

# Export News

## INDONESIA

# NON-PAPER STATIONERY

## ANOTHER INDONESIA'S POTENTIAL PRODUCT



WHAT'S INSIDE

Indonesia has a lot of superior products. One of those products is stationery commodity as presented in this edition.

There is a growing number of local stationery manufacturers, which reflects the increasing number of national production capacity. Thus, DGNED proudly introduce Indonesia's local product of stationery to meet the demand of local and global markets.

trade with  
**remarkable**  
**indonesia**

# trade with remarkable **Indonesia**

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## EDITOR'S DESK

Dear awesome readers,

We wish all of you are in good conditions and your businesses are also running well, even though the global economic situation is still struggling to move forward. In a positive point of view, we expect the recent condition not to be troublesome for your life and business alike. In contrast, we believe such hard situation will transform you to be stronger entrepreneurs to achieve greater success.

In an uncertainty, outstanding entrepreneurs must able to seek alternative business opportunities to replace their recent businesses that are experiencing stagnant conditions. For example, the non-paper stationery industry, which formerly might be not a prioritized business sector, provides huge export potentials. In fact, a number of local companies have successfully penetrated foreign markets for this commodity. Thus, in this edition, we present a review about the export potentials of stationery products, particularly the non-paper items.

Among the information provided in this bulletin, we provide the data about Indonesia's export performance of non-paper stationery products. By giving accurate information to foreign buyers, we would like to ensure that there are plenty of business opportunities for both buyers and suppliers in the non-paper stationery sector.

In Indonesia, the stationery business sector is classified into Various Industry, along with other industries such as footwear; tannery; musical instrument; toys; leather products; sport equipment; jewelry; eye glasses or optic; and watches. These sectors are categorized as manufactured products with added values which are expected to be able to compete in the global market. Thus, the government of Indonesia pays higher attention to the development of these fields, including stationery.

Thank you.

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# The Development of Stationery Industry in Indonesia

Amid the declining prices of oil and mineral goods, especially coal, it is important to start focusing on manufacturing industries that produce ready-to-use products for consumers.

One of the business sectors which provide huge opportunities is the stationery industry. Therefore, the Government of Indonesia issued an official regulation to ensure the development of this sector to go well as planned.

The new regulation, Government Regulation No. 14/2015, states that national Various Industry is one of the leading sectors that is continuously developed, considering its contribution in terms of foreign exchange earnings and employment. The sectors that are included in Various Industry are stationery; footwear; tannery; musical instrument; toys; leather products; sport equipment; jewelry; eye glasses or optic; and watches. These sectors are categorized as manufactured products with added values to be able to compete in global market.

The Government of Indonesia obviously pays higher attention to the development

of these fields. Along with the support given by the government, the local stationery producers also formed an association called Gabungan Perusahaan Alat Tulis Indonesia (GIAT) or the Association of Indonesian Stationery Companies. The association is expected to be able to increase the national production capacity to fulfill demands from both domestic and international markets.

## Elevating Product Competitiveness

The increasing demand towards stationery products, locally and globally, has convinced the local entrepreneurs to steadily develop their businesses.

The demand comes from workers, students, and also general public such as housewives who need stationery to teach their children or to do hobbies. In order to meet the demand, it is essential for government to encourage the manufacturers to produce stationery items with unique designs, as an effort to attract consumers' interest.

A unique and innovative design is an effort to elevate product competitiveness, which make it possible for Indonesian commodity to grab export potentials in foreign markets. There are a lot of stationery producers from many countries. Thus, it is a must for local

exporters to offer stationery products that are different from existing ones, while keep maintaining the high quality.

In addition to unique and innovative designs, some Indonesian stationery producers also offers a number of products made from recycled items. This way, the producers provide both good designs and eco-friendly products. This kind of stationery also comes with cheaper prices, so there are more consumers who can buy such products. For example, a producer altered used books into pencil containers.



