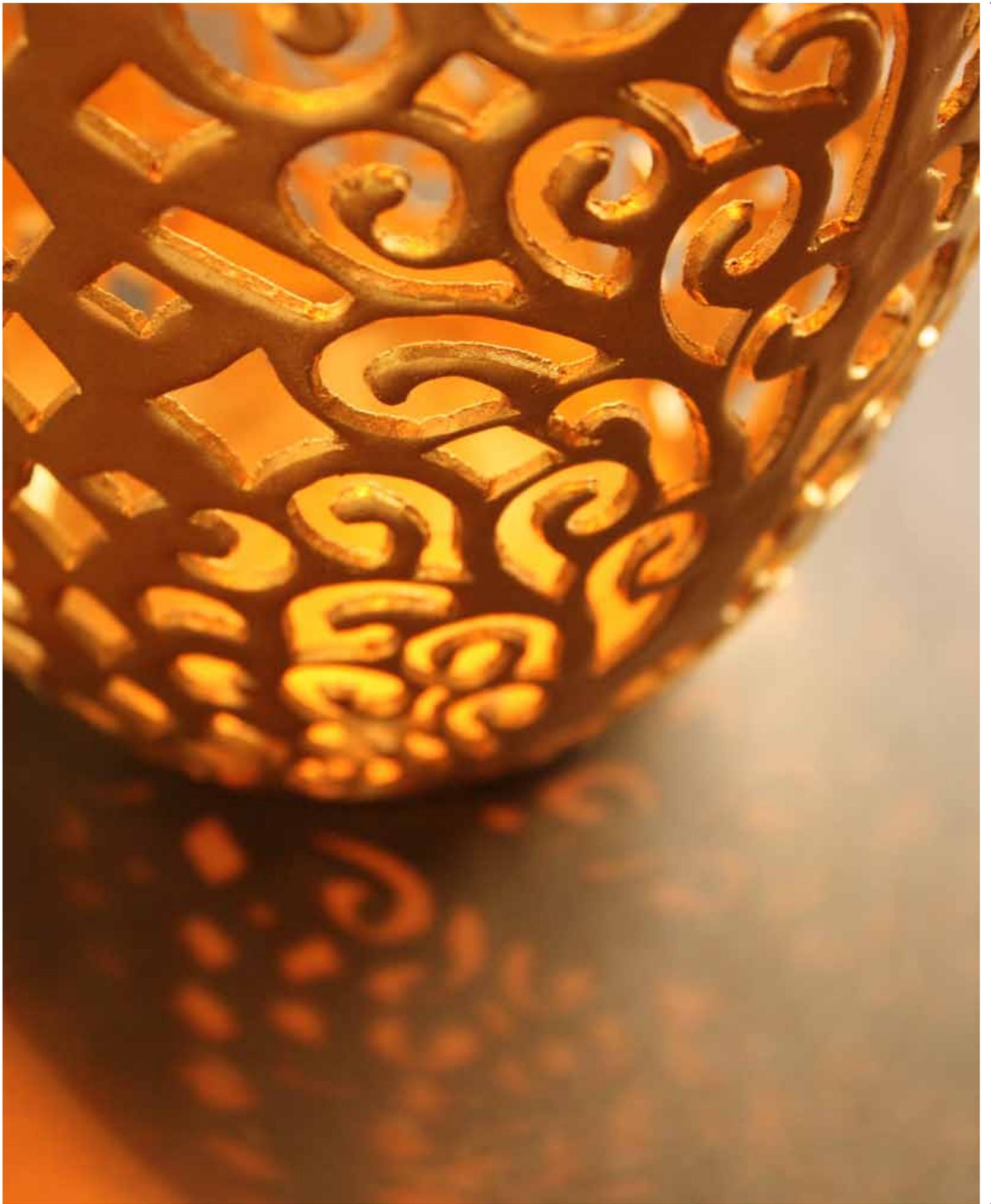
### Lighting Category by Harmonize System (HS) Exported from Bali

in US\$ (Thousands)

