



MINISTRY OF TRADE  
REPUBLIC OF INDONESIA

# JOURNAL

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## Main Report

# Exporters and Foreign Trade Partners Sign MoUs Worth USD 4.9 Billion at TEI 2023



The first day of TEI 2023 marked a historic occasion for Indonesian exporters and trade partners from 18 countries who simultaneously conducted a Memorandum of Understanding (MoU) signing ceremony. This event was witnessed by Jerry Sambuaga, the Deputy Minister of Trade, alongside Suhanto, the Secretary-General of the Ministry of Trade, Didi Sumedi, the Director-General of National Export Development, and Mery Maryati, the Director of Primary Export Product Development.

Vice Minister Jerry Sambuaga expressed appreciation and enthusiasm for the exporters and trade partners from various countries, including Australia, Japan, Hungary, the United Kingdom, Germany, the United States, Spain, South Africa, the Philippines, Brazil, the Netherlands, Egypt, and Bangladesh prior to the signing session. The Vice Minister announced that the total value of MoU signing transactions was more than USD 4.9 billion. According to Jerry Sambuaga, these agreements will enhance the mutually beneficial partnership and cooperation between Indonesian exporters and global buyers. This will be further supported through socialization, promotion, and communication by Trade Attachés, Consul Generals, the Indonesia Trade Promotion Center (ITPC), and Indonesian Trade and Economic Offices overseas.

"This is expected to be the commencement of Indonesia's exports, playing a role as an agent for promoting and marketing Indonesian products abroad," Jerry Sambuaga remarked. He further noted that in 2022, China's transactions met the Ministry of Trade's target at USD 10.78 billion, India at USD 1.5 billion, Japan at USD 843.96 million, Egypt at USD 496 million, and the Philippines at USD 343 million. "I believe this Trade Expo serves as a bridge that connects the business world with exporters and buyers," Jerry Sambuaga added.

During TEI this year, commitments have been made, with a total of 187 MoUs from 32 countries registered to date. These commitments were established through positive international cooperation agreements that have already been established.

Indonesia currently boasts 38 trade agreements, both bilateral and regional, on a global scale. The performance of these trade agreements and the negotiation of trade agreements by the Ministry of Trade, alongside teams that facilitate several aspects for business owners, has significantly contributed to penetrating and expanding export markets.

Among the series of negotiations that have yielded agreements are the Indonesia-Japan Economic Partnership Agreement (EPA), implemented since July 1, 2008, the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA), in effect since July 5, 2020, and the Indonesia-United Arab Emirates Comprehensive Economic Partnership Agreement (IUAE-CEPA), implemented since September 1, 2023. Additionally, regional ASEAN agreements with various non-ASEAN countries such as Japan, Korea, and China have also had a positive impact on efforts to enhance export market access.

# BPDPKS Promotes Palm Oil-Based Product Development for Domestic and Export Markets



Palm oil has become a cornerstone commodity for Indonesia amidst global market challenges and opportunities in particular. During the COVID-19 pandemic, the export value of palm oil still increased while other producers experienced declines.

The Palm Oil Plantation Fund Management Agency (BPDPKS) plays a strategic role in managing funds to support sustainable growth in palm oil-based product exports. BPDPKS has implemented various programs such as the Palm Oil Rejuvenation Program (PSR), and scholarships along with research and development initiatives.

The PSR program is designed to assist farmers in rejuvenating their palm oil plantations with sustainable and high-quality palm oil, thereby reducing the risk of illegal land establishment. Through PSR, the productivity of farmers-owned land can be increased without the need for new land establishment. BPDPKS is entrusted with the task of mobilizing, managing, and disbursing palm oil funds to enhance the performance of the Indonesian palm oil sector. PSR was launched by President Joko Widodo on October 13, 2017, in Musi Banyuasin Regency, South Sumatra.

