Indonesian Decorative Lighting

Enlighten the World

MINISTRY OF TRADE OF THE REPUBLIC OF INDONESIA
Indonesian Decorative Lighting

"Indonesian Lighting:
Enlighten the World"

Is developed as part of national efforts to create mutual beneficial economic cooperation and partnership between Indonesia and world communities.

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Cetakan Pertama
Introduction

The Trade Research and Development Agency is making continuous attempt to collect, analyze and present information on various products manufactured in Indonesia through printed media, and at this point, we proudly present information on the lighting industry and product of Indonesia.

This product profile gives picturesque information about lighting and products as well as creative industry of Indonesia. The Lighting traders and lighting designers dedicate their expertise and craftsmanship for the lighting trade development. Their works and creativities have contributed and given big influence to the industry in the country.

The reader will enjoy reading the historical development of Indonesian Lighting, starting from the traditional mining activities in several provinces. More interestingly, the reader will have imaginary journey to different provinces around the country and get the knowledge on Indonesian Lighting.

Besides, it will give a picture on Indonesian Lighting products produced by the potential national manufacturers, ranging from small and medium sizes. The industries have been developing and would be boosted up to enter international markets. Supporting data will be presented to figure out Lighting product development.

We hope that the readers will find this book informative and enjoyable.

Head of Trade Research and Development Agency (TREDA)
Blessed with variety of culture, Indonesia has transformed to be a country full of imagination. Everything starts from an idea or concept in mind then translate it into something and it is all about Indonesian craftsmen. Light can transform moods. Indoor lighting complements different moods, feelings and every-day shades, practically telling the art of living. Indonesia is a country full of color and style, from traditional to modern. This is the advantage of this beautiful country where so many inspirations can come across from everywhere in our lives.

With shades of light, the ambience can change from special to occasional and even extravagant, and create magic with special effects. Using decorative lighting is another way of enhancing the beauty and character of the house. The skill of Indonesian craftsmen is undoubtable. They all are great people who creates great art work. Lamp is not an ordinary lamp because the craftsmen creates is beautifully into a masterpiece. Some get it hereditary as part of the culture from our ancestor. Some get it as the effect of business development. Whatever it is, it still originally made by Indonesian craftsmen.
Indonesian Decorative Lighting
# CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIGHT CREATES MOOD</td>
</tr>
<tr>
<td>3</td>
<td>INDONESIAN DECORATIVE LIGHTING TRUE WORKS OF ART</td>
</tr>
<tr>
<td>17</td>
<td>CENTER OF DECORATIVE LIGHTING INDUSTRY</td>
</tr>
<tr>
<td>22</td>
<td>GOVERNMENT &amp; THE DECORATIVE LIGHTING INDUSTRY</td>
</tr>
<tr>
<td>25</td>
<td>INDONESIAN LIGHTING IN WORLD TRADE</td>
</tr>
</tbody>
</table>
Why do we need light? Why do we want light?

Aside from the obvious answer that 80% of the information we have is acquired through the eyes, our sense of sight is essential because it can influence our heart, our minds, and our souls better than our other senses.

People look up to the sky and see that great ball of light called the sun. Ancient people worshiped it as the giver of life, the controller of fate and the power that cast evils away. They worshiped around sacred fires at temples. And they bring a small piece of fire to their home to give them warmth and a feeling of security in the dark, cold nights that came to befall them. But even after the days turned hot and our meals were cooked, people still kept a bit of fire in the form of torches or candles or lamps to keep our surrounding bright and built windows and openings in our walls and roofs to bring natural lights in. Our relationship to light has grown beyond the basic physical needs of seeing and heating, but also involve our feelings, our aesthetics, our minds, our dreams, our existence.

And in this modern age, an entire industry has developed to provide us with more than just a simple ray of light, but a whole experience that take us to a different level of existence. The lighting industry of today is amazing in its ability to combine nature, creativity and technology to the human experience. Indonesia, long famous for its natural resources and creative people, is ideal for this industry to develop.

And as the pages in this book shows ...... that industry has developed. And the lighting experience that comes with it is magical.
Natural materials are frequently used in the making of creative lighting products in Indonesia. Its earth is rich with metal ores, stones and minerals. Wood, fibers, shells, feathers, and all sorts of organic materials are plentiful. And yet, this wealth of resource does not lead to wasteful production, because Indonesian craftsmen are ingenious in their way of processing ordinary waste to become luxury items.

Bamboo

Bamboo can easily be found in Indonesia, and therefore one of the most common Indonesian handicrafts is made from bamboo. Many beautiful home furnishing is made from high quality bamboo, including lamps. Although originally traditional and rural in style, many of the products that reach the homes of the higher class of societies have more modern design. These bamboo lamps can be found in Jakarta, Bogor, Yogyakarta, Kediri, Jombang and many other places in Indonesia.
Coconut Petals

The palm tree is an icon of a tropical island paradise. And naturally, palm trees can be found all over Indonesia. Many lower income villagers use coconut bract or spathe for cooking fuel, but in the creative hands of the Indonesian craftsmen, they become good raw material for decorative lamp. One of these lamps is known as "mancung" lamp. "Mancung" refer to this covering of the coconut flowers. It is not clear who is the first craftsmen who created these mancung lamps, but now they can be found in many coastal cities where palm trees is available, such as in Pecuk Village of Tulungagung, East Java or in Bantul, Yogyakarta.

Rattan

Rattan is always enticing to explore, a natural material that the tropics and subtropics countries are familiar with. As the world’s largest source of raw rattan materials, Indonesians have for a long time use rattan for various purposes. Most modern usage, though, is for furniture, including lamps that are both useful and fascinatingly beautiful. Natural rattan is flexible enough to bend and weave, yet strong and durable, and the most important of all, it can be fashionably combined with other materials, such as leather, iron, sea-grass, water hyacinth, and many more. Creativity in design has brought forth high-quality products.

Seashell Lamps

Whole seashells or parts of sea shells have been used as jewelry or as other forms of adornment since prehistoric times. The vast oceans and beaches that surround Indonesia is an inspiration for many craftsmen to create beauty from this great blue world.

Small pieces of colored and iridescent shell have been used to create mosaics and inlays. Large numbers of whole seashells, arranged to form patterns. Each sea shell lamp is uniquely handcrafted. All the seashells are individually hand placed by the craftsmen making no two lamps exactly alike. A love for the sea was the compelling drive for the design of this creation.
Initially the shell width is selected, then cleaned, then put into the oven and given a mixture of certain chemicals that are hard shells become soft and easily shaped and cut to the desired pattern. At the finishing stage, the shells will be given a layer (coating), so it looked shiny and hard.

The sea shells are thoroughly cleaned and sprayed to deepen their natural beauty and luster. The union of art and beauty make seashell lamps exclusive artworks that will enhance any home. Big manufacturing companies focused on making product from sea shells can be found in Cirebon and Sulawesi.
Copper and Brass Lamps

Copper and brass are the two metals suitable and interesting to make various handicrafts like the vase, hanging lamps, wall hangings and so on. Colors and durable materials make people more like copper and brass handicrafts than other materials. Various creations can be made with copper and brass materials.

Copper is one of the few metals to occur naturally as an un-compounded mineral. Copper is 100% recyclable without any loss of quality whether in a raw state or contained in a manufactured product. Copper was known to some of the oldest civilizations on record, and has a history of use that is at least 10,000 years old.

Boyolali District of Central Java is very famous for its brass and copper handicrafts. The production center is located in Cepogo, a village known for its craft as well as being a district for handicraft tourism. There are many galleries displaying handicrafts of brass and copper. Home-based manufacturing industries such as Asta Kriya, Metal Furnicraft, AA Art Gallery and many others have their workshops here. Their skills are outstanding and their product is magnificent. Their lineage can be traced back a few centuries to the early days of Mataram Kingdom in southern Central Java.

Brass handicraft-making process is quite long and through several stages of processes as well. In producing good quality of copper handicraft, we need a good quality of coating in the finishing process or commonly called finishing clear coating. Copper lamp is a low maintenance lamp, it doesn’t need further treatment, it will remain the same time after time.

Art Glass Lamps

Studio glass or glass sculpture is the modern use of glass as an artistic medium to produce sculptures or two-dimensional artworks. As a decorative and functional medium, glass was extensively developed in Egypt and Assyria, brought to the fore by the Romans (who spread glassblowing, invented by the Phoenicians), and includes among its greatest triumphs European cathedral stained glass windows. The glass objects created are intended to make a sculptural or decorative statement.
There are many ways to create and decorate a piece of art from glass. Specific approaches include working glass at room temperature cold working, stained glass, working glass in a torch flame (lampworking), glass bead making, glass casting, glass fusing, and, most notably, glass blowing. To disguise the intense electric light, lampshades were used in colored glass.

