

SPORTS EQUIPMENT MADE IN INDONESIA

LOCAL PRODUCTS WITH INTERNATIONAL STANDARD



WHAT'S INSIDE

Indonesia has already reached significant export performance. Nevertheless, there are still a lot of local commodities that have not been optimally explored and promoted to foreign markets. One of those commodities is products used in sport activities. Moreover, there are cities in Indonesia where sport has been residents' habits. Thus, in this edition, Export News presents information about Indonesia's potential of sport equipment.

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Dear Valued Readers,

The first semester of 2015 has passed and now we are entering the second one. A series of evaluation must be conducted, to acknowledge what achievements have been realized and what plans to be implemented further. The Directorate General of National Export Development (DGNED), the Ministry of Trade of the Republic of Indonesia, as a government institution tasked to increase the performance of Indonesian export, periodically also undertakes evaluations in order to ensure that the set target are realized. Therefore, the DGNED intensively keeps exploring the export potentials of Indonesian commodities. By the end of 2015, it is expected that Indonesia would reach significant increase in export performance when compared to previous years.

In this July edition of Export News, we are highlighting sports equipment which enjoyed a steady increase in export performance with a growth of 16.86% from 2010 to 2014. It is estimated that Indonesia will become a major player in sports goods industry. The estimation is based on growing numbers of sports event in Asia Pacific region which provides plenty of opportunities for Indonesia to take advantage in the high demand of sports goods.

Indonesian sports equipment is dominated by sports ball such as football, basketball, volleyball and hockey. Other than the products, we are also introducing Indonesian cities with strong players in sports goods industry. We are also proudly presenting the achievement of Indonesian badminton team at the 2015 Singapore Southeast Asian (SEA) Games.

To sum up, Indonesia is a credible producer for sports equipment. Therefore, DGNED is sharing the information related to the products and the manufacturers. We are keen to get more international buyers who are interested in building trade relationships with local exporters and manufacturers as well as investing in Indonesia.

Thank You

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hot issue

SEA Games 2015 Indonesian Men's Badminton Triumph



28th SEA
GAMES

Badminton is a popular sport among Indonesians especially after Alan Budikusuma and Susi Susanti won gold medals for men's single and women's single respectively at the 1992 Barcelona Olympics. The achievement of Alan and Susi, who then tied the knot as husband-and-wife, only bolstered badminton popularity in Indonesia, already a badminton powerhouse back then. The sales of badminton rackets, shuttlecocks and nets soared significantly.



Fast forward to the present, Indonesian shuttlers won three gold medals at the 2015 Singapore Southeast Asian (SEA) Games. Angga Pratama and Ricky Krandasuardi won the men's doubles event, Praveen Jordan and Debby Susanto snatched the mixed doubles title, while the third gold medal was grabbed at the men's team event.

The men's doubles final was an all-Indonesian affair with losing pair Markus Gideon and Kevin Sanjaya got the silver medal. The second silver medal was earned by Hanna Ramadhini in women's singles.

Indonesian shuttlers also garnered four bronze medals which were contributed by women's doubles pairs of Anggia Shitta Awanda/Ni Ketut Mahadewi Istyrani and Maretha Dea Giovani/Suci Rizky Andini;

Ricky Widiyanto and Richi Puspita Dili in mixed doubles; and the women's team.

The nine medals have catapulted Indonesia to the overall winner position in badminton. This has exceeded the initial target by the Indonesian badminton team of getting two gold medals.

The Popularity of Community Sport in Indonesia

Susi Susanti is a legend of Indonesian badminton history. In addition to 1992 Barcelona Olympics, Susi was also a member of the teams that won Uber Cup women's badminton championship in 1994 and 1996. She also won the women's singles title at the prestigious All England badminton championships in 1990, 1991, 1993 and 1994. Susi also won numerous badminton championships during her luminous career.

Susi's achievement has made her hometown Tasikmalaya in West Java to be known as a badminton village. The designation of Tasikmalaya as a badminton village is an appreciation to the city which has produced world-class athletes. Another women's singles shuttler from Tasikmalaya is Lidya Djaelawidjaja.

Tasikmalaya is not the only city where many of its residents play badminton. Other cities that have potentials to be developed into badminton villages are Medan, Palembang, Balikpapan, Jember, Makassar and Manado. Jember in particular, has 17 badminton clubs with approximately 400 athletes. In total, according to the data of the Badminton Association of Indonesia or Persatuan Bulutangkis Seluruh Indonesia (PBSI), there are more than 2,000 badminton athletes in Indonesia.

