



ACTIVITY BRIEF

OCTOBER 5–8, 2017, MAKASSAR, INDONESIA



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

TPSA Partners with IWAPI to Help Women-Led Firms Learn About Exporting to Canada

Products created by women and women-led firms have potential in the Canadian market. Several of the TPSA project's activities are designed to help women business owners improve, expand, and grow their businesses by entering the export market. The TPSA project was honoured to be invited to present at the IWAPI 2017 National Coordination Meeting.

The TPSA project has been working with the Indonesian Women's Business Association (IWAPI) to promote businesses led by women and inform them about opportunities for exporting their products to Canada.

TPSA's Senior Gender Advisor, Leya Cattleya, participated in the 27th National Coordination Meeting (Rakornas) of IWAPI held in Makassar, Indonesia, from October 5–8, 2017. About 1,500 members representing chapters from across Indonesia attended the meeting, which was hosted by the South Sulawesi chapter of IWAPI. The Rakornas, which was linked with Makassar's Crafts and Fashion Week, was opened by Professor Yohana Yambise, State Minister of Women's Empowerment and Child Protection, and Anak Agung Gede Ngurah Puspayoga, State Minister of Cooperatives and Small and Medium Enterprises.

Women-Owned SMEs Matter in the Canadian Import Market

Ms. Cattleya's presentation was titled "Why Products of Indonesian Women-Owned SMEs Matter in the Canadian Import Market." She was joined on the panel by Ida Farida Harris, president of the South Sulawesi chapter of IWAPI, and Siki Purnomo, a popular fashion designer. Tenik Hartono, editor-in-chief of *Grazia Indonesia*, a



L-R: Tenik Hartono, Leya Cattleya, Ida Farida Harris, and Siki Purnomo. (Photo courtesy of IWAPI.)

fashion and lifestyle magazine that is part of the Femina Group, hosted the session.

Using the TPSA manual *A Step-By-Step Guide for Indonesian SMEs to Export to Canada*, Ms. Cattleya explained the export processes and requirements for both Indonesia and Canada. She noted that successful exporting usually requires considerable time, resources, and commitment. She invited the audience to visit the TPSA website (www.tpsaproject.com) to find resources for women business owners who are interested in exporting, including the step-by-step guide and an export-readiness checklist.



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Participants at the 27th National Coordination Meeting (Rakornas) of IWAPI. (Photo courtesy of IWAPI.)

She offered some reasons why a company that is doing well in the Indonesian domestic market should also consider exporting to Canada. First, Canada is an import-oriented market with diverse consumer tastes. Second, it has a strong economy with increasing imports from Southeast Asia and a strong Canada-Indonesia partnership. Third, the Canadian market is closely integrated with the U.S. market, so exporting to Canada also creates greater potential for exporting to the United States. Ms. Cattleya also highlighted the fact that the Canadian market values gender equity and is eager to support women-owned SMEs and their products.

She informed the audience about the TPSA activities that aim to promote gender equality in domestic and international trade, including a gender and trade study and dialogues, a study tour to Canada to learn about Canadian business associations' support for women-led SMEs in the coffee, footwear, and apparel sectors, and gender training for Indonesian Ministry of Trade staff.

Sharing Experiences From the Study Tour to Canada

Ida Farida talked about her experience as one of four IWAPI officers who participated in a TPSA-sponsored study tour to Canada for business associations in September 2016. She noted that the program helped her to realize that the global business sector has shifted its focus from mere profit to creating sustainable business practices that incorporate and promote social inclusion, gender equality, and environmental sustainability. She observed that in Canada, the government and the business sector work together to promote these values.

Ms. Hartono asked Ms. Farida what advice she would give to women-owned SMEs that want to export to countries like Canada. She replied that while Indonesia has a large domestic market, in order to grow further, these owners must have the courage to learn and push forward.

Four other IWAPI members who took part in the study tour were also at the meeting: Masrura Ramidjal, chair of the West Java chapter; Rosi Malia, chair of the Aceh chapter; Shintamie Nastiti Surya Putri, chair of the Yogyakarta chapter; and Betty Wardani Nurbaety, member of the West Java chapter.

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



Masrura Ramidjal (centre) and Betty Wardani Nurbaety (fourth from right) at the Rakornas. (Photo courtesy of IWAPI.)



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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