

## Expand Access of Indonesian Products, Trade Minister Leads Trade to Japan

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The Ministry of Trade continues to work to expand access to Indonesian products. Targeting the Japanese market, Trade Minister Enggartiasto Lukita will lead the Indonesian trade mission delegation to the Land of the Rising Sun on 28-30 November 2017.

"With this trade mission, Japan is expected to increase its commitment to provide more access to Indonesian products, especially food products, agricultural and fishery products, and skilled manpower services, such as nurses, carers and other skilled workers," said Minister Enggar. "In addition, it also opens opportunities for cooperation to push Indonesian products into the Japanese market through retail distribution system in Japan," he added. In this trade mission, the Minister of Trade will bring 21 companies consisting of various business sectors, including processed foods, herbal products, textiles and textile products, creative products (toys, fashion, furniture, technology, and home decor), paper, oil, palm oil and its derivatives, essential oils, manufactured products (tires, fertilizers), and renewable energy. Based on data from the Central Bureau of Statistics, the total value of Indonesia-Japan non-oil trade in the period 2012-2016 showed a negative growth of 14.70%. Nevertheless, Indonesia-Japan's total trade between January-September 2017 was USD23.8 billion and gave Indonesia a surplus of USD2.5 billion. The value increased 11.63% compared to the previous year which reached USD21, 3 billion. Indonesia's main export products to Japan in 2016 include coal, copper seeds, nickel, plywood, shrimp, paper and paper products, palm oil and derivatives, furniture, coffee, footwear, clothing, and motor vehicle tires. According to the Minister of Trade, the trade mission is a follow up from the Minister of Trade meeting with the JETRO Delegate that the Vice President of JETRO Yuri Sato leads on August 10, 2017 at the Ministry of Trade, Jakarta. "At the meeting, the two sides committed to enhance the cooperation between the two countries in the field of economy and trade." At that time, JETRO invited Indonesian businessmen to visit Japan and will bring together Indonesian business actors with Japanese businessmen, "added the Minister of Trade. Director General of National Export Development Arlinda conveyed that the Ministry of Trade through the Directorate General of National Export Development (Ditjen PEN) and JETRO Jakarta Office has a memorandum of understanding (MoU) covering the development of SME products for export markets. In addition, SMEs are also enhancing their business activities, increasing exports of value-added products, increasing the involvement of Indonesian products in the global value chain, developing new export markets, and promoting, facilitating, and technical cooperation for national business actors.

Perluas Akses Produk Indonesia, Mendag Pimpin Misi Dagang ke Jepang Kementerian Perdagangan terus berupaya untuk memperluas akses bagi produk-produk Indonesia. Menyasar pasar Jepang, Menteri Perdagangan Enggartiasto Lukita akan memimpin delegasi misi dagang Indonesia ke Negeri Matahari Terbit pada 28-30 November 2017. "Dengan misi dagang ini, diharapkan Jepang dapat meningkatkan komitmennya untuk memberikan akses lebih luas bagi produk-produk Indonesia terutama produk makanan, produk pertanian dan perikanan, serta jasa tenaga kerja terampil, seperti perawat, pengasuh, dan tenaga kerja terampil lainnya," ujar Mendag Enggar. "Selain itu, juga membuka peluang kerja sama untuk mendorong produk Indonesia masuk ke pasar Jepang melalui sistem distribusi ritel yang ada di Jepang," tambah dia. Dalam misi dagang kali ini, Mendag akan membawa 21 perusahaan terdiri dari berbagai sektor usaha, antara lain makanan olahan, produk herbal, tekstil dan produk tekstil, produk-produk kreatif (mainan, fashion, furnitur, teknologi, dan dekorasi rumah), kertas, minyak, kelapa sawit dan turunannya, minyak esensial, produk-produk manufaktur (ban, pupuk), serta energi terbarukan. Berdasarkan data Badan Pusat Statistik, nilai total perdagangan nonmigas Indonesia-Jepang pada periode tahun 2012-2016 memperlihatkan pertumbuhan yang negatif sebesar 14,70%. Namun demikian, total perdagangan Indonesia-Jepang pada periode Januari-September 2017 tercatat USD23,8 miliar dan memberikan surplus bagi Indonesia sebesar USD2,5 miliar. Nilai tersebut meningkat 11,63% dibandingkan tahun sebelumnya yang mencapai USD21,3 miliar. Produk ekspor utama Indonesia ke Jepang tahun 2016, antara lain batubara, biji tembaga, nikel, kayu lapis, udang, kertas dan produk kertas, minyak sawit dan turunannya, furnitur, kopi, alas kaki, pakaian, dan ban kendaraan bermotor. Menurut Mendag, misi dagang tersebut merupakan tindak lanjut dari pertemuan Mendag dengan Delegasi JETRO yang Wakil Presiden JETRO Yuri Sato pimpin pada 10 Agustus 2017 lalu di Kantor Kemendag, Jakarta. "Pada pertemuan tersebut pihak kedua pihak berkomitmen meningkatkan hubungan kerja sama kedua negara di bidang ekonomi dan perdagangan. Saat itu, JETRO mengundang para pelaku usaha Indonesia mengunjungi Jepang dan akan mempertemukan pelaku usaha Indonesia dengan pelaku usaha Jepang," imbuh Mendag. Direktur Jenderal Pengembangan Ekspor Nasional Arlinda menyampaikan, Kementerian Perdagangan melalui Direktorat Jenderal Pengembangan Ekspor Nasional (Ditjen PEN) dan JETRO Kantor Jakarta telah memiliki nota kesepahaman (MoU) yang meliputi pengembangan produk UKM untuk pasar ekspor. Selain itu, juga dilakukan peningkatan kemampuan UKM dalam kegiatan usaha, peningkatan ekspor produk-produk bernilai tambah, peningkatan keterlibatan produk Indonesia dalam rantai nilai global, pengembangan pasar-pasar ekspor baru, serta peningkatan promosi, fasilitasi, dan kerja sama teknis bagi pelaku usaha nasional.