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ACTIVITY UPDATE

SENADA'S PRODUCTIVITY MESSAGE DELIVERED AT GARMENT PARTNERSHIP INDONESIA EVENT



“Productivity improvement is a continuous process that never stops. Every factory should have an action plan to improve their internal productivity in 2009.”

*– Tatsuro Araki
Technical Director,
PT Dayani Garment Indonesia*

The Indonesian garment industry faces ongoing challenges that cannot be effectively addressed on a one-off basis. A single machinery upgrade or one training session for employees can contribute to improved productivity, but strong competition from producers in other countries coupled with worrisome global economic trends means that garment industry leaders cannot afford to waver in their commitment to continuous productivity improvement.

This message was forcefully delivered at a 30 October seminar sponsored by Garment Partnership Indonesia (GPI) entitled “Facing the Global Economic Crisis Through Productivity Improvement in the Garment Industry,” held at the International Garment Training Center in Bogor. The main presenter was Mr. Tatsuro Araki, technical director of PT Dayani Garment Indonesia, a firm that has experienced impressive growth in productivity as a result of its strong dedication to staff training and continuous improvement.

GPI's goal in sponsoring the workshop was to broaden awareness within the industry of GPI initiatives and to encourage participation in its Executive Development Program (EDP). GPI is an organization of industry leaders, brought together with help from SENADA, that is committed to increasing industry competitiveness, creating business networks and improving access to global markets. GPI's EDP program, now entering its third round, is a series of six one-day workshops aimed at improving the skills, knowledge and competencies of high-level industry executives regarding key aspects of international best manufacturing practices.

The workshop attracted 75 participants representing 36 firms, including 10 companies that were taking part in an activity facilitated by SENADA for the first time.

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>.