



Furniture Indonesia's Superior Export Commodities

WHAT'S INSIDE

The Indonesian furniture and handicraft industry is an environmentally friendly product and a product that has its own uniqueness that is produced by skilled hands. This industry is a labor-intensive industry and is based on local superior commodities. Indonesia has a great opportunity as a world furniture supplier so that it can contribute to the Indonesian economy.





editor's desk

Dear valuable readers,

The origin of the word furniture is furnir which means furnish or home or room furniture. Although furniture and furnir have different meanings, they are the same ones, namely tables, chairs, cabinets, and so on. In other words, furniture or furnir are all things that are in the house and used by the occupants to sit, to lie down or to store small things like clothes or cups.

In the globalization era, the development of design information and furniture trends can be accessed easily through many ways, for example, social media, internet and magazines. This ease can be used as an opportunity to expand the Indonesian furniture trade market. Although the opportunity is also a challenge, because competition is getting tighter with other competing countries such as China, Thailand, Japan and other countries, tight competition also drives Indonesian products to continue to improve the quality and quantity of their furniture products.

The Indonesian furniture and handicraft industry is an environmentally friendly product and a product that has its own uniqueness that is produced by skilled hands. This industry is a labor-intensive industry and is based on local leading commodities. Rattan furniture products have become luxury products and icons in the European, American and other Asian-African regions where the upper middle class people there tend to fill their homes with furniture and handicrafts made from natural rattan and wood.

In this edition, the Export News reviewed news about the prospects for Indonesian furniture which are now increasingly in demand by the world market and efforts to increase the sector's exports in the challenging era of globalization.

Thank You

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HOT ISSUE

Furniture

Indonesia's Superior Export Commodities



The furniture industry is one of the superior export commodities of the government to increase Indonesia's exports, therefore the government gives special attention to the development of the furniture industry in the country. This sector also provides many jobs, provides foreign exchange, and also spurs the creativity of furniture entrepreneurs to always provide good designs. In order to continue to compete, Indonesian furniture entrepreneurs must be innovative and keep up with changing trends. Furniture was often identified with teak wood. This type of wood can last up to decades. However, now most people prefer lighter materials.

From year to year the Indonesian furniture export market is increasing. Recorded, in 2016, Indonesia's export figures reached USD 1.60 billion. In 2017, the figure rose by 1.19% to USD 1.62 billion. East Java as a contributor to furniture exports, which amounts to 40 percent of the total value of furniture exports in the first half of 2017, can grow to around USD 500 million.

East Java is known as a very strong area for the furniture business industry. It is proven by the abundance of wood but those wood cannot be utilized for business purposes. According to data from the Indonesia craft furniture association (HIMKI), there are several types of products that can hoist the furniture export figures in East Java. This type of wood is used around 60 percent of the value of export income. There are types of flannel furniture, solid furniture materials, home deco, and so on.

Domestic furniture is being boosted to be able to meet the international market with export-quality furniture and craft products. This is because Indonesian furniture products are still inferior to furniture products from Vietnam and India. The growth of the furniture industry itself is targeted to reach 12% - 16% in 2018. The development of the furniture and handicraft industry in Indonesia from year to year is still quite promising despite the challenges faced by international markets.

The potential of Indonesian furniture does have considerable potential in the international market. In terms of raw materials such as teak, sonokeling, bangkirai, and mahogany, Indonesia is very rich in these raw materials. About 80% of the raw materials for the furniture and handicraft industry are still owned by Indonesia. In artistic terms,

Indonesia is also rich in carving crafts such as Jepara crafts, Dayak carvings, and many other handicrafts from various regions in Indonesia.

Based on a survey conducted by Asmino (Indonesian Furniture and Handicraft Industry Association), it was said that many overseas buyers came to Indonesia because the selling prices of products offered by furniture manufacturers in Indonesia were relatively reasonable with excellent design, construction and comfort.

A number of efforts have been made by the government to increase the productivity of Indonesian furniture producers, one of which is by providing a number of incentives for some industries to boost exports. In addition, the government also needs to discuss issues related to the Timber Verification and Legality System (SVLK) and taxation. SVLK is actually an attempt to convince the market that the raw materials used are legal. However, the certification mechanism will indirectly make the price of raw materials more expensive than raw materials without certification.

Although only contributing 1% as one of the world's furniture manufacturers, Indonesia has a great opportunity as a world furniture supplier so it can contribute to the Indonesian economy. One effort that can be done to improve the competitiveness and promotion of selected spices priority commodity exports is to develop Geographical Indications (IG). Geographical Indication is the name of a place or designation used to identify commodities originating from a particular geographical area, which have special quality, characteristics and reputation that are directly related to their origin, caused by natural factors and traditional practices (EU-TCF, 2016). Geographical Indications are also part of Intellectual Property Rights.

