



MINISTRY OF TRADE
REPUBLIC OF INDONESIA

JOURNAL

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TRADE XPO
Indonesia
39th
Exhibition | Seminar | Business Matching | Trade Mission

PROTOKOL PERUBAHAN IJEPA SERTA KERJA SAMA PROMOSI TAHUN 2025 DI JEPANG



Day 4, 12 October 2024

TRADE EXPO INDONESIA 2024

On the third day, a total of 11 exhibitors met with buyers from Papua New Guinea, Libya, Canada, Syria, and Kazakhstan, generating an estimated potential transaction value of over 700 million US dollars.



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Trade Expo Indonesia

www.tradexpoindonesia.com

IJEPA Encourages the Growth of Indonesia's Exports to Japan



Seminar on Export Opportunities for Indonesian Products to Japan Through the Utilization of the IJEPA Change Protocol and Promotional Cooperation in 2025 in Japan

IJEPA (Indonesia-Japan Economic Partnership Agreement) is a trade agreement with the highest level of commitment between Indonesia and Japan with great market access opportunities, compared to other regional agreements such as AJCEP (ASEAN-Japan Comprehensive Economic Partnership) and RCEP (Regional Comprehensive Economic Partnership). The IJEPA opens up new opportunities for Indonesia through reduced tariffs, simplified procedures, and preferential treatment for various products from Indonesia. This is evident from the increase in trade and investment between Indonesia and Japan since July 2008 when the IJEPA was first implemented.

For Indonesian businesses, understanding the specific provisions contained in the IJEPA, complying with regulatory requirements, and establishing strategic partnerships will be key to maximizing export potential to Japan. The Japanese market,

which is one of the most developed markets in the world, offers great opportunities for Indonesian products to compete globally.

This agreement makes it easy for various industrial sectors, ranging from agriculture, manufacturing, to services, to expand their access to the Japanese market. In addition, support from the government in the form of joint promotions planned for 2025 in Japan further strengthens Indonesia's export potential. This opportunity not only has a positive impact on national economic growth, but also provides an opportunity for local businesses to develop competitiveness in the international market. With the proper utilization of the IJEPA Amendment Protocol, as well as the support of promotional cooperation in Japan, Indonesia has a golden opportunity to increase exports and strengthen its position on the international trade stage.

Seminar Atdag Canberra:

Tips for Successfully Penetrating the Australian Market



Seminar of Atdag Canberra

Culinary and export-import industry experts provided valuable insights into Indonesian culinary business opportunities in Australia. The seminar served as a platform for businesses looking to expand their business in the international market.

Herri Febrianto, Chairman of ICAV, opened the event by announcing the good news regarding the Primaduta Award 2024, a prestigious recognition awarded to importers in the international market. "This award proves the strength and great potential of Indonesian culinary products on the global stage," he emphasized. ICAV, as an organization supporting Indonesian culinary entrepreneurs in Australia, plays a vital role in building bridges between business actors and foreign markets through collaborative programs.

Michael Samsir, CEO of Import United, also highlighted the importance of in-depth understanding of regulations and logistics in food exports to Australia. In his presentation, Michael emphasized that to succeed in the international market, businesses

must be able to understand not only the tastes of local consumers, but also all aspects of the supply chain and applicable regulations. This is the main key in maintaining the smooth distribution of food products from Indonesia to Australia.

Meanwhile, David Widjaya, chef and owner of Monggo and Ahbeng Restaurant, shared his success story in introducing authentic Indonesian flavors in Australia. David emphasized the importance of consistency in maintaining the quality and authentic taste of Indonesia, while remaining flexible in adjusting to local tastes. With this approach, David has achieved success and expanded his restaurant network in Melbourne.

Through this, it is hoped that Indonesian culinary entrepreneurs can better understand the dynamics of the Australian market and be ready to face new challenges. Close collaboration between business people, government, and various related parties is the main key in expanding the reach of Indonesian cuisine in the international market.

Ministry of Trade

Supports Local Creative Industry Strategic Cooperation Agreements with Japanese and South Korean Companies



Signing of MoU between IJEPA and YLAB Academy from South Korea and Sorajima from Japan

Jakarta, October 11, 2024 - The Indonesian Ministry of Trade continues to provide support to local companies in attracting foreign investment and strengthening competitiveness in the global market. One such initiative was facilitating the signing of a partnership between Kisai Entertainment, an Indonesian webtoon company, with YLAB Academy from South Korea and Sorajima from Japan. The signing took place during the Trade Expo Indonesia (TEI) 2024 exhibition and is an important step to expand Indonesia's creative industry collaboration in Asia.

This cooperation is a follow-up to Kisai Entertainment's business visits to South Korea and Japan. The Ministry of Trade, through its trade representatives, played

an active role in facilitating the business meetings. This effort is expected to help Kisai Entertainment expand its market reach and strengthen strategic cooperation in the webtoon and digital comic sectors.

The partnership also brings a USD 1 million investment from Sorajima and PT Anjary Jaya Raya, making Kisai Entertainment the first Indonesian comic/webtoon company to secure the largest funding. In addition, the collaboration with YLAB Academy aims to establish Kisai Academy, a webtoon practitioner education and training institution with global standards, which is scheduled to begin operations in early 2025.

With Kisai Academy, it is expected that more than 500 professional

comic artists will be produced in the next five years, while generating a creative services export value of USD 10 million. This program marks a new history in Indonesia's creative industry, especially in the webtoon sector, and is expected to strengthen Indonesia's position in the Asian market.

