

# Export News

## INDONESIA

# INDONESIAN *Wooden* Handicraft

## WHAT'S INSIDE

Indonesia has become a major exporter of wood-based products, including wooden handicraft products. With a high volume of wood and timber productions and the presence of woodworking centers, Indonesia is getting ready to fulfill global demands for quality wooden handicraft products.

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Dear Valued Readers,

Indonesia has abundant natural resources including wood and lumber from forests in its larger islands. Indonesian wood and timber have been processed into high value-added products which are on high demands in various countries. At home, these wood-based products are included as one of priority export products receiving special attentions from the government

The quality of Indonesian wood products have been recognized by the international market after being certified. Not only having its quality recognized, wood products from Indonesia also have unique designs created by those in the woodworking industry. Although wooden furniture still leads the performance in term of export value, other wood products, especially handicraft, are also being sought more and more by foreign buyers.

Those who appreciate artistic values will be interested in original Indonesian wood handicraft products, both functional and decorative ones. There are more and more centers of woodworking with the government supports their development through various policies facilitating them in making and selling their products both at home and abroad.

The March edition of Export News brings you Indonesian wooden handicraft products such as export developments and other important information. We hope this will facilitate foreign buyers who are interested to purchase Indonesian wooden handicraft products. As usual, we also include a list of exporters so that interested buyers can contact them directly for a mutually beneficial deals.

Thank You

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## *hot* issue

### Indonesian Timber Getting Sturdier with Timber Legality Verification System (SVLK)

The export market for Indonesian wood products in Asia keeps growing, such as to India, Taiwan and Turkey. The Asian market grew by 20% in 2013, especially wood products for upper segments.

Currently, Japan is highly interested in Indonesian wooden handicraft products. This is shown when a Japanese company conducted a purchase with the assistance of the Ministry of Trade's Directorate

General of National Export Development. The first deal is struck between Mitsubishi Corporation Fashion Co. Ltd. (MCF) and Oesing Craft. With the initial purchase, it is expected that the export of handicraft products can grow by 7-8% or reaching a value of between US\$721 million and US\$728 million.

Indonesian wood products have advantages in their raw material being solid wood such as teakwood and mahogany, which have been acknowledged by buyers. However, as wood products are tightly related to environmental sustainability, it has to be supported with environmental sustainability certification. Therefore, customers can be assured of not only the quality but also environmental sustainability. Currently the Indonesian government has started to require exporters of wood products to have Timber Legality Verification System (SVLK) and starting in 2015, SVLK is mandatory for all exporters. With this certification, all countries will recognize the legality and sustainability of Indonesian wood products.

So far, no other Asian countries implement SVLK, therefore Indonesia must push other ASEAN countries to implement SVLK for market development. On the other hand, the European Union (EU) and Indonesia have an active role to increase the export of legal timber to Europe and eliminate illegal logging, such as by consistently applying SVLK on Indonesian wood products entering European market.

The implementation of SVLK will provide benefits to Indonesia in developing wood products market in the world.

The EU provides an incentive of fiscal cost reduction of 8% for wood products which have met the European Union Timber Regulation. Meanwhile, the EU slaps an 86% import duty for wood products which do not satisfy the EU Timber Regulation. Wood products and handicraft products which still do not apply SVLK will find it difficult to enter EU market.



# INDONESIAN Wooden Handicraft

**Leading In Asean,  
On High Demands In America And Europe**

The implementation of ASEAN Economic Community (AEC) in 2015 is expected to affect various sectors, especially trade. Through AEC, ASEAN member countries will create a single market in world's trade, creating both positive and negative impacts for Indonesian trade.

However, exporters and craftsmen making Indonesian wooden handicraft are more upbeat that with AEC, it will be easier to sell their products in the export market. In AEC, where ASEAN member countries are considered as a single market, trade barriers – especially tariff ones – will be reduced and even abolished.



## Market Review

One of the wooden handicraft centers in Indonesia is Bali where many of the craftsmen have exported their products to various markets such as ASEAN, Europe and America. Among ASEAN countries, the largest export markets are Malaysia, Vietnam and Thailand. One advantage of Balinese wooden handicraft, and from other Indonesian regions, when compared to those from other ASEAN countries is the SVLK certification. Most Indonesian exporters of wooden handicraft is SVLK certified. Other than being certified, the designs of wooden handicraft from Bali are imbued with thick cultural ties and being natural in both coloring and material. Balinese wooden handicraft products have penetrated global market taking the forms of statues, souvenirs, interior, and home utensils to name a few.

