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# SENADA QUARTERLY REPORT

July – September 2007

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## **DISCLAIMER**

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# 1. PROJECT ADMINISTRATION AND FINANCE

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## 1.1 INTRODUCTION

During this quarter SENADA's request to open a new office in Jogjakarta was approved by USAID. This office will serve as the center of SENADA's Home Accessories value chain activities. Both Furniture and Garments value chain activities will be also be implemented in this region. Decisions were quickly made to re-assign a previously Jakarta based staff member as the Jogjakarta Regional Manager and to hire and re-assign other staff to the new office. The Semarang Regional Finance and Administration Manager will be transferred to Jogjakarta, but will continue to provide services to the soon-to-be reduced SENADA presence in Semarang. Finally, SENADA identified and initiated negotiations for a suitable office space. We expect the new office to be contracted, fit-up, and staffed during the first quarter of year three.

The administrative workload for SENADA this quarter was heavy due to the constant acceleration of technical implementation, especially with regard to sub-contracts and STTA. This did not put any undue burden on SENADA's administrative staff since these activities were predicted and manageable. As a result, SENADA's ramped up program resulted in consistently high expenditure rates during the quarter.

As the budget table in Annex 1 shows, expenditures for the quarter totaled US\$1,346,567. this is more than US\$200,000 higher than any previous quarter. Further, the expenditures in August and September were US\$485,147 and US\$465,201 respectively. We fully expect to maintain these expenditures rates throughout the remaining two years of the project and to expend the life-of-project budget of US\$19.682 million in achieving contract scope of work goals.

## 2. TECHNICAL PROGRAM

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### 2.1 INDUSTRY VALUE CHAIN STRENGTHENING PROGRAM

#### 2.1.1 AUTO PARTS INDUSTRY VALUE CHAIN

##### Summary

SENADA's automotive component IVC continued to make strong progress during the fourth quarter. In July SENADA signed four MOU's with strategic investors Center of Automotive Indonesia (SOI), Society for Automotive Engineers (IATO), National Association of Service Centers (ASBEKINDO) and Konjaya Automotive Group, thus achieving major milestones for two domestic *Supplier Upgrading Initiatives* in Jakarta and Bandung. Concurrently in July, SENADA signed a MOU with Wahana Pengembangan Usaha (WPU) to publish Indonesia's first private sector driven *Technical Training Service Provider Directory*. Finally, SENADA started to look beyond the domestic aftermarket with the successful completion of the research, analysis and recommendations on export market penetration.



##### Activity Descriptions and Deliverables

- ▶ **Auto part supplier upgrading initiatives.** Two major upgrading initiatives were successfully launched in Jakarta and Bandung in June 2007 and continued to be the main focus of SENADA's IVC activities during the quarter. Below is a brief description of each.

##### July – September Deliverables:

- National Seal of Quality Component Supplier Certification Program. SENADA continued work to assist SOI launch Indonesia's first *National Seal of Quality*, known formally as QSeal, for automotive component certification. Key deliverables for stage two of implementation were completed, including:
  - A six week comprehensive market survey and selection of the QSeal product lines: brake shoes, gaskets, mufflers, rubber parts, and chain and gears were chosen for two-wheeled vehicles and oil filters, air filters, gaskets, fuel filters, and mufflers for four wheeled vehicles (Jul - Aug 2007).
  - A 24 day STTA with Doreen Castro (TCN), an OEM component manufacturing expert from the Philippines, to develop SOI's supplier process standards assessment and evaluation systems (Sep 2007).
  - STTA assignments with Abdul Manaf (CCN) and Yanli Rachman (CCN) (30 days) to assist initial QSeal market survey activities (Sep 2007).

- IATO launched a comprehensive product standards assessment of 10 QSeal product lines. Work to be completed in Nov 2007 (Sep 2007).
- A 24-day STTA with Wanlie (CCN) to develop all marketing and branding campaigns for QSeal (Sep 2007).
- Regional Service Station and Supplier Linkage Initiative. SENADA continued to assist Bandung based Konjaya Motor Group to develop and test-launch a new mid-value brand for locally produced components and accessories. Despite a slow start because of uneven levels of commitment of the group's five service stations, one key deliverable of stage two implementation was completed:
  - Completed a six week comprehensive market survey. Initially Konjaya Motor's brand will brand oil filters for four wheeled vehicles and shampoo for accessories. The part for two wheeled vehicles is still to-be-determined (Aug – Sep 2007).
- ▶ **Technical service provider directory.** SENADA and Wahana Pengembangan Usaha (WPU) continued to progress with the development of the *BDS Technical Service Provider Directory*. Many key deliverables for stage two implementation were completed including:

**July – September Deliverables:**



- MOU signed with WPU to be technical lead on the directory (Aug 2007).
- Pilot technical service provider directory model and survey methodology finalized (Aug 2007).
- Technical service demands and metal stamping industry selected as target service provider industry for pilot directory (Sep 2007).
- Survey instruments, questionnaire and rating system designed and tested (Sep 2007).

- ▶ **Policy coordination and awareness building for value chain upgrading.** During the quarter, SENADA continued to conduct broad-based policy coordination and awareness campaigns to raise market and value chain awareness of the importance of upgrading and standards in securing higher value market segments. Key deliverables achieved during the quarter include:

**July – September Deliverables:**

- Media briefings with IATO, SOI, ASBEKINDO and SENADA conducted. Over 50 articles generated in popular press (Jul 2007).
- Participated and presented SENADA upgrading models in five major national Automotive Parts Working Group (APWG) policy meetings in corporation with the Industry and Trade Department of West Java and the MOI (Jul - Sep 2007).
- SENADA's domestic market strategy titled Automotive Component Value Chain Overview – Market Justification and Strategies for Domestic Component Market



program partners to the SPOGA trade fair. At that fair, these companies were able to secure just under \$3 million in new sales.

### **July – September Deliverables:**

- Completed a comprehensive report providing an assessment of Indonesian furniture manufacturers' preparedness to participate in the responsible timber purchasing/legality program. The report included an analysis of recent regulatory developments and demand side trends that mandate Indonesian wood furniture producers to begin the process toward green market legality. The production of the report was assisted by a 50 day consultancy by STTA Adam Grant (TCN) beginning in July 2007.
  - Initial 10 lead producer firms committed and registered for a pilot program with SENADA to achieve green market legality/verification (June-July 2007). Following the enormous interest shown by the industry in SENADA's VLO program a decision was made to increase these initial 10 firms for the pilot activity to 20. This quarter these 20 lead producers were assisted by SENADA to improve a) purchasing policy and procedures, b) implement Verification of Legal Origin of raw materials and c) to improve Chain of Custody of raw materials and processing procedures. This assistance will continue into the third year.
  - Partnerships established and MOUs signed with two key organizations: SENADA signed a MOU with ASMINDO (National) to promote member participation in the VLO program (August 2007). Concurrently SENADA signed an MOU with Rainforest Alliance/Smartwood to assist select companies on verification processes. SENADA also signed a MOU with SIPPO (September 2007), to strengthen the program on access to green markets, by providing opportunity for VLO program producers to take part in the major furniture trade shows in Europe. On this last point it is noteworthy that the SIPPO sponsored participation of SENADA VLO partners at the SPOGA trade fair in Germany resulted a significant export success for these firms (as noted above). As a result SIPPO is keen to see further similar cooperation with SENADA.
  - Initial two media articles and two radio talk show programs to educate the wood furniture sector on the need to begin the legality verification/certification process (June-September 2007). Given a very high interest of the industry sector as well as wider public on the verification/certification issue, the initial two radio episodes of talk show program in Surabaya were then developed into eight episodes broadcast in Surabaya and another six episode broadcast in Semarang, gaining high listener ship from public in both cities. The public response on the radio program confirmed the lack of awareness among the wider public on the issue. SENADA will continue the public education program including highlighting the success of VLO partners in accessing the green market.
  - Over 75 firms in Semarang and Surabaya trained on the benefits of responsible timber sourcing (June-September 2007).
  - Completed two public-private dialogues to disseminate interim results of the VLO program, and more generally to raise public awareness on the importance of timber certification for wood furniture producers in Semarang and Surabaya (August 2007).
- **Improving the enabling and regulatory environment for trade and investment.** Earlier this year SENADA identified a number of policy constraints undermining the competitiveness of the furniture industry in Indonesia. From June – August 2007, working with a Surabaya-based research institution REDI, SENADA undertook a review of five key regulations, procedures, and taxes impacting furniture producers. The results of that analysis were then disseminated in two workshops.

### July – September Deliverables:

- Completed survey report describing nature and impact of five main regulatory problems confronting furniture producers in East Java - Central Java. The report includes simple cost-benefit analysis of possible regulatory reforms and recommendation for policy advocacy.
- Completed two presentations of survey results at public-private workshops in Surabaya and Semarang. Through both presentations, SENADA received strong support from all related stakeholders to continue the policy advocacy initiative at the national level in subsequent quarters. SENADA has begun to develop a strategy for such a national advocacy effort, including building alliances with central government agencies.

### 2.1.3 FOOTWEAR INDUSTRY VALUE CHAIN

#### Summary

From July to August, SENADA launched and distributed over 600 copies of the “2007 Indonesian Leather Specifications Profile”, a publication that outlines the capacity and product offerings of a broad segment of domestic tanneries. In July, SENADA also co-exhibited with the Indonesian Footwear Association (APRISINDO) at the Indonesian Leather and Footwear Exhibition in Jakarta. This event is the largest footwear exhibition in Indonesia and included 199 domestic and 26 foreign exhibitors. SENADA also continued technical training by conducting sessions trade fair preparation and letter of credit in July and 1 in August to entrepreneurs in Jakarta and Surabaya. In September, SENADA refined the final architecture of the footwear trade portal, developed a directory of domestic and international trading houses and selected a portfolio of 25 footwear manufacturers that exhibit strong export competitiveness to comprise the initial group of exporters to be marketed.