Company that produces art glass lamp can be found easily in Bali. One of the companies that focus in making glass lamp is Kiky Ragil and Aurabali, establishes in Denpasar. Bali the company has been engaged in providing amazing glass lamps for domestic and international market. Kiky concentrates in making floor lamp only, while Aurabali creates more variety of art glass lamps. Aurabali’s products are ranging from candle holder, table lamp, floor lamp and many more. In addition to Bali, producer of art glass lamp can also be found in Yogyakarta and Surabaya.

There are 6 types of art glass based on how this beautiful artwork is done:

**Blown Glass**

Blown glass, where a glassblower works at a furnace full of molten glass using metal rods and hand tools to blow and shape almost any form of glass, is one of the older and more popular ways to work. Most large hollow pieces are made this way, and it allows the artist to be improvisational as they create their work as it is very hands on.

**Flame-worked glass**

Another type is flame-worked glass, which uses torches and kilns in its production. The artist generally works at a bench using rods and tubes of glass, shaping with hand tools to create their work. Many forms can be achieved this way with little investment into money and space. Though the art is somewhat limited in size, a greater level of detail can be achieved with this technique.

**Cast glass**

Cast glass can be done at the furnace, at the torch or in a kiln. Generally the artist makes a mold out of refractory, sand, or plaster and silica which can be filled with either clear glass or colored or patterned glass, depending on the techniques and effects desired. Large scale sculpture is usually created this way. Commonly used for under-cabinet lighting or future lights installation in modern house.
**Slumped glass**

Slumped glass and fused glass is similar to cast glass, but it is not done at as high a temperature. Usually the glass is only heated enough to impress a shape or a texture onto the piece, or to stick several pieces of glass together without glue.

**Stained glass**

With stained glass the artist cuts the glass into specific patterns to make their artwork which are stuck together using lead came and solder. They can also use hot techniques in a kiln to create texture, patterns, or change the overall shape of the glass. Stained glass can be used for glass lantern just like the Middle East type of lantern.

**Etched glass**

Etched glass is created by dipping glass that has an acid resistant pattern applied to its surface into an acid solution. Also an artist can engrave it by hand using wheels. Sandblasting can create a similar effect.
Paper Lantern

People may call it lantern, art lamp or maybe paper lamp, but as an interior and exterior decoration lantern is essential to fulfill the intention of romantic and exotic atmosphere. Tiang Jaler is one of the existing companies that focus in making paper lantern. They produce hand-crafted goods with the best material to made high quality lamps for customers. Tiang Jaler was founded in year 2002 in Bandung, West Java. Bandung is one of the exotic Old City and center of fashion in Indonesia where the talented, creative and innovative young people gathered. Tiang Jaler is one of the young communities that see a lot of potential ‘art’ product, which can be developed using local resources. And the result is beautiful, stylish and extraordinary design of paper lanterns.

Paper lanterns are common in China and Japan, and similarly, in Chinatowns, where they are often hung outside of businesses to attract attention. In Japan the traditional styles include bonbori and chochin and there is a special style of lettering called chochin moji used to write on them. Paper lanterns come in various shapes and sizes, as well as various methods of construction. The simplest
form is simply a paper bag with a candle placed inside, although more complicated lanterns consist of a collapsible bamboo or metal frame of hoops, covered with tough paper.

In Indonesia there are some home industries in that focus in making paper lantern, their product has very good quality and has been used in special ornament in 5 stars hotel and exported to major Asian countries. The most famous paper lantern industries located in Jl. Ir. H. Juanda, Malang, East Java. There are plenty of shops and workshops in this area working on paper lantern. This is the production center of lantern craft. In this production center there were once the giant lantern or the biggest lantern ever made in Indonesia. It proves that they ready to compete in international market to make any kind of paper lantern in various shapes and sizes.

Paper lanterns can be classified into 5 distinct classes:
1. The Baby’s Bottom is the miniature class, often used in modern times with Christmas lights.
2. The second class is the Rolling Paper, the tall, cylindrical lanterns often associated with restaurants and bars.
3. The third class is the Tomato Light also known as Big Red; the classic round mid-size lantern.
4. The fourth class is the Crystal Magic; the variously-shaped geometric lamps constructed of many square and triangular panes.
5. The last is known as Buddha’s Gastronomy; the large and extra large lanterns used to decorate temples and for show at festivals.

Ceramic & Stone Lantern

Ceramic lantern is another creative pottery product. It is very easy to make and, therefore, easily found in every city in Indonesia. This type of lantern is usually for outdoor decorative purpose. Ceramic lantern is another option of buying stone lantern. Lantern made from stone (batu candi) is usually expensive and another choice is buying the ceramic lantern. Both of them give natural impression. Home industry that makes this ceramic lantern can be seen along the Magelang-Yogyakarta route or Bantul and Sleman, to be specific.

Alabaster is a natural stone which has special characteristics of being transparent. Alabaster is widely known for its beautiful markings and its uniqueness, as well as issuing a very romantic soft illumination. Not many people know that Indonesia also has beautiful alabaster. Alabaster is more commonly known as onyx. Yellowish alabaster is primarily chosen for their beautiful markings and translucency. The
stone is handpicked and then cut to size before it is shaped and polished. The center of the cylinder is then milled out from the bottom so that the cylinder walls are thin enough to become translucent. This process is done so that a bulb may be placed inside the stone allowing the alabaster to be illuminated when desired.

Related to its making, alabaster is more expensive than ordinary glass-made lamps. However, the price of alabaster is accompanied with the state of art design, offering matchless value in each alabaster and satisfaction for its beauty. There is one company that focus in making decorative lamp using alabaster, the name of company is the same with the stone; it is Alabaster Lighting and located in Bali.

Crystal Lamps

Crystal lamp is identical with chandelier type of lamp. From the 15th century, more complex forms of chandeliers based on ring or crown designs began to become popular decorative features, found in palaces and homes of the nobility, clergy and merchant class. Neoclassical motifs became an increasingly common element, mostly in cast metals but also in carved and gilded wood. Developments in glassmaking in the 18th century allowed the cheaper production of lead crystal. The light-scattering properties of this highly refractive glass quickly became a popular addition to the form, leading to the crystal chandelier.

Like it is stated before that crystal lamp first used in Europe, crystal lamp in Indonesia was once introduced by the Dutch long time ago. Only certain companies produce crystal lamp because the market is niche and the price itself is quite expensive. Alabaster Lighting from Bali differentiate themselves with other lamp producers in term of design and the quality of the products. In addition to producing onyx lamp, it also produces crystal lamp. Each product is carefully designed so it is unique, exclusive and not a mass product.

Fiberglass Lamp

Fiberglass (also called glass fiber) is a material made from extremely fine fibers of glass. It is used as a reinforcing agent for many polymer products; the resulting composite material, properly known as fiber-reinforced polymer (FRP) or glass-reinforced plastic (GRP), is called “fiberglass” in popular usage. Fiberglass lamp can be found in many lamp manufactures in Indonesia, it has become common material for lamp.

Glassmakers throughout history have experimented with glass fibers, but mass manufacture of fiberglass was only made possible with the invention of finer ma-
chine tooling. What is commonly known as “fiberglass” today, however, was invented in 1938 by Russell Games Slayter of Owens-Corning as a material to be used as insulation. It is marketed under the trade name Fiberglass, which has become a genericized trademark. A somewhat similar, but more expensive technology used for applications requiring very high strength and low weight is the use of carbon fiber.

Glass-reinforced plastic (GRP) is a composite material or fiber-reinforced plastic made of a plastic reinforced by fine glass fibers. Like graphite-reinforced plastic, the composite material is commonly referred to by the name of its reinforcing fibers (fiberglass). Thermosetting plastics are normally used for GRP production—most often unsaturated polyester, but vinyl ester or epoxy are also used. Traditionally, styrene monomer was used as a reactive diluent in the resin formulation giving the resin a characteristic odor. More recently alternatives have been developed. The glass can be in the form of a chopped strand mat (CSM) or a woven fabric. Uses for regular fiberglass include many type of decorative lighting.

In Indonesia there are plenty of home industries making decorative lamp using fiberglass (either fiberglass or GRP) but usually instead of using fiberglass alone the craftsmen combine it with other materials like sea shells, stones etc. Fiberglass lamp from Indonesia is well received in countries in North America, Eastern Europe, Asia, and Western Europe.

