Sanur Bali, 4 August 2010 – Both central government and regional government were serious in arranging and maintaining the existence of traditional markets. Government would keep doing the revitalization of traditional markets to make them still existing and having attraction power to enable them competing among the intensive growth of modern markets. One of actual evidences of regional government’s commitment to support the dynamics and economic activity in its area was the official announcement of Sindu Market, Sanur Denpasar as one of market revitalization programs in Denpasar city today.
“Traditional markets must be revitalized so their existence would not fade out by the intensity growth of modern markets. Therefore, traditional market physics and management must be re-arranged, and the regional government’s role is highly need to accelerate the revitalization process”, said the Trade minister Mari Elka Pangestu after officially announcing Sindu Market.

Such regional government’s roles were among others exerting alternative funding sources for the empowerment of traditional markets to improve the competency of merchants and management of traditional markets. Regional government should prioritize the change to get business place for traditional market merchants already existing before the renovation or relocation. The regional government should also be active in evaluating the management of traditional markets and kept developing traditional markets to be able to synergize with modern markets.

Furthermore, the Trade minister said that the existence of traditional markets as the center of economic activity was still needed by the people. Traditional markets constitute one of the most actual indicators of people economic activity in a region, therefore the government
paid a significant attention on the existence of traditional markets as one of public facilities that supported the people’s economic activity which pertained also to the public living needs.

The revitalization of Sindu Market was one of the development programs for Denpasar city through Denpasar Kreatif program with a view of excellent cultures in a balance towards harmony. Various kinds of trading at Sindu market had become a living identity of Sanur people complete with daily needs, art market, garment and toys counters up to night culinary known as ‘pasar senggol’. As a shopping center managed in modern way, Sindu market became the identity which drove creative industry of its people to synergize with tourism industry, furthermore the presence of Sindu market became an excellence capable of being a magnet for foreign tourists destination to stop by at Sanur.

After officially announcing Sindu Market, the Trade Minister then conducted an on-site monitoring at Sindu Market to check the supply and progress of staple foods towards the National religious celebration day (HBKN) of 2010 especially the fasting month and Lebaran day. The market visit in the context of monitoring the
availability, distribution and progress of people’s staple foods both in the center and regions intensively would be done during fasting month until Lebaran day.

The implementation of Cheap market in Jakarta.

In the meantime, on today it was also held the activity of cheap market towards the fasting month and Ied’ Fitr of 2010 in Koja urban-village, DKI Jakarta. Towards the fasting month and Lebaran, beside of doing the monitoring intensively on prices and availability of staple foods in the center and regions, the Trade Ministry also prepared a series of cheap market implementation in cooperation with related instances and associations/entrepreneurs in their respective working area.

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For further information, please communicate with:

Robert James Bintaryo
Head of Public Relation of the Ministry of Trade

Phone/Fax: 021-23528446/021-23528456
Email: pusathumas@depdag.go.id
Gunaryo

Secretary of Directorate General of Domestic Trade of the Ministry of Trade

Phone/Fax: 021-235285316

Email: sesditjen-pdn@depdag.go.id