



DEPARTEMEN PERDAGANGAN
REPUBLIK INDONESIA

Indonesian Woodencraft

THE ART OF WOOD

MINISTRY OF TRADE OF THE REPUBLIC OF INDONESIA



Handbook of Commodity Profile

" Indonesian Woodencraft : The Art of Wood "

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

Published in 2009 by :
Trade Research and Development Agency
Ministry of Trade, Republic of Indonesia

Cetakan Pertama



Introduction

To introduce a number of Indonesia's potential products which are spread over Indonesia's regions, 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 Wooden Craft: The Art of Wood", to readers who wish to know more about the relevant information. Indonesia is a country with rich cultural heritage and advance craftsmanship, but also a society with rapidly modernizing industries and creative population. This booklet presents an exploration of wooden craft industry in Indonesia and its development.

Indonesia offers the world variety of stylish wooden craft for the people to enjoy. The readers will find interesting background information on wooden craft in this booklet. A better comprehension on its background will enhance the readers' awareness and knowledge of these attractive Indonesian wooden products.

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

Muchtar

Head

Trade Research and Development Agency (TREDa)





Minister of Trade
Republic of Indonesia

Message

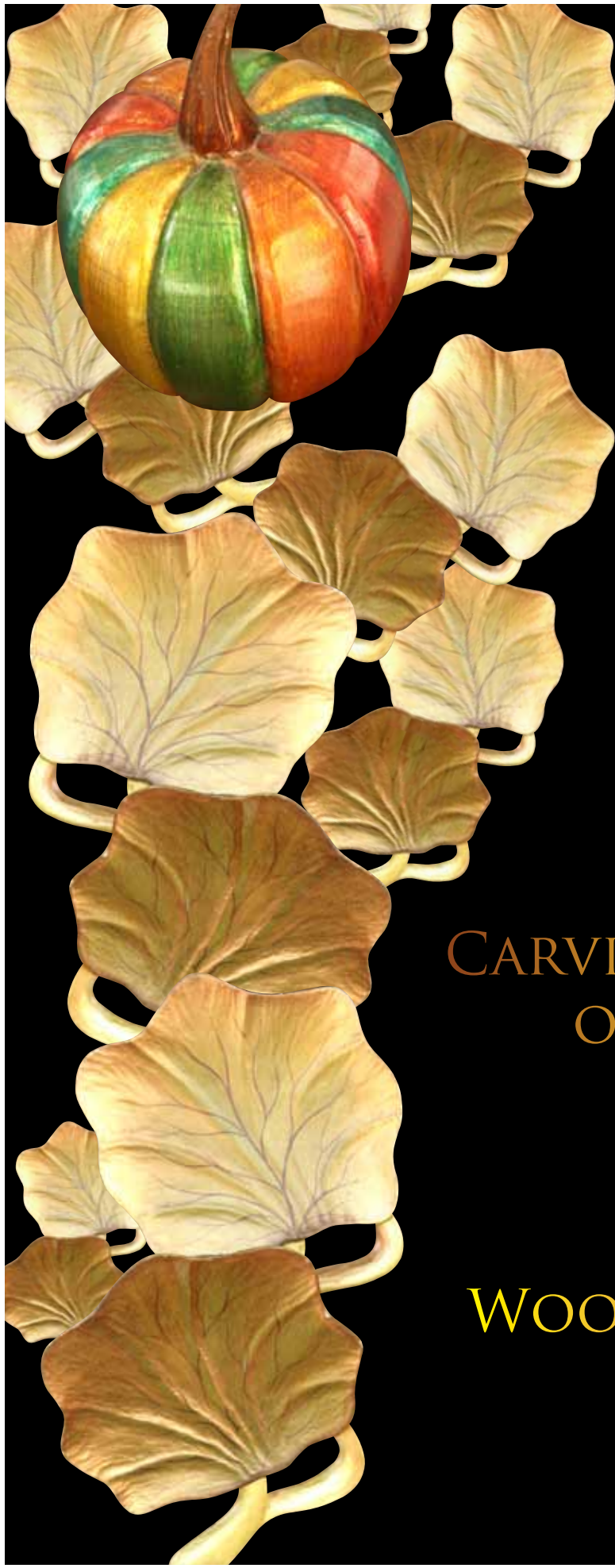
It is our great pleasure to share with you one special type of numerous product lines belonging to Indonesian creative industries, in this particular case, wooden craft. Throughout the ages, the creativity of Indonesian people has given birth to numerous products and also industries that are both strong during economic expansion and resilient in times of downturn.

Living in an archipelago which is the home of a vast tropical forest, Indonesian people have been working with wood for ages. Centuries of experiences of working with wood have forged the skills and spirit of craftsmanship to the people of Indonesia. Centuries of experiences in interacting and trading with numerous cultures and civilization across the globe has given them the fortitude and innovativeness to grow and to handle future challenges.

As part of our national efforts at improving Indonesian share in the world market, this booklet present background information on Indonesian wooden craft for the readers to appreciate. Enriched with vivid illustrations, this book is dedicated to those who are interested in exploring the richness and economic potentials of wooden craft industry.

Mari Elka Pangestu





1

CARVING BEAUTIES OUT OF THE FOREST

4

WOOD OF INDONESIA

10 VARIETY OF INDONESIAN
WOOD WORKS

15
INDONESIAN
WOODWORKING INDUSTRY

18
CENTERS OF PRODUCTION



31
GLOBAL BUSINESS
OF WOODEN CRAFT

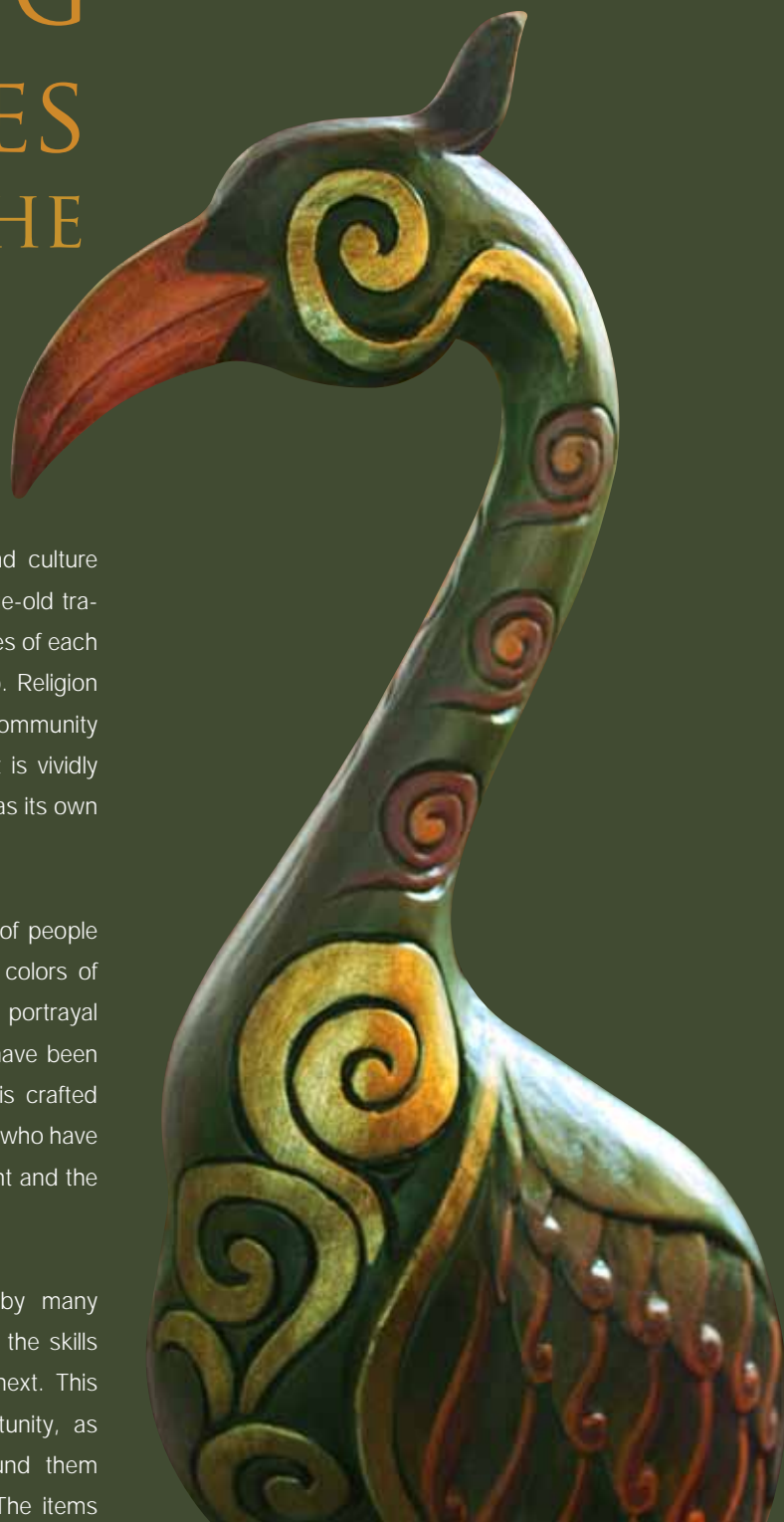


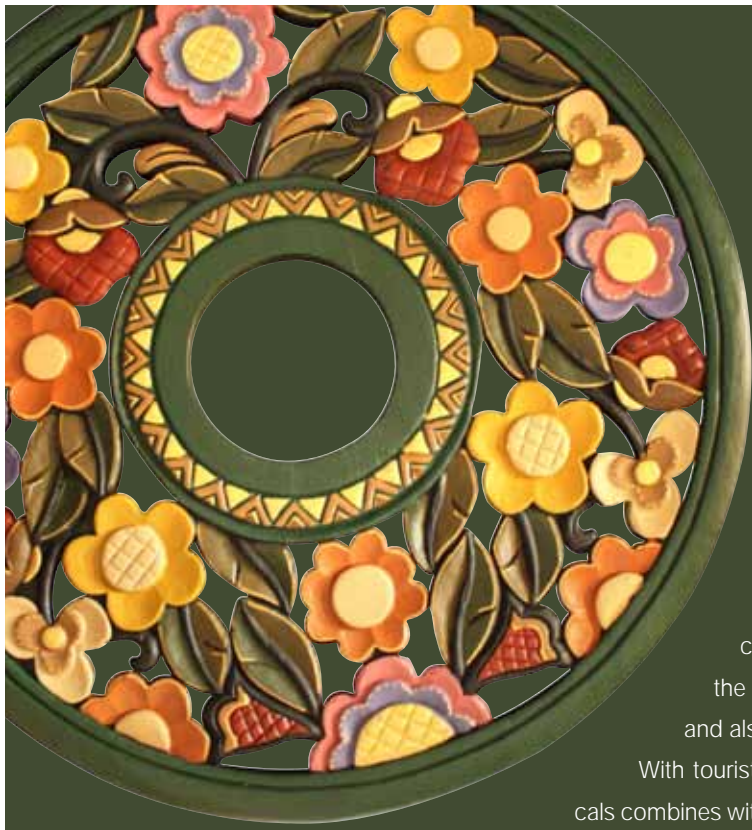
CARVING BEAUTIES OUT OF THE FOREST

Indonesia is a country rich of art and culture which are intertwined with religion and age-old traditions. It is evident in the thousand cultures of each different ethnic inhabiting this archipelago. Religion and belief has strong influence on the community and it is obvious from island to island. It is vividly seen in each piece of wooden craft that has its own story.

These beautiful and elegant carvings of people and animals will grace any home. Deep colors of wood comprise an ideal medium for the portrayal of traditional patterns and carvings that have been passed down through the ages. Wood is crafted with loving care by people and community who have an affinity with the creatures they represent and the traditions they follow in doing so.

Woodworking has been practiced by many people in Indonesia for a long time, and the skills passed on from one generation to the next. This craft started from necessity and opportunity, as ancient people use the resources around them to make useful things for their society. The items





produced can be in the form of utensils for kitchens in their home or statuettes for their religious ceremonies.

Several production centers that are famous for its wooden crafts are also the most important tourism area, e.g. Bali, Central Java, East Java, North Sumatra, South Sulawesi, Papua and Nusa Tenggara. The co-existence of craftsmanship and tourism is not a coincidence. Those areas are home to some of the most unique and creative people in the country and also the location of some of the most scenic spots.

With tourists flooding in, the entrepreneurial spirit of the locals combines with their craftsmanship talent. The result is an array of fabulous crafts and products and a lucrative and thriving industry.

Indonesian wooden craft may depicts Indonesian history. Throughout its history, Indonesia receive influences from many cultures, including the Chinese, Japanese, Western Christians, Arab Muslims, and Indian Hindus and Buddhists. All of this is portrayed in their wood carvings of deities such as Vishnu, Buddha and art forms such as the Chinese and Japanese masks, carvings of ferocious winged dragons and also Arabic calligraphy.

