



DEPARTEMEN PERDAGANGAN
REPUBLIK INDONESIA

Indonesian Furniture
Creativity in Woods

MINISTRY OF TRADE OF THE REPUBLIC OF INDONESIA

TREDA
Trade Research & Development Agency

Handbook of Commodity Profile

“ Indonesian Furniture :
Creativity in Woods ”

is developed as part of national efforts to create mutual
beneficial economic cooperation and partnership between
Indonesia and world communities.

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Indonesian Furniture
Creativity in Woods



Introduction

To introduce a number of Indonesia's potential products which are spread in almost every province, TREDA has organized a series of effort to collect and analyze the relevant information related to the potentials and specific advantages of each of the products.

With pride and joy, TREDA offers this booklet, entitled "Indonesian Furniture: Creativity in Woods", to readers who wish to know more about the relevant information. Indonesia is a country with rich tropical forests, providing plentiful material for a wide range of furniture products. This booklet presents an exploration of the history and characteristics of the wooden furniture as well as its splendor and ingenuity.

Indonesia, with a rich cultural heritage offers the world variety of wooden furniture for the people to enjoy. The readers will find interesting background information around this attractive product. A better comprehension on its background will enhance the readers' awareness and knowledge of this attractive Indonesian wooden furniture.

We sincerely hope that readers would enjoy this booklet as much as we have in preparing for its publication.

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Director General

Trade Research and Development Agency (TREDA)



Minister of Trade
Republic of Indonesia

Message

It is our great pleasure to share with you one special type of numerous product lines belonging to Indonesian creative industries, in this particular case, furniture. As a country situated at the cross-road between two oceans and two continents, Indonesian culture displays a unique mix shaped by long interaction between original indigenous customs and multiple foreign influences. The creativity of Indonesian people has given birth to numerous attractive art forms.

In today's world that demands highly creative, unique, and increasingly, green products, Indonesian furniture products can be counted on to present a formidable array of choices to the world market. With a wide variety of natural materials locally available, a rich tradition of handicraft-making and internationally established reputation, Indonesian furniture is almost synonymous with beautiful, elegant, classical, high quality carved products to equip any home or any room that lasts a lifetime.

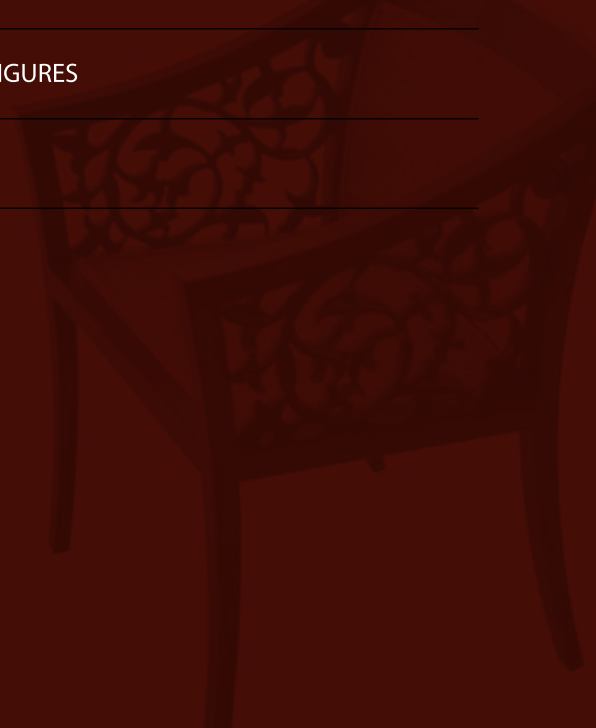
As part of our national efforts at improving Indonesian share in the world market, this booklet present background information on Indonesian furniture for the readers to appreciate. Enriched with vivid illustrations, this book is dedicated to those who enjoy the beauty and attractiveness of furniture made by skillful artisans using natural materials.

Mari Elka Pangestu



CONTENTS

1	WOOD IN HUMAN LIFE
5	FROM THE TREES OF THE TROPICS
14	INDUSTRIAL CENTERS : WHERE TRADITION MEETS GLOBAL DEMAND
29	WOODEN FURNITURE IN FIGURES
36	THE CHALLENGE







Wood in Human life

It is safe to assume that humans were making furniture well before they were making houses

In today's world, furniture styles have evolved to a point where one can easily find hundreds of styles. Some of the most notable styles that emerged in the modern times (late 19th – 21st century) include art deco, Bauhaus and minimalist styles. Art deco is a style from the first few decades of the 20th century. It includes the Moderne, Streamline and Zigzag styles, among others, and was a natural predecessor to the clean, minimalist design of today. Bauhaus is a progressive school of arts and architecture founded in 1919 Germany and birthplace of the European Modernist movement that emphasized bold experimental geometric visuals and typography.

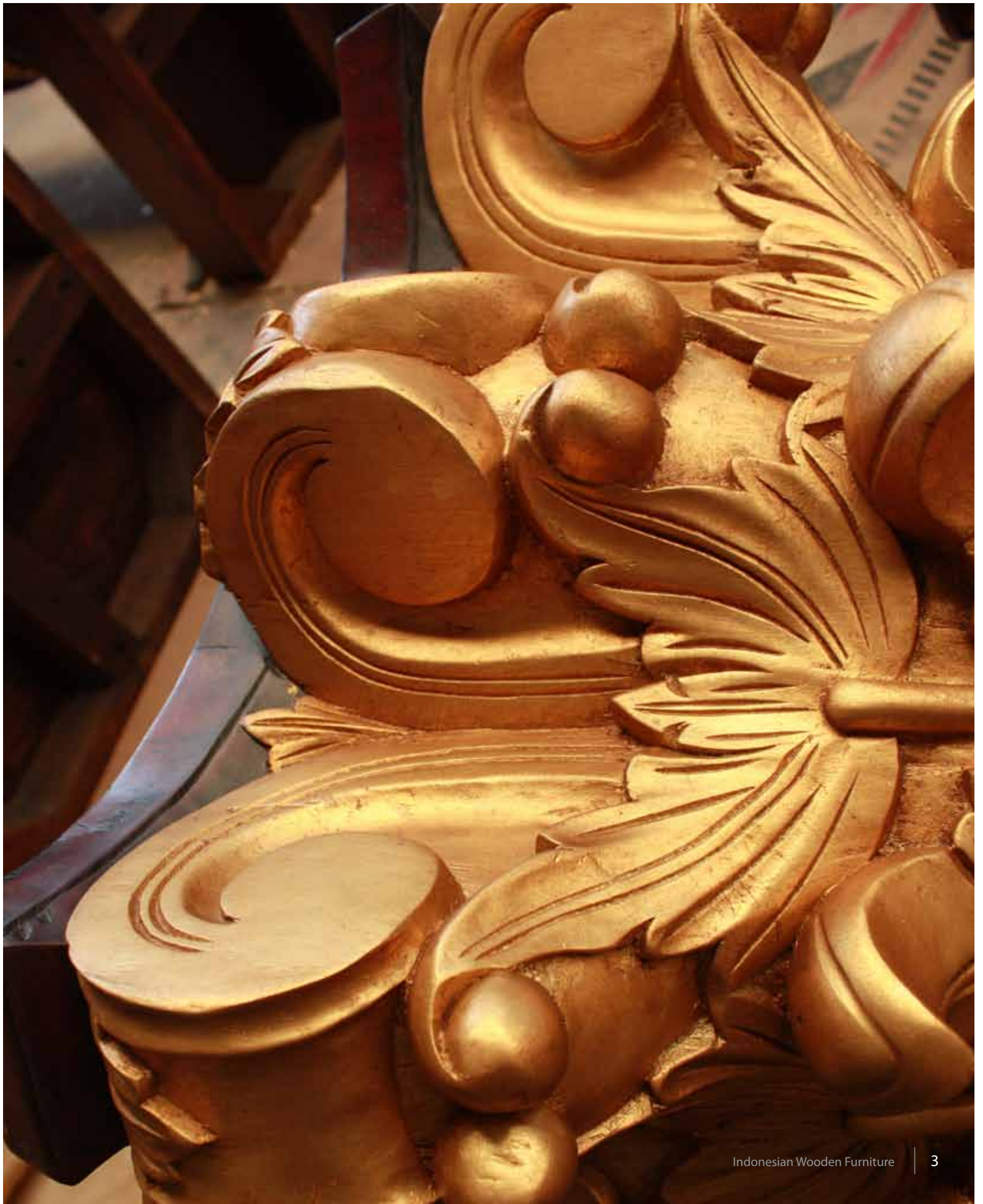
In addition, today's technology has enabled the development of mass production techniques of furniture. Today one can easily find furniture articles of every style, from antique reproductions to industrial-

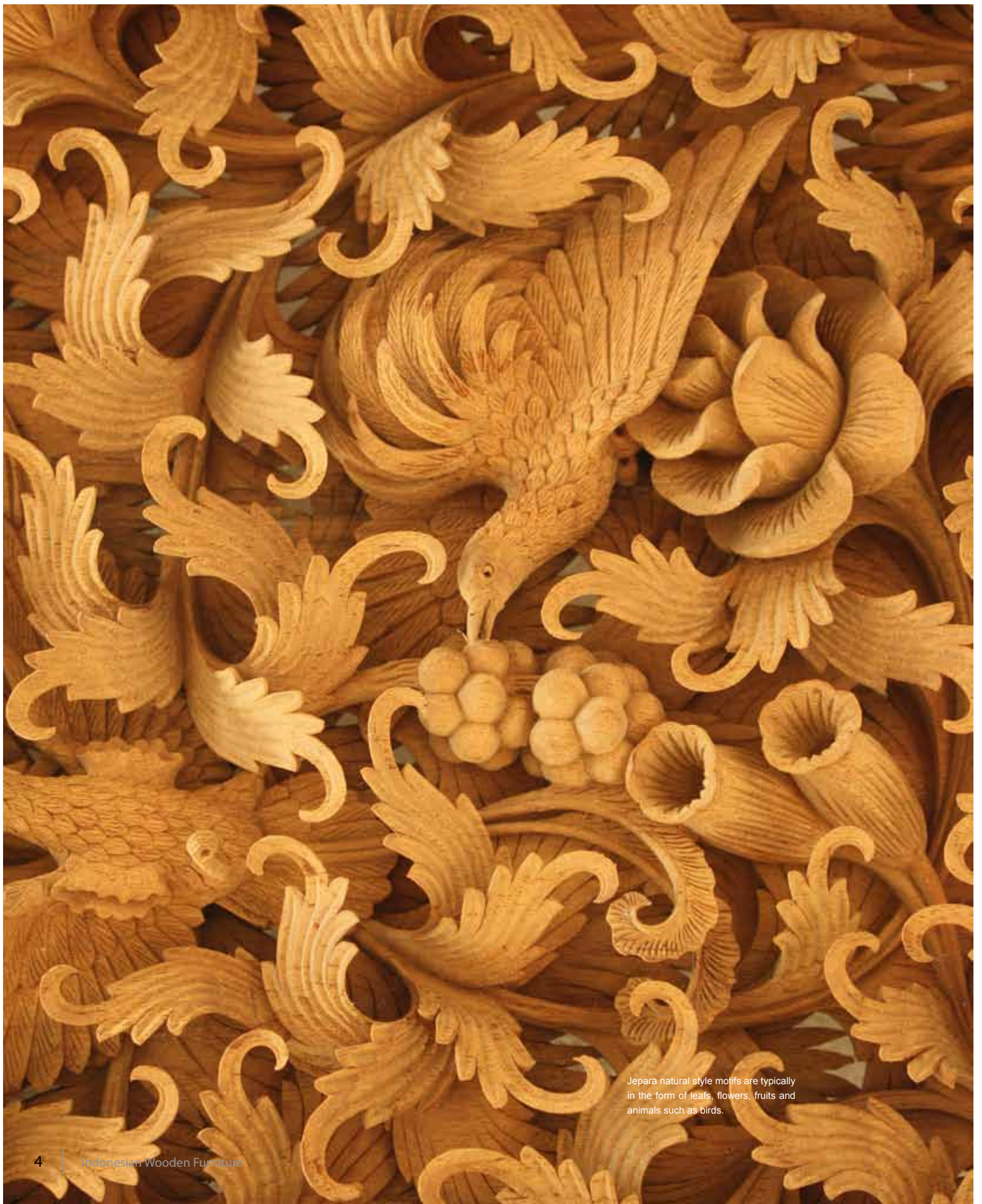
use furniture. In the 20th to the 21st century, most people outfit their homes and places of work with mass-produced furniture products. Producers have been putting furniture design to take a back seat to mass-manufacturing ease. The results had typically been rather simple, functional pieces of furniture.

Later advances in mass manufacturing however has enabled the production of a wide range of designs while still retaining basic designs that allow for mass production. Today's world of furniture design is also replete with copying of well-designed products by mass manufacturers, which result in a rather similar appearance of furniture products from different manufacturers. Hand made furniture are not as popular as mass produced ones as they typically command a much higher price tag. Later movement in the new field of interior design however, necessitates the use of customized or rather pieces of furniture that are designed to fit into a particularly designed rooms and buildings.



