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Main Report

The 38th Trade Expo Indonesia Kicks Off: Maintaining National Economic Optimism



The 38th Trade Expo Indonesia (TEI) officially commenced on Wednesday, October 18, 2023. What sets this year's TEI apart is its hybrid format, combining both physical and virtual exhibition. The physical exhibition will run from October 18 to 22, 2023, at the Indonesia Convention Exhibition (ICE) in Bumi Serpong Damai (BSD) City, Tangerang, Banten. Meanwhile, the virtual exhibition will continue until December 18, 2023.

The theme of TEI 2023 is "Sustainable Trade for Global Economic Resilience." Through this event, the Ministry of Trade of the Republic of Indonesia (Kemendag RI) is optimistic about attracting thousands of foreign buyers and achieving a record transaction value of USD 11 billion.

The 38th TEI will focus on several trading subsectors, including manufacturing, fashion and accessories, beauty and healthcare, medical equipment, food and beverages, furniture and home decoration, as well as digital and services.

Approximately 900 local businesses are participating in the 38th TEI. In addition, the Embassy of the Republic of Indonesia (KBRI) and Consulate General of The Republic of Indonesia

(KJRI), along with representatives of the Republic of Indonesia Trade Offices abroad (Indonesian Economic and Trade Offices, Trade Attachés, Commercial Consuls, and Indonesian Trade Promotion Centres), have been working diligently to promote this exhibition. At least 3,257 buyers from 88 countries have confirmed their participation.

China held the record for the largest transaction value at USD 10.78 billion in 2022, followed by India at USD 1.51 billion, Japan at USD 843.96 million, Egypt at USD 492.04 million, and the Philippines at USD 343.22 million. India contributed the largest share of buyers at 11.76%, followed by Malaysia at 7.3%.

The 38th TEI will also serve as a platform for international business agreements and various significant programs. Such as international seminars, business matching, and a multitude of business consultations.

Along with the 38th TEI, the Jakarta Muslim Fashion Week (JMFw) 2023 will be held at the same venue, aligned with the government's mission to establish Indonesia as a center for the halal industry and a global hub for Muslim fashion.

Privy: A Trusted Digital Identity Solution by Young Generation



Daily activities are intricately connected to the digital world nowadays. Whether it's professional or personal affairs, digital technology plays an integral role. A multitude of media platforms have emerged to facilitate the day-to-day needs of individuals.

The digital technology advancement has revolutionized transaction processes, making them more efficient. Privy offers a solution amidst the busy landscape of business activities by simplifying the digital signing of documents, resulting in cost and time savings, as well as ensuring data security.

Privy is a trusted digital identity and legally binding digital signature service that uses digital certificates recognized by KOMINFO (the Ministry of Communication and Information Technology). Privy aids businesses in eliminating expenses related to paper, envelopes, and delivery services.

As part of the 38th TEI, Privy has strategically partnered with the Ministry of Trade (Kemendag) to enhance digital services in the export sector. Through this collaboration, Privy supports digital transformation in e-commerce by providing solutions that ensure the authenticity and integrity of transactions, along with a secure digital identity.

The Vice President of Marketing & Communication of PT Privy Identitas Digital, Ratu Rima N.R, mentioned that Privy will provide consultation services on multiple interests, such as digital signature products, corporate legal entity establishment, tax issues, and more. "We aim to accommodate the diverse needs of SMEs and the 38th TEI participants through these facilities, providing broader benefits for business growth and development," Ratu Rima stated during a press conference at the Ministry of Trade's office on Thursday, October 5, 2023.

Adhering to Article 39 of Local Regulation No. 82/2012, Privy features identity authentication and user authorization verification to prevent personal data theft.

Privy plays a role in elevating Indonesian exporters by enabling digital product creation. Through collaboration with The Ministry of Trade, Privy supports the growth of exports in the digital service sector by securing transactions and ensuring safe digital identities.

Privy showcases digital service innovations that assist export enthusiasts in simplifying business transactions. Be sure to visit their booth in Hall 7 of the Trade Expo Indonesia 2023 at ICE BSD City and seize the opportunity for more secure transactions with Privy.

TEI 2023 Collaboration for Export Market Expansion



Collaboration is the keyword for the 38th Trade Expo Indonesia's triumph, held from October 18 to 22, 2023, at the Indonesia Convention Exhibition (ICE) in BSD City, Tangerang. This was emphasized by the Minister of Trade, Zulkifli Hasan, in a special interview broadcasted by Metro TV.

This collaboration is further demonstrated by conducting joint activities with the Indonesian Chamber of Commerce and Industry (KADIN) in the promotion and socialization program for TEI 2023 throughout Indonesia, as well as inviting representatives from ministries, government agencies, local authorities, and associations.

To promote and publicize TEI 2023 internationally, the Ministry of Trade collaborates with the Ministry of Foreign Affairs through 132 diplomatic and trade representation offices of the Republic of Indonesia abroad, including 234 Trade Attachés, 19 Indonesian Trade Promotion Centers; 1 Indonesian Economic

and Trade Office (KDEI) in Taiwan; and 1 Trade Consul in Hong Kong. The collaborative activities aim to attract buyers to TEI 2023.