PSR is executed based on four elements: legality, productivity, Indonesian Sustainable Palm Oil (ISPO) certification, and sustainability principles. To meet its legality, the farmers in this program must comply with land legitimacy requirements. The productivity aspect aims to improve yield standards to achieve up to 10 tons of fresh fruit bunches per hectare per year with the tree density fewer than 80 trees per hectare.

BPDPKS places significant emphasis on human resource development, realized through the BPDPKS Scholarship Program. Scholarships are provided to farmers with the goal of enhanced human resources qualifications in the palm oil sector. With well-trained and qualified human resources, it is expected that

palm oil plantations can be optimized, increasing productivity and supporting the growth of the industry.

BPDPKS also conducts research and development programs. This initiative encourages researchers to create products that support downstream industrial development in Indonesia, with the aim of meeting domestic needs and transforming Indonesia into a producer of finished products. This aligns with the direction given by President Joko Widodo, emphasizing Indonesia's role as a producer aside from being a market only.

Monitoring and evaluation activities are carried out in collaboration with various partner universities to implement these research programs, alongside the promotion of programs in partnership with institutions of higher education. Among the partner universities, eight research institutions are located in Sumatra, including the Research and Community Service Institute of the University of Lampung, the Research and Community Service Institute of the University of Riau, Sriwijaya University, the Research and Community Service Institute of the University of North Sumatra, and the Center for Oil Palm Research.

BPDPKS hopes that universities in palm oil-producing regions can become more deeply involved in research activities conducted by research institutions and students, as well as in efforts to cultivate highly skilled human resources through education and training.

Through these three programs, BPDPKS aims to support the growth of national exports. At the 38th TEI, BPDPKS showcased six of its supported participants, including three SBFC SMEs, Al Amin Islamic Boarding School, PT MDS, and three associations (Indonesian Palm Oil Society/MAKSI, Indonesia Biofuel Producers Association, and the Indonesian Palm Oil Association/GAPI).

## PT Orson Indonesia Receives Primaniyarta 2023 Award



The Ministry of Trade (Kemendag) hosts the Primaniyarta 2023 awards every year, and this year is no exception. The award is designed to inspire Indonesian business enthusiasts to boost their exports.

There are nine different categories, one of which is the category of new market exporters. The award in this category was presented to PT Orson Indonesia, a company specializing in the production of soap and household cleaning products.

PT Orson Indonesia has successfully penetrated export markets in multiple regions,

including Africa, Asia, the Middle East, and beyond. As a company with a long-standing history since 2002, PT Orson remains committed to delivering top-quality products and services to customers at highly competitive prices.

Megy Adiaty, Business Operations Manager at PT Orson Indonesia, emphasized the crucial support provided by the government, particularly in expanding export markets to other countries. Furthermore, events such as TEI offer an array of benefits, including the opportunity to acquire new consumer markets. "Our goal is to access new markets, establish new connections with more countries,

and reestablish communication with our loyal customers through the 38th TEI," expressed Megy Adiaty.

Megy Adiaty encouraged business owners who are actively working to expand their businesses to establish partnerships with stakeholders. This strategic approach can significantly ease their way into foreign export markets. "Business owners are encouraged to participate in TEI as a promotional platform and collaborate with the Ministry to gain essential insights regarding exports," Megy Adiaty added.

## Exclusive at the 38th TEI: The One & Only Gorgeous Living and the Beauty of Authentic Teakwood Product



The One & Only Gorgeous Living stands out as a must-visit booth since The One & Only Gorgeous Living specializes in authentic teakwood furniture and holds a special place in the global furniture industry.

They are dedicated to selling a wide range of furniture items, including office furniture, living room sets, dining room pieces, and pantry furniture. They are committed to using legally sourced teakwood, rosewood, and other hardwoods that are centuries old to create truly unique pieces.

