

KEMENTERIAN  
PERDAGANGAN  
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MINISTRY OF TRADE

# EXPORT *News* INDONESIA

Ditjen PEN/MJL/98/XII/2017

## Indonesian Home Furnishing



### WHAT'S INSIDE

Balinese home furnishing as well as home appliances managed to penetrate the United States and other overseas market. The touch of skilled artisans Balinese hands is in demand by overseas consumers. The unique and antique exported furniture and home lighting is made from raw bamboo materials decorated with rattan such as chairs, cabinets, tables, beds and room dividers.

# editor's desk



**Dear Valued Readers,**

Home furnishings are one of the factors that support a comfortable life. Moreover, the good and high-tech furniture also makes the furniture useful to the fullest both for house interior and in term of the health. High-tech furniture turned out to be a domestic product. Indonesia, like other Southeast Asian countries that have low labor costs, has attracted the interest of various furniture manufacturing companies. These companies are looking for their components from various places and Indonesian manufacturing companies are able to provide components and modules of semi assemblies (sub assembly) either integrated in Indonesia by this manufacturing company or exported as components or modules to the same market for assembly end. Indonesia then exports larger components such as cables, connectors, transformers, switches, or consumer electronic modules or PCBs in large quantities.

Household sector is the biggest consumer in the economy so that if there is a change in household consumption pattern, it will affect the amount of demand for goods and services. Changes on demand will further affect the supply of goods and services through production and

investment activities undertaken by other economic actors. Based on that fact, the activity of household consumption expenditure (PKRT) will affect the economic activities of a country.

In this Export News edition, we're about to reviewing about the prospects of Indonesian home appliances that are increasingly in demand by global markets and efforts to increase the sector's exports in this challenging globalization era.

Finally, we hope in this simply contained of information, will be useful for the readers.

Thank You

**Ditjen PEN/MJL/XXVII/12/2017**

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# HOT ISSUE



# INDONESIAN HOME FURNISHING

## Popular Balinese Home Furnishing in the US

Balinese home furnishing as well as home appliances managed to penetrate the United States market with a total reach 16.26 percent of total foreign exchange type of currency was USD 3.47 million in May 2016.

According to the Central Bureau of Statistics (BPS) of Bali Province, the various types of Balinese furniture and home lighting penetrate the market abroad, after the United States followed by Spain with 5.33 percent and Japan 4.07 percent. The product also penetrated China's with 0.76 percent market, Hongkong 0.22 percent, Singapore 1.98 percent, Holland 3.37 percent, France 5.10 percent and Germany with 2.19 percent. 48.19 percent remaining penetrate various countries in other parts of the world. The touch of skilled artisans Balinese hands is in demand by overseas consumers.

In the meantime, Bali gained USD3.47 million from furniture and home lighting exports during May 2016, slightly decreased 0.93 percent or USD3.50 million compared to the previous month (April 2016).

The earnings also decreased about 3.18 percent, compared to the same month of the previous year, as in May 2015 the type of commodity produced USD3, 58 million.

The unique and antique exported furniture and home lighting is made from raw bamboo materials decorated with rattan such as chairs, cabinets, tables, beds and room dividers. In addition, there is also a unique and antique statue of bamboo root materials that are in great demand from overseas markets, especially consumers from France, Germany, Holland as well as buyers from the United States, Japan and Australia. The roots of bamboo usually coloni grown, and creative crafters are able to create the root into a statue of puppets or animals that are favored by overseas consumers.

By the size of the household role in the economy, the planners, policy-makers and decision-makers need to keep a close watch on the levels and changes in household economic characteristics. This information can be used as consideration for evaluating development programs, as well as the basis for planning and policy formulation. Information on the economic characteristics of households can be obtained through observation of the household economy, which can be derived from the Household Balance Sheet.