#### Activity Descriptions and Deliverables

- ▶ **Improve international awareness of the competitive advantages associated with the Indonesian footwear industry.** In July, SENADA garnered media attention through launching the “2007 Indonesian Leather Specifications Profile” and co-exhibiting during the Indonesian Leather and Footwear Exhibition. Furthermore, SENADA facilitated submission of 2 articles prepared by James Parchman to international trade journals and trained entrepreneurs selected to attend the GDS trade exhibition in Düsseldorf, Germany.



### July – September Deliverables:

- Co-exhibited with the Indonesian Footwear Association (APRISINDO) at the Indonesian Leather and Footwear Exhibition in Jakarta (Jul 2007).
  - Trained 36 participants from 30 companies in “Trade Fair Preparation” and “Reviewing a Letter of Credit (L/C)” (Jul 2007).
  - Facilitated submission of two articles to international trade journals highlighting the competitive advantages of the Indonesian footwear industry (Aug 2007).
  - Trained 20 participants from 10 companies in “Trade Fair Preparation” (Aug 2007).
  - Developed a directory of 114 domestic and international trading houses and agents (Sep 2007).
  - Completed architecture for the Indonesian footwear trade portal (Sep 2007).
- ▶ **Enhance access to leather for footwear manufacturers.** In July, SENADA launched the “2007 Indonesian Leather Specifications Profile” in conjunction with the Indonesian Tanners Association (APKI). It is both SENADA and APKI’s common objective that this publication will help increase the current frequency and volume of domestic trade through better clarifying the supply of leather made available by tanneries for footwear production.

### July – September Deliverables:

- Developed, published and distributed over 600 copies of the “2007 Indonesian Leather Specifications Profile” (Jul - Aug 2007).

## 2.1.4 GARMENTS INDUSTRY VALUE CHAIN

### Summary

This quarter SENADA formulated a strategic plan for developing the Indonesia apparel industry, focusing on two key issues: *First*, strengthening backward and forward value chain linkages to facilitate producer firms to move from assembly platform toward full-package production (i.e. the delivery of a broader range of services); and *second*, promoting both technical and social compliance in manufacturing practices as a means to enhance competitiveness. At the implementation level, SENADA is pursuing a private partnership to develop and deliver a comprehensive upgrading program involving various service providers and the buyers. The program will engage participating factories in a systemic manner to promote continuous improvement of business practices and manufacturing standards, both social and technical.

### Activity Descriptions and Deliverables

- ▶ **Producer – market linkage facilitation.** This quarter SENADA began an initiative to facilitate linkages between international buyers/wholesalers and 2<sup>nd</sup> tier non-exporting factories that have the capacity but not the requisite market linkages to export. This is a match making effort, with the ultimate goal to upgrade the 2<sup>nd</sup> tier non exporting producer to be lead exporters. SENADA partnered with API and IGTC to organize an event titled “Indonesian Apparel Network” at the annual Indonesia Textile and Apparel Fair (ITAF) 2007. The event consisted of a seminar as well as business match-making meetings. Attended by 120 key actors in the industry, the seminar saw speakers from IGTC and Gap discussing recent trends in the industry. The seminar was followed by business meetings in which SENADA arranged for 10 garment producers to meet with seven

international buyers in 22 individual business meeting sessions. The media briefing prior to the event resulting in six articles, all in first-tier media. A directory of buying agents was disseminated among the participants.

**July – September Deliverables:**

- A directory of garment buying agents operating in Indonesia was developed and published.
  - 10 prospective garment producers identified and promoted.
  - One national event was organized to develop market linkages (link and match as described above).
- ▶ **Industry constraints and opportunities analysis.** In the third quarter, SENADA conducted research to identify market dynamics and trends, business relationships and power structures, as well as analyzing supply chain strengths and weakness. A comprehensive end-market study is underway with the assistance from the Accelerated Micro-enterprise Advancement Project (AMAP). This study will be finished in November and will contribute to improve overall understanding of the global market place for Indonesian Garments.

**July – September Deliverables:**

- The outcome of this research and analysis has been integrated into SENADA Strategic Plan Document , also developed this quarter (as noted below)
- ▶ **Strategy Development.** The strategic plan for SENADA’s garment team has been finalized. Parallel to this a network of strategic alliances in the industry, industry associations and governmental offices, has been developed to ensure effective implementation of the strategy.

**July – September Deliverables:**

- SENADA Garment Strategic Plan has been finished and published.
- ▶ **Productivity Improvement Initiative.** SENADA garments team has identified the need to address the productivity issue more comprehensively by promoting both technical and social compliance in manufacturing practices. On the technical side this will focus on quality assurance and production planning; and on the social side activities will focus on codes of conduct in terms of labor compensation and working environment. SENADA will partner with the International Garment Training Center (IGTC) and recruit an upgrading design specialist, Mr. Reza Radyanto, to design and deliver training modules addressing these issues.

**July – September Deliverables:**

- The four most critical productivity related issues identified. and prioritized
  - Training institution identified and STTA expert recruited to design and deliver training modules addressing these issues.
- ▶ **Research Development of a Possible Social Accountability Advocacy Program:** Having completed the research and analysis in the third quarter, SENADA is taking this research to the next level by pursuing a private partnership to develop and deliver a comprehensive upgrading program involving various service providers and the buyers, to engage participating factories in

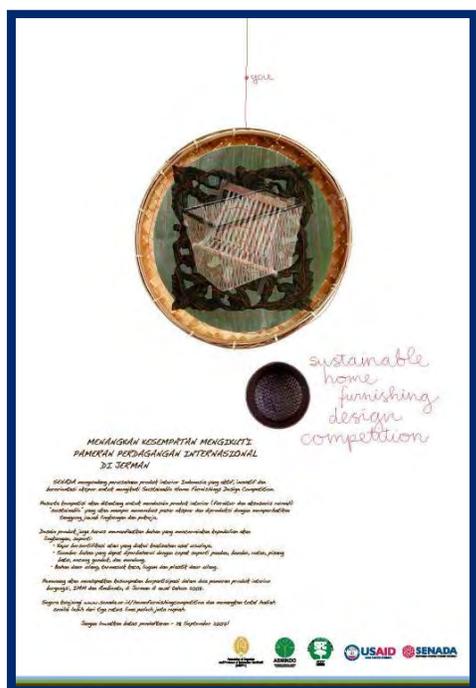
continuous improvement of manufacturing standards, social and technical, and will introduce improvement of business practices. We are partnering with IGTC, SGS and Intertek to develop and deliver training and certification services on social compliance.

**July – September Deliverables:**

- Business Service Providers identified to develop and deliver training and certification services.

**2.1.5 HOME ACCESSORIES INDUSTRY VALUE CHAIN**

**Summary**



SENADA developed the strategic approach to improving the competitiveness of the Home Accessories industry this quarter and began implementation. SENADA’s Home Accessories strategy was chosen because of the growing importance of natural products in Indonesia’s primary markets (US and EU), the country’s material resource base and the craftsmanship for which Indonesia is well known<sup>1</sup>. These native strengths and style trends also spoke to the preferences of the fastest growing market segment; the segment demanding sustainably produced product. SENADA researched the feasibility/potential impact of an Indonesian strategy focusing on the sustainable market segment<sup>2</sup>. In addition, SENADA performed an export readiness survey of significant exporters of competitively produced products<sup>3</sup> to identify a pool of lead firms that have largely overcome common buyer complaints<sup>4</sup> and that can leverage market power to enact change in subcontractor performance.

This led to a three pronged strategic framework aimed at developing an Indonesian sustainable home accessories industry as a means to improve the long term competitiveness of the Indonesian home accessories industry summarized under “Strategy Formulation” below. Further, SENADA began implementation of strategies through the launch of the Sustainable Home Furnishing Competition and embedded BDS strengthening program.

<sup>1</sup> Originally identified through analysis of trade data and confirmed in interviews with global buyers. See *SENADA Quarterly Report, April - June 2007* for more detailed information on the primary research and secondary sources surveyed.

<sup>2</sup> Research focused on the long term growth potential of the niche and buyer/agent perception of Indonesian vendor performance in regard to demands of the segment, and accomplished through survey of global buyers and agents.

<sup>3</sup> Indonesia is the 2<sup>nd</sup> largest exported of wooden home accessories and 3<sup>rd</sup> largest exporter of home accessories produced from natural fiber. The export readiness survey (by Indah Murnithati, President of ASEPHI Yogyakarta) focused on companies that exported more than \$250,000 worth of product.

<sup>4</sup> For example, poor on-time performance, inability to adapt design, inconsistent quality.

## Activity Descriptions and Deliverables

- ▶ **Identification of key constraints and opportunities and survey of export ready producers.** SENADA engaged global buyers and buying agents to identify constraints and opportunities for Indonesian manufacturers interested in competing in the sustainable market segment. In addition, SENADA carried out an export readiness survey of target manufacturers in Northwestern, Central and Eastern Java.

### July – September Deliverables:

- 15 global buyers interviewed.
  - 12 Indonesian based international buying agents interviewed.
  - 50 target export ready producers surveyed and profiled; summary report delivered.
- ▶ **Market trends analyzed and upgrading activities initiated.** SENADA researched Indonesia's potential to compete in the sustainable market and outlined strategies for the industry's success in a major public seminar and media briefing. To emphasize the trend towards sustainability, SENADA collaborated with ASEPHI, ASMINDO, the Sustainable Furniture Council (SFC) and the Swiss Import Promotion Program (SIPPO) to challenge manufacturers to design a product for the sustainable market after the presentation. Each of the four categories promised a support package to attend the Ambient or IMM Cologne International trade shows. Winners to be announced October 2007.

