

# Export News

## I N D O N E S I A

# INDONESIAN

# FURNITURE

# Rattan

## WHAT'S INSIDE

Indonesian rattan furniture and handicraft are sought for by both international and domestic buyers despite the presence of competitors from various other countries. This leading position is the result of talented workers churning out unique designs coupled with the fact that Indonesia is the world's largest producer of natural rattan, contributing 70% to the world market. With better infrastructure and logistics networks, Indonesia will be better and more efficient in making furniture products for the world.

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Dear Valued Readers,

Indonesia is one of the countries which has the world's best natural products and largest forests. These factors allow Indonesia to produce furniture products of the best quality. Not only that, Indonesian furniture products have also their own charms with various methods and distinctive characteristics from each region.

Rattan is a type of palms which lives in tropical forests and can be found in Asia, Africa and Australia. Rattans, which have nodes in its stems, can grow vining up to dozens and even hundreds of meters.

Rattan is one of the most important materials in producing furniture. Rattan is a multipurpose material which come in several forms, such as rattan peel, rattan core, rattan fitrit, and rattan koobo. Rattan can be made into various types of chairs and seatings, room partitions, beds and other types of furnitures.

In Indonesia, rattan is spread in various tropical forests in Sumbawa, Sulawesi and Kalimantan. Rattan from Indonesia constitutes 70% of the world's rattan production while the remaining 30% comes from Bangladesh, Malaysia, the Philippines and Sri Lanka.

Demands for rattan is ever increasing due to high demand of furnitures made of rattan, both at home and from various countries. Rattan furnitures are used not only at homes but also at cafés and restaurants as well as at apartments and resort hotels. Rattan can also be used as materials for beach and pool chairs, for example, underlining its versatility as a raw material for furniture production.

May edition of Export News discusses various information on furnitures made of rattan, especially its export development and other important information which are needed for readers to buy Indonesian rattan furniture. As usual, this edition also comes with a list of exporters so that buyers can directly contact the producers and sellers.

Thank You

# In *this* issue



Editor's Desk 2

Hot Issue 3

Market Review : Rattan furniture 6

List of Exporters 10

Commercial Attaches 11

Indonesian Trade Promotion Center (ITPC) 12

## *hot* issue

### INDONESIAN FURNITURE

The Indonesian economy is expected to grow by 5.8% in 2015. Higher growth can only be achieved if export of Indonesian products is higher than Indonesian imports.

The export of Indonesian furniture products in 2014

reached US\$1.79 billion, increasing by 2.18% when compared to 2013's figure of US\$1.75 billion. The major export destinations were the United States, Japan, the United Kingdom, Germany, France, the Netherlands, Australia, Belgium, South Korea and Taiwan.

## Hot Issue

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Indonesian furniture has its own uniqueness, the results of the use of abundant natural resources, cultural diversity as well as high degree of innovation and creativity.

The world's demand for furniture in 2014 was US\$156.47 billion, growing healthily in the past 5 years at 5.49%. Indonesia contributed some 1.09% at US\$1.79 billion. China had the largest contribution with 32.27% or US\$52.72 billion followed by Germany with 7.87% worth US\$12.85 billion and Italy with 7.10% at US\$11.61 billion.

Indonesia has the potentials to be the largest producer of furniture and handicraft in the region. For products made of rattan, Indonesia can become the world's largest producer. Indonesia has a number of comparative advantages: sufficient availability of forest products, huge human resource, and promising investment climate. The Indonesian Rattan Furniture and Handicraft Association (AMKRI) has set a target that export will grow by 20% in average annually in the next 5 years, reaching some US\$5 billion.





Indoor



Outdoor

Rattan  
FURNITURE

# Rattan furniture

Free market has become a necessity for every country, not only in the ASEAN region but in every continent. The ASEAN Economic Community (AEC), which will be in effect starting on Dec. 31, 2015, will affect various sectors, especially trade. Through AEC, ASEAN countries will become a single market in the world trade. This will bring both positive and negative impacts for Indonesian trade.

