



ACTIVITY UPDATE

WORKSHOP GUIDES INDONESIAN GARMENT COMPANIES ON ACCESSING EUROPEAN MARKETS



“Last year over 33,500 specialist buyers from 59 countries attended the Global Fashion Fair in Düsseldorf, suggesting that it will provide a great opportunity for Indonesian SMEs.”

*–Eve Bachtold
SIPPO Project Manager*

Despite the world economic downturn, Indonesia’s textile and garment industry still has untapped opportunities to access the European market. These can be exploited to help maintain and expand Indonesia’s export levels. During the second quarter of 2008, the value of textile and garment exports to Europe reached more than USD 5 billion, with the greatest growth occurring in the fashion garment and home textiles segments.

These facts were emphasized at the “SIPPO Kickoff Workshop: Strengthening Market Linkages,” sponsored by the SENADA-supported Garment Partnership Indonesia (GPI) on 6 November at the International Garment Training Center (IGTC) in Bogor. SIPPO (the Swiss Import Promotion Program) promotes imports from emerging countries to the European market. The event was conducted through the cooperative efforts of SENADA, SIPPO, GPI, IGTC, and the National Agency for Export Development (NAFED).

The purpose of the workshop was to recruit small and medium garment and home textile manufacturers to participate in the German trade fair next year that SIPPO is arranging. In 2009, SIPPO will facilitate six Indonesian SME garment and home textile manufacturers to take part in the trade fair, which will be held in both Frankfurt and Düsseldorf. SIPPO will provide manufacturers with technical assistance on trade fair preparations and strategies for accessing the European market.

Thirty participants representing 13 manufacturers attended the SIPPO workshop, which is part of GPI’s efforts to strengthen market access for Indonesian garment firms. GPI is a private-sector initiative facilitated by SENADA.

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>.