In addition to meet domestic needs, Indonesia also had the opportunity to become a major exporter of world spices which is currently still hold by India, Vietnam and China. Therefore, focused export development is very important to be able to formulate export development strategies and efforts to open market access. To find out the priority export commodities in the context of export development, commodity mapping is carried out by looking at Indonesia's export growth to the world and the growth of world imports.



MARKET REVIEW

Indonesia's Furniture Trade Performance

During the 5-year period, namely in 2013 to 2017, Indonesia only played a role in supplying about 1% of the world's furniture needs. Of that amount, around 47.6% of wood-based furniture products became the most exported commodity by Indonesia. Meanwhile, the next product is a wood-based bench that contributes to exports of 17.3%. It is impossible to determine the volume of furniture that is produced in a sustainable manner appropriately. National furniture and handicraft products have the potential to meet the demands of the global market for legal and sustainable timber, as stated by Dr. Ir. Ruffi'ie, M.Sc, Director of Forest Product Processing and Marketing, represented the Director General of Sustainable Forest Production Forest Management at the Opening of Indonesian Legal Wood Stand at the 2017 Indonesia International Furniture Expo (IFEX) in Jakarta, Saturday (03/11/2017).

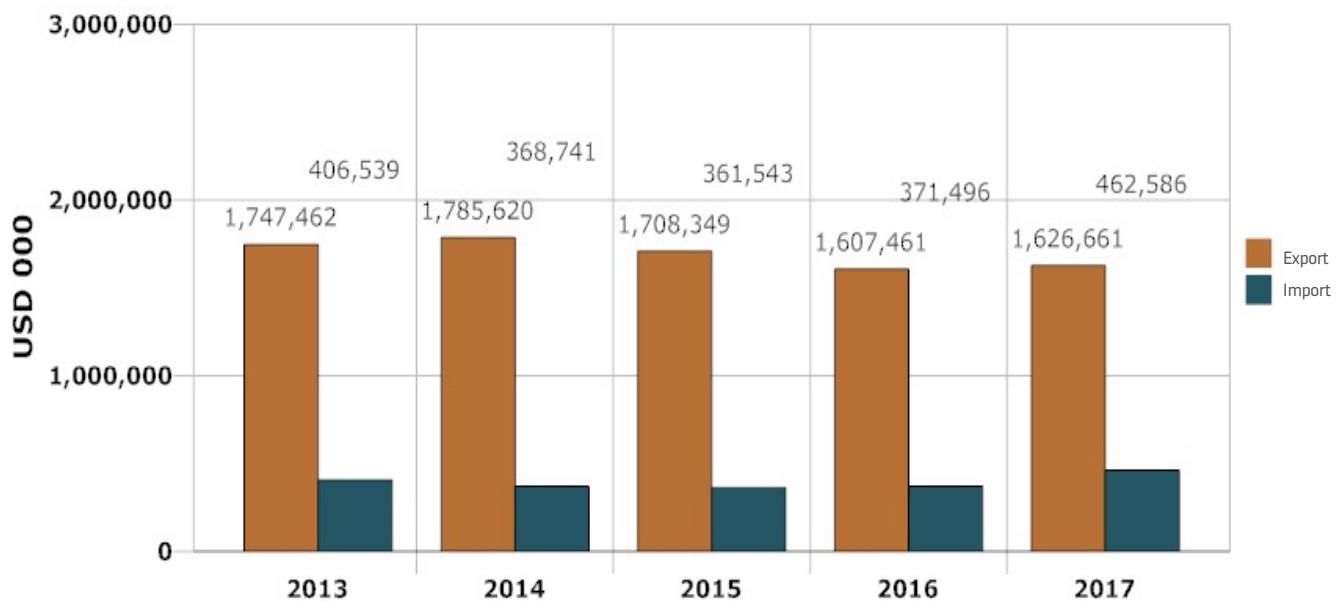
"The international market appreciates Indonesian products that are equipped with V-Legal documents issued based on SVLK," said Ruffi'ie.

Efforts that have been made include promoting domestic and overseas and consolidating furniture entrepreneurs. Trade security is carried out to protect exporters for sending their products to high exports standards countries.

By looking at the Indonesian furniture trade data in the period 2013 - 2017, it can be concluded that the Indonesian furniture trade actually experienced an unfavorable trend due to a negative trend of -2.44%. It had reached USD 1,78 billion but decline to USD1.60 billion. Indonesia's furniture export destination are United States, Japan, Netherlands, Britain and Germany. The value of Indonesia's exports to the United States reached USD 657.2 million. The characteristics of the US market that has four seasons is an opportunity for exporters to increase their sales by making products in accordance with US geographical characteristics. Indonesia has the potential to increase market share in the US.

The key is furniture trends in the US and, of course, aggressively promoting. In addition, the opportunity is increasingly open after

Indonesia Balance of Trade Of The Furniture



Source : Trademap

competitor products from China are exposed to anti-dumping duties. Chinese furniture products are subject to very high anti-dumping duties by the US government, at 100%, especially for bedding furniture products.