Typical Indonesian furniture products are made of wood





Jepara natural style motifs are typically in the form of leaves, flowers, fruits and animals such as birds.

From The Trees of the Tropics

Indonesia has a long tradition of creative woodworking.

Woodcarving has been practiced in
Indonesia since ancient times

Furniture have been around for thousands of years and are used in all parts of the world. The islands of Indonesia are no exception. Typical Indonesian furniture products are made of wood. Indonesia is a country with rich tropical forests providing plentiful material for a wide range of furniture products. Out of 195 million hectares of Indonesia's total land area, around 108 million or 60% of it is covered by permanent forests. Indonesia is home to the third largest tropical rainforest in the world.

The forestry industry is highly developed in Indonesia. It is estimated that the forestry industry in Indonesia employs 2.5 million people directly and a further 1.2 million indirectly. Major forestry industries in Indonesia include logging, sawmilling, wood based panels, pulp and paper, secondary wood processing, rattan and other non-timber forest products. With such a large timber resource and highly developed forestry industry, it is only natural that Indonesia develops one of the most vibrant wooden furniture industries in the world. The furniture industry in Indonesia employs 2 million people directly, with an additional 8 million workers indirectly. As of the writing of this book the furniture industry exports more than 890,000 tons of furniture valued at almost 2 billion dollars (2007 figures). More than 70% of Indonesian furniture exports are made up of wooden furniture.

In addition, Indonesia has a long tradition of creative woodworking. Woodcarving has been practiced in Indonesia since ancient times. Today one can easily find woodcarving products in Indonesia ranging from statues, handicrafts and of course, furniture. These factors, the plentiful supply of timber and woodworking tradition, combine to make Indonesia one of the most interesting places where one can find creative furniture products.

Furthermore, with the demands of the modern world, some Indonesian furniture producers have adjusted to producing mass-produced furniture utilizing modern machinery. Indonesia also produces furniture products made of fiber boards and particle boards to satisfy the demand for cheap and cleverly designed furniture to meet everyday functions and needs.

Raw Materials

Indonesian wooden furniture products are made out of wood products from local Indonesian tropical forests. The most commonly used wood for high quality furniture making are teak wood and mahogany. Low end mass-produced wooden products typically use compacted wood pulp made into low, medium or high density fibreboards and particle boards. Following are some of the materials and processed materials used for Indonesian wooden furniture making.



Teak wood growth in Indonesia is mostly concentrated in the island of Java and several smaller islands to the east of Java



Teak Wood

Teak wood (Indonesian word: Jati) is a hard, high quality wood used for building high-end and long-lasting furniture. Teak wood is a genus of tropical hardwood trees in the family Verbenaceae, native to the south and southeast of Asia, and is commonly found as a component of monsoon forest vegetation.

Teak wood growth in Indonesia is mostly concentrated in the island of Java and several smaller islands to the East of Java. It was once thought that Jati was introduced to Java by Hindu travellers several thousands of years ago. However modern isozyme variation isolation techniques have broken this assumption. It has been discovered that teak wood seeding began in Java much earlier, tens to hundreds of thousands of years ago, long before the Hindus. Teak wood grows best in Java. There had been several attempts at growing teak wood in Sumatera and Borneo, however teak wood trees grown there typically die off after 2 or 3 years. This is due to the highly acidic nature of soil in Sumatera and Borneo. Teak wood thrives in Java because Javanese soil is the most suitable soil for teak wood growth in Indonesia. Teak wood grows best in soil with pH of 6-8, good air flow, with rather high calcium and phosphor content. Rather sizeable teak wood forests in Java can be found in Rembang, Blora, Grobogan, and Pati. The best Javanese teak wood is produced in the limestone areas of Cepu, Blora Regency, Central Java. Javanese teak wood is considered as the best teak wood in Indonesia.



Outside of Java today, one can find limited teak wood forest growth in a number of places in the islands of Sulawesi, Muna, Sumbawa and Buru.

Sulawesi teak wood growth has been found to have originated from

Java and are relatively recent. To a lesser extent teak wood forest can also be found in Lampung Province in the southern part of the Sumatera island.



Mahogany

“Mahoganies” may refer to the wider group of all the timbers yielded by the three related genera *Swietenia*, *Khaya* and *Entandrophragma*. The timbers of *Entandrophragma* are traded under their individual names, sometimes with “mahogany” attached as a suffix, for example “sipo” may be referred to as “sipo mahogany”.



Mahogany has a generally straight grain and is usually free of voids and pockets. It has a reddish-brown color, which darkens over time, and displays a beautiful reddish sheen when polished. It has excellent workability, and is very durable. The size of the trees meant that large boards were readily available (and still is of the non-endangered varieties). These properties make it a favorable wood for crafting furniture.

Particle boards

Particle board, or particleboard, (called “chipboard” in some countries) is an engineered wood product manufactured from wood particles, such as wood chips, sawmill shavings, or even saw dust, and a synthetic resin or other suitable binder, which is pressed and extruded. Particleboard is a type of fiberboard, a composite material, but it is made up of larger pieces of wood than medium-density fiberboard and hardboard.

Particleboard is cheaper, denser and more uniform than conventional wood and plywood and is substituted for them when appearance and strength are less important than cost. However, particleboard can be made more attractive by painting or the use of wood veneers that are glued onto surfaces that will be visible. Though it is denser than conventional wood, it is the lightest and weakest type of fiberboard, except for insulation board. Medium-density fibreboard and hardboard, also called high-density fiberboard, are stronger and denser than particleboard.

Fibreboards

Medium-density fiberboard (MDF or MDFB) is an engineered wood product formed by breaking down softwood into wood fibers, often in a defibrator, combining it with wax and a resin binder, and forming panels by applying high temperature and pressure. It is a building material similar in application to plywood but made up of separated fibers, not wood veneers. It is denser than normal particle board.



Medium-density fiberboard (MDF or MDFB)

Particle board, or particleboard

Processing

Higher End Furniture

A typical Indonesian wooden furniture piece undergoes a number of steps from raw materials until finished product. Indonesian wooden carving furniture industry takes its raw materials mostly from forests all over the country.

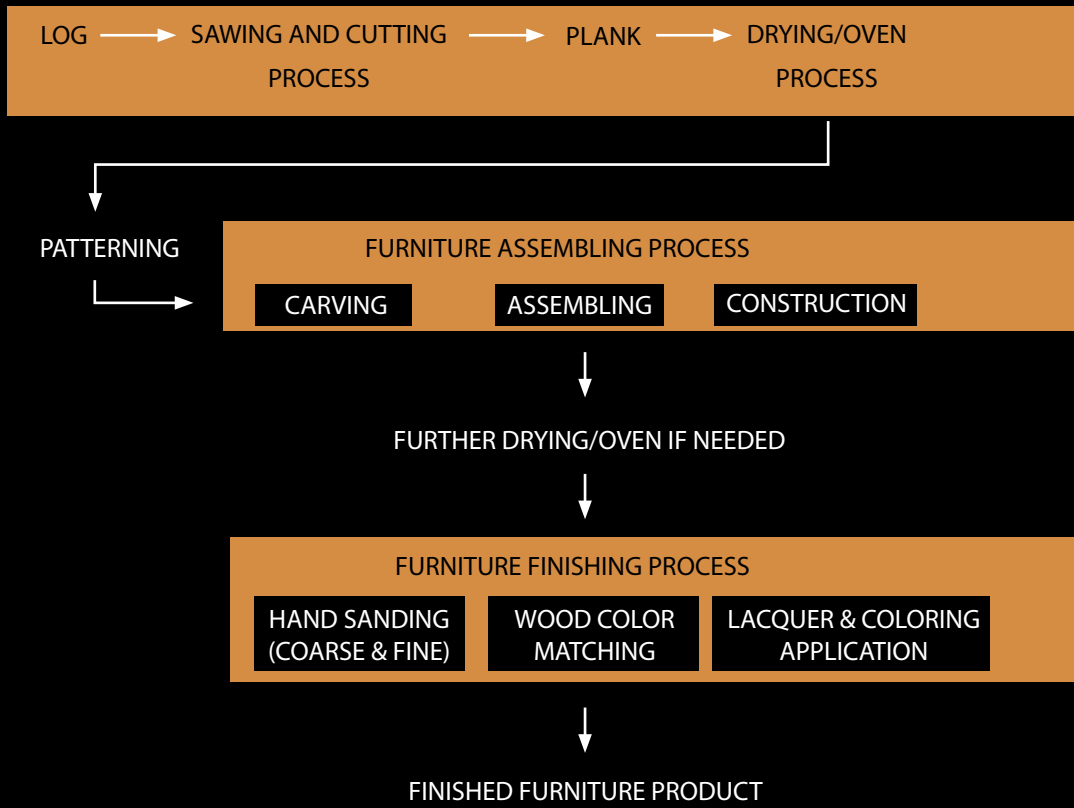
As a first step in its processing, a piece of log cut from the forest is taken to a sawing station to make planks of the desired size. The planks are then sent to the oven to dry up leftover moisture. From the oven/drying process, the plank is sent for furniture construction/assembly.

After being carved to a high degree of precision and beauty by highly skilled craftsman/woman some of the higher end furnitures are also processed using high technology. The best of Indonesian furniture products are dried into low moisture content both for its longevity and durability during storage and transportation. The typical drying process used is commonly known as kiln dry (oven dried).

Last but not least, the furniture product is taken for final check and quality control. Quality control is very important to discover defects that may cause the furniture to be rejected by buyers. Extra care and attention are applied to products destined for a foreign buyer. Foreign buyers are highly attentive to detail and will reject even slightly damaged products. This can be costly to the furniture maker. During this stage, a defective product will be taken for repairs if necessary or is delegated for the less demanding domestic market. After completing final quality check, the finished products are then delivered to the buyers.



A typical higher-end furniture construction process can be summed up in the following diagram:



Lower End Furniture

Low end furniture differ from higher end ones in the material used, production techniques employed, and care afforded to the product and materials. These are typically still hand made albeit with a less demanding process required by higher end furniture products. Lower end furniture for example, just have to make do by being baked in the sun instead of being dried up in industrial oven. This way heating costs are saved and the furniture can be sold for lower prices. Their design may also forego intricate engraving and carving, opting instead for simple curves and lines. This save in labor and production time costs.

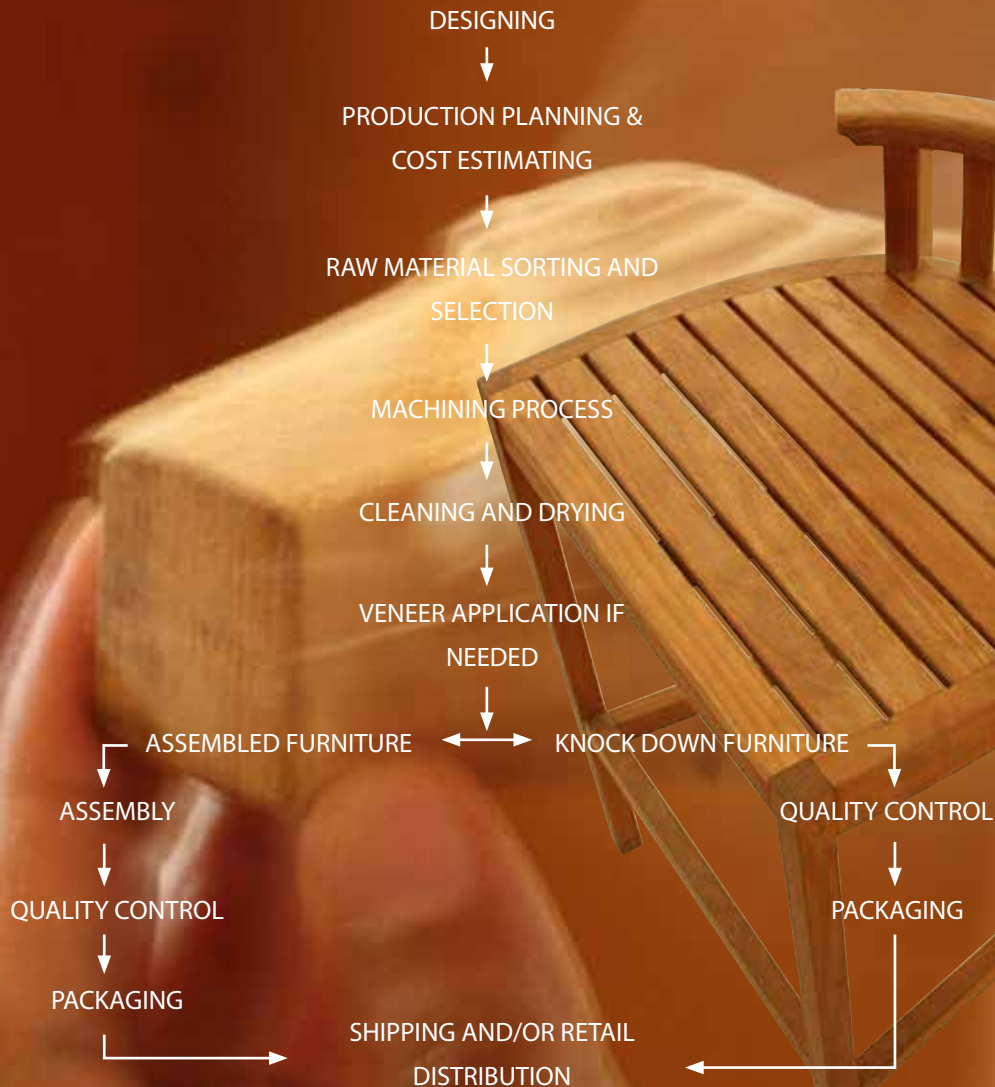
Low-Cost Mass-Produced Furniture

Low-cost mass-produced furniture are typically mass-produced in factories utilizing assembly-line processes. Most mass-produced furniture are sold in knock down form, requiring end consumers to assemble the furniture themselves. A typical mass-produced piece starts from the drawing board, as opposed to the rather frugal production nature of hand-made high-end furniture. In some cases the designer of the furniture may make his own full-size, detailed drawings; but in a large firm it is more usual for a draftsman to work out the practical details, though usually in consultation with the designer, who advises on proportions and decorative details. Today's mass furniture production is also greatly aided by the use of computers and computer-controlled cutting, machining and patterning tools.