With the arrival of European influences, wood carving started to develop along more innovative and commercial lines. Indonesian craftsmen started to make much more figures in modern style such as children toys, chest, complete set of tableware and many more.

Technology, as well as social development, has been instrumental in changing the market and inducing creativity. In the distant past, woodworkers used to rely on woods native to their region, until transportation and trade innovations made more exotic woods available to the craftsmen, enabling new designs and opportunities.

Wood is an abundant resource in Indonesia, the home to one of the largest tropical forest in the world. The variety is immense, the quality superb. Local craftsmen will use the wood around them to create goods or artistic masterpieces. Royals and rich patrons of arts would buy those masterpieces, while common people buy ordinary goods to help them with their daily lives. With an ever richer society, functional goods like kitchen utensils and cutlery become more decorated and elegant.

With the help of technology and globalization, craftsmen now have varying material at their disposal. With their highly creative mind, the potential is limitless. On the demand side, buyers from all over the world now can also enjoy the beauty of these spectacular works of art. Tourists and merchandisers flock to production centers to buy those goods.

Statistical data shows that the export of statuettes and other ornament of woods was more than half a billion US dollar annually. Other wooden items, e.g. wooden frames and casket and similar items, have similar export value. For all of those items, Indonesia is the leading world supplier.

Today, this wooden craft industry is worth billions of dollar annually and employs workers in the hundreds of thousand. Most of the producers are small and medium-sized businesses that are spread all over the country, but mostly in the rural areas. The goods are sold through retail and wholesale outlets in the cities and major tourism and travel spots.

Though in the beginning craftsmen carved wood to make ancestral idols for worships, the craft has developed to become a fully mature commercial industry. In addition to satisfying local markets, the products have been exported to many countries in the value of millions of dollar annually, creating prosperity along the way.



WOODS OF INDONESIA

Woods can be sorted into three basic types: hardwoods typified by tight grain and derived from broadleaf trees, softwoods from coniferous trees, and man-made materials such as plywood and MDF. Most of wooden craft are made from the first two types.

Teak

The most important wood used in woodcrafting in Indonesia is teak. Woodworking centers like Jepara and Bojonegoro in Java are famous for using this wood for their highly decorated furniture and home decorations.

Indonesian teak wood has an excellent history in being used in the manufacture of high quality and durable products. It is because teak wood is highly water-resistant that products manufactured or created from it can avoid the fragility to which many other woods are susceptible. It is for this reason that teak furniture and other teak products, can be enjoyed outdoors, as well as indoors, being preserved in all seasons and in all weather. Indonesia, as the biggest teak supplier in the world, is very committed to preserving the teak tree through both practical and visionary government programs.

The Teak Tree, or *Tectona*, is one of the tropical hardwood birches, included in the family Verbenaceae. This tree is originally from the plantations of South East Asia, and can grow to a height of 30 - 40 m. As part of its life cycle, this tree sheds its leaves every year at dry season. Its longevity is very great, the teak tree often living to an age of 100 years. Teak is especially noted for its capacity to withstand changes in the weather and season. One of the reasons for this is the ability of the teak to bend, but not break, in the face of high winds.

Also, the teak tree resin typically has oil in its galih (Cambium/heartwood) that is highly water resistant. This content alone can protect the teak from decay, insects, and bacteria. At the same time, the combination of unique teak tree content and thick fibers make it easier to cut and then later sculpt into pleasing forms. Because of this special characteristic, not found in other trees, there has always been interest in using teak wood for various types of furniture.



Another reason for the beauty of teak wood products is the special oil content in its heartwood, which makes this wood always seen to gleam and maintain this glow even if it is left outside for a long period of time. Additionally, teak wood with its antibacterial characteristics will not become brittle. The owner of teakwood furniture, therefore, will not even find it necessary to add a preservative to keep it looking like new. Even so, it can occasionally benefit from some polishing, or the application of some varnish, to enhance its natural beauty.

The teak trees found in South-East Asia forests reach a height of up to 150 feet, have reddish-green leaves with rough skin, and heartwood that is brown to dark gold in color. Of the main teak producers in the area—Indonesia, India, Myanmar, Philippine, and Malaysia—Indonesia's teak is considered the highest quality in the world.

Cultivation and conservation of the Teak tree in Indonesia is managed by the government of Indonesia through Perum Perhutani. The largest producer of teak in Indonesia is Java. Its geography and weather are highly suitable for teak tree plantations. Java Island is also a manufacturing center where many furniture workers are employed to process the wood of the teak tree into unique and beautiful furniture.

Keruing

Keruing is another commonly used wood for ornaments in interior designs, such as framework, internal joinery and mouldings, lining, or panelling.

Like other type of wood *Dipterocarpus* sp has many names: keroewing, kerup, keruing, lagan, tampudau (Indonesia, Malaysia), yang, gurjun, in, eng, engurgun, kanyin, hollong (Burma), chloeu-teal, khlong, thbeng, trach (Cambodia), gurjan (India), apitong (the Philippines), hora (Sri Lanka), dau, tro (Vietnam), eng, phluang, hieng (Thailand). Originating from South East Asia this tree can reach heights 30 to 60 m across each variety. Trunks measuring between 15 and 25 m in length are straight and cylindrical with diameters between 0.9 and 1.8 m, often with a long root buttress.

Keruing is a hardwood and has straight grain, sometimes shallow interlocked grain. Surface finishing is not particularly long-lasting for outdoor applications. Surface finish durability can be improved by treating the wood with a cellulose-based lacquer solution or acetone followed by pore filler. A thin preparation layer should be reapplied over the pore filler before applying the varnish system.



Ebony

If there is medium to small wood sculpture and ornament with expensive brown black hard wood, it must be made from ebony. Makassar Ebony (*Diospyros celebica*), is a species of flowering tree in the family Ebenaceae that is endemic to the island of Sulawesi in Indonesia. Its

common name is derived from the main seaport on the island, Makassar. It is considered a highly valuable wood for turnery, fine cabinet work and joinery, and is much sought for posts (tokobashira) in traditional Japanese houses. That is why Japan used to be the main importer for this wood. One famous wooden craft from Sulawesi is the ship miniature and the good ones are commonly made from ebony.

The tree grows up to 40 meters height with 100 cm in diameter under favorable circumstances, although such trees are rarely seen nowadays. The wood is variegated, streaky brown and black, nearly always wide striped. As this exceptionally beautiful species ebony has been much appreciated by woodworkers all over the world through the past 2 centuries, it has now become a very scarce and expensive timber. The small available amounts on the market have led to very high prices, Makassar ebony nowadays belongs to the highest priced timbers on the world. The region of growth is quite restricted. Many craftsmen have switched to sonokeling for substitute because both have similar appearance.



Sonokeling

In Indonesia, species *Dalbergia latifolia* has been known as sonokeling/ sanakeling because of the color is dark or dark brown. This species is included as hardwood and has beautiful grain. There are several trading name for *Dalbergia latifolia* such as Indian rosewood, Bombay blackwood and Jave palisander. This type of wood often used for carving and wood sculpture because its beauty and durability.

Coconut Tree



Not to be forgotten is coconut tree or *cocos nucifera*. Nearly all parts of the coconut palm are useful. People associate the coconut palm with relaxation and shade looking out over the sea to the horizon under coconut trees that grows 50-80 feet. It may take a year or so for coconut tree to mature. The wood can be used for home ware especially for kitchen and dining utensil. It can be found in many traditional markets as well as huge supermarkets. Coconut shells are used as bowls and in the manufacture of various crafts products. Dried half coconut shells can also be used as the bodies of musical instruments such as rebana.

Mahogany

Mahogany is also popular for wooden craft, especially in making huge wood sculpture. Large size of wood is available for Mahogany compared to other woods for sculpture and carving. Carving quality of this wood is the same with sonokeling. 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. These properties make it a favorable wood for crafting furniture.



Mahogany is also commonly used for non-acoustic guitar. The wood is most often used to make the back, sides, or neck of a guitar, but it is sometimes used to make the top (soundboard) as well. Guitars with mahogany soundboards tend to have a softer, darker tone than those made from spruce tree. These acoustic guitars can be found in home industry in Yogyakarta and Surabaya. Nowadays, mahogany is now being used for the bodies of high-end stereo, phonographic record cartridges, and for stereo headphones where it is noted for "warm" or "musical" sound.



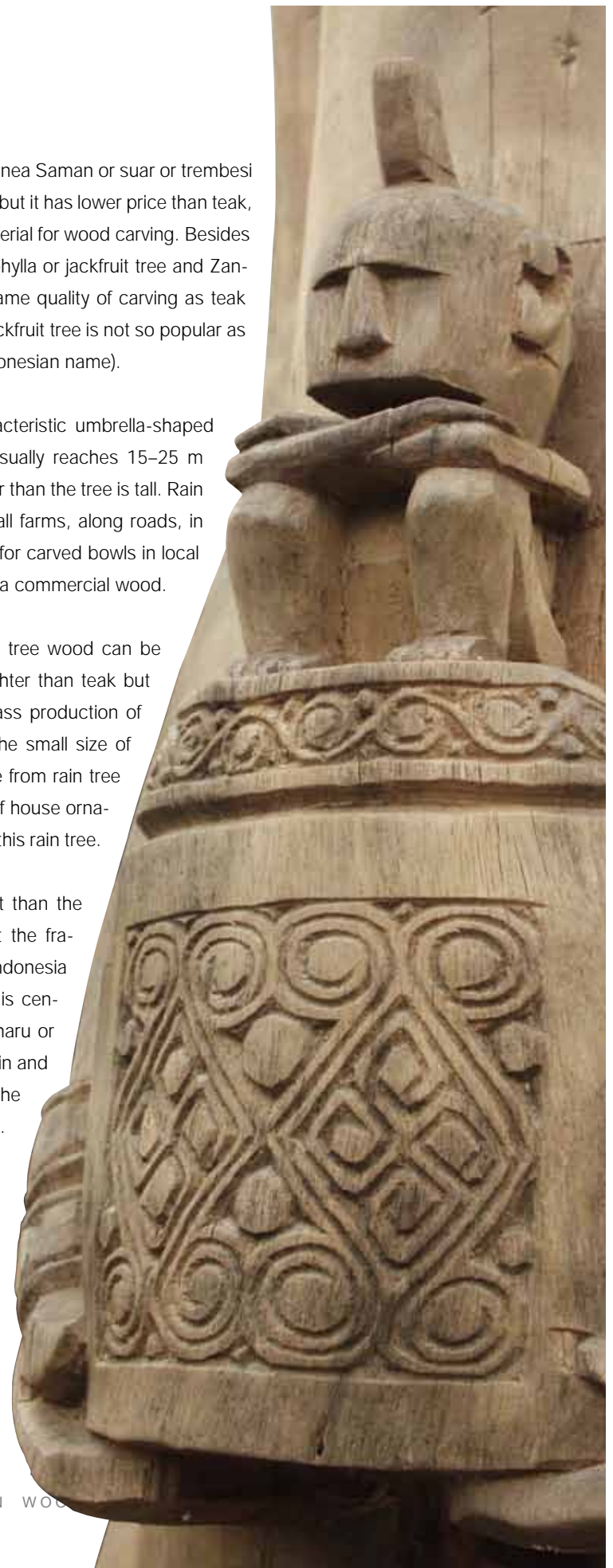
Other Woods

Indonesia's tropical oak or rain tree or *Samanea Saman* or *suar* or *trembesi* has good quality carving as good as teak wood but it has lower price than teak, and therefore it can substitute teak wood in material for wood carving. Besides the rain tree, there are also *Artocarpus heterophylla* or jackfruit tree and *Zanthoxylum rhetsa* or crocodile tree which has same quality of carving as teak wood with much lower price. But the used of jackfruit tree is not so popular as rain tree or crocodile tree (*Pangkal Buaya* – Indonesian name).

Rain tree is easily recognized by its characteristic umbrella-shaped canopy. When grown in the open, the tree usually reaches 15–25 m (50–80 ft) in height with a canopy diameter wider than the tree is tall. Rain tree is most important as a shade tree on small farms, along roads, in parks and pastures. The wood has limited use for carved bowls in local markets; it could be developed more widely as a commercial wood.

In Indonesia wooden craft made from rain tree wood can be found in Bali. The color of wood is a little brighter than teak but carving quality is about the same. Most of mass production of wood statues in Bali use rain tree. Not only the small size of product but also big size of wood statue made from rain tree is available with more reasonable price. Many of house ornament for interior design also can be made from this rain tree.

There is one type of wood that is different than the others in wooden craft. We are talking about the fragrance wood, wood that has special scent. In Indonesia there are two kinds of fragrance woods. First is *cendana* or sandal wood and the other one is *gaharu* or *Aquilaria* spp, both woods contain aromatic resin and only available in small sized wooden products. The prices of these fragrance wood is relatively high.



