



## ACTIVITY BRIEF

AUGUST 14–16, 2017, LAS VEGAS, NEVADA



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

# Six Indonesian Apparel Companies Attend SOURCING at MAGIC Trade Show

As part of TPSA's activities to promote Indonesian apparel exports, six apparel companies exhibited their products at the 2017 SOURCING at MAGIC trade show in Las Vegas. This is one of the largest international trade shows in the world, with over 40 countries participating this year, and it is an important link to the entire global supply chain.

TPSA supported the participation of six Indonesian small and medium-sized enterprises in the apparel sector (SMEs) at the SOURCING at MAGIC trade show in Las Vegas. The six SMEs were:

- Unique
- Sakura Garment
- World KNK
- Dekatama Centra
- Bule Bule
- Tiga Selaras Berasma



Apparel SMEs meet with prospective buyers at the SOURCING at MAGIC trade show.

"Coming to a trade show like MAGIC was a wonderful opportunity. I am grateful that my company was selected by the TPSA Project. The training and advice prepared us for the event and for meetings with potential buyers. I have confidence now that I can meet buyer requirements."

—UNIK NUR HARJUNTARI  
*Unique*

These SMEs were carefully selected based on the commercial potential of their products in the North American apparel market, the company's demonstrated enthusiasm to participate in this initiative, their willingness to improve their product,

and their responsiveness to export enquiries. None of the SMEs had previously participated in an English-language international trade show of this magnitude.

The SMEs were trained by expert consultants from the Trade Facilitation Office (TFO) Canada. The preparation was extensive and involved direct marketing, preparing press releases, and producing digital banners and sectoral brochures for increased exposure to potential buyers. Participating in this trade show for the first time was an eye-opener for the SMEs and proved invaluable to their continuous development for exporting their apparel.

**Canada**

Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada

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The six SMEs marketed their apparel based on their centuries-old textile craftsmanship traditions, combined with new and modern techniques. As well, these SMEs have a high degree of participation by women in all stages of their business, which boosts their products' value proposition.

### Apparel SME Profiles

**UNIQUE** is a producer of women's ready-to-wear fashions. Its purpose is to inspire others to find authenticity through Indonesia's fabric culture.



The company's main product lines are women's dresses, skirts, pants, and blouses made from 100 per cent cotton with unique designs and colours. It has a production capacity of 500 pieces per month.

**SAKURA GARMENT** has been in the garment manufacturing business since 2012, specializing in cutting, sewing, and finished garments such as women's dresses, skirts, pants, and blouses manufactured for other national brands. 90 per cent of its employees are women, and it has a strong human-development training program. Sakura has a production capacity of 30,000 pieces per month.



**WORLD KNK** is an apparel company that produces men's and women's shirts. The company has no direct experience in exporting; however, it produces quality products for companies like Esprit, Carter's, and Macy's. The company has over 700 employees and has the capacity to produce 85,000 pieces per month.



**DEKATAMA CENTRA** is an apparel company based in Bandung, West Java, that produces women's dresses, skirts, pants, and blouses for four local brands. It has a team of over 300 employees and has the capacity to produce 15,000 pieces per month.



**BULE BULE** is a woman-led, dynamic apparel supplier, producing cutting-edge designs utilizing recycled fabrics. It has supplied North American stores like Macy's. Bule Bule produces women's dresses, skirts, pants, and blouses and has a production capacity of 8,000 pieces per month.



**TIGA SELARAS BERSAMA** was established in 1985 in Solo City, Central Java. It is a women-owned and directed supplier producing cutting-edge designs with rapid response times and flexibility. The company has European exporting experience and has earned the gold supplier award for Matahari, one of Indonesia's main retail chains. The company has more than 500 employees and a production capacity of 130,000–160,000 pieces per month.



### Show Highlights

The six apparel companies left Las Vegas after the SOURCING at MAGIC trade show with a new appreciation for pricing, design, booth preparation, and presenting their products to potential buyers. TFO export consultant Maria Guzman worked with the group of companies every step of the way, assisting them with pre-show preparation, presenting their products at the show, and providing post-show follow-up.

Maria arranged an average of 15 business-to-business (B2B) meetings for each company during the show, for a total of 90 meetings with prospective buyers. The companies met with some large



Meeting with potential buyers at the trade show.



Interested buyers at the trade show.

"The event gave us an opportunity to meet with Canadian prospective buyers as well as international companies seeking alternative apparel sourcing. This activity introduced us to global market players and provided us the opportunity to learn about fashion products from around the world."

—YVONNE PURWANTI  
*Tiga Selaras Bersama*

Canadian retailers, including Simons and Laura, and the American retailer Nordstrom, which has a strong presence in Canada. The progress these companies experienced working with the TFO consultant was impressive. Each company now has lookbooks, websites in English, and export price lists, in addition to hands-on knowledge of what buyers expect from a company at a B2B trade show.

### Company Evaluation

All the companies felt that the SOURCING at MAGIC trade show was an excellent venue to showcase their products. Participation in the trade show was also a reality check about what is required in order to access the North American market. All the SMEs indicated that they were able to develop new client contacts, gain a better understanding of competitors' products, and learn about price ranges for their products. They also increased their knowledge of new trends in the marketplace and established contacts for joint ventures.

The SMEs were well-accepted by potential buyers and some have been asked to develop samples with a specific design, size, and price.

### 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.



Apparel SMEs sponsored by TPSA to attend the SOURCING at MAGIC trade show.



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.

For further information, please contact the Project Office in Jakarta, Indonesia:

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