With a design drawing on hand, engineers can estimate the raw materials and assembly processes required, along with the amount of time required to assemble the piece. Costs of material, cutting, finishing, labor and other associated costs are also worked out. Machine settings are also worked out from the approved design. With production plans comprehensively worked out production process can begin.

Mass produced furniture production typically starts with the selection of timber or wood products to be used in the construction process. Large factories typically stock large quantities of base wood materials to be used for mass furniture production. The appropriate wood or wood materials (such as fiber boards or particle boards) are passed from the warehouse to the machine shop. These are then cut and shaped, sometimes with computer-aided and guided machining tools. These machining processes vary but typically when a number of parts must be cut exactly alike, they are clamped in forms having the proper contour and are then brought in contact with high-speed rotating knives (wood machining tools). The knives shape the part to proper size as the form rides against a guide on hand or automatic shapers and routers.

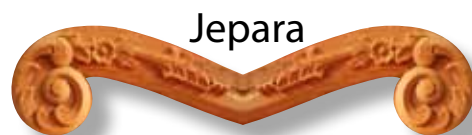
Pre-assembled mass-produced furniture pieces are rather rare. The extra effort at producing them make the term mass-produced rather less applicable. After completing quality control stages, a pre-assembled mass-produced furniture pieces are put together. The joints are joined, what needs to be glued are glued. After the glue has set and the joints joined, the parts may be returned to the machine department for machining that could not be performed before assembly, such as sanding the joints and shaping the edges. In individually crafted work there is always a great deal of fitting to be done—doors trimmed and drawers made to run easily without slackness. In mass-production work this problem would seriously undermine production. Therefore it is almost entirely avoided by making the parts an easy rather than snug fit and making the parts out of precisely standardized size. After undergoing these final processes, the mass-produced furniture pieces are ready for sale. Below is the process diagram of a typical mass-produced furniture factory.



Industrial Centers : Where Tradition Meets Global Demand

The best of Indonesian furniture can be seen in the furniture that has adorned the palaces and residences of the country's elite. One of the most prominent furniture styles in Indonesia is in the form of wooden relief carving furniture made in the Jepara area. Jepara style is one of the most prominent of Indonesian wooden carving furniture styles. The word Jepara in Indonesia is almost synonymous with beautiful, elegant, classical, high quality carved wooden furniture that lasts a lifetime. Another growing center of Indonesian furniture industry is Yogyakarta. Located deep in the cultural center of Java, Yogyakarta boasts a creative furniture industry that is not only rich in heritage, but also one that offers fresh ideas and modern designs. This book will also showcase furniture industry in Jakarta Area and Bali.

Jakarta, being the country's capital, hosts many national as well as international furniture trade shows and exhibitions. Bali also, being one of Indonesia's tourist destination centers, mostly serves as a showcase of Indonesian furniture to foreign visitors. Yogyakarta is also one of the more prominent furniture production centers in the country and boasts a large furniture making industry. Below are some of the wooden furniture production centers in Indonesia.



Legend has it that the king of the Indonesian kingdom of Majapahit was one day very upset about one of his carpenters. The magically powerful king threw the hapless carpenter up into the air so high, that he fell in what is now Jepara. Since then Jeparans have descended from the carpenter and become natural woodcrafters.

Regardless of whether the legend was true, which of course is highly unlikely, one foreign entrepreneur who has made Jepara his home and business base claims that Jeparans are "genetically designed" to carve. One can easily go to any of the countless homes in Jepara that work on furniture products, or to any furniture factory for that matter and ask any of the artisans "how do you learn to carve?" Most of the time, if not all of the time, one will be answered by answers such as "I learned it from my father", and even "from watching my neighbor", etc.



Jepara is a regency of roughly one million inhabitants located in the Central Java Province of Indonesia. It is located in the northern coastal region of the Central Java Province.

The furniture carving industry in Jepara is famous since it emphasizes wooden creative carving design in its products. No furniture products from Jepara that are not adorned with creative carvings. However industrialized and organized production of wooden carving furniture did not begin in earnest until the early 1990s. Prior to 1989, Jeparan wooden furniture carving was very little known outside of Jepara and its surrounding area. Furniture carving products then available were also very limited both in design and quantity. Product designs then available include elephant chair (so called due to its large size) with Garuda carving motifs, Mojopahit style chair (with floral and leaf carving motifs), wardrobe with Ramayana mythological story motif carving, and other simple carving furniture product designs. These were called "local" designs by the Jeparan furniture artisans since they were meant for the local, domestic, Indonesian market.

In 1989 however, Jeparan carving was introduced to the international market in a trade exhibition that was held in Bali. The trade exhibition, which was sponsored by the Jeparan local government, opened the eyes of the international furniture buyer community. Jepara became well known for its artistic wooden carving furniture designs. Jeparan furniture became increasingly well known and in demand. This is evident in the fact that while in 1986 Jeparan export amounted to only US\$30,000, by 1995 it has reached \$150 million, which further increased to \$225 million by the next year. In response to the international buyers suddenly flooding the Jeparan industry with orders, Jeparan furniture makers started to diversify their furniture.

Jeparan export oriented products (let's call it "export" furniture) were designed and differentiated from the "local" ones in order to fulfill the taste and demand of export markets. Jeparan artisans for example, started to design "outdoor" types furniture since the "local" type furniture did not include "outdoor" types. In addition, Jeparan "export" furniture product designs were also more diverse both in number of types and design range since they need to cater to the demands and needs of their export market. These Jeparan "export" furniture new designs include bar tables (not typically wanted in Indonesia since most Indonesians are Muslims and hence do not drink liquor), parasol (garden umbrella) and fireplace frame (which is of course not wanted by the local Indonesian buyers due to the hot climate).

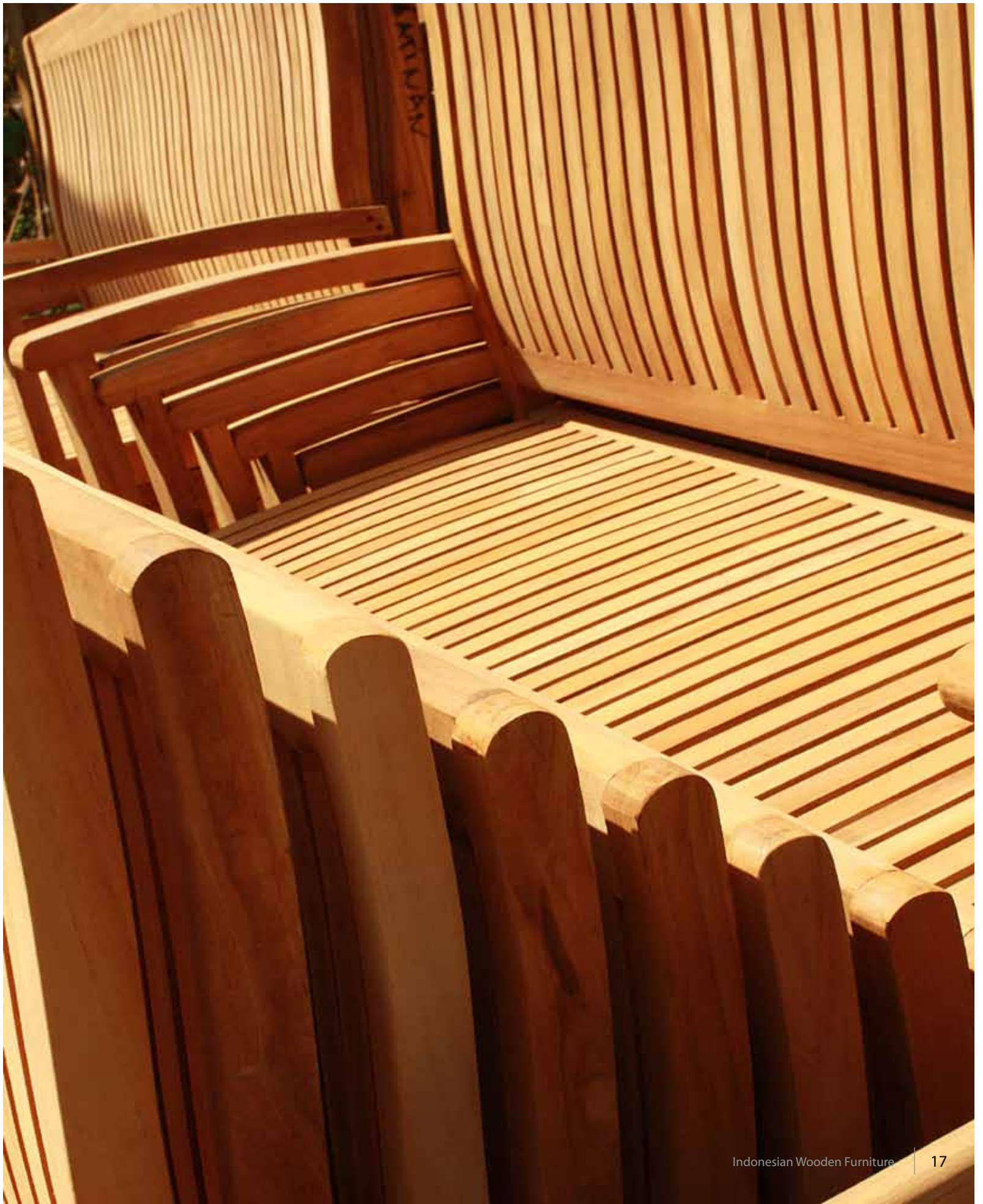
In addition, Jeparans also differentiate somewhat the quality of "local" and "export" products, with higher attention to quality being afforded the latter. "Local" furniture products are typically painted with regular paint/varnish finish, while "export" ones are more varied. Export-oriented products may have hand, spray, distressed, crackle, white wash and other methods of high quality finishings, often with more complex application methods than "local" ones. Export oriented products, depending on their target market and intended

buyers also undergo extra-careful quality control processes. This is due to the fact that export buyers are typically very meticulous and would not accept products with even the slightest defect. Defective products are rejected outright and Jeparan furniture businesses typically redirect them for the local furniture market.

History mentions that Jeparans have been skilled artisans for a long time. The rich cultural history, combined with the local environment which is deeply immersed in the culture and livelihood of woodcarving, create a highly vibrant creative furniture carving society in Jepara. The carved furniture society has grown as such that they have developed special-



In response to the international buyers suddenly flooding the Jeparan industry with orders, Jeparan furniture makers started to diversify their furniture.



ization almost by accident. Communities in an area of Jepara that make furniture typically have specialized in some type of furniture. One can easily find a local community that specializes in beds only, garden furniture, etc.

Other factors that encourage the growth of the furniture industry in Jepara are the entrepreneurship spirit and the culture of woodworking among its people. There are a number of aspects of the Jeparan culture that contribute to the entrepreneurship-drive and woodworking craftsmanship of its people. First and foremost is, of course the region's history. In its heyday, Jepara was the center of the maritime power of Demak. Shipbuilding was an important supporting industry of a naval power. Sailing ships at the time of Jepara's golden age, being made of wood, required carpenters and skilled woodcrafters to keep them going. This needs created a culture of woodworking and carpentry among the Jeparans, which survive in other forms today.

Local government in Jepara has also become very attentive of its people's needs, more so than most local governments in Indonesia. Therefore, the Jeparan local government



Jeparan carving motifs are typically in the form of natural style. The most common motif is the curved leaf, flower and fruit patterns. However, Jeparan carving motifs have evolved from an amalgamation of traditional Javanese carving motifs with European and even Chinese, Indian and Arab cultural influences.

has been very supportive to the development of its people's furniture industry. This may have something to do with the highly critical nature of its Jeparan constituents. Other than the characters of Jeparan culture mentioned above, Jeparans are also well known as very hard workers and as a people who are willing to adapt to survive. This is probably due to the harsh conditions imposed upon them by their long history. In general, one can describe Jeparans and their culture as hardworking, adaptive, critical, independent and business-oriented.