Resin

Resin is a hydrocarbon secretion of many plants, particularly coniferous trees. It is valued for its chemical properties and associated uses, such as the production of varnishes, adhesives, and food glazing agents; as an important source of raw materials for organic synthesis; and as constituents of incense and perfume. In perfumery such products are often termed “ambered”, based on fossilized resins being the source of the gemstone amber. Resins are also a material in nail polish.

The hard transparent resins, such as the copals, dammars, mastic and sandarac, are principally used for varnishes and cement, while the softer odoriferous oleo-resins (frankincense, elemi, turpentine, copaiba) and gum resins containing essential oils) are more largely used for therapeutic purposes and incense. Resin in the form of rosin is applied to the bows of stringed instruments (e.g. violin, etc) because of its quality for adding friction to the hair. Ballet dancers may apply crushed rosin to their shoes to increase grip on a slippery floor.

Unique quality lamp & wall decoration made from resin are available in various
shape such as ball, egg, bottle, square, cylinder, silhouette, oval, half oval, pyramid, animal & others.

Lampshade

A lampshade is a fixture that covers the light bulb on a lamp to diffuse the light it emits. Conical, cylindrical and other forms on floor-, desk- or table top-mounted as well as suspended lamp models are the most common and are made in a wide range of materials. The term can also apply to the glass hung under many designs of ceiling lamp. Beyond its practical purpose, significant emphasis is also usually given to its decorative and aesthetic features.

In the late 17th-century in Paris the first public lanterns made their appearance in the centre of the streets. They lit the road during the night. In 1763, the réverbères made their appearance. The first public oil lamps in Milan, financed by revenues from a lottery, date from 1785. These were lanterns containing an oil lamp with a number of wicks. A semi-spherical reflector above the flame projected the light downwards, while another reflector, slightly concave and near the flame, served to direct the light latterly.

Lampshade used in floor lamp or table lamp can be classified in two type:

1. Fabrics; such as silk or cotton. This type of lampshade need to be washed in periodical time
2. Non fabrics; can be cast glass, resin, bamboo or other natural material.
Wrought Iron Chandeliers

Wrought iron is an iron alloy with a very low carbon content in comparison to steel, and has fibrous inclusions, known as slag. This is what gives it a “grain” resembling wood, which is visible when it is etched or bent to the point of failure. Wrought iron is tough, malleable, ductile and easily welded. Historically, it was known as “commercially pure iron”, however it no longer qualifies because current standards for commercially pure iron require a carbon content of less than 0.008 wt%.

Before the development of effective methods of steelmaking and the availability of large quantities of steel, wrought iron was the most common form of malleable iron. Wrought iron has been used for many centuries, and is the “iron” that is referred to throughout Western history. The other form of iron, cast iron, was not introduced into Western Europe until the 15th century; even then, due to its brittleness, it could only be used for a limited number of purposes. Throughout much of the Middle Ages iron was produced by the direct reduction of ore in manually operated bloomeries, although waterpower had begun to be employed by 1104.

One application is furniture. It is also used to make home decor items such as baker’s racks, wine racks, pot racks, etageres, table bases, desks, gates, beds, candle holders, curtain rods, and not forget lighting product. Premium quality wrought iron lamp is manufactured in Boyolali, Central java.
The national economy of Indonesia faced hard times in a decade ago. The impact of a worldwide recession contributed to a drop in the country’s foreign exchange reserve. The handicrafts-based sector of small-scale industry continued to expand, including lighting product created by home industries. This may be due in part to the fact that the handicraft-based sector is particularly important to the poor as a supplemental source of income generation.

With 80% of the population in rural areas engaged in the agricultural sector, small-scale enterprises are ideally suited to supplement income and employment at the household level. Small-scale enterprises do not require a high level of education or complex technology. They are labor-intensive and do not depend on large capital investments. Because of these advantages, about 75% of the present labor force is absorbed by small-scale household industries. The government has recognized the importance of the small-scale sector and since the mid-1970s has promoted a number of innovative schemes to encourage further development of this sector.

Most of the traditional villages in Indonesia are a handicraft center, which is a special attraction to bring tourists from abroad. Many of handicrafts domestic production, as well as decorative lighting product has led Indonesian craftsmen skilled in making handicrafts, but the problems that arise until now is marketing techniques. Indonesian craftsmen still lost in terms of marketing and how to run good marketing techniques in order to compete with products from other crafts.
Art is believed as an aspect that can give human being psychological satisfaction and materials. This is the fact that where the area have developed art there have better life standard and more communicative in the sense of diversity relation. Small-scale enterprises can be vulnerable to the whims of the market, particularly when they are specialized and only produce one product or work with one type of raw material. Craftsmen need to be able to adapt to changes and diversify their activities to meet changing market demands. Lamp crafts or lighting home industry in Indonesia is able to do this by recognizing new demands and implementing new designs to meet them.

But the most favored artists are of the carving, painting, gold and silver, and batik. Some of them built their small shops or art galleries to host the guest during their visit to their village. With the assistant of tour agencies the artists could fully expose their works both at their place of work or through etalages belong to the big shops or private collectors. It was really a promising stage for Balinese, Javanese, Kaltimantan and even Asmat artisans. One can see various Indonesian ethnic arts being exposed at the places frequently visited by the tourists. The artists from central Java for example got a great favor from the development of Bali which could expose their works such as batik, garments, woodworks, gold and silver works, basketry, and others.

**Riau Islands**

Riau Islands (Kepulauan Riau) is an archipelagic province that has been blessed with full of God’s compassion. It is located near the Straits of Malacca, one of the busiest waterways in the world with huge shipping activities, and borders directly with Singapore and Malaysia, two important business hubs of the Asia Pacific. One of the islands in the province is Batam. It has special development zone status and one of the country’s most industrious regions. Riau Islands also has unlimited investment potential in trade and industry, mining, tourism, agriculture, livestock breeding, and aquaculture. And as tables in the next section shows, Riau Islands has significant amount of export of lighting products.

**DKI Jakarta**

The national capital of Jakarta is the most industrious and developed area in the country and enjoy high standard of living. It can also be said that Jakarta is the main gate to the outside world. The city is the home of various media enterprises, galleries, trade promotion centers and exhibition halls, shopping malls and distribution centers, small and large companies, large numbers of affluent residents, and also of many creative talents, such as industrial designers, artists, architects, interior designers and movie makers that can add positively to the lighting industry. They are the consumers as well as the middle-men in the trade of decorative lighting products. They are also the brain behind various product
designs and commercial venture that drives the industry. As the table in later section will show, Jakarta exports millions of dollars worth of goods annually.

**West Java**

Surrounding Jakarta is the Province of West Java, a populous and a highly developed region. It has a large number of manufacturing operations, universities and research institutes, and well developed infrastructure. Its large factories are efficient and world-class, but its small and medium business sector is also a source of pride and economic power, as the following story will show.

Sugih Mukti Cooperative (Koperasi Sugih Mukti /KSM) is a producer of decorative lighting products. Its history can’t be separated from Kamaludin’s role as founder and chairman of the cooperative management since its establishment. Kamaludin is a pioneer of decorative light handicraft in the area around Babakan Ciparay, Bandung. The year between 1967 and 1978 were difficult times for him. As a worker, his income is barely enough for food and basic necessities. The situation encouraged him to improve living standards.

Finally in 1978, armed with steel determination and a set of useful experience, Kamaludin try to make decorative lights on his own and sell them to neighbors. Some of those neighbors got attracted and decided to bring those products to the entire city of Bandung, selling them from door to door. In 1979, orders began to flow in. Kamaludin recruits local people, particularly orphans, creating small enterprises. Seeing Kamaludin’s success, neighbors were inspired to study and try to make decorative lighting product. Then on August 31, 1981, the craftsmen agreed to form a cooperative named “Sugih Mukti” with Mr Kamaludin as the head. Members not only come from the local village, but also from the regions like Cipatat and Ciwidey, etc. KSM first export was to the Netherlands in 1987 in one full container.

Good management and creative designs led to growth. In April 1987, KSM won an award from the BID (Business Initiative Direction / International Gold Star for Quality) from Madrid, Spain. In October 1987, Indonesian Ministry of Industry further support them by taking the group to participate in study visits to Japan. KSM’s achievement is recognized by the Upakarti Award from the State. And in 1991, KSM was formally appointed as business partners for small industries and artisans in iron working.

Another decorative lighting product in West Java is gentur lantern. Gentur lanterns are made of hand-crafted brass with colored glass. They are colorful and uniquely designed, distinctive and elegant. The lanterns have been exported abroad in large quantities. Gentur lantern is quite famous as a folk craft in Cianjur. The manufacturers are located in the Village District of Warungkondang Jambudipa or about 7 km with a distance of 20-minute journey from the City of Cianjur.
Central Java

North of Yogyakarta is the Province of Central Java. The province is many times larger and populous than Yogyakarta and also has the capacity to produce world-class decorative lighting products. Although less visited by tourists or ordinary business travelers, Central Java is also the location of Surakarta, the cousin and, at times, rival court, to the Yogyakarta Sultanate. Similar to the case of Yogyakarta, this heritage is carried over to the modern age as industrious and creative characters of its people.