No.	HS	Description	Export Value 2004-2009
1	9405209090	Oth. elect. table, desk	180.037
2	9405919000	Parts of glass of other lamps	101.006
3	9405991000	Lampshades of textile materials	78.558
4	9405109000	Oth chandeliers&oth elec ceiling/wall light.fittng,exc.of apublic spac.light	73.981
5	9405406000	Other exterior lighting, other than street lamps/lanterns	63.242
6	9405509013	Oil lamps of plast, stone, ceramic,- glass	28.562
7	9405509012	Oil lamps of other base metal,or of wood	13.794
8	9405929000	Parts of plastics for other lamps	10.801
9	9405209010	Elect. table of spotlights	8.535
10	9405509011	Oil lamps of brass, used for relig.rites	7.574
11	9405405000	Street lamps/lanterns	6.096
12	9405300000	Lighting sets of a kind used for christmas trees	2.836
13	9405501100	Non elect. lamps&flighting fittings - of brass, for religius rites	2.732
14	9405914000	Glass globes and chimneys for other lamps	1.476
15	9405501900	Oth. non elect. lamps&flighting fittings	1.401
16	9405509019	Other oil lamp of plastic	1.376

Source: BPS-Statistics Indonesia





# Ministry of Trade

## Republic of Indonesia

Jl. M.I. Ridwan Rais No.5 Main Building - 4th Floor Jakarta 10110 INDONESIA  
Phone. [62-21] 385 8171 (hunting) Fax. [62-21] 235 28691  
E-mail. mendag@depdag.go.id

### Secretariat General

Jl. M.1. Ridwan Rais No.5 Main Building I, 7th Floor Jakarta Pusat  
Phone. (62-21) - 23522040 ext. 32040  
Fax. (62-21) - 23522050  
sesjen@depda90.id

### Inspectorate General

Jl. M.1. Ridwan Rais No.5 Building I, 10th Floor Jakarta Pusat  
(62-21) - 384 8662, 3841961 Ext.1226  
(62-21) - 384 8662  
irjen@depdag.go.id

### Directorate General of Domestic Trade

Jl. M.I. Ridwan Rais No.5 Building I, 6th Floor Jakarta 10110 - INDONESIA  
Phone (62-21) 23524120, 2352 8620  
Fax (62-21) 23524130  
E-mail. dirJen-pdn@depdag.go.id

### Directorate General of Foreign Trade

Jl. M.I. Ridwan Rais No. 5 Main Building, 9th Floor Jakarta 10110 - INDONESIA  
Phone (62-21) 23525160  
Fax (62-21) 23525170  
E-mail djdaglu@depdag.go.id

### Directorate General of International Trade Cooperation

Jl. M.1. Ridwan Rais No.5 Main Building, 8th Floor, Jakarta 10110 - INDONESIA  
Phone (62-21) 23526200, 23528600  
Fax (62-21) 23526210  
E-mail. djkpi@depdag.go.id

### National Agency for Export Development (NAFED)

Jl. M.1. Ridwan Rais No.5 Main Building, 4th Floor, Jakarta 10110 - INDONESIA  
Phone (62-21) 23527240  
Fax (62-21) 23527250  
E-mail. kabpen@depdag.go.id

### Commodity Future Trading Regulatory Agency (COFTRA)

Gedung Bumi Daya Plaza 4th Floor  
Jl. Imam Bonjol NO.61  
Jakarta 10310 -INDONESIA  
Phone (62-21) 315 6315  
Fax (62-21) 315 6135  
E-mail. kabappebti@depdag.go.id  
Website www.bappebti.go.id

### Trade Research and Development Agency (TREDA)

Jl. M.1. Ridwan Rais No. 5 Main Building 4th Floor, Jakarta 10110 - INDONESIA  
Phone (62-21)3858171 (hunting)  
Fax (62-21) 23528691  
E-mail kabalitbang@depdag.go.id

## INDONESIAN TRADE ATTACHES

### Australia

Indonesian Embassy  
8, Darwin Avenue,  
Yarralumia, Canberra Australia A.C.T. 2600  
T: (61-02) - 62508654  
F: (61-02) - 62730757  
atdag-aus@depdag.go.id  
www.kbri-canberra.org.au

### Belgium

Indonesian Mission to the European Union  
Boulevard de la Woluwe 38  
Brussels, Belgium 1200  
T: (322) - 7790915  
F: (322) - 7728190  
atdag-blx@depdag.go.id

