



ACTIVITY UPDATE

SENADA RESEARCH PROMOTES DIALOG ON ENHANCING INDONESIA'S EXPORT PERFORMANCE



“This workshop raises awareness of the need to create ‘Indonesia Incorporated’ – a national economy with competitive light manufacturing sectors as part of the backbone – and to further develop and explore the findings from SENADA’s research.”

*–Bapak Djimanto
Deputy Chairman, APINDO*

With the intent of spurring business associations and policy makers to take greater advantage of Indonesia’s export opportunities, SENADA released a comprehensive study analyzing the export performance and competitiveness of several of Indonesia’s key light manufacturing industries. The report, entitled “2008 Export Competitiveness Report: Footwear, Furniture, Autoparts, and the Garment Industry,” analyzes data from 2000 to 2007 to determine Indonesia’s share of global markets and compare its performance to its competitors (the report can be accessed at www.senada.or.id). The report adds new insights to the discussion of Indonesian manufacturing competitiveness by focusing specifically on those products that the country actively exports.

To showcase the findings of the Report and stimulate dialog, SENADA sponsored a half-day seminar at the Commerce Club in Jakarta on 21 October. It was attended by nearly 100 representatives from business associations and government, as well as local and national media (for whom a special briefing was held to communicate the Report’s key points).

SENADA representatives David Ray and Dionisius Nardjoko opened the session with an overview of the Report. This was followed by a panel discussion to review its implications, featuring Arianto Patunru of LPEM FEUI (a research institute devoted to economics and society at the Faculty of Economics, University of Indonesia), Sjamsu Rahardja of the World Bank, Djimanto from APINDO (the Indonesian Employers’ Association), and Henrietta Lake, an internal garments sourcing expert.

Speakers emphasized that Indonesia is capitalizing on some of its opportunities, but can do better in others. Exports of auto components are the strongest, with Indonesia’s global share doubling over the study period. Garments and furniture exports were solid, but in footwear Indonesia has lost over half its share of international markets to regional competitors.

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.

To learn more about SENADA, visit <http://www.senada.or.id>.