VARIETY OF INDONESIAN WOODWORKS



Wood can be formed into many things:
from the highly functional utensils and
chests, to beautiful wall decorations and
calligraphy; from a simple toy to the highly
elaborate ship miniatures.

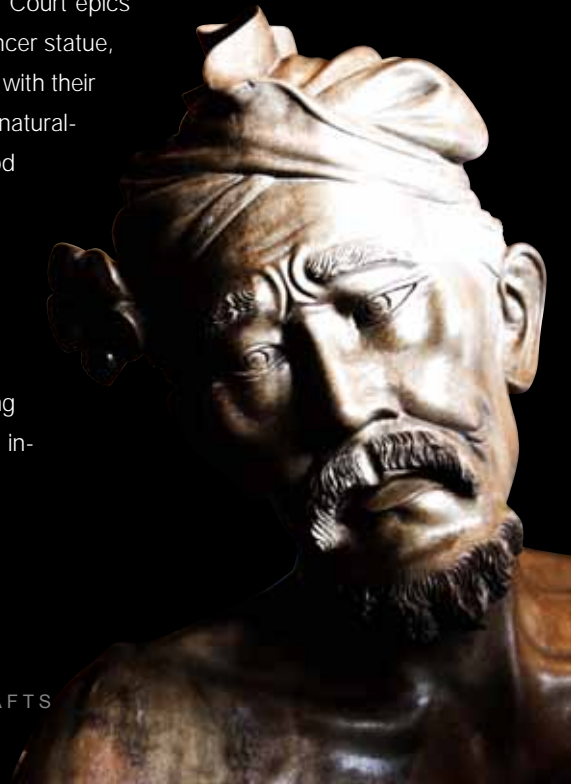


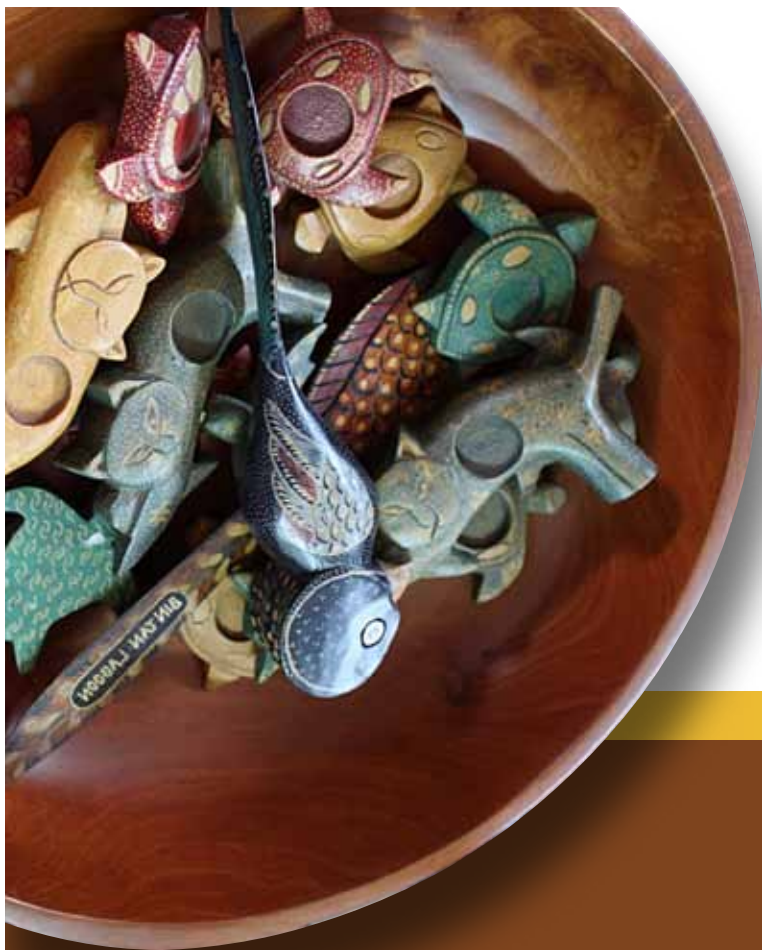


For further understanding about various woodworks as wooden craft, it is much better to know the classification how the product is being made. In general there are three classification: first is pure handmade product, second is manufactured by machine, and the third is the combination between handmade and machine-made. All of them have a variety of shapes and sizes. Seen from the functional point of view, the products can be divided into two categories: pure art products and products with functional use (not pure art product). There are variety of woodwork that Indonesia is famous for. By definition, woodworks means things made of wood or work done in wood. However woodworks that discussed here are woodworks that goes to wooden craft as a pure art product and art product with functional use but not as furniture.

Statue and Statuettes

The most favorite woodwork from Indonesia that has very special character and truly Indonesia is wood statuettes. The skill as a great sculpture has passed from generation to generation, it becomes tradition and character for certain industry center. In Bali, traditional sculptures can be found everywhere in the island but the skill is originally comes from small village in Ubud, Gianyar district, Bali. The figure is taken from the story of Ramayana and Royal Court epics such as Rama-Shinta statue, Ganesha statue, Balinese dancer statue, etc. All figures have strong traditional character that related with their day to day lives. In some parts of the island also produced naturalist sculpture with human, animal or foliage figures for wood statuettes. Sometimes the inspiration for the products is taken from Chinese or Japanese characters like dragon or fish or plants. Product of naturalist sculpture can be found not only in Bali but also in Jepara and Yogyakarta. The last type of wood statuettes is the abstract form. The product can be seen in so much simple way with not many carving compare to traditional or naturalist sculptures. Many home industries in eastern Java also made these abstract figures.





Wooden Batik

Another type of wooden product from Indonesia and considered to be a great innovation in creativity is wooden batik. It is ranging from decorative items such as figurines, wall-hanging masks, puppets (wayang) to functional products such as wall-hanging framed mirrors, fruit plates, handy mirrors and jewelry boxes. Kreet village in Bantul, Yogyakarta is considered the head

Wall Hanged

There are various items in this category. Most wall-hanged sculptures borrow themes from Indonesian epics. Central Java, East Java and Bali produce a lot of them. Calligraphy also belongs in this category and Ambarawa is the place for calligraphy wall-hanging.

Other type of wall-hanging is wall-hanging mask; the mask is carved beautifully following the character from the story that being told in traditional dances. From the character of the face in the mask can be known from which area the mask from. Usually wall-hanging mask come from area that has famous mask dances like Malang, Jakarta and Yogyakarta.

Another one is wall-hanging stick. It is used to demonstrate cloth like batik or hand woven fabrics, therefore this product can be found in the areas famous for their handmade fabrics, e.g. Samosir island in North Sumatra, Central Java and East Nusa Tenggara. But besides those areas, wall-hanging stick can easily found in many art shops throughout the cities in Indonesia. Wood frames are also one of the favorite products from Indonesia, it is used to frame mirror or paintings.





Primitive Carvings

In the eastern part of Indonesia, Papua is also famous for its woodwork. Different from other areas, Papua is famous for its antique primitive carving. Asmat war shield considered as antique carving and only few originals are left. The head section is usually filigreed into two ancestor figures. The largest designs on the body are bipane, shell nosepiece motifs; the smaller ones include cuscus tails and two ancestor figures on the right top and bottom. Papuan motifs are similar with aboriginal motifs. Oddly, the industrial center for modern aboriginal motifs is not in Papua, but in West Java.

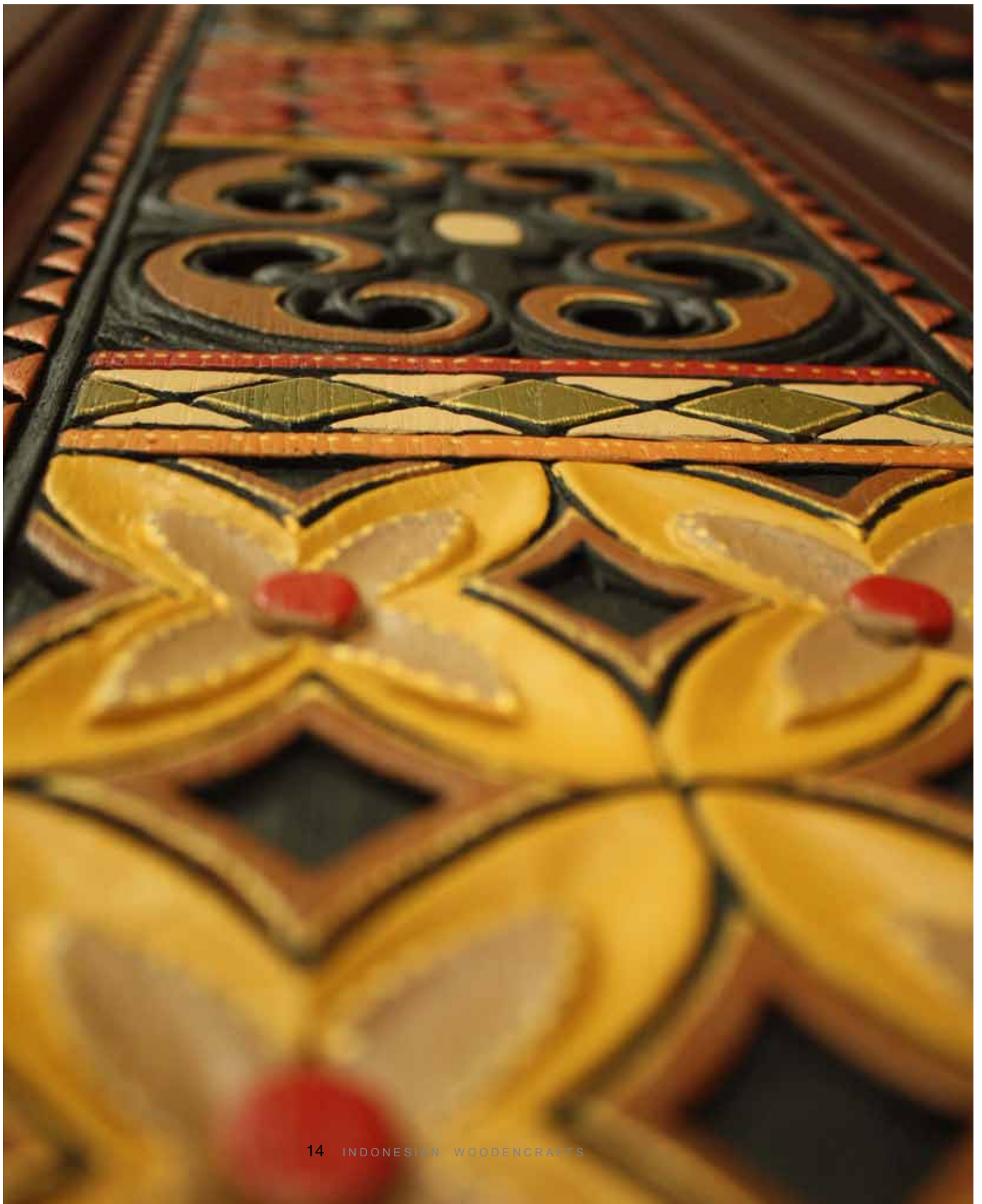
Utensils and Households Items

Wooden utensils can be found everywhere in Indonesia. Tableware utensils are used at the table for holding, serving, and handling food and drink. It includes various types of hollow-ware (plate, bowl and other containers to served food), flatware (spoons and forks), cutlery (knives) and place mate. Wooden kitchen utensils are spatulas, pastry pins, mortar and pestles, spreaders and the likes. While for the household there are broom, lamp, basket, vessels, stick etc. The product is usually mass manufactured for export quality product and combination handmade and machine.



Wooden Toys, Musical Instruments and Miniatures

In this type, Indonesia there are many children educational toys that are still semi-handmade. Indonesia also has plenty of home industry for music instruments like acoustic guitar and electric guitar. Wood miniature can be found in many areas in Indonesia. Ship miniatures can be found in Makasar of South Sulawesi and Mojokerto in East Java. Those two places are famous for their pinisi miniatures



INDONESIAN WOODWORKING IN- DUSTRY

The Industry Development

Woodworking is the process of building, making or carving something using wood. As the home of one of the largest tropical forest in the world, it is an important industry for Indonesia. While many big companies are involved in timber, plywood, paper and pulp, and furniture, wood-based handi-craft industry usually involved small businesses, especially home industries. Many of the products are consumed domestically (e.g. for home decorations, religious usage, tableware, etc.), but more are exported. In this aspect, the industry is also highly intertwined with the tourism industry. Many of the products are bought by tourists and tourism further spread the reputation of those Indonesian products. In return, the quality of the goods attracts more tourists and business travelers.

