



ACTIVITY BRIEF

OCTOBER 13–24, 2017, BANDUNG AND SOLO



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

TPSA Helps Indonesian Apparel Companies Develop Their Product Lines to Appeal to the North American Market

After a successful showing at the SOURCING at MAGIC trade show in Las Vegas in August 2017, Indonesian apparel SMEs turned their attention to developing their product lines, based on feedback received from buyers and other business-to-business meetings.

As part of TPSA's efforts to help Indonesian SMEs export their products to Canada, six SMEs from the apparel sector were selected to receive coaching and assistance promoting their products in the North American market. These SMEs all participated in the SOURCING at MAGIC trade show held in Las Vegas in August 2017. During the show, they had the opportunity to network with potential apparel buyers from North America and other countries. After showcasing their products at MAGIC, the SMEs participated in activities intended to help them develop their products to appeal to the North American market, coached and guided at every stage by a Canadian apparel expert.

Product Development Support

Maria Guzman, the Canadian apparel expert, undertook a mission to Indonesia in October 2017 to discuss product development activities, traveling to Jakarta, Bandung, and Solo to meet individually with each of the six SMEs. She began each meeting with a product development review to determine where the SME needed to focus their attention: new product development or adaptation of existing products to better appeal to the export market. Together, they reviewed the feedback the SME received from potential buyers at the MAGIC 2017 show.



Indonesian apparel company participating in product development training.

Ms. Guzman reviewed each SME's website (which had already been enhanced as part of the work undertaken prior to MAGIC 2017) to ensure that it was engaging and an appropriate showcase for the company's product lines and offerings, and reviewed product catalogues, lookbooks, line sheets, and business cards.

In addition, she helped each SME strengthen their sizing standards, fitting procedures, production-cost calculations, and minimum-order determinations, and met with designers, the fitting team, production managers, and owners.

Canada

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

IN PARTNERSHIP WITH



MINISTRY OF TRADE



On-site product development training for Indonesian apparel SME.

Sizing was an important focus area for Ms. Guzman's work with the SMEs. As part of the product development review, she took a close look at the sizing of their products to ensure that they met North American standards, as well as measurement and fitting guidelines. They also discussed pricing, to ensure that the cost of apparel products matched export price expectations. The review also included production capacity for different colours and styles, whether or not to have seasonal collections, and production for minimum orders.

After their meetings with Ms. Guzman, each SME expressed confidence in its ability to participate successfully in an August 2018 apparel and fashion show in Toronto.

Next Steps

After one year of technical support, the six apparel SMEs selected to participate in the TPSA project have made noticeable improvements. While they started out as producers for the local market, these SMEs now have a complete tool kit to help them

access international markets such as Canada. The tools they have developed include English websites, business cards, line sheets, catalogues, international pricing lists that use incoterms, and lookbooks. The next step for the companies is to further develop their product collections for the spring/summer 2018 season.

The SMEs will continue to work on their collections in preparation for presenting them at the Canadian Market Trade Show to be held in Toronto in August 2018, where they will meet with Canadian and North American buyers. They will also travel to Montréal to present the new collections to the Quebec market.

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

STYLE : 18-2577	SIZE			
	8	10	12	14
ODLL : 33.1	34.5	35.5	36.5	37.5
Lebar Bahu	31	32	33	34
Lebar Depan	34	35	36	37
Lebar Belakang	46	48	50	52
Lingkar Dada %	46	48	50	52
Lingkar Pinggang %				
Lingkar Pinggul %	49	51	53	55
Lingkar Bawah %	33	34.5	36	37.5
Lingkar Tangan Atas	59.0	59.5	60.0	60.5
Panjang Tangan	61.0	61.5	62.0	62.5
Panjang Blouse	29	20.5	21	21.5
Lingkar Tangan Bawah	5	5	5	5
Lebar Manset	32	38	40	41
Lingkar Leher				
Design : B.Vivy	Comment : sample size 12.			
Pattern : Epo				
Sample : Salim				
Grading : Rozali				



Product and sizing chart.



Preparing apparel samples to meet North American standards.



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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