



# EXPORT *News* INDONESIA

Ditjen PEN/MJL/54/VII/2018

# Indonesian *Jewelry*

## WHAT'S INSIDE

With the development of the Indonesian jewelry industry, Indonesia is increasingly ready to fulfill the glitter of world-class jewelry that is quality and popular in foreign countries.

# editor's desk

Dear valuable readers,

Everybody knows jewelry. Its attractiveness glows into the form of luxury and elegance for its owner when use. We know that jewelry can be interpreted as gold, but actually there are still many other than that. Gold which is often regarded as precious metal is very easy to convert into cash and can be used as collateral. The price of gold jewelry is influenced by world oil and the world economy.

Indonesia is a country rich in ethnicity, culture and language. In addition, Indonesia has abundant wealth of produce such as gold, silver and pearl jewelry that has been recognized in the world. A variety of value-added jewelry has been produced by jewelry craftsmen in Indonesia. In terms of design and model now it can be one of the trends in the development of jewelry in the world.

This July edition of Export News discusses Indonesian jewelry. Starting from the development of exports and other important information that needs to be known to make it easier for readers who want to buy these Indonesian-made products. This edition also contains a list of jewelry exporters that can be contacted directly.



Thank You

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# HOT ISSUE

## Indonesian *Jewelry*





Jewelry is a timeless products, this is what makes jewelry much sought after by entrepreneurs who like to invest something in the future.

Based on data from the World Gold Council (Gold Demand Trends Full Year 2017, published 6th February 2018) regarding gold jewelry, world demand grew by 4% to 2,136 tons from 2,054 tons. This figure is the first increase since 2013.

Demand for world gold jewelry reached its peak in the last quarter of 2017 where the increase reached 3% compared to the same period the previous year. The increase was mainly due to the improvement in the gold jewelry trade in three main countries, namely India, China and the United States.

India and China are the main countries that dominate the world gold jewelry trade. The factor of low gold prices and seasonal factors is one of the reasons for the increasing trade in India and China.

As for the demand for gold jewelry in most parts of Asia, it tends to stagnate. Japan is one of the causes of the weakening demand for gold trade in Asia, while Vietnam is the strongest country in the Asian region with an increase in demand for gold jewelry by 7% compared to the previous year to 16.5 tons.

On the other hand, as a potential product, jewelry has a role in the Indonesian economy, both through the absorption of labor and the value of its exports. Government concern in this case the Ministry of Industry seeks to protect the national industry, especially finished jewelry craftsmen. The effort was carried out by submitting a proposal to the Minister of Finance to make adjustments to the import duty on imported goods in the form of diamond products. The proposed fiscal sector industry incentives were then accommodated through the issuance of the Minister of Finance Regulation (PMK) Number 17 of 2018 concerning the Second Amendment to PMK No. 6 of 2018 concerning the Determination of the Goods Classification System and Imposition of Import Duty Tariffs on Imported Goods, which are valid as of March 1, 2018.

The decrease in import duty is expected to be able to increase state revenues because the value added of diamonds in the form of jewelry will be greater than the value of diamond import duties.

Not only is the policy given by the Government, promotion support with the help of digital technology nowadays as a means of marketing, Indonesian jewelry products can multiply more quickly worldwide. As well as education and mentoring of designer experts, jewelry products are given to improve the competitiveness of these products.



# MARKET REVIEW

## Indonesia's Jewelry Trade Performance

According to the ITC calculations based on UN COMTRADE and ITC statistics, the development of world jewelry export and import performance in the last 5 years (2013-2017) has experienced a decline in value.

The value of its exports in 2013 was US \$ 852.9 billion and declined until 2017 reaching US \$ 608.1 billion, which generally showed a negative average growth (7.31%). Likewise, the value of its imports in 2013 was US \$ 716.7 billion and decreased until 2017 reaching US \$ 551.5 billion, which showed a negative average growth (4.35%).

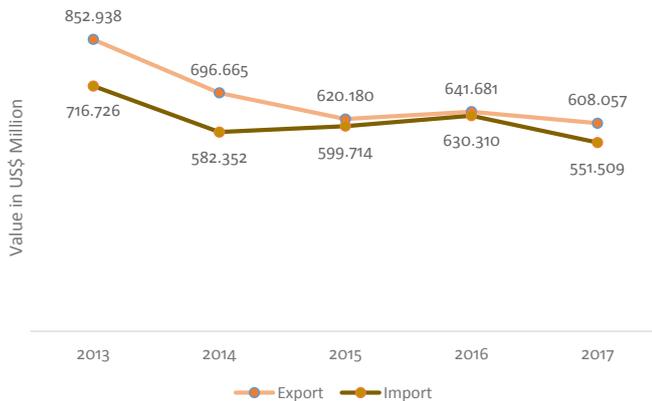
In 2017 the world's major jewelry exporting countries were Hong Kong which reached US \$ 84.65 billion, Switzerland US \$ 83.38 billion and the United States US \$ 58.17 billion. While the importing countries are Switzerland at US \$ 87.84 billion, Hong Kong at US \$ 69.86 billion and the United States at US \$ 57.58 billion. The three countries import in large quantities, then export back to various countries.

