



## GRANTEE PROFILE

### NEW WEB PORTAL OFFERS TEXTILE INDUSTRY A COMPETITIVE EDGE THROUGH FASTER INFORMATION AND NEW INSIGHTS



*Chairman of the Indonesian Textile Association Mr. Benny Soetrisno speaks at the official launching ceremony of the new website on 13 June, 2008.*

The speed with which information is available in the age of the Internet has raised expectations for everyone. Businesses that are slow to obtain and react to information will lose out to their swifter competitors. Therefore, a key service that industry associations can provide to members is a web portal that allows members to quickly access critical new information.

In Indonesia's textile industry, manufacturers need data on daily fluctuations in global cotton prices and developments with respect to dumping issues, domestic energy prices, customs and more. But as of early 2008, the Indonesian Textile Association (API) had no means to provide electronic information to its members.

To obtain the resources needed to correct this serious gap, API turned to SENADA's Business Innovation Fund. API secured a grant to create a professionally designed, comprehensive website and information exchange portal that will provide essential information to members, educate the public, and strengthen the image of Indonesia's textile industry as a global player. The grant, for Rp 122,643,415, operated for six months, from January to July, 2008.

The website (found at <http://indonesiatextile.com/>) offers members immediate access to insights on technological innovations, regulatory developments, labor issues, and market opportunities and has essential features that include:

- A complete database of Association members (presently including 694 companies representing six regional chapters) and their production capacity.
- Discussion forums where members can confer with fellow industry players on topics ranging from raw materials to production concerns to finishing processes.
- A series of downloadable files covering crucial industry information and technical resources. ►►



**USAID**  
FROM THE AMERICAN PEOPLE



“This website is a critical tool for the Association to communicate with the global textile industry, and its creation demonstrates the ongoing relationship between API and USAID.”

— **Mr. Benny Soetrisno**  
**Chairman,**  
**Indonesian Textile Association**

*(continued from other side)*

- Information on upcoming events, including trade shows, buyer presentations or training opportunities.
- Daily news updates and interactive polls.

API is the voice of the textile and textile product industry in Indonesia. It was established in Jakarta in 1974 by industry leaders who recognized the need to share information and experiences and work together on initiatives of mutual concern. It is an independent, nonprofit organization committed to developing Indonesia's textile industry through the participation of small, medium and large firms, and the strengthening of cooperation among stakeholders such as entrepreneurs, government, unions, academia, and the media.

Its membership encompasses companies that perform a wide range of upstream and downstream activities, including fiber and filament making, texturizing, spinning, weaving, knitting, embroidery, dyeing, printing, finishing, batik, and other garment production.

The Business Innovation Fund (BIF) is an initiative launched in June, 2007 by SENADA. BIF offers short-term, high impact grants for the development of innovative products for the value chains where SENADA focuses. Details can be found at [www.senada.or.id/innovation](http://www.senada.or.id/innovation).

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>.