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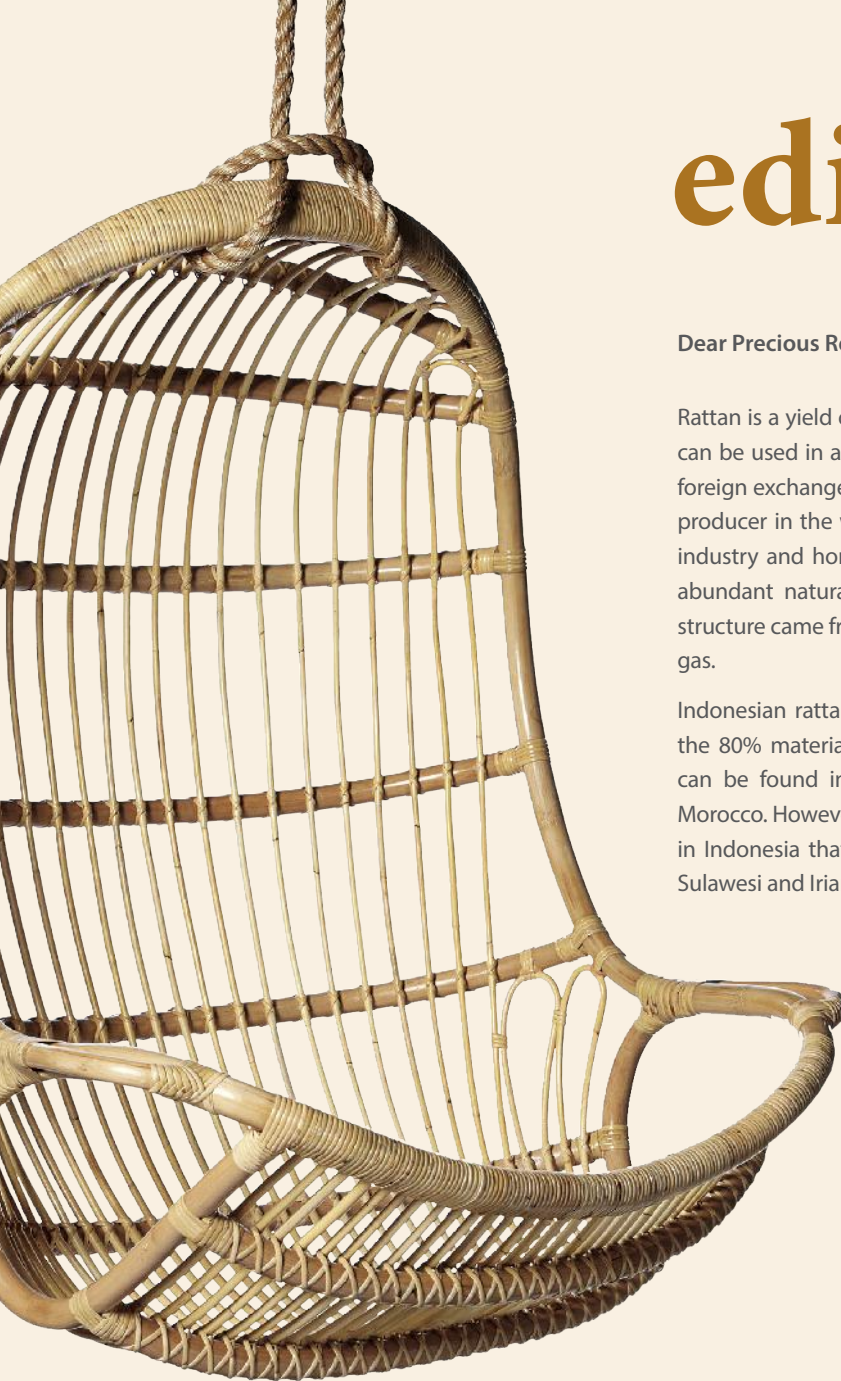
Ditjen PEN/MJL/33/V/2017

I N D O N E S I A Rattan Furniture



WHAT'S INSIDE

The chance of rattan and wood craft business industry can be seen from the increased volume of production and export.



editor's desk

Dear Precious Readers,

Rattan is a yield of non-timber forest which has a very high economy value and can be used in almost every aspects of human's life. Rattan is a huge source of foreign exchange of the country, because Indonesia is one of the biggest rattan producer in the world after China, rattan is an industrial raw material both big industry and home industry, Indonesia is one of the developing country with abundant natural resource potential. Initially most of the Indonesia's export structure came from nature which is grouped in two, oil and gas and non-oil and gas.