In general, Jeparan furniture products can be categorized into two distinctive categories, "outdoor" and "indoor" furniture. Indoor furniture are meant for indoor use and placement and are finished and built with materials that are more varied and also more suitable for indoor use. The Jeparans make indoor furniture for all rooms from the living room to the kitchen. The materials used are varied and can be customized to meet the customers' demands. The materials used include jati (teak) wood, mahony, sono, meh, durian and nyatoh wood. The indoor products are typically finished by painting, spraying or by hand (teak oil treatment, ambalu, etc.). Types of indoor products produced in Jepara include chairs (all types, including easy chairs, turning chairs and rocking chairs), desks, tables, cupboards, credenzas (side tables usually placed in kitchen or dining rooms for serving buffet menu).

Design styles of these indoor furniture also adopt a wide range of sources. Some of the designs adopted include American Country (the style of 18th-19th century American country homes), Farmhouse Pine (suburban comfort) and legacy (French). These styles affect and are adopted to the overall design of the furniture pieces and also their finishing processes. For example, American country style furniture are finished colorfully, legacy style are treated to expose the natural look of wood fibers, even with distressed techniques to give the impression of aged wood. Another example, the Georgian court style, uses complicated multi-step finishing processes to give the perfect impression of classic furniture pieces.

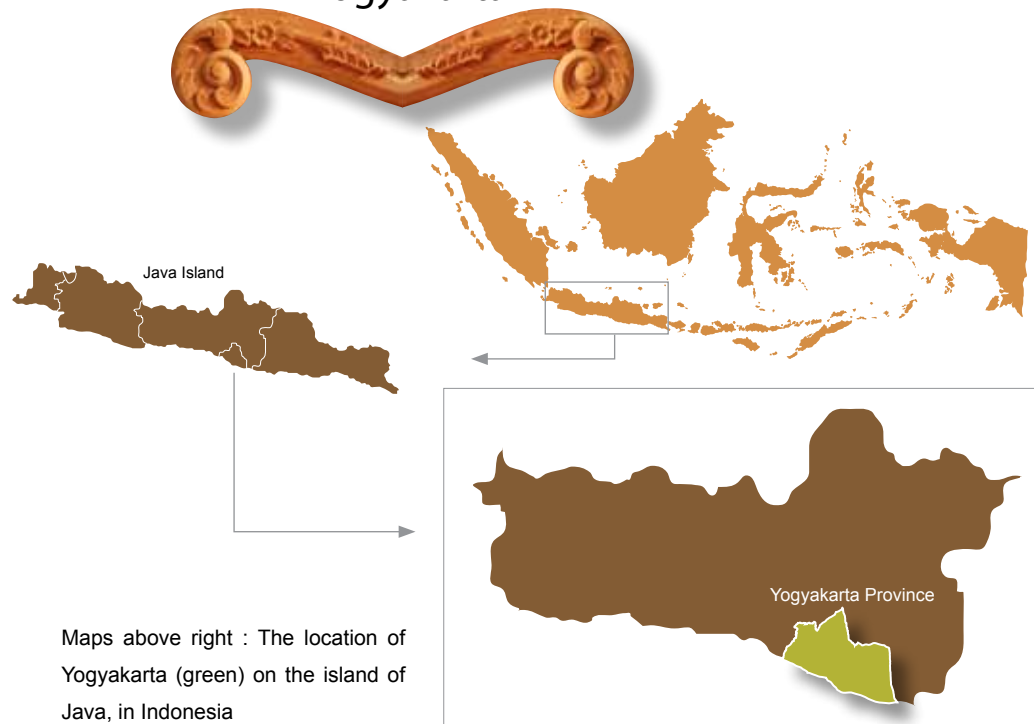


Jeparan furniture is very well known for being richly ornamented with carving motifs. Motifs form the basis for decoration and ornamentation of furniture designs.



Woodpanel with carving motifs take part of almost houses in Javaland longtime ago, now modern houses do not use this panel but interior still use woods as others furniture.

Yogyakarta



Maps above right : The location of Yogyakarta (green) on the island of Java, in Indonesia

Yogyakarta is also a major city and tourist destination in Indonesia with direct international flights from neighboring countries and relatively quick international connections through either Jakarta or Bali. Yogyakarta is also one of the educational centers of the country with a large number of public and private universities. All these factors contribute to make Yogyakarta an ideal place for the growth of a formidable furniture industry. Furniture industry in Yogyakarta provides a wide range of selection from elegant classical designs to futuristic, creative and functional ones. Annual trade shows also support the city's growing furniture industry.

Traditional furniture development in Yogyakarta can be seen from the decorative motives that developed. Some of the decorative motives that developed include dragon, floral, geometric, Mataram and Majapahit and European motives. The dragon motif is a product of Hindu and Chinese influence. The Garuda motif is sometimes used instead of dragon motif. The Garuda is a giant bird or bird-like creature of Hindu mythology. Floral decorative motif typically takes on the form of lotus, again signifying Hindu and Buddhist influence, which some say refer to the lotus as a heavenly flower. Geometric motif is also called the wajikan (after a traditional cookie with a trapezoidal shape, or "wajik" in local Javanese). Majapahit and Mataram style takes the form of decorative motives usually used on puppet shadows. European styles are influenced by designs of furniture and design

diagrams brought to Java by Europeans. The European influence reached its peak during the Dutch colonial era. This is due to the fact that the Dutch tried to ship some furniture made in Java to Europe, and thus influenced local furniture designer. Some European designs were copied while others combined with traditional designs already exist.



Yogyakarta as of 2007 exports more than 14 thousand tons of furniture as can be seen in the table below:

FURNITURE MATERIAL	VOLUME EXPORTED (KG)			
	2004	2005	2006	2007
BAMBOO	65,808.00	18,898.00	14,095.00	9,221.00
RATTAN	27,201.92	29,246.00	20,531.00	16,018.00
WOODEN	21,675,631.45	23,015,061.40	18,009,304.41	14,423,446.15
RUBBER	457.00	3,749.00	2,089.00	3,056.78
TOTAL	21,769,098.37	23,066,954.40	18,046,019.41	14,451,741.93

Source: Special Administrative Province of Yogyakarta – Agency of Industry



The furniture industry in Yogyakarta today produces a wide variety of furniture products from hand made ones to high quality machine made products. The products range from those made by hand traditionally to ones that employ advanced modern manufacturing technology. The types of furniture produced include garden furniture, office furniture, unique furniture and all types of furniture with modern flavor with designs that are continually upgraded.

Being a hub of furniture industry, Yogyakarta frequently hosts furniture trade expo. As of the writing of this book, Yogyakarta hosts at least 3 furniture industry trade shows, of which one is permanent. These are the Yogyakarta Furniture Expo, and a permanent furniture show located in Saphir Mall, the Yogyakarta Handicraft and Furniture Center.

Jakarta



Maps above right : The location of Jakarta (light brown) on the island of Java, in Indonesia

Jakarta is Indonesia's capital city. The Jakarta Metropolitan Area is often abbreviated Jabodetabek after its member cities of Jakarta and the surrounding cities of Bogor, Depok, Tangerang and Bekasi. This city of 9 million inhabitants and its surrounding areas mentioned, with total population of 20 million people, is the country's government, economic and commercial hub. The Jakarta Metropolitan area boasts a large number of industries, international sea and air ports and the best developed transportation network to the rest of the country than any city in Indonesia. It is only natural that Jakarta Metropolitan area develops some form of furniture-making industry. Demand data from the city's Agency for Industry and Trade shows that Jakarta needs about 500,000 pieces of furniture annually.

One of the furniture making centers in Jakarta is located in the East Jakarta Area, particularly Klender and Pulogadung areas of the city. Pulogadung is one of the industrial areas of Jakarta. Both Klender and Pulogadung are located in the Eastern part of Jakarta. Since the late 1970s and early 1980s, a furniture industry has sprung up in the streets of Klender. Data from Jakarta's Agency for Industry and Trade shows that there are more than 2,000 woodworking and furniture businesses in East Jakarta area. Klender furniture makers mostly produce low-end, hand-made or minimally machined furniture that are

sold for correspondingly for low prices. Klender furniture products are designed, built by hand and sold locally on-site. The furniture businesses in Klender are typically small family-owned and operated ones. The types of furniture produced are everyday household wooden furniture such as seats, chairs, dining tables, wardrobes, book shelves, dressers and armoires. Klender is also the location of the Pusat Promosi Industri Kayu dan Mebel (PPIKM) building addressed on Jalan (street) Jatinegara Kaum, Pulo Gadung. The abbreviation of PPIKM in English is translated as the Center for the Promotion of Wooden and Furniture Industry. This building houses furniture fairs and trade shows almost constantly. Most of the trade shows last for about a month. Despite its mostly low-cost, low-end nature furniture products, Klender-made furniture pieces have found markets overseas, such as United States, Italy and Russia.

In addition, Jakarta as the country's capital hosts a number of furniture trade shows and exhibitions regularly to promote Indonesian furniture to overseas buyers. Among these annually-held trade shows are the INACRAFT (Jakarta International Handicraft Fair), IFF (Indonesia Furniture Show), JFF (Jakarta Furniture Fair) and Furnicraft Indonesia. Those exhibitions held in Jakarta Convention Center and Jakarta International Expo Kemayoran. These trade shows showcase furniture products from all over the country. With such a dense furniture industrial capacity and being a commercial hub of the country, Jakarta is a must see destination for those intending to explore the country's furniture products.

Other areas of the Jabodetabek Area also sport furniture industry. Bogor is the site of one of the largest furniture companies in Indonesia that specializes in knock-down particle board and fibre board furniture. Both Tangerang and Bekasi are the location of small scale furniture industry. Both Tangerang and Bekasi possess large and well developed industrial estates.





Bali



Bali is a well known tourist destination island some 2 hours by flight from Jakarta. It is also connected by direct international flights from a number of cities worldwide. Considering its status as a world-reknown tourist destination, Bali has been a showcase of Indonesia to the world. Benefiting its status as a major tourist destination, with well developed infrastructure and a culture and environment designed to cater to foreigners, Bali enjoys great access to potential foreign buyers. Bali furniture merchants showcase a wide selection of furniture not only made in Bali, but also from all over Indonesia. Most of the furniture are transported in half-completed forms from other parts of Indonesia, most notably Java (Jepara is a favorite source since they provide dry high-quality pieces), and then processed by local Balinese crafters to suit the tastes of foreign buyers. Sometimes Local crafters typically simply add Balinese ornaments and decorations to the furniture pieces and finish them, label them as Balinese product.



Maps above : The location of Bali Island in Indonesia

One can find many furniture stores showcasing a wide range of wooden furniture in main roads along the tourist areas and also in many parts of the island. Many furniture in Bali is sold under the term "antique" furniture. These are not necessarily "antiques" however. Most of these furniture items are actually just that: half completed items from Java (typically Jepara) processed and decorated to look like what would appeal to foreign buyers. However, Bali also possesses a number of pure Balinese furniture production centers. Bali furniture production centers are located in Ubud, Tegalalang and Sebatu. These centers are located in the Regency of Gianyar. Gianyar has long been the center of engraving and carving arts of Bali. It is only natural that from this center of Balinese arts and crafts a furniture making business arise.







Wooden Furniture in Trade

Indonesia ranks 13th in the list of the
world's furniture exporters

World Standing

Indonesia is one of the top 25 furniture exporters in the world. According to 2007 trade data, the latest year for which data is available, Indonesian furniture exports are steadily growing and account for about 1.12% of the world's total exports. Indonesia ranks 21st in the list of the world's furniture exporters.

Major Furniture Exporters

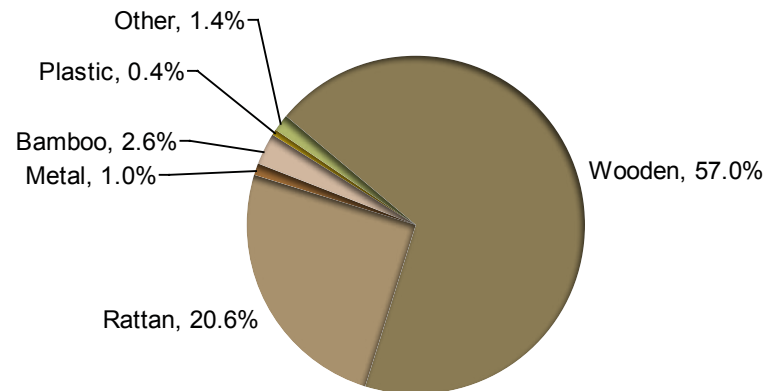
		TRADE INDICATORS				
	Exporters	Value exported in 2007, in USD thousand	Trade balance in 2007 in USD thousand	Quantity exported in 2007 in Tons	Unit value (USD/unit)	Share in world exports, %
	World	50,415,280	-4,842,336	6,901,468	7,305	100
1	China	10,346,180	9,632,651	1,654,610	6,253	20.52
2	Italy	4,225,286	3,120,966	432,665	9,766	8.38
3	Poland	4,033,554	3,353,675	814,266	4,954	8
4	Germany	3,863,324	-2,113,316	339,177	11,390	7.66
5	Mexico	3,637,941	2,437,102	383,639	9,483	7.22
6	USA	3,297,619	-12,282,670	387,937	8,500	6.54
7	Canada	1,921,646	-1,170,193	244,513	7,859	3.81
8	Czech Republic	1,522,505	826,533	137,454	11,076	3.02
9	France	1,436,880	-1,766,577	144,770	9,925	2.85
10	UK	1,000,364	-2,534,040	54,921	18,215	1.98
11	Japan	920,886	-1,101,992	103,041	8,937	1.83
12	Hungary	869,886	534,586	84,509	10,293	1.73
13	Belgium	854,103	-794,578	103,708	8,236	1.69
14	Viet Nam	840,791	789,902	238,390	3,527	1.67
15	Portugal	732,848	350,627	42,947	17,064	1.45
16	Spain	731,561	-1,065,488	88,114	8,302	1.45
17	Slovenia	693,513	433,235	49,337	14,057	1.38
18	Malaysia	680,695	523,786	119,358	5,703	1.35
19	Romania	608,575	426,795	101,911	5,972	1.21
20	Netherlands	587,036	-571,852	74,746	7,854	1.16
21	Indonesia	562,387	493,099	197,143	2,853	1.12
22	Thailand	554,394	438,886	72,577	7,639	1.1
23	Austria	537,964	-333,962	48,980	10,983	1.07
24	Sweden	503,427	-358,887	54,292	9,273	1
25	Denmark	480,669	-76,361	49,438	9,723	0.95

Source : Intracen, WTO

Types of Raw Material

Despite the wide range of forest products available locally and the recent emergence of new materials for furniture making, most of Indonesian furniture exports are of the wooden furniture type. Indonesian furniture export by raw material type can be seen in the pie chart below.

