

HOME DECORATION

from WOOD PRODUCTS



WHAT'S INSIDE

Ranging from wooden based products, textile, ceramics and so on makes an advantage for Indonesian products which has strong base for material supplies, cultural heritage, craftsmanship, work force, and other magnitudes.

editor's desk



Dear Valued Readers,

Home decoration covers wide variation of products like household furniture, craft and furnishings for home. Other decorative items like statues, paintings, pots, rugs, carpets and candles etc. are also used for home decorations. All source of material like stone, glass, ceramic, wood can be created to decorative items.

Having the largest source of craftsmanship, Indonesia still has a lot of potential to fulfill the robust growth demand of home decoration products around the world, especially wooden base decorative products. Indonesia wooden products and rattan are known for its top quality to make Indonesia as one of top suppliers in the world. Nowadays, with design makes more and more important, Indonesia also offers its capacity as its produce not only decorative but also functional at the same time.

Export News this September Edition will discuss about Indonesian export of home decoration, starts from the market review, glimpse of product review, export development as well as important information to assist readers whom attracted to source home decoration products from Indonesia. This edition also contain exporters list for home decoration products.

Hopefully you enjoy the reading. Welcoming you to sourcing from Indonesia.

Thank You

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04 Hot Issue

HOME DECORATION from WOOD PRODUCTS



02 Editor's
Desk

06 Market Review
Export Potential
of Indonesian Home
Decoration from
wood products

10 List of
Exporters

11 Commercial
Attaches

12 Indonesian Trade
Promotion Center (ITPC)



HOT ISSUE



HOME DEC ORA TION

Home decorations are not standardized products. Variations on materials, design, quality, and other attributes of the products are plentiful. There is also one thing to be considered, how the product blend in to the whole design of home decoration. That's why direct observations are very needed to choose the products to buy. In trade, there is no other efficient way to observe and make a decision, better than attending a reputable trade fair or trade exhibition.

Trade fair or trade exhibition still remains the proper platform to buy and sell, negotiate, or gather information on what happened in the sector displayed.

One of the biggest international exhibition in Indonesia of home decoration products is Indonesian International Furniture Expo. This annual expo is hosted by Furniture and Handicraft Industries Affiliation (HIMKI) and has been held since 2014. According to SWA magazine, the expo is a reference for overseas buyers who are looking for furniture and handicraft products with the latest innovations. The exhibition is expected to be a liaison exhibition in the Southeast Asian region that foreign buyers will not need to come to all countries in Southeast Asia, but enough to Indonesia because all the products sought is available in this exhibition.

Strongly supported by the industry and government of Indonesia this event is recognised as one of the leading furniture exhibitions in Asia, attracts thousands of professional buyers from Indonesia, Asia and



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the World. Last year (2017) IFEX figure showed that the event was attended by 11.200 visitors from 91 countries. The four days expo also displayed 454 exhibitors both local and international in an area of 60.000 square meter in the Center of Jakarta.

Another event in this home decoration sector is Inacraft (Jakarta International Handicraft Trade Fair). The annual fair hosted by ASMINDO displays gifts, handicraft, and houseware in Indonesia and takes place in the capital city of Jakarta. Inacraft presents a wide range of credible craft products to elevate Indonesian domestic handicraft industry as a result of creativity backgrounded by Indonesian cultural diversity and richness.

Last but not least, Indonesia, under the Ministry of Trade collaborating with co-organizer also held Trade Expo Indonesia, the biggest Indonesian export potential products. This 2017 event is going to be the 32nd held. Furniture and craft are two important sectors that attract and bring buyers and exhibitors.

Observing trends and products directly is not the only advantage of attending trade fair or exhibition. Buyers and exhibitors can continue to do site visit to the factory in Indonesia. There, buyer can learn and gather more information and experience the story behind the production. In other words, experience is the best teacher.

Experience the wonderful Indonesia.

