

PRESS RELEASE - THE MINISTRY OF TRADE OF INDONESIA

Original press release in Bahasa Indonesia, sourced from:

<http://www.kemendag.go.id/files/pdf/2015/04/08/perkuat-perempuan-pengusaha-kemendag-kanada-sinergi-tpsa-project-id0-1428490854.pdf>

Strengthening Women Entrepreneurs, MoT-Canada Synergize for TPSA Project

Jakarta, April 8, 2015 - The Ministry of Trade is intensively seeking breakthroughs to increase exports. Not wanting to lose potential opportunities, the Director General for National Export Development (DG NED) collaborates with the Department of Foreign Affairs, Trade, and Development (DFATD) Canada in the Indonesia-Canada Trade and Private Sector Assistance (TPSA) Project. TPSA is a five-year development assistance project worth C\$12 million (equivalent to US\$10.5 million) from the Government of Canada to the Government of Indonesia in developing the capacity of SMEs. Assistance given, include, providing consultancy services, identifying the most suitable business opportunities for Indonesian SMEs through market research, and developing a larger community of Canadian-Indonesian women entrepreneurs.

"This synergy is a very useful platform to develop Indonesian SMEs' capacities in preparing to enter the dynamic and competitive global market", said Rachmat Gobel, Minister of Trade of Indonesia who witnessed the signing of the MoU of the project between the DG for National Export Development and the Ambassador of Canada to Indonesia, at the Ministry of Trade office in Jakarta, Wednesday (8/4).

The Ministry of Trade is expediting the implementation of the project. DFATD has assigned The Conference Board of Canada (CBoC) to prepare technical measures of the project in cooperation with DGNED. As the largest research organization in Canada, CBoC is highly experienced in capacity development with specializations in the fields of economy, social, business, public policy, and organizational performance. In implementation of the project, CBoC is funded by DFATD.

DGNED is eyeing on SME products to play a role in tripling exports by means of enhancing and empowering women. "We want to produce more women entrepreneurs to strengthen the role of SMEs", explained the DG for National Export Development, Nus Nuzulia Ishak.

The Ministry of Trade sought Canada's assistance to support Indonesian SMEs and women entrepreneurs in receiving coaching opportunities to prepare for their participation in trade shows and business matching events in Canada. The project will conduct research on potential product sectors to be promoted for export to Canada, market research and value chain analysis, research on trade policy issues, gathering information on trade regulations, and studies on gender equality and the environment in relation to selected products that will be promoted.

TPSA project also provides capacity building programs for staff of the Ministry of Trade through seminars, workshops, internships to support the Ministry's human resource development such as on trade negotiations, trade policy analysis, export promotion, market analysis, market research, and regulation information in the export market destination.

Indonesia and Canada's trade relationship has continuously increased in the past five years, however, Indonesia is still facing a trade deficit with Canada during this period. DG Nus expects that this project will be able to increase Indonesia's exports to Canada and reduce the deficit. "This cooperation is one of

the important efforts to reach an export increase to the Canadian market, which is targeted at US\$ 1.82 billion, by 2019", added Nus.

A number of units of the Ministry of Trade involved in the project, namely, Directorate General for Standardization and Consumer Protection (DGSCP), Directorate General for International Trade Cooperation (DGITC), Center for Trade Policy Development and Analysis (TRECDA), Directorate General for Domestic Trade (DGDT), and Directorate General for Foreign Trade (DGFT), are also beneficiaries of the project and are expected to harness good cooperation for the benefit of Indonesia.

Trade Review

Indonesia is still faced with a decline in its trade with Canada. Total trade in 2014 was US\$2.61 billion, down 9.48 per cent from 2013, which was recorded as US\$2.85 billion. Indonesia's exports in 2014 also dropped to US\$755.02 million from US\$782.35 million in 2013.

Indonesian products exported to Canada, includes *natural rubber, balata, chicle etc, prim forms etc (HS 4001); new pneumatic tires, of rubber (HS 4011); footwear, outer sole rub, plastic or lea and upper lea (HS 6403); sweaters, pullovers, vests etc, knit or crocheted (HS 6110); paper, uncoat, for writing etc, rolls, handmade paper (HS 4802); crustaceans, live, fresh, etc, and cooked etc (HS0306)*. Indonesia's imports from Canada, includes, *wheat and meslin (HS 1011); mineral or chemical fertilizers, potassic (HS 3104); chemical woodpupl, soda or sulfate, not dissoly gr (HS 4703); chemical woodpupl, dissolving grades (HS 4702); mechanical woodpulp (HS 4701)*.

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