Many domestic industrial products that have been able to excel in the market export, especially for SMEs handicrafts for home furnishings. Meanwhile, according to Bali Central Bureau of Statistics (BPS) noted that the value of export of Bali Province goods sent through several ports in Indonesia reached 47.4 million US dollars in March 2016 down 6.36 percent compared to the same period in 2015 with 50.6 million dollars.

Bali earned about USD443.44 million from shipments of various types of trade to overseas markets during the ten months of January-October 2017. The number increased USD23, 99 million or 5.72 percent compared with the same period the previous year recorded USD419, 44 million. The various types of products shipped abroad that most penetrate the United States market by 27.11 percent, followed by Australia 9.78 percent, China 9.20 percent, Singapore 7.11 percent, and Japan 6.78 percent.

The United States market absorbs most of the apparel commodities, not knitted, jewelry (gems), various types of souvenirs from wood, meat and fish processed, objects of stone and cotton. While China absorbs most fish and shrimp commodities, Australia is for home furnishings and Singapore absorbs knit goods and leather goods.





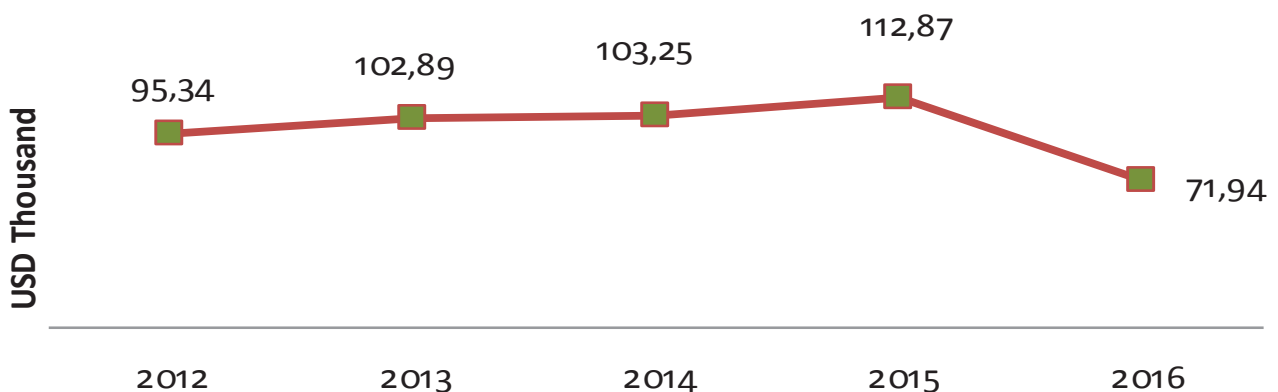
# MARKET REVIEW

## Trade Performance of Indonesia's Home Furnishings

For over 5 (five) years period, Indonesia's home appliances products exports have been fluctuated with a trend of 0.98%. The largest decline in exports of this product is seen in 2016 that is decreased about 36% of the value of the previous year's exports reached USD 112 million to USD 71 million in 2016. By the trend of Indonesia's household appliances exports which declined in 2016, it is necessary note the cause. One of the things to note is the industry in the country. Currently, the competition for home appliances trade is not only happening at the national level, but also internationally. For the production of home appliances products in Indonesia in 2016 is occupied by East Java with share value of 54%, followed by Central Java 40%, and Bali 4%.

