

Export News

I N D O N E S I A



Outdoor Furniture

WHAT'S INSIDE

Not only bestowed with rich natural resources from the forest, Indonesia is also known as a major producer of furniture products. Furniture makers in Indonesia do not solely rely on the abundant raw materials but enhanced the value through high craftsmanship and skills as well as cultural diversity.

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Dear Valued Readers,

Welcome to August edition of Export News where we will discuss outdoor furniture products which have huge economic values for the Indonesian economy.

The potentials of furniture, especially outdoor furniture, products can be seen from the high demands from various countries for those products every year. Indonesia is known as one of the leading producers for furniture products, a natural extension down the supply chain as Indonesia is known for its rich forest resources.

In term of raw materials, Indonesian furniture products are still dominated by those made of wood although furniture products made from rattan, bamboo and other materials are also widely sought in the international market.

Indonesian furniture products has a very distinct characteristic that is they represent the fine mixture of environmentally friendly material, cultural diversity, top notch skills, and innovative and advanced design. All these elements are working together in making Indonesian furniture products that are distinct from those made by the competing countries.

As usual, we bring you the latest information on the best of Indonesian products as well as a list of exporters allowing the readers to contact them directly in order to make a profitable business deals.

Thank You

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hot issue

The quality of Indonesian market is internationally recognized

Indonesia is known not only as a country rich in natural resources, especially timber products, but also known as a producer of various types of high quality furniture.

The high quality of Indonesian furniture has made it highly sought in the international market. This is apparent in the high volume demands from destination countries year after year. The demand

has been steadily high despite the presence of new furniture supplying countries such as China, Thailand and Vietnam. This is a recognition of furniture importing countries on the quality of Indonesian furniture when compared to other countries.

The export of Indonesian furniture and outdoor furniture is expected to reach US\$5 billion in the next five years. This means a growth of at least 25% per year. However, the US\$5 billion target is reachable and a realistic one as the world export of furniture reach US\$122 billion per year.

Indonesian furniture is sought after by various businesses such as property and restaurants as well as customers in the middle- and higher-class. Most of Indonesian furniture, both garden furniture and indoor furniture, which are internationally sought are those made from solidwood such as teakwood, suar or trembesi (*Albizia saman*), sonokeling (rosewood) and mahogany. Furniture made of coconut trunks have also now entered the international market.

The international market is not only craving for furniture made of solidwood. Indonesian furniture made of rattan also has a special place in the international market due to its unique design and high quality of craftsmanship. Another favorite

is furniture made of solid wood which combined with water hyacinth. This kind of furniture sells well because it is elegant yet has a natural touch in it.

Teakwood furniture is popular for its hardness and high value. Javanese teakwood is used due to its quality which includes strength, beautiful brownish color, unique fiber and weather resistant which is unmatched by other woods. Teakwood is also popular because it is not easily broken during impacts against metal as well as requiring little maintenance. The Indonesian government is doing its best to develop national furniture and handicraft industry by accompanying businesses to export their products as well mapping ways to match the efficiency of furniture industry. The government also looks at various obstacles to support efforts to increase export.

The Ministry of Trade also encourages PT Sarinah, a state-owned trading house, to also serve as a design center for export products. This is expected to significantly decrease production costs. The ministry will also deploy trade attachés to seek out new markets. The roles of Indonesian Trade Promotion Center (ITPC) will also be maximized as marketing instruments.



Outdoor Furniture



Export value for furniture products in 2013 reached US\$1.75 billion with a positive trend of 0.38% in the five-year period ending in 2013. The United States was the largest destination country with a market share of 35.68% followed by Japan with 13.82%. The United Kingdom was third with 4.83%, the Netherlands at 4.17% and Germany at 3.87%. Other top destination countries were France, Australia, Belgium, South Korea and Taiwan.

The total export value for furniture products in 2014 was US\$1.88 billion. In earlier years, the export value fluctuated. In 2009, the export was US\$1.37 billion but it declined to US\$1.1 billion in 2010 before bouncing back to US\$1.38 billion in 2011. The total export kept increasing to US\$1.4 billion in 2012.

For handicraft, the total export was US\$650 million with the Top 10 destination countries the United States, Japan, Hong Kong, United Kingdom, Germany, the Netherlands, South Korea, Australia, France and Singapore.

China still dominates the furniture market in the United States with US\$24 billion or 50% of the total import. Indonesia has the potential to increase its market share in the United States by diligently reading furniture trend in the country and increasing promotion efforts.