HOME
IS NOT
A PLACE
IT'S A
FEELING



MARKET REVIEW



Export Potential of Indonesian Home Decoration from wood products

Eventhough the economic slowdown hasn't fully recovered, most analysts predict that market and demand for home decoration still growing at least for the near future. The growth of housing industries, eco-friendly products, creative designs or just simply changing in lifestyles are some factors behind the increasing demand for home deco products. According to Future Market Insights report, the home decor market is forecasted to reach a value of nearly US\$ 855,68 Billion in the year 2022 and grow at a robust CAGR of 6,3% from 2017 - 2022. Another report from Allied Market Research stated that the global market for home deco products will reach US\$ 664 Billion by 2020, registering a moderate CAGR of 4,2% during 2015 – 2020. In other words, home deco is a big and potential growing market.

The scope of home deco products covers the whole implementation of interior design through decoration where layout and furnishings of a space are enhanced using ornamentation and beautification. Consisting of wide variety of products, makes this sector sometimes hard to measure on a common language of statistics. But most of the analysis agreed that items like household furniture, craft and furnishings for home and other decorative items like statues, paintings, pots, rugs, carpets and candles etc. are also used for home decorations.

Indonesia has long known to be one of the global supplier for home decoration products. Ranging from wooden based products, textile, ceramics and so on makes an advantage for Indonesian products

because Indonesia has strong base for material supplies, cultural heritage, craftsmanship, work force, and other magnitudes.

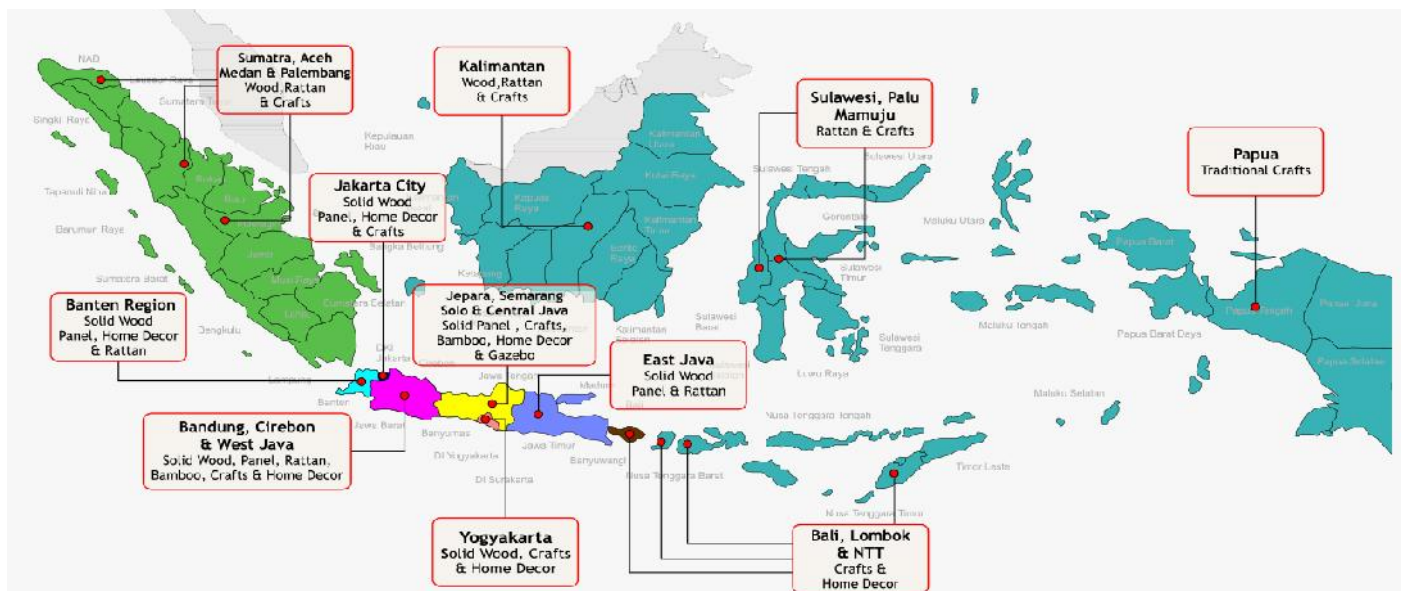
There are many ethnic groups spread across this largest archipelagic country in the world. Combined with the country's rich multicultural heritage, has given Indonesia wide variety of home decoration products to offer. Other than that, many different artisans skills and craftsmanship has been nurtured through generation traditional methods and other types of production. For example wood carvers can be found all over the country from the island of Java, Kalimantan, Sulawesi, Maluku, Bali and Nusa Tenggara up to Papua. The island of Java which has the highest number of population, is also home to several metalworking crafts people, including silversmiths.