### Canada

Indonesian Embassy  
55 Parkdale Avenue,  
Ottawa, Ontario, Canada 1KY - 1E5  
T: (613) - 7241100 ext. 306  
F: (613) - 7241105, 7244959  
atdag-can@depdag.go.id  
commerce@indonesia-ottawa.org  
www.indonesia-ottawa.org

### Denmark

Indonesian Embassy  
Orehoj Alle 1, 2900  
Hellerup, Copenhagen, Denmark  
T: (45) - 39624422 ext 215  
F: (45) - 39624483  
atdag-dnk@depdag.go.id

### Egypt

Indonesian Embassy  
13, Aisha EL Temoria St. Garden City  
P.O. BOX 1661 Cairo, Egypt  
T: (20-2) - 7944698, 7947200/9  
F: (20-2) - 7962495  
atdag-egy@depdag.go.id

### France

Indonesian Embassy  
47-49, Rue Cortambert  
Paris, France 75116  
T: (33-1) - 450302760 ext. 418, 45044872  
F: (33-1) - 45045032  
atdag-fra@depdag.go.id

### Germany

Indonesian Embassy  
Lehter Strasse 16-17  
D-10557 Berlin, Germany 10557  
T: (49-30) - 4780700  
F: (49-30) - 47807209  
atdag-deu@depdag.go.id

### India

Indonesian Embassy  
50-A Chanakyapuri  
New Delhi, India 110021  
(09-111) - 6114100  
(09-111) - 6885460, 6886763  
atdag-ind@depdag.go.id

### Italy

Indonesian Embassy  
Via Campania, 55  
Rome Italia 00187  
T: (39-06) - 4200911, 42009168  
F: (39-06) - 4880280, 42010428  
atdag-ita@depdag.go.id

### Japan

Indonesian Embassy  
5-2-9, Higashi Gotanda Shinagawa-ku  
Tokyo, Japan 1410022  
T: (81-3) - 34414201, 34470596  
F: (81-3) - 34471697  
atdag-jpn@depdag.go.id  
www.indonesian\_embassy.or.jp

### Malaysia

Indonesian Embassy  
No. 233 Jalan Tun Razak  
Kuala Lumpur, Malaysia 50400  
T: (60-3) - 21164000, 21164067  
F: (60-3) - 21167908, 21448407  
atdag-mys@depdag.go.id  
www.kbrikl.org.my

### Netherlands

Indonesian Embassy  
8, Tobias Asserlaan  
The Hague, Netherlands 2517 KC  
T: (31-70) - 310 8115  
F: (31-70) - 364 3331  
atdag-nld@depdag.go.id

### People's Republic of China

Indonesian Embassy  
Dongzhimenwai Dajie  
No. 4 Chaoyang District, Beijing, China 100600  
T: (86-1) - 65324748 -65325488-3014  
F: (86-1) - 65325368  
atdag-chn@depdag.go.id

### Philippines

Indonesian Embassy  
185, Salcedo Street  
Legaspi Village, Makati City, Metro Manila  
T: (63-2) - 8925061-68  
F: (63-2) - 8925878, 86741932  
atdag-phl@depdag.go.id

### Russia

Indonesian Embassy  
Apt. 76, Entr. 3 Korovy val 7  
Moscow Russia 117049  
T: (7-495) - 2385281  
F: (7-495) - 2385281  
atdag-rus@depdag.go.id

### Saudi Arabia

Indonesian Embassy  
Riyadh Diplomatic Quarter P.O. Box 94343  
Riyadh, Saudi Arabia 11693  
T: (966-1) - 4882800, 4882131 ext 120  
F: (966-1) - 4882966  
atdag-sau@depdag.go.id

### Singapore

Indonesian Embassy  
7 Chatsworth Road  
Singapore 249761  
T: (65) - 67375420, 68395458  
F: (65) - 67375037, 67352027  
atdag-sgp@depdag.go.id

### South Korea

Indonesian Embassy  
55, Yoido-dong Young  
Deoung po-Ku Seoul Korea Selatan  
T: (82-2) - 7835371-2, 7827750  
F: (82-2) - 7804280, 7837750  
atdag-kor@depdag.go.id