Indonesian rattan has a dominant position in the world market; it dominates the 80% materials of rattan in the world. Other than Indonesia, rattan plants can be found in China, Thailand, Malaysia, India, Vietnam, Madagascar and Morocco. However, the current biggest potential is in Indonesia. This can be seen in Indonesia that rattan grows naturally and spread in Java, Sumatra, Borneo, Sulawesi and Irian Jaya.

In this edition, Export News bulletin will cover the news about the prospect of Indonesia's rattan furniture which currently is in demand by the world market also the effort to improve the export sector in this challenging globalization era.

In the end, we hope that despite how simple the information in Export News, this can be useful for the readers.

Thank You

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Promotion Center (ITPC)**





HOT ISSUE

INDONESIA
Rattan Furniture



Government Facilitates Rattan and Wood Craftsmen to Germany

Craft business has been occupied since a long time ago and it is an operating hereditary from the previous generations for Indonesian. Rattan often used commercially because it has stretch feature, strong and came in various shapes. Rattan crafts that usually marketed in local level are baskets, furniture, sweep holder, bird cage, and mattress batter. While for export needs they usually marketed baskets and furniture in various shapes and models. The chance of rattan craft business industry can be seen from the increased volume of production and export. In this weak domestic economy condition where people's demand had decreased, export market is an important choice. Besides, rattan industry has a very high local content that does not depend on import materials.

Therefore, The Government through the Ministry of Industry gave facilities for the perpetrators of small and medium industry (Industri Kecil Menengah, IKM) to show off in an International exhibition Ambiente 2017 in Frankfurt, Germany. This year, the amount of participants who was facilitated by the General Directorate of Small and Medium Industry (IKM) of Ministry of Industry in the exhibition are eight IKM which incorporated in Paviliun Indonesia, there are Wiracana (Fan), Seloagro (Rattan Crafts), Batu Inbali (Nature Stone), Cendana Permai (Wood Sign Board), Surya Bali Taksu (Wood Crafts), Bali Bakti Anggara (Wood Crafts), Bali Wirama (Metal Crafts) and Industri Classica Variasi (Wood Crafts).

Ambiente is one of the biggest market exhibition for consumer things sector and a place for business meeting for the perpetrators in interior decoration, gifts and premium also table & dining ware sector industry,

which held annually in Frankfurt. This year is the 68th times this activity being held, it started since February 10 to 14 2017.

The exhibition is participated by 4.387 participants from 96 countries, which are Indonesia, Germany, France, Italy, Netherlands, Spain, Portugal, Swiss, Turkey, England, China, Thailand, South Korea, Malaysia, Pakistan, Philippine, Vietnam, India, and other countries in Africa and South America.

In International market, the export price of Indonesia's raw and semi-finished rattan still far lower than the export price of rattan furniture industry. If we compare it, the export of rattan furniture industry is more profitable. Besides, the rattan crafts industry does not need a big invest also can absorb many work force, therefore Indonesia has a big potential in improving the rattan furniture industry. Besides having a supply of cheap raw materials, Indonesia also have a potential of quite big amount of labors.

Many domestic industrial products have been able to excel in the export market, especially for small and medium industry (IKM) craft. By taking part in Ambiente 2017, it is hoped that Indonesia's craft product which took part in it can be more known also to push the export to the Europe market. It is also hoped that Indonesia's craft industry can capture the information about the newest home décor trend in the Europe for their production design improvement. The value of Indonesia's craft product to the world in 2016 has reached US\$ 96, 74 million. Unfortunately, this number keeps decreasing about 7 percent compared with 2015.