Considering its huge potentials, the government of Indonesia and related associations make some efforts to develop this sport. One of the efforts is by providing badminton courts in a number of cities. By facilitating the people with sufficient number of courts, it is expected that more people will be interested to play badminton and even to play it professionally in prestigious sport events and championships.



Indonesia's Sport Equipment Industry High-Competitiveness Products

Indonesian sport industry is one of the domestic sectors which have gained significant attention from the government. A number of policies have been enacted and implemented in order to develop this business sector. The government focuses on the vision to make this business as an industrial creative sector with high competitiveness. Thus, the government and relevant professional associations are intensively and continuously identifying and developing existing sports industrial centers, and also building numerous sports equipment centers and facilities that are easily accessed by the public. The sports equipment sector in Indonesia is also designed to be a globally modern industry to meet the demand of both domestic and foreign markets. Sporting events at home and abroad provide huge market opportunities for local manufacturers. In addition, increasing public awareness of healthy lifestyle and rising consumer wealth have driven the development of sports equipment in the archipelago.

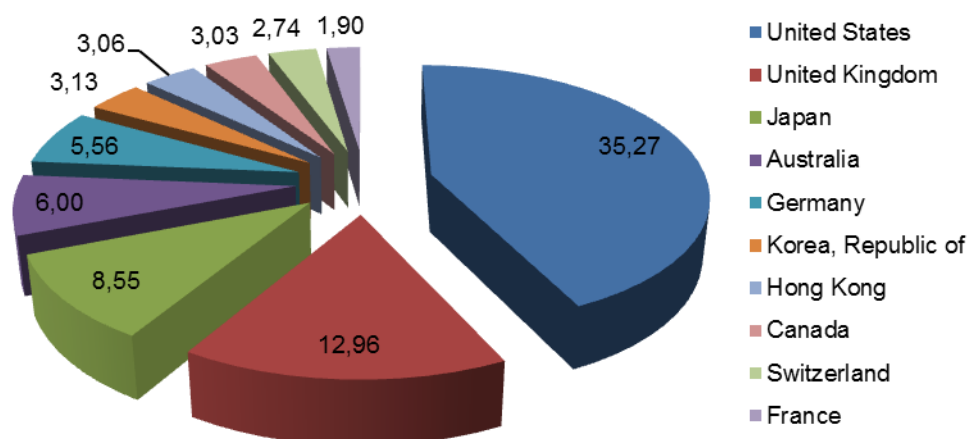
The government is urging large companies and small-medium enterprises (SMEs) manufacturing

sports goods in Indonesia to increase their competitiveness and seek as much as possible information on international market potentials. Having information is crucial to learn the latest trend in and market-entry requirement to a particular country. As a result, Indonesia's export performance of sports equipment has been rising in the last five years.

In 2010, export value of sports equipment from Indonesia to the world was US\$40.59 million. By 2014, there was a growth of 16.86% with the export value reaching US\$71.49 million. Furthermore, during the period of January-April 2015, the export value of sports equipment has reached US\$ 22.61 million.

The Top 10 destination countries for Indonesian sports equipment were the United States (US\$7.97 million), the United Kingdom (US\$2.93 million), Japan (US\$1.93 million), Australia (US\$1.36 million), Germany (US\$1.26 million), Republic of Korea (US\$708,000), Hong Kong (US\$692,000),

Market Share of Indonesia's Export Destination (%)



Canada (US\$686,000), Switzerland (US\$620,000) and France (US\$430,000).

Meanwhile, the most requested sports equipment from Indonesia were golf balls (40,18%); articles and equipment for sports or outdoor games, swimming pools and wading pools, parts and accessories (27,09%); inflatable balls (17,41%); sailboards, parts and accessories (3,97%); lawn-tennis balls (3,00%); gymnasium or other athletic articles and equipment, parts and accessories (2,16%); balls, other than golf, tennis (lawn- and table), inflatable balls (1,82%); snow-ski equipment, parts and accessories (1,25%); water skis, surfboards and other water-sport equipment except sailboards, parts and accessories (1,99%); and golf clubs, complete (1,11%).