The techniques of textile production rooting from cultural heritage, known as Batik, was also recognized as Intangible Cultural Heritage of Humanity given by UNESCO in 2009. Batik production are all around the country with their own specific pattern, historical background and

Indonesia. Among them, 120 hardwood species are recognised to be used commercially. The commercial wood also developed under growing plantation of Industrial Tree Estate program to guarantee sustainability aspect. It is said that, teak and mahogany are commonly used in this industry. Alongside with other woods like rosewood, acacia, and tamarind. Other types of trees such as albesia, satin wood, and hibiscus are also popular as materials for Indonesian home decoration products.

Generally, there are issues regarding sustainability in forest management. Encountering the issues, recently, Indonesia received EU's Forest Law Enforcement Governance and Trade or FLEGT license. According to EU FLEGT Facility, on November 2016, Indonesia can issue FLEGT licences to verified legal timber products it exports to the EU. and was the first Asian country to receive the license. Since the license automatically meet the EU requirements, EU-based importers

Indonesian Furniture and Craft Industry Map



Source : <http://www.himki-indonesia.com>

story behind the product. The biggest production is on the island of Java. Among the production centers for traditional batik in Java are Jogjakarta, Surakarta, Solo, Cirebon and Pekalongan. According to Hinrich Foundation, the islands of Kalimantan, Madura and Bali are also the important batik manufacturing hubs.

A very diversified options of materials naturally available domestic is another factor allows Indonesian manufacturers to bring a huge range of home decoration product. International buyers has found unique design, material choice and the background story that bring up Indonesian home decoration products to be one of the top position in the world. The biggest competitive landscape is Indonesian wooden base products. The large plantation area and the availability of high quality wood supply is one of the advantage for Indonesia.

According to FAO, Indonesia is the home of more than half of Asia's tropical forest. There are approximately 4.000 species of trees in

will not need to do further due diligence before placing them on the market. The status enable Indonesian wooden products to tap easier access to all 28 European partner countries, elevating it's position in the global market. This development is attributed to Indonesia's Timber Legality Verification System (SVLK), which requires local companies to obtain certification guaranteeing the legality of their timber¹.

The costly and tiresome certification process is resolved by registering the SVLK certificate as a group. SMEs are the target of this resolution program which are initiated by the Indonesian Government, both central and regional. The Government also determined to simplify the certification process and procedure in establishing the national timber legality assurance system and reduce the cost.

Not only the Government, the associations are also active in giving contribution to the development of this sector. Two large associations of furniture and craft, Indonesian Furniture Industry and Handicraft

Association (ASMINDO) and the Indonesia Furniture and Craft Association (AMKRI) has merged in Medio 2016, became the Indonesian Furniture and Handicraft Industries Affiliation (HIMKI). This step is considered important, also by the encouragement given by present Indonesian President, in order to present a united voice for the industry and to advance the competitiveness of the sector. According to HIMKI, Government of Indonesia, through Ministry of Industry work hand in hand to establish raw material center to supply the industry requirements, especially for SMEs. To strengthen the SMEs capacity, such as improving the production system, access to facilitation, information and market development, cooperation institution has been established, like for example Cooperation of Furniture and Handicraft Industry Soloraya (KIMKAS) in Central Java. Through the efforts, Indonesian Government is aiming to boost export of furniture and craft to hit US\$ 5 Billion by 2020.

Most business scale in the home decoration are SMEs. HIMKI reported to have at least 4.000 members which are mostly SMEs, for domestic needs or export. The importance of SME is noted as an important part of Indonesian economy and economic development. At the same time, SME tolerate crisis better than big companies and able to adapt better to any changes in the cycle of industry such as trends and designs.

Besides wooden products, secondary forest products that also produced in Indonesia is rattan. As the major producer of rattan, 80% of global supply for rattan is originated from Indonesia. The island of Kalimantan, Sulawesi, Sumatera and Maluku cultivate many types of rattan that can be used for handicraft and home decoration. One of the processing center of rattan is in Cirebon, in the Island of Java. Many small holders farmers and SME (small and medium enterprises) play role in the supply and processing of rattan. That's why this product is not only environmentally sustainable but also in economic side.