Small and Medium Industries (SMEs) that has export orientation can be classified into two types which as Direct Exporter and Indirect Exporter. Indonesia wooden craft SMEs in particular has export orientation but fall to second type classification which is indirect exporter. Most of them will sell their product to buying agent or third party as part of the distribution channel. Reports show that 91.3% of SMEs with export orientation is doing indirect export and only 8.7% are direct exporters.

Because woodcarving and other crafts are usually a family business or an inherited profession, the woodcrafting skills in small-scale enterprises are generally passed from parents to children or attained from the local community. However, skills in making new designs are only owned by certain people/artists/craftsmen. These few talented individuals become the designer, trendsetter, and engine of the whole village community. As the field grows to become an industry and orders flowing in from overseas, the design received more influence from the buying party. Inputs in designs and processes have further push the development of the industry. In major industrial centers like Bali and around central Java area, craftsmen have not only produced traditional products and designs, but also highly competitive ones for the world markets.

Role of Government

There is no doubt about the ability of Indonesian craftsmen, especially for wood. They are very skillful, producing high quality of wood product. Therefore Indonesian government takes very important role in developing wooden crafts industry. So far government has taken serious action by doing technology research for wood product development. This action has been done by IPTEKDA-LIPI



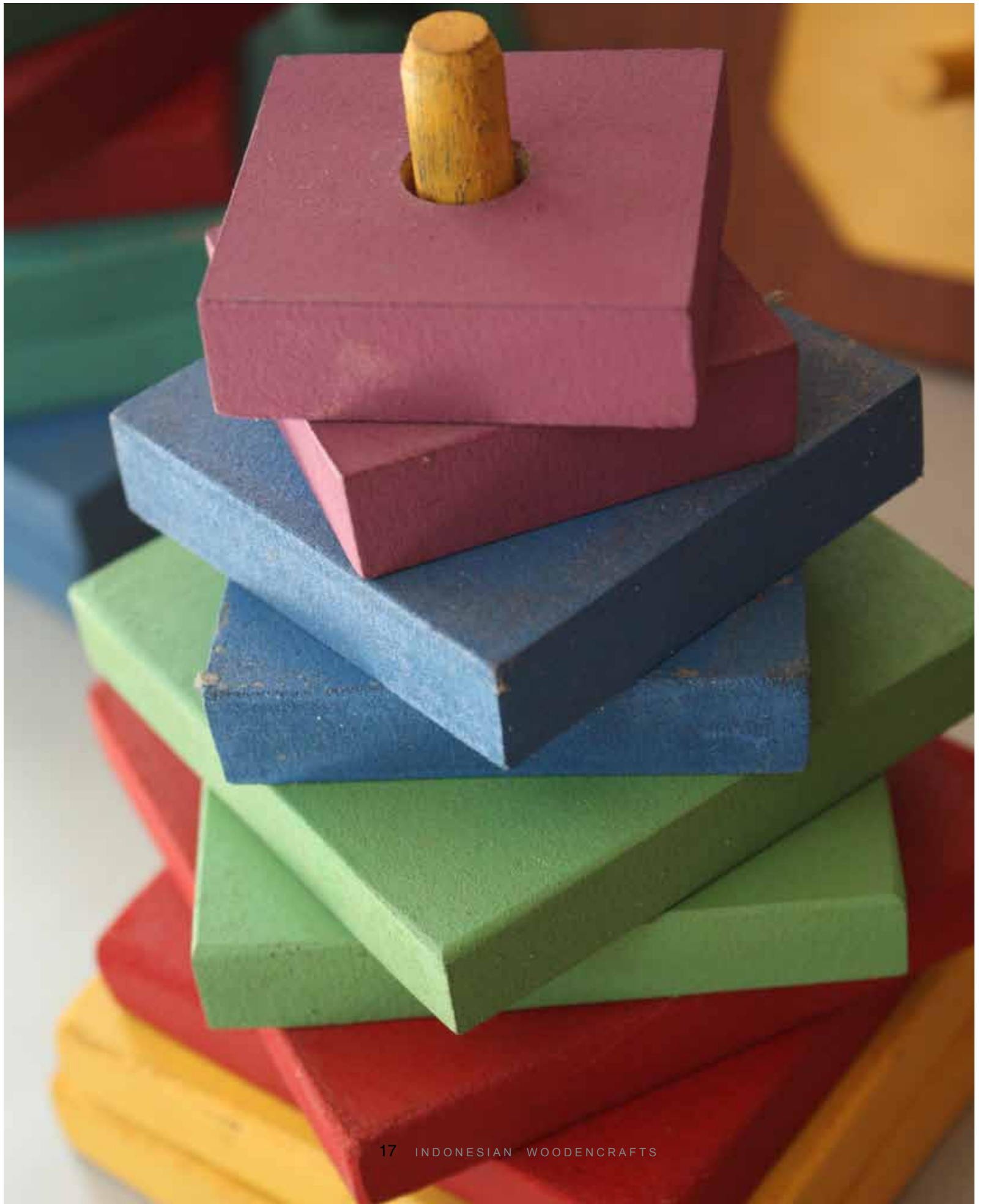
with local universities near the industrial centers (e.g. IPTEKDA-LIPI & March Eleven University- Surakarta). The purposes of such actions are to enhance product quality, make more product diversification and learn how to market the product directly abroad. In addition to technology research, Indonesian government, through its local council, is educating many SMEs by training and mentoring the SMEs. By doing so it is expected that the craftsmen and SMEs will have enough tools needed to produce export quality products from raw material, understand the importance of records and book-keeping of their businesses, and craftsmen are aware of the importance of design development and have good quality control of their product.

Not only in product development, Indonesian government also pays attention in raw material resources. Important action has been made to fight illegal logging by signing Bali Declaration. This action is part of Indonesian government responsibility to keep and maintain greener and safer world. Indonesian government is aware that ongoing destruction of the world's forests is too often considered as a purely environmental issue, and many people in the world misunderstand the forces which are driving this destruction. Therefore Indonesian government recommends all industry related with wood product should have eco-label certification to guarantee that the source of log comes from legal source and keep our forest green. On October 2004 Lembaga Ekolabel Indonesia (LEI) or Indonesian Eco-label Institute has changed into LEI-CBO or Constituent Based Organization.

To socialize the ecolabel program the government makes capacity building programs for certification bodies, evaluator, accreditation personnel, and testing laboratories as well as acquire technical support from GEN or other eco-labeling programs.

More efforts from the Government has been done for wooden crafts SMEs to grow and develop better and steadier, like marketing coaching about export activity related to wooden craft product. Indonesian government also helps SMEs in promoting their product locally and internationally through national expos like Trade Expo Indonesia (TEI) or Indonesian Trade Promotion Center (ITPC) abroad. However more effort needs to be done to make wooden crafts industry grows steadier.







North Sumatera

The gorga designs in many traditional homes are animistic, a remnant of past history of the Batak people.



Sumedang

The Cipacing district is a renown producer of colorful aboriginal-style statues and other decorative items.



Yogyakarta

The Javanese heritage of batik art is implemented in many wooden crafts, e.g. table ware, utensils, statues, mirror frames, wall decorations.



Malang

Long a producer of wooden masks for traditional dances, the most recent product is colorful decorative items.



Kalimantan (Borneo)

Its dense forest provide local craftsmen with unlimited possibility, from houses to tables to blades with decorative motifs.



Mojokerto

Talented craftsmen has revived the ancient imperial boats of Ma-japahit Kingdom through detailed and decorative miniatures.



Surabaya

A unique item is produced here: gigantic chess sets, some are as tall as an adult person.

CENTERS OF PRODUCTION

Toraja

Torajan motifs featured regularity and order, abstracts and geometrical designs.



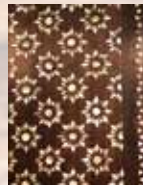
Kendari

Local craftsmen are now producing natural-shaped wooden arts.



Lombok

Cukli design is the result of local innovation, utilizing unused sea shells as ornament.



Bali

The distinctive designs of deities and mythical beings are deeply rooted in its religious heritage.



Papua

Wooden crafts made by the Asmat people are famous in the art circle in the West.





Industrial Centers in Indonesia

Indonesia is large and diverse. The characteristics and development of each area are distinct. Bali and Java are by far the most dynamic due to its population size and socio-economic developments. Yet, other provinces are not far behind and have plenty to offer, as the following text illustrates.

North Sumatera

There are two islands in North Sumatera that become destination for foreign buyers: Nias and Samosir. The people of these two islands have distinct cultures. One interesting part about wood sculpture in these islands is the talking puppet which many believed to be able to move because of the spirit of their ancestors.

The island of Nias has been isolated from the rest of the world until the end of the 19th century. European missionaries “discovered” there primitive people, living almost in the Stone Age. Today, Nias is interesting for its unique traditions. Nias Island has around 600,000 inhabitants and is located 125 km off the west coast of North Sumatera. Besides the popularity of the wave, which is one of the world’s best waves in for national and international surfers, Nias is also rich of tradition and cultural heritage. The handicrafts are influenced by megalithic culture. There are sculptures with animal figures like lizard, monkey, snake and crocodile in the local inhabitants’ wall in their house. Most of the traditional villages in Nias are handicraft producers. There are approximately 100 small enterprises with 200 workers.

Samosir is an island of 130,000 people in Lake Toba, Indonesia's largest lake. Approximately 520 sq km in area, the island occupies nearly half the lake and is joined to its western shore by an isthmus, at which point is the island's principal town, Pangururan. The mountain Dolok Pusubukit on the isthmus joining Samosir to the mainland is believed to have been the home of the first Batak, the mythical first ancestor of the Batak people who inhabit much of North Sumatera. There are many shops in this island that sell Batak wood carving and sculpture as part of tourism center. Wood carving and sculpture in this island is called gorga. Batak Gorga is traditional Batak carving & sculpture with three colors: red-black-white. These three colors are called bolit. Material used for gorga is smooth wood like ungil, ingul or humbang wood.

West Java

Wood sculpture can be found in Subang Regency at Pagaden, Binong, Subang and Jalancagak. The product is varied, e.g. animal miniature, Cirebon mask and wayang golek (miniature puppets). The craftsmen are scattered. At least there are hundreds of craftsmen in every SME and at least there are one SME in each village. However because Subang is not a tourism area, most products are sold in tourism area such as in Bali or Yogyakarta.

Other parts of West Java that is also woodcraft production center is Cipacing village in Sumedang Regency. Craftsmen in this village produce aboriginal style woodcrafts (characterized by their many colorful dots). The product is sold mostly through buying agents in Bali.

There are at least 271 SMEs in West Java that absorb more than 900 workers with production value more than Rp. 2.080.000.000,-. The biggest production center is located in Binong sub-district of Subang.



Central Java & Yogyakarta

There are over 800 SMEs scattered in Central Java and Yogyakarta, in addition to larger companies. This region is perhaps the center of Indonesian handicraft industry in Indonesia. Traditional wood carving, sculpture and modern wood craft can be found in these provinces. Wooden craft production center absorb more than 3,000 workers with monthly production of billions of rupiah. Batik is a traditional art in Java. It is recognized by UNESCO to be Indonesian heritage. Indonesians, Javanese especially are very proud of it. Batik production on cloth is common, but not so with the one on wood or what we called wooden batik. Kreet village located in Sendangsari area, the sub-

district of Pajangan, 30 minutes from the city of Yogyakarta is the place for wooden batik. This village is known as wooden batik village. This tourism village produces variety of wooden batik crafts, such as batik masks, jewelry cases, wooden statue, etc.

They are reasonably inexpensive and varied according to the quality and complexity of the making. Visitors can also observe the process of making wooden batik while staying in a home-stay with village/countryside themes. The most interesting part for tourist is learning how to make wood batik. Tourist not only learning ordinary patterns of wood batik but also Royal classical patterns of batik such as parangrusak, parangbarong, kawung, garuda, sidomukti, sitorahayu. These classic patterns are already well known and always in high demand.



Wooden toys are popular nowadays not only for children but also for adult. One of the examples is wooden toys of cars, motorcycles, aircrafts, ships, etc. These items are for collector with very high value. Manufacture of fine quality wooden toy and replica products can be found in Woodcycle Art at Pasar Jambon Street, Biru, Trihanggo, Gamping-Sleman, Yogyakarta.

At the beginning this small medium enterprise only produces wooden toys but since there are many inquiries of the wooden model, in addition to their experience, the craftsmen produce wooden replica models with high level of details taken from various kinds of vehicles like antique cars, sport cars, motorcycles, heavy equipment, ships, aircrafts, military vehicle etc. Replica models require high level of craftsmanship; the elaborate works need skilled and dedicated craftsmen. In addition to mass products, the craftsmen can make special products based on special orders from customers. The masterpiece is only made a few units a year. It is a special product which has high sense of art and has product parts or components of more than a thousand pieces of wood.

