



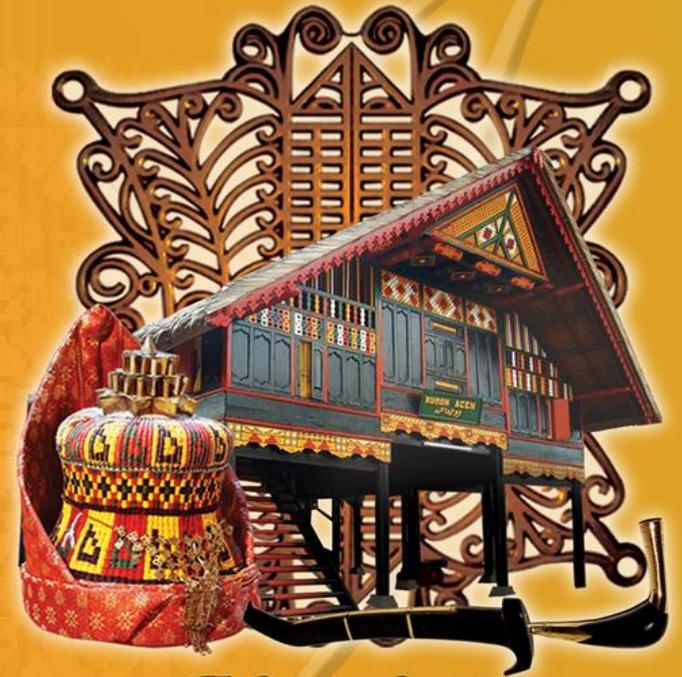
*The Biggest and The Most Complete Exhibition
of Gifts and Housewares*

INACRAFT 2020

The 22nd Jakarta International Handicraft Trade Fair

15 - 19 April 2020

**Jakarta Convention Center
Jakarta - Indonesia**



The Beauty in Diversities

Organizer :



ASEPHI
Association of Exporters and
Producers of Indonesian Handicraft

Co-organizer :



mediatama binakreasi
promotion, trade fair, exhibition & meeting

Main Sponsor :



BNI
Melayani Negeri, Kebanggaan Bangsa

Supporters :



Ministry of Industry of
the Republic of Indonesia



Ministry of Trade of
the Republic of Indonesia



Ministry of Cooperatives and
Small and Medium Enterprises
of the Republic of Indonesia



Ministry for
State Owned Enterprises
of the Republic of Indonesia



**BE
KRAF**
Indonesian Creative
Economy Agency



Ministry of Foreign Affairs
of the Republic of Indonesia



National Craft Council



Provincial Government of
Aceh



ASEAN Handicraft Promotion
and Development Association
(AHPADA)



Indonesian Exhibition
Companies Association
(IECA)



100%
INDONESIA



wonderful
indonesia



emgny
jakarta



aceh



EVENT PROFILE

- TITLE** : *The 22nd Jakarta International Handicraft Trade Fair – INACRAFT 2020*
- THEME** : *"The Beauty in Diversities"*
- DATE** : *April 15-19, 2020*
- OPENING HOURS** : *10.00 a.m. - 10.00 p.m.*
- VENUE** : *Jakarta Convention Center*
- DISPLAY PRODUCT** : *Indonesian Craft Products*

ORGANIZERS

ASSOCIATION OF EXPORTERS AND PRODUCERS OF HANDICRAFT OF INDONESIA (ASEPHI)

CO-ORGANIZER

MEDIATAMA BINAKREASI

EXHIBITORS

- Handicraft producer (Craftsmen)
- Exporter & importer, agent/distributors
- Collectors
- Handicraft-related associations
- State-owned & country-owned enterprises
- Provincial and country government
- International exhibitors



VISITORS

Local and overseas buyers consist' of traders, importers, public consumers, government officers, collectors, academician.





PRODUCT DISPLAY

- *Batik*
- *Woven Products*
- *Fashion Products*
- *Footwear*
- *Bags & Travel Goods*
- *Jewelry & Accessories*
- *Household Products*
- *Housewares*
- *Gift Items*
- *Decorative Items*
- *Toys & Games*
- *Miscellaneous Crafts*

EVENT ENDORSEMENT

- *Ministry of Trade of the Republic of Indonesia*
- *Ministry of Industry of the Republic of Indonesia*
- *Ministry of Tourism of the Republic of Indonesia*
- *Ministry for Cooperatives and Small and Medium Enterprises of the Republic of Indonesia*
- *Ministry for State-owned Enterprises of the Republic of Indonesia*
- *Ministry of Foreign Affairs of the Republic of Indonesia*
- *Indonesia Creative Economy Agency*
- *Asean Handicraft Promotion and Development Association (AHPADA)*
- *Indonesia Exhibition Company Association (IECA)*

EVENT ACTIVITIES

- Business Contact (B to B)
- Business Consultation
- Seminar
- Product Demo
- INACRAFT Award & Emerging Award
- Grand Prize Lottery
- Retail Sales (B to C)