Production centers are more dispersed and specialized in Central Java. Boyolali, in its southern part, for example, is strong in handcrafted brass, copper and metal-workings. While northern coastal district of Jepara is world famous with its furniture and brilliant wood-carvings. The City of Solo, the seat of the Surakarta Kings, is a hub of creativity and also of many factories. The provincial capital of Semarang is a cosmopolitan and modern city that also serves as a commercial hub for the whole province. Through Tanjung Mas port in Semarang, ships bring goods to many parts of Indonesia and the world.

Yogyakarta

Yogyakarta is a city and province with outstanding historical and cultural heritage. For many centuries Yogyakarta or the region around it (in southern Central Java) was the cultural and imperial centre of the Javanese, including the Kingdom of Mataram, the last of those great kingdoms. The magnificent Budhist temple Borobudur and other ancient temples and structures are located in this area. Even now the kraton (the sultan’s palace) exists in its real functions as a cultural and political center, as well as point of interest of many tourists and scholars.

Just like any other imperial center, Yogyakarta is rich with artisans and designers. They managed to transform themselves from maker of goods for the imperial and social elites to the manufacturer of goods for the world of international commerce. Today, there are plenty of manufacturers of a variety of floor lamps and table lamps in the area. Materials used include natural ones like bamboo, wood, banana stem, and fibers or processed materials like paper, metal and plastic. Most of the designs incorporate traditional styles, but with modifications to suit international tastes. Quality-wise, the craftsmen still maintain their proud heritage as trusted suppliers to royal households. Their workshops and galleries are located within the City of Yogyakarta or the nearby districts of Bantul, Sleman, etc.
Kalimantan

Bali is mostly famous as a tourist heaven because of its scenic landscape, unique cultural heritage, hospitality of its inhabitants, and good quality of life. The interaction of its millions skillful populace and the various visitors has create a remarkable business environment. Many artists and craftsmen have come to Bali to live and work. With ideas, skills and opportunities, Bali becomes a leader in decorative lighting products.

Most workshops and craftsmen of decorative lighting products reside in Gianyar district, while galleries and shops are spread in every corner of the island, especially its southern part where most of the hotels and resorts are located. Tourists and business travelers passing through the island can find all sorts of beautiful lamps and lanterns. If one would want to order in bulk or need a specific technical requirement or prefer to purchase a one of a kind design, highly creative designers and efficient contract manufacturing operations are easily accessible. They can provide clients with the best solution.

Bali

Kalimantan

Biggest Total Export Value From Kalimantan

<table>
<thead>
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<th>HS</th>
<th>Description</th>
<th>Province</th>
<th>Export Destination</th>
<th>Total Export Value 2004-2009 in US$ (Thousands)</th>
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</tr>
<tr>
<td>9405109000</td>
<td>Oth chandeliers&amp;oth elec ceiling / wall light.fitting,exc.of apublic spac.light</td>
<td>South Kalimantan</td>
<td>South Korea</td>
<td>16,320</td>
</tr>
<tr>
<td>9405501900</td>
<td>Oth. non elect. lamps&amp;flighting fittings</td>
<td>West Kalimantan</td>
<td>Japan</td>
<td>13,688</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics of Indonesia
The government is working to boost Indonesia’s creative industries by supporting both promotion and financial facilitation to improve the sectors contribution to the national economy.

Financial Support

It recognized the critical role that small-scale industries play in providing widespread employment and generating income as studies showed that 75% of the total labour force was employed in this sector. To back up these policy decisions a number of credit facilities and support institutions were created to help craftsmen and entrepreneurs start up small-scale manufacturing units. Among these are:

1. The government facilitates creative industries access to financing through partnerships with financial institutions. It is proven by Rp.15.5 trillion provided from five state-owned banks for small and medium enterprises including those in lighting small medium enterprise, not to forget that this effort supported by State-Owned Enterprises Minister

2. The “Kredit Investasi Kecil” or Small Investment Credit policy which aims at helping small-scale or household industries to obtain credit from the The duration of the credit is 10 years including a 4-year grace period

3. Along with the Small Investment Credit, a permanent working capital credit fund “Kredit Modal Kerja Permanent” was also made available for the sector. The duration of the credit is three years including a one year grace period. This fund aims at providing small-scale firms with working capital to expand their production as well as their income.

4. Government provided funds approximately Rp16 trillion for the National Program for Society Empowerment or Program Nasional Pemberdayaan Masyarakat Mandiri (PNPM Mandiri) in 2010. PNPM soft loans to help Indonesians run a new business or develop their current business. This program began in 2004 and is still running.
Promotion Support

Indonesian Minister of Trade Mari Elka Pangestu said that the government would help small and medium enterprises (SMEs) of the creative industry by supporting the promotion of, expanding market access for and promoting improvements in the quality of creative products. Among these are:

1. A number of regional institutions were established such as the "Unit Pelaksanaan Teknis" (UPT) such as Technical Assistance Unit in Jepara, with the intention of extending training and technology to craftsmen.

2. National Council of Handicraft Industries was set up. The Chairman of the Council at the national level is the Vice-President’s wife. This council has branches in the provinces. At the provincial level the board is headed by the Governor’s wife. The Board’s tasks are as follows:
   a. to improve the skill of crafts persons;
   b. to develop regional handicraft potential;
   c. to give guidance to the small-scale entrepreneurs in order to improve the marketing techniques and the quality of the products;
   d. to advertise handicraft goods;
   e. to promote the creativity and skill of crafts-persons in the production of handicraft goods; and,
   f. to accommodate the exchange of ideas and information among craftspersons as well as between the traders and the government regarding the problems they face.

3. The development of the Jakarta International Handicraft Trade Fair also known as INACRAFT, constitutes one of the supporting factors of the development of the Indonesian handicraft Industry. The industry has contributed 30 % to the growth of national economy. Moreover, INACRAFT has been recognized to be a national representative platform for promoting and launching a product, especially handicraft. INACRAFT has been held every year in the month of April since 1999 – 2009

4. ITPC, shorts for Indonesian Trade Promotion Center is a non profit Government Organization under the supervision of the National Agency for Export Development (NAFED). Both institutions are part of the global trade network abroad supervised by the Indonesian Ministry of Trade, with a common goal to enhance the export of Indonesian products throughout the world. Facing the rapid growth of the global economy, especially in a very competitive environment, ITPC is expected to bridge and connect the potential traders between countries.
Indonesian Decorative Lighting
Exporting to the World

Marketing opportunities Indonesian lighting products in overseas markets is still quite large. World product trends that re-use of natural materials has given Indonesia great chance to win the market because most of Indonesian products using environmentally friendly materials.

World biggest demand of lighting product still concentrated in Electric table, desk, bedside or floor-standing lamps (HS 940520) followed by Chandeliers & Other Electric Ceiling or Wall Lighting Fittings (HS 940510). The summary can be seen from the table below.

Top Categories of Lighting Export based on Harmonized Systems (HS)

<table>
<thead>
<tr>
<th>HS</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9405209090</td>
<td>Other electric table, desk</td>
</tr>
<tr>
<td>9405109000</td>
<td>Other chandeliers &amp; other electronic ceiling/wall lighting fitting, exc.of a public spac.light</td>
</tr>
<tr>
<td>9405919000</td>
<td>Parts of glass of other lamps</td>
</tr>
<tr>
<td>9405509012</td>
<td>Lamp shades of textile materials</td>
</tr>
<tr>
<td>9405509012</td>
<td>Oil lamps of other base metal, or of wood</td>
</tr>
<tr>
<td>9405509013</td>
<td>Oil lamps of plastic, stone, ceramic,- glass</td>
</tr>
<tr>
<td>9405405000</td>
<td>Street lamps/lanterns</td>
</tr>
<tr>
<td>9405509019</td>
<td>Other oil lamp of plastic</td>
</tr>
<tr>
<td>9405929000</td>
<td>Parts of plastics for other lamps</td>
</tr>
<tr>
<td>9405509011</td>
<td>Oil lamps of brass, used for religious rites</td>
</tr>
<tr>
<td>9405501900</td>
<td>Other non electronic Lamps &amp; lighting fittings</td>
</tr>
<tr>
<td>9405406000</td>
<td>Other exterior lighting, other than street lamps/lanterns</td>
</tr>
<tr>
<td>9405300000</td>
<td>Lighting sets of a kind used for christmas trees</td>
</tr>
<tr>
<td>9405501100</td>
<td>Non electronic lamps &amp; lighting fittings - of brass, for religious rites</td>
</tr>
<tr>
<td>9405914000</td>
<td>Glass globes and chimneys for other lamps</td>
</tr>
<tr>
<td>9405209010</td>
<td>Electric table of spotlights</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics of Indonesia
Indonesia Exit Point to International Market

Indonesia is an archipelago where two-thirds of its territory is water and is located at a strategic location at the intersection of world trade routes. Therefore, the role of ports in supporting economic growth and social mobility and trade in this region is very large. Ports are important factors for the government in managing the country’s economy.