However, exporters and producers of Indonesian rattan furniture are upbeat that AEC will allow their products to be sold in the export market. In AEC, various trade barriers, especially tariff, will be reduced or even being abolished.

AEC can be used to seek out new breakthroughs in innovation by developing designs. Furniture business pays a serious attention in design development to fulfill the customers' demands which are also evolving their lifestyle. Just like in fashion, furniture producers have to keep their designs up to date with the latest global development.

Rattan furniture export from Indonesia consists from seating and furniture made of rattan. The followings are the 10 digit Harmonized System (HS) codes:

Furniture industrial centers are spread throughout Indonesia, showing that the industry is the backbone for the people's economy as well as an asset for regional development. Major furniture centers include Cirebon, Bali, Jepara and Semarang. The carpenters and craftsmen have the abilities to create furniture with designs showing the characteristics of each region.

The Indonesian government supports the efforts by the Indonesian Furniture and Handicraft Association (Asmindo), which has some 2,000 members, to export products worth between US\$8 billion and US\$10 billion per year in the next 5 years. This figure constitutes some 2% of the the global furniture production. In the next 10 years, Indonesia aims to reach some 5% of the world's furniture market share.

The trend of rattan furniture imports was decreasing in the past five years however it started to pick up again in 2014 when the import was US\$367.09 million, increasing from US\$352.67 million in 2013.

The five countries importing the most rattan furniture in 2014 were the United States with US\$85.92 million or 23.41% of the world's total import followed by

**Indonesian Rattan Furniture based on 10-Digit HS Code**

No	HS	Product description
1	9401510010	Seats of rattan
2	9401510090	Other seats of rattan
3	9401590000	Other seats of bamboo/rattan
4	9403810010	Bedroom, dining room/living room sets of rattan
5	9403810020	Bedroom, dining room/living room sets of other materials (excl. seats and medical, surgical, dent)
6	9403810090	Other furniture of bamboo or rattan

the United Kingdom with US\$32.28 million (8.79%), Germany with US\$26.03 million (7.09%), Japan with US\$22.54 million (6.14%) and France with US\$19.44 million (5.30%). The table below shows the import of rattan furniture products from 2010 to 2014.

The table shows that there were a number of countries which experienced significant increase in import in the past five countries. The countries included Ecuador, Saudi Arabia, South Korea, Taiwan and United Arab Emirates. These five countries could become potential export markets for Indonesian rattan furniture products.