### July – September Deliverables:

- Seminar entitled *Understanding the Market for Sustainable Product* delivered to an audience of over 120 manufacturers, government officials, and designers in Jogjakarta.
  - Media briefing held in Jakarta on same topic resulting in 27 published articles.
  - Market analysis report *Understanding the Market Sustainable Product* draft report by Susan Inglis delivered.
  - Launch of the Sustainable Home Furnishings Design Competition launched.
- ▶ **Strategy formulation.** SENADA developed a market focused strategy to improve the competitiveness of the home accessories industry. The three points below, discussed more fully in the year 3 work plan, outline the approach to our strategic interventions:
    - Raise awareness among Indonesian stakeholders of the growing demand for sustainable home accessories in western markets.
    - Address producers' critical success factors by strengthening lead firm performance.
    - Promote Indonesia as a source for sustainable product in western markets.

### July – September Deliverables:

- Home accessories strategic rationale draft completed.
  - Home Accessories Value Chain Map completed.
- ▶ **Launch pilot program to strengthen embedded BDS provision.** Late in the quarter SENADA successfully launched the pilot program to strengthen and expand training services to sub-contractors of lead firms. The work with Suwastama represents SENADA's first endeavor within the Knowledge Development program to improve sub-contractor performance. The pilot is expected to be completed and evaluated in November 2007.

### July – September Deliverables:

- *TOT Basic Accounting Training* delivered by SENADA and attended by 10 participants (the trainers-to-be).
- *TOT Inventory as a part of Job Costing* delivered and attended by 10 participants (the trainers-to-be).

## 2.2 CROSS CUTTING PROGRAM

### 2.2.1 BUSINESS ENABLING ENVIRONMENT

#### Summary

SENADA's Policy and Regulatory reform cross-cutting initiative (now referred to as the Business Enabling Environment Program) was further developed this quarter, following a number of planning activities carried out last quarter. Most notably, the RegMAP project – a major initiative to map and review all major regulations impacting SENADA's IVCs – commenced this period with the recruitment of necessary local and international expertise and the development and finalization of a sophisticated regulatory review and filtering methodology. Initial steps were also taken to undertake a review of current industry promotion policies, working closely with the Ministry of Industry. Final steps were also taken this period to wrap up and transition away from SENADA's business licensing facilitation program. This program was able to deliver impressive results and will be continued by the private/non-government sector.

#### Activity Descriptions and Deliverables

- ▶ **Business licensing facilitation program.** A final socialization and licensing drive was held this quarter in the sub-district of Sidoarjo. As with all other one-day clinics, this drive resulted in a relatively large number of new business licenses issued. In total 70 trade (SIUP) and business registration (IDP) licenses were issued on the same day, but many more licenses were issued in the following week as a direct result of this program (i.e. entrepreneurs were not able to finalize their required paperwork during the one-day clinic). This is the fourth of five planned drives/one-day clinics for the project year. Following a review of the program this quarter a decision was taken to finish this activity after the fourth drive/one-day clinic.



This decision was driven by two factors:

- It was found that most businesses registering were in fact micro businesses in activities unrelated to SENADA's IVCs (DVD stores, warungs, photocopy outlets etc), hence there was little justification from a programming perspective to continue support.
- Over the course of implementing these drives/one-day clinics, SENADA was able to progressively reduce its financial support, to be taken up by local government and from private sector sources, such as banks. PUPUK, the implementing partner is now organizing to continue this program with private financing.

In addition SENADA has been in contact with two other donors, The Asia Foundation and the ILO, to incorporate the SENADA business licensing model into their respective programs in South Sulawesi and East Java.

#### **July – September Deliverables:**

- One additional licensing drive/clinic held in Kec. Sidoarjo during the first half of August.
  - Evaluation carried out and decision made to discontinue program (for reasons outlined above).
- ▶ **Regulatory mapping and review.** The RegMAP activity will map out and review major regulations impacting upon SENADA's IVCs. It is an ambitious undertaking as there are potentially thousands of regulations that must be reviewed and filtered. To overcome these challenges two regulatory review experts from DAI/Europe were recruited to assist SENADA develop and finalize the RegMAP methodology. In parallel to this, a major procurement effort was undertaken this quarter to award this project to a consortium of local research groups. This included nationally advertised request for proposals, an assessment by a SENADA team and final negotiations on the scope and the budget. The winning consortia of researchers also assisted in the finalization of the RegMAP method.

#### **July – September Deliverables:**

- International STTA recruited and initial consultancy successfully performed.
  - Project awarded to local consortium of firms (contracting process still underway in early October).
  - Inventory and review methodology finalized.
  - Training provided by international STTA on inventory and review methodology for approximately 20 members (mainly researchers) of the winning consortia.
  - Initial collection of regulations commenced.
- ▶ **Industry policy review.** This activity comprises a smaller and more focused activity to assess and review a number of industry promotion measures currently being implemented (or sponsored) by the Ministry of Industry. The research design was finalized this quarter and both local and international consultants (STTA) recruited and contracted. These consultants are scheduled to commence work on mapping out and reviewing industry promotion measures in October. From this exercise a final list of promotion measures to be analyzed. In the meantime the SENADA has begun collecting and reviewing existing promotion policies.

### July – September Deliverables:

- Research design finalized and consultants (STTA).
- Review of policies commenced.

## 2.2.2 KNOWLEDGE DEVELOPMENT

### Summary

This quarter, SENADA completed an initial round of direct training to entrepreneurs to increase their proficiency in fundamental business concepts. All sessions combined theory with case studies to increase knowledge transfer. In July, SENADA, in collaboration with representatives from the local KADIN, trained 46 participants from 38 organizations in Job Order Costing and Sales Management in Bandung. In August, SENADA delivered Basic Financial Accounting to 40 participants from 25 companies in Tangerang.



Following previous discussions with USAID in July, SENADA also formulated a revised approach to Knowledge Development which will re-focus efforts away from providing direct training to a multitude of firms and instead focus on improving the establishment and oversight of subcontractor performance management to generate sustainable, operational improvements throughout respective industry value chains. This issue is an overarching need that SENADA has



identified after working with key stakeholders throughout our respective value chains over the past two years, and is clearly reflected in the limited capability of manufacturers' to accurately identify, develop and deliver the necessary mix of skills and knowledge needed by subcontractors to realize tangible operational improvements. As a result, many manufacturers continue to be plagued by issues, such as consistent late delivery and poor product quality, which negatively affects these firms' overall financial position.

### Activity Descriptions and Deliverables

- ▶ **Build capacity of entrepreneurs' skills and abilities through direct and indirect management training:** From July to September, SENADA conducted a total of three training sessions in Bandung and Jakarta for 86 participants from 63 companies.

### July – September Deliverables:

- 46 participants in Bandung trained (Jul 2007).
  - Job Order Costing: 25 participants.
  - Sales Management: 21 participants.

- 40 participants in Tangerang trained (Aug 2007).
  - Basic Accounting: 40 participants.
- Provided materials and training to KADIN in Bandung to build its internal training capacity (Jul 2007).

### 2.2.3 INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)

#### Summary

A specialized ICT industry consultant was recruited and hired as the ICT Coordinator in the final month of the quarter to manage the design and implementation of SENADA ICT activities. The Coordinator began implementation of ICT as a cross cutting program but working with SENADA's value chain teams. Activities included the development of the footwear value chain trade portal and initial work for a similar website for the garment industry. Coordination and collaboration with major ICT industry actors continued during the quarter, most notably the design of a SENADA – Microsoft national innovation program.

#### Activity Descriptions and Deliverables

- ▶ **Recruit and hire a local long-term ICT Coordinator.** SENADA's fourth quarter benchmark to hire a qualified ICT industry expert was achieved in September. The new ICT Coordinator will lead the design and implementation of SENADA's ICT program.

##### July – September Deliverables:

- ICT industry consultant joined SENADA in September 2007. The consultant, Mr. Farid Maruf, has 20 years of technical and strategic ICT experience, and has specific knowledge in software development, system applications and project management.
- ▶ **Industry website tools developed.** In August 2007, SENADA contacted Microsoft to pursue potential collaborations. The first agreed-upon collaboration involved the development of a trade portal for the footwear industry. Microsoft provided support in identifying and assignment a capable website developer, while SENADA agreed to provide website design, content and initial management. Currently, the portal project is underway and expected to be launched in the second quarter of year three. The most crucial issue to be resolved is how the portal will be institutionalized and sustainable over the medium to long term.
- ▶ SENADA's Garment value chain team initiated a similar website portal concept during the quarter. The objective of the portal is gain better access to buyers. SENADA has identified an existing website owner to invest in and participate in developing and managing the portal.

##### July – September Deliverables:

- Web developer for Footwear trade portal selected and partially developed portal architecture. Defined user requirements and built into an appropriate portal design. Additionally, SENADA developed significant portal content, including company profiles, products, market data and other information
- Developed initial concept of Garment trade portal and identified potential portal owner and manager.

- ▶ **iMULAI: SENADA-Microsoft innovation competition award collaboration initiative.** During the quarter SENADA and Microsoft had a series of brainstorming sessions to develop a program promoting the spirit and importance of innovation in Indonesia. The resulting collaboration, entitled iMULAI, is a national business innovation competition. The competition, which will begin in the fourth quarter, will use SENADA's established Business Innovation Fund (BIF) evaluation criteria and systems, although it will retain a unique and distinctive identity in the manner in which it will be communicated to the general public. iMULAI's goal is to stimulate innovation through massive public awareness and attractive competition awards for the three winners.

**July – September Deliverables:**

- Agreement finalized between SENADA and Microsoft to collaborate in developing and implementing iMULAI.

## 3. GRANTS PROGRAM

### 3.1 BUSINESS INNOVATION FUND

#### Summary

Throughout the fourth quarter SENADA continued to promote and expand operations of the Business Innovation Fund launched in June 2007. The launch was supported by a major media and communication initiative that included:

- Business Innovation Fund Roadshow — Targeted meetings and presentations to inform institutions and associations in the grant fund as well as to garner support for future Fund information dissemination. At the end of the quarter 64 meetings had been conducted with over 700 people across Java. A total of 21 innovation proposals have been generated from these meetings.