### Spain

Indonesian Embassy  
65, Calle de Agastia  
Madrid, Spain 28043  
T: (34-91) - 4130294  
F: (34-91) - 4157792  
atdag-esp@depdag.go.id

### Switzerland

Indonesian Mission on The United Nations And  
Other International Organizations  
16, Rue de Saint Jean Geneva Switzerland  
1203  
T: (41-22) - 3455733  
F: (41-22) - 3383397  
atdag-che@depdag.go.id

### Thailand

Indonesian Embassy  
600-602 Pitchburi Road, Rajthevi P.O.Box  
1318  
Bangkok, Thailand 10400  
T: (66-2) - 2551264 ex 123  
F: (66-2) - 2551264, 2551267  
atdag-tha@depdag.go.id

### United Kingdom

Indonesian Embassy  
38 Grosvenor Square  
London, England W1K2HW  
T: (44-20) - 72909613, 74997881  
F: (44-20) - 74957022  
atdag-gbr@depdag.go.id

### United States of America

Indonesian Embassy  
2020 Massachusetts Avenue, N.W.  
Washington DC, USA 20036  
T: (1-202) - 7755350, 7755200 ext 350  
F: (1-202) - 7755354, 7755365  
atdag-usa@depdag.go.id  
www.inatrade-use.org

## INDONESIAN TRADE PROMOTION CENTER

### ITPC Barcelona

Calle Aribau 250, Ground Fl.  
Barcelona, Spain  
abuamar98@yahoo.com  
itpc-esp@depdag.go.id

### ITPC Budapest

1051 Budapest, Bajcsy-Zsilinszky ut.12, IV  
Floor, No. 409 Budapest Hongaria  
T: (36-1) 3176382  
F: (36-1) 2660572  
itpc-hun@depdag.go.id

### ITPC Busan

103 Korea Express Building 1211-1 Choryang  
Dong, Dong-GU Busan, South Korea  
T: (82-51) 4411708  
F: (82-51) 4411629  
ari\_satria2000@yahoo.com

### ITPC Chennai

Ispahani Center - 2nd Floor 123/124,  
Nungambakkan High Road, Chennai  
Chennai, India  
itpc-ind@depdag.go.id

### ITPC Chicago

70 West Erie 3rd FL. Chicago  
Chicago, USA  
itpc-chicago@depdag.go.id

### ITPC Dubai

Arbift Tower4 floor # 403 Baniyas street Deira  
P.O.Box 41664, Dubai - UAE  
T: (971-4) 2278544  
F: (971-4) 2278545  
itpc-are@depdag.go.id  
www.itpcdubai.com

### ITPC Hamburg

Multi Buro Servise Glokengisserwall 1720095  
Hamburg - Germany  
T: (49-40) 33313-333  
F: (49-40) 33313-377  
inatrade@itpchamburg.de

### ITPC Jeddah

Jeddah Intl.Business Center / JIBC 2nd Fl  
PO.BOX 6659, Jeddah 21452KSA.  
Ruwais District, Jeddah, Saudi Arabia  
itpc-sau@depdag.go.id

### ITPC Johannesburg

Suite 02/E4, 2nd Floor, Village Walk Sandton  
P.O. Box 2146, RSA Johannesburg X9916  
T: (27)-118-846-240  
F: (27)-118-846-242  
itpc-zaf@depdag.go.id

### ITPC Lagos

Lagos, Nigeria  
itpc-nga@depdag.go.id

### ITPC Los Angeles

3457, Wilshire, Blvd, Suit 101  
Los Angeles, USA 90010  
T: (1-213)-3877041  
F: (1-213)-3877047  
itpc-usa@depdag.go.id  
itpcla@sbcglobal.net  
www.itpcla.org

### ITPC Lyon

Lyon, France  
bambang.purnomo@gmail.com  
itpc-fra@depdag.go.id

### ITPC Mexico City

Mexico City, Mexico  
ikhwan\_aman@yahoo.com  
itpc-mex@depdag.go.id

### ITPC Milan

Via Vittor Pisani, 8 - 6° Piano 20124 Milano, Italy  
T: (39-02) 3659 8182  
F: (39-02) 3659 8191  
itpc-ita@depdag.go.id  
www.itpcmilan.com