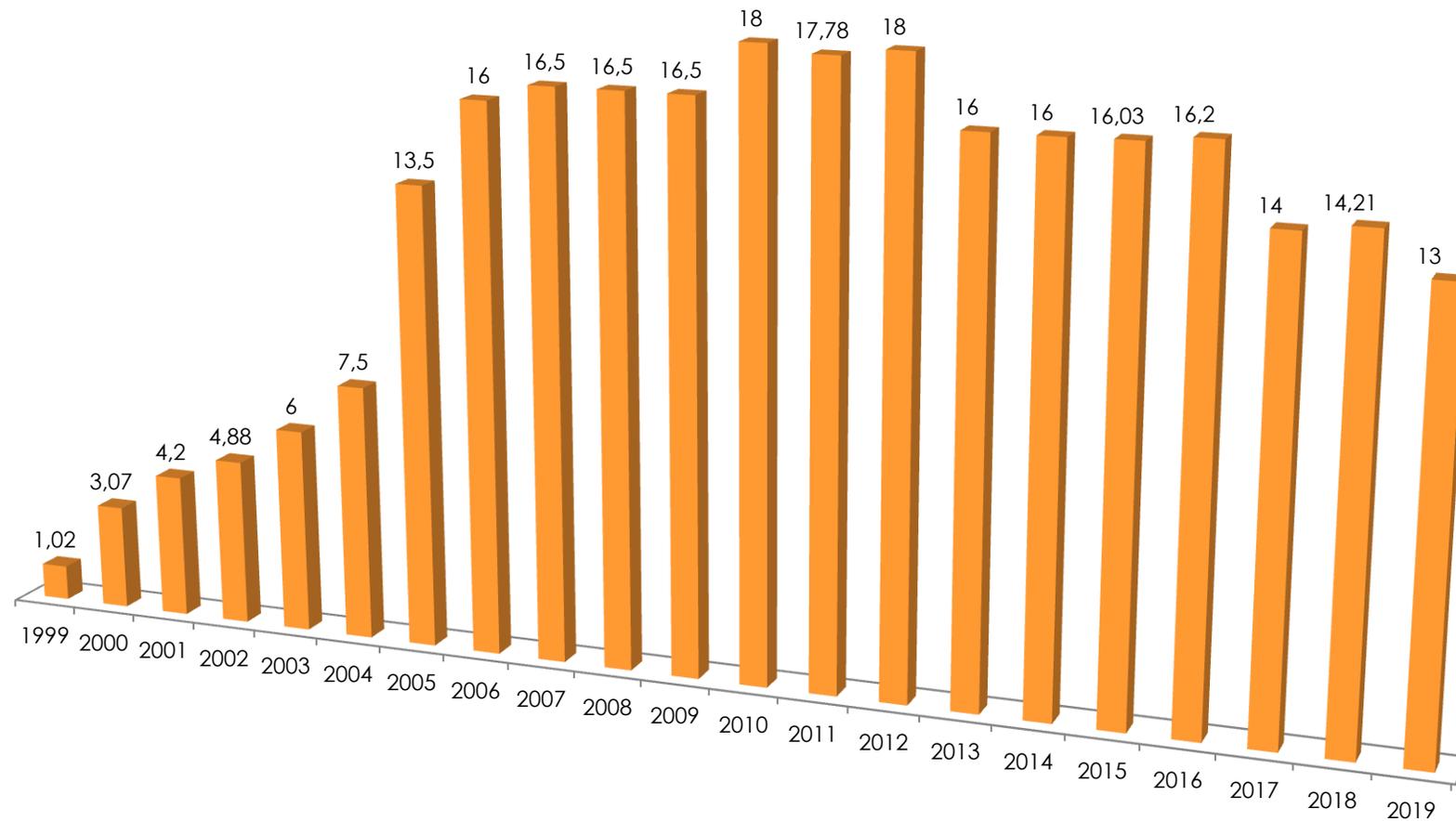
EVENT FACILITIES

- Official Services
- Buyers Lounge/Internet
- Business Center
- Praying Room (Musholla)
- Medical Room
- Snack Bar
- Shuttle Bus
- Money Changer
- Credit Card Counter & ATM