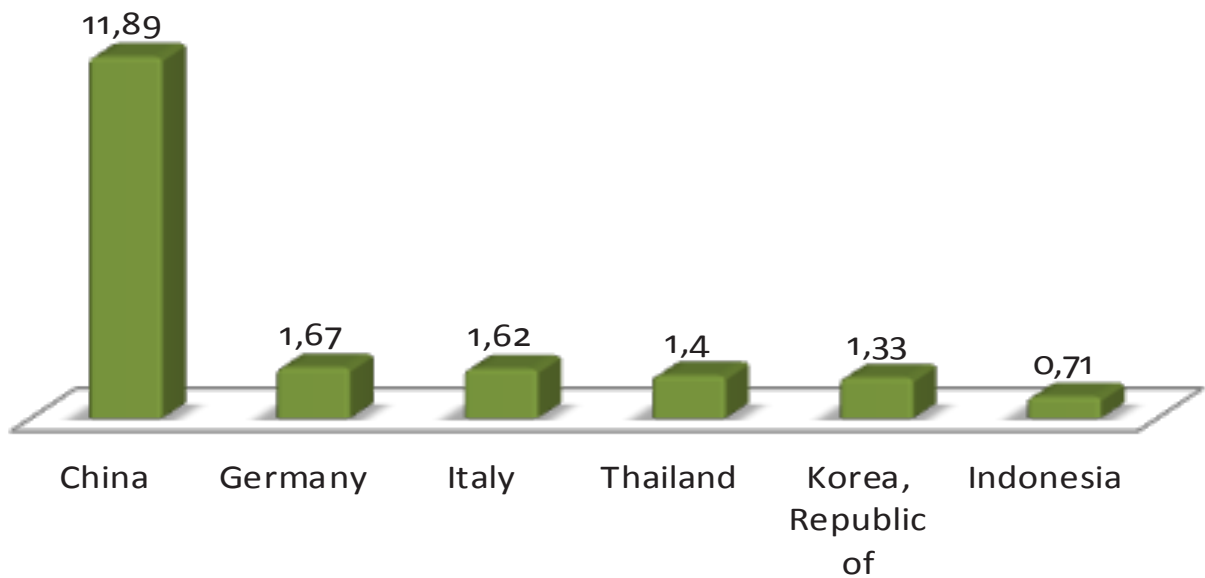
Indonesia's economic growth throughout 2016 was 5.02 percent. That number increased compared to growth in 2015 of 4.88 percent or 2014 achievement of 5.01 percent. Meanwhile, Indonesia's national GDP of Rp 12,406.8 trillion, with per capita GDP of Rp 47.96 million or 3,605.1 US dollars. The improvement in growth is also influenced by the economic improvement of Indonesia's trading partner countries. According to data from the Central Bureau of Statistics (BPS), when viewed from the side of production, the highest economic growth is applicable in the field of financial and insurance business services by 8.90 percent. In terms of expenditure, the highest growth was contributed by household consumption of 6.62 percent.

INDONESIA EXPORT OF HOUSEHOLD PRODUCT  
TO WORLD



Source: Trademap

## INDONESIA EXPORT OF HOUSEHOLD PRODUCT TO WORLD



Source: Trademap

It also explained that Indonesia's economy in the fourth quarter of 2016 had been contracted compared to the previous quarter with minus 1.77 percent. Indonesia's economic structure spatially in 2016 is dominated by provincial groups on the island of Java and Sumatra. The provincial groups in Java are said to contribute the most to GDP, up to 58.49 percent. The biggest contributors to GDP are Sumatra with 22.03 percent and Kalimantan with 7.85 percent.

The 2016 economic growth was mainly driven by household consumption which grew by 5.01 percent. This is inversely proportional to government consumption that is still growing negative or minus 0.15 percent.



# MARKET REVIEW

In 2016 China became the largest exporting country in the world with export value about USD 11.89 billion. In other words, China produces more than 40.85% of household appliances products in the world. The dominance of China as an exporter of home appliances products in the world has been going on for the period 2012 to 2016 with a trend of 1.01%. The next position is Germany with a value of USD 1.67 billion, Italy USD 1.62 billion, Thailand USD 1.4 billion, South Korea USD 1.33 billion. While the position of Indonesia as an exporter of home appliances products are in position 30 with a value of USD 0.71 billion.