Exports by Type of Raw Material 2007

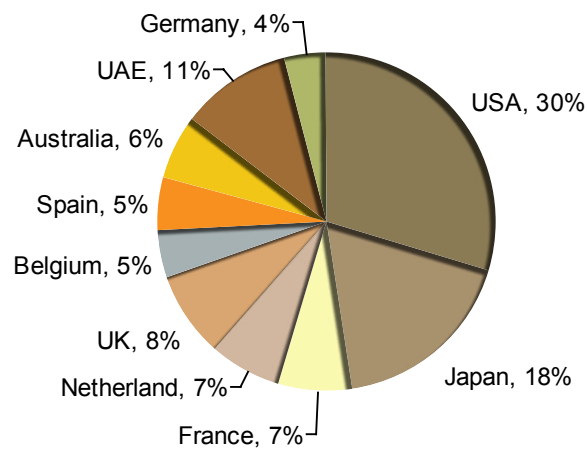


Source : ASMINDO, Indonesian Furniture Association

Export by Country Destination

Indonesian wooden furniture has also been widely exported to many countries worldwide. Most of these products go to the United States and European countries. A pie chart figure of Indonesian wooden furniture export can be seen in the picture below.

Exports by Country of Destination 2007



Source : ASMINDO, Indonesian Furniture Association

The types of Indonesian furniture products that are exported and their export destination countries are as follows (sorted by 2007's highest values):

Other Wooden Furniture of A Kind Used in Offices

HS 940330900

in US \$

COUNTRY	2003	2004	2005	2006	2007	2003-2007
UNITED STATES	6,533,672	4,424,859	5,502,086	4,473,588	4,687,062	25,621,267
JAPAN	9,975,191	13,195,516	15,010,136	12,411,652	4,430,974	55,023,469
FRANCE	465,272	480,666	721,971	516,184	3,224,468	5,408,561
UNITED KINGDOM	118,650	1,045,286	602,477	942,254	2,422,175	5,130,842
SOUTH KOREA	766,059	564,077	673,445	1,345,811	2,101,899	5,451,291
BELGIUM	453,977	122,099	165,560	629,147	1,760,736	3,131,519
NETHERLANDS	380,640	887,429	783,246	781,008	1,678,330	4,510,653
AUSTRALIA	949,385	1,427,320	1,089,608	802,531	1,125,739	5,394,583
SPAIN	172,784	272,052	320,932	245,841	1,042,359	2,053,968
UNITED ARAB EMIRATES	4,332,836	2,051,642	892,756	1,265,625	816,655	9,359,514

Source : Indonesian Central Bureau of Statistics

Indonesian Share in Major Market

Wooden Furniture of a Kind Used in The Kitchen

HS 940340000

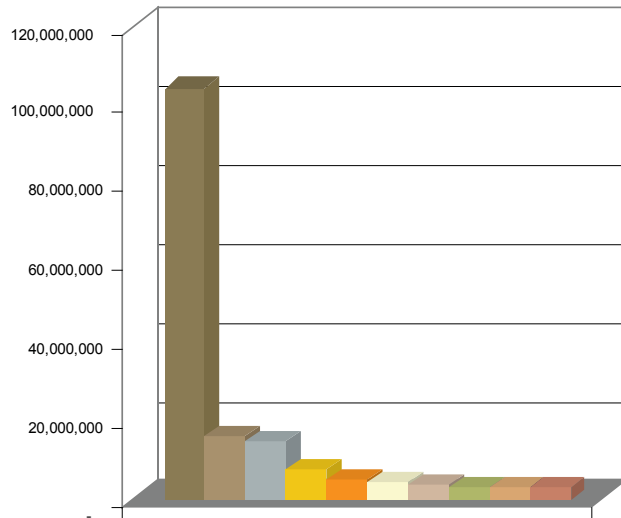
in US \$

COUNTRY	2003	2004	2005	2006	2007	2003-2007
JAPAN	185,533	136,935	237,697	178,746	12,413,534	13,152,445
SPAIN	169,314	265,157	655,547	437,887	668,384	2,196,289
UNITED STATES	2,881,987	3,261,279	2,011,976	3,834,771	620,441	12,610,454
DENMARK	51,358	65,020	29,608	912,529	333,870	1,392,385
SINGAPORE	62,593	47,247	90,663	98,937	292,934	592,374
SOUTH KOREA	165,251	171,678	328,429	136,832	261,980	1,064,170
UNITED ARAB EMIRATES	147,703	68,148	256,043	170,930	202,228	845,052
MALAYSIA	34,522	151,843	62,035	86,499	172,702	507,601
MEXICO	4,861	6,010	48,694	20,350	150,371	230,286
GERMANY	109,358	105,483	337,145	435,250	149,929	1,137,165

Source : Indonesian Central Bureau of Statistics

Wooden Furniture of A Kind Used in The Bedroom

HS 940350000



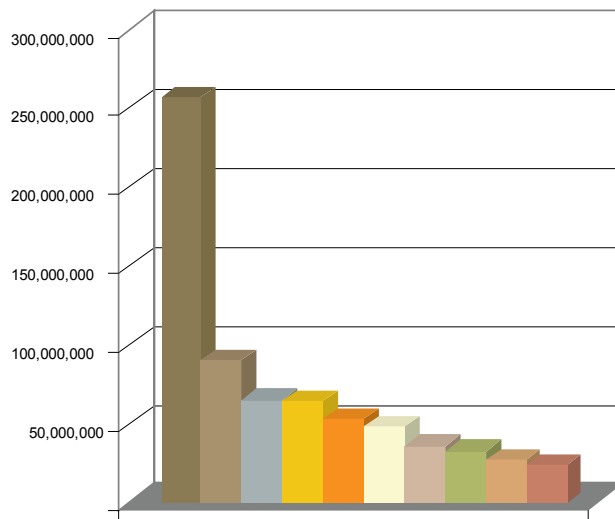
Country and Total Value (in US\$), 2007

UNITED STATES	104,377,073
JAPAN	16,090,494
UNITED ARAB EMIRATES	14,418,369
CANADA	7,376,335
TAIWAN	4,751,899
UNITED KINGDOM	4,094,427
FRANCE	3,492,282
AUSTRALIA	2,895,663
SOUTH KOREA	2,836,492
SINGAPORE	2,733,333

Source : Indonesian Central Bureau of Statistics

Others Wooden Furniture

HS 940360000



Country and Total Value (in US\$), 2007

UNITED STATES	257,419,300
JAPAN	89,435,179
FRANCE	65,001,015
NETHERLANDS	63,866,227
UNITED KINGDOM	52,283,520
BELGIUM	47,903,628
SPAIN	35,864,698
AUSTRALIA	32,622,529
GERMANY	26,268,097
ITALY	23,006,139

Source : Indonesian Central Bureau of Statistics

Other Seats, with Wooden Frames of Other than Upholstered

HS 940169000

in US \$

No.	COUNTRY	2003	2004	2005	2006	2007	2003-2007
1	United States	3,589,960	27,206,018	50,425,087	46,182,618	31,408,855	158,812,538
2	United Kingdom	2,195,969	3,577,303	3,535,299	2,449,095	4,436,978	16,194,644
3	Netherlands	1,344,694	3,665,798	4,793,172	3,711,962	4,024,666	17,540,292
4	Germany	2,289,395	3,773,502	4,993,824	2,444,382	3,112,043	16,613,146
5	Belgium	678,419	1,916,339	3,234,604	2,516,552	3,104,984	11,450,898
6	France	697,812	1,872,535	2,850,517	2,540,219	3,023,827	10,984,910
7	Spain	758,284	1,904,092	2,040,346	1,603,392	1,886,324	8,192,438
8	Italy	245,561	1,103,407	1,375,030	901,965	1,649,806	5,275,769
9	Japan	348,138	1,042,063	1,474,432	1,165,125	1,515,011	5,544,769
10	Australia	539,880	1,492,057	2,123,268	878,230	1,459,712	6,493,147

Source : Indonesian Central Bureau of Statistics

United States, for HS 9403 Other furniture and parts thereof

No.	Exporters	Trade Indicators			
		Imported value 2007 USD thousand	Share in United States of America's imports, %	Unit value, (USD/unit)	Imported growth in value between 2003-2007, %, p.a.
	World	19272990	100	3545	8
1	China	9633466	50	3613	12
2	Canada	3015921	15.6	3774	0
3	Viet Nam	1253442	6.5	2908	62
4	Malaysia	711393	3.7	3089	14
5	Mexico	653981	3.4	3706	4
6	Italy	651441	3.4	3706	0
7	Chinese Taipei	524147	2.7	3958	-2
8	Indonesia	516955	2.7	3077	3
9	Thailand	288749	1.5	3291	-5
10	Germany	213975	1.1	3822	12

Sources : ITC calculations based on COMTRADE statistics.

United Kingdom, for HS 9403 Other Furniture and Parts Thereof

No.	Exporters	Trade Indicators			
		Imported value 2007 USD thousand	Share in United Kingdom's imports, %	Unit value, (USD/unit)	Imported growth in value between 2003-2007, %, p.a.
	World	5175276	100	2854	10
1	China	1354099	26.2	2655	34
2	Italy	763329	14.7	3959	8
3	Germany	543260	10.5	3639	10
4	Viet Nam	208448	4	2847	22
5	Malaysia	179503	3.5	2174	0
6	Poland	178004	3.4	2466	2
7	Denmark	154766	3	2985	-7
8	Indonesia	141948	2.7	2898	10
9	Sweden	135759	2.6	1885	9
10	France	134726	2.6	4104	-1

Sources : ITC calculations based on COMTRADE statistics.

Japan, for HS 9403 Other Furniture and Parts Thereof

No.	Exporters	Trade Indicators			
		Imported value 2007 USD thousand	Share in Japan's imports, %	Unit value, (USD/unit)	Imported growth in value between 2003-2007, %, p.a.
	World	2374211	100	2385	5
1	China	1111223	46.8	2215	10
2	Viet Nam	214381	9	2121	13
3	Thailand	173916	7.3	1896	-1
4	Chinese Taipei	162619	6.8	2417	-6
5	Indonesia	155942	6.6	1990	1
6	Malaysia	123953	5.2	1751	4
7	Germany	78970	3.3	6413	8
8	Austria	78771	3.3	5007	11
9	Italy	62688	2.6	7332	-7
10	Philippines	38909	1.6	5264	-7

Sources : ITC calculations based on COMTRADE statistics.