East Java

In East Java there are plenty of producers of wooden craft. SMEs mostly work on traditional style of woodcarving or sculpture. Big enterprise can be found in Surabaya, the provincial capital, and producing more modern style of woodworking. Not as many as in Central Java, the number of SMEs in East Java reaches more than 400 SMEs involving about 1,000 workers, plus some big enterprises. Most of them are not only having their own export oriented products but also as a supporting production center for Bali.



In Surabaya there are companies that have specialized in making all kind of wooden-chess, e.g. ABC-Chess and Giant Chess. Both companies have good reputation in making high quality wooden chess. The companies not only produce small chess but also big wooden chess for garden decoration. The business brought together their artistic talents to create beautiful, hand-crafted reproduction antique, and ornamental chess sets. The products are made of the finest materials, especially original Indonesian teak or mahogany, prized for its strength, the beauty of its grain, and because it is highly suited to finely engraved sculpting. The product has been exported to many countries and has well known clients from individuals to 5 stars hotels.

In Malang, to be exact in the Kedung Monggo village, Pakisaji sub-district and in the Jabung village, Tumpang sub-district, lots of mask are made for the performance of an opera or "wayang topeng". Malang masks are unique, unlike any other style found in Java. There are five typical colours used to decorate the masks. Red symbolizes courage, black symbolizes determined ambitions, yellow symbolizes wisdom, white indicates purified character while green indicates peace. The masks of Malang (topeng Malang) has special characteristics, such as their thick wood of randu wood (capok tree) or "cangkring", which is rather dark in color, with a carving on the forehead which is specially bulging, fashioned with a square chin and high cheek-bones. Some mask making require rituals as they are said to have magical power.

Malang has other wooden products: musical instruments, toys, and miniatures, to name a few. A visit to the Kendedes Art Center can give visitors a glimpse of that variety.

North of Malang is Mojokerto. More than 500 years ago, the region was the seat of a South-East Asian empire, the Mojopahit. A resident of the city of Mojokerto, Mr. Djuhhari Witjaksono, has brought to life a structure of that glorious kingdom: its sea-going vessel. By studying old manuscripts and relief of ancient stone buildings, he reconstructed Mojopahit ships and made its miniatures. He produced other boat miniatures, e.g. Columbus's ships and Navy's warships, but Mojopahit's ships are his masterpiece. The design is highly valued and there is plan to reproduce a real-sized ship that would travel the oceans of Indonesia, just like its predecessors did centuries ago.

Looking for good quality of calligraphy then you must come to Sidoarjo. Its export of quality calligraphies has reached Middle Eastern countries e.g. Iran, UEA etc. Sidoarjo calligraphy craftsmen make a variety of size in calligraphy with rectangular shape, circle or just square. Their calligraphy made of good quality of wood such as teak and mahogany.



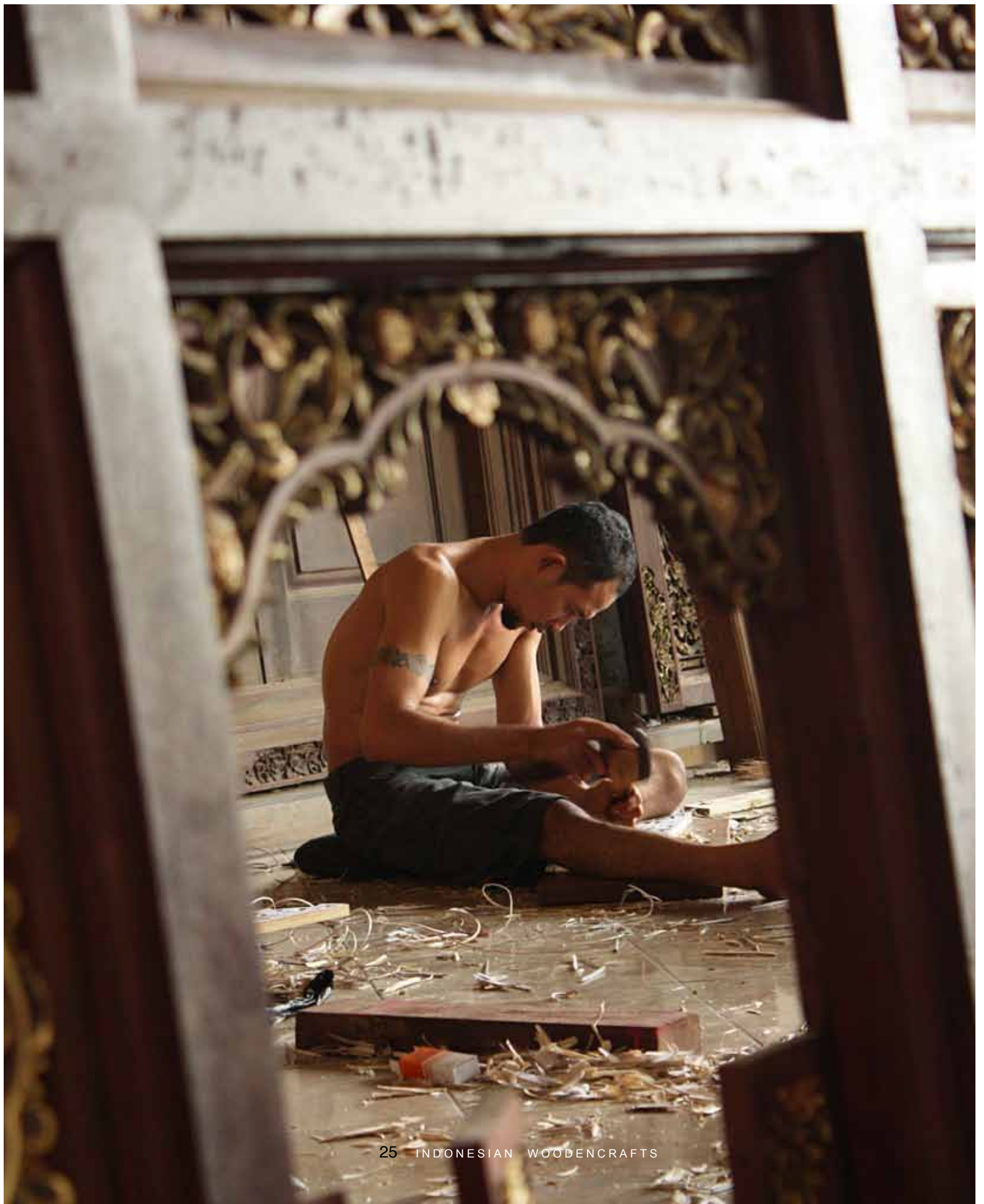
Bali

Wood carving has a very long history in Bali. At the Elephant Cave (Goa Gajah) near Bedulu, Gianyar - elaborate Buddhist style carvings cover the entrance near the cave. This carving dates to the 9th Century. The craft of woodcarving has never existed in Bali solely for decoration purposes. Woodcarving is largely linked to religious tradition in Balinese home.

Woodcarving for commercial purpose probably started around 1935. The Dutch traders firstly introduce Balinese woodcarving to Europe. Today, many Dutch museums still own a huge collection of Balinese woodcarving. The Dutch take-over of Southern Bali in 1906-1908 not only destroyed the traditional courts of the island but it also shattered the old system of art production. There were new patrons of the arts, and the artists made works that were commodities instead of items of religious use of content. This has an important impact on the production of carvings which could now be made with free themes and content. The new freedom of expression was turning a formerly religious art into mere handicraft. At this stage Bali was 'discovered' by Western artists whose influence would give a new turn to the evolution of its arts. Several of them elected residence in Ubud, in particular Walter Spies (1895-1942) and Rudolf Bennet (1895-1978). With the support of the Sukawati Royal House of Ubud they set to encourage the budding renewal of sculpture and painting, distributing material and guiding the artists with advice and criticism. This movement encourages woodcarvers to explore new style and carving technique—the usage of the products also expand to decorative and commercial purpose.

In 1969 a new opportunity arose for the industry as the Government of Indonesia started to promote tourism in Bali. A lot of foreign tourist came to Bali and many woodcarving centers started to emerge in the surrounding village of Mas. For example in Kemenuh, woodcarving co-operative for handicraft purpose was established. This co-operative provides material, marketing and financial assistance. Later on, a segment of the industry started to develop into mass-production industry. The products have less intricate desing and therefore need lesser carving skills. They are considered lower in quality, but have impact on more people and communities as well as bigger revenue.

A variety of woods are used, for example, teak, balinese jack, ebony, marbao, and sandal wood. Other woods are available to special order. These woods can be polished or kept as natural wood finish or even painted. The paints used are of the best quality and will withstand many years of heavy weathering without fading. Twenty-two karat gold paint and gold leaf are also available and used frequently. Prices vary slightly with the cost of raw materials and amount of labor involved in production. And most of these materials are come from around Indonesia to get the high quality piece of art.



Maluku

List of Production Center in Maluku

Production Center	Village	Sub District	SMEs (unit)	Worker	Production Value (Rp. 000)
Wood sculpture	Tumbur	Tanimbar Selatan	5	10	21840
Wood sculpture	Tumbur	Tanimbar Selatan	9	20	47684
Wood sculpture	Tumbur	Tanimbar Selatan	9	20	3218
Wood sculpture	Benteng	Nusaniwe	3	8	10080
Wood carving	Ahuru	Sirimau	6	15	6720

Source: Directorate General of Small & Medium Enterprise, Ministry of Industry.

Sulawesi

Sulawesi Island is the place where black wood or Indonesian ebony grow. Therefore many of the craftsmen are focus on making wood craft based on ebony because the material is so special. Today ebony wood considered as difficult wood to find and almost vanished.

List of Production Center in Sulawesi

Province	SMEs (unit)	Worker	Production Value (Rp. 000)
West Sulawesi	101	244	505,113
South Sulawesi	317	923	242,391
Central Sulawesi	72	168	51,710
South East Sulawesi	56	329	111,394
North Sulawesi	214	412	721,975

Source: Directorate General of Small & Medium Enterprise, Ministry of Industry.

Gembol woodcraft is special product from South East Sulawesi. The name is unique and become product on Kendari though actually this craft were brought by Japanese long time ago to Kendari.

The craft looks like wood carving but actually it is totally different. The wood shape is not handmade but nature made. The material taken from root or plant branch of Jati, Tolinti, Cendana dan Beropa, plants that grows subur in Kendari.

With the touch of talented Kendari craftsmen the log has changed dramatically into something new and different that has artistic value. Gembol can be created for clock, ashtray or animal sculpture or big furniture like table and chair. So far Gembol has ben exported to Korea, Japan, Europe and Middle East. Gembol production center can be found along Khairil Anwar Street in Kendari, South East Sulawesi.



Kalimantan (Borneo)

This island is home to one of the largest forest in the world, which includes the famous borneo wood. Though rich in wood, most of its timbers are now absorbed by large factories, producing plywood, paper, furniture, building materials, and the like. However, the people are also skillful in crafting beautiful products from their greatest natural resource.

List of Production Center in Kalimantan

Province	SMEs (unit)	Worker	Production Value (Rp. 000)
West Kalimantan	3	20	7,711
South Kalimantan	41	71	44,500
Central Kalimantan	8	20	9,659
East Kalimantan	73	227	254,382

Source: Directorate General of Small & Medium Enterprise, Ministry of Industry.



Nusa Tenggara

List of Production Center in West Nusa Tenggara

District	Production Center	Village	Sub district	SMEs (unit)
Dompu	Wood craft	Matua	Woja	5
Dompu	Wood craft	Saneo	Dompu	3
Lombok	Wood carving	Beleka	Praya timur	25
Lombok	Wood carving	Ganti	Praya timur	20
Lombok	Wood carving	Marong	Praya timur	20
Lombok	Wood carving	Jerowaru	Keruak	29
Lombok	Wood sculpture	Pemongkon	Keruak	13
Lombok	Wood sculpture	Sukaraja	Keruak	15

Source: Directorate General of Small & Medium Enterprise, Ministry of Industry.

List of Production Center in East Nusa Tenggara

District	Production Center	Village	Sub district	SMEs (unit)
Kupang	Wood Craft	Oebobo	Kupang selatan	10
Mangga	Wood Carving	Tenda	Langke Rembang	20
Mangga	Wood Carving	Tenda	Langke Rembang	20
Sikka	Wood Craft	Lela	Lela	20
Timor Tengah	Wood Carving	Nifuleo	Amanatun Selatan	25
Timor Tengah	Wood Carving	Soe	Kota Soe	20
Timor tengah	Wood craft	Kefa selatan	Kota Kefa	10

Source: Directorate General of Small & Medium Enterprise, Ministry of Industry.

In West Nusa Tenggara there is a unique wood craft with the name of cukli and made of Enau wood and pearl sea shell. It has so many features from furniture to household utensils. The strong character of cukli is wood pasted with sea shells. Local people started to make cukli in 1980 when many sea shells were wasted, because during that time the local people only focus on pearl and the shells were consider as waste.

