



# TPSA Project Participates in Trade Expo Indonesia From 2015 to 2018

Each year from 2015 to 2018, the TPSA Project has been invited to the annual Trade Expo Indonesia (TEI), the largest trade show in the country, where various goods from Indonesian manufacturers and small and medium-sized enterprises (SMEs) are showcased.

## Background

Each year since 2015, the Indonesian Ministry of Trade has invited the TPSA project to participate in the regional discussion forum at Trade Expo Indonesia (TEI), one of a series of forums offered at the event.

TEI is the largest trade expo in Indonesia, organized by the Directorate General of National Export Development, Ministry of Trade. It is an international trade show designed to boost export product growth and export market expansion. International buyers and investors are invited to TEI to meet with Indonesian providers of export-oriented products and services.

## TEI 2015

On October 22, 2015, the TPSA project made its first appearance at TEI. Steve Tipman and Zaki Munshi from Trade Facilitation Office (TFO) Canada spoke about their organization's mandate and their role in facilitating access to the Canadian market for companies in developing countries. TFO has been contracted to help the TPSA project's Indonesian SMEs in the coffee, footwear, and apparel industries export their products to Canada.

The presentation included information about Canadian consumers and market trends, an overview of trade relations between Indonesia and Canada, and a step-by-step guide to accessing the Canadian market and understanding the



TPSA panel discussion at TEI 2015.

Canadian regulatory environment. TPSA Project Director Greg Elms also spoke at the event, introducing the TPSA project and its activities aimed at SME export-facilitation support and capacity-building opportunities for Indonesian SMEs to export to Canada. A total of 47 participants attended the presentation.

## TEI 2016

On October 13, 2016, TPSA made its second appearance at the regional discussion forum, providing an overview of a September 2016 mission to Canada by Indonesian business associations to meet with key Canadian institutions in sectors with high export potential. Business associations from the three target industries TPSA supports (coffee,



Betty Wardani presenting at TEI 2016.

apparel, and footwear) were represented, as well as the Association of Indonesian Businesswomen (IWAPI). TPSA has been working in partnership with these associations. The session was attended by 50 people.

Representatives from five associations presented information they had learned about the trends and opportunities for exporting to Canada:

- Pranoto Soenarto, Vice Chairperson of the Indonesian Coffee Exporters and Industries Association (AEKI);
- Binsar Marpaung, Secretary General of the Indonesian Footwear Association (APRISINDO);
- Betty Wardani, Second Secretary General of APRISINDO;
- Budiman H. Wiryaatmaja, Head of the Education, Training, and Certification Committee for the Indonesian Textile Association (API);
- Liliek Setiawan, Vice Chairperson of API in Central Java.

## TEI 2017

On October 12, 2017, TPSA participated at TEI for the third time, conducting a two-hour session on strategies to help Indonesian exporters enter the Canadian market, under the title "Exporting Coffee, Apparel, and Footwear to Canada: Innovations and Best Practices." The session was attended by more than 100 Indonesian exporters.

TPSA coffee expert Said Fauzan Baabud presented on the coffee market in Canada, while TPSA footwear and apparel expert Rony Soerakoesoemah presented on the Canadian footwear and apparel markets. In their presentations, they provided busi-

ness profiles of 15 SMEs selected by the TPSA project to receive training and technical assistance to improve their exports to Canada and other international markets. The TEI session was also used by TPSA to disseminate information from its website related to the three industries.

The TPSA experts shared the project's trade-promotion experiences and lessons learned from attending the 2017 Global Specialty Coffee Expo in Seattle and the 2017 MAGIC Las Vegas international trade show for apparel and footwear.

In addition, one SME from each of the three TPSA focus industries gave a presentation on their learnings and perspectives.