- Business Innovation Fund Website Launched — Complete web-based information in English and Indonesian on the grant fund, including brochure, poster, application materials, news and highlights, and featured grantee of the month launched at [www.senada.or.id/innovation](http://www.senada.or.id/innovation). Website generated over 5,000 hits during the quarter and had over 500 returning visitors.
- Business Innovation Media Launch — Held a media launch at Grand Hyatt Hotel for 25 print and electronic media sources and conducted two interviews (with SWA Business Magazine and Koran

Tempo) about the fund and the importance of innovation for Indonesia's industrial competitiveness. 25 articles were generated in national and regional press.

- Print Media Launch - Kompas Newspaper — Published quarter-page advertisement for the Business Innovation Fund on June 2nd. Two month long Business Innovation online banner placed on Kompas website at [www.kompas.co.id](http://www.kompas.co.id). Banner generated over 4,000 hits and 6.2 million views throughout August and September 2007.
- Mass Mailing Campaign (July 5, 2007) — A Business Innovation Fund information package, including brochure, application materials (CD), multimedia presentation, marketing posters and grant fund fact sheet sent to firms, institutions, ministries, universities, associations, think tanks, banks and international donors. Over 375 packages were sent generating over 350 phone calls and emails.

As a response to the media and communication drive, the Business Innovation Fund has received 31 proposals starting in August. A first evaluation committee meeting was held and one proposal approved for \$25,000 to a Jakarta based consulting firm. SENADA denied 13 proposals during that same period. A total of 14 proposals are outstanding for possible approval.

**July – September Deliverables:**

- Business Innovation Fund manual finalized and approved.
- TAMIS grant system on-line.
- [www.senada.or.id/innovation](http://www.senada.or.id/innovation) on-line.
- Business Innovation Fund launched.
- Business Innovation Fund marketing road show completed for 64 private companies, NGOs and trade/industry associations.
- One Business Innovation Fund grants evaluated and approved. Funding is estimated to take place on November 1, 2007 due to the Idul Fitri holiday.

## 4. COMMUNICATIONS

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### Summary

This quarter has been the most active thus far in terms of communications activities. SENADA conducted ten major public events, each with accompanying media briefings. All events were well attended and generated 99 media citations.

SENADA continued to work with leading media in educating industry stakeholders on competitiveness issues and in updating them on SENADA's activities. This included our collaboration with regional newspapers Jawa Pos in publishing the weekly SME Q&A column and with leading radio stations in Surabaya (Radio Suara Surabaya) and Semarang (RCT FM) in conducting biweekly talk shows.

SENADA decided to postpone the expansion of the radio programs into Jakarta and Bandung until appropriate major issues deserving radio coverage are identified. At this juncture in the project, the majority of SENADA activities are value chain specialized and best communicated through discretely targeted events – not the radio.

SENADA's collaboration with the Masters Program in Management, University of Indonesia (MMUI), has proceeded successfully. Both parties showed their commitment to this program and have written and published three monthly issues of Competitiveness at the Frontier this quarter.

### Activity Descriptions and Deliverables

- ▶ **Create speaking platforms to educate industry stakeholders on competitiveness issues and update them on SENADA's programs.** We selectively used opportunities rising from our industry value chain specific programs to raise public awareness and to generate dynamic for a among industry players. There were numerous high visibility events covered by the media during the quarter.

#### July – September Deliverables:

- Ten public events with accompanying media briefings conducted:
  - Auto parts MOU signing on seal of quality in Jakarta on July 5.
  - Launching of the Indonesian Leather Specification Profile in Jakarta on July 24.
  - Auto parts MOU signing with Konjaya Motor in Bandung on August 5.
  - One day business licensing service in Sidoarjo on August 13.
  - Workshop on increasing access to international markets through product certification strategy in Semarang on August 15.
  - Workshop on increasing access to international markets through product certification strategy in Surabaya on August 24.
  - Workshop on sustainability: the latest trend in international home furnishing markets in Jogyakarta on September 6
  - Media briefing on sustainability: the latest trends in international home furnishing markets in Jakarta on September 11.
  - Seminar on Indonesian Apparel Network in Jakarta on September 7.
  - Roundtable discussion on alternative models for automotive component export promotion and standards upgrading in Jakarta on September 18.

- 102 media citations generated.
- Twelve radio talk shows in Central Java (RCTFM Semarang) and in East Java (Radio Suara Surabaya) conducted.
- 10 SME Columns in Jawa Pos published.

► **Regularly communicated SENADA's project updates and successes.** This is done through distribution of SENADA's monthly forum *The Competitiveness at the Frontier*, activity updates and success stories.

**July – September Deliverables:**

- Six activity updates generated.
- Four issues of *The Competitiveness at the Frontier* published.



## ANNEXES

### A. SENADA Project Budget

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**B. SENADA REVISED YEAR TWO WORK PLAN SEPTEMBER DELIVERABLES**

### SENADA Revised Year Two Work Plan September Deliverables

#	Section	Deliverables	Status	Explanatory Note
1.	<b>Auto Parts Industry Value Chain</b>			
	1.1	Three SENADA designed domestic market upgrading models developed and launched.	Partially Completed.	Two of three Supplier Upgrading Models launched in Bandung and Jakarta. <i>Upgrading Model 2 – OEM Seal of Quality Component Supplier Certification Program</i> was not launched due to the backing out of our critical investor Infinite Consulting and the rapid progression of Model 1 (QSeal™), which Model 2 would have been a direct competitor to.
	1.2	At least five MOUs signed with BDS consulting firms, business associations and wholesalers to secure partners for seal of quality and branding development; testing and evaluation; and market access.	Partially Completed.	Three of five MOU's signed with strategic investors Center of Automotive Indonesia (SOI), Society for Automotive Engineers (IATO), and National Association of Service Centers (ASBEKINDO). Two additional MOU's not necessary because of Model 2's postponement. Additional MOU with GIAMM for Model 1 (QSeal™) may be signed in Nov. 2007.
	1.3	Two non-OEM seals of quality developed.	Partially Completed.	One of two non-OEM quality seals for automotive components launched. QSeal™ estimated launch date is January 2008. Initial development estimates for QSeal™ were not realistic, hence the delay in initial development.
	1.4	One non-OEM service station brand developed.	Partially Completed.	One non-OEM brand launched with Konjaya. Brand not fully developed because initial development estimates were not realistic and problems related to varying levels of commitment of Konjaya Group's five service stations.
	1.5	Testing and evaluation bodies selected for evaluation and accreditation.	Completed.	Testing and evaluation bodies identified for each of the 10 QSeal™ product lines. Formal subcontracting arrangements will be secured upon completion of IATO product standard assessment in Nov 2007.
	1.6	Minimum of three articles generated from SENADA's 'upgrading models' activities.	Completed.	Over 70 articles generated from SENADA's upgrading models.

#	Section	Deliverables	Status	Explanatory Note
	1.7	Minimum of three workshops/roundtables conducted with key market players (associations, BAPPENAS, Ministry of Industry, etc.) sharing benchmarked results of model implementation.	Completed.	15 workshops/roundtables conducted with key market players (associations, BAPPENAS, Ministry of Industry, etc.) sharing benchmarked results of model implementation.
	1.8	MOU signed with firm, association or independent BDS to develop directory.	Completed.	MOU signed with Wahana Pengembangan Usaha (WPU) to develop pilot and full TSSP Directory.
	1.9	Technical service provider directory published and distributed.	Delayed.	Technical service provider directory scope and breath expanded. Pilot directory of 15 TSSPs will be published Dec. 2007. Full directory with 115 TSSPs will be published in late Spring 2008.
	1.10	Automotive component BDS service fair conducted.	Delayed.	Decision made with WPU to merge BDS service fair and launch of full TSSP directory in April 2008.
	1.11	Export end market analysis and model development launched.	Completed.	Completed successful 36 day STTA with Dann Johnson to launch analysis on export market. Final report and models to be finalized in Dec 2007.
<b>2.</b>	<b>Furniture Industry Value Chain</b>			
	2.1	(a) An assessment on Indonesian furniture manufacturers' preparedness to participate on the responsible timber purchasing/legality program, and (b) An analysis of recent regulatory developments and demand side trends that mandate Indonesian wood furniture producers to begin the process toward green market legality.	Completed.	
	2.2	10 lead producers firms committed and registered for a pilot initiative with SENADA to achieve green market legality/verification.	Completed/ Exceeded.	The initial plan was to select only 10 producers but due to high interest and positive acceptance by the industry players, SENADA decided to add up to 20 producers.
	2.3	At least four MOUs signed with partner organizations such as ASMINDO (to facilitate producer participation) as well as accreditation/certification and consulting firms (to assist and train selected companies on verification issues).	Partially Completed	Two MOUs signed, one with VLO certifying agency Smartwood, the other with international export development organization SIPP.
	2.4	Two media articles and at least two radio talk show programs to socialize the need for the wood furniture sector to begin the legality verification/certification process.	Completed/ Exceeded.	

