



PRESS RELEASE

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MoT-AKC Drive Exports of Indonesian Leather and Fashion to Korea

Jakarta, 2 June 2016 – The Ministry of Trade continues its efforts to diversify export products through various design developments. The Expert Assistant to the Minister of Trade for Trade in Services, Arlinda, said that design development is vital considering how matching designs of products with the preference or taste in the export destination can boost exports.

This time, the Ministry of Trade in collaboration with the ASEAN Korea Center (AKC) Delegation led by the Secretary General of the AKC, Kim Young-Sun, held an adaptation event for leather and fashion products. The event is in the form of company visits and seminars from 30 May to 2 June 2016 in 2 cities, namely Surabaya (30-31 May) and Jakarta (1-2 June). Arlinda explained that this event focused on export development of leather and fashion products, particularly to South Korea

“This event will provide information in the form of export product diversification strategies, particularly to South Korea in terms of design trends, market preference, quality standards, effective marketing strategies, as well as export procedures and regulations that apply in South Korea,” explained Arlinda during the opening of the seminar entitled “Indonesian Fashion Industry, Access to the Korean Market” at the Ministry of Trade Auditorium on Thursday (2/6).

Arlinda asserted that these series of activities that are part of the leather and fashion adaptation event must be utilized to increase market access for Indonesian leather and fashion products to South Korea. These two products are some of the most potential Indonesian products for exports. This can be seen from the 0.27% increase that occurred in the 2011-2015 period for exports of leather products from USD 430.52 million in 2011 to USD 437.9 million in 2015. There are 10 main export destination countries for Indonesian leather products, namely the United States, China, Japan, Singapore, Hong Kong, Germany, the Netherlands, Belgium, South Korea, and India.

Meanwhile, for fashion products, the value of Indonesian exports to countries worldwide for the period of 2011-2015 experienced a significantly encouraging increase, namely by 8.15% from USD 11.56 billion in 2011 to USD 15.39 billion in 2015. The same as for leather products, South Korea is also one of the 10 main export destination countries for Indonesian fashion products along with the United States, Switzerland, Singapore, Japan, Germany, Hong Kong, China, and Belgium.

This seminar was attended by the Consul General of the South Korean Embassy in Indonesia, Myong-ho Rhee, the Deputy for Marketing of the Creative Economy Board, Joshua Puji Mulia Simanjuntak, along with 140 participants comprising entrepreneurs, associations, practitioners/designers, and academics in the field of fashion.

Before that, the AKC Delegation visited entrepreneurs in the Jakarta and its surrounding regions on June 2016. Arlinda explained that this visit was made so that the South Korean delegation can get a view of the production process.

Business Meeting

After the seminar was held today, a business meeting and consultation was held with experts from South Korea targeting entrepreneurs, associations, Regional Government representatives, and other related institutions.

“At the business meeting session, South Korean importers gave feedback and information about products that have potential in the South Korean market. This occasion also opened opportunities for trade inquiries to be made between South Korean buyers and Indonesian entrepreneurs,” Arlinda continued.

At this program that is part of the capacity building in trade and investment of AKC, five experts, who were also importers/buyers, were brought by the AKC to deliver information. These five experts were from Korean companies, namely THE DPKOREA, I.D Look, WJ International, HANEX C7T Corporation, and Market Cast.

Prior to that, a similar event was held in Surabaya on 30-31 May 2016. The visits to companies conducted on 30 May 2016 was followed by a seminar the next day at the Shangri-La Hotel in Surabaya and was attended by 130 participants.

Also present at the seminar in Surabaya was the Secretary General of the AKC, Kim Young-Sun; the Directorate General of National Export Development’s Director of Export Development Cooperation, Dody Edward; the Governor of East Java’s Expert Assistant for Economic Affairs, The Trade Attaché in Seoul, the Head of the Industry and Trade Office of East Java, and other officials of the Provincial Government of East Java.

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