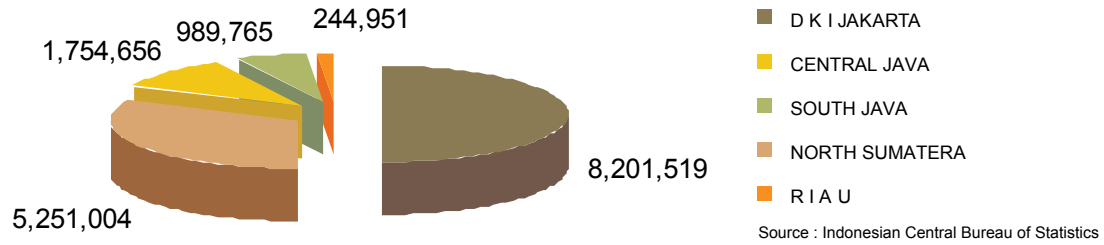
Major Exports by Province :

Major export by province for each of the furniture types are shown in charts below:

Wooden Furniture of A Kind Used in The Kitchen

HS 940340000

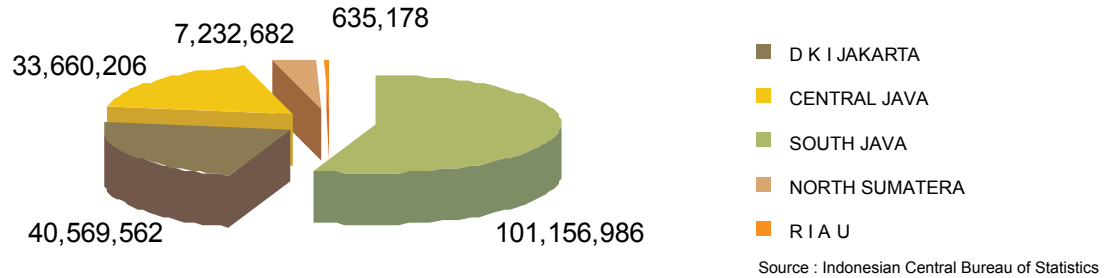
Total Values (US\$) 2007



Wooden Furniture of a Kind Used in The Bedroom

HS 940350000

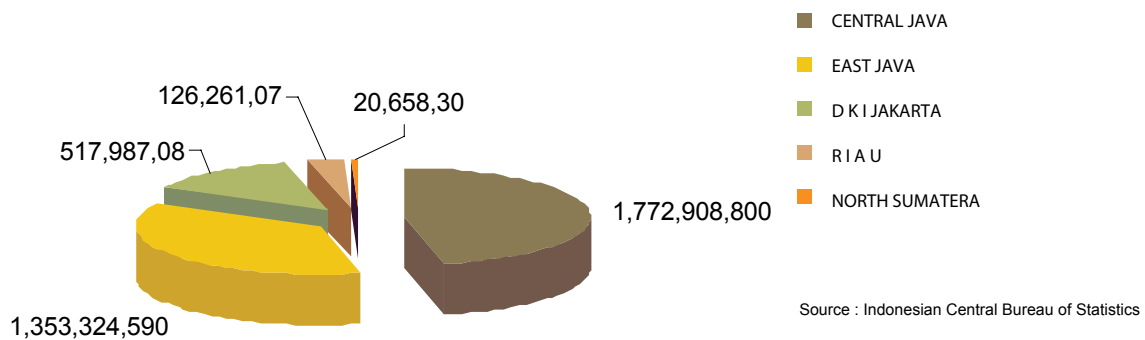
Total Value (US\$) 2007



Other Wooden Furniture

HS 940360000

Total Value (US\$) 2007



Other Seat, with Wooden Frames of Other than Upholstered

HS 940169000

PROVINCE	2003	2004	2005	2006	2007	2003-2007
CENTRAL JAVA	4,408,074	20,879,415	27,309,207	12,762,848	26,038,257	91,397,801
JAKARTA	6,766,793	16,338,949	26,114,526	28,412,699	22,641,856	100,274,823
EAST JAVA	7,188,863	18,361,093	36,165,161	29,937,570	17,432,786	109,085,473
RIAU	-	64	-	-	313,200	313,264
BALI	23,162	345,739	520,646	202,129	211,771	1,303,447

Source : Indonesian Central Bureau of Statistics

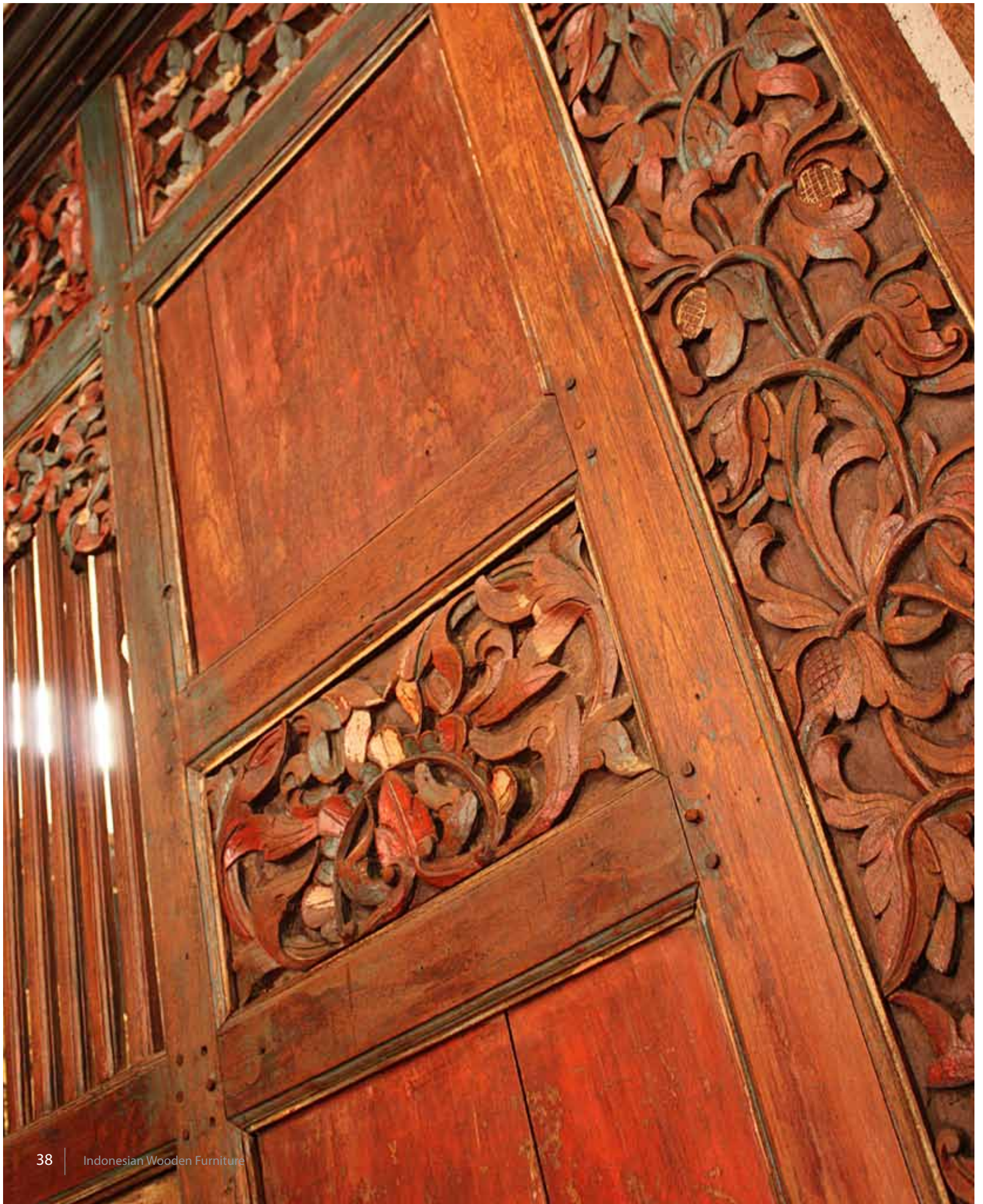
Other Wooden Furniture of a Kind Used in Offices

HS 940330900

PROVINCE	2003	2004	2005	2006	2007	2003-2007
JAKARTA	1,331,000	1,088,994	4,133,314	5,707,161	13,214,753	25,475,222
CENTRAL JAVA	23,997,015	23,828,991	21,804,245	21,134,325	12,306,331	103,070,907
EAST JAVA	5,101,448	8,763,265	7,947,256	4,557,484	7,354,024	33,723,477
BALI	19,787	431,670	831,425	1,109,855	2,089,735	4,482,472
RIAU	1,209,236	430,686	785,090	225,840	24,725	2,675,577

Source : Indonesian Central Bureau of Statistics





The Challenge

The Competitive Advantage of Indonesian Furniture in the World

In today's age of mass-produced, high-volume, low-priced furniture, one must maintain a certain edge in order to survive the cut-throat furniture market. China with its plentiful low cost labor and mass production capacity has emerged as a juggernaut of the mass-produced furniture industry. Indonesia's largest furniture imports in fact comes from China. The nature of production in Indonesia itself lends some obstacle to competing in the low-cost mass-produced niche. In short, it is nearly impossible for Indonesian furniture makers to compete in the low-end rungs of the furniture business with the likes of China. Other Asian furniture makers attempt to reproduce China's formula. European furniture makers on the other hand have the reputation as producers of very fine, high-technology-processed products. This fact leaves very little room for Indonesian products to compete on an equal footing in the world stage.

Indonesian furniture makers are faced with a number of obstacles that prevent them from competing on an equal footing with furniture makers from other countries. First of all, despite the relatively abundant supply of wood materials, these are becoming harder and more expensive to obtain. Smuggling has been a problem, especially from Indonesian forests to competitor countries. On the other hand, high technology machines are expensive to obtain and most Indonesian furniture businesses simply can't afford to focus their production based on high-technology machines. In addition, labor costs are becoming more expensive in Indonesia. Indonesian laborers, with no intention of disrespect, are also rather unproductive when compared with laborers from other countries. Labor issues have also become more prominent nowadays in Indonesia with laborers demanding more benefits, sometimes by sacrificing productivity. In short, in economics terms, Indonesia no longer has a comparative advantage in furniture production. Therefore, Indonesian furniture producers need to rely on competitive advantage instead.

So one may ask, what may that competitive advantage be? There is one aspect of the Indonesian furniture industry that is impossible to immitate by others: creativity born out of culture. Indonesian furniture can still compete relying on their ingenuity and uniqueness of design that are constantly updated. Take Jeparans for example. They have thrived as suppliers of high-end furniture worldwide, a niche unaffected by the influx of

cheap mass-produced furniture. Even in the face of high-technology furniture machining, Jeparan design and ingenuity prospers. Take for example Jeparan products that are taken for export to Europe. Some of these products are taken through high-technology processing and re-sold under another name, typically European brands.

This competitive advantage has become the main selling point for Indonesian furniture abroad. One can easily observe that Indonesian furniture that are taken for exhibitions abroad are typically of the highly creative and unique ones. It is impossible to find cheap, mass-produced Indonesian furniture products abroad, simply because Indonesian mass-produced furniture can't compete with similar products from more efficient furniture-producing countries (such as China).

The Role of Government

The Indonesian Government is highly supportive of Indonesian furniture industry. The central government, for example, organizes trade exhibitions showcasing Indonesian furniture and other products. Some of these government-sponsored annual trade shows are INACRAFT (Indonesian Craft Exhibition), TEI (Trade Expo Indonesia) and ICRA (The Indonesian Interior & Craft Exhibition). National Agency for Export Development (NAFED), a unit of Ministry of Trade, is the organizer of Trade Expo Indonesia in Jakarta, the largest export-oriented exhibition in Indonesia. In addition, NAFED and other government agencies regularly lead trade missions overseas, bringing many entrepreneurs and industrialists to attend world-class exhibitions, and also directs visiting dignitaries and foreign businessmen to qualified Indonesian companies.

Local governments are also directly involved in promoting their local industry. The local government of Jepara, for example, opens marketing office in the middle of Jakarta furniture district to connect Jeparan producers with consumers and exporters. For its part, Jakarta—Indonesia's largest furniture market and main gateway for export—has opened a large furniture promotion center and held regular exhibitions to promote its own industry.

Government has set priorities of policies and commits resources to support the business communities. Among the priorities are development of creativity-based handicraft exports—including furniture—and the emphasis on the use of eco-friendly materials and the application of eco-labeling, as well as ensuring that the supply of those materials (wood, rattan, metal, etc.) is reliable. One strategic effort is better management of Indonesian forest. In addition to private companies, there are state-owned companies that

directly own and managed forest areas. Not only these companies create a stability of supply, they also have a long-term strategic directive to invest and plant trees that are important to industries. The Government has declared that export of logs is prohibited. Joint operations Ministry of Forestry, National Police, Customs Office and other agencies have tried successfully to reduce illegal logging and smuggling of those woods.

Central and local governments cooperate with universities, practitioners, and community organizations to empower small-and-medium businesses and to encourage entrepreneurship. Those government agencies also try to increase production through human resources development and equipment modernization. Inside the Ministry of Trade, a unit of NAFED called Indonesian Export Training Center (IETC) provides trainings for would-be exporters.

On the marketing side, government put in place an initiative to utilize the Internet as an affordable, and yet effective marketing medium, to reach untapped market overseas. One example is online exhibition of Indonesian products at NAFED's virtual exhibition website at <http://www.nafedve.com>. Another important strategy is the partnerships between producers of furniture and other sectors, most notably tourism industry. Hotels and resorts are important consumers of furniture, and many of them are run by international-chain or designed by world-class architects and designers. By working closely with them, producers have better odd at competing with producers from other countries.

One important aspect of furniture industry is the unreserved involvement of the community, as previously mentioned in the case of Jepara where children are trained at home because they help their parents in furniture business. In the city of Semarang, the provincial capital about three-hour drive from Jepara, a non-governmental institute named PIKA is one of the most advance education facilities in the country. This institute runs formal education programs on the level of high-school and academy as well as tailor-made courses on specific issues on furniture manufacturing.

Unlike many other industries, the role of association is renowned. ASMINDO, as the association is called, is the umbrella organization for furniture producers of any materials (wood, rattan, MDF, etc.), big or small, export-oriented or domestic only. This decades-old organization is a regular participant in major exhibitions around the world, as well as organizer (or sponsor) for important furniture exhibitions in Indonesia. Within this association furniture businesses can exchange knowledge and support each other. Jeperan industry, for example, conduct annual competition to craft new, innovative furniture designs.