This until a man named Zuhdi came up with a brilliant and creative idea to change the waste into something useful. He started to experiment with the shell in his house in Rungkak Jangkuk village, Mataram. After experimenting for quite long, Zuhdi hard work brought a good result. Many customers like his product and since then cukli keeps developed. From small item like tableware, kitchen utensil to tables and chairs; everything is sparkling. As the pioner, Zuhdi teach his environment how to make cukli and now the village has known as one of production center for cukli. Zuhdi received Upakarti medal on 1993 for his hard work to his neighborhood regarding cukli woodcraft



Today, productions are centered in Rungkak Jangkuk village, Sayang-sayang district, Mataram and Sesela Vilage, Gunungsari district, West Lombok. Cukli has been exported to as many as 26 countries and valued as much as USD 65,690 in 2004. Many claimed that cukli to be a Balinese or Javanese product. This is because exports of cukli have to go through ports in Bali or Surabaya. Lombok craftsmen are now asking local government to make copyright for cukli as one of Lombok original woodcraft.

Papua

Papua is a land of contrasts, with some of the most impenetrable jungles in the world and snow-capped mountain peaks towering over glacial lakes. Papua is Indonesia’s largest and eastern-most province and covers the western half of the world’s second largest island, New Guinea. It is a land of exceptional natural grandeur: with beautiful scenic beaches, immense stretches of marshlands, cool grassy meadows and powerful rivers carving gorges through dense primeval forests.

In the Papua province of Indonesia there is an ethnic group known as the Asmat. The Asmats—a tribal group of around 70,000 people—inhabit a region on the island’s southwestern coast, totaling approximately 19,000 square kilometers consisting of mangrove, tidal swamp, freshwater swamp, and lowland rainforest. They are renowned for their artistic primitive woodcarving.

List of Production Center in Papua

District	Production Center	Village	Sub district	SMEs (unit)
Merauke	Traditional Wood carving	Baritem	Agats	10
Merauke	Traditional Wood carving	Basim	Pantai kasua	10
Merauke	Traditional Wood carving	Ocenep	Pantai Kasua	10
Merauke	Traditional Wood carving	Owus	Agats	10
Merauke	Traditional Wood carving	Sawaerma	Sawaerma	10

Source: Directorate General of Small & Medium Enterprise, Ministry of Industry.

The Asmat believes that all things have a spirit - humans, animals, plants etc. Even special locations such as a waterfall or the bottom of a river have spirits. In addition, they also believe that the world is divided between that which can be seen and that which is unseen—the realm of the spirits.

Though there is a general similarity running through the carved design of most races of primitive culture, Asmat art is in great demand, not only from collectors but also museums around the world. The art can take several forms and the two predominant woods used are Ironwood and Mangrove. Apart from the masks and shields the Asmat carve and decorate, they also carve poles known as bisj and these are carved out of one piece of mangrove. There are also boats, panels, and drums. Other art takes the form of stylized creatures.

Asmat people drew the patterns from daily lives and experiences, animals and trees. Their skill in woodcarving is considered one of the best in the Pacific region. Unlike in many other regions in the world, carving is more than a way to earn a liv-

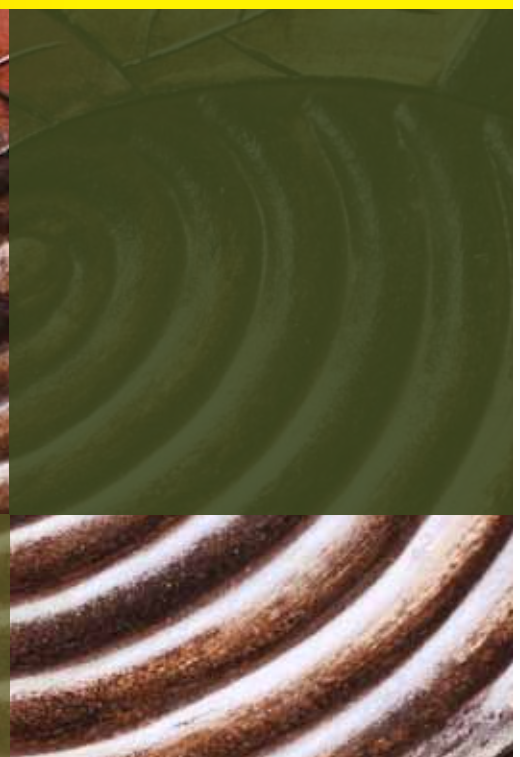




ing. For the Asmats, carving has a deep spiritual value.

At the beginning of October each year, the Asmat Festival is held. This colorful and spectacular festival includes events like canoe racing, a carving competition and dancing. People come from all around the world just for this festival. If you are considering going to the festival it is strongly suggested that you book your accommodation well in advance.

Primitive carving, generally, shows that very similar stages of artistic development are passed through by men of every age and race. The art of Asmat wood carving has become a tradition and a necessity for many Asmat students paying for their own studies in Jayapura. The price of an Asmat wood carving can vary dramatically depending on circumstances. An Asmat woodcarving can fetch tens of millions of rupiah during auctions held at the annual Asmat Cultural Festival. Purchasers are usually foreign collectors and tourists.



GLOBAL BUSINESS OF WOODEN CRAFT

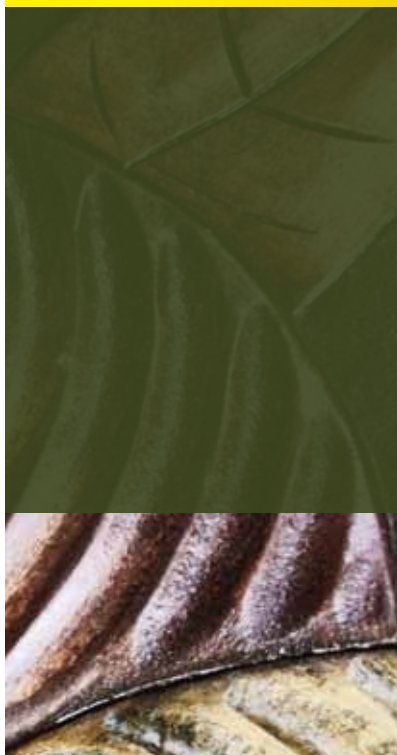
Competition in Global Market

Indonesian export in wooden craft has these following competitive advantages :

1. Most of Indonesian wooden craft are made from tropical wood that scattered in many Indonesian forest and not be available in America as the biggest country destination or other part of the world
2. Indonesian wooden craft are mostly handmade product thus with reasonable price
3. Global trend for everything back in nature makes natural product renowned

Indonesian Wooden Craft Industry In Figures

There are many wooden craft centers in Indonesia scattered in many towns however not all of them can do export on their own and have to acquire the raw materials through the help of their local government. The gates for export are mainly Indonesia big cities and raw material can come from other regions/islands.



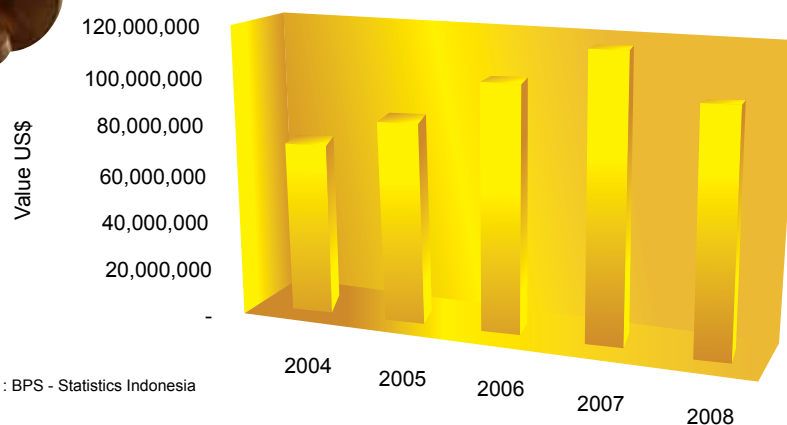
EXPORT OF HS 4414 (WOODEN FRAMES FOR PAINTINGS, PHOTOGRAPHS, MIRRORS OR SIMILAR OBJECTS)

PROVINCE	VALUE: US\$				
	2004	2005	2006	2007	2008
D K I JAKARTA	57,738,766	66,589,810	71,819,255	79,235,231	78,368,583
CENTRAL JAVA	8,952,516	11,988,911	13,709,021	16,316,517	11,287,860
SOUTH SUMATERA	915,341	786,155	1,037,632	998,730	4,253,272
NORTH SUMATERA	598,657	281,913	11,015,870	17,125,297	3,547,112
EAST JAVA	2,752,562	2,899,796	3,260,454	2,012,228	651,192
B A L I	13,407	96,910	15,315	31,128	17,791
R I A U	4,280	1	212,936	10,254	83
EAST NUSA TENGGARA	174	289	35	-	-
WEST KALIMANTAN	25,587	-	13,795	-	-
SOUTH KALIMANTAN	24	16,594	-	-	-
EAST KALIMANTAN	101	-	-	-	-

Source : BPS - Statistics Indonesia



BUSINESS TREND HS 4414



Source : BPS - Statistics Indonesia

From the figure above we can see that export of this category is increasing though there was a slight reduction national export in year 2008. Over all it has positive trend from 2004 to 2008 with 10.34% increase.

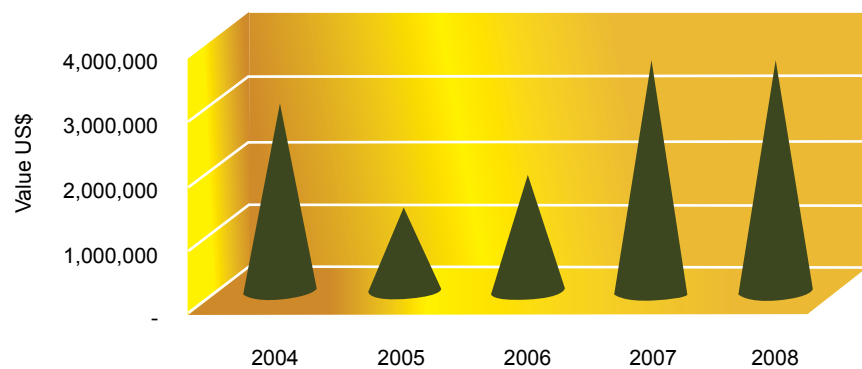
EXPORT OF HS 4419 (TABLEWARE AND KITCHENWARE, OF WOOD)

PROVINCE	VALUE: US\$				
	2004	2005	2006	2007	2008
CENTRAL JAVA	287,245	21,688	89,890	828,617	1,177,319
D K I JAKARTA	1,299,929	527,822	891,691	857,581	846,967
LAMPUNG	172,104	232,782	213,080	604,651	665,058
EAST JAVA	722,376	60,823	197,713	598,969	465,354
SOUTH SUMATERA	130,757	85,835	73,156	72,112	339,958
CENTRAL SULAWESI	19,449	-	-	27,079	84,028
NORTH SULAWESI	231,074	294,443	288,817	2,176	20,273
SOUTH KALIMANTAN	17,072	10,070	13,361	28,586	19,362
B A L I	10,428	39,797	4,824	5,561	1,583
SOUTH SULAWESI	7,207	18,992	-	-	-
D.I. YOGYAKARTA	-	-	-	-	-
CENTRAL KALIMANTAN	-	-	-	96,221	-
WEST KALIMANTAN	-	-	52,275	26,305	-
WEST SUMATERA	3,090	-	-	-	-
R I A U	8,627	5,147	6,515	262	-
J A M B I	8,249	1,314	-	-	-
EAST KALIMANTAN	17,357	29,846	21,804	488,090	-

Source : BPS - Statistics Indonesia



BUSINESS TREND HS 4419



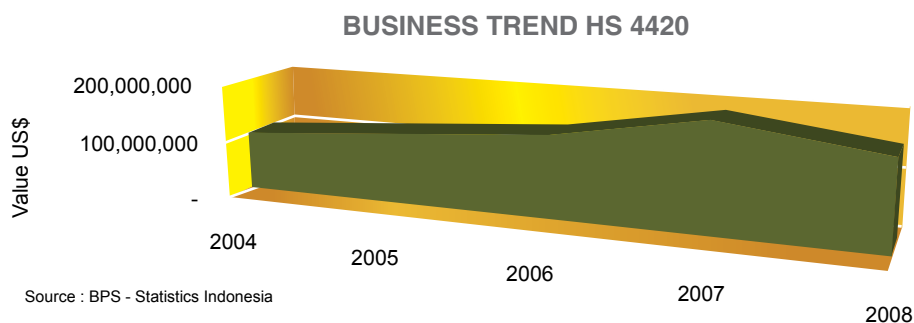
Source : BPS - Statistics Indonesia

Tableware and kitchenware are also promising proven by 15.33% rising trend. Our unique design in tableware and kitchenware are in high demand but not like other articles, ecolabel certification is still rare for this article.