### ITPC Osaka

ITM-4-J-8, Asia and Pasific Trade Center  
2-1-10 Nanko Kita, Suminoe-ku Osaka, Japan  
T: (81-6) 66155350  
F: (81-6) 66155351  
itpc-jpn@depdag.go.id  
www.itpc.or.jp

### ITPC Santiago

Claro Solar Street No. 835, Office 304  
Temuco District and City Santiago, Chili  
aliakbar\_h2000@yahoo.com

### ITPC Sao Paulo

Alameda Santos, 1787 - Conj. 111 Cerqueira  
Cesar, CEF: 01419.002  
Sao Paulo, Brasil  
T: (55-11) 32630472 / 35411413  
F: (55-11) 32538126  
itpc-bra@depdag.go.id

### ITPC Shanghai

Xu Hui Distrik, Wend Ding Road  
4th Fl, Shanghai RRC  
itpc-chn@depdag.go.id

### ITPC Sydney

Level 2, 60 Street, NSW 2000  
Sydney, Australia  
T: (61-2) 92528783  
F: (61-2) 92528784  
itpc-aus@depdag.go.id  
www.itpcsydney.com

### ITPC Vancouver

1500 West Georgia, Vancouver  
Vancouver, Canada  
Olvyandrinita@yahoo.com  
itpc-can@depdag.go.id

## CONSULATE-GENERALS

### United Arab Emirates

Indonesian Consulate General Villa No. 1  
Community 322/2A Al Hubaida  
P.O. Box 73759 Dubai UAE  
T: (971-4) 3985666, 3985103  
F: (971-4) 23980804

### Hong Kong

Indonesian General Consulate 127-129  
Leighton Road, 6-8 Keswick Street  
Causeway Bay Hongkong  
T: (852) - 28904421 - 28902481  
F: (852) - 28950139  
kondag-hkg@depdag.go.id

## INDONESIAN ECONOMIC AND TRADE OFFICE

### Taiwan

Indonesian Economic and Trade Office to Tai-  
pei Twinhead Bld 6F No. 550 Rui Goang Road  
eihu District Taipei Taiwan 114  
(886-2)-87526170  
(886-2)-87423706  
kakdei-twn@depdag.go.id  
http://kdei-taipei.org

# Selected Exporter for Decorative Lamp

## AA Art Galery

Tumang Tegalrejo Rt.02 Rw.09 Cepogo, Boyolali,  
Central Java

Tel : 62 812 25 444 111

Website : tembagakuningan.com

Contact Person: Ari Prihatini

Primary materials: metal

## Alabaster Lighting

Komplek Istana Kuta Galeria, Blok Valet I No.9, Jl.  
Patih Jelantik, Bali-Kuta

Tel : 62 361 769 007

Fax : 62 361 769 007

Website : www.alabasterlighting-bali.com

Email : info@alabasterlighting-bali.com,

alabaster60@yahoo.com

Primary materials: stone

## Aryasena

Griyan Baru no. 86 Baturan Solo 57171, Central  
Java

Tel : 62 271 710 739, 62 81 126 5720

Fax : 62 271 711 699

Website : ariasena.com

Primary materials: natural

## Asta Kriya

Tumang krajan Rt 05/14, Cepogo, Boyolali 57362,  
Jawa Tengah

Tel : 62 276 323 294, 62 81 567 00496

Fax : 62 276 323 294

Website : asta-kriya.com

Email : info@asta-kriya.com

Contact Person: Mansur Muhammad

Primary materials: metal

## Aura Bali Craft

Jl. Raya Dalung - Abianbase No. 95, Br. Kaja, Ds.  
Dalung, Kc. Kuta Utara, Badung, Bali