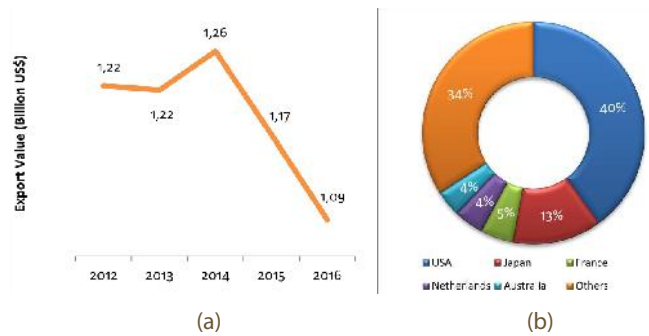
Eventhough Indonesian wooden base products and rattan are competitive globally, but Indonesia also covers all of the sub sector in home decoration. In terms of export value, furniture, home furnishing from wooden products, ceramics, carpets, glassware and basketworks and crafts from metal are among the top Indonesian products for home decoration products. Here are some review on the statistical figure of some prospective product of Indonesian home decoration.

1. Furniture

Most analyst agree that among all the sub sector in home decoration, furniture is the largest of all. Furniture is one of Indonesian top export products and Indonesian furniture export is also one of the top in the world. The biggest export destinations are USA, Europe, and Japan. Under the HS code of 9403 (Furniture and parts thereof, n.e.s. excluding seats and medical, surgical, dental or veterinary), Indonesia exported as much as US\$ 1,09 Billion in 2016, which covers 1,35% of global export share of furniture. The "high and low" period of the furniture sector can be seen through the decreasing trend of export value during 2012-2016. The same paralel figure of world export furniture is shown during 2014-2015, where global export value decline by 2,95% per year in those consecutive year.

Around 70% of Indonesian furniture export is wooden base furniture, including bedroom, kitchen and office furniture. The production is export oriented. Teak is one of important material of Indonesian wooden furniture export. There are three types of teak in Indonesia : (1) Gold teak, (2) Traditional teak and (3) Forest Enterprise teak that

Indonesian Export of Furniture to World :
(a) Export Value; (b) Export Destination Market



Source : Trademap, 2017

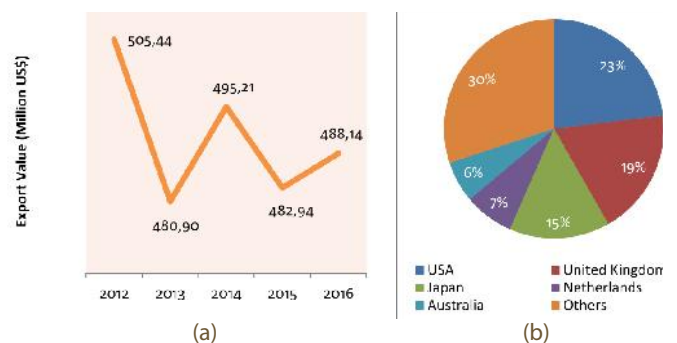
can be used in wide applications. Teak also durable and withstand the hard weather so it can be placed indoor or outdoor. There are also other woods that used for Indonesian furniture namely rain tree, rosewood, jackfruit, mahogany, and tamarind. Each has its own characteristics as options to fulfill buyer requirements.

2. Wooden base furnishing products

Based on export value, Indonesian most prospective wooden base furnishing products are HS 4418 (Builders' joinery and carpentry, of wood), HS 4420 (Wood marquetry and inlaid wood; caskets and cases for jewellery or cutlery, and similar articles) and HS 4414 (Wooden frames for paintings, photographs, mirrors or similar objects). On a combined HS, Indonesia is the ninth supplier of the world, with 2,71% of the global market share in 2016. USA, Europe and Japan are the largest destination countries for Indonesian export of this product group.

Eventhough has to compete with other Asian countries like Philippines and China, Indonesia also has advantages a head. Carpentry skills and vocational school of carpentry and woodwork are some examples of developing the skills through generations in Indonesia. Designers all around the world also has worked together with Indonesian entrepreneur to meet global demand. When design matters, Indonesia can produce both decorative items and also functional one. Bali and Jogja are two region famous for its abundant craftsmanship, while Bandung and Surabaya, mostly driven by the presence of institution of design in universities, are offering many skilled professional designers.