### LIST OF IMPORTERS FOR RATTAN FURNITURE (HS 940151 and HS 940381)

No	Countries	Imported value (US Dollar thousand)					"Trend % (10-14)"	Growth % (13-14)	Share % (2014)
		2010	2011	2012	2013	2014			
	<b>All Countries</b>	<b>409.135</b>	<b>372.911</b>	<b>358.388</b>	<b>352.665</b>	<b>367.090</b>	<b>-2,69</b>	<b>4,09</b>	<b>100</b>
1	United States of America	70.558	72.200	77.573	82.966	85.919	5,47	3,56	23,41
2	United Kingdom	27.519	20.678	21.546	24.504	32.277	5,01	31,72	8,79
3	Germany	43.228	35.793	31.458	25.169	26.032	-12,77	3,43	7,09
4	Japan	24.853	23.989	24.963	23.107	22.536	-2,30	-2,47	6,14
5	France	36.638	25.687	21.747	19.407	19.444	-14,34	0,19	5,30
6	Belgium	17.668	15.086	12.371	9.388	13.840	-9,18	47,42	3,77
7	Russian Federation	11.358	11.644	14.500	12.047	12.832	2,82	6,52	3,50
8	Switzerland	13.482	12.359	9.218	9.443	9.374	-9,48	-0,73	2,55
9	Spain	15.225	12.059	9.094	7.652	9.237	-13,53	20,71	2,52
10	Austria	8.569	8.527	9.774	8.266	8.400	-0,71	1,62	2,29
11	Netherlands	19.434	13.719	9.867	8.153	8.078	-20,36	-0,92	2,20
12	Canada	10.113	8.460	7.203	6.713	7.731	-7,40	15,16	2,11
13	Qatar	0	0	1.002	3.340	6.258	-	87,37	1,70
14	Poland	5.156	4.902	4.662	5.521	6.179	4,93	11,92	1,68
15	South Africa	6.990	6.033	6.573	6.301	6.027	-2,50	-4,35	1,64
16	United Arab Emirates	2.253	3.307	1.506	6.263	5.830	28,92	-6,91	1,59
17	Australia	6.602	6.342	5.695	5.987	5.310	-4,81	-11,31	1,45
18	Sweden	3.836	4.228	6.120	5.069	5.201	8,22	2,60	1,42
19	Italy	7.554	8.547	5.935	5.146	5.131	-12,02	-0,29	1,40
20	Korea, Republic of	686	1.174	1.763	3.013	4.384	59,24	45,50	1,19
21	Taipei, Chinese	2.136	2.257	2.576	2.867	3.663	14,09	27,76	1,00
22	Turkey	3.708	4.443	4.902	4.197	3.203	-3,44	-23,68	0,87
23	Singapore	5.976	6.821	4.560	4.944	3.196	-14,56	-35,36	0,87
24	Denmark	3.337	2.355	3.150	2.792	2.767	-2,02	-0,90	0,75
25	Chile	1.666	1.669	2.303	2.018	2.748	12,65	36,17	0,75
26	China	1.428	1.755	1.787	1.966	2.360	11,83	20,04	0,64
27	Saudi Arabia	784	810	621	735	2.151	21,18	192,65	0,59
28	Finland	2.856	2.718	2.326	2.412	2.119	-6,91	-12,15	0,58
29	Norway	2.000	1.911	2.341	2.396	2.038	2,67	-14,94	0,56
30	Ecuador	1.042	1.018	1.669	1.263	1.998	16,39	58,19	0,54
105	Indonesia	803	1.052	242	280	102	-42,02	-63,57	0,03
	<b>OTHER COUNTRIES</b>	<b>51.677</b>	<b>51.368</b>	<b>49.341</b>	<b>49.340</b>	<b>40.725</b>	<b>-5,04</b>	<b>-17,46</b>	<b>11,09</b>

## Market Review

The world's export of rattan furniture products showed a decreasing trend of 8.18% in the 2010-2014 period fluctuating export value. The world's export was US\$361,81 million in 2010 but dropped to US\$265.14 million in 2014. However, the export figure in 2014 was already increased by 0.77% from US\$263.09 million in 2013.

Indonesia was the world's largest exporter of rattan furniture products with a market share of 36.08% followed by China with 25.09%. Vietnam was third with 7.65%, Italy at fourth with 6.85% and Spain completed the Top 5 with a market share of 3.57%.

The table below shows the countries exporting rattan furniture products in the 2010-2014 period.