Tiffany Kayla Spencer, the owner of The One & Only Gorgeous Living, revealed that among their products, the most sought-after item is a dining table priced at

IDR 43 million. "The dining table is the most popular," stated Tiffany Kayla Spencer at the Indonesia Convention Exhibition (ICE) BSD, Tangerang, on Wednesday, October 18, 2023.

The value of genuine teakwood furniture has been steadily increasing over time. The price of solid and carefully crafted teakwood has sky-rocketed, reflecting the rare character of authentic teak furniture that holds not only aesthetic but energetic value as well.

Be sure to visit The One & Only Gorgeous Living at TEI 38. You might just find yourself intrigued and tempted to purchase some exquisite teakwood furniture.

## Marunda Pride, Orson Preserves Customer Trust



Establishing a company may require initial financial capital to meet all legal requirements. This can be relatively easy for those with substantial wealth, such as billionaires. However, to maintain the trust of customers, whether they are end-users or corporate clients like agents, retailers, and distributors, a valuable and long-lasting trust is something that cannot be quickly acquired. This sense of trust and commitment to maintaining it is what is firmly held by the management along with the extended family of PT Orson Indonesia. They have successfully preserved customer trust, leading them to receive the Primaniyarta award in the category of new market developers, presented by the Ministry of Trade of the Republic of Indonesia at the opening of Trade Expo Indonesia 2023.

PT Orson Indonesia's production facility is based in the Kawasan Berikat Nusantara in Marunda, Jakarta, where they manufacture various types of soap and shampoo, primarily for export. Their product range includes beauty soap, baby soap, medicated soap, anti-skin disease soap, special laundry soap, and multipurpose soap.

PT Orson Indonesia was founded in 2002 and has consistently adhered to the principle of prioritizing customer trust, whether for long-term or new customers. Success in maintaining the trust of loyal customers is a vital asset for capturing new markets with a focus on product quality excellence, including aspects such as the aroma and attractive packaging of soap. As a result, Orson has been able to penetrate the markets in Asia and Africa and has even started expanding into the European and Latin American regions.

Building trust begins by fully meeting customer expectations regarding the quality of the soap product, encompassing the primary benefits of using the soap, as well as aromatic qualities and distinctive packaging that appeals to customers. Moreover, customers are viewed as business partners who provide mutual and sustainable benefits, profits, and added value.

Orson offers four flagship brands: Jolie, Orchard, Pearl, and Blossom, with production processes that involve hundreds of dedicated employees, enabling them to produce hundreds of tons of soap per month.

The products marketed by PT Orson Indonesia have also received certifications such as Halal, BPOM, ISO 9001, and ISO 22716. The Orson team is committed to ensuring the best possible customer experience, starting from product design to production.

## Event Schedule

Thursday, October 19, 2023

09.00 – 12.00

**International Seminar**

**“Ambassador Dialogue Series: Grab The Market Share in Global Market” (Directorate of PEN)**  
GARUDA MAIN HALL 2, ICE BSD

10.00 – 12.00

**International Seminar**

**“Pemanfaatan Sektor Animasi, Komik, dan Game pada Industri Nasional dalam Upaya Peningkatan Ekspor Non Migas” (DPEJPK)**

GARUDA MAIN HALL 1, ICE BSD

13.00 – 14.00

**Opening of Jakarta Muslim**

**Fashion Week 2023**

HALL 9, ICE BSD

13.00 – 16.00

**International Seminar “Why Should Buyers Use Inaexport as their reference” by PPIE**

GARUDA 5A, ICE BSD

14.00 – 16.00

**International Seminar**

**“Optimalisasi Pemanfaatan Indonesia – United Arab Emirates CEPA: Peluang dan Tantangan” by Directorate of Bilateral Negotiations**