Tel : 62 361 864 0323

Fax : 62 361 439 663

Email : info@aurabalicraft.com

Contact Person: Nyoman Yudianta

Primary materials: glass

## Bima Amanta

Jl. Tluki 283 Badran, Kotabarat-Surakarta, Central  
Java 57142

Tel : 62 271 716 869, 62 817 946 6869

Fax : 62 271 716 869

Contact Person: Ali Sjaifullah

Primary materials: glass

## Dijaya Unilight Asia

Jl. By Pass Ngurah Rai No. 888, Tuban, Bali

Tel : 62 361 701 988

Fax : 62 361 705 015

Website : www.dualighting.com

Email : customercare@dualighting.com

Primary materials: natural

## Harumi Lamp Shades

Contact Person: Harumi Awen

Jl. Bakung No. 58 Kesiman Kertelangu Denpasar,  
Bali

Tel : 62 361 860 6061, 62 878 613 11370

Fax : 62 361 829 970

Website : www.indonetwork.co.id/HarumiLamp-

Shades

Primary materials: fiber/resin

## Indraprasta Handycraft

Jl. R. Dewi Sartika No. 14 , Sumber-Cirebon, West  
Java 45611

Tel : 62 231 493 6370, 62 81 324 669 182

Fax : 62 231 493 6370

Website : indraprasta.viviti.com

Contact Person: R Herman

Primary materials: fiber/metal/natural

## InSenso

Jl. Tangkuban Perahu, Br. Padang Sumbu-Kaja,  
Denpasar, Bali

Website : insensobali.com

Contact Person: Roberto Tenace

Primary materials: fiber/metal/natural

## Jakarta Junction

JL Meranti 1 /26, East Jakarta 13950

Tel: 62 21 4800 253

Website : www.jakartajunction.cc.cc

Email : irfan.suleri@gmail.com

Contact Person: Irfan Suleri

Primary materials: fiber/metal/natural

## Joenda Shop

Jl. Ir. H. Juanda 5/12, Malang 65127, East Java

Tel : 62 878 597 69 007

Email : dendydwi@gmail.com

Contact Person: Dendy Dwi Sukmawan

Primary materials: paper lantern

## Jogja Lampion

Pedak Baru, Banguntapan, Bantul, Yogyakarta  
55181

Tel : 62 274 9300 187

Fax : 62 274 589 266

Email : jogjalampion@yahoo.com

Primary materials: paper lantern

## Kampoeng Lampion

Jl. Ir. H. Juanda – Jodipan, Malang 65127, East  
Java

Tel : 62 341 998 7211, 62 341 927 6372,

62 819 453 78954, 62 857 360 09736

Website : kampoenglampion.wordpress.com

Contact Person: August Sujianto

Primary materials: paper lantern

## Kanthong Art

Jogonalan Lor ,Tirtanirmolo, Kasihan, Bantul,  
55181,

Tel : 62 815 798 3370

Contact Person: Pitoyo

Primary materials: natural

## Kemarin Hari Ini

1200 C Jl. Raya Basangkasa, Legian Utara, Kuta,  
Bali

Tel : 62 818 559 861

Fax : 62 361 730508

Email : gundul@eksadata.com

Contact Person: Parlin

Primary materials: Glass

## Kikly Ragil Collection

Jl. Perum Dalung Campuan Asri VI, Blok VI 31,  
Denpasar – Bali

Website : craft.indo.com/vendor/kiky\_ragil\_collec-  
tion.html

Contact Person: Rizky Wihadi

Primary materials: glass



### Lio Collection

Jl. Raya Kerobokan No. 02, Banjar Taman, Kuta, Bali  
Tel : 62 361 730 255, 62 361 7800 942,  
Fax : 62 361 737 852  
Website : www.liocollection.com  
Email : info@liocollection.com, contact@liocollection.com  
Primary materials: fiber/metal/natural

### Lunar Cipta Kreasi

Jl. Palagan Tentara Pelajar, KM 10.2 No. 45, Sleman, Yogyakarta 55581  
Tel : 62 274 749 6523, 62 274 865 685  
Fax : 62 274 865 685  
Website: www.lunar.co.id  
Email : info@lunar.co.id, lunarkreasi@yahoo.com  
Primary materials: natural

### Mahayani Studio

Contact Person: Widodo Utomo  
Perum.Griya Kencana I/Ve/51-52, Driyorejo, Surabaya, East Java  
Tel : 62 818 395 544  
Website : mahayaniartstudio.blogspot.com  
Email : widiwidoutomo@yahoo.com  
Primary materials: natural