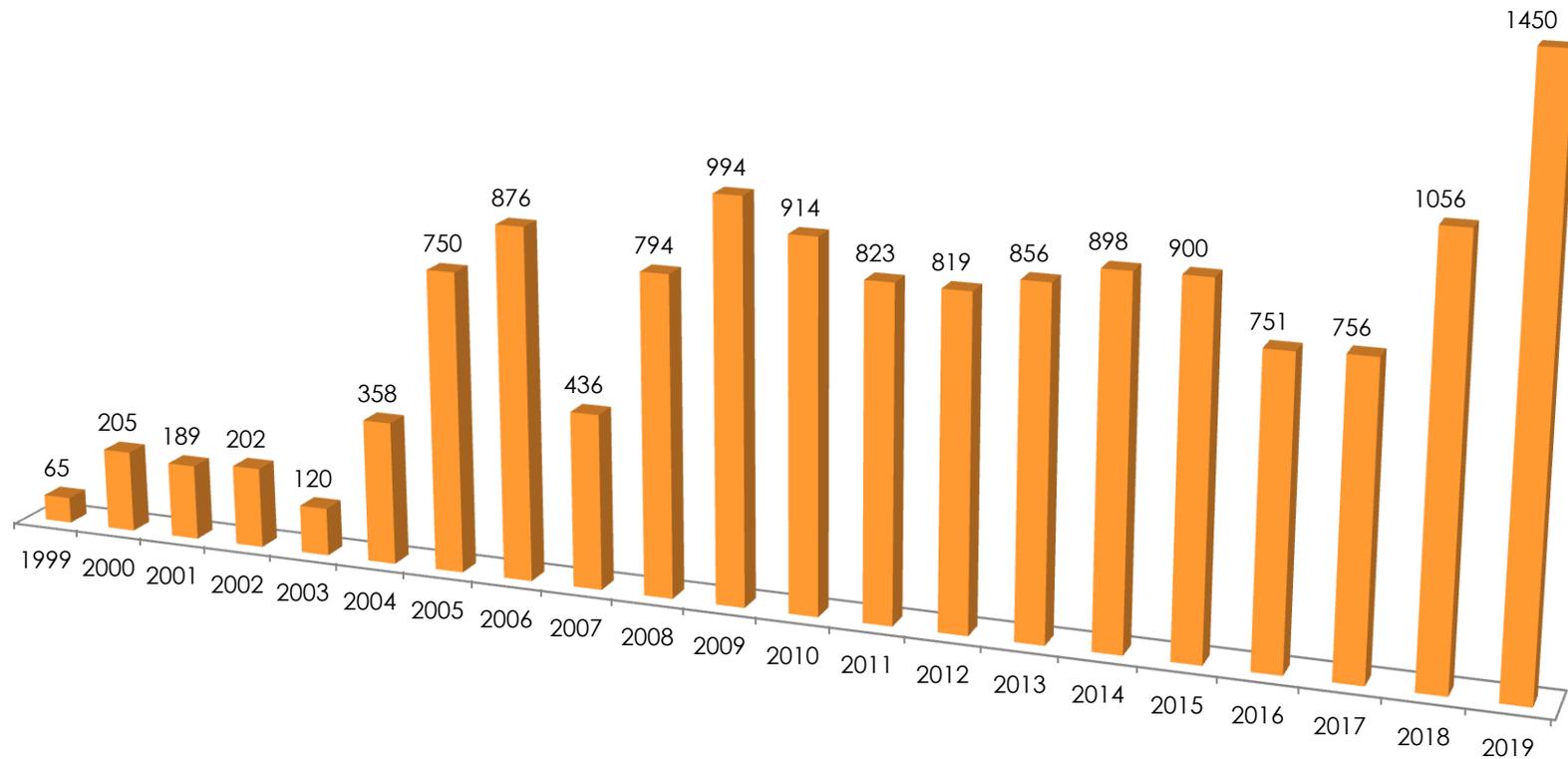
INACRAFT GROWTH 1999 – 2018

EXHIBITORS (HUNDREDS)