Indonesian Export of Wooden Base Furnishing to World :
(a) Export Value; (b) Export Destination Market

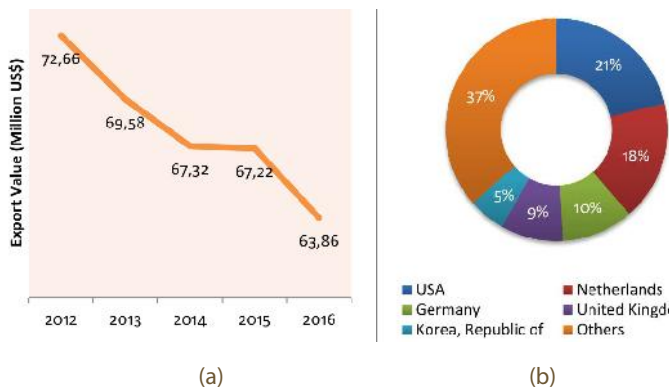


Source : Trademap, 2017

3. Basketworks

Indonesia is the third biggest exporter of basketworks, wickerwork and other articles under HS 4620, just after China and Vietnam, with almost 6% of global export share in 2016, (Vietnam mirror statistical data would bring implication that the export value of Vietnam was overvalued, means that Indonesian share on global export might be higher than the calculation of 6%). Export was mainly to United States, Europe and South Korea.

Indonesian Export of Basketworks, Wickerwork and Other Articles (HS 4620) to World :
(a) Export Value; (b) Export Destination Market



Source : Trademap, 2017

According to Hinrich Foundation, the country is currently the world’s top producer of rattan, which is utilized in making both furniture and home accessories. Nearly 400,000 tons are produced each year, 90 percent of which comes from Kalimantan, Sumatra, Maluku and Sulawesi. Basketworks are one of the functional and decorative at the same time. No wonder, most of export of this group is rattan base, especially natural. Eventhough the products faced a competition of synthetic material, but the natural material still withstand its position. Besides rattan and bamboo, Indonesia also produce water hyacinth that can be used for decorative items.

Besides wooden base and rattan base products, Indonesia is also exporter for home decoration products from glass, metal, stone, and ceramic. Some of the potential home decoration products are under the code of HS 8306 (Bells, gongs and the like, non-electric, of base metal (excluding musical instruments); statuettes). Some potential ceramic products are under HS 6911 (Tableware, kitchenware, other household articles and toilet articles, of porcelain or china), HS 6912 (Tableware, kitchenware, other household articles and toilet articles, of ceramics other than porcelain or china 6913 - Statuettes and other ornamental ceramic articles, n.e.s. While potential glassware export are under HS 7013 (Glassware of a kind used for table, kitchen, toilet, office, indoor decoration or similar purposes). Under the HS codes, Indonesia generally is in the top tenth position.

If you have further quires regarding importing home decoration products from Indonesia, please contact Customer Service Center DGNEED (email to csc@kemendag.go.id)