### Mahogany Lamp

Jl. Raya Kerobokan No. 87, Banjar Taman - Kerobokan Bali  
Tel : 62 361 744 2994  
Fax : 62 361 725 145  
Email : mgk\_bali@hotmail.com  
Contact Person: Sholihin  
Primary materials: natural

### Metal Furnicraft

Tumang Gunungsari Rt. 03, Rw. 15, Cepogo, Boyolali 57362, Jawa Tengah  
Tel : 62 276 32 3355, 62 813 292 25587  
Fax : 62 276 32 3355  
Website : www.sbmalfurnicraft.com  
Email : kerajinan\_tembaga@yahoo.com  
Contact Person: Irfan Rokif  
Primary materials: metal

### Multi Dewata

Jl. Raya Kerobokan no. 49, Banjar Taman – Kerobokan  
Tel : 62 361 858 6494, 62 361 733 033  
Fax : 62 361 733 033  
Contact Person: Astuti  
Primary materials: fiber/metal

### Multi Dimensi Shell Craft

Banjar Paliatan, Tegalalang, Gianyar, Bali  
Tel : 62 231 484 603, 62 811 242 996  
Email : j\_taguba@yahoo.com  
Contact Person: Jaime Taguba  
Primary materials: natural

### Nayaka Design

Sorogenen, RT 6 RW 28, Ambarketawang, Gamping, Sleman 55294, Yogyakarta  
Tel : 62 815 688 5679, 62 815 6885679  
Website : nayakadesign.blogspot.com  
Email : subiyanto.aris@gmail.com  
Contact Person: Aris Subiyanto  
Primary materials: natural

### Niel & Dodo Lamp Art

Jl. Tegalalang, Banjar Sapat, Ubud, Bali  
Tel : 62 818 056 80002  
Email : niel\_dodolamp@yahoo.co.id  
Contact Person: Sunarto & Sunarin  
Primary materials: natural

### Palem Crafts Jogja

Jl. KHA Dahlan No. 8 RT.09 / RW.03 Ngupasan, Gondomanan Yogyakarta 55122  
Tel : 62 811 254 323, 62 274 545 485,  
Fax : 62 274 54 8080  
Website : www.palemcraft.com  
Email : palemcraft@idola.net.id  
Contact Person: Firda Nurul Aini  
Primary materials: natural

### Sanja & Co

Jl. Raya Tegalalang, Banjar Sapat, Ubud, Bali  
Tel : 62 361 974 231, 62 813 3844 6546  
Email : jtsanja@hotmail.com  
Contact Person: I Made Suardika  
Primary materials: natural



### Timboel

Tirto, Kasongan, Bangunjiwo, Kasihan, Bantul, Yogyakarta  
Tel : 62 274 646 1426, 62 274 711 2537  
Fax : 62 274 370 542  
Website : www.timboel.co.id  
Email : timboel@timboel.co.id, timboelcnc@hotmail.com  
Primary materials: natural

### Uni Antique Lampu Gentur

Jl.Kp.Gentur Rt.03 Rw 06 Ds jambu Dipa Warung Kondang, Cianjur 43261, Jawa Barat  
Tel : 62 857 5947 3692, 62 263 272 062  
Fax : 62 263 272 062  
Contact Person: Enang Saepudin  
Primary materials: natural

### Yellocraft

Jl Cijauh No 10 Sindangpanji, Cikijing Majalengka 45466, West Java  
Tel : 62 813 2256 7865, 62 856 5979 1648  
Email : yanu\_anggie@yahoo.com  
Contact Person: Anggi Yanuar  
Primary materials: Natural