### LIST OF EXPORTERS RATTAN FURNITURE (HS 940151 and HS 940381)

No	Countries	Exported value (US Dollar thousand)					" Trend % (10-14)"	Growth % (13-14)	Share % (2014)
		2010	2011	2012	2013	2014			
	<b>All Countries</b>	<b>361.810</b>	<b>331.676</b>	<b>279.882</b>	<b>263.099</b>	<b>265.137</b>	<b>-8,18</b>	<b>0,77</b>	<b>100</b>
1	Indonesia	172.565	138.976	115.680	101.196	95.662	-13,90	-5,47	36,08
2	China	54.520	69.557	53.869	60.086	66.521	2,55	10,71	25,09
3	Viet Nam	14.826	16.131	15.201	15.058	20.270	5,72	34,61	7,65
4	Italy	20.337	20.525	18.318	18.028	18.168	-3,49	0,78	6,85
5	Spain	15.837	15.375	14.914	13.297	9.459	-11,09	-28,86	3,57
6	Germany	15.552	7.876	7.762	8.480	7.284	-13,44	-14,10	2,75
7	United States of America	5.591	5.106	5.477	4.420	6.158	0,49	39,32	2,32
8	Belgium	11.520	9.069	6.852	5.943	6.024	-15,80	1,36	2,27
9	Netherlands	10.241	9.412	7.107	5.215	5.311	-17,33	1,84	2,00
10	France	3.623	3.079	3.352	3.051	3.524	-0,64	15,50	1,33
11	Sweden	880	1.911	2.840	3.335	2.978	34,92	-10,70	1,12
12	United Kingdom	1.815	1.572	2.072	2.025	2.723	11,23	34,47	1,03
13	Poland	2.111	2.040	2.261	2.638	2.559	6,63	-2,99	0,97
14	Malaysia	2.521	2.473	3.115	4.825	2.403	5,89	-50,20	0,91
15	Denmark	1.353	2.104	1.803	1.828	1.839	4,85	0,60	0,69
16	Austria	2.722	2.663	2.143	2.160	1.746	-10,39	-19,17	0,66
17	Canada	1.794	1.788	2.088	1.442	1.664	-3,59	15,40	0,63
18	Thailand	4.055	5.621	2.213	1.210	1.527	-29,45	26,20	0,58
19	United Arab Emirates	717	2.397	4.446	1.600	1.231	7,00	-23,06	0,46
20	India	208	492	956	859	972	43,92	13,15	0,37
21	South Africa	923	734	492	394	621	-13,19	57,61	0,23
22	Belarus	1	35	202	496	601	368,72	21,17	0,23
23	Israel	7	25	19	16	563	129,99	3418,75	0,21
24	Myanmar	0	410	440	437	398	-	-8,92	0,15
25	Czech Republic	277	316	198	499	385	11,80	-22,85	0,15
26	Guatemala	0	14	17	142	381	-	168,31	0,14
27	Hong Kong, China	3.309	1.974	676	420	347	-45,43	-17,38	0,13
28	Bulgaria	13	38	173	616	339	153,65	-44,97	0,13
29	Portugal	2.577	1.303	358	114	322	-48,29	182,46	0,12
30	Singapore	6.843	2.763	1.846	706	292	-53,57	-58,64	0,11
	<b>OTHER COUNTRIES</b>	<b>5.072</b>	<b>5.897</b>	<b>2.992</b>	<b>2.563</b>	<b>2.865</b>	<b>-17,93</b>	<b>11,78</b>	<b>1,08</b>

Source: ITC calculations based on UN COMTRADE statistics, prepared by DGNED

Indonesia had a market share of 36.08% worth US\$73.36 million in 2014. Other seats of bamboo/rattan was the most exported product group from Indonesia worth US\$78.007 million or 45.00% from Indonesia's total export of rattan furniture products in 2014. The table below shows rattan furniture products exported by Indonesia and their export values:

increasing trend although not yet significant as the Russian market prefer classical furniture design.