MARKET REVIEW

Performance of Indonesia Rattan Furniture Market

In 5 years period from 2012 until 2016, Indonesia supplied about 30% needs of rattan furniture in the world. From that number, about 90% rattan was produced from the tropical forest in Sumatra, Borneo, and Sulawesi. Meanwhile, the rest was produced from the cultivation of rattan. This plant has been used in a long time as the material of craft and furniture in Indonesia and other countries like China, South Korea, and Europe. Moreover, the products of rattan crafts from Indonesia's craftsmen are valued quite expensive about hundreds to thousands US dollar even though the price of the materials were only 50-80 Rupiahs per kilograms. The export of Indonesia's rattan furniture reached USD 81, 00 million in 2016, took place in the second position as a rattan

furniture exporter country with the contribution 29,9% for the total of world rattan export, the first position is China with contribution 32,3% followed by Vietnam in third position with quite far contribution 6,5% and Italy (6,4%). The export includes raw rattan's products, the crafts and furniture. The contribution of Indonesia and China rattan furniture has reached more than half of world rattan export, this shows that rattan market in the world is dominated by the two countries and China is a tough competitor that Indonesia have to face in order to seize the rattan market in the world.

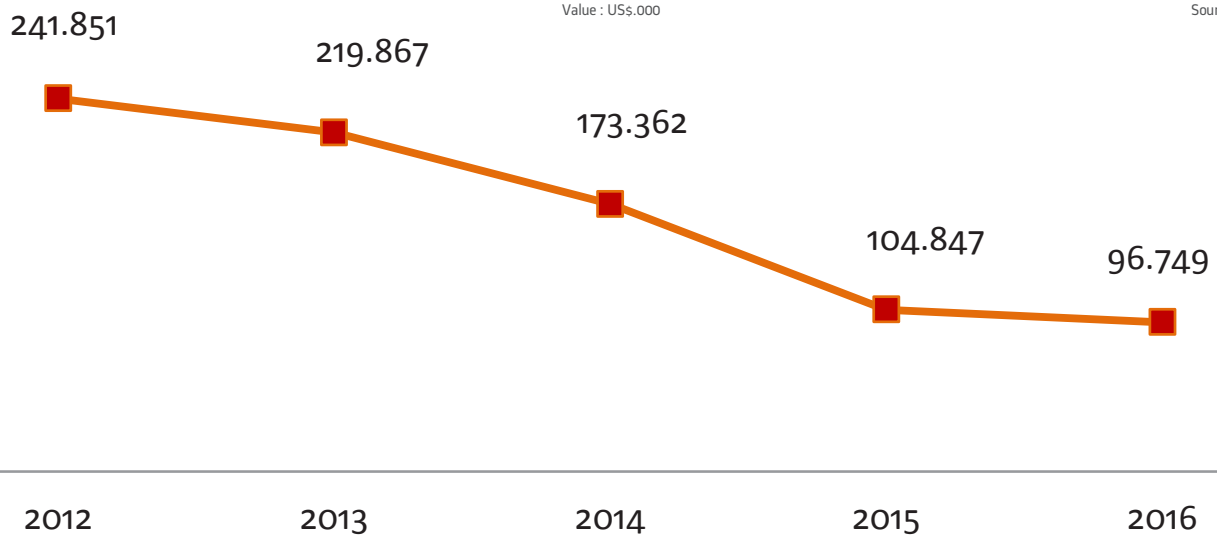


Indonesia Export of Furniture Rattan

2012 - 2016

Value : US\$.000

Source : Trademap



From the graphic above, it can be seen that actually Indonesia's export for rattan furniture doesn't have a good trait and tend to decreased in the period of 5 years that is -8, 98%. Seeing the trend of Indonesian rattan furniture exports had a decreasing, then, it is necessary to note the things that caused it. One of the things that should be brought into attention is the domestic industry. Currently, the competition of rattan crafts and furniture market is not only happening in national stage, but also international. It is because many countries have realized about the high economic values that can be obtained by various crafts and

furniture that made by rattan these past years. Currently, the world's rattan market is not only dominated by Indonesia's entrepreneur but also entrepreneurs from China, Europe such as Italy, and South Korea. Few things that became the problem in domestic rattan industry are the lack of materials, weak competitiveness, and the difference in export records between the government and the businessman.