TEI is recognizable amongst trading partners and prospective foreign buyers as a substantial annual program to obtain a variety of Indonesian export products, however, the latest details and updates regarding products, services, and business activities are required. This is in line with the statement presented by the Minister of Trade:

"Trade Expo Indonesia has been going on for decades and it is a massive Indonesian export exhibition that draws tens of thousands of international buyers. Trade Expo Indonesia is the highlight of this event and serves as the platform to showcase Indonesian products," said Zulkifli Hasan, at the Ministry of Trade Office on Thursday, October 5, 2023.

As a result of a collaboration involving the global network of Indonesian diplomatic and

trade representatives, a series of trade agreements has been secured. These agreements will be ratified through the signing of purchase contracts during TEI 2023 at ICE BSD-City Tangerang.

"Collaboration and teamwork are the keywords to achieve success. And we need to expand into the world market to thrive," said Zulkifli Hasan. He further explained that amidst the trend of slowing global economic growth as predicted by agencies such as the World Trade Organization (WTO) and the International Monetary Fund (IMF), there are still opportunities for expansion in prospective economic areas such as the South Asia region, Central Asia and Africa. With a population that is reaching billions of people in each of these regions, the variety of Indonesian products has a big opportunity to penetrate the consumer product market, ranging from food and beverage products, and fashion to automotive products.

Ensuring Premium Quality in Plasticware



Maintaining the highest quality through continuous innovation has been the key to the success of PT Surya Pelangi Nusantara in establishing the Green Leaf brand as one of the leading players in the top market of plasticware products in Southeast Asia.

There are over 1,000 product variants including household appliances, agricultural, and industrial equipment, making Green Leaf a major player in the industry in both domestic and export markets.

Green Leaf consistently delivers value and comfort through its flagship products amidst the global competition. Offering quality products at affordable prices is the positioning strategy and primary objective of Green Leaf in meeting consumer needs.

With market research standing out as a pivotal step, Green Leaf follows a meticulous product marketing process. This phase ensures that the products align with the needs, expectations, and consumer demands.

Green Leaf remains committed to understanding consumer needs and relentlessly innovating to produce high-quality items in response to global trends.

With a prominent presence in Hall 5 ICE BSD City, Green Leaf is well-equipped to showcase a wide array of top-notch plastic-based products tailored to meet both global and domestic market demands, offering competitive pricing without compromising quality.

Some of the products exhibited by Green Leaf in the 38th TEI include buckets, jerry cans, storage boxes, toolboxes, trash cans, chairs, pallets, vases, and water torrents.



Established Amidst Recession, Thriving with Excellence



Founded in 1998 as a family-owned company, PT Surya Pelangi Nusantara Sejahtera was established during the monetary crisis of 1997–1998. It was a period when the purchasing power was significantly diminished due to soaring inflation rates.

With over 30 years of experience, PT Surya Pelangi Nusantara Sejahtera remained steadfast in the plasticware industry. The company has a deep understanding of various aspects related to industry, commercial, society, and even culture. Firmly believing that all operational activities, including on-field mechanics, rely on plastic-based equipment, PT Surya Pelangi Nusantara Sejahtera reinforces its product research, industrial research, and market research strategies as the foundation for innovations.

Among the multitude of participants, PT Surya Pelangi Nusantara Sejahtera has garnered attention at the 38th Trade Expo Indonesia. The company produces a wide range of plastic-ware products under the brand Green Leaf.

PT Surya Pelangi Nusantara Sejahtera through Green Leaf has penetrated the export market, especially in the Southeast Asian region by offering quality products at affordable prices to meet consumer demands.

Event Schedule

Wednesday, October 18, 2023

09:00 – 12:00

Opening of the 38th TEI
**NUSANTARA HALL, ICE
BSD**

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11:30 – 12:00

Opening of the Nusa
Food Exhibition 2023
accompanied by the
Secretary-General,
Director-General of PEN,
and Director-General of
DPN

HALL 1, ICE BSD

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13:00 – 17:00

International Business
Luncheon Seminar
“Diplomacy of
Indonesian Automotive
Exports” (Business
Forum Toyota Motor
Manufacturing
Indonesia & Indonesian
Exporters Association
(GPEI))

GARUDA 2 HALL , ICE BSD

–

14:00 – 15:00

Talkshow “Digital
Signature in Global
Trade” by Privy.id
GARUDA 1 HALL, ICE BSD

–

14:00 – 15:00

International Seminar
“Optimizing the
Implementation of
ASEAN-Hong Kong FTA
and Increasing Export-
Oriented Investment
from Hong Kong in
Indonesia”

GARUDA 9A HALL

–

18:00 – 21:00

Buyer’s Night TEI 2023
**NUSANTARA 2 & 3 HALL,
ICE BSD**

Gallery





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