In 2013, the export value of furniture to Germany reached US\$67.5 million. The export to Germany suffered from a negative trend of 14.24% in the

2009-2013 period. However, the export value in the first four months of 2014 reached US\$32.09 million, a 17.14% increase when compared to the same period in the previous year.

The government has set a target of US\$2.9 billion for the German market in 2014-2015 through a number of activities, such as participating in various exhibitions. One of them is the leading Spoga Fair for outdoor furniture products, which is held in Cologne. The Ministry of Trade's Directorate General of National Export Development (DGNEDE) facilitate and coordinate producers which have passed the selection and participated in a coaching clinic held by the Swiss Import Promotion Programme. Such participation is aimed to reach the export target to Germany, a major destination country.

The government's full support for the development of furniture industry to be highly competitive in the era of global free market has boosted the confidence of Indonesian furniture industry grouped under the Indonesian Furniture and Handicraft Association (AMKRI) that the industry could grow to US\$5 billion in the next 5 years. The Ministry of Trade also names the furniture and handicraft industry as one of the major sectors to boost the national export growth by 300% in the next 5 years.

The Ministry of Trade's target in the short term is to reduce production cost by between 20% and 30% by setting up a trading house to provide raw materials so as to reduce production cost by 20%. The Ministry urges state-owned trading company PT Sarinah to act as a trading house which can also function as a design center for export products, reducing the production cost further. The Ministry will also uses its trade attachés to seek for new foreign markets. In addition, the roles of Indonesian Trade Promotion Center (ITPC) will also be maximized as a marketing instrument.

The Ministry of Industry also supports the development of furniture and handicraft industry

by banning the export of timber logs because such export will adversely affect domestic wood-based industry, especially furniture.

Currently the Ministry of Industry is concentrating in developing national furniture and handicraft industry, especially small and medium industries, to have high competitiveness in the era of global free trade. Furniture industry and other wood-based ones is on the list of priority industries being developed by Ministry of Industry because it absorbs plenty of workforce and the availability of abundant raw materials at home.

The industry of wooden products and other forest products also gives significant contribution to the national industry growth. Indonesian furniture industry is also environmentally friendly with its products have its own uniqueness being made by skillful hands. The furniture industry is labor incentive and is based on local leading commodities. The creativity of Indonesian furniture makers has played a role in increasing demands from foreign buyers. These furniture makers have introduced Indonesian furniture at the international level by producing various products of quality furniture with good designs, robust construction and competitive prices. Therefore, Indonesian furniture has high bargain power and competitiveness in the international level.

Indonesian furniture makers also keep innovating to offer furniture products with the latest and original designs so that Indonesian furniture can maintain its existence and popularity among the offensive from other countries. The characteristics of Indonesian furniture are environmentally friendly materials, culturally diverse, high craftsmanship, innovative design, and unique with high quality and international standards. These are the factors which differentiate Indonesian furniture products from those made by the competitors.



Various exhibitions both at home and abroad



Another effort to increase export is through product promotion by taking part at various exhibitions. The Indonesia International Furniture Expo (IFEX), for example, was held on March 12-15, 2015, as the second exhibition held by AMKRI in cooperation with event organizer PT Dyandra UBM Internasional. The event was designed as the largest exhibition for furniture and handicraft not only in Indonesia but also in the region. Almost all major national furniture and handicraft makers attended IFEX 2015 which was held at the 60,000 square-meter JIExpo in Kemayoran, Central Jakarta. Each company presented their latest innovative products.

The 2014 and 2015 editions of IFEX were held with the full support of government agencies such as ministries of industry, trade, cooperatives and SMEs, forestry, regional administrations and other national stakeholders. The total transactions was US\$200 million in 2014 and increased to US\$270 million

this year. The number of participating companies also increased from 400 to 470 while the number of buyers spiked from 6,000 to 7,000.

International parties also took part in the event such as those from Austria, China, Belgium, France, Italy, Malaysia, the Netherlands, Singapore, South Africa, Taiwan and the United States.

Young Indonesian furniture designers showed case 70 latest designs and received outstanding appreciation from the local public, foreign buyers and leading national furniture producers who had successfully conducted various collaboration drives. The organization of IFEX 2015 has directly accelerated new innovations and creativity for national furniture producers to release products with optimum added-value and become global market leaders. This will create a positive image that Indonesia is one of the world's best producers of furniture and handicraft.

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Product : *Garden Furniture, Wooden Furniture,
Outdoor Furniture*

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