



TPSA Project Holds Second Meeting for the Gender and Trade Dialogue Group

The Gender and Trade Dialogue Group (GTG) provides input to TPSA's gender equality strategy and facilitates information sharing related to gender issues faced by women-owned small and medium-sized enterprises (SMEs).

On March 29, 2017, the TPSA project welcomed participants to the second Gender and Trade Dialogue Group. The 17 participants (5 men, 12 women) represented the following organizations:

- Government: Directorate General of National Export Development (DGNEDE) of the Ministry of Trade of Indonesia, Global Affairs Canada.
- Associations: Women Empowerment Division of Micro and Small Entrepreneurs Association (HIPMIKINDO), Indigenous Indonesian Entrepreneurs Association (HIPPI), Indonesian Chamber of Commerce and Industry (KADIN), Indonesian Businesswomen's Association (IWAPI).
- Businesses: Bakoel Koffie, JAVARA.
- Research organizations: AKATIGA, University of Trisakti.
- Gender experts: State Ministry of Women Empowerment, Global Affairs Canada, AKATIGA, TPSA.

The meeting was kicked off by Greg Elms, TPSA field director, who noted the long-term expectation that the GTG would share knowledge and practices for the effective implementation of the TPSA gender equality strategy. Geneviève Asselin, First Secretary of the Embassy of Canada, then welcomed participants on behalf of Global Affairs Canada.



Geneviève Asselin, First Secretary of the Embassy of Canada, welcomes participants.

Leya Cattleya, TPSA senior gender consultant, facilitated the meeting. She outlined the following agenda:

1. Progress on TPSA activities related to gender equality integration
2. Presentation and discussion of the methodology and key findings from the population estimation phase of the gender and trade study by AKATIGA
3. Sharing of innovative initiatives on gender and trade by JAVARA
4. Update on gender and trade-related activities organized by HIPPI
5. Other related issues



Progress on TPSA Activities Related to Gender Equality Promotion

TPSA's Canadian gender equality expert, Lota Bertulfo, outlined the progress made since the first GTG meeting in May 2016.

- In May 2016, the TPSA gender team coordinated a tender for research institutes to carry out the gender and trade survey and study. AKATIGA was selected as the preferred bidder. The first phase of the study involved estimating the SME population for the survey. Population estimates were produced in September 2016 and updated in December 2016.
- In September 2016, four senior members of IWAPI participated in a business association linkages trip to Canada, sponsored by the TPSA project. Key learnings of the four members were presented at IWAPI's National Meeting in Lombok in October 2016. A follow-up action plan was submitted and is being monitored by the four members.
- In March 2017, gender-related materials were developed for a series of TPSA trainings on how to export to Canada for the three target industries (coffee, apparel, and footwear). A broad gender-sensitive analysis of the coffee value chain was presented in the training for coffee in Makassar on March 13, 2017, and in Takengon (Aceh) on March 22, 2017.



Leya Cattleya updates the group on TPSA gender-related activities.

Methodology and Key Findings From Population Estimation Phase of the Gender and Trade Study and Implications for Phase 2

Isono Sadoko, senior researcher of AKATIGA, shared some of the main challenges his firm faced in estimating the population of export-ready and exporting SMEs. Listings of SMEs at the district and national levels were insufficient and, in some cases, non-existent, and information about women-owned/led SMEs was limited, with some small enterprises being unregistered and informal. The estimate was derived from both government and private sector sources using methods such as review of (un-updated) registration lists, business directories, phone calls, and site visits.

Due to constraints in arriving at a reliable estimate of the exporting and export-ready SME population, AKATIGA will use a cluster approach for Phase 2 of the survey, applying both qualitative and quantitative data collection methods. Fourteen clusters of SMEs in the three TPSA target sectors will be interviewed. Gender dynamics around SME management, labour hiring and supply, and control of income derived from the business will be investigated. Differences in the experiences of men and women in owning and managing the business will be examined.

Helianti Hilman, founder of JAVARA, suggested that the study pay attention to the differences in the visibility of men vis-à-vis women in the three sectors. She noted that women's important contribution in the coconut sugar industry, particularly in coconut processing, is hidden and unrecognized within the value chain. Imas Shiddiq, the general secretary of HIPPI, asked for a clarification on the definition of women-owned businesses and suggested that TPSA define it as women owning a minimum share of 51 per cent of the business.