Indonesia is one country that has a variety of jewelry. Jewelry materials commonly used such as gold, silver, titanium, bronze, brass, diamonds, lead, copper, pearls and other metals. Jewelry is one of the largest industries in Indonesia, because it has a gold jewelry factory, a silver jewelry factory and a pearl jewelry factory that has been known abroad.

From 2013 Indonesian jewelry exports experienced an increase up to 2016 with consecutive grades of US \$ 2.75 billion, US \$ 4.65 billion, US \$ 5.49 billion, US \$ 6.37 billion. In 2017 Indonesian jewelry exports experienced a decline of 11.94% from the previous year with a value of US \$ 5.61 billion, but in its development Indonesian jewelry exports over the past 5 years have a positive trend of 19%. Indonesian jewelry exports in that year are still dominated by Articles of jewelry and thereof parts, of precious metal or of metal clad with precious metal (HS 7113). The export value with the HS code reaches US \$ 2.64 billion or around 47.05% of the total value of Indonesian jewelry exports. This product industry has indeed been recognized in the eyes of the world, because it depends on the aspect of an attractive design to use.



## World Jewelry Exports & Import, 2013-2017



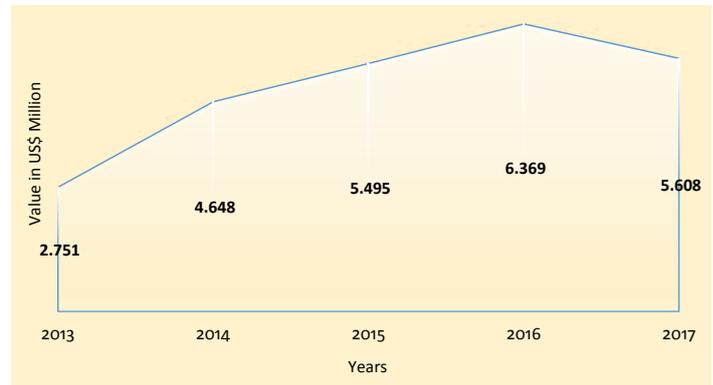
Source :ITC calculations based on UN COMTRADE and ITC statistics

The next most exported product is Gold (including gold plated with platinum) unwrought or in semi-manufactured forms, or in powder form (HS 7108). The export value reached US \$ 1.89 billion or around 33.80%. This product industry has already been established in Indonesia and Indonesia is one that still has the largest gold reserves such as in Sumatra, Riau Islands, Kalimantan Island, Java Island, Sulawesi Island, Nusa Tenggara, Maluku and Papua. Call it the Freeport Gold Mine.

## The composition of the Indonesian jewelry export product group by 4 digit HS code category

No.	HS Code	Product Description
1.	7101	Pearls, natural or cultured, whether or not worked or graded but not strung, mounted or set; pearls, natural or cultured, temporarily strung for convenience of transport.
2.	7102	Diamonds, whether or not worked, but not mounted or set.
3.	7105	Dust and powder of natural or synthetic precious or semi-precious stones.
4.	7106	Silver (including silver plated with gold or platinum), unwrought or in semi-manufactured forms, or in powder form.
5.	7107	Base metals clad with silver, not further worked than semi-manufactured.
6.	7108	Gold (including gold plated with platinum) unwrought or in semi-manufactured forms, or in powder form.
7.	7109	Base metals or silver, clad with gold, not further worked than semi-manufactured.
8.	7110	Platinum, unwrought or in semi-manufactured forms, or in powder form.
9.	7111	Base metals, silver or gold, clad with platinum, not further worked than semi-manufactured.
10.	7112	Waste and scrap of precious metal or of metal clad with precious metal; other waste and scrap containing precious metal or precious metal compounds, of a kind used principally for the recovery of precious metal.
11.	7113	Articles of jewellery and parts thereof, of precious metal or of metal clad with precious metal.
12.	7114	Articles of goldsmiths' or silversmiths' wares and parts thereof, of precious metal or of metal clad with precious metal.
13.	7115	Other articles of precious metal or of metal clad with precious metal.
14.	7116	Articles of natural or cultured pearls, precious or semi-precious stones (natural, synthetic or reconstructed).
15.	7117	Imitation jewellery.
16.	7118	Coin.