The international airports in large cities also provide their own advantage in world trade. It makes the trading activity faster and reaches more countries and cities in the world for its export destination. Though Indonesia has many production centers spotted in many cities. Most of them are concentrated in 5 provinces as the exit point to International market.

DKI Jakarta

Jakarta as the capital of Indonesia has been famous for its trading activity. Established in the 4th century, the city became an important trading port for the Kingdom of Sunda. It was formerly known as Sunda Kelapa (397–1527), Jayakarta (1527–1619), Batavia (1619–1942), and Jakarta (1942–1972). One of the reasons for Jakarta remains as the most important trading city until today is because it has Indonesia largest international port and airport.

Major Country of Export Destination from Jakarta

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Japan</td>
<td>51,241</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>13,799</td>
</tr>
<tr>
<td>3</td>
<td>Singapore</td>
<td>6,072</td>
</tr>
<tr>
<td>4</td>
<td>Hong Kong</td>
<td>3,194</td>
</tr>
<tr>
<td>5</td>
<td>China</td>
<td>2,347</td>
</tr>
<tr>
<td>6</td>
<td>Vietnam</td>
<td>2,319</td>
</tr>
<tr>
<td>7</td>
<td>Saudi Arabia</td>
<td>1,321</td>
</tr>
<tr>
<td>8</td>
<td>UAE</td>
<td>1,320</td>
</tr>
<tr>
<td>9</td>
<td>Germany</td>
<td>1,181</td>
</tr>
<tr>
<td>10</td>
<td>Australia</td>
<td>1,015</td>
</tr>
<tr>
<td>11</td>
<td>Malaysia</td>
<td>590</td>
</tr>
<tr>
<td>12</td>
<td>Phillipines</td>
<td>541</td>
</tr>
<tr>
<td>13</td>
<td>Thailand</td>
<td>471</td>
</tr>
<tr>
<td>14</td>
<td>Taiwan</td>
<td>371</td>
</tr>
<tr>
<td>15</td>
<td>Sweden</td>
<td>364</td>
</tr>
<tr>
<td>14</td>
<td>Maldives</td>
<td>327</td>
</tr>
<tr>
<td>15</td>
<td>India</td>
<td>316</td>
</tr>
<tr>
<td>16</td>
<td>Netherlands</td>
<td>316</td>
</tr>
<tr>
<td>17</td>
<td>Nepal</td>
<td>290</td>
</tr>
<tr>
<td>18</td>
<td>France</td>
<td>277</td>
</tr>
<tr>
<td>19</td>
<td>Pakistan</td>
<td>271</td>
</tr>
<tr>
<td>20</td>
<td>United Kingdom</td>
<td>240</td>
</tr>
<tr>
<td>21</td>
<td>Italy</td>
<td>235</td>
</tr>
<tr>
<td>22</td>
<td>Panama</td>
<td>202</td>
</tr>
<tr>
<td>23</td>
<td>Austria</td>
<td>181</td>
</tr>
<tr>
<td>24</td>
<td>Spain</td>
<td>177</td>
</tr>
<tr>
<td>25</td>
<td>Kenya</td>
<td>177</td>
</tr>
<tr>
<td></td>
<td>Other Countries</td>
<td>1,813</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>90,968</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics of Indonesia
Japan is the major client for Jakarta with more than 50% of all the value exported. The value peaked in 2007. Although demand from Japan decreased in 2008, the total export value in 2008 was increasing. This is because in 2008 there are new demands coming from Nepal, Thailand, Malaysia and other countries.
Japan demand was decreasing in 2008 but the total export value in 2008 is increasing. This is because in 2008 there are new demand coming from Nepal, Thailand, Malaysia and other countries. The number has been ordered by those countries are not significant compare to Japan but it contributes a lot increasing the number of export value from Jakarta.

Indonesia may lost Japan but hopefully with more effort Indonesia can acquired more buyer from other country.

**Lighting Category by Harmonize System (HS) Exported from Jakarta**

<table>
<thead>
<tr>
<th>No.</th>
<th>HS</th>
<th>Description</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9405209090</td>
<td>Oth. elect. table, desk</td>
<td>64,480</td>
</tr>
<tr>
<td>2</td>
<td>9405300000</td>
<td>Lighting sets of a kind used for christmas trees</td>
<td>17,637</td>
</tr>
<tr>
<td>3</td>
<td>9405109000</td>
<td>Oth chandeliers&amp;oth elec ceiling/wall light.fitting.exc.of apublic spac.light</td>
<td>5,828</td>
</tr>
<tr>
<td>4</td>
<td>9405405000</td>
<td>Street lamps/lanterns</td>
<td>1,996</td>
</tr>
<tr>
<td>5</td>
<td>9405991000</td>
<td>Lampshades of textile materials</td>
<td>314</td>
</tr>
<tr>
<td>6</td>
<td>9405929000</td>
<td>Parts of plastics for other lamps</td>
<td>179</td>
</tr>
<tr>
<td>7</td>
<td>9405919000</td>
<td>Parts of glass of other lamps</td>
<td>175</td>
</tr>
<tr>
<td>8</td>
<td>9405501900</td>
<td>Oth. non elect. lamps&amp;lighting fittings</td>
<td>118</td>
</tr>
<tr>
<td>9</td>
<td>9405509019</td>
<td>Other oil lamp of plastic</td>
<td>103</td>
</tr>
<tr>
<td>10</td>
<td>9405406000</td>
<td>Other exterior lighting, other than street lamps/lanterns</td>
<td>55</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics Indonesia
Riau Island

The biggest buyer from Riau Islands is Singapore. This is unsurprisingly because Singapore is the nearest country from Riau Islands. Unlike other exit points, the major products exported from Riau Island is Street Lamp or Lantern (HS 9405405000) followed by Parts of Glass for Other Lamps (HS 9405919000). This two products are mostly mass manufactured product.

Major Country of Export Destination from Kepulauan Riau

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singapore</td>
<td>15,942</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>8,462</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>1,498</td>
</tr>
<tr>
<td>4</td>
<td>Mexico</td>
<td>491</td>
</tr>
<tr>
<td>5</td>
<td>UAE</td>
<td>439</td>
</tr>
<tr>
<td>6</td>
<td>United Kingdom</td>
<td>414</td>
</tr>
<tr>
<td>7</td>
<td>Spain</td>
<td>347</td>
</tr>
<tr>
<td>8</td>
<td>Australia</td>
<td>324</td>
</tr>
<tr>
<td>9</td>
<td>Canada</td>
<td>226</td>
</tr>
<tr>
<td>10</td>
<td>France</td>
<td>224</td>
</tr>
<tr>
<td>11</td>
<td>Other Countries</td>
<td>607</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>28,974</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics Indonesia

Top Ten Category of Lighting Export from Riau Islands (2004-2009)

<table>
<thead>
<tr>
<th>No.</th>
<th>HS</th>
<th>Description</th>
<th>Export Value 2004-2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9405405000</td>
<td>Street lamps/lanterns</td>
<td>13,919</td>
</tr>
<tr>
<td>2</td>
<td>9405919000</td>
<td>Parts of glass of other lamps</td>
<td>10,307</td>
</tr>
<tr>
<td>3</td>
<td>9405929000</td>
<td>Parts of plastics for other lamps</td>
<td>3,378</td>
</tr>
<tr>
<td>4</td>
<td>9405209009</td>
<td>Oth. elect. table, desk</td>
<td>533</td>
</tr>
<tr>
<td>5</td>
<td>940509019</td>
<td>Other oil lamp of plastic</td>
<td>527</td>
</tr>
<tr>
<td>6</td>
<td>9405109000</td>
<td>Oth. chandeliers &amp; oth elec ceiling/wall light.</td>
<td>127</td>
</tr>
<tr>
<td>7</td>
<td>940591000</td>
<td>Lampshades of textile materials</td>
<td>97</td>
</tr>
<tr>
<td>8</td>
<td>9405501900</td>
<td>Oth. non elect. lamps &amp; lighting fittings</td>
<td>46</td>
</tr>
<tr>
<td>9</td>
<td>9405406000</td>
<td>Other exterior lighting, other than street lamps/lanterns</td>
<td>22</td>
</tr>
<tr>
<td>10</td>
<td>9405300000</td>
<td>Lighting sets of a kind used for christmas trees</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics Indonesia
Central Java

In Central Java, the main port is Semarang, the provincial capital of Semarang has one of Indonesia’s main port. Semarang and Solo (another major city) has international airports. Similar with Riau Islands, street lamp and lantern is the mainstay from Central Java.

