

National Lightwood Industry Bright Future in Overseas Markets for Local Exporters



WHAT'S INSIDE

Lightwood is one of potential export products from Indonesia. The large number of its availability makes it possible for Indonesia to become the biggest exporter in the world. This local resources has also gained global certification related to the environment conversation. However, product innovation strategy is needed in order to create new products with greater added value.

editor's desk

Dear valuable readers,

Last month, Indonesia citizens has just celebrated a democracy party. It was the general election to choose a President and Vice President 2019-2024, also the officials in the House of Representatives. The Election Day was a national public holiday. However, the business and economic activities were still ongoing.

Whoever the next President will be, the target to boost national export performance for non-oil and gas sector is still set to step forward. The potential products will still be prioritized to enter export markets. One the best products which has huge opportunity abroad is lightwood.

During last five years, 2014-2018, the export value of lightwood from Indonesia to the world was increased. The product which was in the highest demand is plywood. However, Indonesia also supplies other types of lightwood to fulfill global demand. One of targeted international market is Viet Nam, where the needs of lightwood is getting higher.

In addition to Viet Nam, the demand for lightwood from Indonesia also comes from European countries. The lightwood from Indonesia has already achieved the certification from the European Union Forest Law Enforcement, Governance and Trade (EU FLEGT). Thus, the lightwood from Indonesia is in accordance to the effort of environmental conservation.

On the other side, the Ministry of the Republic of Indonesia cq. Directorate General of National Export Development, has committed to support the development of lightwood industry in Indonesia which meets international standard. In the future, it is expected the domination of lightwood commodities in export market will be replaced by innovative lightwood products with higher added value and more expensive selling price. Overall, the increase of national lightwood industry can contribute to the Indonesian economic growth.

Thank You



DitjenPEN/MJL/IX/04/2019

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HOT ISSUE

Product Innovation:

Key Strategy to Expand Global Markets for Lightwood Products

Until now, light wood items that Indonesia exports to foreign markets are dominated by commodity products. However, the market share achieved by Indonesia for this market segment has not been optimal, and still unable to compete with existing competitors even though the volume sold was quite large. Therefore, different policies and strategies are needed as an effort to expand the export market for local light wood products.

The strategy set by the Ministry of Trade of the Republic of Indonesia to address this condition is by enacting a policy to develop product innovation towards light wood products. In the future, it is expected there will be more finished materials of lightwood exported overseas to replace the commodity ones. The finished material or end-products can be in the form of furniture, building materials, houses, transportation modes, handicrafts and others.

For houses built by utilizing lightwood, the design is created as anti-termite and earthquake resistance. The materials are expected sustainable until 10 years ahead. In the upcoming years, the lightwood can be used to build houses or villas in the tourism districts, such as resorts near the beaches in Indonesia. As the domino effect, the development in tourist areas using light wood will drive investment in this sector.

Through product innovations, domestic exporters will be able to produce new products with added value and higher competitiveness than commodity products. Thus, Indonesia can reduce exports of light wood commodities to other countries, which in turn will be re-export by that country in the form of finished goods with more expensive selling prices. In addition, the product innovation strategy is also expected to elevate Indonesia's name in the world as a producer of superior and quality light wood products.

The application of the strategy for implementing light wood product innovations also aims to maintain the stability of light wood prices in the world market. To some extent, the availability of excessive raw materials will ultimately reduce the selling value of the product, as happened with bare core products. Indonesia is one of the world's leading countries in the production and export of plywood and blackboard. Therefore, Indonesia has a huge opportunity to become a pioneering country of creation and exporter of innovative light wood to the European market.



MARKET REVIEW



Indonesian Lightwood Industry One of Indonesia's Leading Export Sectors

Indonesia is one of the largest light wood barns in the world. These commodities are becoming popularly used for various purposes such as furniture, high building materials and the transportation industry. Light wood is also in demand by people in Europe as a form of campaign for environmental concerns, due to the use of hardwood from tropical countries is currently in contrast to the climate change campaign.

The time to harvest light wood for the same diameter is much faster than the production of hardwood. Its supply will not disturb environmental quality, because it can be sourced from cultivated wood. This is what makes light wood products increasingly attractive to domestic and foreign markets.

Indonesian light wood usually comes from Sengon trees which have better advantages compared to light wood species from competing countries such as Acacia and Eucalyptus. The Sengon tree is friendly to nature, since it is one of the Legum plants which is able to absorb carbon dioxide emissions and channel it into nitrogen in the soil. As for the community, planting Sengon or Jabon wood combined with secondary crops can improve people's economy.