#	Section	Deliverables	Status	Explanatory Note
	2.5	75 firms in Semarang and Surabaya socialized/trained through workshops on the benefits of responsible timber sourcing.	Completed/ Exceeded.	SENADA successfully expanded numbers of company trained from 75 to 125 companies and expanded its initial coverage area from only Semarang and Surabaya, to Malang, Pasuruan (East Java), Jogjakarta, Solo, Kudus (Central Java).
	2.6	Two public-private dialogue/workshops disseminate interim results of program, and more generally to disseminate the importance of timber certification for wood furniture producers in Semarang and Surabaya.	Completed.	Both events generated high interest from furniture industry sector including media and even other players on the value chain (sawn mill, suppliers, trade representatives). Over 20 media articles generated from both events.
	2.7	Survey report describing nature and impact of regulatory problems confronting furniture producers in East Java - Central Java. This report will include simple cost-benefit analysis of possible regulatory reforms.	Completed.	
	2.8	Presentation of survey results at public-private workshops in Surabaya and Semarang.	Completed.	SENADA will continue the initiative focusing specific on difficulties of importing samples regulation. This will be done through some stages, first to have a more detail legal recommendation second, at the same time working with ASMINDO and respective institution to advocate reviews.
	2.9	Development of legality mechanism, guideline and forms specific to SENADA needs to select lead producers to work with in the pilot initiative program.	Completed.	The initial plan was to adopt select legality mechanism developed by certain certification bodies however given each certification body has developed its own standard, SENADA decided to generate the generic ones based on SENADA's need without leaving the basic requirement of FSC certification scheme
	2.10	Presentation 'Using market incentives to promote a sustainable furniture export Industry in Indonesia' in Jakarta facilitated by Rainforest Alliance/Smartwood and WWF/GFTN	Completed.	This initiative is part of SENADA networking and building strategic alliance with certification body and other donor's funded project on wood certification.

#	Section	Deliverables	Status	Explanatory Note
	2.11	Select 3 lead firms participating on the Responsible Purchasing Program A to be part of SPOGA trade show in Germany. SENADA also provided assistance to select companies on the trade preparations since July. With SENADA assistance these companies successfully got over \$3 million total orders out of the trade show (July-September 2007).	Completed.	SENADA collaborated with SIPPO in selecting the lead firms based on wood legality mechanism then sent them to the trade show.
<b>3.</b>	<b>Footwear Industry Value Chain</b>			
	3.1	Publish at least three articles in international footwear journals and websites promoting the Indonesian footwear industry.	Partially Completed.	James Parchman, a SENADA STTA in footwear, submitted two articles for publication in international footwear journals. It is expected that these articles will be published in October 2007.
	3.2	Develop a directory of potential buyers, trading houses and agents based in alternative markets to match with Indonesian footwear manufacturers to foster future trade deals.	Partially Completed.	Contains information on 114 domestic and international trading houses and agents.
	3.3	Train companies selected to participate in the International Leather and Footwear (ILF) in Jakarta and Global Shoes and Accessories (GDS) exhibition in Düsseldorf, Germany on “best practice” trade fair preparation and export promotion techniques.	Completed.	July 17 <sup>th</sup> -Trained 18 participants from 15 companies in “Trade Fair Preparation”; July 28 <sup>th</sup> -Trained 18 participants from 15 companies in “Reviewing a Letter of Credit”; August 30 <sup>th</sup> -Trained 20 participants from 10 companies in “Trade Fair Preparation”.
	3.4	Develop prototype of Indonesian footwear manufacturer’s website and outsource to 3rd party ICT service provider for development.	Completed.	Finished 2 <sup>nd</sup> version of prototype in September.
	3.5	Distribute and communicate international fashion trends (summer/fall) to footwear manufacturers in Jakarta, Bandung and Surabaya through interactive presentations.	Not Completed.	It was decided to postpone this activity due to other priorities.
	3.6	Develop Indonesian leather "smart book" (directory) outlining 150 tanneries' product profile and production capacity, as well as a guide to appropriate use of leather (specifications).	Completed.	Distributed over 600 copies to organizations throughout Jakarta, Surabaya and Bandung.
	3.7	Survey 30 leather importers to determine estimated time and costs involved in process of importing leather. This will be an important later input for associated advocacy activities.	Completed.	SENADA conducted a survey of 17 companies involved in the import of leather. Based on this, SENADA attained sufficient information to justify not surveying an additional 13 companies.

#	Section	Deliverables	Status	Explanatory Note
4.	<b>Garments Industry Value Chain</b>			
	4.1	A simple directory published of buying agents, trading house, representative offices with some kind of buying operation in Indonesia.	Completed.	A directory of garment buying agents operating in Indonesia was developed and disseminated among participants at the seminar and business meetings mentioned in the main text.
	4.2	At least three new potential exporters identified and selected for subsequent linkage programs. This will be a pilot project this year, to be expanded next project year.	Completed.	SENADA identified 10 potential exporters and arranged for each of them to meet with 7 international buyers in 22 individual business meeting sessions.
	4.3	At least one activity commenced to develop market linkages for these pilot firms.	Completed.	SENADA partnered with API and IGTC, to organize an event titled "Indonesian Apparel Network" at the annual Indonesia Textile and Apparel Fair (ITAF) 2007. The event consisted of a seminar as well as business match-making meetings. Attended by 120 key actors in the industry, the seminar saw speakers from IGTC and Gap discussing recent trends in the industry.
	4.4	Industry research and analysis conducted to identify market dynamics and trends, business relationships and power structures, supply chain strengths and weaknesses.	Completed.	The research and analysis was completed in the 3 <sup>rd</sup> quarter.
	4.5	Draft document of industry research, constraints and opportunities analysis completed.	Completed.	The outcome of this research and analysis has been integrated into SENADA Garments Strategic Plan Document, also developed this quarter.
	4.6	International STTA identified and recruited; consultancy performed (to identify key constraints/opportunities for improved export performance) and report finalized and presented.	Completed.	Completed in the 3 <sup>rd</sup> Quarter.
	4.7	Completed garments strategic framework with a focus on improving export market competitiveness.	Completed.	SENADA Garment Strategic Plan has been finished and published.
	4.8	Key productivity related issues pertinent to the Indonesian garment industry have been identified and prioritized.	Completed.	Key productivity issues identified: Production Planning; Quality Assurance; Working Environment and Labor Compensation and Incentive Scheme.

#	Section	Deliverables	Status	Explanatory Note
	4.9	BDS providers, researchers, management consultants have been identified.	Completed.	
	4.10	At least four models are formulated to solve four specific productivity related problems.	Partially Completed.	We have partnered with IGTC and have recruited an STTA, Mr. Reza Radyanto, to develop and deliver a comprehensive training program addressing the 4 issues.
	4.11	Identify and analyze Indonesian footwear/garment labor and manufacturing regulations.	Completed.	Completed in the 3 <sup>rd</sup> Quarter.
	4.12	Identify and recruit international expert to carry out audit of select footwear/garment producers and to provide recommendations on subsequent SENADA activities on social accountability issues.	Not Completed.	Our approach to the social accountability issue has been modified. SENADA is now pursuing a private partnership to develop and deliver a comprehensive upgrading program involving various service providers and buyers, to engage participating factories in continuous improvement of manufacturing standards, social and technical. We are partnering with IGTC, SGS and Intertek to develop and deliver training on social accountability topics, as well as provide certification services on Social Accountability.
<b>5.</b>	<b>Home Accessories Industry Value Chain</b>			
	5.1	A research report that a) details product categories that are competitively produced in Indonesia and in demand in markets accessible to the Indonesian producers; b) provides a concise overview of the key constraints to export market penetration for Indonesian home accessories producers, and; c) discusses unique opportunities (i.e. niche markets) as well as external demand side threats for Indonesian home accessories producers.	Completed.	Draft report details product categories competitively produced in Indonesia and in demand, as well as discuss unique opportunities and threats to those opportunities. In addition, it provides a thorough analysis of the competitive environment. AMAP end market study results will be incorporated into a final draft to be published in January 2008.
	5.2	Completed home accessories strategic framework that focuses on improving the competitiveness of Indonesian home accessories products in the international market.	Completed.	The strategic framework formed in draft and awaits the completion of the above mentioned AMAP end market study to inform final copy.
	5.3	Two value chain workshops conducted.	Completed.	

#	Section	Deliverables	Status	Explanatory Note
	5.4	Four TOT sessions completed.	Partially Completed.	SENADA successfully launched but did not fully implement the pilot program due to unexpected schedule changes on the part of Suwastama and prioritization within SENADA. The pilot will be completed in December.
	5.5	At least four supplier training programs carried out collaboratively between SENADA and Suwastama.	Delayed.	To be completed in December 2007 after successful completion of above
	5.6	Export readiness survey of targeted home accessories manufacturers in northeast, central and east Java.	Completed.	Survey resulted in profile of 50 export ready manufacturers targeted for inclusion in upgrading and marketing activities focusing on the sustainable market segment.
	5.7	Workshop and media briefing presenting expert findings and strategies for upgrading activities focusing on the sustainable market segment.	Completed.	STTA Susan Inglis, Executive Director of the Sustainable Furniture Council, investigated Indonesia's potential to compete in the sustainable market and outlined strategies for the industry's success in the segment in a public seminar and media briefing.
	5.8	Sustainable Home Furnishing Design Competition launched.	Completed.	To emphasize the trend towards sustainability, SENADA collaborated with ASEPHI, ASMINDO, the Sustainable Furniture Council (SFC) and the Swiss Import Promotion Program (SIPPO) to challenge manufacturers to design a product for the sustainable market after the presentation. Winners to be announced October 2007.
<b>6.</b>	<b>Business Enabling Environment</b>			
	6.1	Socialization and licensing drives complete in three additional sub-districts.	Not Completed.	Decision taken after two additional licensing drives to discontinue program. See main text for reasons behind this decision
	6.2	Preliminary evaluation of activity results carried out and decision taken as to possible future expansion.	Completed.	Evaluation completed and decision take to discontinue program, but with assistance provided to program partners to continue on with private sector funding
	6.3	Contract International STTA for regulatory mapping and review.	Completed.	Recruited, contracted and main part of consultancy completed

#	Section	Deliverables	Status	Explanatory Note
	6.4	Contract local consortium of researchers (local STTA) for regulatory mapping and review.	Partially Completed.	Final scope of work and budget agreed to – now awaiting approvals from DAI and USAID
	6.5	Inventory and review methodology finalized for regulatory mapping and review.	Completed.	Final methodology articulated in above-mentioned scope of work
	6.6	Training provided by International STTA on regulations inventory and review methodology.	Completed.	Approximately 20 members of the winning consortium trained
	6.7	Work on regulatory inventory commenced.	Completed.	SENADA BEE staff have begun collecting and reviewing regulations
	6.8	Research design finalized and local consultant (STTA) contracted.	Completed.	Both local and international consultants contracted
	6.9	List of promotion policies finalized.	Incomplete.	To be completed in the Oct-Dec 2007 quarter
	6.10	Review of policies commenced.	Completed.	SENADA BEE have begun to collect and review industry promotion policies
<b>7.</b>	<b>Knowledge Development</b>			
	7.1	Directly train at least 225 participants in financial, sales and export management by conducting 11 sessions in Jakarta, Bandung, Surabaya and Semarang.	Completed.	SENADA conducted a total of 12 training sessions throughout Jakarta, Bandung, Surabaya and Semarang. Technical modules included Export Readiness, Job Order Costing, Sales Management and Basic Financial Accounting. In doing so, SENADA directly trained 359 participants.
	7.2	Provide at least three training-of-trainer sessions for external training organizations.	Completed.	SENADA partnered with 4 external organizations to transfer knowledge and share materials: Jakarta-NAFED; Bandung-KADIN; Surabaya-IFSC; Semarang-KADIN
	7.3	Complete assessment of private sector training firms currently operating in Jakarta, Bandung, Surabaya and Semarang to identify potential partners for training delivery.	Completed.	SENADA surveyed 22 external training providers to identify strengths and weaknesses of major BDS providers and to identify potential partner organizations.