As it is known that since the rattan raw materials export policy is banned in 2012, the price of rattan increased and it tends to be difficult to get high quality rattan materials. Meanwhile, rattan furniture industry



claimed to not knowing about the banned rattan raw materials exports before the policy is applied. China which imported the materials from Indonesia is expected to anticipate for rainy season and Chinese New Year are also the cause of rattan's materials high export. Besides, the lack of a few rattan types is estimated because the farmers are reluctant to seek rattan into the forest, as traders fear that rattan is not absorbed by the industry.

The banned of raw rattan export in 2012 is not only caused problems in domestic; it also caused an issue about illegal export. Indonesia's rattan furniture export records also decreased in 2016. But it is different with the country's import records of the country's main export destination, such as China, Singapore, Thailand, India, and Malaysia. In 2012, China still received raw rattan from Indonesia with the amount USD 12, 6 million or 68% from the total import. Even though it had a decreased, that amount still shows a high number, whereas the Indonesian government records showed that there is no raw rattan export to China in 2012.

In Indonesia there are several places that are well known for the good quality of rattan crafts and furniture; some of them are in West Java. Here are several places that produce good quality rattan furniture in Indonesia,

1. Jepara

As we know that Jepara is well known as the carve city, but actually Jepara also have a promising type of business such as the biggest Rattan Handicrafts Center in Indonesia. Rattan handicrafts center in Jepara is located in Teluk Wetan village and Sidigede located in Welahan district, in this village there are various kinds of rattan furniture products especially sofa and rattan chair. Teluk Wetan village is located quite far from the center of the city of Jepara that is about 38 km.

2. Cirebon

The city that located in West Java province has so many famous business potential; one of them is its craft especially rattan furniture. Weru district which located in Tegalwangi village is one of the district that is known as the biggest rattan handicrafts center in Cirebon city.

3. Sukoharjo

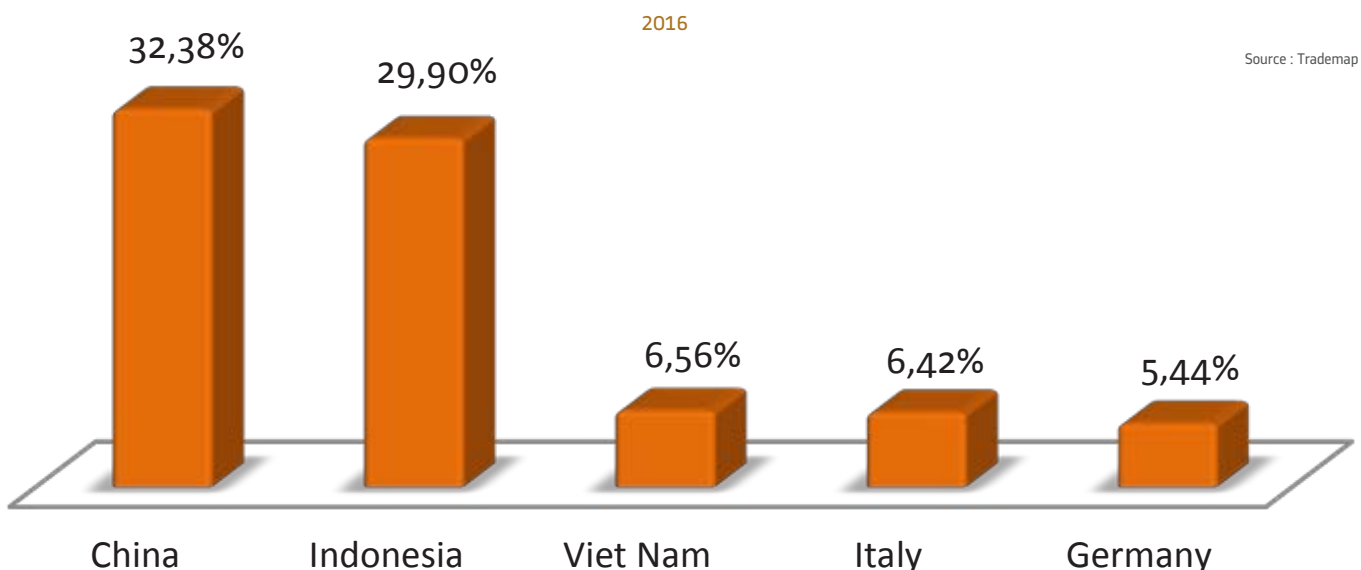
Sukoharjo city has a village that produce furniture made by rattan, the village is called Trangsan, this village is known for its rattan crafts center. Currently, this village also became a tour village where the visitors can see the rattan handicrafts directly.