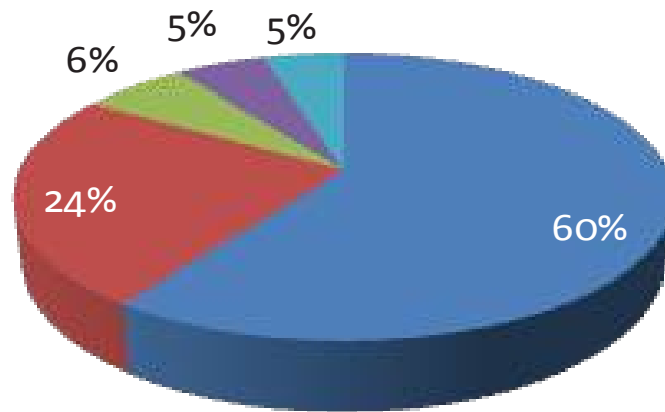
The role of manufactured exports with higher competitiveness needs to be improved to support export performance. Extremely positive export performance in 2010 was mainly affected by improved global economic conditions coupled with rising international commodity prices. Both factors also positively influenced exports amid the strengthening of the rupiah. In addition, the reduced dependence on certain commodities and export destinations contributed to the strengthening of export performance. Structurally, the role of natural resource-based export commodities is increasingly supported by high competitiveness. On the other hand, the role of manufacturing export commodities is slowing down. The manufacturing export commodities

are also still facing low competitiveness issues. The export structure causes the balance of payments to remain vulnerable to global demand turmoil and international commodity prices. To strengthen export performance requires an increasing role of manufacturing exports supported by increased competitiveness. These efforts are conducted through Inpres no. 1/10 on the Acceleration of Implementation of National Development Priorities Year 2010, aimed at enhancing the competitiveness of industries, as well as national exports. The follow up of the Inpres is necessary to maintain the sustainability of national industrial development.

The United States becomes Indonesia's largest export destination country for household appliances products with a contribution of 60% of the total export of this product. Then there is Saudi Arabia with share of 24%, Germany 6%, UK 5%, Thailand 5%. In this case it can be seen that the products of household appliances from Indonesia is still likely to enlarge the share of related product market in Europe. Given there are two countries of the European region that became export destination of Indonesia. The opportunity to enlarge this market must be supported with the superiority of the product and the right marketing strategy.