According to the 2013 Euromonitor International report in "Sports Goods in Indonesia", there are more than 5,000 manufacturers of sports equipment in Indonesia in which five of them are the major players. Those manufacturers are taking advantage of the numerous sporting events held in the Asia Pacific region. The manufactures of sport equipment are spread in some provinces, such as Banten, West Java, and Central Java.

By having a large number of sports equipment producers, Indonesia obviously has plenty of potentials to be one of the world suppliers of this commodity. Besides exporting the products to international markets, the government also provides opportunities for foreign investors to expand their business by opening new factories in Indonesia. Sports shoes industry is a good example to illustrate promising business opportunities in Indonesia in the sports equipment sector. Each year, there are more than three million pairs of sport shoes produced in Indonesia. The largest production volumes were contributed by prominent global brands such as Nike, Adidas and New Balance.

In addition to sports shoes, sport ball industry also provides profitable business. The balls are used for the sports like baseball, softball, basketball, football, soccer, volleyball, cricket and hockey.

Based on the data of Report Linker, sport balls was the most lucrative segment in 2014, which obtained 54.1 percent of market share.

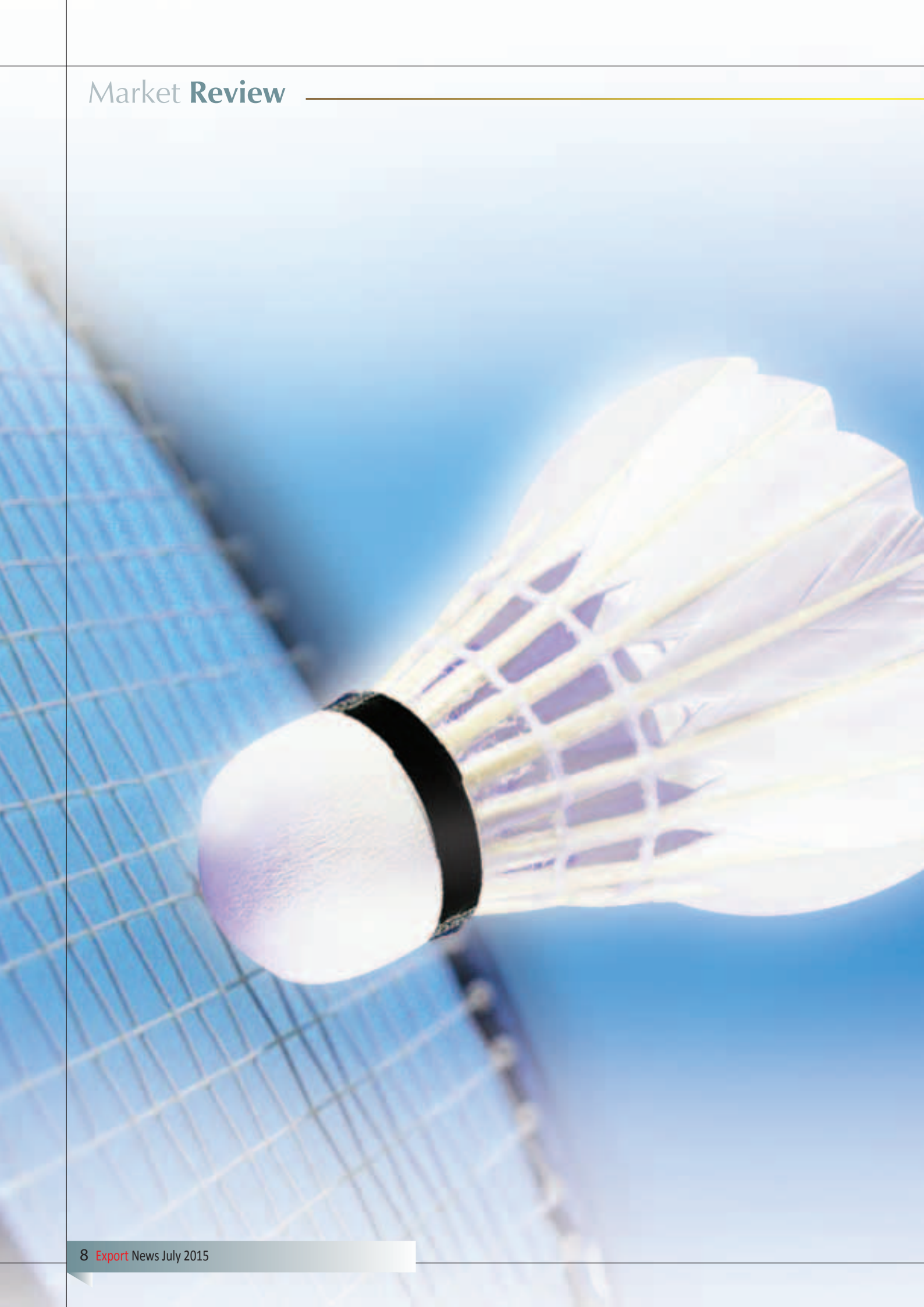
For ball product, PT Sinjaraga Santika, is regarded as a high-quality ball manufacturer. Balls produced by this company were used by soccer players in the final competition of the 1998 World Cup in Paris, France. The company – which has a factory in Majalengka, West Java, and a representative office in Tebet, South Jakarta – also produces balls for volleyball and basketball.