#	Section	Deliverables	Status	Explanatory Note
8.	<b>Information And Communications Technology (ICT)</b>			
	8.1	Hire a local LTTA ICT consultant to lead the design and implementation of SENADA's ICT program.	Completed.	ICT Consultant joined SENADA the second week of September.
	8.2	Develop a design and plan for the implementation of the supply-demand linkage program.	Not Completed.	This was postponed because of the ICT Coordinator was not hired until mid-September. The activity will be carried out in the fourth quarter of 2007.
	8.3	Public-private partnership between SENADA and Microsoft initiated..	Completed.	On September 2007, SENADA and Microsoft reached firm agreement to conduct a national innovation competition and public awareness program.
9.	<b>The Business Innovation Fund</b>			
	9.1	Business Innovation Fund manual finalized and approved.	Completed.	<i>[Provide brief narrative explanation, if required.]</i>
	9.2	TAMIS grant system on-line.	Completed.	
	9.3	www.senada.or.id/innovation on-line.	Completed.	www.senada.or.id/innovation. Website generated over 5,000 hits during the quarter and had over 500 returning visitors.
	9.4	Business Innovation Fund launched.	Completed.	
	9.5	Business Innovation Fund marketing road show completed for private companies, NGOs and trade/industry associations.	Completed.	64 meetings had been conducted with over 700 people across Java. 21 innovation proposals have been generated from these meetings.

#	Section	Deliverables	Status	Explanatory Note
	9.6	At least five Business Innovation Fund grants evaluated, approved and funded.	Not Completed.	31 proposals received By the end of the quarter, SENADA and USAID had approved one proposal for \$25,000 to a Jakarta based consulting firm. SENADA denied 13 proposals during that same period and had 14 proposals outstanding for possible approval. Only one grant funded during the quarter due to initial poor quality of the submitted proposals.
<b>10.</b>	<b>Communications</b>			
	10.1	Three media briefings.	Completed/ Exceeded.	SENADA conducted 10 public events with media involvement. 102 media citations were generated.
	10.2	Six radio talk shows for each of the four regions: Jakarta, West Java, Central Java and East Java.	Partially Completed.	SENADA met the deliverables in Central Java and East Java but decided to postpone the radio talk shows until issues of broader public interest are identified and ready to be addressed.
	10.3	Four activity updates.	Completed.	SENADA distributed six activity updates this quarter.
	10.4	Three success stories.	Not Completed.	SENADA did not publish success stories this quarter because of the strategic shift away from EI to an IVC-focused strategy. We are confident that more success stories would be generated as the programs unfold.
	10.5	Four issues of monthly publication on competitiveness issues.	Completed.	
	10.6	Ten public events, including the launch of two campaigns: the Wood Certification Program and the Sustainable Home Furnishings Design Competition.	Completed/ Exceeded.	This is an additional deliverable from the communications program.

**C. ACTIVITY UPDATES**

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## ACTIVITY UPDATE

### SENADA HONES ENTREPRENEURS' SKILLS THROUGH KNOWLEDGE DEVELOPMENT



*"I gained a lot of practical knowledge about exporting which will greatly help our company."*

*Robby Tan  
Managing Director  
PT Gading Wana Raya*

In July 2007, SENADA completed its initial phase of knowledge development training in export readiness, job order costing, and sales management modules.

SENADA conducted a total of twelve training sessions (four of each module) in Jakarta, Bandung, Semarang, and Surabaya. A total of 345 participants were trained, representing the auto parts, footwear, furniture, garment, and home accessory industries.

SENADA also trained and provided materials to representatives from the National Agency for Export Development (NAFED), Indonesian Footwear Service Center (IFSC), and Kamar Dagang Indonesia (KADIN) to empower these organizations to provide additional future training on their own.

Through participation in these trainings entrepreneurs increased their understanding of the fundamental principles of export policies and procedures, manufacturing cost allocation, sales forecasting, and incentive development.

Although each module contained both theoretical and practical information, significant attention was given to utilizing real-world, business case examples, to ensure participants could more easily apply the principles learned to their own business.

To build upon this success, SENADA has completed a survey of more than twenty business development service (BDS) firms to identify potential training partners. Once their profiles have been evaluated, SENADA will contact those firms whose objectives are most congruent with ours to explore collaboration.

Additionally, SENADA will continue to identify opportunities to provide high-impact training to firms using these and other business training modules.

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>

Activity Update #10e – Aug 2007



## ACTIVITY UPDATE

### SENADA ANNOUNCES PUBLICATION OF THE 2007 INDONESIA LEATHER PROFILE



*"Finally we got something that we (tanneries and footwear producers) have been waiting for for so long."*  
**Agit Punto Yuwono**  
*Secretary General*  
*Indonesian Tanners Association*

On July 25<sup>th</sup>, SENADA announced its publication of *The 2007 Indonesian Leather Profile*, during a press conference held at Le Meridien Hotel in Jakarta. Invitees included representatives from government ministries, footwear industry associations, research academies, and the media.

This important document was developed by SENADA in collaboration with the Indonesian Tanners Association (APKI). The aim is to increase domestic trade by detailing the capacity and product offerings of a broad segment of domestic tanneries for buyers and potential buyers.

Following the launch of its publication, SENADA participated in the Indonesian Leather and Footwear Exhibition from July 26-28 at the Jakarta International Expo. The event is the largest footwear exhibition in Indonesia and, this year, it included 199 domestic and 26 foreign exhibitors.

As a co-exhibitor with the Indonesian Footwear Association (APRISINDO), SENADA disseminated information about project objectives and distributed over 200 copies of *The 2007 Indonesian Leather Profile* to leather and footwear manufacturers. Additionally, SENADA distributed flyers outlining a new "Footwear Buyer Link" program aimed at linking international buyers with domestic footwear manufacturers.

On the closing day of the exhibition, SENADA held a training session on Letter of Credit (L/C) procedures. More than twenty footwear manufacturers attended.

To build upon this initial momentum, SENADA is distributing an additional 400 copies of *The 2007 Indonesian Leather Profile* to tanneries, footwear manufacturers, government institutions, and other donor organizations. SENADA also plans to conduct a roundtable with APRISINDO to promote use of this publication to increase trade linkages between leather suppliers and footwear manufacturers.

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To learn more about SENADA,  
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Activity Update #11e – Aug 2007



## ACTIVITY UPDATE

### SENADA LAUNCHES INITIATIVE TO DEVELOP A COMPREHENSIVE AUTOMOTIVE TECHNICAL SERVICE SUPPLIER DIRECTORY



*“Through our directory, manufacturers will have access to accurate information of qualified and competent technical service providers, and providers will know consumer expectations and market potential of their services. It will be a win-win initiative.”*

**Faisal Rahadian**  
President Director  
Wahana Pengembangan Usaha

SENADA and Wahana Pengembangan Usaha (WPU), a technical consulting service provider in Bandung, entered into a memorandum of understanding on August 2<sup>nd</sup> to develop and publish a *Technical Training Service Provider Directory* of automotive related technical service firms.

The directory will be the first of its kind in Indonesia and will provide automotive component manufacturers with up-to-date information on types, descriptions, and availability of technology services provided throughout Java.

The cutting-edge survey methodology to be used to develop the directory will provide independent rankings and detailed, independent evaluations of all automotive-related technology and training service providers.

The directory will be designed as a market-driven product and will be sold to manufacturers on a fee basis. The pilot edition for the motor vehicle metal stamping industry is expected to be published by November 2007. A comprehensive directory detailing more than 150 companies will be developed in mid-2008.

This SENADA-led initiative aims to provide small and medium auto parts manufacturers the information necessary to identify the right training or technical center for their needs.

With accurate information about which training services are available at what cost, manufacturers will be able to make informed decisions to better invest their resources on training and upgrading.

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>.

Activity Update #12e - Aug 2007

## ACTIVITY UPDATE

### SENADA CONDUCTS SUSTAINABLE HOME FURNISHINGS WORKSHOP



*"Indonesia is well-positioned to supply the growing demand for eco-friendly products due to its wealth of natural resources and creative talents."*

*Ms. Susan Inglis  
Executive Director  
Sustainable Furniture Council*

Across the globe the demand for sustainably manufactured products is increasing. This demand is fueling the fast growing segment of the home furnishings market in the United States and Europe.

To raise awareness of these market opportunities a workshop entitled *Sustainability: The Latest Trend in the International Home Furnishings Market*, was held on September 6 in Jogjakarta.