Febriana, from DGNED, asked whether the study will examine the correlation between the gender of business owners and their management performance. TPSA replied that the study will look into gender roles in export-ready or exporting SMEs and gender-based differences in access to resources, decision-making, and control of benefits in relation to the business mainly from a qualitative analysis.



Isono Sadoko of Akatiga, Heliani Hilman of JAVARA, Imas Shidiq of HIPPI.

AKATIGA's presentation was followed by a presentation from Trisakti University. Professor Tulus Tambunan, from university's SME centre, presented his paper "Women-Led Businesses in Indonesia: 'Push-Pull' Phenomenon and Some Success Stories." The study had two aims. First, to assess whether the growth in numbers of women-led businesses, particularly in micro and small enterprises (MSEs), is a sign of the rise of entrepreneurial spirit in women or a reflection of poverty or economic hardship.

Second, the study explored the "push pull" phenomenon related to the growth of women-led MSEs in Indonesia and examined the factors that contributed to success among female entrepreneurs. The study showed that, in many cases, women set up a business (commonly micro-sized) due to economic need—a "push" factor (for example, death of a spouse who is the breadwinner)—then slowly expand the business to become small. Few women own medium-sized businesses. It is when the business gets bigger that women would get to enjoy running the business—a "pull" factor. Other pull factors are: participation in business training and support from spouse. Professor Tulus affirmed Sodono's observation that national data on women-owned micro and small enterprises are limited and unreliable.

Yurika Fratiwi of HIPMIKINDO shared that she had worked in a program in which entrepreneurship was introduced as a pull factor in rehabilitating people from rural and urban villages with high prevalence of illegal drugs use. In Klender, East

Jakarta, for example, a village became a small industry of handicraft. However, it is important to sustain such initiatives. Sulikanti, a gender expert from the State Ministry of Women Empowerment, expressed her concern about the lack of emphasis on nurturing an entrepreneurial mindset in women, inevitably keeping their businesses at the subsistence level.

Sharing Innovative Gender and Trade Initiatives

Helianti Hilman presented the story of her company, JAVARA, which she founded in 2008. The company works in and across several agricultural value chains (from production to distribution) to preserve biodiversity and bring community-based, organic products to a broader market. The company scouts, discovers, and revives forgotten food products, recipes, and traditional techniques. Working with over 50,000 farmers and 2,000 food artisans, and selling over 600 premium artisan food products, JAVARA is currently considered the leading social enterprise in Indonesia that works with a vast range of biodiverse community-based organic food products using ethical principles. JAVARA exports to 20 countries in Asia and Europe, as well as the United States.

JAVARA educates consumers about healthy food consumption trends, has introduced environmentally friendly stoves, and has included social dimensions in the business by introducing health insurance (BPJS) for coconut sugar farmers so that the whole family will benefit from exporting. JAVARA has helped farmers, many of them women farmers, to move up in supply chains.

Pande, a gender consultant of Global Affairs Canada, asked whether Helianti had noticed if women who are engaged in businesses involving cooking food or food-processing in their homes have difficulty getting a business license. Helianti responded that it was difficult, and is the reason why most of these home-based businesses are informal.

Update on HIPPI Gender and Trade Activities

Imas Shidiq from HIPPI shared information on a March 22, 2017, event organized to discuss how



The Gender and Trade Dialogue Group gather for the second meeting.

women-owned businesses can move up the value chain through business marketing and business-to-business (B-to-B) events. She noted that, currently, women-owned businesses participate in only 5 per cent of the supply chain. HIPPI is working with government and state-owned companies to increase that figure.

Critical Factors for Women-Owned SMEs to Succeed

Participants shared their thoughts on the critical factors for women-owned SMEs to succeed.

Moza Motik from IWAPI underlined the importance of exposure to new information. IWAPI, for example, is currently implementing training in digital marketing to enable women SME owners to identify appropriate social media strategies to enter the broader market.

Imas Shiddiq from HIPPI stressed the importance of evidence-based decision-making. Women SMEs must increase their capacity to use evidence to inform their response to current trade challenges.

Based on her experience at JAVARA, Helianti Hilman noted the importance of product innova-

tion for women-owned SMEs. In addition, women-owned SMEs can increase their value-added by catering to niche markets and selling artisanal high-value products.

Participant Feedback

All participants rated their satisfaction with the activity as good (63 per cent) or very good (37 per cent). Seventy-five per cent said that the materials shared and discussed would facilitate dialogue and increase information and knowledge on the issue of women and trade.

About the TPSA Project

TPSA is a five-year C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms,



and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;

- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

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