Carrying Out the Nawa Cita Mandate,  
The Trade Minister Revitalizes 10 Ulu Pilot Market in Palembang

Palembang, 14 June 2015 – In accordance with the Nawa Cita mandate of Joko Widodo-Jusuf Kalla’s government to build and revitalize 5 thousand markets, today, Sunday (14/6), the Indonesian Minister of Trade, Rachmat Gobel inaugurated 10 Ulu Pilot Market in Palembang, South Sumatra.

In his opening remarks, the Trade Minister said that he Government would like to ensure the achievement of two main targets for every development of market infrastructure, namely to maintain the availability of food stock and the stability of staple goods prices.

“The Government continues to strive to ensure that prices of people’s staple goods remain stable and that the availability of stock is secure so that the economic wheel of the people in Palembang can develop even more,” explained the Trade Minister.

Before Ramadan and Eid al-Fitr, the Trade Minister asserted that conditions of people’s staple goods were secure and stable so that people can do their fasting without worry. “The government will not hesitate to take action against parties who obstruct logistics and distribution,” added the Trade Minister.

Ulu 10 Market is a pilot market in South Sumatra that was revitalized through the collaborative efforts of the Ministry of Trade and the Government of Palembang through the Ministry of Trade’s Co-administration Fund amounting to IDR 12 billion. This market will be one of the supporting facilities for the smooth distribution of goods, particularly staple goods for the people of Palembang.

According to the Trade Minister, the target for the market revitalization program is a market that is more than 25 years old; a market that was hit by fire, natural disaster, or conflict; a market in lagging regions; a market at the border; and a market in regions where trade facilities are lacking yet has huge potential for trade.

Besides repairing the physical aspect of the people’s market, the people’s market revitalization program that the Ministry of Trade is carrying out by way of the Special Allocations Fund and the Co-Administration Fund is meant to accelerate regional development.

“Regional economic growth will strengthen the trade sector and increase the competitiveness of the domestic market. This is important in dealing with the challenges of increasingly tightening global competition,” said the Trade Minister.
Furthermore, the Trade Minister emphasized that the Ministry of Trade will continue to monitor the developments of the market revitalization program, including at 10 Ulu Market. The success of the revitalization program of this market requires the cooperation and synergy of all stakeholders both the Central and Regional Government as well as market managers, traders, and consumers.

Up 70%

The performance evaluation results of 32 pilot markets that were revitalized have shown a significant increase in turnover, namely an average of 70% per year. The increase in turnover has shown that the revitalization program is useful to increase the income of traders in people’s markets, which comprise mostly of micro, small, and medium enterprises.

“For this revitalization, it is hoped that 10 Ulu Market can be used and maintained as best possible so that the business activity of the traders can sustainably develop so that it can increase the welfare of the people of Palembang,” asserted the Trade Minister.

Discount Market

During the same opportunity, Trade Minister Rachmat also visited and saw for himself the holding of discount markets at the courtyard of the Baiturrahman Mosque in Illir Barat 2, Palembang. The discount market was held as part of the preparations to face the coming of Ramadan 2015.

Staple goods that were sold in the discount markets include cooking oil, priced at IDR 10,500/liter (the average retail price is IDR 13,000/liter); granulated sugar, priced at IDR 10,000/kg (the average retail price is IDR 12,000/kg); and flour, priced at IDR 8,000/kg (the average retail price is IDR 8,800/kg). 1,000 staple food packages were also available as part of the collaboration with Bank Indonesia sold at 50% below market price. Besides that, there were various retailers participating and selling staple goods below market price.

“The Government hopes that discount markets like these can be a means to stabilize prices of staple goods so that people can have their needs met at prices that are affordable to low-income people,” said the Trade Minister.

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