

## ELECTRICAL

# Indonesian Electrical Products In The World

## What Inside

The contribution of Indonesian-made electrical products to the country's export performance in 2012 was still quite small when compared to the figures of several other Asian countries. Developed countries still dominated the supply for market of electrical products especially in the refrigerator, freezer and heat pump category. This has led to fierce competition in the world market. Indonesia, however, can still export its electronic products in the category to countries such as Australia, Malaysia, Saudi Arabia, the Philippines, Singapore and South Korea.

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Dear valued readers!

We are glad that you are still willing to keep in touch with Export News magazine. Hopefully, you have found many useful insights for your business development from our previous editions. To update you with the latest information on Indonesia's best products remains our commitment for future issues.

In this April edition, Export News brings you Indonesian electrical products. The electrical sector is one of the biggest export contributors among manufacturing products. The export remained strong during the last global crisis, showing the products' firm position in the world market. Indonesian-made electrical products have been exported to many countries, including Australia, Malaysia, Saudi Arabia, the Philippines, Singapore and South Korea, which are the major export destination countries. Significant export growth was also seen in several new markets, showing that Indonesia's share in the world electrical market still has a big room to grow. The electrical industry has played an important role in supporting the strong performance of electronic export.

Several global electrical brands have made Indonesia as their production bases for export-oriented electrical products. As Indonesia continues to show political stability and promising economic outlook, more and more electrical companies are expected to move their electrical production base to Indonesia. This certainly means that Indonesian electrical products will see stronger growth in its global market share.

In this edition, we provide our readers with a review of export performance of Indonesian-made electrical products. As we always do, the April edition also displays a list of the exporters. Overseas buyers are encouraged to contact them directly and establish a mutual cooperation.

Finally, we hope you enjoy reading this edition as much as you like our electrical products.

Thank you

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## SOURCES:

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## *hot* issue

### RI ELECTRICAL INDUSTRY

### SHOWS PROMISING FUTURE OUTLOOK

The Indonesian government encourages principals to invest in Indonesia in the electrical products industry due to rising demands both at home and abroad. The government has approached several leading global electrical principals urging them to invest in more electrical products manufacturing plants in Indonesia.

There are more than 200 electronic companies currently operating in Indonesia. Some of them are global electronic players such as LG Electronics Inc. . Samsung Electronics Co. Ltd. (South Korea); Panasonic Corp, Sanyo Corp., Toshiba (Japan); Changhong, TCL Corp, Midea Electronics (China).

# INDONESIAN ELECTRICAL INDUSTRY

## SHOWS PROMISING



Local electronics manufacturer Polytron (under the auspices of PT. Hartono Istana Technology, launches mobile-based brand-android, graced the market of mobile phone products, there are 5 series mobile phone such as Polytron Genio, Polytron Graffiti Glozz Series, Polytron Wizard Series (Android) and Polytron Wind Series (3G).

A number of players have shown their interests to invest in electrical product manufacturing plants. One of Sanyo's business units, for example, PT Sanyo Jaya Komponen Indonesia is reportedly plan to expand its electronic components manufacturing plant in Bekasi, West Java. The plant produces optical pick up, a main component in optical disk drive such as blue-ray disc recorder, DVD player and PC CD/DVD drive. The plant makes around 25 million optical pick ups annually and the plan is to increase the capacity by four folds by the end of 2012. The expansion requires Sanyo to invest some US\$80 million.

Another Japanese company, Shinsei Electronics Group has also built an electronics components factory through PT Shinsei Denshi Indonesia in

Cikarang, West Java. The factory produces various electronics components such as printed circuit board (PCB) assembly, stamping and injection molding. The factory produces 160 million PCB assemblies every year. As for stamping and injection molding the annual capacity reaches 950 million sheets.

New foreign investors in the electronic component industry have also shown their interests such as those from Taiwan, which is known for its strength in the industry. Considering rising demands in 2010 and 2011 for electronics components, the government has urged investors to expedite realizing their plans.

