



PRESS RELEASE

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Inaugurating the IDDC, the Trade Minister Promotes Diversification of Products to Increase Exports

Jakarta, 29 September 2016 – The Ministry of Trade continues to promote the diversification of value added and competitive products. These efforts were actualized with the opening of the Indonesia Design Development Center (IDDC) as the collaborative forum between entrepreneurs and designers. The Indonesian Minister of Trade, Enggartiasto Lukita, is adamant that the IDDC would be able to invent design based products with added value that are able to compete globally.

“The founding of the IDDC is the right step to create top design based products,” said Trade Minister Enggar during the official opening of the IDDC at the Indonesian Export Training and Education Center, Jakarta, today, Thursday (29/9).

The Ministry of Trade initiated the founding of the IDDC as the center for the development of export products with added value that are able to compete in the global market. Since 2014, this initiative has been supported by various Ministries/Institutions and Design Associations.

Several facilities available at the IDDC include a Design Library. Here, entrepreneurs can read various references about the development of design in the world. There is also Design Information with access to the stylus and euromonitor international websites. The IDDC also provides a Co-working Space and a meeting room that can be used for activities such as seminars and workshops.

Not only that, the IDDC also facilitated products with innovative designs to participate in Design Awards. In 2016, the IDDC sent two products to the Red Dot Design Award 2016 in Germany, namely the League running shoes and rattan chairs under the label Alvin-T by Alvin Tjitrowirjo.

The IDDC also facilitate products that have innovative design to participate in the Design Award. In 2016, the IDDC has sent two Indonesian products to the Red Dot Design Award 2016 in Germany for a League brand running shoes and rattan chair under the Alvin-T label by Alvin Tjitrowirjo.

The existence of the IDDC is expected to boost the emergence of local designers so that in the future it is hoped that big industries can synergize to empower local designers to create new products. *“Large industries can use local designers to create new products. Therefore, there would be many trusted local designers lifting Indonesia’s image as a country able to produce quality products with great design,”* added Enggar.

Design Clinic

Among the number of facilities available, the Design Clinic is the main program realized through the founding of the IDDC. Through this program, entrepreneurs can meet and consult about how to add value to their product and increase competitiveness through design development.

The facilities provided include a photo studio, laser cutter, 3D printer, and plotter has served entrepreneurs from various regions, whether they come directly to the IDDC or through online communication channels. The IDDC has been operational since early 2016.

“The development of design based products with added value and competitiveness has to become a continuously sustainable program which requires commitment from various related parties. That is why we are collaborating with Ministries/Institutions, academics, entrepreneurs, and associations to synergize and cooperate to develop the IDDC the advancement of the Indonesian economy,” the Trade Minister added.

The IDDC was built on ± 1.000 sqm of space located in the Export Training and Education Center building on Jalan S. Parman No. 112, Slipi, West Jakarta.

The IDDC at TEI 2016

Currently, the Ministry of Trade continues to revamp and perfect programs and facilities that are available. Besides that, the promotional events are an important measure to introduce this collaborative forum to the broad community so that it can be used for the development of the trade sector at the domestic and global scale

The Ministry of Trade will feature an IDDC Zone at the 31st TEI held on 12-16 October 2016 at the JIExpo, Jakarta. This zone will be present at Hall D showcasing SME products chosen through the Design Dispatch Service/DDS program.

The DDS is an active collaboration of various parties, namely the Ministry of Trade, the Regional Government, designers and entrepreneurs to create design based products that meet the demands of the export market.

Carrying the theme “Green Design”, implementation of the DDS program this year will involve 22 SMEs in 11 regions, namely Jambi, Purwakarta, Bogor, Kupang, Surabaya, Palangkaraya, Kota Gede, Medan, Sawah Lunto, Cilacap, dan Solo.

In each respective regions, the Ministry of Trade is collaborating with a designer that has been given the task to assist entrepreneurs from the selection of raw materials, the design of the product, the process of production, all the way until a final product can be produced and ready to be marketed. All the products produced through the DDS program will be market tested at TEI in Jakarta.

The DDS program was initiated in 2014 and have since produced products from the collaborative efforts of designers and entrepreneurs that have been released into the international market. One of these products is the *“lampu contong”*, the result of the collaborative effort of Harry Maulana (DDS Designer) and CV. Mekar Abadi, which succeeded in getting potential buyers from Australia and Ghana in 2015 and in 2016 managed to get a buyer from South Korea. As for others, furniture products by Abi Abdillah (DDS Designer) have obtained a trade contract with an American buyer. While participating in the Milan Design Week 2016, Abi’s products have obtained a license and was bought by Capellini, a prominent brand from Italy owned by Giulio Capellini to be showcased at the exhibition room in New York and Milan. This success shows that the works of Indonesian designers are as equally impressive as those by world-renowned designers from other countries of the world.

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