LIST OF EXPORTERS

- 1. SUMIATI EKSPOR INTERNASIONAL, PT**
 Jl. Ksatria III No. 3, Tuban - Kuta, Badung, BALI
 Tel: (62-361) 753179 (Hunting), Fax: (62-361) 754484
 Email: ptsumiati@yahoo.co.id, ptsumiati@sumiati.com, marketing@sumiati.com
 Website: www.sumiati.com
 Products: Wooden Cabinet Furniture, Natural Stone, Marble, Basketwork of Rattan and Vegetable Materials, Statuettes and Ornaments of Wood and Ceramics, Blankets and Travelling Rugs of Nonwoven Fabrics, Framed & Unframed Glass Mirrors.
 Contact Person: Hj. Sumiati, Edy Mochtar, Saehol Arifin
- 2. TASHINDA PUTRAPRIMA, CV**
 Jl. Bibis Ds. Kulon Gangin, Kel. Tamantirto - Kec. Kasihan, Bantul, D. I. YOGYAKARTA
 Tel: (62-274) 4342218, 4342219, 4342133, Fax: (62-274) 4342132, 4342219
 Email: cvtashinda@indo.net.id, info@tashinda.com
 Website: www.tashinda.com, www.tashinda.co.id
 Products: Wooden Furniture, Natural Furniture, Matting of Pandan, Basketwork of Pandan, Parquet Panel of Wood, Shingles & Shakes of Wood, Articles of Stone and Ceramics.
 Contact Person: Darwin Sinaga, Johni Sahlan, Sriana Puji Wahyuningrum
- 3. PRESIDENT FURNITURE, PT**
 Jl. Gempol, Ds. Mambak RT. 03/RW. 02 - Pakis Aji, Jepara, JAWA TENGAH
 Tel: (62-291) 596799. HP : (62-812) 2916512, Fax: (62-291) 596799
 Email: contact@presidentfurniture.com, presidentfurniture@yahoo.com
 Website: www.presidentfurniture.com
 Products: Indoor Furniture, Outdoor Furniture, Garden Furniture.
 Contact Person: Heris Nugroho, Ponco Suhirno.
- 4. SASANA ANTIK, PT**
 Jl. Sumber - Sulang Km. 5, Krikilan - Kec. Sumber, Rembang, JAWA TENGAH
 Tel: (62-295) 6553764, Fax: (62-295) 5500375, 691960
 Email: sasana_antik@yahoo.com, info@reclaimeteak.com, mujisasana@gmail.com
 Website: www.reclaimeteak.com
 Products: Wooden Furniture, Teak Wood Furniture.
 Contact Person: Arifn.
- 5. GADING DAMPAR KENCANA (MEGA FURNITURE), PT**
 Jl. Kesunean No. 66 RT. 01/RW. 06, Kaserihan - Lemah Wunekuk, Cirebon, JAWA BARAT
 Tel: (62-231) 3383398, Fax: (62-231) 200237
 Email: info@megafurniture.net, francirebon@gmail.com
 Website: www.megafurniture.net
 Products: Indoor Furniture, Garden Furniture, Teak Wood.
 Contact Person: Sylvia S, Frans Satrya Pekasa.
- 6. BALI KERAMIK, Others**
 Jl. Raya Dalung No. 36 Br. Pendem, Desa Dalung - Kuta Utara, Badung, BALI
 Tel: (62-361) 422897, 9166009, 3179244, Fax: (62-361) 422897, 227235
 Email: balikrm@indo.net.id
 Website: www.balikeramik.com
 Products: Tableware & Kitchenware of Porcelain of China and Ceramic, Statuettes and Ornamental Ceramic Articles Oth. than Porcelain or China, Spoons, Forks, Ladles, Fish-knives, Butter-knives, Sugar Tongs & Similar Kitchenware or Tableware.
 Contact Person: I Gusti Ngurah Bagus Sastrawan, Ida Ayu Cherrysih Y.
- 7. APIKRI, Koperasi**
 Jl. Imogiri Barat Km 4,5 No. 89 RT. 05 Randubelang, Kel. Bangunharjo - Kec. Sewon, Bantul, D. I. YOGYAKARTA
 Tel: (62-274) 389990, Fax: (62-274) 371932
 Email: info@apikri-craft.org
 Website: www.apikri-craft.org
 Products: Bamboo Furniture, Basketwork of Bamboo, Wooden Handicraft, Shawls, Scarves, Mufflers, Mantils, Veils & the Like, Knitted/Crocheted, Statuettes and Ornamental Ceramic Articles, Batik.