Currently, one billion Sengon trees each year have been planted. Every Sengon tree produces one cubic meter of wood. So that one billion trees are expected to produce one billion cubic meters. Sengon tree can be harvested at the age of 5-7 years. Thus, in the next 2025, the need of Sengon timber as much as 50 million cubic meters per year can be fulfilled from Indonesia.

Light wood Indonesia is the only country with the best timber legality verification system that has been accepted by the European Union Forest Law Enforcement, Governance and Trade (EU FLEGT). This makes Indonesian light wood more attractive to consumers in other European and non-European countries such as the United States. Under the VPA Indonesia-EU Voluntary Partnership Agreement (VPA), Indonesia issues FLEGT licenses to accompany verified legal products it exports to the EU. On November 15, 2016, Indonesia became the first VPA country to deliver FLEGT licensed timber.

Indonesia has a pioneer company that is able to produce light wood products that are very innovative. This aims to elevate the position of the Indonesian light wood industry which is expected to become a locomotive for other smaller scale timber companies. The Indonesian timber industry also continues to be encouraged to no longer take wood from forests that can damage nature, but to take produce from plantations.

In this regard, the Ministry of Trade continues to encourage the innovation of Sengon wood products to support the light wood industry in Indonesia. According to the Director General of National Export Development - Ministry of Trade of the Republic of Indonesia, Arlinda, the opportunity as the biggest producer is very possible because Sengon wood is best grown in the country. Therefore, this government institution continues to facilitate so that the export of national light wood products continues to increase. Among other things by including light wood entrepreneurs in exhibitions.

Over the past five years, the performance of light wood exports from Indonesia to international markets has continued to increase from USD 2,38 billion in 2014, to USD 2,45 billion throughout 2018. Overall, the growth that has been achieved is equal to 0.10 percent. In a subsequence, the export performance of Indonesia light wood to

the world during January to March 2019 has achieved USD 511,45 million. Indonesian light wood product that was most in demand by global consumers is Plywood.

Meanwhile, the export destination countries for light wood products from Indonesia are Japan (USD 745,12 million), Republic of Korea (USD 290,83 million), China (USD 345,87 million), United States (USD 357,19 million), Taiwan (USD 117,68 million), Malaysia (USD 96,88 million), Saudi Arabia (USD 63,60 million), Australia (USD 52,57 million), Germany (USD 33,61 million) and United Kingdom (USD 49,10 million).

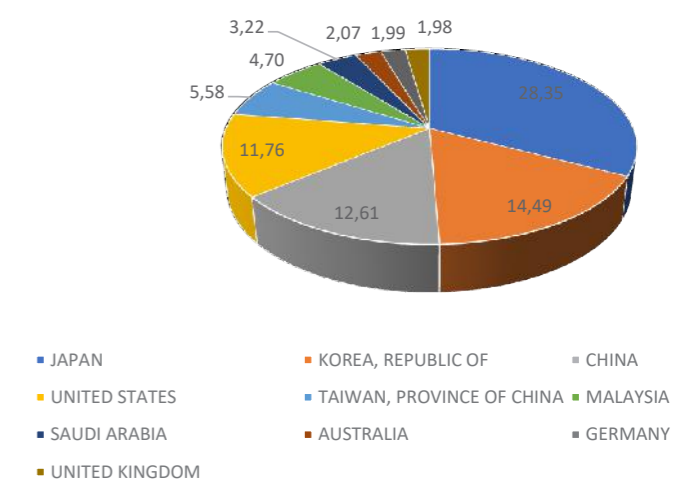
Going forward, the Ministry of Trade of the Republic of Indonesia will continue working to expand the export market for local light wood products. One of the countries that is targeted as potential market is Viet Nam. There is an increasing need light wood as a raw material for the furniture industry in Viet Nam. However, the market opportunities in this country have not been explored optimally. For this reason, the government continues to strive to increase the market potential in Viet Nam.

So far, the value added of light wood products from Indonesia is still dominated by China. Only a little of the wood is processed in Indonesia. Semi-finished light wood processed products from Indonesia were exported to China. After processing the finished form, China re-exported these light wood products to other countries, such as the United States (US) and countries in the European region, including Viet Nam.

Meanwhile, during the Vietnam International Furniture & Home Accessories (VIFA) exhibition, Indonesia displayed five furniture companies. Government representatives came from the Indonesia Light Wood Association (ILWA) and the Swiss Import Promotion Program (SIPPO) Indonesia. On the sidelines of the activity, a memorandum of understanding (MoU) was signed between Indonesian companies and HAWA (Wood Processing Association of Ho Chi Minh city) and BIFA (Binh Duong Furniture Association) from Viet Nam.

A total of seven Indonesian light wood exporter companies signed the cooperation with 15 member companies of the association. The Ministry of Trade of the Republic of Indonesia hopes that Indonesian companies can maximize this cooperation, especially in introducing Indonesian native light wood as a substitute for furniture and construction raw materials.