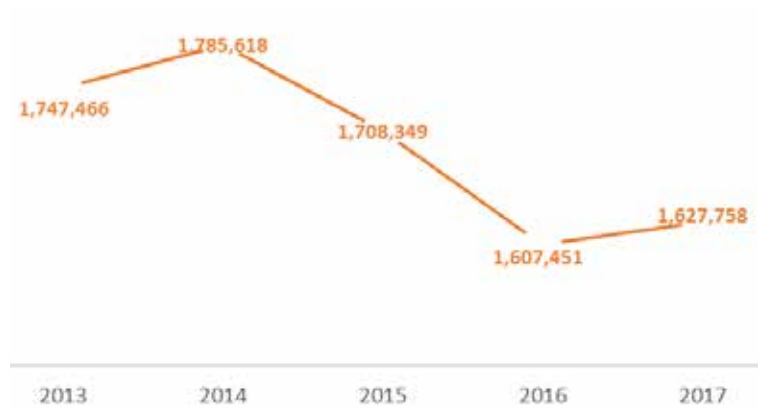
To help spur the performance of the Indonesian furniture and handicraft industry, the government in this case is the Ministry of Industry has been pushing through the program to Increase the Use of Domestic Products (P3DN). The program aims to regulate government procurement of goods and services, especially for the procurement of school desks and chairs, to use rattan as its raw material, so that Indonesia's rattan industry is increasingly solid.

INCREASING EXPORTS SIGNIFICANTLY THROUGH SVLK

According to the Timber Legality Information System Data of the Ministry of Environment and Forestry, the export value of furniture and handicraft products with V-Legal documents increased from 635.5 million US dollars in 2015 to 916.5 million US dollars in 2016. In 2017, the export value also reached 252.3 million US dollars up to February.

Furniture exports with V-Legal documents also showed a significant increase in the EU market, over the past four months (November

Indonesian Furniture Exports



2016-February 2017). In November, the export value was recorded at 14.6 million US dollars and increased in December 2016 to 31.9 million US dollars. In January 2017, the export value was recorded at US \$ 31.7 million and in February 2017 to US \$ 34.4 million.

The increase in export value is also due to the equalization of the V-Legal document as a Forest Law Enforcement Governance and Trade (FLEGT) license since 15 November 2015. This makes Indonesian timber products enter the EU market without passing due diligence checks that consume time and cost.

Equalization of V-Legal documents as FLEGT licenses is obtained after full implementation of SVLK with the issuance of Minister of Trade Regulation No. 25 of 2016 concerning Provisions on the export of Forestry Industry Products since April 15, 2016. The regulation states that all exported wood products must be equipped with V-Legal documents, including furniture and handicrafts.



MARKET REVIEW

Today is the right momentum to continue to encourage the export performance of furniture products and other wood products in the export market. The international world is now increasingly believe that Indonesian wood products are produced legally and sustainably.

Hoping that all parties will work together so that all timber businessmen in the country, especially small and medium enterprises, can fulfill the indicators set in the SVLK. All stakeholders, including the local government, must support small and medium enterprises to pass SVLK certification.

Regions in Indonesia which already famous for carving furniture and crafts is Jepara. Jepara is identical to carving. Even the carving craft business has become a spirit for the lives of the people. Here are the handicraft centers scattered in Jepara.

Krasak-Gemiring Region

This area is the gateway to enter the city of Jepara both in the direction from Demak and Kudus. Here are a number of typical handicraft centers scattered in several villages such as:

1. Mayong: Mayong is a center of clay tiles including Supersoka, Mantili, Kerpus and Sirap tiles.
2. Gemiring Lor: The products offered in this area are gebyog or jamb carved traditional Javanese houses.
3. Kriyan: This place is an industrial center of white steel or monel. Usually sold in the form of jewelry or home.

4. Wetan Bay: This area is a center of rattan industry. In addition, in this area there are also historical attractions in the form of monuments where the burials of the R.A. Kartini.

Bondo-Sekuro Region

In this region there are centers of wood and furniture production such as in the area:

1. Mulyoharjo: This area is a center of sculpture. The basic ingredients for making sculptures in this area are various types of wood such as coffee wood, roots, teak wood waste and trembesi wood.
2. Bandengan: This area is the center of boat seat production. These items are made using raw materials from used teak wood. Products from this region are widely exported to Europe and North America.
3. Kedungcino: This area is the center of wine chairs and betawi chairs which are usually used as chairs to sit on the terraces of the house. The basic ingredients for making these products are people's teak wood which is planted in the gardens of the local community. The product is mostly intended for the local market and is sold in a raw state or not in furnish.



Kawak-Plajan Region

Some areas of furniture production centers in this region are:

1. Kawak: This region's flagship product is recalculated, a small table where the Al-Qur'an or other books are placed.
2. Plajan: This area is a center for the production of office chairs that can be stacked and a bean bench.



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