Domestic investors have also made their moves



# FUTURE OUTLOOK

developing their reputation in the global market. The Batam, Riau Islands-based PT Satnusa Persada, for example, won the 2010 Primaniyarta Award for the best export performance. The company has been trusted by major global electronics producers to supply major components. In 2009, the company exported US\$173 million worth of electronics components.

Although most of the domestic electronics components makers are small-scale firms, they have the strong potentials to grow larger. These companies can supply their products to electronics goods makers operating in Indonesia cooperating with foreign companies. Components industry is the base to develop electronics industry in general. The more components are made in Indonesia, the more

competitive Indonesian electronics goods will be.

On the other hand, bullish investment on electronics products will at the same time contribute significantly to the development of local components industry. Meanwhile, the surging labor wages in China has made Indonesia to be more competitive as the production base for electronics manufacturers.

LG, for example, has decided in 2006 to make Indonesia as the base for its refrigerator production for the ASEAN region with an investment of US\$16 million. PT LG Electronics Indonesia opened its second refrigerator plant in Indonesia in 2006 boosting its production to 1.5 million refrigerators a year.



Workers installing the electronic components on the LCD screen in the PT. LG Electronics Indonesia, Cibitung, West Java-Indonesia

Japanese electronics manufacturer Sharp Corporation plans to build a US\$130.8 million plant to increase its production of refrigerators and washing machines in Indonesia. The investment is made through its subsidiary PT Sharp Electronics Indonesia (SEID).

"The new production facility will be built in Karawang International Industrial City (KIIC) in Karawang, West Java," Sharp Corporation said in a written statement on its website in March 2012.

Construction of the new appliance plant is expected to be completed in 2013. The new plant will have a production capacity of 220,000 refrigerators per month and 140,000 washing machines per month. The company currently produces 600,000 refrigerators per year.

The Indonesian Electronics Manufacturer Association (Gabel) said that a number of global electronics makers have made Indonesia as their production bases. Such decisions have sparked optimism among all makers in Indonesia. The government expects a growth between 8% and 9% from 2010 to 2014 in the electronics sector. The expected investment is about US\$800 million per year in the same period for capacity expansion, acquisition of new machines and research and development activities. It is expected that some 150,000 new jobs will be created during the period. The government has promised to provide all supporting facilities such as energy and transportation infrastructure to help realizing the investments.

Electronics makers have plenty of reasons to stay in Indonesia which has a huge number of skilled workforce. More than one-third of the 240-million population is younger than 29-year-old, representing a strong workforce. Both the government and industry admit that Indonesian workers are highly trainable and work very efficiently.

Indonesia also provides conducive political and economy conditions for investment climate. Indonesia was one of a few countries which could avoid severe damages from the last global financial crisis, especially thanks to wise fiscal management by the government. In 2009, Indonesia's GDP reached US\$550 billion with Asia's third fastest and Southeast Asia fastest growth. Amidst the global financial crisis, Indonesia still managed to grow by 4.5% in 2009 and had even stronger growth by 6.1% and 6.5% in 2010 and 2011 respectively.



Various international rating agencies have also upgraded Indonesia's status following economic recovery. According to Standard & Poor's, Indonesia was in the first rank for fiscal balance management among Asia Pacific countries. In January, Fitch Ratings upgraded Indonesia's credit rating from BB to BB+, reflecting healthy financial sector and the country being resilient on the latest economic crisis. All these positive outlooks show Indonesia's strong potentials to become an Asian economic powerhouse.

Strong economics in Indonesia is maintained by political stability. Despite the 1998 political turmoil, Indonesia relatively managed to undergo a democratic transition in the last decade. The country has also had decentralized some authorities from the central government to the regional administrations. Indonesia also plays a larger role in the global stage by becoming the only G-20 member country from Southeast Asia. Standard Chartered predicts that Indonesia has the potentials to become a G-7 member country by 2040 if the country can manage to reach the expected growth rate.

In addition to the supporting macroeconomics conditions, the government also provides several incentives for investors. The government, for example, gives an income tax incentive for various industrial sectors, including electronics sector. Companies producing electronics goods are given a 5% tax discount from the total investment for six years. The government also lifted import tariffs for several items used by the industry.