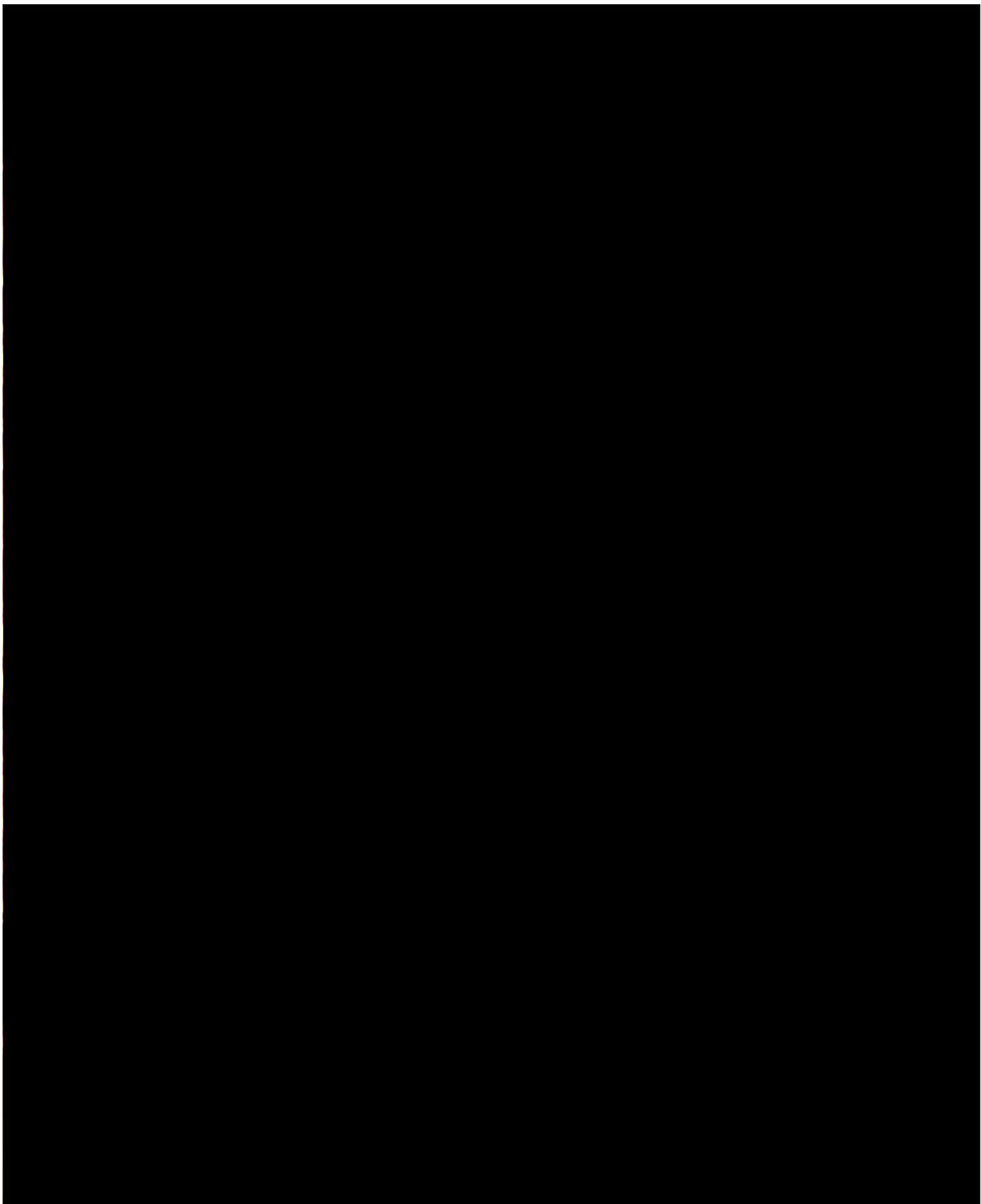
### Wild Heritage

Jl. Bougenvile, Perumahan Roto Kenongo No. Blok B-2, Bantul, Yogyakarta  
Tel : 62 813 5803 6307  
Website : www.wild-heritage.com  
Email : victor@wild-heritage.com, victornonhutabarat@gmail.com  
Contact Person: Victor Budisantoso  
Primary materials: natural

### Zen Craft

Ds. Tirto RT 05 Kasongan Bangunjiwo, Bantul 55181, Yogyakarta  
Tel : 62 858 788 65743  
Email : zen\_craft83@yahoo.com, zencrafts@gmail.com  
Contact Person: Zaenal Ma'rif  
Primary materials: natural







**TREDA**  
Trade Research & Development Agency

Ministry of Trade Republic of Indonesia  
Jl. M.I. Ridwan Rais No. 5. Main Building 4th Floor  
Jakarta 10110, Indonesia

Telp. : (62-21) 385 8171  
Fax. : (62-21) 235 28691  
Web : [www.depdag.go.id](http://www.depdag.go.id)