PT Sinjaraga Santika exports its balls to Middle Eastern countries, Japan, Republic of Korea, the United States, European countries and Latin America. The company has been internationally acknowledged with ISO 9001 version 2000 certification in 2003 as well as gaining CE Mark from the European Union.

Report Linker also reports equipment for adventure sports such as camping, hunting and firearms, skin diving and scuba, water skiing, surfboarding and sail boarding also have the potentials to grow. On the other side, exercise bikes, home gym, rowing machine, treadmill, jump rope and stepper for fitness have a niche market. Report Linker estimates the market for Indonesian sport equipment will reach US\$859.2 million in 2019.

The prediction of Report Linker can be assumed by the growth of Indonesian population. Moreover, the implementation of the ASEAN Economic Community (AEC) in December 2015 is likely to yield more suppliers and greater demand. Hence, the government of Indonesia has set policies to assist the local SMEs of sport goods to become outstanding producers to win national, regional and international markets.

Furthermore, Indonesia will become the host of Asian Games 2018. There will inevitably be high demand for international-standards of sport equipment, to provide facilities for the athletes and team from Indonesia and other Asian countries. These opportunities should be utilized optimally by Indonesia.



Solo - "The Shuttlecock Village"

Surakarta, popularly known as Solo, is a city in Central Java where the President Joko "Jokowi" Widodo was born in 1961. He also led the city as the mayor from 2005 to 2012.

Thirteen years before the president was born, Solo has recorded a historic moment in Indonesia by hosting the first National Games or Pekan Olahraga Nasional (PON) on September 9-12 at Sriwedari Stadium. The event, which successfully attracted the international media to cover it, was opened by President Sukarno. September 9 was then declared as the National Sports Day in Indonesia.

The decision to have Solo as the host of Indonesia's first ever major sporting event, has impacted to the life of the residents, either socially or economically. Socially, more people come to the city for different reasons. Visits made by tourists unavoidably have brought about influences and changes to the local people's life. Economically, hosting PON has benefitted SMEs in Solo producing sportswear or sports equipment, especially shuttlecock.

Solo was officially designated as a growth center for sports industry in 2009. This policy was included in the working program of the State Minister of Youth Affairs and Sports for 2010-2015. In the future,

Solo will host more international sport events to strengthen the city's brand as one of the world's sports destinations.

Although most people know Solo more as a city with rich Javanese cultural heritage, Solo is also a village of shuttlecock. The fact that Solo is not known as a shuttlecock production base is because the producers do not distribute and sale their own products. Middlemen from other cities buy the shuttlecocks in bulk, apply new brands and then sell the shuttlecocks as their own product.

The Solo city administration views this as a harmful condition in branding Solo as the world's production center for high-quality shuttlecocks. To address this issue, the city administration grants some production machines and other tools to the local SMEs including the quill, so that they can create shuttlecocks with attractive brands and packagings. Shuttlecock home industry can grow favorably since badminton is very popular amongst Indonesians and have become a public sports. The industry took more benefits in the 1990s when Indonesian shuttlers, Susi Susanti and Alan Budikusuma, won gold medals at the 1992 Barcelona Olympics. Currently, badminton is still one of the most favorite sports not only in Solo but all over Indonesia.

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Website : <http://www.indonesia-balls.com>,
www.bola.majalengka.com
Product : *Soccer Balls, Balls, Oth. Balls, Sport Equipment*

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