**EXPORT OF HS 4420 (WOOD MARQUETRY AND INLAID WOOD; CASES ETC.
FOR JEWELRY OR CUTLERY AND SIMILAR ARTICLES, STATUETTES &
OTHER ORNAMENTS OF WOOD)**

PROVINCE	VALUE: US\$				
	2004	2005	2006	2007	2008
CENTRAL JAVA	18,621,186	25,717,633	21,281,092	60,102,402	55,601,762
EAST JAVA	70,323,144	76,586,129	102,935,110	107,030,664	50,493,759
D K I JAKARTA	4,523,569	7,703,727	7,576,260	6,674,859	40,390,178
B A L I	8,603,710	11,660,118	10,332,840	11,986,213	4,840,507
SOUTH SUMATERA	19,999	-	30,777	9,441	1,335,590
NORTH SUMATERA	65,535	17,160	37,581	12,063	854,577
SOUTH SULAWESI	316,728	262,428	257,016	500,697	332,392
EAST KALIMANTAN	498,246	33,130	8,689	65,107	9,847
CENTRAL SULAWESI	-	6,520	17,449	6,238	9,478
D.I. YOGYAKARTA	11,114	2,572	4,135	42,842	5,960
NANGROE ACEH DARUSALAM	10,827	1,131	-	-	-
NORTH MALUKU	-	-	777	-	-
LAMPUNG	211	119	-	-	-
WEST SUMATERA	486,158	-	308	-	-
PAPUA	11,600	-	-	-	-
NORTH SULAWESI	4,687	-	90	-	-
SOUTH KALIMANTAN	69,829	3,335	64,389	7,758	-
CENTRAL KALIMANTAN	-	6,951	-	-	-
WEST KALIMANTAN	92,489	450	-	-	-
WEST NUSA TENGGARA	-	1,350	-	-	-
WEST JAVA	6	-	579	12,804	-
R I A U	201,321	176,697	116,884	1,707,041	-

Source : BPS - Statistics Indonesia



Article in 4420 nowadays has become more familiar with ecolabelling certification for the article specially when the article is exported to Western countries like the US. From the past 5 years the figures above shows a 12.95% positive trend for this business.

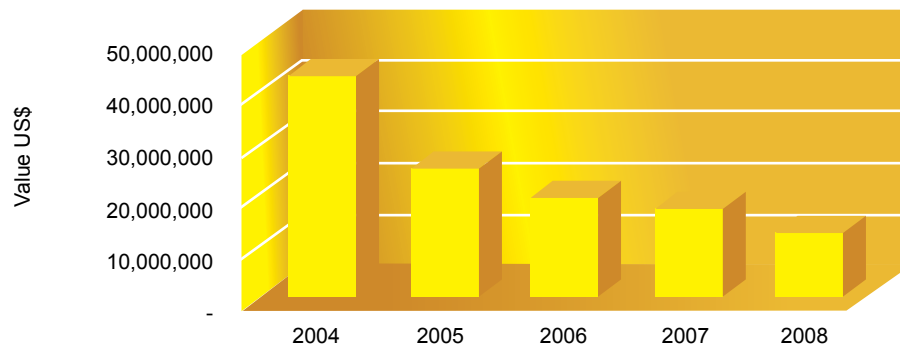
EXPORT OF HS 4421 (OTHER ARTICLES OF WOOD)

PROVINCE	VALUE: US\$				
	2004	2005	2006	2007	2008
D K I JAKARTA	29,392,538	19,838,302	9,997,877	7,869,959	5,985,549
SOUTH SULAWESI	-	-	5,199,524	6,355,815	3,233,639
SOUTH SUMATERA	899,380	140,873	67,798	2,628	1,537,174
SOUTH KALIMANTAN	766,162	299,820	124,102	1,180,763	670,954
EAST JAVA	1,357,289	1,792,162	2,081,975	1,047,142	449,069
CENTRAL JAVA	1,825,976	1,043,683	898,048	611,100	431,722
CENTRAL KALIMANTAN	-	-	458,564	-	151,408
R I A U	150,135	1,076,757	81,077	1,962	97,488
B A L I	77,522	81,507	216,919	39,041	37,388
CENTRAL SULAWESI	-	11,085	21,035	5,550	13,807
D.I. YOGYAKARTA	-	1,160	296	-	105
EAST KALIMANTAN	8,641	3,911	324	16,688	71
NORTH SUMATERA	2,752,846	192,350	26,877	33	40
WEST KALIMANTAN	163,857	14,913	79,749	-	-
EAST NUSA TENGGARA	16	-	-	-	-
WEST JAVA	-	-	-	4,777	-
J A M B I	5,705,363	486,648	98,128	-	-
WEST SUMATERA	-	-	-	16,563	-
EAST NORTH SULAWESI	2,290	-	-	-	-
LAMPUNG	10,991	3,700	4,650	-	-

Source : BPS - Statistics Indonesia



BUSINESS TREND HS 4421



Source : BPS - Statistics Indonesia



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



Secretariat 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@depdag.go.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

Jl. 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 (NAFED)

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 TRADE ATTACHES

Australia

Indonesian Embassy
8, Darwin Avenue,
Yarralumia, Canberra Australia A.C.T. 2600
T: (61-02) - 62508654
F: (61-02) - 62730757
atdag-aus@depdag.go.id
www.kbri-canberra.org.au

Belgium

Indonesian Mission to the European Union
Boulevard de la Woluwe 38
Brussels, Belgium 1200
T: (322) - 7790915
F: (322) - 7728190
atdag-blx@depdag.go.id

Canada

Indonesian Embassy
55 Parkdale Avenue,
Ottawa, Ontario, Canada 1KY - 1E5
T: (613) - 7241100 ext. 306
F: (613) - 7241105, 7244959
atdag-can@depdag.go.id
commerce@indonesia-ottawa.org
www.indonesia-ottawa.org

Denmark

Indonesian Embassy
Orehøj Alle 1, 2900
Hellerup, Copenhagen, Denmark
T: (45) - 39624422 ext 215
F: (45) - 39624483
atdag-dnk@depdag.go.id

Egypt

Indonesian Embassy
13, Aisha EL Temoria St. Garden City
P.O. BOX 1661 Cairo, Egypt
T: (20-2) - 7944698, 7947200/9
F: (20-2) - 7962495
atdag-egy@depdag.go.id

France

Indonesian Embassy
47-49, Rue Cortambert
Paris, France 75116
T: (33-1) - 450302760 ext. 418, 45044872
F: (33-1) - 45045032
atdag-fra@depdag.go.id

Germany

Indonesian Embassy
Lehter Strasse 16-17
D-10557 Berlin, Germany 10557
T: (49-30) - 4780700
F: (49-30) - 47807209
atdag-deu@depdag.go.id

India

Indonesian Embassy
50-A Chanakyapuri
New Delhi, India 110021
(09-111) - 6114100
(09-111) - 6885460, 6886763
atdag-ind@depdag.go.id

Italy

Indonesian Embassy
Via Campania, 55
Rome Italia 00187
T: (39-06) - 4200911, 42009168
F: (39-06) - 4880280, 42010428
atdag-ita@depdag.go.id

Japan

Indonesian Embassy
5-2-9, Higashi Gotanda Shinagawa-ku
Tokyo, Japan 1410022
T: (81-3) - 34414201, 34470596
F: (81-3) - 34471697
atdag-jpn@depdag.go.id
www.indonesian_embassy.or.jp

Malaysia

Indonesian Embassy
No. 233 Jalan Tun Razak
Kuala Lumpur, Malaysia 50400
T: (60-3) - 21164000, 21164067
F: (60-3) - 21167908, 21448407
atdag-mys@depdag.go.id
www.kbrikl.org.my

Netherlands

Indonesian Embassy
8, Tobias Asserlaan
The Hague, Netherlands 2517 KC
T: (31-70) - 310 8115
F: (31-70) - 364 3331
atdag-nld@depdag.go.id

People's Republic of China

Indonesian Embassy
Dongzhimenwai Dajie
No. 4 Chaoyang District, Beijing, China 100600
T: (86-1) - 65324748 -65325488-3014
F: (86-1) - 65325368
atdag-chn@depdag.go.id

Philippines

Indonesian Embassy
185, Salcedo Street
Legaspi Village, Makati City, Metro Manila
T: (63-2) - 8925061-68
F: (63-2) - 8925878, 8674192
atdag-phl@depdag.go.id

Russia

Indonesian Embassy
Apt. 76, Entr. 3 Korovy val 7
Moscow Russia 117049
T: (7-495) - 2385281
F: (7-495) - 2385281
atdag-rus@depdag.go.id

Saudi Arabia

Indonesian Embassy
Riyadh Diplomatic Quarter P.O. Box 94343
Riyadh, Saudi Arabia 11693
T: (966-1) - 4882800, 4882131 ext 120
F: (966-1) - 4882966
atdag-sau@depdag.go.id

Singapore

Indonesian Embassy
7 Chatsworth Road
Singapore 249761
T: (65) - 67375420, 68395458
F: (65) - 67375037, 67352027
atdag-sgp@depdag.go.id

South Korea

Indonesian Embassy
55, Yoido-dong Young
Deoung po-Ku Seoul Korea Selatan
T: (82-2) - 7835371-2, 7827750
F: (82-2) - 7804280, 7837750
atdag-kor@depdag.go.id

Spain

Indonesian Embassy
65, Calle de Agastia
Madrid, Spain 28043
T: (34-91) - 4130294
F: (34-91) - 4157792
atdag-esp@depdag.go.id

Switzerland

Indonesian Mission on The United Nations And
Other International Organizations
16, Rue de Saint Jean Geneva Switzerland
1203
T: (41-22) - 3455733
F: (41-22) - 3383397
atdag-che@depdag.go.id

Thailand

Indonesian Embassy
600-602 Pitchburi Road, Rajthevi P.O.Box
1318
Bangkok, Thailand 10400
T: (66-2) - 2551264 ex 123
F: (66-2) - 2551264, 2551267
atdag-tha@depdag.go.id

United Kingdom

Indonesian Embassy
38 Grosvenor Square
London, England W1K2HW
T: (44-20) - 72909613, 74997881
F: (44-20) - 74957022
atdag-gbr@depdag.go.id

United States of America

Indonesian Embassy
2020 Massachusetts Avenue, N.W.
Washington DC, USA 20036
T: (1-202) - 7755350, 7755200 ext 350
F: (1-202) - 7755354, 7755365
atdag-usa@depdag.go.id
www.inatrade-use.org

INDONESIAN TRADE PROMOTION CENTER

ITPC Barcelona

Calle Aribau 250, Ground Fl.
Barcelona, Spain
abuamar98@yahoo.com
itpc-esp@depdag.go.id

ITPC Budapest

1051 Budapest, Bajcsy-Zsilinszky ut.12, IV
Floor, No. 409 Budapest Hongaria
T: (36-1) 3176382
F: (36-1) 2660572
itpc-hun@depdag.go.id

ITPC Busan

103 Korea Express Building 1211-1 Choryang
Dong, Dong-GU Busan, South Korea
T: (82-51) 4411708
F: (82-51) 4411629
ari_satria2000@yahoo.com

ITPC Chennai

Ispahani Center - 2nd Floor 123/124,
Nungambakkam High Road, Chennai
Chennai, India
itpc-ind@depdag.go.id

ITPC Chicago

70 West Erie 3rd FL. Chicago
Chicago, USA
itpc-chicago@depdag.go.id

ITPC Dubai

Arbift Tower4 floor # 403 Baniyas street Deira
PO.Box 41664, Dubai - UAE
T: (971-4) 2278544
F: (971-4) 2278545
itpc-are@depdag.go.id
www.itpcdubai.com

ITPC Hamburg

Multi Buro Servise Glockengisserwall 1720095
Hamburg - Germany
T: (49-40) 33313-333
F: (49-40) 33313-377
inatrade@itpchamburg.de

ITPC Jeddah

Jeddah Intl.Business Center / JIBC 2nd Fl
PO.BOX 6659, Jeddah 21452KSA.
Ruweis District, Jeddah, Saudi Arabia
itpc-sau@depdag.go.id

ITPC Johannesburg

Suite 02/E4, 2nd Floor, Village Walk Sandton
P.O. Box 2146, RSA Johannesburg X9916
T: (27)-118-846-240
F: (27)-118-846-242
itpc-zaf@depdag.go.id

ITPC Lagos

Lagos, Nigeria
itpc-nga@depdag.go.id

ITPC Los Angeles

3457, Wilshire, Blvd, Suit 101
Los Angeles, USA 90010
T: (1-213)-3877041
F: (1-213)-3877047
itpc-usa@depdag.go.id
itpcla@sbcglobal.net
www.itpcla.org