The government keeps supporting both the electronics and components industries with efforts aimed to develop industry with export orientation. One of the efforts is developing industrial cluster to allow Indonesian electronics industry to play a bigger role in the global supply chain in cooperation with business players and associations.

# INDONESIAN ELECTRICAL PRODUCTS GROW IN THE WORLD MARKET

Indonesian electrical products in the refrigerators, freezers and heat pumps in the HS 8418 category still have small market share in the world market. In the first half in 2012, the export values in this category reached US\$270 million, an increase 15.27% compared to export value in the same period in the previous year. Local industry players believe electrical product components will build a strong performance. The Indonesian Electronic Producers Association (Gabel) said that strong export performance was not due to domestic demand but instead due to foreign demands. The main contributors, South Korean electronics makers LG and Samsung also manufacture electrical products such as refrigerators and freezers for both household and business usages.

Export of Indonesian electrical products in the HS 8418 category managed to survive the latest global financial crisis despite the fact that households in major markets reduced their consumptions. However, the export value of such products was still growing in 2010 and 2011 when other export products were affected by the crisis. The export value in 2010 was US\$356 million, an increase of 16.43% from the figure in 2009 at US\$293 million. The strong position of such electrical products have made Indonesian export in 2011 to increase further by 7.22% to US\$383 million.

The export growth showed one of the strengths of Indonesian electrical industry in the HS 8418 category. The makers have a strong ability to adapt with the international market's demands. Industry Minister MS Hidayat said Indonesian workers were indeed trainable. After receiving sufficient training, the workers are able to meet global standards for the refrigerator, freezer and heat pump products. As a result, Indonesian products have been well accepted in many countries. The 2007-2011 Trade Performance Index released by the Central Statistics

Agency (BPS) showed that Indonesian products in the HS 8418 category always experienced growth. No wonder these products showed strong export performance in the last five years.

Indonesia have been exporting refrigerator, freezer and heat pump products to many markets in the world. The product with the highest export value in 2011 was the household type, combined



refrigerator-freezer with a capacity larger than 230 liters with US\$215.46 million; refrigerating chambers not exceeding 200 liters in capacity (US\$39.14 million); other part refrigerators and freezers equipment electric/other (US\$27.38 million); evaporators and condensers (US\$25.31 million); household type, combined refrigerator-freezer with a capacity smaller than 230 liters (US\$23.80 million); refrigerator, household type with compressor type of capacity not exceeding 230 liters (US\$21.92 million); refrigerator, household type other than compressor type of capacity less than 230 liters (US\$18.83 million); and other



## Market Review

refrigerator/freezer equipment, other than heat pump other than air condition machine hd84.15 US\$3.41 million.



Other products in the HS 8418 category that have been exported included refrigerator, household type other than compressor type of capacity larger than 230 liters; freezer of the chest type, not exceeding 800 liters in capacity; other parts furniture designed to receive refrigerator/freezing equipment; refrigerator, household type with compressor type of capacity

larger than 230 liters, freezer of the upright type, not exceeding 900 liters in capacity; combined refrigerator-freezer fitted with separate external doors, other than household type; and refrigerating chambers with capacity larger than 200 liters.

Indonesia expects to export more electrical products in the future as export of refrigerators, freezers and heat pumps keep showing strong performance.

Electronics products from Indonesia have been exported to 171 countries with the biggest export goes to Singapore (10,28 percent) followed by Malaysia (8,58 percent); the Philippines (7,59 percent); South Korea (6,55 percent); and Australia (5,05 percent).

Export to Singapore topped the export value list

in the 2007-2011 period despite a fluctuating performance. Indonesia exported US\$47.39 million of refrigerators, freezers and heat pumps in 2007 but slumped to US\$42.43 million and US\$40.56 million in 2008 and 2009 respectively. The export improved in 2010 with a value of US\$44.30 million although fell again in 2011 to US\$39.46 million. In total, there was a decrease of 3.18% in the 2007-2011 period.

On the other hand, exports to Malaysia showed a strong performance with more than two-fold increase of export revenue from US\$15.57 million in 2007 to US\$32.94 million in 2011 for a 20.80% of growth in the 2007-2011 period.