List of Exporters

No	Exporters	Address	Telp/Fax	Email/Website	Contact Person
1	ALBASI PARAHYANGAN, PT	Jl. Cipaganti No. 136 Bandung Jawa Barat	(62-22) 231737 (62-22) 2308151	ap@tasikmalaya.wasantara.net.id	Chrisdianto Raharjo Hardiman Cokro Sapatro
2	ANDIN FURNITURE, CV	Desa Luwang, Kel. Luwang, Kec. Gatak, Kabupaten Sukoharjo Jawa Tengah 57557	(62-271) 781414, 784485, (62-271) 781414	www.andin-furniture.com	Mulyadi Hendro Priyono
3	ANNA CRAFT, CV	Nogosari Rt. 07/25 Tirirenggo Bantul D. I. Y	(62-274) 368468 (62-274) 368468	annacraft_a@yahoo.com www.yogyes.com/anna-craft	Theofidus Hartono
4	ARTANIS PRATAMA JAYA, PT	Jl. Letjen Sarwo Edi Wibowo No. 123, Plamongsari Semarang Jawa Tengah 50193	(62-24) 6734826 (62-24) 6734827	artans_steve@yahoo.com.au	Setijanto Santoso Sinatra Liman
5	ASIA CEMARA EKABUANA, PT	Jl. Binjai Km. 11,2 Gg. Makmur No. 88, Mulyorejo Sunggal Deli Serdang Sumatera 20352	(62-61) 77822967 (62-61) 8451867	info@aceindonesia.com www.aceindonesia.com	Henny Leonardi Sony Wicaksono
6	BOKDESINDO INDAH, PT	JL. Rambai 1/3, Kebayoran Baru Jakarta 12130	(62-21) 7221053 (62-21) 7230741	info@bokdesindo.com www.bokdesindo.com	Marcel Opstal
7	OLYMPIC, PT	Jl. Kaum Sari Rt. 01 Rw. 05, Kedung Halang Bogor Jawa Barat 16151	(62-251) 663741-44, 663753 (62-251) 663935, 663746	international@olympicfurniture.co.id www.olympicfurniture.co.id	Au Bintoro Eddy Gunawan
8	HARUM SARI, CV	Jl. Gunung Tangkuban Perahu No. 3E Kuta, Bali	(62-361) 8476209, 735081, (62-361) 8476203, 735945	tohjawa@indosat.net.id	Gerald I Made Sumarta
9	INDOEXIM INTERNATIONAL, PT	Kompleks Golden Plaza Blok B-25 Jl. RS. Fatmawati No. 15 Jakarta Selatan 12420	(62-21) 7507501 (62-21) 7509012	info@indoexim.com www.indoexim.com	Fitri
10	INDONESIA ANTIQUE, PT	Jl. Laweyan No. 144B Sondakan Solo, Jateng	(62-271) 714040 (62-271) 718484	info@infoantique-furniture.com www.infoantique-furniture.com	Kukuh Waskito Wahyu Hanggono
11	INTAN ANDALAS WOOD INDUSTRI, PT	Jl. Perniagaan Baru No. 72-E Medan	(62-61) 4573362 (62-61) 4154702	wood@indo.net.id www.iawi.com	Amin Halim Tardjo Halim
12	JEPARA INCORPORATED, PT	Jl. Raya Tahunan Km 4 No. 16 Tahunan Pekeng, Jepara Jawa Tengah	(62-291) 591216 (62-291) 591257	jeparaincorporated@yahoo.com www.jeinco.com	Akhmad fauzi, SE. Andre Sundriyo
13	JEPARA INTERNATIONAL FURNITURE, CV	Jl. Pemuda No. 33 B Jepara Jawa Tengah	(62-291) 3301514, 22886299 (01-206) 3745139	cs@indonesiafurniture.co.id www.indonesiafurniture.co.id	Akhmad Baihaqiy Demas
14	JIRO PRODUCTION	Jl. Macanan DN 3/368 Yogyakarta	(62-274) 7494512	jiro_production@yahoo.com www.jiroproduction.com	
15	KAYU LIMA UTAMA, PT	Jl. Raya Yogya Km. 7, Blondo Magelang Jateng	(62-293) 782438 (62-293) 782641	info@kayulima.com www.kayulima.com	Utama Joko Budi Santoso
16	KHARISMA ROTAN MANDIRI, PT	Gesingan RT 02 Rw 09 Luwang Gatak, Sukoharjo Solo Jawa Tengah 57557	(62-271) 780483, 784483 (62-271) 783177	info@uniquecane.com www.uniquecane.com	Supriyadi Sunarto

No	Exporters	Address	Telp/Fax	Email/Website	Contact Person
17	LUNAR GRAHA UTAMA, PT	Jl. Palagan Tentara Pelajar Km. 10,2 No. 45 Sleman D. I. YOGYAKARTA 55581	(62-274) 865685 (62-274) 865685	info@lunar.co.id www.lunargrahautama.com,	Budi Virgono Agus Tri
18	NINE SQUARE INDONESIA, PT	Jl. Gedong Kuning Selatan No. 122B, Banguntapan Bantul D. I. YOGYAKARTA 55198	(62-274) 380546 (62-274) 376424	info@ninesquare.co.id www.ninesquare.co.id	Anne Patricia Sutanto, MBA
19	PROPERTY, CV	Jl. Ampasit 1 No. 10 Rt. 006/Rw. 002 Jakarta Pusat 10150	(62-21) 3843332 (62-21) 3804956, 3519815	srluwia@cbn.net.id www.srluwia.com	Rudy Temaso Luwia Erni Luwia
20	QUIRA TERRASTIKA, PT	Jl. Ringroad Barat No. 15 Pelemgurih Rt. 06 Rw. 11 Somodaran Kel. Banyuraden, Kec. Gamping Sleman D. I. YOGYAKARTA	(62-274) 617282 (62-274) 617282	quirat@indosat.net.id www.quiraterastika	Dra. Aswira Rastika, MM
21	RAJAWALI PERKASA FURNITURE, CV	Jl. Raya Juwana - Pati Km. 1 Juwana Jateng	(62-295) 5501092 (62-295) 471294	garudajwn@telkom.net garudajwn@yahoo.com	Y. Sutrisno
22	RAPI FURNITURE	Jl. Sabirin No. 18, Kotabaru Yogyakarta 55224	(62-274) 589698 (62-274) 561744	wisanto@indosat.net.id	Wihartono Santoso
23	RIMBA SENTOSA, CV	Jl. Patimura No. 23 Tawang Sari Sukoharjo Jawa Tengah 57561	(62-272) 881129 (62-272) 881129, 881190	marketing@garden-goldenteakfurniture.com www.garden-goldenteakfurniture.com	Ir. Setyo Wisnu Broto H. Sri Joko, Spd
24	SONO PRIMA, CV	Jl. Kartini No. 4 Bojonegoro Jawa Timur	(62-353) 881685, 881059 (62-353) 883073	sono_prima_ind@hotmail.com	Budi Santoso
25	SULTAN AGUNG CRAFT, CV	Jl. Sultan Agung No. 74 Ponorogo Jawa Timur	(62-352) 461152	Mukti@sultan-agung.com www.sultan-agung.com	Mukti Ichsan Ali Mukti
26	SUMIATI EKSPOR INTERNASIONAL, PT	Jl. Ksatria III No. 3, Tuban - Kuta Badung Bali	(62-361) 753179 (62-361) 754484	ptsumiati@yahoo.co.id www.sumiati.com	Hj. Sumiati
27	SUPER GRAHA MAKMUR, PT	Jl. Pendurenan Masjid 53, Karet Kuningan Jakarta	(62-21) 5221620, 522800 (62-61) 520150	superfb@cbn.net.id, super_graha@yahoo.co.id	Rudy Budiman Ali
28	SURYA GUMILAR FURNITURE, CV	Jl. Raya Ngabul Mantingan Km 1 Jepara Jawa Tengah 59428	(62-291) 596394 (62-291) 596520	suryagumilar@indo.net.id www.suryagumilar.com	Andre Sundriyo,S. Ag. MM Hj. Noor Alifah Djunaidi
29	TALAINDO INTERIOR (TALA HOME), PT	AK 28 gg Timor Timur, Jl Kaliurang Km 6.5 Yogyakarta 55284	(62-274) 888674	info@talahome.com www.talahome.com	Jhoanna Tavita Apriliya Rahmayanti
30	TANAMAS INDUSTRY COMUNITAS, PT	Jl. Tomang Ancak No. 10-12, Kel. Jati Pulo Kec. Palmerah Jakarta Barat 11430	(62-21) 5601862 (62-21) 5601870	tanamas@tanamasindustry.com www.tanamasindustry.com	Syarifah Azan Muhamad Tanamas
31	WIRASINDO SANTAKARYA, PT	Jl. Baki Soolo-Daleman No. 41, Sukoharjo Solo Jawa Tengah 57556	(62-271) 623231, 623232 (62-271) 623233	info@wisanka.com www.wisanka.com,	Ign. Hari Basuk Ari

MINISTRY OF TRADE REPUBLIC OF INDONESIA

Jl. M.I. Ridwan Rais No.5
Main Building - 4th Floor
Jakarta 10110 INDONESIA
Phone. [62-21] 385 8171 (hunting)
Fax. [62-21] 235 28691
E-mail. mendag@depdag.go.id

Secretary General

Jl. M.I. Ridwan Rais No. 5 Main Building I, 7th Floor Jakarta Pusat
Phone. (62-21) - 23522040 ext. 32040
Fax. (62-21) - 23522050
sesjen@depda9-90.id

Inspectorate General

Jl. M.I. Ridwan Rais No. 5 Building I, 10th Floor, Jakarta Pusat
(62-21) - 384 8662, 3841961 Ext.1226
(62-21) - 384 8662
irjen@depdag.go.id

Directorate General of Domestic Trade

M.I. Ridwan Rais No.5 Building I, 6th Floor
Jakarta 10110 - INDONESIA
Phone (62-21) 23524120, 2352 8620
Fax (62-21) 23524130
E-mail. dirJen-pdn@depdag.go.id

Directorate General of Foreign Trade

Jl. M.I. Ridwan Rais No. 5 Main Building, 9th Floor Jakarta 10110 - INDONESIA
Phone (62-21) 23525160
Fax (62-21) 23525170
E-mail djdaglu@depdag.go.id

Directorate General of International Trade Cooperation

Jl. M.I. Ridwan Rais No.5 Main Building, 8th Floor, Jakarta 10110 - INDONESIA
Phone (62-21) 23526200, 23528600
Fax (62-21) 23526210
E-mail. djkpi@depdag.go.id

National Agency for Export Development

Jl. M.I. Ridwan Rais No.5 Main Building, 4th Floor, Jakarta 10110 - INDONESIA
Phone (62-21) 23527240
Fax (62-21) 23527250
E-mail. kabpen@depdag.go.id

Commodity Future Trading Regulatory Agency (COFTRA)

Gedung Bumi Daya Plaza 4th Floor
Jl. Imam Bonjol NO. 61
Jakarta 10310 -INDONESIA
Phone (62-21) 315 6315
Fax (62-21) 315 6135
E-mail. kabappebti@depdag.go.id
Website www.bappebti.go.id

Trade Research and Development Agency (TREDA)

Jl. M.I. Ridwan Rais No. 5 Main Building 4th Floor, Jakarta 10110 - INDONESIA
Phone (62-21)3858171 (hunting)
Fax (62-21) 23528691
E-mail kabalitbang@depdag.go.id

INDONESIAN COMMERCIAL ATTACHE

Australia

Indonesian Embassy. 8, Darwin Avenue, Yarralumia Canberra A.c.T. 2600 Australia
Phone : (6162) - 625 08654
Fax : (6162) - 62730757
E-mail : atdag-aus@depdag.go.id atperdag@cyberone.com.au
Website : www.kbri-canberra.org.au

Japan

Indonesian Embassy .5-2-9, Higashi Gotanda Shinagawa-ku Tokyo 1410022, Japan
Phone : (81-03) - 344 14201,344 70596
Fax : (81-03) - 344 71 697
E-mail : atdag-jpn@depdag.go.id hbagis17@yahoo.com

South Korea

Indonesian Embassy. 55, Yoido-dong Young deoung po-ku Seoul South Korea.
Phone : (0082-2) - 782 7750, 783 5371
Fax : (0082-2) - 780 4280, 783 7750
E-mail : atdag-kor@depdag.go.id stpsdt@hotmail.com

People's Republic of China

Indonesian Embassy . San Li Tun Diplomatic Office Building B, Beijing 100600, China
Phone : (00861) 653 24748, 653 25400-3014
Fax : (00861) 653 25368
E-mail : atdag-chn@depdag.go.id indagbei@public3.bta.net.cn

Thailand

Indonesian Embassy . 600 - 602 Petchburi Road Rajthevi PO BOX 1318 Bangkok 10400, Thailand
Phone : (0066-2) - 2551264, 255 3135 ext.123
Fax : (0066-2) - 2551264, 2551267
E-mail : atdag-tha@depdag.go.id indagtha.i@hotmail.com