Export Market Share (Jan - Mar 2019)



GLOBAL COOPERATION TO UNDERPIN LOCAL LIGHT WOOD EXPORT

The Indonesian government, in this case is the Ministry of Trade, commits to encourage the growth of light wood exports. Therefore, in addition to participation in exhibitions that bring together foreign buyers and local exporters, cooperation is also carried out by involving four institutions, namely the Indonesian Lightwood Association (ILWA), Swiss Import Promotion Desk (SIPPO), Import Promotion Desk (IPD) Germany, and the Ministry of Trade of the Republic of Indonesia. The collaboration was realized in the form of an activity titled the 3rd International Lightwood Cooperation Forum (ILCF) last year.

The purpose of this activity was to formulate agreements on product innovation opportunities and new markets for light wood products. Beside seminars and talk shows, there was also a Business to Business (B2B) session that brought together local exporters with buyers from Europe, which was coordinated by the IPD in the format of buying missions. In this forum, it was also discussed about the availability of various potentials which could cause the price of light wood products to decline.

The implementation of the 3rd ILCF was a milestone towards the future of the increasingly promising light wood industry. In addition to being supported by the government sector, this activity also succeeded in presenting light wood experts from Germany, namely Johannes Schwegler from Fairventures Worldwide and Klaus Gloecke from

Holzbauberatung. The Indonesian light wood exporters also benefited by meeting face to face with a buyer from Denmark, Morten Lind.

For so many years, light wood is often categorized as arbitrary wood or cheap wood. Hence, it is necessary to use technology innovation as an effort to create value added products. By utilizing technology and targeting the right global market, this type of wood will provide multiple benefits. Through ILCF, it is expected that the domestic light wood industry entrepreneurs will be more motivated to work more and get inspiration in applying more modern and futuristic light wood in the global market. For example, the application of light wood as a building material for the 24-storey HoHo Tower Vienna as the World's Tallest Wooden Skycaper.





1. ACEH PRIMA PLYWOOD INDUSTRY

Jl. Kol. Sugiono No. 12 2A, Medan - 20151

Products:
Plywood; Molding Wood.

2. ANEKA RIMBA INDONUSA

Desa Sumengko Km. 30,6, Wringinanom, Gresik - 61176

Products:
Wooden Bedroom Furniture; Densified Wood, in Blocks, Plates, Strips or Profile Shapes; Other Plywood; Other Wood.

3. DASAR KARYA UTAMA

Jl. Raya Magelang Purworejo Km. 10, Magelang - 56161

Products:
Plywood.

4. HARJOHN TIMBER

Jl. Laksda Adi Sucipto Km. 5,3, Sungai Raya, Pontianak - 78391

Products:
Plywood; Blockboard.

5. HANDI MEUBEL

Jl. Sutawinangun No. 123, Pecilon Duku, Cirebon - 45131

Products:
Garden Furniture; Plywood; Teak Wood.

6. INTIPROSPEK SENTOSA

Jl. Mayjen Sungkono XVI/53 Prambangan, Kebomas, Gresik - 61161

Products:
Builders Of Woods; Plywood.

7. KARYA GUNUNG PUDUNG

Jl. Glugur No. 46, Medan - 20114

Products:
Doors of Wood; Finger Joint of Wood; Decking Tile; Other Plywood.

8. KAYU LAPIS ASLI MURNI

Komplek Perkantoran Duta Merlin Blok A No. 48, Jl. Gajah Mada No. 3- 5, Jakarta Pusat - 10130

Products:
Plywood; Molding Wood; Parquet Flooring; Parquet Panel of Wood.

9. KORINDO ABADI

Wisma Korindo Lt. 13, Jl. M.T. Haryono Kav. 62, Jakarta Selatan - 12780

Products:
Plywood; Other Plywood.

10. SEGARA TIMBER CO. LTD

Jl. Gajah Mada No. 19 Pasar Pagi, Samarinda Ilir, Samarinda - 75111.

Products:
Plywood; Particles Board & Similar Board of Wood; Decking Tile; Sawntimber.

11. SURTA INDAH WOOD INDUSTRIES

Desa Tanjung Driyorejo, Gresik - 61177

Products:
Resin / Damar; Wooden Frames; Plywood.

12. TROPICAL WOOD INDOTAMA

Jl. Raya Tanjung Morawa Lubuk Pakan Km. 22,1 - Lubuk Pakam, Deli Serdang - 20511

Products:
Other Plywood; Doors of Wood; Windows of Wood; Finger Joint of Wood.

13. WIJAYA TRI UTAMA PLYWOOD INDUSTRY

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