Major Export Destination from Central Java in 2004-2009

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Belgium</td>
<td>2,193</td>
</tr>
<tr>
<td>2</td>
<td>Japan</td>
<td>1,946</td>
</tr>
<tr>
<td>3</td>
<td>Italy</td>
<td>221</td>
</tr>
<tr>
<td>4</td>
<td>USA</td>
<td>161</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>114</td>
</tr>
<tr>
<td>6</td>
<td>Other Countries</td>
<td>732</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>5,367</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics Indonesia

Top Ten Category of Lighting Export from Central Java (2004-2009)

<table>
<thead>
<tr>
<th>No.</th>
<th>HS</th>
<th>Description</th>
<th>Export Value 2004-2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9405405000</td>
<td>Street lamps/lanterns</td>
<td>2,205</td>
</tr>
<tr>
<td>2</td>
<td>9405109000</td>
<td>Oth. chandeliers&amp;oth. elec ceiling/wall light,fitting,exc.of public space light</td>
<td>1,625</td>
</tr>
<tr>
<td>3</td>
<td>9405501900</td>
<td>Oth. non elect. lamps&amp;fitting fittings</td>
<td>515</td>
</tr>
<tr>
<td>4</td>
<td>9405209090</td>
<td>Oth. elect. table, desk</td>
<td>511</td>
</tr>
<tr>
<td>5</td>
<td>9405501100</td>
<td>Non elect. lamps&amp;fitting fittings - of brass, for religious rites</td>
<td>247</td>
</tr>
<tr>
<td>6</td>
<td>9405509012</td>
<td>Oil lamps of other base materials,or of wood</td>
<td>110</td>
</tr>
<tr>
<td>7</td>
<td>9405919000</td>
<td>Parts of glass of other lamps</td>
<td>97</td>
</tr>
<tr>
<td>8</td>
<td>9405991000</td>
<td>Lampshades of textile materials</td>
<td>37</td>
</tr>
<tr>
<td>9</td>
<td>9405509013</td>
<td>Oil lamps of plast, stone, ceramic,- glass</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>9405509011</td>
<td>Oil lamps of brass, used for relig. rites</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics Indonesia
Major Export Destination from East Java (2004-2009)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singapore</td>
<td>610</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>570</td>
</tr>
<tr>
<td>3</td>
<td>France</td>
<td>543</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>363</td>
</tr>
<tr>
<td>5</td>
<td>Australia</td>
<td>241</td>
</tr>
<tr>
<td>6</td>
<td>Netherland</td>
<td>240</td>
</tr>
<tr>
<td>7</td>
<td>Hong Kong</td>
<td>237</td>
</tr>
<tr>
<td>8</td>
<td>Philippines</td>
<td>233</td>
</tr>
<tr>
<td>9</td>
<td>United Kingdom</td>
<td>206</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>185</td>
</tr>
<tr>
<td>11</td>
<td>Other Countries</td>
<td>1,442</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>4,870</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics Indonesia


<table>
<thead>
<tr>
<th>No.</th>
<th>HS</th>
<th>Description</th>
<th>Export Value 2004-2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9405209090</td>
<td>Oth. elect. table, desk</td>
<td>1,660</td>
</tr>
<tr>
<td>2</td>
<td>9405501900</td>
<td>Oth. non elect. lamps&amp;flighting fittings</td>
<td>959</td>
</tr>
<tr>
<td>3</td>
<td>9405109000</td>
<td>Oth chandeliers&amp;oth elec ceiling/wall light.fitting,exc.of apublic spac.light</td>
<td>855</td>
</tr>
<tr>
<td>4</td>
<td>9405509012</td>
<td>Oil lamps of other base metal,or of wood</td>
<td>383</td>
</tr>
<tr>
<td>5</td>
<td>9405405000</td>
<td>Street lamps/lanterns</td>
<td>239</td>
</tr>
<tr>
<td>6</td>
<td>9405509013</td>
<td>Oil lamps of plast, stone, ceramic,- glass</td>
<td>221</td>
</tr>
<tr>
<td>7</td>
<td>9405991000</td>
<td>Lampshades of textile materials</td>
<td>145</td>
</tr>
<tr>
<td>8</td>
<td>9405929000</td>
<td>Parts of plastics for other lamps</td>
<td>145</td>
</tr>
<tr>
<td>9</td>
<td>9405509019</td>
<td>Other oil lamp of plastic</td>
<td>110</td>
</tr>
<tr>
<td>10</td>
<td>9405509011</td>
<td>Oil lamps of brass, used for relig.rites</td>
<td>106</td>
</tr>
</tbody>
</table>

Source: BPS-Statistics Indonesia
Bali

With Balinese people’s creativity and aesthetics, it is no wonder that Bali becomes a fertile ground for certain industries. Ceremonial attires lead to a developed garment and textile industry; statues, offerings, and paintings intended for the worship of the gods lead to extensive arts and crafts industry, silver and gold jewelry, and art galleries, from home based to sophisticated and modern facilities.

Bali is the showcase for most of Lighting product. As a tourism area, Bali has its own strengths to attract more buyers. Many companies in Bali provide services to merchandising operations of global luxury brands or retailing networks.

Major Country of Export Destination from Bali

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>73</td>
</tr>
<tr>
<td>2</td>
<td>Italy</td>
<td>70</td>
</tr>
<tr>
<td>3</td>
<td>Australia</td>
<td>63</td>
</tr>
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<td>13</td>
<td>Other countries</td>
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<td>TOTAL</td>
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<td>582</td>
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Source: BPS-Statistics Indonesia


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<tr>
<th>No.</th>
<th>HS</th>
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<th>Export Value 2004-2009</th>
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<td>1</td>
<td>9405209090</td>
<td>Oth. elect table, desk</td>
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<tr>
<td>3</td>
<td>9405109000</td>
<td>Oth chandeliers &amp; oth elec ceiling/wall light fitting, exc of apublic spac light</td>
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<td>4</td>
<td>940509012</td>
<td>Oil lamps of other base metal, or of wood</td>
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<td>5</td>
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<td>Street lamps/lanterns</td>
<td>239</td>
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<td>6</td>
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<td>Lampshades of textile materials</td>
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<td>Parts of plastics for other lamps</td>
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<td>10</td>
<td>9405509011</td>
<td>Oil lamps of brass, used for relig rites</td>
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Source: BPS-Statistics Indonesia
Lighting Category by Harmonize System (HS) Exported from Bali

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<th>Description</th>
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<td>4</td>
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<td>5</td>
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<td>Other exterior lighting, other than street lamps/lanterns</td>
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<td>6</td>
<td>9405509013</td>
<td>Oil lamps of plast, stone, ceramic;- glass</td>
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<td>7</td>
<td>9405509012</td>
<td>Oil lamps of other base metal,or of wood</td>
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<tr>
<td>8</td>
<td>9405929000</td>
<td>Parts of plastics for other lamps</td>
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<td>9</td>
<td>9405209010</td>
<td>Elect. table of spotlights</td>
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<td>10</td>
<td>9405509011</td>
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<td>11</td>
<td>9405405000</td>
<td>Street lamps/lanterns</td>
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<td>12</td>
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<td>14</td>
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<td>Glass globes and chimneys for other lamps</td>
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<td>16</td>
<td>9405509019</td>
<td>Other oil lamp of plastic</td>
<td>1.376</td>
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Source: BPS-Statistics Indonesia
Indonesian Decorative Lighting
INDONESIAN TRADE ATTACHES

Australia
Indonesian Embassy
8, Darwin Avenue,
Yarralumla, Canberra Australia A.C.T. 2600
T: (61-02) - 62508654
F: (61-02) - 62730757
atdag-aus@depdag.go.id
www.kbri-canberra.org.au

Belgium
Indonesian Mission to the European Union
Boulevard de la Woluwe 38
Brussels, Belgium 1200
T: (322) - 7790915
F: (322) - 7728190
atdag-blx@depdag.go.id