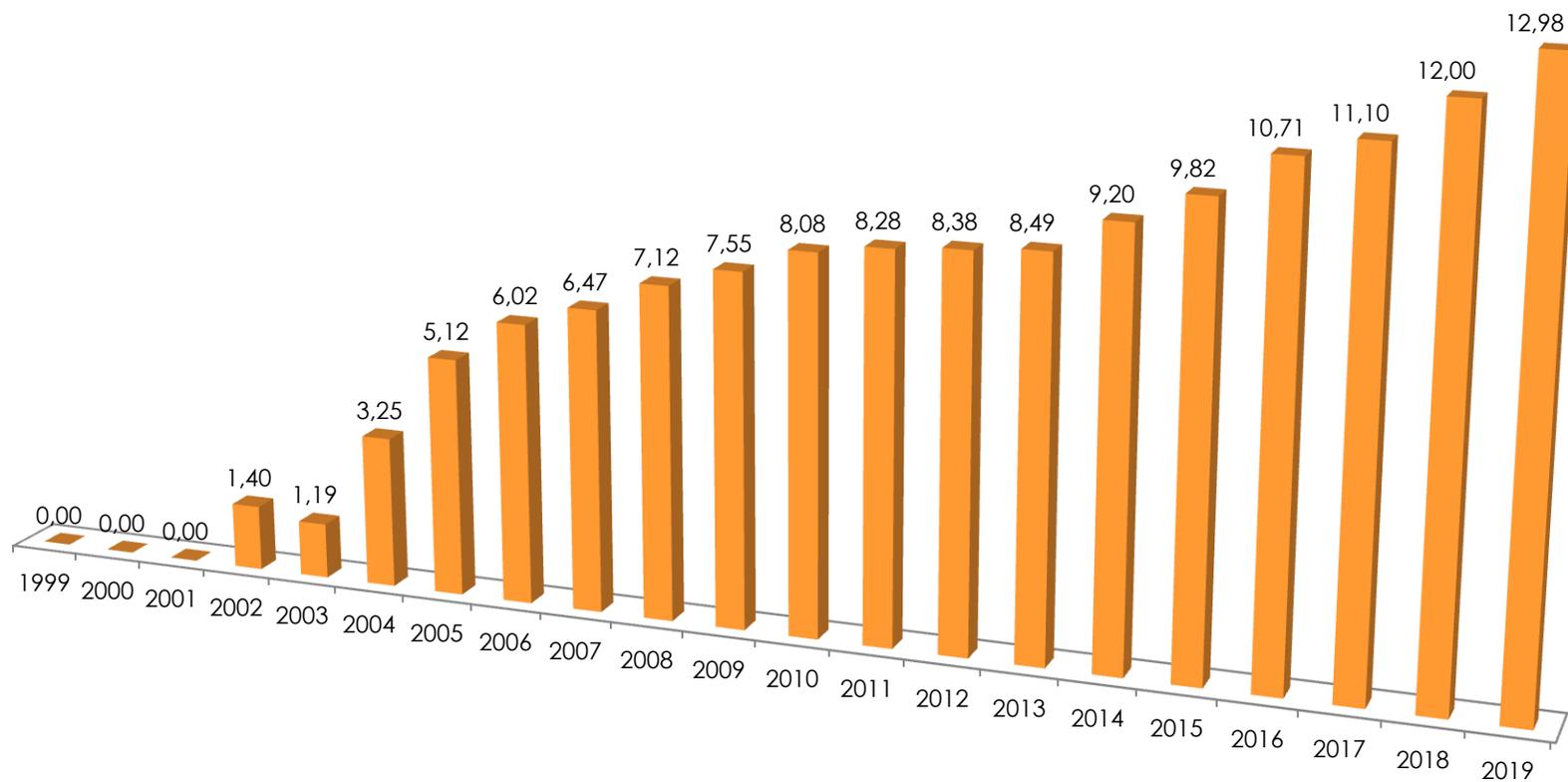
INACRAFT GROWTH 1999 – 2018

BUYERS



INACRAFT GROWTH 1999 – 2018

TRADE CONTRACT (MILLION USD)