# Non-Paper Stationery

**The industrial sector of non-paper stationery products keeps growing due to the improvement of digital technology, which uses less paper to spread news and knowledge. Nowadays, a number of people prefer to read or get the information by using digital gadgets such as laptop or mobile phone. The development of digital media is also in accordance with the increased awareness of the customers to preserve the environment, particularly trees in the forests as the raw material to produce papers. Thus, more manufacturers in the stationery sector shift their focus to producing non-paper items.**

Generally, non-paper stationery products consist of: (1) storage and archiving products that are used to store documents such as manila file, soft-walled plastic filing, suspension filing, ring binders, indexes, dividers, and others; (2) stationery and drawing tools that are used for writing, drawing, marking or coloring, including pencils, ballpoint pens, roller balls, pen (including the refill materials refill), pen ink, fiber-tipped pens, plastic-tipped pens, crayons, highlighters, markers, eraser, sharpener and also brush; (3) presentation and planning materials such as planning boards, wall boards, white boards, flip charts and its accessories, calendar, yearly

agenda and so on; and (4) equipment desks and office items like masking tape, adhesive tape, glue, notes that can be attached (sticky notes), pen drawer, scissors, pins, clips, fasteners, staplers, cutters, hole punch, paper cutter, trimmer and mail rack. In addition, the art tools such as charcoal, graphite pen, oil paints and watercolors, picture frames and paint brushes included in this product group.

The Government of Indonesia also has determined the non-paper stationery sector as one of the potential industries, since this business also generates foreign exchange and absorbs huge number of employment. In the middle of a slowing economic growth which brought about by the global crisis, the enhancement of labor-intensive industries is one of effective strategies in maintaining and even bringing forward the people's welfare. Therefore, the Government of Indonesia underpins the effort to increase the competitiveness of local commodities including the non-paper stationery industry.

The development of this industry is also taking advantage of the country's increasing literacy rate, education level and prosperity of the citizens. In practice, the growing number of schools and offices has resulted to higher demands for stationery products, specifically non-



paper products. The users of non-paper stationery products can be categorized into three groups, they are (1) professional customers; (2) workers in small offices or home offices; and (3) personal users.

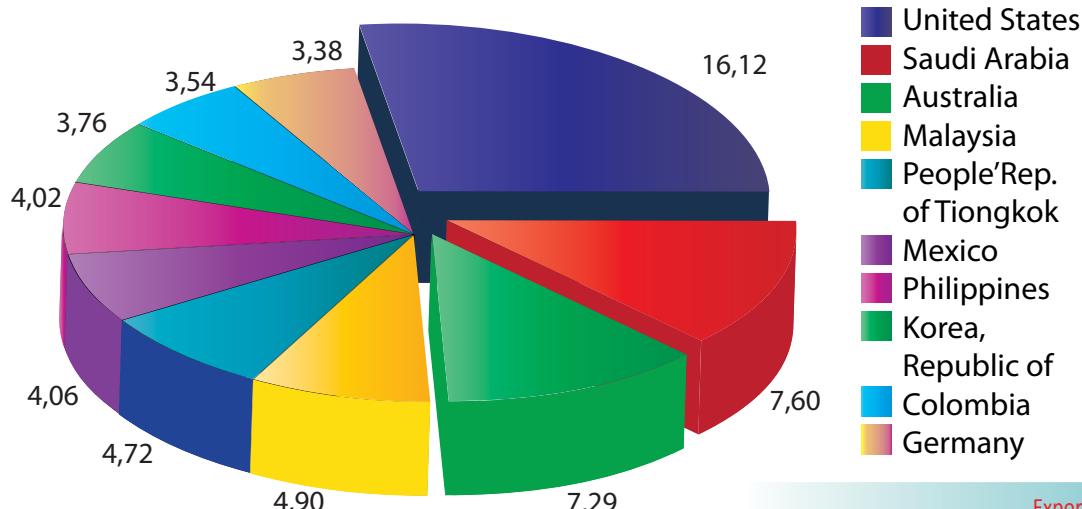
Related to the efforts of adding value to local products, Indonesian manufacturers are encouraged to pay attention to the small office and home office segments. Workers in these segments need specialty products to support their activities at their workplaces. The workers need not only the function of the products, but also require stationery items with good design which are unique and sophisticated.