Kisai Entertainment CEO, Tessa Yadawaputri, expressed her gratitude to the Ministry of Trade for its support and to cooperation partners such as Sorajima, YLAB Academy, and PT Anjary Jaya Raya for their trust. According to her, this cooperation will be an important step in strengthening Kisai Entertainment's position as a major player in the Southeast Asian webtoon industry.

Business Counseling

with Perwadag, Provision for Export Market Penetration



Business Counseling Atmosphere

The business counseling session held on the sidelines of the 39th Trade Expo Indonesia (TEI) 2024 aimed at TEI exhibitors, was attended by more than 800 participants engaged in various product sectors. It aims to help TEI participants, including micro, small and medium enterprises (MSMEs) to be better prepared to take advantage of opportunities and face challenges in efforts to penetrate the export market to be

targeted, by knowing more about market needs and consumer expectations as well as regulations that pass.

By utilizing the counseling service, TEI 2024 exhibitors will be able to find solutions to answers to various questions about the profile of the target audience, opportunities to establish marketing networks, the needs and tastes of local consumers to the potential of the

diaspora consumption base in the perwadag accreditation area.

Participants can consult directly with Indonesian Trade Representatives abroad, as well as the Economic Function at the Indonesian Embassy so that they will gain insight, knowledge, information, and understanding of export opportunities and problems faced in the context of access and penetration into foreign markets.

A total of 45 Trade Representatives and three Economic Functions of Indonesian Embassies were present as resource persons at this activity. They not only serve to convey information and understanding of business opportunities in accreditation markets, but also as marketers for businesses. In accreditation countries, they are also marketing agents for Indonesian businesses. This business counseling session is a momentum for business players to promote their products as well as develop networks with Indonesian Trade Representatives.

Business counseling services can be an initial guide to the road map to the global market, where a series of technical, operational, legal-administrative stages according to regulations, and banking service support can be studied, understood and prepared optimally.

Expansion of Business Networks at Business Matching TEI 2024



Business Matching PNG by Sekolah Ekspor

The 39th Trade Expo Indonesia (TEI) 2024, themed “Build Strong Connection with the Best of Indonesia,” was actualized through a series of Business Matching events from Wednesday, October 9, 2024, to Friday, October 11, 2024. These activities, which facilitated meetings between exhibitors and buyers, were designed to foster business collaborations under a business-to-business (B2B) transaction scheme.

On the first day, a number of exhibitors participated in business matching with buyers from various countries, including Afghanistan, Sudan, the UAE, Hong Kong, Nigeria, and Bahrain. The total estimated potential transaction value reached USD 5.5 million. The participating exhibitors included PT Kosmesia, PT Wahana Kosmetika Indonesia, PT Alkindo Naratama Tbk, PT Anak Jaya Sentosa, PT Sans Berkarya Abadi, PT Beta Moringa Indonesia, PT Implora Sukses Abadi, and PT Surabaya Industrial Estate Rungkut.

The second day saw even more buyers and exhibitors participating. Buyers hailed from countries such as Malaysia, Sudan, South Korea, Afghanistan, Bahrain,

Suriname, India, the UAE, Thailand, Saudi Arabia, and Slovakia, with the total potential transaction value exceeding USD 4 million. The showcased product categories included food and beverages, agricultural products, manufacturing, fashion, and creative economy products.

On the third day, 11 exhibitors met with buyers from Papua New Guinea, Libya, Canada, Syria, and Kazakhstan, leading to an estimated potential transaction value of over USD 700 million. The most in-demand products were processed foods, agricultural products, vegetable oil, batik, furniture, tea, and spices.

These business matching events proved to be a crucial platform for expanding Indonesia’s export markets, connecting exhibitors with global buyers, and fostering international trade partnerships

Gallery



President Joko Widodo with the Minister of Trade and the Director of PEPP during a booth visit



Special Staff of the Minister of Trade for International Trade Negotiations, Bara Krishna Hasibuan received a business delegation from the United States consisting of the President and VP of Global Supply Chain Operation Hamilton Beach and GM APAC & Director Sourcing.



The signing of the MOU was carried out simultaneously between Indonesian business actors and foreign buyers.



Business Matching Atmosphere



Minister of Trade presenting trophies and coaching prizes to winners of the 2024 UKM Food Award



Director General of PEN took a photo with speakers, moderators and supporters of the ASEAN Sustainability Conference at TEI 2024.

Event Schedule

Saturday, 12 October 2024

10.00 – 12.00
The Best of Indonesia and Australia: Navigating Australia's Biosecurity Import Regulations (Atdag Canberra)
 Nusantara 3

10.00 – 12.00
Select USA Program with Indonesia Companies (Atdag Washington DC)
 Nusantara 2

10.00 – 12.00
Strategy and Opportunities for Indonesian Food and Beverage Products to Penetrate the United States Market (US Embassy in Indonesia)
 Nusantara 2

10.00 – 12.00
Entering the Export Market Through Amazon (Atdag Manila, 1 Export)
 Garuda 5A

10.00 – 12.00
Exporting Innovation: The Case of High-Value Products Made in Indonesia (ITPC Barcelona)
 Garuda Main Hall 2

15.00 – 17.00
Press Conference & Closing Ceremony of The 39th Trade Expo Indonesia (Exhibitor Award & TEI Journalist Award)
 Nusantara 1A

For complete schedule, please visit www.tradexpoindonesia.com

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