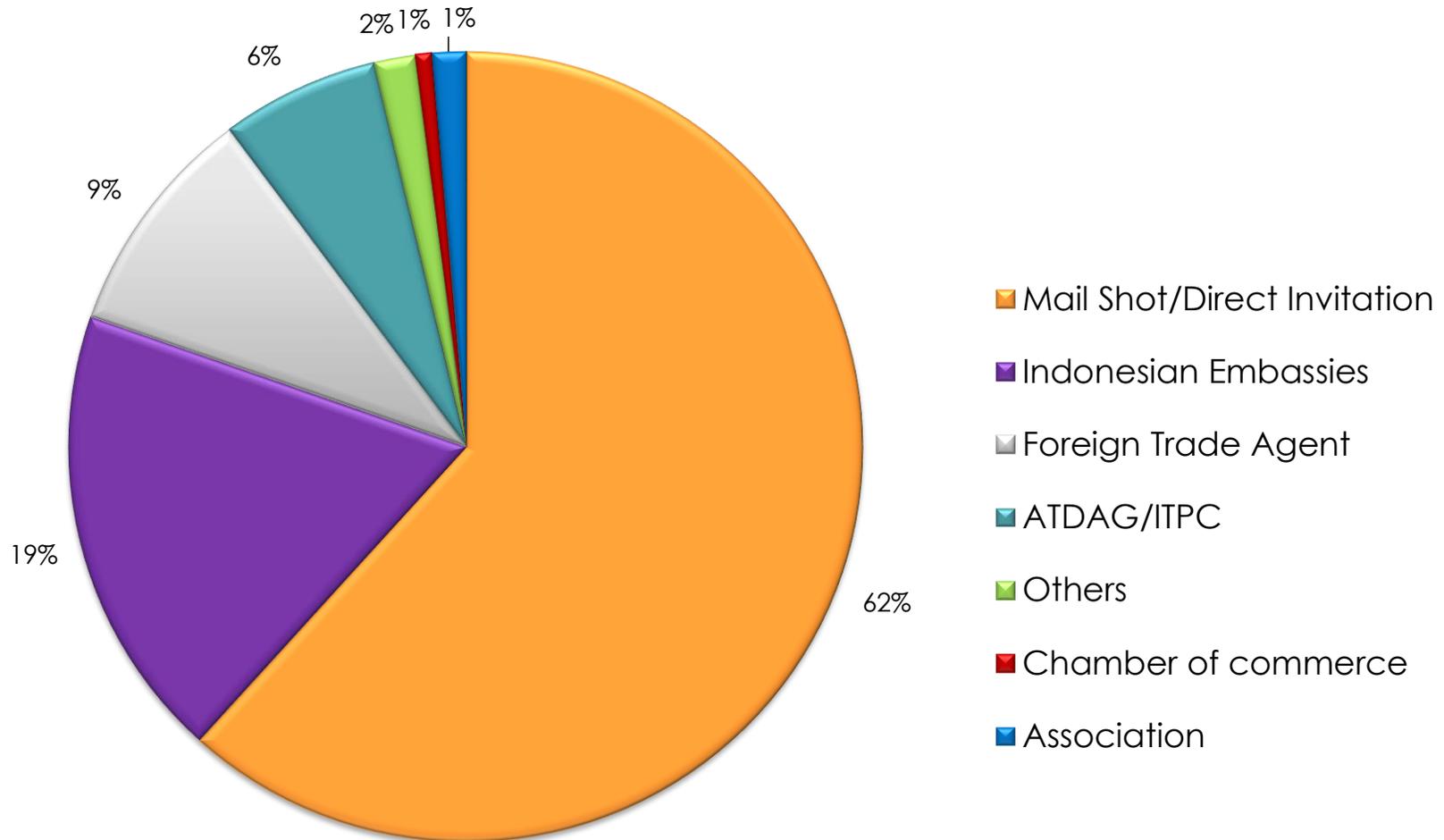
BUYERS ORIGIN COUNTRY INACRAFT 2019

COUNTRY	BUYERS	COUNTRY	BUYERS	COUNTRY	BUYERS	COUNTRY	BUYERS
AFGHANISTAN	1	GHANA	1	NEPAL	1	SWITZERLAND	1
ALBANIA	2	HONGKONG	13	NIGERIA	5	TAIWAN	10
ARGENTINA	6	INDIA	51	PAKISTAN	4	THAILAND	4
AUSTRALIA	36	INDONESIA	698	PAPUA NEW GUINEA	4	UGANDA	2
BANGLADESH	5	IRAN	12	OMAN	1	UKRAINE	1
BAHRAIN	10	ITALY	5	PHILIPPINES	6	UNITED ARAB EMIRATES	12
BELGIUM	3	JAPAN	56	ROMANIA	4	UNITED KINGDOM	5
BOSNIA – HERZEGOVINA	1	JORDAN	2	RUSSIA	2	USA	42
BRAZIL	3	SOUTH KOREA	7	SAUDI ARABIA	4	UZBEKISTAN	1
BRUNAI DARUSSALAM	1	KUWAIT	13	SINGAPORE	99	VIETNAM	11
CANADA	18	LIBIA	3	SOUTH AFRICA	5		
CHILE	18	LEBANON	1	SPAIN	14		
CHINA	10	MALAYSIA	200	SRI LANKA	4		
EGYPT	1	MEXICO	2	SUDAN	1		
FRANCE	7	MOROCCO	12	SYRIA	1		
GERMANY	2	NETHERLANDS	5	SWEDEN	1		

YEAR	EXHIBITORS	TRADE CONTRACT	RETAIL SALES	AREA (M ²)
2000	307 perusahaan	USD 235,620	Rp 1.061.700.000	6.000
2001	420 perusahaan	USD 380,000	Rp 2.517.858.000	7.000
2002	488 perusahaan	USD 1,401,266	Rp 6.375.600.000	9.000
2003	600 perusahaan	USD 1,187,185	Rp 11.688.594.000	11.000
2004	750 perusahaan	USD 3,250,000	Rp 37.500.000.000	14.821
2005	1.350 perusahaan	USD 5,121,500	Rp 51.856.000.000	22.000
2006	1.600 perusahaan	USD 6,021,860	Rp 59.686.256.000	22.000
2007	1.650 perusahaan	USD 6,473,500	Rp 67.147.038.000	22.080
2008	1.650 perusahaan	USD 7,120,850	Rp 75.540.418.000	22.080
2009	1.650 perusahaan	USD 7,548,100	Rp 85.017.272.000	22.080
2010	1.800 perusahaan	USD8,076,500	Rp 90.490.420.000	24.080
2011	1.778 perusahaan	USD 8,278,412	Rp 95.014.550.000	24.080
2012	1.800 perusahaan	USD 8,384,086	Rp 105.245.152.000	25.070
2013	1.600 perusahaan	USD 8,493,080	Rp 106.974.256.000	25.070
2014	1.600 perusahaan	USD 9,159,500	Rp 115.785.975.000	25.070
2015	1.603 perusahaan	USD 9.823,000	Rp 121,682,100,000	25.070
2016	1.620 perusahaan	USD 10,707,115	Rp 129.160.105.500	25.070
2017	1.400 perusahaan	USD 11,101,100	Rp 136.018.250.000	29.811
2018	1.421 perusahaan	USD 12,000,000	Rp 139.700.500.000	29.811
2019	1.300 perusahaan	USD 12,975,000	Rp 145.095.000.000	29.811

