



ACTIVITY BRIEF

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TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT

TPSA Apparel SMEs Participate in the Apparel Textile Sourcing Canada Show and Hold B2B Meetings

Indonesian apparel SMEs participated in their second international trade show and showcased their products to potential buyers in Toronto and at B2B meetings in Montreal.

Five Indonesian apparel small and medium-sized enterprises (SMEs) attended the Apparel Textile Sourcing Canada (ATSC) trade show in Toronto as part of TPSA's program to support SMEs in exporting to Canada. Four of the SMEs exhibited at the show, while a fifth participated as an observer. ATSC is becoming an important venue for international apparel, textile, fashion, and fabric manufacturers and leaders to meet with potential Canadian buyers.

The SMEs also participated in a market familiarization exercise by observing apparel trends in Canadian retail stores and met with potential buyers in Montreal. These activities proved valuable in helping to open doors to the Canadian market for these SMEs.

The four exhibiting apparel SMEs were:

- Bule-Bule Garment
- UNIQUE
- TIGA Selaras Bersama (TSB)
- World KNK

Arya Buana Abadi participated as an observer.

The exhibiting apparel SMEs were participating in their second English-language international trade show, and were able to apply some of what



Trade show banners for the four exhibiting apparel SMEs.

they learned at the first show they had attended in Las Vegas a year earlier. However, preparations for this event were demanding, as the Indonesian SMEs are still learning how to effectively embrace the North American market.

Despite encountering challenges during their training and subsequent efforts to enter the Canadian market, scheduled B2B (business-to-business) meetings at the apparel trade show and during their visit to Montreal translated into direct sales and buyer engagement from major retailers in Canada. Current interest from top-ranked importers such as Laura, La Maison Simons, Tristan, Mark Edwards, and Jacques has

Canada

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Trade show participants from Indonesian apparel SMEs.

provided opportunities for the Indonesian apparel SMEs to pursue.

Upon their arrival in Toronto, the Indonesian SMEs gathered for an overview session and review in anticipation of the trade show. Topics covered during this informal session included a review of the agenda for the week, a lesson on how to calculate product prices, a check of their "tool box," and a question-and-answer period to discuss any issues or concerns.

"TPSA has provided excellent support and guidance to help bring together producers and retailers. Through this show, we now understand our strengths, the prices that prospective buyers are looking for, and the connection between price and style."

—WAHYU JANAWI JAYA
Bule-Bule Garment

The second activity for the apparel SMEs was a retail-market familiarization tour, which took place in both Toronto and Montreal. The objective was to better understand the apparel market in Canada and the differences between the English Canadian and French Quebec market. This experience provided valuable insight into how to craft better offers to prospective buyers by understanding consumer behaviour. A key discussion involved understanding price-point analysis, which will enable

Indonesian SMEs to recognize whether their products fit within the competitive price range.

"The TPSA project not only helped us meet with prospective buyers, but also provided complete enrichment throughout the project, especially when we attended the trade show. As a result, we are progressing in design development, company management, and human resources in ways that are beneficial to the survival of our company."

—UNIK NUR HARJUNTARI
UNIQUE

Prior to the start of the trade show, the apparel expert consultant from Trade Facilitation Office Canada (TFO), Maria Guzman, met with each SME to review their pricing and the samples they planned to display at the show. Bule-Bule Garment, a dynamic, women-led supplier, presented cutting-edge designs using recycled fabrics. UNIQUE, also led by entrepreneurial women, offered traditional Indonesian-themed designs. Based on their experience at the MAGIC show a year earlier, UNIQUE revamped its products from modest fashions to a contemporary line called "Cotton Flair," in which most of the styles are produced from organic cotton.



Bule-Bule Garment booth at the ATSC trade show.



UNIQUE booth at the ATSC trade show.

World KNK provides a range of affordable and high-quality apparel products for both men and women, and has the capacity to produce over 80,000 pieces of clothing per month. TSB, a women-owned and directed company, came to the show with innovative designs, and is capable of responding to orders quickly and flexibly. Neither World KNK nor TSB have developed their own brands; instead, they create products to be sold under the buyer's brands.