The development of Indonesia's non-paper stationery industry takes place both in domestic and international markets. In Indonesia, the number of stationery manufacturers keeps increasing. The types

of non-paper stationery products are also becoming more varied due to the highly diversified market needs.

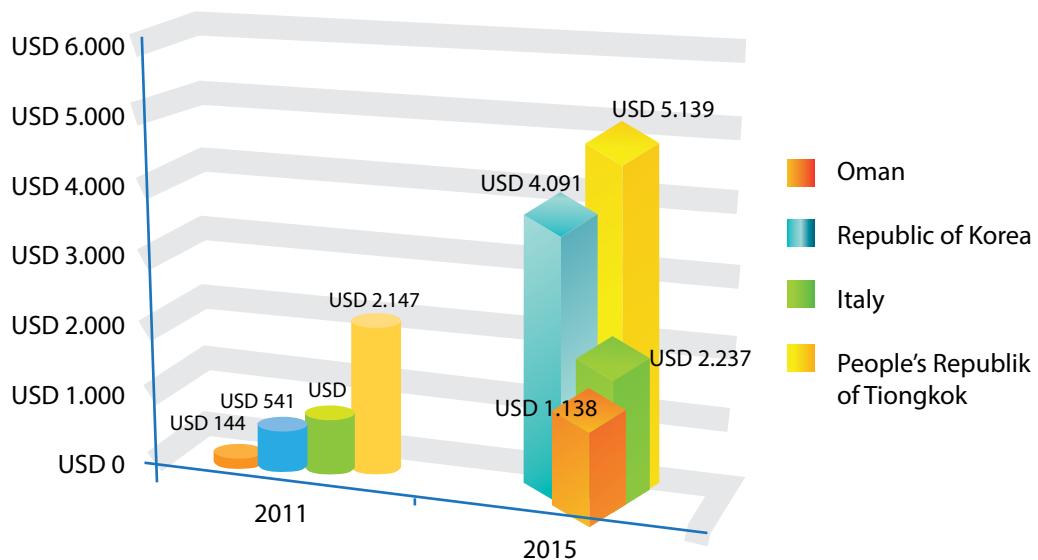
Meanwhile, the export performance of Indonesian non-paper stationery products also exhibited a good result. Until the end of 2015, the export value of this commodity was calculated at US\$108,90 million. The biggest market for Indonesian non-paper stationery products was the United States with a total of US\$17,55 million. Other largest markets for local non-paper stationery products are Saudi Arabia (US\$8,28 million), Australia (US\$7,94 million), Malaysia (US\$5,3 million), China (US\$5,14 million), Mexico (US\$4,42 million), Philippines (US\$4,38 million), South Korea (US\$4,09 million), Colombia (US\$3,85 million) and Germany (US\$3,68 million).

### MARKET EXPORT SHARE (%)



# Market Review

## Most Significant Growth of Export Values Stationery Non Paper from Indonesia to the World 2011-2015



Meanwhile, during the period of 2011-2015, there were four countries which experienced the largest growth as the export markets for Indonesian non-paper stationery products. Those countries are Oman which grew by 64,26% during the period and followed by South Korea at 53,37%, Italy at 29,02% and China at 25,23%.