Despite smaller in export value, exports of electrical goods in HS8418 category to the Philippines showed even a stronger growth of 34.65% from US\$10.50 million in 2007 to US\$29.12 million in 2011.

An even bigger growth trend is seen in the export to South Korea which jumped by 140.88% from a mere US\$506,000 in 2007 to US\$25.15 million in 2011 while the export to Australia had a respectable growth of 43.30% in the same period from US\$4.25 million to US\$19.37 million.

Besides these major export destination countries, several other countries have also shown strong demands for electrical products made in Indonesia. Included in these countries are Egypt, Saudi Arabia, and Vietnam. The export to Egypt, for example, shows an astonishing growth trend of 440.80% in the 2007-2011 period from a miniscule US\$18,000 to a whopping US\$18.15 million. These countries are becoming the most promising export markets for Indonesian electrical products in the future.



JAKARTA, 21/7 - VISIT AMONG INDUSTRY. President Susilo Bambang Yudhoyono (second right) accompanied by some ministers KIB visit the factory of manufacturing company PT Sanyo Jaya Components Indonesia, in Cibitung, Bekasi, West Java, Indonesia. The President made a visit to the factory of PT Ganeca Exact publishing company and a manufacturing factory of PT Sanyo Indonesia Jaya Components related effect of an increase in electricity rates (TDL) to the industry. AFP PHOTO / Widodo S. Jusuf/ed/10.



# Speaker



Amplifier : Output Max 125 Wrms \* Power 125 Wrms \* 12" Woofer Speaker \* Frequensi Respose : 25hz - 150hz \* LPF Control 50-150Hz \* Phase Sifter Control 0-180 degree \* Input : Stereo Line Level, Stereo Speaker Level \* Output : Stereo Line Level, Stereo Speaker Level \* Wight 21 Kg \* Overloaded and Overheated Protection

# Speaker



4" Speaker installs into 6" Strategy enclosure Designed for division of labor installations when enclosures need to be installed before speakers are installed Enhanced quality 70.7V/100V internal transformers minimize insertion loss and maintain low frequency response while providing increased output for higher SPL applications Front mounted tap selector switch for easy system tuning adjustments Motorboard assembly has same footprint and bolt-hole pattern as 6" speaker Tuned port maximizes low frequency response from FA97-6 & FA95-6 enclosure UL1480 for General Signaling Listed file UEAY. S1824



# Washing Machine

Features \* digital condensing drying technology \* direct drive motor \* front loading automatic washing machine \* nano silver technology \* air power \* air bubble washing system \* intelligent washing \* auto balancing \* big capacity \* large loading door \* powerful motor \* child lock system \* energy saving \* long life time \* lcd screen \* user friendly control panel \* elegant design

# Washing Machine

Maximum wash capacity: 7kg



Intelligent washing system • Auto balance • With foam sensing and removal • Variable spin speed: no-spin, 400, 600, 800, and 1,200rpm • Variable temperature: cold, 30, 40, 60, and 90°C • Standby: power zero • Display: LCD • Door size: 44cm • Door opening angle: 180° • Performance: o Water consumption: 57L o Energy consumption: 1.19kWh o Cycle time: 40°C cotton 118min o Energy efficiency class: A+ o Washing performance: A o Spin drying: B o Spin drying performance: 54% o Noise level wash: 57dB • Program: o

Baby care o Cotton o Synthetic o Delicate o Hand wash/wool o Quick30 o Rinse and spin o Favorite o Additional selection o Prewash o Rinse hold o Rinse o Bio o Crease care o No spin o Child-lock o Time delay o Time delay: 1 to 24hrs o Running time indicator o Error message indication • Special feature: o Child lock o During working of machine, all the functions on the panel will be locked to ensure the normal working of washing procedure o 24hrs delay wash o You can arrange time freely by presetting washing time (within 24 hours), and the machine will finish washing programs automatically o Economic wash program o If you select the economic program, the machine can use reasonable electricity and water, which will save energy sources greatly o New panel design, electronic control with LED display, eccentricity self test, trouble alarm, power cut memory, perfect performance in low voltage, even down to 135V, electronic speed adjust, never move, special cabinet structure most convenient for SKD and CKD,

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