Amlapura Timur Market and Art Craft Center
Precursor of New Tourist Destination

Karangasem, 14 January 2014 – The Minister of Trade Gita Wirjawan once again inaugurated a Traditional Market, today, Tuesday 14 January 2014. This time, the Minister of Trade inaugurated Amlapura Timur Market, which is located in Karangasem, Bali. The revitalization cost of this market amounted to IDR 49.88 billion comprising the specific allocation fund (National Budget) of the Ministry of Trade amounting to IDR 1 billion and funding from the Government Investment Center (PIP) amounting to IDR 49.87 billion.

This Amlapura Timur Market provides not only a place to sell basic commodities but also an adjacent building to be the craft center for gold, silver, statues, webbing, and batik, as well as a room for art performances.

Ministry of Trade for the past several years has committed to its work program to revitalize traditional markets in order to change their image, from being places that are dirty, messy, smelly, and barren into places that are clean, orderly, comfortable, and cool, as well as being more competitive in line with the growth of modern store, the Trade Minister explained.

During 2011 up to 2013, the Ministry of Trade has revitalized 461 market units by using the Co-administration Fund amounting to ± IDR 1.9 Trillion.

According to the Trade Minister, the Traditional Market Revitalization Program conducted by the Ministry of Trade through specific allocation fund and co-administration fund is also one of the efforts to stimulate the acceleration of regional development. With the economic growth in regions, it will strengthen the trade sector and enhance the competitiveness of the domestic market. This is very important in dealing with challenges and global competition, which is getting tighter.

Furthermore, the Minister of Trade underlined that the Ministry of Trade would coach and monitor the progress of the market revitalization. Particularly the traditional markets which are pilot projects so that they become the pride of the surrounding community. “We will continue to monitor the progress. However, the success of the market pilot program depends on the synergized cooperation of all stakeholders, the Central Government and Regional Governments as well as the market management, traders, and consumers. The transaction turnover in traditional market before and after revitalization increased by 57% on average,” the Minister added.

The Trade Minister said that the renovated markets should be well-maintained by the market users, particularly the traders and consumers. “If well-maintained, the market will bring a lot of benefits to the welfare of the surrounding community,” he explained.
Amlapura Timur Market in brief

Amlapura Timur Market on Gajah Mada Amlapura Street, which is the heart of Amlapura City, is vital to the surrounding society and has a prominent historical value to the development of trade activities in the surrounding region.

This market sells products from the trade and is one of the biggest markets owned by the Karangasem Regency with existing facilities in the form of kiosks, stands, and stalls managed by the local government.

With an area of around ± 5,000 m², Amlapura Market is owned by the Local Government of Karangasem Regency. The market has been totally renovated by using the loan from the Government Investment Center amounting to IDR 49.87 billion to the Karangasem regency Government, Province of Bali, to build the Amlapura Timur Market and Arts and Traditional Crafts Center, and IDR 1 billion from Specific Allocation Fund of the Ministry of Trade of the Republic of Indonesia.

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