## Indonesian Jewelry Exports, 2013-2017



Source : Indonesia Statistic, processed by DGNED

Next is a Waste and scrap of precious metal or metal clad with precious metal; other waste and scrap containing precious metal or precious metal compounds, of a kind used principally for the recovery of precious metals (HS 7112). The export value reached US \$ 906 million or around 16.17%. Generally, these products are used by businesses to be reprocessed so as to produce products with increased selling value.

Indonesian jewelry products have been exported to all regions of the world, both Asia, Europe, America, Africa and Australia. Indonesia's main jewelry export market is destined for Singapore with 42.33% share, Switzerland 20.32%, Japan 16.36%, Hong Kong 10.76% and United Arab Emirates 3.27% of total exports Indonesian jewelry in 2017.



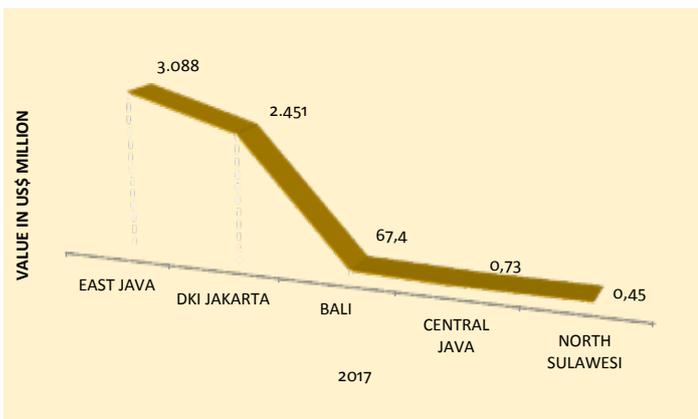
# MARKET REVIEW

East Java, DKI Jakarta, Bali, Central Java and North Sulawesi at the end of 2017 are provinces in Indonesia that actively provide export value for jewelry products. East Java itself in the same year had exported its US \$ 3.1 billion jewelry product with the product being Articles of jewelry and thereof parts, of precious metal or of metal clad with precious metal of 70.59%; Waste and scrap of precious metal or metal clad with precious metal; other waste and scrap containing precious metal or precious metal compounds, of 29.22% of a kind used principally for the recovery of precious metals; Imitation jewelry of 0.12%. Although East Java does not have a gold mine, East Java has managed to become a gold-producing province. With this title, East Java already has a lot of business centers for jewelry products spread across districts / cities throughout East Java such as in Surabaya, Gresik, Pacitan, Lamongan, Sidoarjo, Malang, Lumajang. The strategy of the East Java provincial government in facing competition in the world of jewelry, including providing support by facilitating design, facilitating promotion, developing production technology, enhancing HR skills, and protecting intellectual property for jewelry products that have been produced.

The next province of DKI Jakarta has exported its US \$ 2.45 billion jewelry product with products produced are Gold (including gold plated with platinum) unwrought or in semi-manufactured forms, or in powder form of 77.33%; Articles of jewelry and thereof parts, of precious metal or of metal clad with precious metal of 17.21%; Silver (including silver plated with gold or platinum), unwrought or in semi-manufactured forms, or in powder form of 3.86%.

Bali is famous for its exporters of jewelry for US \$ 67.4 million with the products produced by Articles of jewelry and thereof parts, of precious metal or of metal clad with precious metal of 54.04%; Pearls, natural or cultured, whether or not worked or graded but not strung, mounted or set; pearls, natural or cultured, temporarily strung for convenience of transport of 23.61%; Imitation jewelry of 13.41%.

**Indonesian Jewelry Exports by Province, 2017**



Source : Indonesia Statistic, processed by DGNED

**Indonesian Jewelry Export by Value, January - February 2017 and 2018**



Source : Indonesia Statistic, processed by DGNED

Indonesian jewelry has its own uniqueness compared to other jewelry-producing countries, its uniqueness comes from diverse cultures. This is one of Indonesia's advantages to be able to provide artistic products that look artistic. Besides that, abundant raw materials are the basis for making the latest types of jewelry.

Indonesian jewelry is also one of the most popular in foreign countries, which also makes the value of Indonesian jewelry exports increase. In the early 2018 period in January, Indonesian jewelry exports amounted to US \$ 577 million, which compared to the same period the previous year had increased 141.11%. Then in the January-February 2018 period, Indonesia's jewelry exports reached US \$ 1.16 billion, an increase of 59.09% compared to the same period the previous year.

