



MINISTRY OF TRADE  
REPUBLIC OF INDONESIA

TRADE XPO <sup>39<sup>th</sup></sup>  
Indonesia  
Exhibition | Seminar | Business Matching | Trade Mission



# JOUR NAL

Day 1

TRADE EXPO INDONESIA 2024

**“And we as a country with large resources, with the fourth largest population in the world, 280 million people must be able to market our products so that we are able to dominate the domestic market and also continue to expand widely in foreign markets,”**

*- Indonesian President, Joko Widodo*



@tei.2024



Trade Expo Indonesia

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President Joko Widodo:

# TEI 2024 Momentum to Encourage Global Market Expansion



President Joko Widodo symbolically played the angklung together to officially open TEI 2024

President Joko Widodo urged business leaders to capitalize on the global economy's still-recovering dynamics to penetrate the global market more aggressively by marketing Indonesia's outstanding products. He emphasized that the world had not entirely recovered. The world economy continues to develop moderately, in the range of 2.6-27%. Inflation continues to afflict many countries. Global inflation is estimated to be around 5.9%, while conventional and trade conflicts continue, forcing governments to implement trade restrictions.

This was conveyed in his keynote speech at the inauguration of the 39th Trade Expo Indonesia (TEI) 2024, Wednesday, October 9, 2024 at the Indonesia Convention Exhibition (ICE) BSD City Tangerang Banten. The President symbolically inaugurated the event by playing the angklung musical instrument together with Coordinating Minister for Maritime & Investment Affairs Luhut Binsar Pandjaitan, Minister of Trade Zulkifli Hasan, Minister of Investment Roslan Roeslani, and Acting Governor of Banten Al Muktabar.

"And we as a country with large resources, with the fourth largest population in the world, 280 million people must be able to market our products so that we are able to dominate the domestic market and also continue to expand widely in foreign markets," said the President. The President believes that in the midst of challenging global economic conditions there are opportunities. "When many countries impose restrictions due to trade wars, in my opinion, there are opportunities. When many countries experience high inflation, in my opinion, there are also opportunities. Therefore, I welcome the 39th Trade Expo Indonesia as the largest export product exhibition in Indonesia which is carried out offline and virtually to market our superior products to the world market," he concluded.

The opening ceremony of TEI 2024 was also more memorable than the previous edition because it was attended by ministers who served under President Joko Widodo's two terms, including former Trade Ministers Rachmat Gobel and Agus Suparmanto.



# Trade Minister Zulkifli Hasan: TEI 2024 is More Focused and Comprehensive



All the guests of honor and invited guests singing the national anthem Indonesia Raya

Minister of Trade Zulkifli Hasan reported that the organization of TEI 2024 marks the final edition during the 10-year era of President Joko Widodo's administration, with a significant upward trend in transaction achievements supporting "Indonesia Maju."

"In 2014, or 10 years ago, still at JIEXPO, it generated transactions worth USD 1.42 billion. Last year, TEI 2023 achieved a total of USD 30.5 billion," said the Minister of Trade.

The Minister further explained that TEI 2024 is held with a more focused and comprehensive approach to enhance the image of innovative and specific Indonesian products through three zones. "The first is Food, Beverage, and Agriculture; the second is Manufactured Products; and the third is Home Living, Fashion, and Services. This year is also special because we are collaborating with the Ministry of Religious Affairs to present the Halal Pavilion," explained the Minister.

According to him, in line with the positive market trends, modest fashion is a potential export product for Indonesia. Data from the 2023 State Global Economic Islamic Report shows a continued upward trend. This is in line with President Joko Widodo's mandate to make

Indonesia a center of the halal industry and the global hub for modest fashion. Therefore, TEI 2024 presents the Halal Expo and JMFJW (Jakarta Modest Fashion Week) alongside TEI 2024. The Minister also stated that Indonesia, with its rich textile heritage and culture, combined with high creativity, has been recognized as a source of inspiration for modest fashion on the global stage. Along with TEI, the Jakarta Fashion Muslim Week (JFMW) 2025 will also be held in Hall 10, ICE BSD-City.