The workshop was sponsored by SENADA, the Association of Indonesian Exporters and Handicrafts Producers (ASEPHI), the Association of Indonesian Furniture Producers (ASMINDO), the National Design Center (PDN), and the Sustainable Furniture Council (SFC).

International home furnishings expert Susan Inglis explained that producers are currently exploring ways to implement environmentally sustainable production methods. Suppliers are developing eco-friendly materials such as non-toxic, biodegradable foams and fibers, and are using natural materials such as certified legal-source wood, rapidly renewable materials like bamboo and recycled materials.

The workshop also served to launch the *Sustainable Home Furnishings Design Competition*. The competition is open to any Indonesian-owned firm with a proven track record in home furnishings design and export.

The winner of the competition will have the opportunity to participate in a major international trade shows in early 2008.

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>.

Activity Update #13e - Sep 2007

## ACTIVITY UPDATE

### SENADA, API, AND IGTC SPONSOR INDONESIAN APPAREL NETWORKING EVENT



*"The garment industry is a buyer-driven industry with global production outsourcing flexibility. Thus, producers that offer exceptional services and meet buyer vendor compliance standards will definitely have strong competitive power."*

*Mr. Till Fryer  
Founder  
IGTC*

As global competition heats up, Indonesian garment producers will face increasing challenges. To address some of these challenges, an Indonesian Apparel Industry Networking Event was held on September 7, as part of the 2007 Indonesian Textile and Apparel Fair.

The event, sponsored by SENADA, API, and the International Garment Training Center (IGTC), arranged one-on-one meetings between Indonesian garment producers and prospective buyers, where producers could directly present their capabilities and showcase their product samples to the buyers. It is hoped that the meetings will lead to new sales for the participating garment producers.

During his presentation before an audience of 120 garment industry players, IGTC Founder Mr. Till Fryer emphasized how important it is for producers to understand their markets. He also explained the buyer-led trend toward full package services by producers.

By providing full package services, Indonesian garment producers will be able to attract more customers, generate more revenue, and create more jobs. In the longer run, such value added services will also enable Indonesian garment industry to become competitive in the global market.

To accomplish this, however, Indonesian garment producers need to improve various aspects of their businesses. In particular, producers must have skilled labor in a good working environment, effective management, innovative fabric development and garment finishing, as well as comprehensive end-market knowledge.

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>.

Activity Update #14e - Sep 2007

## ACTIVITY UPDATE

### AUTOMOTIVE COMPONENT EXPORT PROMOTION AND STANDARDS UPGRADING



*"The industry will only reach this level of the export market if companies, like Indomobil, have complete commitment to producing the highest quality components possible and ensuring that all local suppliers do the same, no matter where they are in the production process."*

*Dr. Gunadi Sindhuwinata  
President Director  
Indomobil Group*

A SENADA-sponsored roundtable discussion concluded that the Indonesian automotive component industry can boost exports (valued at approximately US\$1.7 billion in 2006) by implementing industry-wide standardization systems to ensure product quality. It was also recommended that the industry consider alternatives to traditional export promotion models.

The roundtable, entitled *Alternative Models for Automotive Component Export Promotion and Standards Upgrading*, was held on September 18 in Jakarta. Featured speakers included Mr. Dann Johnson and Ms. Doreen Castro, international industry experts, and Dr. Gunadi Sindhuwinata, President Director of Indomobil.

During the informative discussion on export market opportunities, Mr. Johnson, an expert in Japanese export market penetration, noted that, "the key to expanding market presence in export markets like Japan is for domestic firms to break from their traditional export promotion models and think differently."

"Alternative export promotion strategies such as 'country of origin branding' and 'foreign export corporations' can dramatically increase the volume of Indonesian exports sold to the world's highest-valued export markets," he explained.

The group also discussed how the industry could better coordinate resources to make these market opportunities a reality.

Presenting observations from her process standards analysis of Indonesian automotive component producers, Ms. Castro stated, "The domestic industry can only penetrate more profitable market segments if there is an industry-wide commitment to promoting product and process standardization, evaluation and certification systems to get firms to upgrade to export level production capabilities."

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Activity Update #15e - Sep 2007

#### **D. STTA Utilization**

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### SENADA Short Term Technical Assistance Summary: 1 Sept 06 - 30 Sept 07

STTA	Start and End Performance	Number of Days	SUBJECT OF THE REPORT/PUBLICATION
James Grall	29 Nov - 15 Dec 2007	16	
Maryam Idawati Prawirodihardjo	15 Jan - 1 March 2007	18	The consultant will be to carry out secondary research on both the Indonesian financial sector and footwear and auto parts industries. The research will include an analysis of current legislation, regulation and norms governing the financial sector
Yudhi Komarudin	15 Jan - 1 March 2007	20	Conduct detailed-research and analysis on how the raw materials inputs industry, specifically leather; rubber, EVA, mica, hyacinth and, rattan, is negatively affecting the footwear IVC
Janet Buresh	17 Jan - 25 Feb 2007	25	
Mr. Dong Giang	26 - 28 Feb 2007	5	Learning key lessons from the VNCI Linkage Service for home furnishings exports
Eka Ginting - Indo.com	25 Mar - Mid May 2007		Develop options for SENADA's ICT4SME programming.
James Parchman	9 Apr - 26 May 2007	30	Undertake an assessment of the ability of Indonesia footwear producers to meet international market demands for quality as well as design and fashion trends. This will involve approximately 10-15 days of site visits to various footwear factories.
Adam Grant	26 Apr - 27 Jul 2007	41	Designing SENADA's activity to improve Indonesian wood furniture penetration of green export markets through legality.
Yudhi Komarudin	12 Apr - 8 May 2007	7	Research, analysis and recommendations on improving Indonesian footwear producers' collective ability to penetrate key international markets.
Abdul Manaf	2 Apr - 1 May 2007	20	Research, analysis and providing recommendation for the development of an industry-based set of standards for auto-parts product.
Yanli Rahman	2 Apr - 1 May 2007	20	Research, analysis and providing recommendation for the development of an industry-based set of standards for auto-parts product.
James Grall	28 Apr - 17 May 2007	20	

STTA	Start and End Performance	Number of Days	SUBJECT OF THE REPORT/PUBLICATION
Andres Saldias Pozo	20 May - 30 June 2007	24	Research, analysis and recommendations on improving Indonesian garment producers' collective ability to penetrate key international markets.
Dionisius A. Nardjoko	25 May - 31 Aug 2007	40	Building the research capacity of SENADA's industry value chain activities.
Tanja Lumba	17 - 19 June 2007	3	A fully function TAMIS System that meets SENADA's Business Innovation Fund technical procurement and reporting Grant Management needs
James Grall	23 Jun - 19 Jul 2007	19	
Abdul Manaf	4 Jun - 31 Aug 2007	5	Utilize extensive industry contact to influence government testing facilities and business associations to support product selection, development of product and process standards for seal of quality and assist in transfer and adoption of design and engineering process and standard
Yanli Rahman	4 Jun - 31 Aug 2007	19	Utilize extensive industry contact to influence government testing facilities and business associations to support product selection, development of product and process standards for seal of quality and assist in transfer and adoption of design and engineering process and standard
Indah Murnihati	16 Jul - Sept 28 2007	50	To gather a pool (approximately 50) of export - ready Indonesian producers of wooden and basketry home accessories
Ngurah Pratama Citra	23 Jul - Sept 14 2007	30	To determine the gap between global buyer demands and the value proposition offered by the Indonesian home accessories industry, particularly in relation to competing nations.
Doreen Castro	20 Aug - 20 Sept 2007	26	Analysis of companies' product lines, competition, and potential market segmentation and provide technical advice and recommendations on all aspect.
Dann R. Johnson	6 Aug - 28 Sept 2007	38	Analysis of potential export markets and regulatory compliance requirements.
James Grall	19 Aug - 28 Sept 2007	20	
<b>Total LOE</b>		<b>496</b>	

**E. Media Citations For This Quarter**

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### Media Citation for This Quarter

NO	DATE	MEDIA	TITLE	TYPE OF MEDIA
<b>Auto parts MOU signing on seal of quality – Jakarta, 5 July 2007</b>				
1.	05 Jul	AntaraNews	SOI applies quality seal on SME's automotive components.	News agency.
2.	05 Jul	Tempo Interaktif	Quality seal applied on automotive components.	Online media.
3.	05 Jul	AntaraNews	Domestic automotive components aftermarket a potential new venue for SME.	News agency.
4.	06 Jul	Koran Tempo	Quality seal applied on automotive components.	National business newspaper.
5.	06 Jul	Bisnis Indonesia	Automotive component.	National business newspaper.
6.	06 Jul	Rakyat Merdeka	Automotive quality seal launched.	National general newspaper.
7.	06 Jul	Suara Pembaruan	SME's seal of quality.	National general newspaper.
8.	07 Jul	Pikiran Rakyat	Component industry gets “SoQ”.	Regional newspaper.
9.	08 Jul	Kompas Cyber Media	Competitive edge with seal of Quality.	Online media.
10.	13 Jul	Kompas	Seals of quality for automotive component producers.	National general newspaper.
<b>Launching of the Indonesian leather specification profile – Jakarta, 24 July 2007</b>				
11.	25 Jul	Kompas Cyber Media	Launched, the Indonesian leather specification profile.	Online media.
12.	25 Jul	Detik.com	Leather export should be banned.	Online media.
13.	25 Jul	Kapanlagi.com	Utilization of leather tanning industry only 45%.	Online media.
14.	26 Jul	www.kabarindonesia.com	The launch of the first Indonesian leather specification profile.	Online media.
15.	27 Jul	HE Neraca	Lack of raw material, leather tanning industry is inactive.	National business newspaper.