Indonesian manufacturers of non-paper stationery products create various items to be used by customers in domestic and international markets. For foreign market in particular, the local products that achieved the highest demand are:

### Indonesia's Most Wanted Non-Paper Stationery Products in the World (2015)

No.	HS Code	Commodities	Volume (Tons)	Value (US\$ 000)
1.	960910	Crayons & other pencils with leads encased in a rigid sheath	8,610	74,231
2.	960810	Black pencils	1,004	13,553
3.	960990	Ball point pens of plastics	3,575	9,597
4.	960820	Pastels, drawing charcoals, tailors' chalks	797	6,685
5.	960920	Felt tipped & other porous-tipped pens & markers	391	2,242
6.	960891	Pencil leads, black/colored	19	1,055
7.	960899	Oth. ball point pens of plastics	128	715
8.	960860	Pen nibs and nib points of other material	9	397
9.	961210	Pen holders, pencil-holders & similar holder parts of the foregoing articles	99	177
10.	961100	Refills for ball point pens of plastics comprising the ball point & ink reservoir	7	105

Source: Central Statistics Agency

In the future, the stationery industry in Indonesia, including paper and books, is predicted to grow further. One of the factors fueling this industry is the growth of young and productive populations, which has led to the increasing number of offices and schools. More importantly, the rising number of people working in the creative industry, such as product designers and architects, who consume a large number of non-paper stationery tools to make sketches or images contribute significantly to the development of this industry.

In order to enhance Indonesia's export performance of non-paper stationery products, the Government of Indonesia, through the Ministry of Trade, encourages local exporters to produce and send products with the highest demands in the world. Based on the data from the International Trade Centre (ITC) in 2014, the much sought products were:

the annual report, other potential markets for this commodity are the countries located in Eastern Europe such as Hungary. PT Solo Murni is the first Indonesian company that successfully penetrated the Hungarian market. The company's success is expected to motivate and spur other companies to enter the Eastern European markets.

PT Solo Murni, selling products under the "Kiky" brand, has undergone excellent negotiation and cooperation with Cardex Európa Kft, one of primary companies in Hungary for stationery sector. The Indonesian company also has cooperation with other world's players, and has approximately 2,000 retailers. Thus, by building trade relationship with this company, the products imported from Indonesia can be distributed to all areas in Hungary. Furthermore, since Cardex Európa Kft also carries out export

### **World's Highest Demand of Stationary Non Paper Products (2014)**

Ball point pens (HS 960810)	Typewriter or similar ribbons, prepared for giving impressions (HS 961210)	Felt tipped and other porous-tipped pens and markers (HS 960820)	Pencils and crayons, with leads encased in a rigid sheath, nes (HS 960910)
Slates & board, with writing or drawing surfaces, whether or not framed (HS 961000)	Duplicate stylus; pen/pencil holder; parts of pens, markers, pencils, nes (HS 960899)	Pastels, drawing charcoal, writing or drawing chalks & tailor's chalks (HS 960990)	Fountain pens, stylograph pens and other pens (HS 960830)
Devices for printing or embossing labels, hand-operated (HS 961100)		Propelling or sliding pencils (HS 960840)	

Source: ITC calculations based on UN COMTRADE statistics

Furthermore, the Indonesian Ministry of Trade also intensifies the existence of its representatives abroad consisting of Trade Attachés and the Indonesia Trade Promotion Centers (ITPCs). According to

activities to its neighboring countries such as the Czech Republic, Finland, Croatia, Poland, and Italy, then it is very likely that Indonesian products can be re-exported to other European countries as well.

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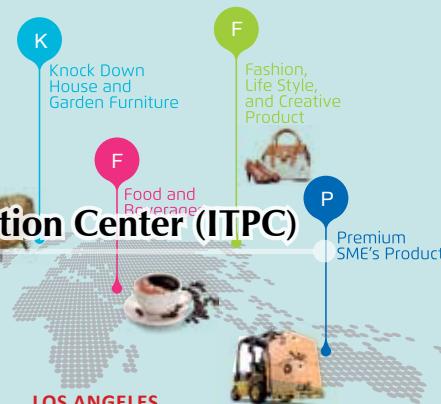
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