The organization of JMFJW aligns with Indonesia's roadmap for the development of modest fashion, which states that 2021 was a year of commitment by modest fashion industry players to fulfill the mandate of making Indonesia the global hub for modest fashion. The year 2022 focused on strengthening the branding of Indonesian Muslim fashion, while 2023 aimed at enhancing networking by directly participating in international fashion events such as New York Fashion Week, London Fashion Week, and Paris Fashion Week. Through this participation, Indonesia's modest fashion business network has become increasingly recognized in the global market. And 2024 is the important time to strengthen Indonesia as a center for modest fashion in the global market.



# PT Indo Prima Perkasa: Competitive in Quality and Price, Ready to Go Global



Front view of the Naiba producer and brand owner stand

**N**aiba, founded in 1994, is a product brand of PT Indo Prima Perkasa built with the Do It Yourself idea by Indonesia's biggest home appliance manufacturer. With competent human resources and contemporary machinery across the main facility, Naiba consistently sells high-quality plastic housewares to all regions of Indonesia.

Naiba has a strong vision in creating and developing designs to be more modern and fresh with consistent quality and competitive price. Naiba has many characters with official licenses that make Naiba different from other product brands. Home appliances produced by Naiba include plastic cabinets, wall clocks, frames, and others.

At TEI 2024, PT Indo Prima Perkasa will showcase its most recent products, featuring new models and designs, in Hall 5, Stand 5-3. Many more feature legally licensed characters from around the world, including Doraemon, Disney, Sanrio, and Cartoon Network.

Naiba has delivered over 500 goods in each province. Market demand is increasing as a result of our focus and consistency in supplying high-quality lifestyle products. This is naturally linked to the assistance of other suppliers that share Naiba vision and objective. Design, production, and distribution systems will continue to be focused in order to maintain and increase quality, quality, and brand with the goal of satisfying customers and suppliers.



# TMMIN Wins Primaniyarta Award



TMMIN stand in Hall 6 presents the latest Fortuner and Innova Zenix

PT Toyota Motor Manufacturing Indonesia (TMMIN) has once again achieved a top accomplishment as an automotive product exporter by winning the Primaniyarta Award in the category of Prospective Market Exporter. The prospective market category includes 12 priority countries, namely Saudi Arabia, the Netherlands, Brazil, Chile, China, the Philippines, India, Kenya, South Korea, Mexico, the UAE, and Vietnam. TMMIN fully met the main requirement to win this award, which is having exported for the last 3–5 years, with TMMIN exporting for many years, reaching a total of over 2 million vehicles exported by the end of 2023.

This cumulative achievement of 2 million Toyota vehicles exported from Indonesia was reached through consistent efforts and

a long process of continuously enhancing competitiveness and gaining the trust of global markets. Additionally, Toyota Indonesia's export activities have been made possible by the development of the national automotive industry, which evolved from being import-dependent in the early 1970s to local component production, and later became a production and export base, now entering a phase of export expansion. Previously, Toyota Indonesia celebrated the milestone of over 1 million cumulative vehicle exports in 2018.

Among its top export products, which are exported as Completely Built-Up (CBU) units, is a model that has entered the Australian market, contributing to Indonesia's export growth. The Fortuner is one of the vehicle models that offers

complete electrification options in line with global consumer needs.

TMMIN's achievements align with the hope that the national automotive industry will become a priority industry supporting the economy, given Indonesia's projected potential as a key player in the environmentally friendly vehicle industry and the promising growth of electrified vehicles.

As an illustration, TMMIN recorded a completely built-up (CBU) export in July 2024, amounting to 14,582 vehicles. This figure represents an increase of around 5.08% compared to the previous month, which recorded 13,877 units.

Toyota Indonesia's export activities began in 1987 with the first shipment of the third-generation Kijang (or Kijang Super) to Brunei Darussalam. The initial export volume was still very small, at 50 units per month.