 Contact Person: Amir Panzuri, Sri Lejar Agus Hadi.
- 8. DAISEN WOOD FRAME, PT**
 Jl. Raya Citeurep Cileungsi, Cibinong Center Industrial Estate Blok B1-B2 - Kel. Bantarjati, Bogor, JAWA BARAT
 Tel: (62-21) 8754363, 8754364, Fax: (62-21) 8754365
 Email: d.iwan@dwf.co.id, sales@dwf.co.id, it@dwf.co.id
 Website: www.dwf.co.id
 Products: Parquet Flooring, Wooden Frames.
 Contact Person: Tosia Ota, Norihsa Wanibe, Kamilah.
9. DARMA DUTA MANGGALA, PT
 Jl. By Pass Ngurah Rai No. 507, Pasanggaran - Bena, Denpasar, BALI
 Tel: (62-361) 726487, 721953, 728100, 728200, Fax: (62-361) 721763, 726487
 Email: ddm.bali@gmail.com
 Website: www.ddmwood.com
 Products: Parquet Flooring, Wooden Frames, Doors of Wood, Furniture.
 Contact Person: Eddy Jayanto, Ketut Rusmini R, William Darma Surya
- 10. TANAMAS INDUSTRY COMUNITAS, PT**
 Jl. Tomang Ancak Raya No. 10-12, Kel. Jati Pulo - Kec. Palmerah, Jakarta Barat, JAKARTA
 Tel: (62-21) 5601862 (Hunting), HP : (62-816) 838147, Fax: (62-21) 5601870, 5601862
 Email: tanamas@tanamasindustry.com, azan@tanamasindustry.com, sonny@tanamasindustry.com, export@tanamasindustry.com
 Website: www.tanamasindustry.com
 Products: Wooden Furniture, Rattan Furniture, Rattan Rack Furniture, Basketwork of Rattan.
 Contact Person: Azan Muhamad Tanamas, Syarifah
- 11. SHANIQUA MARIGOLD BAMBOO, CV**
 Jl. Kramat No. 37 RT. 08/RW. 02, Lenteng Agung, Jakarta Selatan, JAKARTA
 Tel: (62-21) 7870508, Fax: (62-21) 7890526
 Email: info@shaniquabamboo.co.id, sundari@shaniquabamboo.co.id, infoshaniquabamboo@gmail.com, shaniqua0111@yahoo.co.id
 Website: www.shaniquabamboo.co.id
 Products: Bamboo Furniture.
 Contact Person: Khaerul Effendi, Sundari Pulungan.
- 12. MODERA FURINTRACO INDUSTRI, PT**
 Kawasan Industri Pantai Indah Dadap, Jl. Raya Perancis No. 2 Blok DE - Kel. Dadap Kec. Kosambi, Tangerang, BANTEN
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 Email: export@moderafurniture.com, export@modera.co.id, fadhian@moderafurniture.com, ptmodera@gmail.com, fadhrian@moderafurniture.com
 Website: www.moderafurniture.com
 Products: Wooden Office Furniture.
 Contact Person: Herman Tarmidi, Mulyadi Hartono Halim, Fadhriansyah.
- 13. NUANSA PORSELEN INDONESIA, PT**
 Jl. Panglima Polim 82 B, Pulo Blok A, Jakarta Selatan, JAKARTA
 Tel: (62-21) 7210382, Fax: (62-21) 7210383
 Email: info@nuanzaceramic.com, pursena@nuanzaceramic.com, faisaldj.it@gmail.com
 Website: www.nuanzaceramic.com
 Products: Statuettes and Ornamental Ceramic Articles of Porcelain or China.
 Contact Person: Bagus Pursena, Roy Wibisono Anang.
- 14. KEDAUNG INDUSTRIAL LTD, PT**
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 Email: andreas.bunyamin@kigx.kedaung.com, parlindungan@kigx.kedaung.com
 Website: www.kedaung.com
 Products: Tableware & Kitchenware of Porcelain of China, Glassware, Household articles of iron or steel, enameled.
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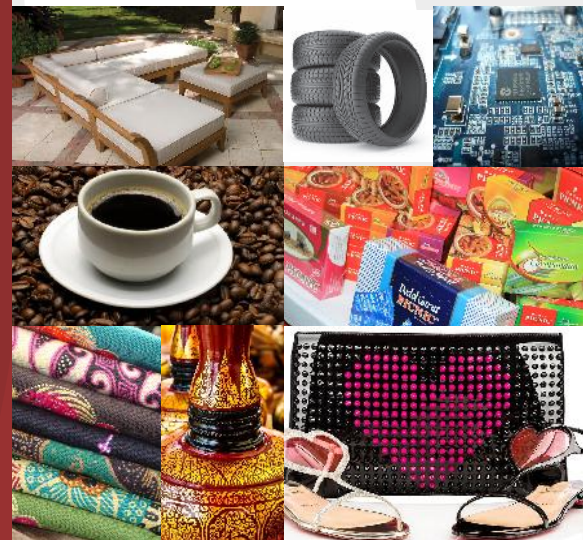
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