INDONESIA HOUSEHOLD PRODUCT EXPORT BY COUNTRIES OF DESTINATION 2016

■ USA ■ Saudi Arabia ■ Jerman ■ Inggris ■ Thailand

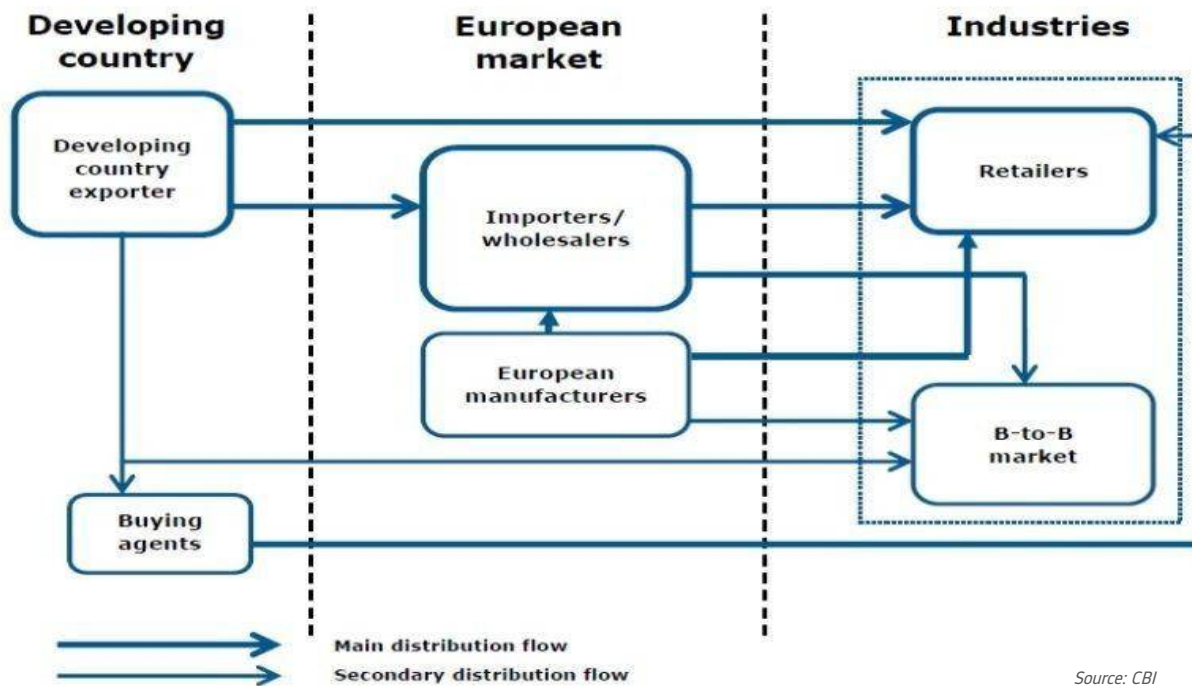


Source: Trademap





## DISTRIBUTION CHANNELS FLOWS FOR HOUSEHOLD APPLIANCES PRODUCTS IN THE EUROPEAN UNION:



The preferred main distribution channels are through importers / wholesalers, or directly contact the local retailers who are interested. This can be done by directly contacting the company and simultaneously filing a company profile and the type of goods produced. Prior to making contact, it is advisable for exporters to ensure that their products meet the quality standards set forth in the destination country. If the response is positive enough, the next step can be taken to send the product samples as needed. Another path to choose from is through a purchasing agent. These agents usually work for importers or local companies in the destination country to find the items the company needs. In addition, the business exhibition can also be an effective means for marketing products abroad, including to get prospective buyers from the B2B segment. Whichever marketing path is chosen, it is important to ensure in advance the credibility of the prospective buyer before making any transactions to prevent fraud and other losses. This can be done through research in various media such as internet, list of companies in the local country, or by contacting representatives of the Ministry of Trade of RI in each country of the EU region.

Some of the things that must be considered by Indonesian household appliances products exporters that will enter the EU market are:

1. Society in Europe is generally very concerned about environmental sustainability. Therefore, the superiority of the durability of marketed products becomes very important.
2. It is expected that Indonesian exporters entering the EU market can make new innovations on their products. Knowledge of the habits and lifestyles of the European community will greatly help create new products according to market needs.
3. Take an active role in following the international exhibition activities organized by several parties in the EU region. By participating in exhibitions, exporters can meet directly with prospective buyers, and also study products from competitor countries.



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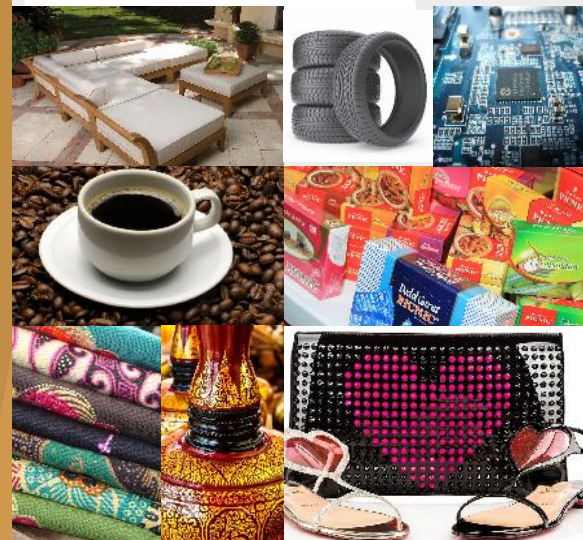
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