Indonesian jewelry products can be known in foreign countries can not be separated from the role of designers or craftsmen of jewelry. Indonesian jewelry designers today are not inferior to world jewelry designers because one of them has good soft skills and can produce the latest trends that are unique to the products produced.

In terms of Indonesia's natural and cultural wealth, they explore and uniquely design their jewelry products. Various forms that have been produced are also included in the world jewelry exhibition and competition. The resulting design forms are rings, earrings and necklaces.

The Indonesian government classifies jewelry as one of Indonesia's potential export products. Regulatory and facilitation support in developing industries on jewelry products through relevant ministries, so that Indonesian jewelry designers can always work and produce the best jewelry products in foreign countries. In addition, the authenticity of the exported products has been guaranteed through official certification institutions.

If you talk about jewelry, it doesn't escape who is wearing the jewelry, this makes jewelry easy to recognize. The colors and models of jewelry are also a support in introducing jewelry.

**1. VOKSEL ELECTRIC Tbk., PT**

Menara Karya 3rd Floor Suite D, Jl. HR. Rasuna Said Block X - 5 Kav. 1 - 2 - Setia Budi - 12950, D. K. I. Jakarta

Tel: (62-21) 57944622

Fax: (62-21) 57944649

Email: ve@voksel.co.id, sales@voksel.co.id, warehouse@voksel.co.id

Website: www.voksel.co.id

Products: Aluminium Wire, Electrical Cables, Insulated Wire, Cable & Insulated Electric Conductors; Parts, Optical fibre cables, Winding wire for electrical purposes, of copper, insulated

**2. ANEKA TAMBANG (Persero) Tbk, PT**

Gedung Aneka Tambang, Jl. TB. Simatupang No. 1 Lingkar Selatan - Tanjung Barat - 12530, D. K. I. Jakarta

Tel: (62-21) 7891234, 7812635

Fax: (62-21) 7812635, 7891224

Email: corsec@antam.com

Website: www.antam.com, www.logammulia.com

Products: Copper Ores And Concentrates, Nickel Ores And Concentrates

**3. KRISNA BRASS INDONESIA, PT**

Jl. P. Diponegoro No. 85, Ds. Kudukeras RT. 02/RW. 01 - Kec. Juwana - 59185, Jawa Tengah

Tel: (62-295) 471065, 471600

Fax: (62-295) 471300

Email: krisnabrass@gmail.com, syaefudintony@yahoo.co.id

Products: Brasseries, Candle Holder of Iron/Steel, Copper-zinc Base Alloys (Brass)

**4. AMRON`S GALLERY, Others**

Tumang Tegalrejo 05/IX, Cepogo - 57362, Jawa Tengah

Tel: (62-276) 323417, HP : (62-856) 47000060, (62-812)

Fax: (62-276) 323417

Email: amron\_art@yahoo.com, amrongallery@gmail.com

Products: Aluminium Products, Copper Wire of Copper-zinc Base Alloys (Brass)

**5. SALIM SILVER, CV**

Jl. Kebohan KG III/547, Kotagede - 55173, D. I. Yogyakarta

Tel: (62-274) 376601, 7421189, 7481753

Fax: (62-274) 376601

Email: info@salimsilver.com

Website: www.salimsilver.com

Products: Bronze Bracelet, Handicraft of Silver

**6. BALI BAGUS, CV**

Jl. Bypass Padangalak No. 99 Q - 80227, Bali

Tel: (62-361) 4721200

Fax: (62-361) 4721201

Email: sales@balibagushomeware.com, theglass.balibagus@hotmail.com

Website: www.balibagushomeware.com

Products: Bronze Ring, Glassware, Jewelry

**7. ISPAT INDO, PT**

Jl. Gajah Mada, Desa Kedungturi - Taman (PO BOX 1083, Surabaya) - 61257, Jawa Timur

Tel: (62-31) 7887000

Fax: (62-31) 7887500

Email: ispatindo@mittalsteel.com, totok.mukhamad@mittalsteel.com, marketing.indo@mittalsteel.com, Made.Suhardana@mittalsteel.com

Website: www.ispatindo.com

Products: Bars & Rods, Hot-rolled, in Irregularly Wound Coils, of Stainless Steel, Wire of Iron or Non-alloy Steel

**8. JINDAL STAINLESS INDONESIA, PT**

Kawasan Industri Maspion, Maspion Unit V - Desa Sukomulyo Manyar - 61151, Jawa Timur