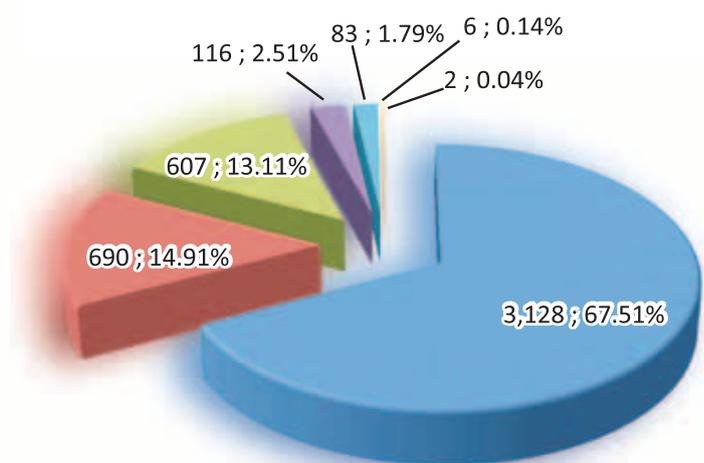
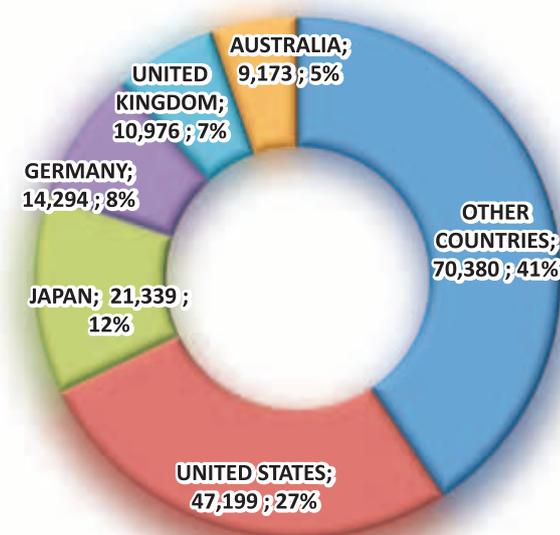
The export of Indonesian rattan furniture products to ASEAN countries in the 2010-2014 period increased with a trend of 12.91%. In 2014, the export to ASEAN

NO.	HS	COMMODITY	2010	2011	2012	2013		2014		
			VALUE IN US\$ 000			TONS	US\$ 000	TONS	US\$ 000	% SHARE
1	9401590000	Other seats of bamboo/rattan	39.824	60.916	126.488	37.142	118.821	21.527	78.007	45,00
2	9401510010	Seats of rattan	58.892	47.005	74.450	15.585	65.340	14.404	62.631	36,13
3	9403810010	Bedroom, dining room/living room sets of rattan	24.182	19.321	35.401	9.071	33.161	7.802	29.701	17,13
4	9403810020	Bedroom, dining room/living room sets of other materials	8.292	8.259	2.929	852	1.672	566	1.547	0,89
5	9403810090	Other furniture of bamboo or rattan	57.520	43.987	1.819	242	539	466	1.232	0,71
6	9401510090	Other seats of rattan	15.523	17.800	764	148	334	148	245	0,14
<b>TOTAL</b>			<b>204.233</b>	<b>197.289</b>	<b>241.851</b>	<b>63.041</b>	<b>219.867</b>	<b>44.913</b>	<b>173.362</b>	<b>100,00</b>

Source: Central Board of Statistics, prepared by DGNED

The Top 5 destination countries for Indonesian rattan furniture products were the United States with a market share of 27.23% followed by Japan (12.31%), Germany (8.25%), the United Kingdom (6.33%), and Australia (5.29%). Exports to Lithuania, Taiwan and Chile recorded the largest increase.

reached US\$4.63 million with seven destination countries of Singapore, Thailand, Malaysia, the Philippines, Vietnam, Brunei Darussalam and Myanmar. The export value to each countries is shown in the following graph:



- MALAYSIA
- THAILAND
- SINGAPORE
- PHILIPPINES
- BRUNEI DARUSSALAM
- MYANMAR (formerly BURMA)
- VIETNAM

Markets for Indonesian furniture in Europe, America and Japan are very lucrative. The export values, however, fluctuated as these regions are still being affected by economic crisis. On the other hand, export of rattan furniture products to Russia is still small but has a good prospect as shown by the

# LIST OF EXPORTERS

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Website : [www.javathebest.com](http://www.javathebest.com)  
Product : *Rattan Furniture*

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Website : <http://www.pancaindahrotan.com>  
Product : *Rattan Furniture*

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Fax : (+81-3) - 34471697  
Email : atdag-jpn@kemendag.go.id;  
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