GARUDA 7B, ICE BSD

14.00 – 16.00

**International Seminar “Akses Pasar Jepang: Kenali dan Gali Potensinya” by ITPC Osaka**

GARUDA 8A, ICE BSD

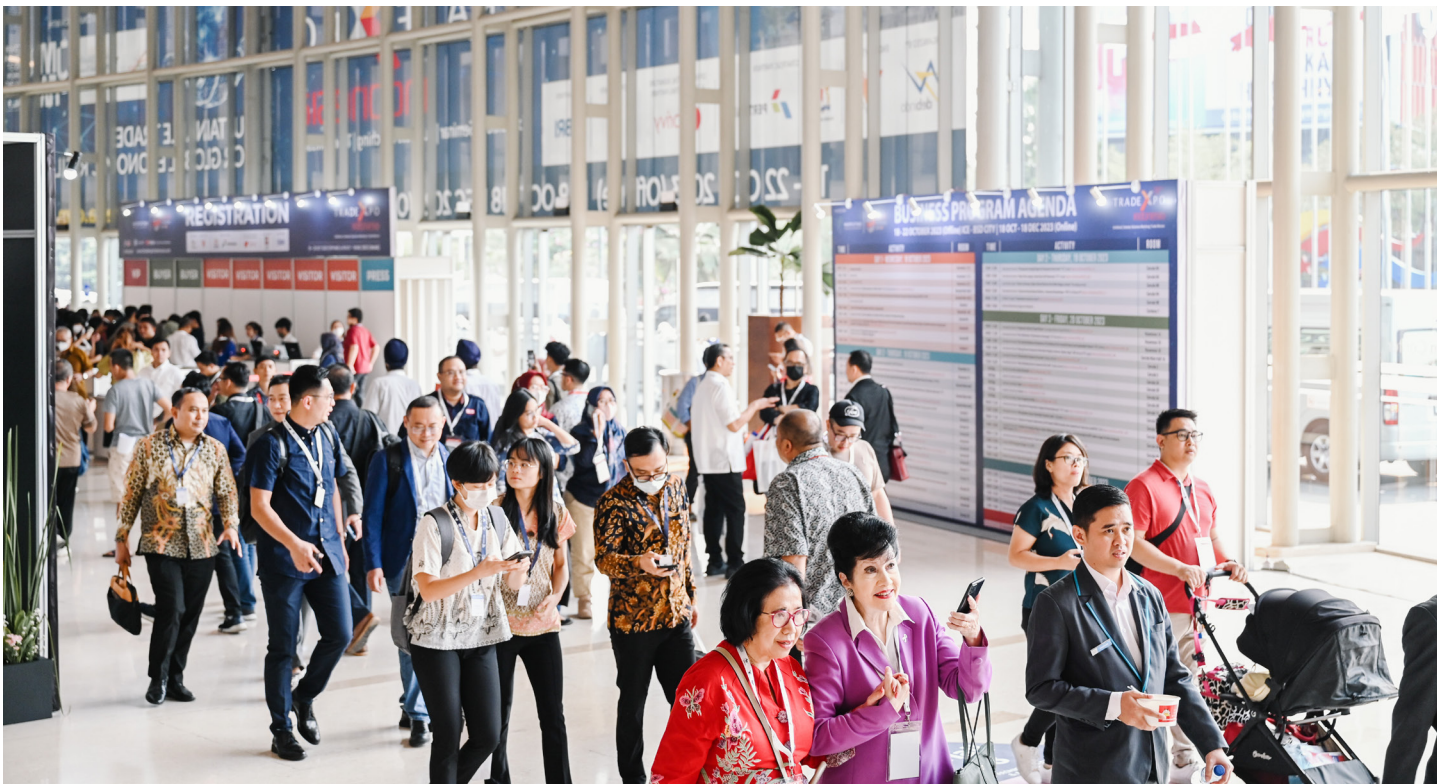
14.00 – 16.00

**Launching Program “Road to Germany: Kajian Potensi Ekonomi dan Risiko Negara Jerman” by Trade Attaché and ITPC Germany**

GARUDA 9A, ICE BSD

Gallery





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