4. Aceh

Aceh is one of the biggest rattan producers in Indonesia besides Borneo, and Sulawesi. The potential location in Aceh is west side of Aceh, including Nagan Raya, West Aceh, Singkil, Subulussalam, and South West Aceh. Meanwhile in east Aceh includes Pidie, East Aceh, and Aceh Tamiang.

In world rattan furniture market, the countries that have a huge role in rattan furniture export are China, Indonesia, Vietnam, Italy, and Germany. As it can be seen China and Indonesia are two countries with the biggest export contribution, China with 32, 3% and Indonesia with 29, 9%. China became the biggest supplier in 2016 because Indonesia had a quite big decreasing export value in the period of the last 5 years. In just 2015, Indonesia's export value was still higher than Chinese's export value with USD 80, 52 million and adrifted USD 3, 65 million from China's export value with USD 76, 81 million.

Rattan Furniture Export by Country of Origin



Source : Trademap

Seeing the declining trend of Indonesian rattan furniture, according to a rattan importer company from Indonesia in Japan, in its improvement, rattan furniture/products from Indonesia had a drastic decline of quality, lack of creativity in design, and late supply. With this condition, it is hoped that Indonesia can prevent it immediately because rattan furniture is Indonesia's unique product with rattan materials. Related with that, there needs to be a policy to keep the rattan materials from getting out, so that we can prevent the rise of rattan furniture/products from other countries. However, it should be followed by an increase in the creativity of the rattan industry itself.

The development of the domestic rattan industry should also be of particular concern to the government if we want to succeed in developing Indonesian rattan downstream.

The decline in competitiveness of Indonesian rattan products is caused by the lack of creativity of domestic rattan craftsmen. There are more than 300 types of rattan grown in Indonesian forests. However, the type of rattan that became industrial raw materials only about 20. From that number, only six types of rattan are commonly used as export commodities to various countries. From the confession of big rattan collector from Southeast Sulawesi, they usually export five types of rattan to China and South Korea.



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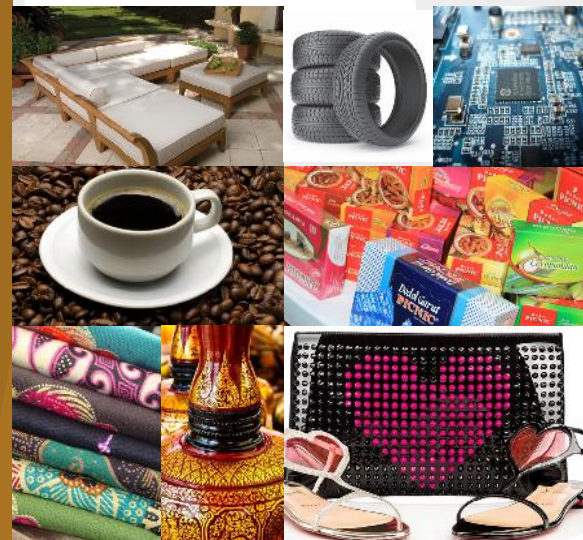
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