



ACTIVITY UPDATE

LINK & MATCH EVENT BRINGS QUALITY GARMENT MAKERS TOGETHER WITH ENTHUSIASTIC BUYERS



“The meetings were extremely effective and we were able to closely interact with the buyers. We began discussing prices on the spot.”

*—Ibu Nettyani
Senior Marketing Staff
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The modern textile and garments industry is exceptionally fast-paced. Fashion trends rapidly come and go. International markets increasingly demand smaller runs of more individualized products. Improvements in technology allow savvy producers to increase the range of products they produce and to switch specifications at a moment's notice. All these factors mean that buyers face a complex task locating suppliers who can keep up with their changing needs, while suppliers must work hard to establish solid relationships with buyers in order to stay attuned to market signals and grow their sales.

To help Indonesian manufacturers develop these relationships, Garment Partnership Indonesia (GPI, a private-sector initiative facilitated by SENADA), held a “Link and Match” event designed to appeal to buyers and suppliers alike. For buyers, the event provided access to more than 20 suppliers in one setting. For suppliers, it offered an opportunity to establish contacts with Buying Offices and Buying Agents representing 14 companies. The event, held on 21 August at the Commerce Club in Jakarta, built on the success of a similar event held in September 2007 by GPI.

Vendors, who came from Solo, Semarang, Bandung and the greater Jakarta area, were vetted in advance using standards drawn up by SENADA, so participating buyers were assured that all the suppliers they met were able to meet certain production and quality standards and also ethically source their products.

Both buyers and suppliers were enthusiastic about the contacts they made, and more than 80 one-to-one sessions resulted from the event. Many of the businesses urged SENADA and GPI to hold more of these events and with greater frequency.

SENADA is a four-year, USAID-financed project whose goal is to increase Indonesia's economic growth and employment by improving the competitiveness of major, labor-intensive light manufacturing industries.