

## Together with Textiles and Footwear Industry Was Prepared Towards 4.0

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Minister of Industry Airlangga Hartarto said, along with the textile and clothing industry, the footwear industry was also prepared to enter the industrial era of 4.0 to be more competitive globally and exports to rise. PT KMK Global Sports is one model that applies future of production.

Airlangga optimistic that there will be an increase in exports of national footwear products to US \$ 6.5 billion this year, and in the next four years it will be US \$ 10 billion. "Moreover, Indonesia has signed the CEPA with Australia and the European Free Trade Association (EFTA). This has the potential to expand the export market for our manufactured products," he said. Airlangga stressed that government continues to make strategic policies to encourage the footwear industry in Indonesia to increase its production capacity so that it can meet domestic needs while becoming an import substitute or filling the export market. "Therefore, in order to further boost competitiveness of national footwear industry, the government is ready to provide various facilities, including ease of access to raw materials, improvement of HR competencies through vocational education that links and matches between SMK and industry, and implementation of the Making Indonesia map 4.0 in welcoming the 4.0 industrial revolution," he explained. CEO of PT KMK Global Sports, CK Song said, until now the company had absorbed a workforce of 15,655 people. The company which has 30 production lines is able to produce up to 1.2 million pairs of Nike brand sports shoes and 300 thousand pairs of Converse shoes every month. All products are exported to various countries. Its production continues to increase, in 2017 it reached 18.7 million pairs, equivalent to US \$ 234.3 million. "For more than 25 years through 11 companies, which are located in Serang, Tangerang, Jakarta, Sukabumi and Salatiga, we are committed to continuing to invest in Indonesia," he said. According to Song, PT KMK Global Sports and all Pou Chen Group investments in Indonesia contributed to improving performance of the domestic footwear industry by producing 120 million pairs of shoes per year or 11.08% of the total national shoe production. "In total, we employ 150,000 people or 18.3% of total workforce in footwear industry and contribute to exports with a value of US \$ 1.35 billion or 26.42% of national footwear exports," he said. Bersama Tekstil, Industri Alas Kaki Dipersiapkan Menuju 4.0 Menteri Perindustrian Airlangga Hartarto menyatakan, bersama industri tekstil dan pakaian, industri alas kaki pun dipersiapkan untuk memasuki era industri 4.0 agar lebih berdaya saing global dan ekspornya naik. PT KMK Global Sports menjadi salah satu model yang menerapkan future of productin. Airlangga optimistis akan terjadi peningkatan ekspor produk alas kaki nasional sampai US\$6,5 miliar pada tahun ini, dan dalam empat tahun ke depan akan menjadi US\$10 miliar. "Apalagi Indonesia sudah tanda tangani CEPA dengan Australia dan European Free Trade Association (EFTA). Ini menjadi potensi untuk memperluas pasar ekspor bagi produk manufaktur kita," kata dia. Airlangga menegaskan, pemerintah terus berupaya melakukan kebijakan strategis untuk mendorong industri alas kaki di Indonesia semakin meningkatkan kapasitas produksinya sehingga dapat memenuhi kebutuhan dalam negeri sekaligus menjadi substitusi impor atau mengisi pasar ekspor. "Oleh karena itu, guna lebih menggenjot daya saing industri alas kaki nasional, pemerintah siap memberikan berbagai kemudahan, antara lain kemudahan akses terhadap bahan baku, peningkatan kompetensi SDM melalui pendidikan vokasi yang link and match antara SMK dan industri, serta implementasi peta jalan Making Indonesia 4.0 dalam menyongsong revolusi industri 4.0," paparnya. CEO PT KMK Global Sports, CK Song menyampaikan, hingga saat ini perusahaan tersebut telah menyerap tenaga kerja 15.655 orang. Perusahaan yang memiliki 30 lini produksi ini mampu menghasilkan hingga 1,2 juta pasang sepatu olahraga merek Nike dan 300 ribu pasang sepatu Converse setiap bulan. Seluruh produk diekspor ke berbagai negara. Produksinya terus meningkat, pada 2017 mencapai 18,7 juta pasang atau setara dengan US\$234,3 juta. "Selama lebih dari 25 tahun melalui 11 perusahaan yang antara lain berlokasi di Serang, Tangerang, Jakarta, Sukabumi, dan Salatiga, kami berkomitmen untuk terus melakukan investasi di Indonesia," tuturnya. Menurut Song, PT KMK Global Sports serta seluruh investasi Pou Chen Group di Indonesia turut andil meningkatkan kinerja industri alas kaki di dalam negeri dengan memproduksi sebanyak 120 juta pasang sepatu per tahun atau 11,08% dari total produksi sepatu nasional. "Secara total, kami mempekerjakan 150.000 orang atau 18,3% dari total tenaga kerja di industri alas kaki serta berkontribusi terhadap ekspor dengan nilai US\$1,35 miliar atau 26,42% dari ekspor alas kaki nasional," sebutnya.