Apparel Trade Show Highlights

The apparel trade show was an excellent opportunity for the Indonesian SMEs to showcase their products. Ms. Guzman contacted an extensive list of potential buyers prior to the show to elicit their attendance and invite them to view the items displayed by the Indonesian SMEs.

"We appreciate the support of the TPSA project in bringing us to ATSC in Toronto. We were able to meet directly with many Canadian buyers and are looking forward to potential orders in the future."

—DANNY SUGIARTONO SETIAWAN
World KNK

The booths were professionally decorated and organized, with the Indonesia brand front and centre, and were located next to the main stage, offering excellent exposure to potential buyers.

Leonard F. Hutabarat from the Indonesian Consul General of Indonesia in Toronto visited the SMEs at

the show to offer support and encouragement on behalf of the Indonesian government.

Each of the four Indonesian booths was visited by top Canadian buyers. Bule-Bule Garment and UNIQUE received significant interest from buyers, resulting in several requests for quotes and an on-site order for 59 garments.

In general, the Indonesian SMEs were successful in making new client contacts, gaining a better understanding of competitors' products and pricing, developing better relationships with suppliers, and getting to know fashion trends in North America. They were also better able to negotiate with buyers and now understand the importance of strong English-language capabilities when doing business in Canada.

The representatives from Bule-Bule Garment reported that their participation in the trade show introduced them to qualified buyers and resulted in new orders. TSB also identified potential contacts that have requested samples. UNIQUE received a lot of attention that requires further follow-up, and World KNK attracted many prominent brand retailers that have asked them to produce samples for their collection. The four Indonesian apparel SMEs were also interviewed by local media, and a video was shot documenting their experience.

B2B Meetings in Montreal

Over a two-day period in Montreal, the Indonesian apparel SMEs were introduced to several potential buyers who wanted to develop new product lines for men and women for 2019. These B2B meetings



TSB booth at the ATSC trade show.



World KNK booth at the ATSC trade show.



Filming for video at ATSC trade show.

generated a lot of interest from the buyers, leaving the SMEs with follow-up opportunities and the potential to host buyers at their facilities in Jakarta. There, buyers would have the opportunity to see first-hand how the Indonesian operations are run, which would inspire confidence in the SMEs' abilities to deliver on their commitments.

The group met with La Maison Simons, commonly known as Simons, a fashion retailer based in Quebec with 15 stores across Canada. Simons is currently executing an aggressive expansion plan and was interested in creating a clothing line for men and women for 2019 with World KNK and TSB.

A meeting with Laura Canada's design team, import coordinator, merchandising vice-president, and senior import production coordinator offered a wide range of opportunities for three of the SMEs (Bule-Bule Garment, TSB, and World KNK). There was a good fit in terms of volume, and prices were in the right range. While Indonesia has a good reputation for basics, Laura wants to see evidence that the locally available fabrics in Indonesia are equal to the quality of those available in China, Thailand, and Korea in order to meet market expectations. The company will create a follow-up program for the Indonesian SMEs, which they will need to execute carefully.

"ATSC Toronto might not be as big as the Las Vegas MAGIC show in terms of size, but it gave us a more qualified potential audience. We would like to express our gratitude to the TPSA project for taking us this far, and we are looking forward to continuing this cooperation in the future."
—YVONNE PURWANTI
TSB

While the four apparel SMEs took part in B2B meetings, other delegation members, including two representatives from the Indonesian Ministry of Trade, as well as observing SME Arya Buana Abadi, visited CTT Group. CTT Group focuses on research, development, and testing of technical textiles, advanced textile-based materials, and

A productive meeting was also held with Tristan, known for quality craftsmanship, refined fabrics, and impeccable cuts. Their products are available in 50 outlets across Canada and through the brand's online store. Tristan is interested in creating a women's clothing program for 2019 with TSB and World KNK, as well as a special program with Bule-Bule Garment.



Discussing products during B2B meetings in Montreal.



geosynthetics. Its CEO, Jacek Mlynarek, made a presentation to the group, which was followed by a tour of the facility.

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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