In line with efforts to continuously enhance competitiveness, Toyota's export momentum began to gain traction when Toyota Indonesia was entrusted with the IMV project in 2004. Its strategic position as the production base for the Kijang Innova provided Toyota Indonesia with great opportunities to expand its penetration into global markets while meeting domestic market demands, and it became a challenge to prove Indonesia's capabilities. Since then, Toyota Indonesia's export volume has grown to around 7,000 units per year.



# Privy Facilitates International Trade



Privy registration counter is ready to provide solutions for verified digital signature needs

Privy - the pioneer of the certified electronic signature business in Indonesia participated again at the Trade Expo Indonesia event to help digital acceleration in the national and international trade sector through recorded electronic delivery products and services and verified digital identity. Verified digital signatures play an increasingly significant role in speeding the trade process, which always demands sensitive and changeable documents such as letters of credit, trade invoices, sales contracts, and order letters. As a result, it is vital to use recorded electronic signatures and confirmed document delivery. Privy is supposed to allow for proper verification of all trade correspondences.

Marshall Pribadi - CEO & Founder of Privy,

Privy offers a unique digital signature service among other digital products. Not only is it legally valid in Indonesia, but it also provides an easy and enjoyable user experience. Users can sign documents directly through the chat feature in the app, making it more efficient and

practical, such as in transactions between tenants of property owners, employers of prospective employees, or buyers and sellers. Every Privy user is verified through Dukcapil and facial biometrics, ensuring high security and validity.

Privy is also willing to work with a variety of platforms, including accounting software for tax invoice signatures and tax withholding slips, a Human Resource (HR) platform for employment contracts, and fintech for loan contracts and online account openings.

However, public literacy remains the most significant barrier to digital technology adoption in Indonesia. Many people believe that a digital signature is only a signature image, while Privy employs encryption and digital certificates to assure document security and validity, prohibiting manipulation or change. In dealing with this difficulty, Privy's primary focus is on education and literacy about safe digital signatures.



JMFW 2024:

# A Step Toward Global Muslim Fashion Mecca



Modest Fashion show by designer Dara Baro

Jakarta Muslim Fashion Week (JMFW) has returned with a renewed attitude, ready to showcase numerous innovations and business transactions in the Muslim fashion industry. This event, which lasts four days and takes place in Hall 10, is always held in conjunction with Trade Expo Indonesia, which provides valuable impetus for industry players.

Ms. Mardiana Listyowati stated that this year's JMFW will feature over 200 designers and brands showcasing approximately 1000 collections across a variety of industries, including cosmetics, textiles, clothing, and footwear. With a focus on business transactions, JMFW aims to complete agreements worth up to \$3 million USD, an ambitious endeavor to grow the Indonesian fashion model.

Mr. Zulkifli Hasan, in his speech, appreciated the participation of all parties and emphasized the importance of cooperation in realizing this great vision. "We hope that we can become the world's Muslim fashion mecca and the key word to achieve it all is cooperation," he said.

JMFW is not just a fashion exhibition, but also a platform for discussion and exchange of ideas through a series of events such as fashion shows, business matching, and talk shows. With an atmosphere full of creativity and opportunities, JMFW is expected to attract international attention and strengthen business networks between fashion industry players.

## Event Schedule

Thursday, 10 October 2024

09.00 – 11.00

**Trade Opportunities with Timor Leste (KBRI Dili)**  
Nusantara 1A

09.30 – 12.00

**Indonesia – Ethiopia Business Forum (KBRI Addis Ababa)**  
Garuda 7A-7B

10.00 – 12.00

**UAE Market Opportunities for Coffee Products (ITPC Dubai)**  
Garuda 9A

10.00 – 12.00

**The Potential of the Digital Creative Services Industry for National Economic Development (Directorate of Service Trade Negotiations)**  
Garuda 9B

14.00 – 16.00

**Opportunities and Challenges of the Indonesian Palm Oil Market in the International World (BPDPKS)**  
Nusantara 1A

14.00 – 16.00

**Increasing the Competitiveness of Domestic Measuring Instrument Products Through the OIML Certification Policy (Directorate of Metrology)**  
Garuda 5A

14.00 – 17.00

**Development of the French and European Markets (KBRI Paris & DS Advocats Perancis)**  
Garuda 5B

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