



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT



SUCCESS STORY

# Expanding the Growth of SME Exports to Canada and the World

## HIGHLIGHTS

- The Directorate General for National Export Development (DGNEDE) gained confidence to shift from a supply-driven to a market-driven export strategy via the demonstration by TPSA of analytical methods to identify which exports have the best potential.
- DGNEDE gained a hands-on understanding of the opportunities and successful methods for increasing SME exports to Canada, including for priority industries such as footwear, apparel, and coffee.
- DGNEDE gained a deeper understanding of strategies and methods to increase the export of services.
- DGNEDE staff and trainers gained and are applying practical knowledge of trade practices via eight courses from the Forum for International Trade Training (FITT)
- A guide for drafting and negotiating MoUs for export development was produced for and used by DGNEDE, including updated MoU templates.
- Step-by-step guides for exporting to Canada and similar countries has been produced and are in use.
- A manual on how to prepare market intelligence reports has been developed with partner input and is in use.
- A new operational guideline on how to select SMEs for international trade shows was jointly developed and is in use.
- A new operational guideline on how to prepare for, participate in, and benefit from international trade shows was jointly developed and is in use.

## THE OUTCOME

DGNEDE is now equipped with and is applying new practical knowledge, strategies, methods, and tools to expand SME exports to Canada and similar markets around the world.

“Being involved in several trainings supported by TPSA Project, now I have the confidence to apply some of the survey questions in assessing our SMEs' capacities. I see many of Indonesia's SMEs have the capacity, especially in agribusiness commodities such as coffee, cocoa beans, and tea leaf. What we need to pay more attention to are related to administration and documents, consistency, and safety products for them to fulfill the required standards to export abroad. I see Canada as a great potential market, as well as a gateway for Indonesian SMEs to the United States. I am very optimistic on that.”

—Wijaya, Head of Section: Promotion and Publications, IETC, Indonesia Ministry of Trade.

Canada

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KEMENTERIAN  
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MINISTRY OF TRADE