Philippines

Indonesian Embassy . 185, Salcedo Street. Legaspi Village, Makati City Metro Manila Philippines
Phone : (632) - 892 5061-68, 894 4561
Fax : (632) - 892 5878, 867 4192
E-mail : atdag-phl@depdag.go.id perdag@info.com.ph

Malaysia

Indonesian Embassy Jalan Tun Razak No.233 Kuala Lumpur 50400, Malaysia
Phone : (0060-03) - 214 52011 Or 21434835 ext.308
Fax : (0060-30) - 214 7908, 214 48407
E-mail : atdag-mys@depdag.go.id indagkl@pd.jaring.my

India

Indonesian Embassy. 50-A Chanakyapuri New Delhi 110021 India
Phone : (0091-11)-61141000,6886763
Fax : (0091-11) - 688 5460, 687 4402
E-mail : atdag-ind@depdag.go.id indoemb@nda.vsnl.net.in

Saudi Arabia

Indonesian Embassy Riyadh Diplomatic Quarter PO. Box 94343 Riyadh 11693 Saudi Arabia
Phone : (0966-1) - 488 2800, 488 2131 ext.120
Fax : (0966-1) - 488 2966
E-mail : atdag-sau@depdag.go.id atdagruhsa@awalnet.net.sa

Egypt

Indonesian Embassy. 3, Aisha EL Taimoira St. Garden City PO BOX 1661 Cairo 1661, Republic of Egypt
Phone : (20-2) - 794 4698,794 7200-9
Fax : (20-2) - 796 2495
E-mail : atdag-egy@depdag.go.id hardaw.jndag@access.com.eg

Austria

Indonesian Embassy Gustav Tschermak Gasse 5-7 Wina A-1180 Austria
Phone : (431) - 476 2341
Fax : (431) - 479 0557
E-mail : atdag-aut@depdag.go.id

United Kingdom

Indonesian Embassy 38 Grosvenor Square. London W1 k 2HW United Kingdom
Phone : 44-20) - 772 909613, 749 97881
Fax : (44-20) - 7945 7022
E-mail : atdag-gbr@depdag.go.id atperdaglondon@aol.com

Netherlands
Indonesian Embassy . 8, Tobias Asserlaan
2517 KC The Hague, The Netherlands
Phone : (31) - 703108115
Fax : (31) -7036 43331
E-mail : atdag-nld@depdag.go.id
atperdag@indonesia.nl

Germany
Lehter Strasse 16-17 0-10557 Berlin 53175 Germany
Phone : (49-30) - 478 0700
Fax : (49-30) - 478 07209
E-mail : atdag-deu@depdag.go.id
budseto@yahoo.com

Belgium
Indonesian Mission to The European Communities
Boulevard de la Woluwe 38 Brussels B-1200, Belgium
Phone : (322) - 779 0915
Fax : (322) - 772 8190
E-mail: atdag-bxl@depdag.go.id atperi ndagbxl@chello.be

Italy
Indonesian Embassy Via Nomentana, 55 00161 Rome Italy
Phone : (0139-6) - 420 0911, 420 09168
Facsimile : (0129-6) - 488 0280, 420 10428
E-mail: atdag-ita@depdag.go.id lovenatassa@yahoo.com

Spain
Indonesian Embassy 65, Calle de Agastia Madrid 28043 Spain
Phone : (34-91) - 413 0294
Fax : (34-91) - 415 7792
E-mail : atdag-esp@depdag.go.id
atperdag@lander.es

Russia
Indonesia Embassy . Commercial Attache Office
Korovy val7 Ent 3, Fl. 8 Apt 76 Moscow 117049, Republic Russia
Phone : (7-095) - 238 5281, 238 3014
Fax : (7-095) - 238 5281
E-mail : atdag-rus@depdag.go.id atdag@online.ru

United Arab Emirates
Indonesia Trade Promotion Center (ITPC) Flat NoA03,
ArbitTower, 4th Floor, Baniyas Street, Deira P.O. Box
41664 Dubai U.A.E
Phone : (971 4) - 422 78544
Fax : (971 4) - 422 78545

Denmark
Oerehoej Aile 1, 2900 Hellerup Copenhagen, Denmark
Phone : (45-39) - 624 422, 624 883 (D)
Fax : (45-39) - 624 483
E-mail : atdag-dnk@depdag.go.id
atperindag-de@mail.dk

Canada
Indonesian Embassy 55 Parkdale Avenue
Ottawa Ontario K1Y 1 ES Canada
Phone : (613) -7241100
Fax : (613) - 724 7932
E-mail : atdag-can@depdag.go.id
budh i@indonesia_ottawa.org
Website : www.indonesia_ottawa.org

France
Indonesian Embassy 47-49 Rue Cortambert Paris
75116 France
Phone : (33-1) - 450 302760, 450 44872
Fax : (33-1) - 450 45032
E-mail : atdag-fra@depdag.go.id
serdagparis@magic.fr

Switzerland
Indonesian Mission to The United Nations and
Other International Organizations 16, Rue de Saint
Jean
Geneva 1203 Switzerland
Phone : (0041-22) - 339 7010
Fax : (0041-22) - 339 7025
E-mail : atdag-che@depdag.go.id
alfons_ptri@hotmail.com alfons-sa mosir@ties.itu.int

Singapore
7 Chatsworth Road Singapore 249761
Phone : (65) - 6737 5420, 683 95458
Fax : (65) - 6737 5037, 6735 2027
E-mail : atdag-sgp@depdag.go.id
depperindag@pacific.net.sg

Hong Kong
Consulate General 127-129 Leighton Road Causeway
Bay Hong Kong
Phone : (852) - 289 02481, 289 04421
Fax : (852) - 289 50139
E-mail : kondag-hkg@depdag.go.id
indaghk@hk.linkage.net hmunandar@hotmail.com

United States of America
2020 Massachusetts Avenue, N. W. Washington DC ca
20036
United States of America
Phone : (202) - 775 5350, 775 5200 ext. 350
Fax : (202) - 775 5354, 775 5365
E-mail : atdag-usa@depdag.go.id

Indonesian Trade Promotion Center (ITPC)

Osaka
ITM 4-J-8, Asia and Pacific Trade Center
2-1-10 Nanko Kita, Suminoe-ku, Osaka 559-0034, Japan
Telp. (081-6) 66155350
Fax. (081-6) 66155351
Website: www.itpc.or.jp

Dubai
Arbit Tower 4 Floor # 403, Baniyas street Deira
P.O.Box 41664, Dubai - UAE
Telp. (971-4) 2278544
Fax. (971-4) 2278545
Hp. 971502088423, 97142215670 (Husin)
E-mail: itpcdx@emirates.net.ae, hbagis17@yahoo.com
Website: www.itpcdx.ae

Los Angeles
3457, Wilshire Blvd, Suite 101 Los Angeles, Ca 90010, USA
Telp. (213) 3877041
Fax. (213) 3877047
Hp. 21353633218
E-mail: itpcl@sbclglobal.net, dody_edward@yahoo.com
Website www.itpcl.ae

Budapest
Bajcsy Zslinszky ut 12, 2nd floor No. 205
Budapest 1051 - Hungary
Telp. (36-1) 3176382

Fax. (36-1) 2660572
E-mail: inatrade@itpc-bud.hu
Website www.indonesia.hu/itpc

Johannesburg
Suite 02/E4, 2ND Floor, Village Walk, Sandton
Po Box 2146, RSA Johannesburg X9916 South Africa
Telp. (27-11) 8846240
Fax. (27-11) 8846242
E-mail: alidepdag@yahoo.com

Sao Paulo
Edificio Park Lane
Alameda Santos 1787 Conj III - 11 Andar
Cerqueira Cesar, Sao Paulo, Brazil 01419-002
Telp. (55-11) 32630472, 35411413
Fax. (55-11) 32538126
Hp. 551184730986
E-mail: itpcsp@itpcsp.org, adisaopaulo@yahoo.com

Sydney
60, Pitt Street Level 2nd, Sydney 2000, Australia
Telp. (61-2) 92528783
Fax. (61-2) 92528784
Hp. 61447439900 (Fetna)
E-mail: itpc-sydney@depdag.go.id
fetnayeti@yahoo.com

Milan
Via Vittor Pisani, 8, 20124 Milano (MI), Italy
Telp. (39-02) 36598182
Fax. (39-02) 36598191
E-mail: mudo@itpc-milan.com, mudo_young@yahoo.com

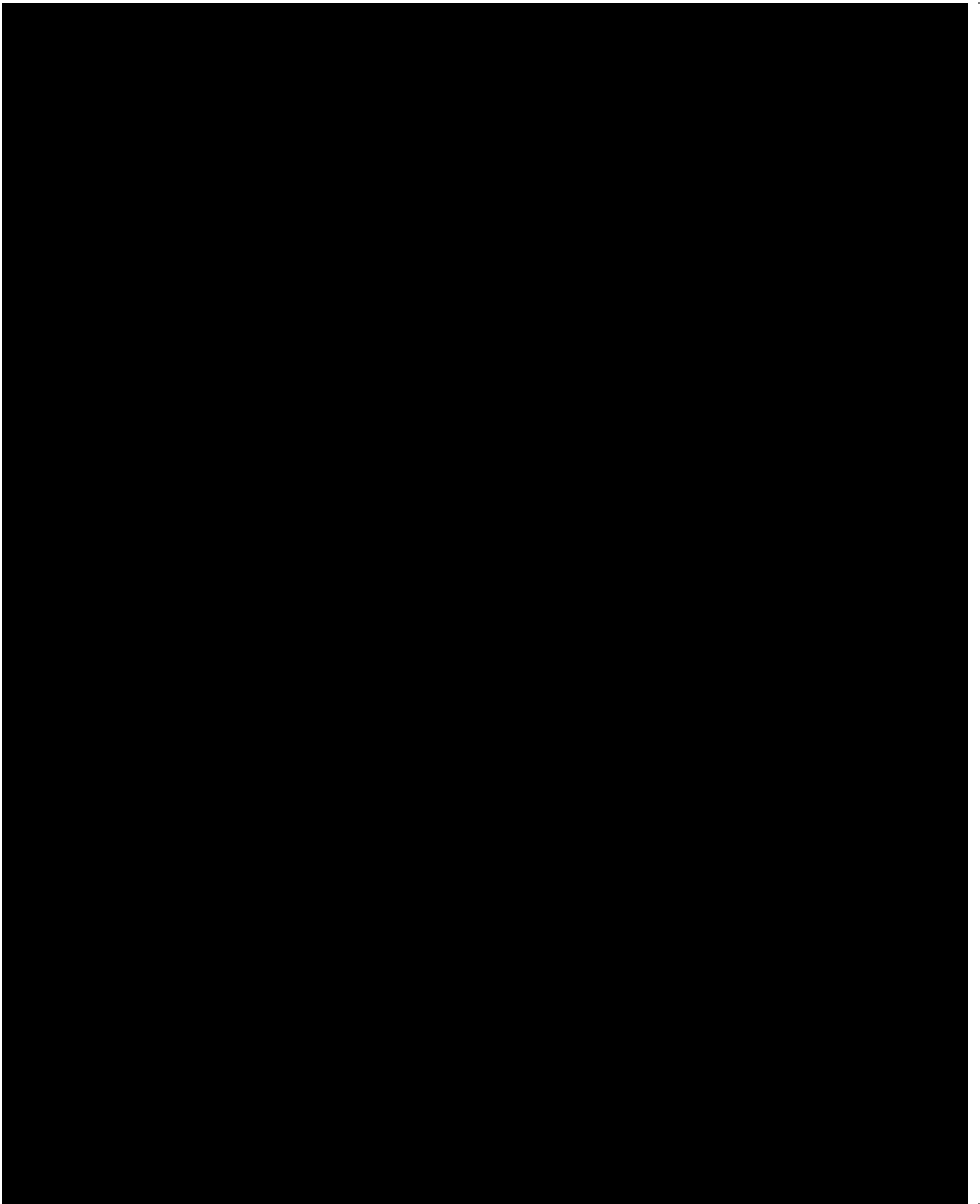
Hamburg
Multi Buro Service, Glockengisserwall 17 20095
Hamburg - Germany
Telp. (49-40) 33313-333
Fax. (49-40) 33313-377
E-mail: inatrade@itpc-hh.com, posman_fh@yahoo.com

Indonesian Economic and Trade Office

Taiwan (a province of China)
Indonesian Economic and Trade Office to Taipei 6F,
NO.550, Rui Guang Road, Nelhu District
(Twin Head Building) Taipei 114 Taiwan
Phone : (886-2) - 875 26170
Fax : (886-2) - 874 23706
E-mail : tukdei-twn@depdag.go.id

For your complete reference on the Republic of Indonesia
representative offices world-wide, please kindly access:
www.deplu.go.id







TREDA
Trade Research & Development Agency

Ministry of Trade Republic of Indonesia
Jl. M.I. Ridwan Rais No. 5. Main Building 4th Floor
Jakarta 10110, Indonesia

Telp. : (62-21) 385 8171
Fax. : (62-21) 235 28691
Web : www.depdag.go.id