From 2009 to 2013, the export of Balinese handicraft products from Bali to ASEAN countries was increasing by 11.35% per year. The wooden handicraft products were also exported to countries in America and Europe where the products were welcomed warmly. Those countries have applied tight instruments related to wood being used as the raw materials for wooden handicraft imported into their territories. As a result, Indonesian exporters are enjoying increasing demands for wooden handicraft from American and European regions after the Indonesian government made SVLK a mandatory requirement. The United States is a potential export market for Balinese wooden handicraft products.



Indonesian export of wooden handicraft are regulated by four Harmonized System (HS) categories: Statuettes & other ornaments of wood (HS 4420100000); Wooden frames for paintings, photographs mirrors or similar objects (HS 4414000000); Wooden articles of furniture not falling in chapter 94 (HS 4420901000), dan Other wood marquetry and inlaid, casket and similar articles of wood (HS 4420909000).

Indonesia is the world's second largest of wooden handicraft products, just after China. Indonesia commanded a market share of 6.53% with an export of 40,890 tons of wooden handicraft products, worth some US\$129.91 million in the first 10 months of 2014. The export value increased by 2.79% from US\$126.38 million in 2013.

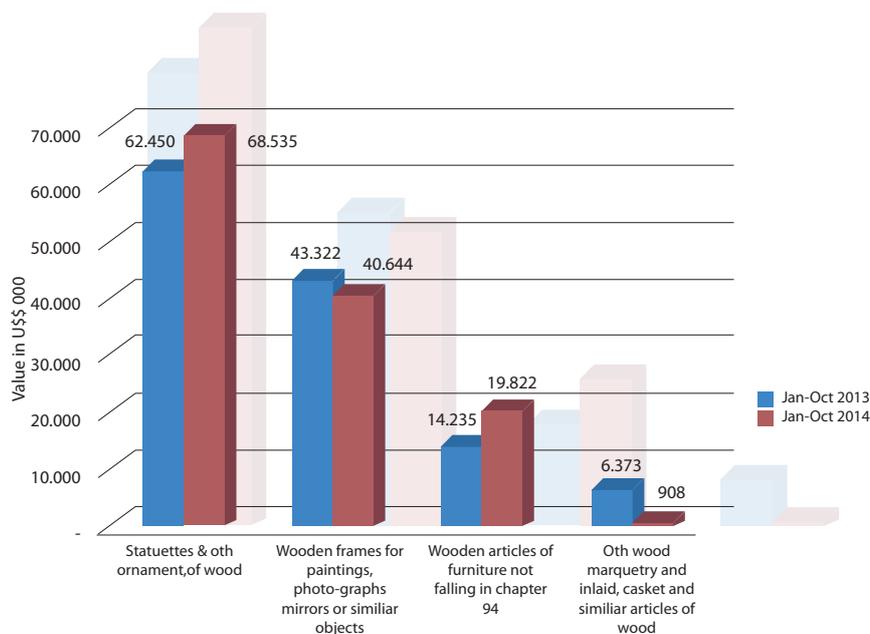
Handicraft products under HS 4420100000 (Statuettes & other ornaments of wood) is the largest export category with an export value of US\$68.54 million in the first 10 months of 2014, or 52.76% of the total export value. The value

increased by 9.74 % from the same period in the previous year.

Export value for HS 4420901000 (Wooden articles of furniture not falling in chapter 94) also increased by 39.25% from US\$14.24 million in the first 10 months of 2013 to US\$19.82 in the same period in the following year. This group enjoyed the largest growth among the four categories as shown by the graph below.

Indonesian wooden handicraft products are exported mainly to countries in America and Europe, as well as part of Asia. The major export market is the United States with an export value of US\$42.77 million in January-October 2014, or 32.92% of Indonesia's total export of wooden handicraft products. The value increased by 2.79% when compared to the same period in the previous year.