INACRAFT
GROWTH

BUYERS INFORMATION DISSEMINATION



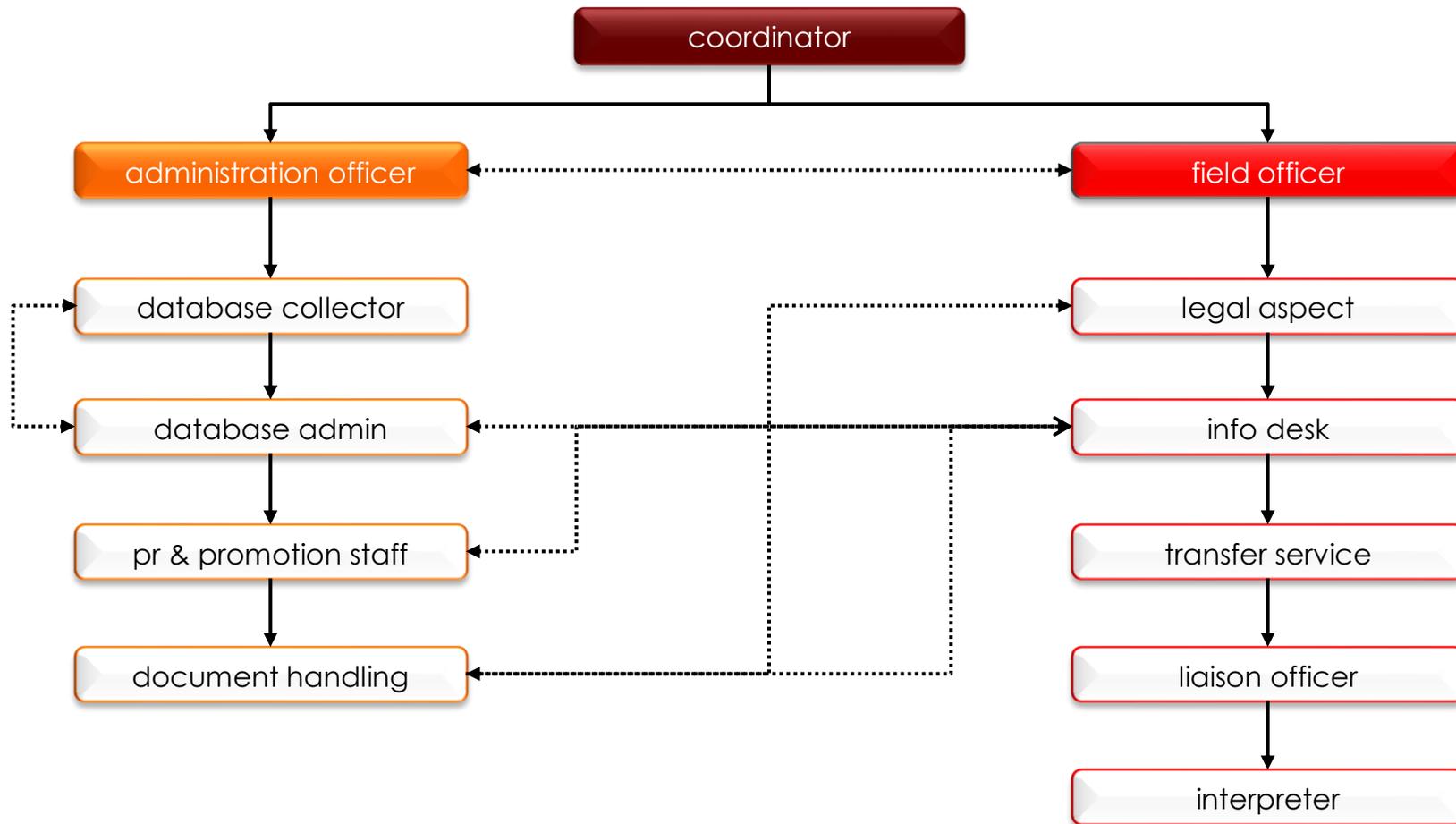
BUYERS MANAGEMENT

DATABASE SOURCE

The database available is more than 4.000 importers from international companies from resources such as:

- *Previous INACRAFT buyers*
- *TEI buyers*
- *ATPERDAG/ITPC*
- *International trade agency in Indonesia (EKONID, KOTRA, JETRO, etc)*
- *Trade Mission Companies Directory from Ministry of Foreign Affair of the Republic of Indonesia*
- *Handicraft Magz*
- *International exhibition portals*
- *Neighborhood countries representatives in Jakarta*
- *Diaspora*