Tel: (62-31) 3959588, 3959565

Fax: (62-31) 3959566

Email: recruitment@jindalstainless.co.id, info.indonesia@jindalsteel.com

Products: Bars & Rods, Hot-rolled, in Irregularly Wound Coils, of Stainless Steel

**9. INDO BATAM EKATAMA, PT**

Industrial Estate Batam Center Blok A No. 1, 2, 3 Batam Center – 29432, Kepulauan Riau

Tel: (62-778) 451831, 461832

Fax: (62-778) 461833

Email: ptibebebc@indosat.net.id

Products: Aluminium Waste and Scrap, Ferro Products Obtained by Direct Reduction of Iron Ore, Stainless Steel in Ingots or Oth. Primary Forms, Wire-bars of Refined Copper

**10. KAPIT MAS, PT**

Jl. Kebo Iwa No. 10, Padang Sambian – 80117, Bali

Tel: (62-361) 7440692, 4715328

Fax: (62-361) 425762

Email: contact@kapitmas.com, ivone@kapitmas.com

Website: www.kapitmas.com

Products: Jewelry

**11. HS SILVER 800-925, Others**

Jl. Mondorakan No. 1 RT. 35/RW. 07, Kel. Prenggan - Kec. Kotagede – 55172, D. I. Yogyakarta

Tel: (62-274) 375107, 370725

Fax: (62-274) 377872

Email: hs800-925@yogya.wasantara.net.id, info@hssilver.co.id

Website: http://hssilver.co.id/

Products: Jewelry, Semi-manufactured Silver, Silver Bracelet, Silver Brooch, Silver Earring, Silver Necklace / Liontin, Silver Pendant, Silver Ring

**12. YANI SILVER BALI, Others**

Jl. Raya Celuk - Sukawati – 80582, Bali

Tel: (62-361) 298512, HP : (62-819) 99757011, (62-817)

Fax: (62-361) 298512

Email: komangwijayana@yahoo.com, wijayana.yanisilver@yahoo.com

Website: http://yanisilver.com/

Products: Jewelry, Pearl, Silver Bracelet, Silver Earring, Silver Pendant, Silver Ring

**13. YANVAN COLLECTION, CV**

Jl. Monkey Forest Ubud, Br. Ubud - Kelod – 80571, Bali

Tel: (62-361) 978513, 7473476

Fax: (62-361) 978513

Email: kayan@indo.net.id, info@yanvan.com

Website: www.yanvan.com

Products: Clock or Watch Parts of Jewels, Jewelry, Silver Brooch, Silver Earring, Silver Necklace / Liontin, Silver Pendant, Silver Ring

**14. CAHAYA ALAM NUSANTARA INDAH (RENY FEBY JEWELLERY INDONESIA), PT**

Taman Lagura Indah Kav 24/9, Cempaka Putih – 10510, D. K. I. Jakarta

Tel: (62-21) 4213405, 4242751, HP : (62-816) 837518

Fax: (62-21) 4242751

Email: rfjewel@yahoo.com, cs@renyfeby.com

Website: www.renyfeby.com/

Products: Jewelry

**15. HARTONO WIRA TANI, PT**

Jl. Berbek Industri II No. 18 (Kawasan SIER - Rungkut) – 60401, Jawa Timur

Tel: (62-31) 8431941 (Hunting), 8496488, 8419210

Fax: (62-31) 8432152

Email: amelia@hwtgold.com

Website: www.hwtgold.com

Products: Diamonds, Gold Bangle, Gold Bracelet, Gold Brooch, Gold Earring, Gold Necklace / Liontin, Gold Pendant, Gold Ring

**16. PITOBY PEARL, Others**

Jl. Jenderal Sudirman No. 136 – 85119, Nusa Tenggara Timur

Tel: (62-380) 832710

Fax: (62-380) 831044

Email: bpitoby@pitobypearl.com

Website: www.pitobypearl.com

Products: Pearl



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55 Parkdale Avenue, Ottawa Ontario, K1Y 1E5  
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Fax : (+1-613) 7241105, 7244959  
Email : commerce@indonesia-ottawa.org  
Website : http://trade.indonesia-ottawa.org

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## Germany (Berlin)

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Rome 00187  
Phone : (+39-06) 42009101  
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Shinagawa-ku Tokyo 141-0002  
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Email : trade@kbritokyo.jp  
Website : www.shoumubu.kbri.jp

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50400 Kuala Lumpur  
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Fax : (+603) 21167908, 21448407  
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**Indonesia**

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