ITPC Lyon

Lyon, France
bambang.purnomo@gmail.com
itpc-fra@depdag.go.id

ITPC Mexico City

Mexico City, Mexico
ikhwan_aman@yahoo.com
itpc-mex@depdag.go.id

ITPC Milan

Via Vittor Pisani, 8 - 6° Piano 20124 Milano, Italy
T: (39-02) 3659 8182
F: (39-02) 3659 8191
itpc-ita@depdag.go.id
www.itpcmilan.com

ITPC Osaka

ITM-4-J-8, Asia and Pasific Trade Center
2-1-10 Nanko Kita, Suminoe-ku Osaka, Japan
T: (81-6) 66155350
F: (81-6) 66155351
itpc-jpn@depdag.go.id
www.itpc.or.jp

ITPC Santiago

Claro Solar Street No. 835, Office 304
Temuco District and City Santiago, Chili
aliakbar_h2000@yahoo.com

ITPC Sao Paulo

Alameda Santos, 1787 - Conj. 111 Cerqueira
Cesar, CEF: 01419.002
Sao Paulo, Brasil
T: (55-11) 32630472 / 35411413
F: (55-11) 32538126
itpc-bra@depdag.go.id

ITPC Shanghai

Xu Hui Distrik, Wend Ding Road
4th Fl, Shanghai RRC
itpc-chn@depdag.go.id

ITPC Sydney

Level 2, 60 Street, NSW 2000
Sydney, Australia
T: (61-2) 92528783
F: (61-2) 92528784
itpc-aus@depdag.go.id
www.itpcsydney.com

ITPC Vancouver

1500 West Georgia, Vancouver
Vancouver, Canada
Olvyandrinita@yahoo.com
itpc-can@depdag.go.id



CONSULATE-GENERALS

United Arab Emirates

Indonesian Consulate General Villa No. 1
Community 322/2A Al Hubaida
P.O. Box 73759 Dubai UAE
T: (971-4) 3985666, 3985103
F: (971-4) 23980804

Hong Kong

Indonesian General Consulate 127-129
Leighton Road, 6-8 Keswick Street
Causeway Bay Hongkong
T: (852) - 28904421 - 28902481
F: (852) - 28950139
kondag-hkg@depdag.go.id

INDONESIAN ECONOMIC AND TRADE OFFICE

Taiwan

Indonesian Economic and Trade Office to Tai-
pei Twinhead Bld 6F No. 550 Rui Goang Road
eihu District Taipei Taiwan 114
(886-2)-87526170
(886-2)-87423706
kakdei-twn@depdag.go.id
http://kdei-taipei.org

SELECTED EXPORTER FOR WOODENCRAFT



- 1 Category : Wooden Game
Company Name : Giant Chess
Address : Komplek Ruko Megah Raya BLOK J-11
Jl. Kalirungkut, No. 5. Surabaya 60923 East - Java
Phone : 62- 811305397
Fax : 62-31- 8707557
Email : info@giantchess.com
Website : www.giantchess.com
- 2 Category : Utensil
Company Name : Genthong Genuk
Address : Jl. Jend. Basuk Rahmat 50 Cluring-
Banyuwangi 68482 Jawa Timur
Phone : +62 81336334 949, +62 333 397938
Fax : +62 333 397938
Email : genthong_genuk@yahoo.com
- 3 Category : Bamboo Craft
Company Name : AGUNG ART
Address : Jl. Jambu Kulon RT. 01/10, Ceper
Klaten – 57465 Central Java
Phone : +62 272 554734
Fax : +62 272 554734
Email : agungart@indonesian-products.biz
Website : www.indonesian-products.biz/ukm/agungart
- 3 Category : Wall Decorative Lamp
Company Name : Abaca Craft
Address : Jl. Raya Ragunan No. P-5 Pasar Minggu Jakarta 12540
Phone : +62 21 7814412, +62 856 91911962
Fax : +62 21 71397097
Email : heru_prasetyatmoko@yahoo.com
Website : www.indonesian-products.biz/ukm/abacacraft
- 4 Category : Wooden Batik Mask
Company Name : ADI MAS ASIH BATIK KAYU
Address : Pendem, Jarum, Bayat Klaten Central Java
Phone : +628156752544
Email : adimasasihbatikkayu@indonesian-products.biz
Website : http://www.indonesian-products.biz/
ukm/adimasasihbatikkayu
- 5 Category : Wooden Craft
Company Name : BIMA SAKTI
Address : Jl. Himalaya No. 15 Sumorame, Candi Sidoarjo
61217 East Java
Phone : +62 31 8967002
Fax : +62 31 8967002
Email : E-mail : bimasakti@indonesian-products.biz
Website : www.indonesian-products.biz/ukm/bimasakti
- 6 Category : Wall Decorative Lamp
Company Name : CABE TIGA
Address : Jl. Panjang Jiwo Sdi Gg. 02, No. 31 Surabaya 6029
East Java
Phone : +62 31 70798640
Email : cabetiga@indonesian-products.biz
Website : www.indonesian-products.biz/ukm/cabetiga
- 7 Category : Children Toys
Company Name : CHIN CRAFT
Address : Jl. Basuki Rahmat 37 Lamongan 62213 East Java
Phone : +62 322 321 821, 812 315 8784
Fax : +62 322 321 821
Email : chincraft@indonesian-products.biz
chincraft@rocketmail.com
Website : www.indonesian-products.biz/ukm/chincraft
- 8 Category : Instrument & Primitive Miniature
Company Name : DHEA HANDYCRAFT
Address : Jl.Perum Delta Sari indah Blok AX no.17 Surabaya
61256 East Java
Phone : +6231-70175617 ; +628133166007
Email : farida_ariyani@yahoo.com
Website : www.indonesian-products.biz/ukm/dheahandycraft
- 9 Category : Utensil / Tableware
Company Name : OESING CRAFT PELANGI SARI
Address : Jl.Brawijaya No.03 Banyuwangi 68425 East java
Phone : +62333-7705999 ; +62817-03010718 +62813-36189804
Fax : +62333-418369
Email : pelangisari@yahoo.com
Website : www.indonesian-products.biz/ukm/
oesingcraftpelangisari
- 10 Category : Wooden Educational Toys
Company Name : ASA HANDICRAFT
Address : Jl. Bandul Gedong Kiwo MC 1, No.1000
Pojok Beteng Kulon Yogyakarta
Phone : +62 274 372862; +62 81 8468491
Email : asahandicraft@indonesian-products.biz
Website : www.indonesian-products.biz/ukm/asahandicraft
- 11 Category : Wooden Educational Toys
Company Name : DOLAN SELARAS TOYS
Address : Jl. Surabaya No. 11 Central Jakarta 10310
Phone : +62 21 3101264 , 3155998
Fax : +62 21 31900975
Email : info@dolantoys.com
Website : www.dolantoys.com
- 12 Category : Guitar
Company Name : GENTA TRIKARYA
Address : Jl. A.H Nasution No.69 Bandung 40615 West Java
Phone : +62 22 7812446 ; +62 812 2145689
Fax : +62 22 7800592
Email : info@gentaguitar.com
Website : www.gentaguitar.com
- 13 Category : Massage Tools
Company Name : MELATI HEALTH
Address : Jl. Squadron Kmp Baru I RT. 02/05
No. 13 – 14 Halim Perdanakusumah, East Jakarta
Phone : +62 21 80878835, 8005270
Fax : +62 21 80878835
Email : melati_health@yahoo.co.id,
Website : www.indonesian-products.biz/ukm
- 14 Category : Utensil/ PlaceMat
Company Name : ZOCHA GRAHA KRIYA
Address : Jl.Takwon No.10 Garut - Jawa Barat
Phone : +62 815 73110545 ; +62 262 232695
Fax : +62 262 576144
Email : zochagrahakarya@indonesian-products.biz
Website : www.indonesian-products.biz/ukm
- 15 Category : Wooden Educational Toys
Company Name : PT. Guru Mainan Edukatif
Address : Jl. Kebagusan Raya No. 192 RT 001/004
Pasar Minggu- South Jakarta 12520
Phone : +62 21 78839430
Fax : +62 21 7804976
Email : kunti@guru.co.id
Website : www.guru.co.id

- 16 Category : Traditional Toys
Company Name : Hanny's Craft
Address : Jl. Demak Jaya I No. 5-9 Surabaya- West Java
Phone : +62 31 5454638, +62 817306761,
Fax : +62 31 5454638
- 17 Category : Utensil
Company Name : Gallery Craft
Address : Serangan Sidoluhur, Godean Sleman, Yogyakarta
Phone : +62 274 7438508, +62 274 7168883,
+62 81328328734, +62 87839104568
- 18 Category : Wooden Craft
Company Name : PT. Visionbali
Address : Jalan Tukad Badung XXIII/27 Renon
Denpasar 80226, Bali-Indonesia
Phone : +62 361 7426261, +62 361 7801706
Fax : +62 361 7800536
Website : www.visionbaliweb.com
www.visionbali.net
www.visionbali.com
- 19 Category : Wood & Bamboo Product
Company Name : Handycraft Center Indonesia
Address : Jl. Syech Quro No. 9 Lemahabang Wadas
Karawang 41383, West Java Indonesia
Phone : +62 888 20 11 088, +62 267 8621153
Fax : +62 267 8621153
Email : ngizing@gmail.com
- 20 Category : Perahu Majapahit (Majapahit Vessel)
Company Name : Sanggar Seni Bahari Tradisional
Address : Jl. Brawijaya No. 302 Mojokerto, East Java
Phone : +62 81 232 091 18
Email : ssbt_handicraft@telkom.net
Website : http://ssbtmojo.blogspot.com
- 21 Category :
Company Name : Njana Tilem Gallery
Address : Jl. Raya Mas, Mas, Ubud, Gianyar 80571, Bali
Phone : +62 361 975 099, 974 503
Fax : +62 361 975 099
Email : tilem@telkom.net
Website : www.tilem.com
- 22 Category :
Company Name : Danny Creative
Address : Jl. Raya Andong, Peliatan, Ubud, Gianyar, Bali
Phone : +62 361 978 105, +62 812 466 6612
Email : danny_creative@hotmail.com
- 23 Category :
Company Name : Bale Ukir
Address : Jl. I Gusti Ngurah Rai No. 3 X, Tohpati,
Denpasar Bali, Indonesia
Phone : +62 361 462 121, +62 812 362 1009
- 24 Category :
Company Name : Made Budiarta Art Gallery and Wood Carver
Address : Teges Kawan, Peliatan, Ubud, Gianyar
80571 Bali, Indonesia
Phone : +62 361 976 082, +62 81 139 6652
Fax : +62 361 973 350
Email : budiarta@indo.net.id
Website : www.budiarta-art.com
- 25 Category :
Company Name : I Nyoman Karsa Wood Carver & Furniture
Address : Br. Teges, Peliatan, Ubud, Gianyar 80571, Bali
Phone : +62 361 978 034, +62 81 2640 0895
- 26 Category : Toy
Company Name : I Made Geriya and Family
Address : Br. Kalah, Peliatan, Ubud, Gianyar 80571, Bali
Phone : +62 361 975 241
Fax : +62 361 975 241
- 27 Category :
Company Name : I Ketut Widen Wood Carver
Address : Jl. Tegallalang, Andong, Peliatan, Ubud,
Gianyar Bali, Indonesia
Phone : +62 361 973 032
- 28 Category :
Company Name : PT Surya Bali Taksu
Address : Tengkulak Mas, Kemenuh, Gianyar Bali
Phone : +62 361 952 402, 952 403
Fax : +62 361 952 402
Email : marketing@baliware.com
Website : www.baliware.com
- 29 Category :
Company Name : Niki Kayoe
Address : Dusun Turirejo No. 2 RT 01 RW 04
Lawang, Malang East Java, Indonesia
Phone : +62 85 234 919 612
Email : bin_bahri@yahoo.co.id
Website : www.galerinikikayoe.multiply.com
- 31 Category :
Company Name : Wuri Lestari
Address : Jl. Raya Ngawi-Solo Km. 12 Sidowayah, Ngawi
East Java
Phone : +62 351 770 5080, 770 5128
Fax : +62 351 748 800
Email : wi_uniqueprimitif@yahoo.com
- 32 Category :
Company Name : PT Pandu Wira
Address : Jl. Brigjend Sutoyo 15-17, Bojonegoro 62115
East Java
Phone : +62 353 882 818, 880 818
Fax : +62 353 882 919
Email : ptpanduwira@yahoo.com
- 33 Category : Home accessories
Company Name : GS4 Woodcraft
Address : Jl. Gondosuli 4, Malang East Java
Phone : +62 341 498 369, +62 815 8401 3736
Fax : +62 341 576 401
Email : gs4woodcraft@yahoo.com
Website : www.angelfire.com/biz/wooden