Canada
Indonesian Embassy
55 Parkdale Avenue,
Ottawa, Ontario, Canada 1KY - 1E5
T: (613) - 7241100
F: (613) - 7241105, 7244959
atdag-can@depdag.go.id
commerce@indonesia-ottawa.org
www.indonesia-ottawa.org

Denmark
Indonesian Embassy
Orehoj Alle 1, 2900
Hellerup, Copenhagen, Denmark
T: (45) - 39624422
F: (45) - 39624483
atdag-dnk@depdag.go.id

Egypt
Indonesian Embassy
8, Tobias Asserlaan
The Hague, Netherlands 2517 KC
T: (31) - 310 8115
F: (31) - 364 3331
atdag-nld@depdag.go.id

France
Indonesian Embassy
47-49, Rue Cortambert
Paris, France 75116
T: (33-1) - 450302760 ext. 418, 45044872
F: (33-1) - 45045032
atdag-fra@depdag.go.id

Germany
Indonesian Embassy
Lehter Strasse 16-17
D-10557 Berlin, Germany 10557
T: (49-30) - 4780700
F: (49-30) - 47807209
atdag-deu@depdag.go.id

India
Indonesian Embassy
50-A Chanakyapuri
New Delhi, India 110021
T: (09-111) - 6114100
F: (09-111) - 6885460, 6886763
atdag-ind@depdag.go.id

Italy
Indonesian Embassy
Via Campania, 55
Rome Italia 00187
T: (39-06) - 4200911, 4200916
F: (39-06) - 4880280, 42010428
atdag-ita@depdag.go.id

Japan
Indonesian Embassy
5-2-9, Higashi Gotanda Shinagawa-ku
Tokyo, Japan 1410022
T: (81-3) - 34414201, 34470596
F: (81-3) - 34471697
atdag-jpn@depdag.go.id
www.indonesian_embassy.or.jp

Malaysia
Indonesian Embassy
No. 233 Jalan Tun Razak
Kuala Lumpur, Malaysia 50400
T: (60-3) - 21164000, 21164067
F: (60-3) - 21167908, 21494807
atdag-mys@depdag.go.id
www.kbrikl.org.my

Netherlands
Indonesian Embassy
8 Tobias Asserlaan
The Hague, Netherlands 2517 KC
T: (31-70) - 310 8115
F: (31-70) - 364 3331
atdag-nld@depdag.go.id

People’s Republic of China
Indonesian Embassy
No. 4 Chaoyang District, Beijing, China 100600
T: (86-1) - 65324748 -65325488-3014
F: (86-1) - 65325368
atdag-chn@depdag.go.id

Philippines
Indonesian Embassy
185, Salcedo Street
Legaspi Village, Makati City, Metro Manila
T: (63-2) - 8925748, 8674192
F: (63-2) - 8925878, 8674192
atdag-phi@depdag.go.id

Russia
Indonesian Embassy
Apt. 76, Entr. 3 Korovy val 7
Moscow Russia 117049
T: (7-495) - 2385261
F: (7-495) - 2385261
atdag-rus@depdag.go.id

Saudi Arabia
Indonesian Embassy
Riyadh Diplomatic Quarter P.O. Box 94343
Riyadh, Saudi Arabia 11693
T: (966-1) - 4882800, 488211 ext 120
F: (966-1) - 4882966
atdag-sau@depdag.go.id

Singapore
Indonesian Embassy
7 Chatsworth Road
Singapore 249761
T: (65) - 67357420, 68395458
F: (65) - 67357037, 67352027
atdag-sgp@depdag.go.id

South Korea
Indonesian Embassy
55, Yoido-dong Young
Deung po-Ku Seoul Korea Selatan
T: (82-2) - 7835371-2, 7827750
F: (82-2) - 7804280, 7837750
atdag-kor@depdag.go.id

Spain
Indonesian Embassy
65, Calle de Agastia
Madrid, Spain 28043
T: (34-91) - 4130294
F: (34-91) - 4157792
atdag-esp@depdag.go.id

Switzerland
Indonesian Mission on The United Nations And Other International Organizations
16, Rue de Saint Jean Geneva Switzerland 1203
T: (41-22) - 3455733
F: (41-22) - 3383397
atdag-che@depdag.go.id

Thailand
Indonesian Embassy
600-602 Pitchburi Road, Rajhevi P.O.Box 1318
Bangkok, Thailand 10400
T: (66-2) - 2551264
F: (66-2) - 2551264, 2551267
atdag-tha@depdag.go.id

United Kingdom
Indonesian Embassy
38 Grosvenor Square
London, England W1K2HW
T: (44-20) - 7209613, 74997881
F: (44-20) - 74957022
atdag-gbr@depdag.go.id

United States of America
Indonesian Embassy
2020 Massachusetts Avenue, N.W.
Washington DC, USA 20036
T: (1-202) - 7755350, 7755200 ext 350
F: (1-202) - 7755354, 7755385
atdag-usa@depdag.go.id
www.inatrade-use.org
Indonesian Decorative Lighting

Indonesian Economic and Trade Office

United Arab Emirates
Indonesian Consulate General Villa No. 1 Community 322/2A Al Hubaida P.O. Box 73759 Dubai UAE T: (971-4) 3985666, 3985103 F: (971-4) 23980804

Hong Kong
Indonesian General Consulate 127-129 Leighton Road, 6-8 Keswick Street Causeway Bay Hong Kong T: (852) - 28904421 - 28902481 F: (852) - 28950139 kondag-hkg@depdag.go.id

Taiwan
Indonesian Economic and Trade Office to Taipei Twinhead Bld 6F No. 550 Rui Goang Road elhu District Taipei Taiwan 114 (886-2)-87526170 (886-2)-87423706 kakdei-twn@depdag.go.id http://kdei-taipei.org
Selected Exporter for Decorative Lamp

AA Art Galery
Tumang Tegalrejo Rt.02 Rw.09  Cepogo, Boyolali, Central Java.
Tel  : 62 812 25 444 111
Website : tembagakuningan.com
Contact Person: Ari Prihatini
Primary materials: metal

Alabaster Lighting
Komplek Istana Kuta Galeria, Blok Valet I No.9, Jl. Patih Jelantik, Bali-Kuta
Tel  : 62 361 701 888
Fax  : 62 361 705 015
Website : www.alabasterlighting-bali.com
Email : info@alabasterlighting-bali.com, alabaster60@yahoo.com
Primary materials: stone

Aryasena
Griyan no. 86 Baturan Solo 57171, Central Java
Tel  : 62 276 323 294, 62 81 567 00496
Fax  : 62 276 323 294
Website : aryasena.com
Primary materials: natural

Asta Kriya
Tumang krajan Rt 05/14, Cepogo, Boyolali 57362, Jawa Tengah
Tel  : 62 276 323 294, 62 81 567 00496
Fax  : 62 276 323 294
Website : asta-kriya.com
Email : info@asta-kriya.com
Contact Person: Mansur Muhammad
Primary materials: metal

Aura Bali Craft
Jl. Raya Dalung - Abianbase No. 95, Br. Kaja, Ds. Dalung, Kc. Kuta Utara, Badung, Bali
Tel  : 62 361 864 0323
Fax  : 62 361 439 663
Email : info@aurabalicraft.com
Contact Person: Nyoman Yurdiana
Primary materials: glass

Bima Amanta
Jl. Tluki 283 Badran, Kotabarat-Surakarta, Central Java 57142
Tel  : 62 271 716 869, 62 817 946 6869
Fax  : 62 271 716 869
Contact Person: Ali Sjaifullah
Primary materials: glass

Dijaya Unilight Asia
Jl. By Pass Ngurah Rai No. 888, Tuban, Bali
Tel  : 62 361 701 888
Fax  : 62 361 705 015
Website : www.dualighting.com
Email :customercare@dualighting.com
Primary materials: natural

Harumi Lamp Shades
Contact Person: Harumi Awen
Jl. Bakung No. 58 Kesiman Kertelangu Denpasar, Bali
Tel  : 62 361 860 6061, 62 878 613 11370
Fax  : 62 361 829 970
Website : www.indonetwork.co.id/HarumiLamp-Shades
Primary materials: fiber/resin

Indraprasta Handycraft
Jl. R. Dewi Sartika No. 14 , Sumber-Cirebon, West Java 45611
Tel  : 62 231 493 6370, 62 81 324 669 182
Fax  : 62 231 493 6370
Website : indraprasta.viviti.com
Contact Person: R Herman
Primary materials: fiber/metal/natural

InSenso
Jl. Tangkuban Perahu, Br. Padang Sumbu-Kaja, Denpasar, Bali
Website : insenso@bali.com
Contact Person: Roberto Tenace
Primary materials: fiber/metal/natural