NO	DATE	MEDIA	TITLE	TYPE OF MEDIA
16.	27 Jul	The Jakarta Post	Tanners urge ban on raw leather exports to support shoe industry.	National general newspaper (English).
17.	27 Jul	Harian Kontan	SENADA publishes leather specification profile.	National business newspaper.
18.	28 Jul	Suara Merdeka	APRISINDO-SENADA launch leather specification.	Regional newspaper.
<b>Auto parts' MOU signing with Konjaya Motor – Bandung, 2 August 2007</b>				
20.	02 Aug	Radio Cosmos	MOU Between SENADA, Konjaya and Raka Group	Radio station.
21.	02 Aug	Radio Paramuda	SENADA's program on automotive components.	Radio station.
22.	03 Aug	Bisnis Indonesia Jawa Barat	SENADA assists Konjaya and Raka Group	Regional newspaper.
23.	03 Aug	Kompas Jawa Barat	Automotive: Original components only used for three years on average.	Regional newspaper.
<b>One-day business licensing service – Sidoarjo, East Java, 13 August 2007</b>				
24.	14 Aug	Jawa Pos	Licensing is still complicated.	Regional newspaper.
25.	14 Aug	Radar Surabaya	FORDA UKM Jatim gets proactive – Assist in obtaining business licensing.	Regional newspaper.
26.	14 Aug	Surya	FORDA UKM collaborates with BI.	Regional newspaper.
<b>Increasing access to international markets through product certification strategy workshop – Semarang, 15 August 2007 and Surabaya, 24 August 2007</b>				
27.	16 Aug	Kompas	Business must begin to consider eco-labeling.	National general newspaper.
28.	16 Aug	Seputar Indonesia	Home furnishings businesses need to have wood certification.	National general newspaper.
29.	16 Aug	Bisnis Indonesia	SENADA helps in wood certification.	National business newspaper.
30.	16 Aug	Radar Semarang	SENADA assists 18 furniture companies.	Regional newspaper.
31.	18 Aug	Wawasan	Urgent: to certify non-teak wood products.	Regional newspaper.

NO	DATE	MEDIA	TITLE	TYPE OF MEDIA
32.	20 Aug	Suara Merdeka	Eco-labeling boosts bargaining position.	Regional newspaper.
33.	25 Aug	Surabaya Post	Wood product exports seen falling.	Regional newspaper.
34.	25 Aug	Surya	Furniture producers need certification.	Regional newspaper.
35.	25 Aug	Seputar Indonesia	1,500 furniture companies uncertified.	National general newspaper.
36.	27 Aug	Bisnis Indonesia	East Java furniture companies apply for VLO.	National business newspaper.
37.	12 Sep	WoodBiz	Moral value of certification	Furniture tabloid.
<b>Workshop on sustainability: the latest trend in international home furnishings markets – Jogjakarta, 6 September 2007</b>				
38.	6 Sep	Unisi FM Radio, Jogja.		Radio station
39.	6 Sep	Pro 2 FM, Jogja.		Radio station
40.	6 Sep	TVRI Jogja.		Radio station.
41.	6 Sep	RB TV, Jogja.		TV station.
42.	7 Sep	Koran Merapi	American consumers prefer environmental friendly products.	Regional newspaper.
43.	7 Sep	Radar Jogja	Certificate the people's forest.	Regional newspaper.
44.	7 Sep	Kompas, Yogja	Global market already demands wood certification.	Regional newspaper.
45.	14 Sep	Kedaulatan Rakyat	Increase furniture product competitiveness: certification becomes an urgent program.	Regional newspaper.
<b>Indonesian apparel network – Jakarta, 7 September 2007</b>				
46.	7 Sep	Kompas Cyber Media	Added value for Indonesian textile.	Online media.
47.	8 Sep	Bisnis Indonesia	Photo news: Textile seminar.	National newspaper.

NO	DATE	MEDIA	TITLE	TYPE OF MEDIA
48.	8 Sep	The Jakarta Post	Garment producers told to understand their market.	National general newspaper (English).
49.	8 Sep	Investor Daily	Photo news: Garment industry.	National general newspaper.
50.	8 Sep	Republika	Indonesia remains as destination for world garment buyers.	National general newspaper.
51.	8 Sep	Seputar Indonesia	TPT export to US predicted to increase by 10%.	National general newspaper.
52.	8 Sep	Media Indonesia	CSR implementation improves garment competitiveness.	National general newspaper.
53.	10 Sep	Kompas	Textile industry needs to be supported by service quality and CSR.	National general newspaper.
54.	10 Sep	Jurnal Nasional	Competitiveness of textile industry remains weak.	National general newspaper.
55.	11 Sep	Investor Daily	Indonesia not affected by removal of Chinese quota.	National business newspaper.
<b>Workshop on sustainability: the latest trend in international home furnishings markets – Jakarta, 11 September 2007</b>				
56.	11 Sep	Kompas Cyber Media	Eco-friendly products grow the fastest.	Online media.
57.	12 Sep	Bisnisindonesia.com	Environmental friendly interior products prospective.	Online media.
58.	14 Sep	Jawa Pos	Exported wood products should be certified.	Regional newspaper.
59.	13 Sep	Warta Kota	SENADA launches interior product competition.	Regional newspaper.
60.	14 Sep	Kompas	Environmental friendly: The cost of furniture product certification is Rp100 million.	National general newspaper.
61.	14 Sep	Jawapos.com	Exported wood products should be certified.	Online media.
62.	14 Sep	Bisnisindonesia.com	Environmental friendly interior products.	Online media.
63.	14 Sep	Bisnis Indonesia	Environmental friendly interior products prospective.	National business newspaper.
64.	14 Sep	Kompas Cyber Media	Environmental friendly: The cost of furniture product certification is Rp100 million.	Online media.

NO	DATE	MEDIA	TITLE	TYPE OF MEDIA
65.	15 Sep	Vibiznews.com	Green: The latest trend in interior products.	Online media.
66.	19 Sep	Seputar Indonesia	Trends in green furniture and home accessories.	National general newspaper.
67.	19 Sep	Seputar Indonesia	Being environmental friendly in interior decoration.	National general newspaper.
68.	19 Sep	Ebursa.com	Environmental friendly interior products prospective.	Online media.
69.	19 Sep	Okezone.com	Trends in green furniture and home accessories.	Online media.
70.	19 Sep	LKBN Antara	Indonesia is ready to enter the eco-label furniture market.	News agency.
71.	19 Sep	Seputar indonesia.com	Trends in green furniture and home accessories.	Online media.
72.	20 Sep	Kapanlagi.com	Indonesia is ready to enter the eco-label furniture market.	Online media.
73.	22 Sep	Investorindonesia.com	Sustainable home furnishings: trend in the global market.	Online media.
74.	24 Sep	Investor Daily	Sustainable home furnishings: trend in the global market.	National business newspaper.
75.	25 Sep	Bisnis Indonesia	Environmental friendly trend influences demand in interior products.	National business newspaper.
76.	05 Oct	HE Neraca	SENADA launched “Sustainable Home Furnishing Design” competition.	National business newspaper.
<b>Industry roundtable discussion on alternative models for automotive component export promotion and standards upgrading – Jakarta, 18 September 2007</b>				
77.	18 Sep	LKBN Antara	Indonesian genuine automotive component markets only 40 percent.	News agency.
78.	18 Sep	Media Indonesia Online	Indonesian genuine automotive component markets only 40 percent.	Online media.
79.	18 Sep	KapanLagi.com	Indonesian genuine automotive component markets only 40 percent.	Online media.
80.	18 Sep	KapanLagi.com	Japan can bolster automotive componen exports.	Online media.
81.	18 Sep	Seputar Indonesia Afternoon	Good opportunity for automotive component Export.	National general newspaper.

NO	DATE	MEDIA	TITLE	TYPE OF MEDIA
82.	19 Sep	Jawa Pos Online	Indonesia-Japan economic partnership agreement threatens local components.	Online media.
83.	19 Sep	Seputar Indonesia	Automotive component: Exemption in import tax will boost CBU export.	National general newspaper.
84.	19 Sep	The Point	Japan can bolster automotive component exports.	National general newspaper.
85.	19 Sep	The Point	Photo news: SENADA roundtable discussion.	National general newspaper.
86.	19 Sep	Bisnis Indonesia	Photo news: Automotive discussion.	National business newspaper.
87.	19 Sep	The Jakarta Post	Look to Japan, parts firm told.	National general newspaper (English).
88.	19 Sep	Investor Daily	Indonesia targets Brazil and Saudi Arabia's automotive component markets in Brazil and Saudi Arabia.	National business newspaper.
89.	19 Sep	Kontan Daily	More opportunity for exports.	National business newspaper.
90.	20 Sep	HE Neraca	Bogus products dominate automotive components.	National business newspaper.
91.	20 Sep	Jurnal Nasional	Automotive component industry remains less competitive.	National general newspaper.
92.	20 Sep	Sinar Harapan	To grab international automotive component market.	National general newspaper.
93.	21 Sep	Rakyat Merdeka	Defeated by questionable products. Only 40% of genuine products in markets.	Regional newspaper.
94.	23 Sep	Suara Pembaruan	Indonesia as basis for component industry?	National general newspaper.
95.	24 Sep	Warta Kota	Car sales increases.	Regional newspaper.
96.	26 Sep	Otomotif Tabloid	Automotive component: Standardization to penetrate export market.	Automotive tabloid.
97.	01 Oct	Motor Plus Tabloid	Towards a better market.	Automotive tabloid.
98.	02 Oct	Warta Ekonomi	SENADA offers auto part standardization.	Business magazine.
99.	13 Oct	Motor Plus Tabloid	Strategy for export.	Automotive tabloid.

NO	DATE	MEDIA	TITLE	TYPE OF MEDIA
100.	23 Oct	Mobil Motor	Expanding exports to Japan.	Automotive tabloid.
101.	02 Nov	Auto Car	Stimulating the component export.	Automotive tabloid.
<b>One-day business licensing service (non-event) – Sidoarjo, East Java, October 2007</b>				
102.	04 Oct	Bisnis Indonesia	Sidoarjo's SMEs enjoy help to access banks.	National business newspaper.

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