Mandatory Label Indonesian Language:

Government Efforts To Enhance Consumer Protection

Jakarta, October 1, 2010 - Starting today (1/10), all imported products (non food and non drugs) will be subject to liability in Indonesian language labeling. This is done to secure the rights of consumers to information that is clear, correct, honest and easy to understand about the condition and guarantee of the goods purchased under the Consumer Protection Law mandates.

Minister of Trade Mari Elka Pangestu said this is related to the implementation of Regulation of the Minister of Trade Number 22/M-DAG/PER/5/2010 concerning the Inclusion of Label On Goods, which is an improvement on the Regulation of the Minister of Trade Number 62/M-DAG/PER/12/2009.

Minister of Trade added that for domestic products is
implemented, on 1 September 2010, and for goods that have been circulating in the market, enforcement of the original date of December 21, 2011 to March 1, 2012.

"Goods label setting in the Indonesian language is also used for guidance and supervision effectiveness of consumer protection implementation. The guidance and supervision effectiveness is realized through a limited label arrangement with priority entry to a few specific types of products in stages, said Minister of Trade.

Labels load minimal description/explanation of goods and the identity of the businessman, while for goods related to health, safety, security and environment (K3L) must contain information about the symbol of danger, and caution statement or a clear warning.

Minister of Trade added that an important pillar of the Regulation of Minister of Trade is a matter of oversight to make it effective. "The process of monitoring has been initiated and carried out educative approach because this is a fundamental change that takes time. In the last month supervision is carried out gradually and continuously improved in both the port and in the domestic market, "said Minister of Trade.
In this supervision the Ministry of Trade in cooperation with relevant agencies towards the implementation of the provisions of the label began in October 2010 on a regular basis and involve Civil Servant Investigator of Consumer Protection (PPNS-PK) and Supervisory Officers of Goods and Services (PPBJ) both at central and regional levels.

Regulation of Minister of Trade Number 22/M-DAG/PER/5/2010 include non-food items which are divided into four groups, namely: for household electronics, telecommunications, and informatics; goods of building materials means, consumer goods for vehicles (spare parts and others), and other types of goods (footwear, finished leather material, etc.) with a total amount of goods around 103 products.

Settings in labeling in Indonesian language are applied to both for goods produced domestically and imported goods. For imported goods labeling is applied since the goods entering the customs area, while for the production of domestic goods labeling is applied when the goods will be circulated in the market.
"Certainly in the future we will continue to refine this Regulations of Minister of Trade by adding a list of HS products affected by the arrangement labeling mandatory thus range of goods products is increasingly wide. But for us this is a substantive step in the effort of consumer protection to complement the arrangement of food and medicine that has been done under the authority of the POM, "continued the Minister of Trade.

In order to socialize this Regulation of Ministry of Trade, the Ministry of Trade continues to socialize activities to both businessman and the government apparatus so that it can be understood and implemented properly. Until now, direct socialization has been done to the 1,657 businessman of KADIN / related associations, GABEL, Priority Line Company Association, APRINDO, GAIKINDO, GIAMM, Color Photocopiers Distributors Association, Association of Computer Indonesia, Indonesian Garment Employers Association, Indonesian Tire businessmen Association, JETRO, supply companies of Matahari Department Store and Hypermart, building Depot supplier company, Nike, Sony, Microsoft, Ace Hardware Group, and Sumitomo, Sole Agent Association of Heavy Equipment Indonesia (PAABI), Fiber Cement Manufacture Association (FICMA).
While socialization to the government apparatus has been carried out directly or indirectly to the 470 Office personnels in charge of trade among others in Medan, Batam, Pekanbaru, Bengkulu, Bandung, Semarang, Surabaya, Denpasar, Mataram, Pontianak, Manado, Gorontalo, Makassar, Kendari, and Ambon.

Socialization is also done through print and electronic media, a notice to employers through a number of 50,000 copies of leaflets in cooperation with Jasa Marga at the toll Tangerang, Bekasi Barat, and flyers through deliveryman delivering newspapers in Jabodetabek.

Position on 29 September 2010 entrepreneurs have filed the Certificate of Label Imprinting in Bahasa Indonesia (SKPLBI) of 1,044 entrepreneur and has been fully processed and issued the Certificate of Labeling as much as 958 or 91%, with details for the type of household electronic goods, telecommunications and informatics as much as 512 (426 for importer and 86 for producer), the type of the building means goods of 30 (18 for importers and 20 for producers), the type of motor vehicle consumer goods (spare parts and other) of 185 (127 for importers and 58 for producers), and other items as much as 223 (168 for importers and 58 for manufacturers).
In the regulations on this label, there are some exceptions. Minister of Trade Mari Pangestu said, "Exceptions obligation label inclusion in Indonesian language are given to producers, brand holder agents, which imports the goods for the purposes of the production process or as an auxiliary raw material. As for the general importer it also be given an exception as far as imported materials are sold directly to manufacturers as raw materials or auxiliary materials for production processes and should not be transferred or traded in the domestic market."

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