Jakarta Junction
JL Meranti 1 /26, East Jakarta 13950
Tel: 62 21 4800 253
Website : www.jakartajunction.cc.cc
Email : irfan.suleri@gmail.com
Contact Person: Irfan Suleri
Primary materials: fiber/metal/natural

Joenda Shop
Jl. Ir. H. Juanda 5/12, Malang 65127, East Java
Tel  : 62 878 597 69 007
Email : dendydwi@gmail.com
Contact Person: Dendy Dwi Sukmawan
Primary materials: paper lantern

Jogja Lampion
Pedak Baru, Banguntapan, Bantul, Yogyakarta 55181
Tel  : 62 274 9300 187
Fax  : 62 274 589 266
Email : jogjalampion@yahoo.com
Primary materials: paper lantern

Kampoeng Lampion
Jl. Ir. H. Juanda – Jodipan, Malang 65127, East Java
Tel  : 62 341 998 7211, 62 341 927 6372, 62 819 453 78954, 62 857 360 09736
Website : kampoenglampion.wordpress.com
Contact Person: August Sujianto
Primary materials: paper lantern

Kanterang Art
Jogorlan Lor, Tirtonirmolo, Kasihan, Bantul, 55181,
Tel  : 62 815 798 3370
Contact Person: Piloyo
Primary materials: natural

Kemarin Hari Ini
1200 C Jl. Raya Basangkasa, Legian Utara, Kuta, Bali
Tel  : 62 818 559 861
Fax  : 62 361 730508
Email : guni@eksadata.com
Contact Person: Parlin
Primary materials: Glass

Kikly Ragil Collection
Jl. Perum Dalung Campuan Asri VI, Blok VI 31, Denpasar – Bali
Website : craft.indo.com/vendor/kiky_ragil_collection.html
Contact Person: Rizky Wihadi
Primary materials: glass
<table>
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<tr>
<th>Name</th>
<th>Address</th>
<th>Contact Person</th>
<th>Tel</th>
<th>Fax</th>
<th>Email</th>
<th>Website</th>
<th>Primary materials</th>
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<tr>
<td>Multi Dewata</td>
<td>Jl. Raya Kerobokan No. 49, Banjar Taman – Kerobokan</td>
<td>Astuti</td>
<td>62 361 858 6494, 62 361 733 033</td>
<td></td>
<td><a href="mailto:info@liocollection.com">info@liocollection.com</a>, <a href="mailto:contact@liocollected.com">contact@liocollected.com</a></td>
<td><a href="http://www.liocollection.com">www.liocollection.com</a></td>
<td>fiber/metal/natural</td>
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<tr>
<td>Multi Dimensi Shell Craft</td>
<td>Banjar Palliatan, Tegalalang, Gianyar, Bali</td>
<td>Jaime Taguba</td>
<td>62 231 484 603, 62 811 242 996</td>
<td></td>
<td><a href="mailto:j_taguba@yahoo.com">j_taguba@yahoo.com</a></td>
<td><a href="http://www.liocollection.com">www.liocollection.com</a></td>
<td>natural</td>
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<td>Nayaka Design</td>
<td>Sorogenen, RT 6 RW 28, Ambarketawang, Gamping, Sleman 55294, Yogyakarta</td>
<td>Aris Subiyanto</td>
<td>62 815 688 5679, 62 815 688 5679</td>
<td></td>
<td>nayakadesign.blogspot.com</td>
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<td>natural</td>
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<tr>
<td>Niel &amp; Dodo Lamp Art</td>
<td>Jl. Tegalalang, Banjar Sapat, Ubud, Bali</td>
<td>Sunarto &amp; Sunarin</td>
<td>62 818 056 8002</td>
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<td><a href="mailto:niel_dodolamp@yahoo.co.id">niel_dodolamp@yahoo.co.id</a></td>
<td><a href="mailto:niel_dodolamp@yahoo.co.id">niel_dodolamp@yahoo.co.id</a></td>
<td>natural</td>
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<tr>
<td>Palem Crafts Jogja</td>
<td>Jl. KHA Dahlan No. 8 RT.09 / RW.03 Ngupasan, Gondornanan Yogyakarta 55122</td>
<td>Firda Nurul Aini</td>
<td>62 818 54 0805</td>
<td></td>
<td><a href="mailto:palemcraft@idola.net.id">palemcraft@idola.net.id</a></td>
<td><a href="http://www.palemcraft.com">www.palemcraft.com</a></td>
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<tr>
<td>Sanja &amp; Co</td>
<td>Jl. Raya Tegalalang, Banjar Sapat, Ubud, Bali</td>
<td>I Made Suardika</td>
<td>62 813 974 231, 62 813 384 6546</td>
<td></td>
<td><a href="mailto:tsanja@hotmail.com">tsanja@hotmail.com</a></td>
<td><a href="http://www.lunar.co.id">www.lunar.co.id</a></td>
<td>natural</td>
</tr>
<tr>
<td>Uni Antique Lampu Gentur</td>
<td>Jl.Kp.Gentur Rt.03 Rw 06 Ds jambu Dipa Warung Kondang, Cianjur 43261, Jawa Barat</td>
<td>I Made Suardika</td>
<td>62 857 5947 3692, 62 263 272 062</td>
<td></td>
<td><a href="mailto:timboel@timboel.co.id">timboel@timboel.co.id</a>, <a href="mailto:timboelcmco@hotmail.com">timboelcmco@hotmail.com</a></td>
<td><a href="http://www.timboel.co.id">www.timboel.co.id</a></td>
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</tr>
<tr>
<td>Timboel</td>
<td>Tito, Kasongan, Bangunjowo, Kasihan, Bantul, Yogyakarta</td>
<td>I Made Suardika</td>
<td>62 274 646 1426, 62 274 711 2537</td>
<td></td>
<td><a href="mailto:timboel@timboel.co.id">timboel@timboel.co.id</a>, <a href="mailto:timboelcmco@hotmail.com">timboelcmco@hotmail.com</a></td>
<td><a href="http://www.timboel.co.id">www.timboel.co.id</a></td>
<td>natural</td>
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</tbody>
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**Lio Collection**
Jl. Raya Kerobokan No. 02, Banjar Taman, Kuta, Bali  
Tel.: 62 361 730 255, 62 361 7800 942, Fax: 62 361 737 852  
Website: www.liocollection.com  
Email: info@liocollection.com, contact@liocollected.com  
Primary materials: fiber/metal/natural

**Lunar Cipta Kreasi**
Jl. Palagan Tentara Pelajar, KM 10.2 No. 45, Sleman, Yogyakarta 55581  
Tel.: 62 274 749 6523, 62 274 865 685  
Fax: 62 274 865 685  
Website: www.lunar.co.id  
Email: info@lunar.co.id, lunarkreasi@yahoo.com  
Primary materials: natural

**Mahayani Studio**
Contact Person: Widodo Utomo  
Perum. Griya Kencana I/ Ve/51-52, Driyorejo, Surabaya, East Java  
Tel.: 62 816 395 544  
Website: mahayaniartstudio.blogspot.com  
Email: widiwidoutomo@yahoo.com  
Primary materials: natural

**Mahogany Lamp**
Jl. Raya Kerobokan No. 87, Banjar Taman - Kerobokan Bali  
Tel.: 62 361 744 2994  
Fax: 62 361 725 145  
Email: mgk_bali@hotmail.com  
Contact Person: Sholihin  
Primary materials: natural

**Metal Furnicraft**
Tumang Gunungsari Rt.03, Rw.15, Cepogo, Boyolali 57362, Jawa Tengah  
Tel.: 62 276 32 3355, 62 813 292 25587  
Fax: 62 276 32 3355  
Website: www.sbmetalfurnicraft.com  
Email: kerajinan_tembaga@yahoo.com  
Contact Person: Irfan Rofik  
Primary materials: metal

**Metal Furnicraft**
Timboel  
Contact Person: Astuti  
Primary materials: fiber/metal/natural

**Wild Heritage**
Dj. Bougenville, Perumahan Roto Kenongo No. 3, Bantul, Yogyakarta  
Tel.: 62 858 788 6574  
Email: zen_craft83@yahoo.com, zencrechts@ymail.com  
Contact Person: Zaenal Ma’ruf  
Primary materials: natural

**Zen Craft**
Ds. Tirto RT 05 Kasongan Bangunjowo, Bantul 55181, Yogyakarta  
Tel.: 62 274 646 1426, 62 274 711 2537  
Fax: 62 274 370 542  
Website: www.sbmetalfurnicraft.com  
Email: kerajinan_tembaga@yahoo.com  
Contact Person: Zaenal Ma’ruf  
Primary materials: natural