From the coffee sector, Iwannitosa Putra from PT. Meukat Komoditi Gayo spoke about the key success factors he had learned by participating in the TPSA project and his experience at the Global Specialty Coffee Expo. Mr. Putra mentioned that preparation for attending international trade shows is crucial, including preparing promotional material, organizing sample cupping sessions, and being ready to present details about the company's coffee production, processing, pricing, and availability to export.

From the apparel sector, Unik Harjuntari from CV Uniqueindo Busana Lestari shared her learnings from participating in the MAGIC Las Vegas trade show. She said her experience at the show changed the way her company is designing and adapting its products to appeal to Canadian and North American markets. She also shared informa-



TPSA panel discussion at TEI 2017.



tion on what foreign buyers are looking for from Indonesian suppliers.

From the footwear sector, Henny Setiadi and Lenny Setiadi from PT. Venamon spoke about the critical success factors and insights they have gained through their participation in the TPSA project. They noted that continuous innovation in design and quality are crucial to successfully accessing the Canadian and U.S. markets.

All the SME participants noted that their experiences being sponsored by TPSA had bolstered their confidence to grow their business by exporting to Canada and other international markets.

### TEI 2018

On October 25, 2018, the TPSA project conducted a three-hour information-sharing session for Indonesian exporters on how to enter the Canadian market as part of the regional forum session at TEI. The session was moderated by Olvy Andrianita from Indonesia's Ministry of Trade. This year, all presentations for the Canadian regional forum discussion were made by TPSA partner SMEs. Three of the SMEs served as panelists and shared their experiences and perspectives on opportunities and sales to Canadian buyers.

Ara Siberani from Arinagata Cooperative shared his successful experiences and strategies for participating in and benefiting from coffee trade fairs. He noted that TPSA has helped the cooperative learn to communicate effectively with buyers in ways that have resulted in exports to Canada. He said attending a trade show is a starting point for exporting, but requires significant preparation, such as developing promotional material and having an updated website. In addition, he was coached at daily strategic briefings before and during the show on effective cupping facilities and equipment, behaviour toward potential buyers visiting the booth, and conducting successful price negotiations. All are important factors for trade show success. Finally, he noted that follow-up communication with potential buyers after the trade show is a must for realizing export sales.

Unik Nur Harjuntari from apparel firm CV Uniqueindo Busana Lestari (Unique) shared her learnings and



TPSA panel discussion at TEI 2018.

experiences from being coached and mentored by TPSA during participation in two trade shows. She explained that her firm has been progressing in product development, resulting in the creation of a new product to meet the needs of the Canadian market. She also noted that understanding the strengths of your products, knowing the market in the destination export country, and ensuring you have an effective supply chain are crucial when attending a trade show.

Lisa Yumi from footwear company PT. Mainest Gaya Kreatif (Maine St.) discussed the key success factors she learned from participating in the TPSA project. She highlighted the importance of product development in line with the interest and needs of the market, the preparation of price lists, and post-trade-show sales and marketing tips. She added that it is important to fully understand what your buyers want, demonstrate your competitive advantage, and never give up in the dynamic and challenging export market.

Other presenters on the panel included Indra Wijaya Supriadi from Indonesia Eximbank, who spoke about the use of export financing facilities provided by the Government of Indonesia. He also discussed the market opportunities for exporting to Canada.

For TEI 2018, the ministry invited the SMEs supported by the TPSA project to participate in and promote their products at the expo. The ministry provided five booths free of charge for six TPSA SMEs: Venamon and Maine St. for footwear, Bule-Bule and Unique for apparel, and



Arinagata Cooperative and Meukat Komuditi Gayo for coffee.

## Key Takeaways

TEI is one of the largest trade fairs in Indonesia and has a targeted Indonesian audience with interests in trade and export opportunities to Canada. Having the opportunity to share experiences and provide tips to engage with Canadian importers was welcomed. The presentations from TPSA project partners, business associations, and SMEs highlighted Canada as an important non-traditional export market and trade partner with continuous growth opportunities for importing coffee, apparel, and footwear products from Indonesia.

## 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 pov-

erty 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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