Other major export destination countries are Japan with US\$28.68 million (increasing by 13.51%), United Kingdom with US\$5.94 million



Source: Central Board of Statistics, prepared by Dit. of Market Dev. & Export Information, Dit. Gen. NED

## Market Review

(6.58%), Australia at US\$5.47 million (-3.59%) and the Netherlands with US\$4.92 million (22.89%). The export of wooden handicraft goods to South Korea enjoyed the largest increase in the period, increasing by 27.95% to US\$2.12 million. In term of volume, the increase was also the largest at 41.64% to 1,102 tons. The following table shows the Top 10 export destination countries for wooden handicraft products in the first 10 months of 2014.

On the other hand, products fall under HS 442090 and HS 4420909 are the most imported goods with

other ornaments, of wood (HS 4420100000) with an import value of US\$682.41 million or 26.79%. The world's import of wooden handicraft goods enjoyed a trend of 1.76% in the period of 2009-2013.

The United States is the world's largest importing country of wooden handicraft products with an import of US\$957.03 million in 2013, an increase of 3.44% compared to the import in 2012. The import trend in the period of 2009-2013 was 3.06%. Other major importing countries are Germany with an import worth US\$207.66 million and followed by

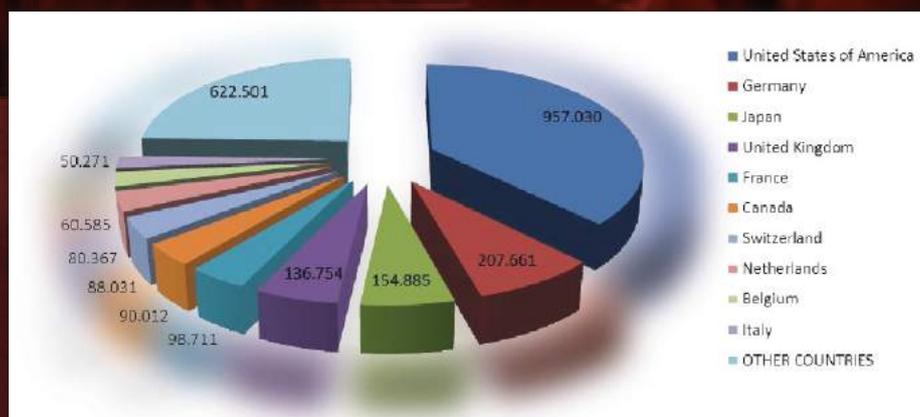
NO.	COUNTRY	JAN - OCT 2014			% CHANGE 2014/2013	
		TONS	US\$ 000	% SHARE	QUANTITY	VALUE
1	UNITED STATES	12,229	42,768	32.92	-2.39	2.79
2	JAPAN	8,146	28,683	22.08	-7.18	13.51
3	UNITED KINGDOM	1,685	5,939	4.57	9.30	6.58
4	AUSTRALIA	1,892	5,472	4.21	-4.45	-3.59
5	NETHERLANDS	1,941	4,918	3.79	22.78	22.89
6	GERMANY	1,756	4,850	3.73	5.95	5.20
7	SPAIN	1,259	3,915	3.01	23.62	10.01
8	FRANCE	873	2,132	1.64	-29.05	-42.91
9	KOREA, REPUBLIC OF	1,102	2,122	1.63	41.64	27.95
10	TAIWAN, PROVINCE OF CHINA	1,373	1,987	1.53	21.75	15.27
	OTHER COUNTRIES	8,628	27,123	20.88	-8.61	-6.36
	<b>TOTAL</b>	<b>40,885</b>	<b>129,909</b>	<b>100.00</b>	<b>-1.86</b>	<b>2.79</b>

Source: Central Board of Statistics, prepared by Dit. of Market Dev. & Export Information, Dit. Gen. NED

import value in 2013 reaching US\$978.56 million, making up 38.42% of the world's total import of wooden handicraft products. The second most-needed category is Wooden frames for paintings, photo- graphs mirrors or similar objects (HS 4414000000) with an import value of US\$885.84 million or 34.78% and followed by Statuettes &

Japan at US\$154.89 million, the United Kingdom (US\$136.75 million), France (US\$98.71 million), and Canada US\$90.01 million. Chile had the largest increasing trend in 2009-2013 with 21.78% with import increasing by 65.99% from 2012 to 2013. The following graph shows the world's major importing countries for wooden handicraft products.

**Importing Countries for Wooden Handicrafts  
(Import Value in USD 000)**





# LIST OF EXPORTERS

## **BALILUNA HANDICRAFT, Others**

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