BUYERS MANAGEMENT

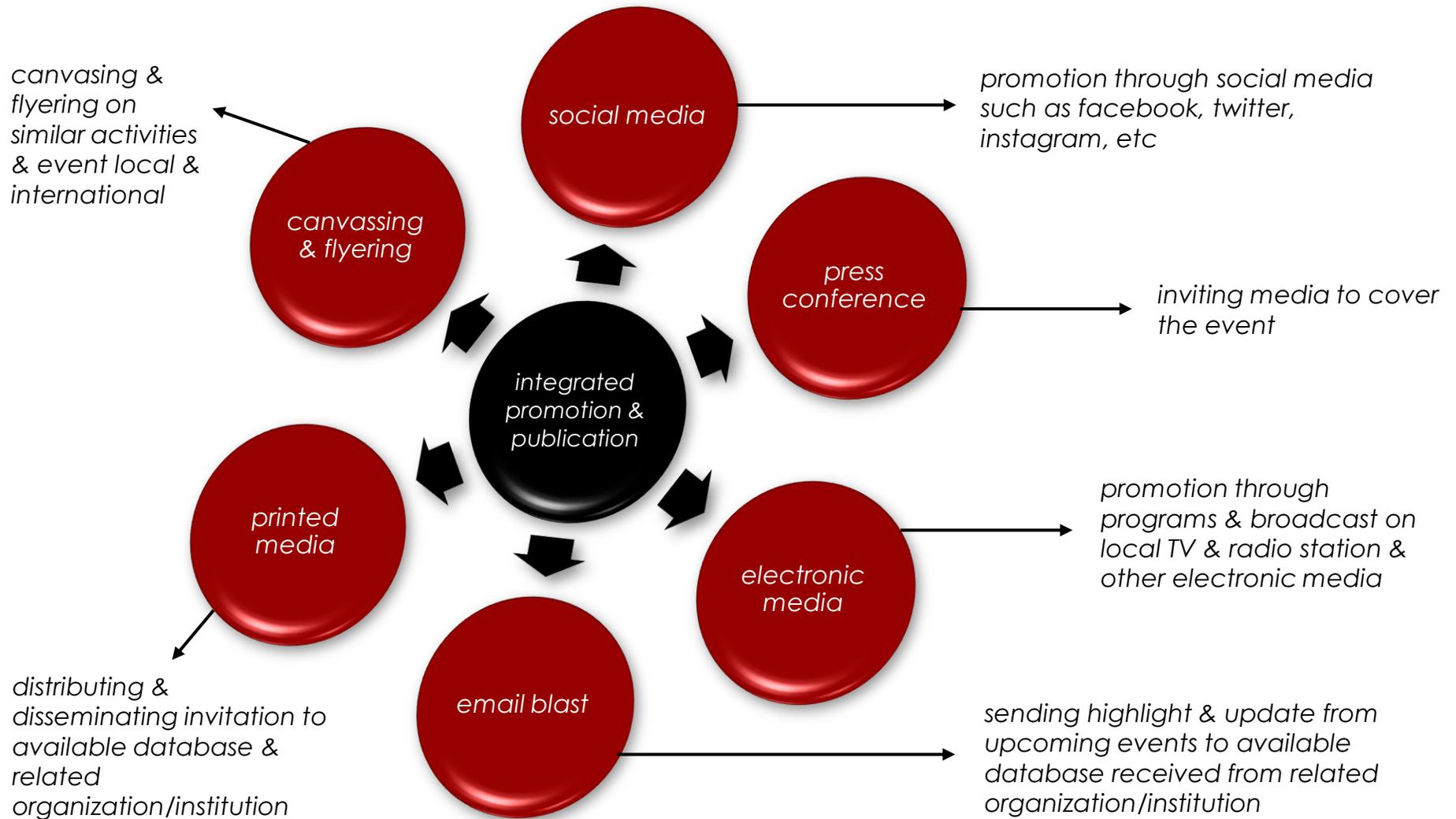




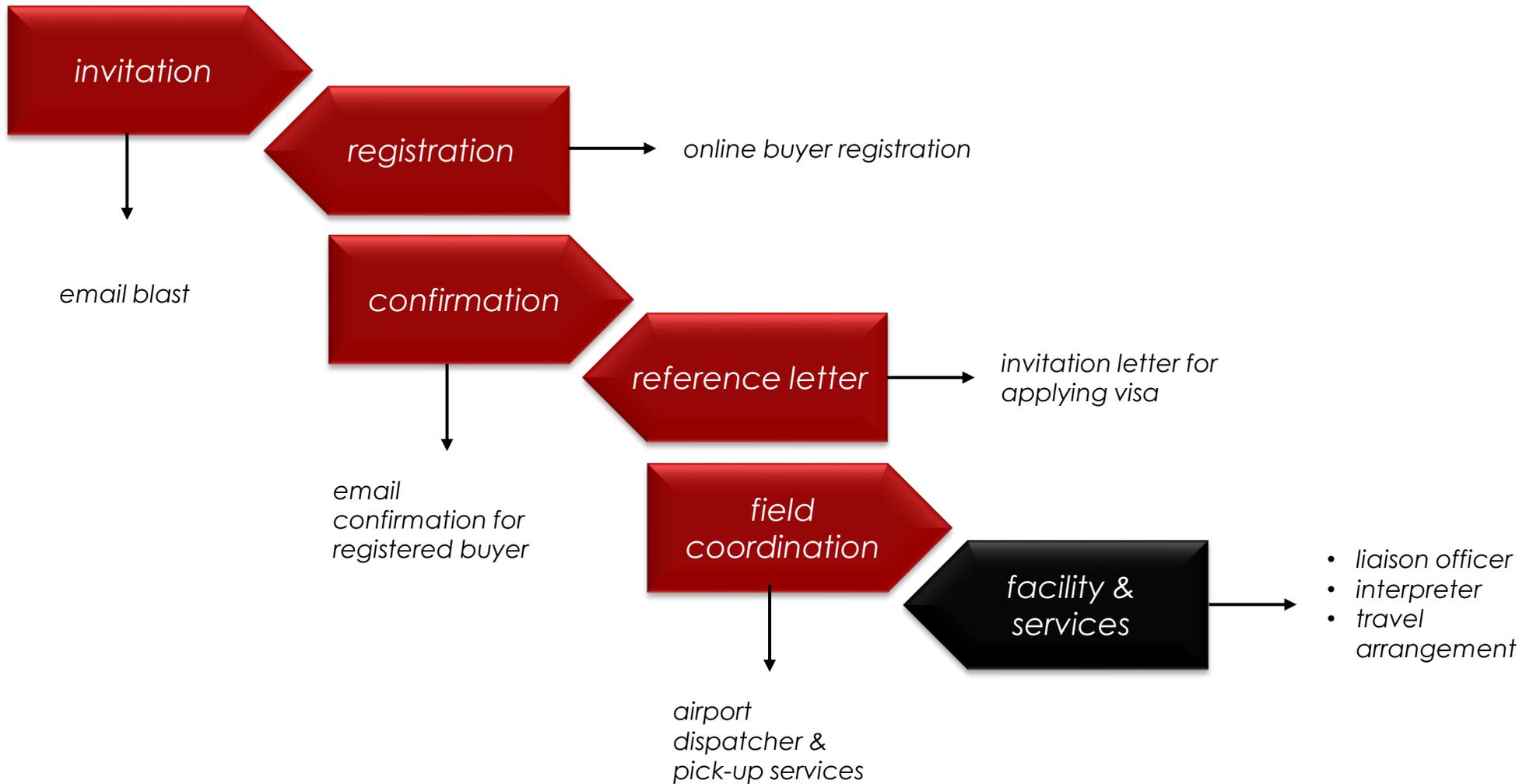
BUYERS RECRUITMENT STRATEGY

- *Official Website INACRAFT (www.inacraft.co.id)*
- *Invitation Mailshot*
- *Buyer Invitation distribution through Indonesian embassies, foreign embassies in Jakarta, Indonesia trade office (ATDAG & ITPC), international chamber of commerce (JETRO, EKONID, INA, BRITCHAM, etc), official partners, and similar exhibition from local and international*
- *Advertisements through international Event Directory/Trade Leads portals (tradefairguide.com, biztradeshows.com, eventku.com, hotelgate24.com, Kadin RRC, eventguide.network, etc)*
- *Cooperation with Directorate General of National Export Development of Ministry of Trade of the Republic of Indonesia*

BUYERS RECRUITMENT STRATEGY



BUYERS HANDLING MECHANISM



INTER-DEPARTMENT COORDINATION

- *Directorate General National Export Development* : *Indonesian trade representatives worldwide*
- *Directorate General Immigration* : *Visa on Arrival*
- *Ministry of Foreign Affairs* : *Information dissemination through Indonesian embassies*
- *Directorate General Custom* : *International products export and import facility & procedures (terms & condition)*
- *Airport Administrator* : *Airport ID badge for exhibition crews*
- *PT. Angkasa Pura II* : *Counter desk proposal at international arrival terminal*
- *Indonesian State Intelligence Agency* : *Buyer security on airport*
- *Official Transportation* : *Shuttle bus services*
- *Official Travel Agent* : *Buyer accommodation & transfer services*
- *Official Forwarder* : *Buyer cargo handling*

BUYERS FACILITIES & SERVICES

- *Free Shuttle Bus (Hotel-Venue-Hotel)*
- *Transfer services (Airport - Hotel/Venue - Airport)*
- *Visa On Arrival, immigration & customs handling services at the airport*
- *Hotel reservation through official travel agent with special rate*
- *Business Lounge with internet facility & business matching area*
- *Interpreter services (English, Japanese, Mandarin, France & Arabic)*
- *Cargo Handling with experienced official forwarder*
- *Free admission to exhibition*

www.inacraft.co.id