



PRESS RELEASE

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International Casual Furniture & Accessories Market: INDONESIA'S OUTDOOR FURNITURE CONTINUES TO EXPAND INTO US MARKET

Chicago, 18 September 2014 – Indonesia proceeds in showcasing its outdoor furniture products at the International Casual Furniture and Accessories Market exhibition. The exhibition is held on September 16th – 19th 2014 in Chicago, US. The director of Indonesian Trade Promotion Center, Mr. Wijayanto explains, “From 218 participants, there is at least 8 representing Indonesia. ITPC Chicago facilitates two of them, Elmas and Maraton Kencana.” There are other Indonesian furniture manufacturers that participate in that exhibition, such as: Ateja, Universal, Jewels of Java, Elanamar Design, Mulia Manufacturing and Tanjaya.

The outdoor furniture products that are showcased by Elmas and Maraton include teak-made table and chairs, bathroom accessories, rattan-made furniture, and teak-based flooring for outdoor purposes. According to Mr. Wijayanto, the market for outdoor furniture in US is very promising, considering that during summer time or in tropical regions, there are many restaurants, hotels or houses that utilize their outdoor spaces for dining and recreational purposes.



These are teak-based outdoor furniture by PT ELMAS NATURA



Stools by Maraton Kencana that attract so much attention

Today, China is the largest exporter for furniture products into US, with import value in 2013 equivalent to 24 billions US Dollar. That covered up to 50% of the total furniture products import value in US. Indonesia itself is ranked #8, with import value up to 713 million US Dollar, or 2% of the total import value. “Indonesia has the potential to increase the market of its furniture products in US due to the low numbers compared to other competitors. The key is to be diligent in following the furniture trend in US and also vigorous in doing promotion,” says Mr. Wijayanto.

In the last five years, the import value for furniture products in US has increased well, with average growth of 6.2% annually, reaching 21.5 billion US Dollar. The value is predicted to keep on rising up to 7.1% within the next 5 years until 2019. Mr. Wijayanto emphasizes the importance for Indonesian manufacturers to understand the taste and demand in furniture, within the US market. “The taste of US buyers is various. One of the buyers attending the exhibition expressed his desire to purchase products with unique designs and unique materials, such as organic and environmental friendly woods. On this matter, Indonesian-made furniture products have superiority due to their export-ready quality, upon passing the wood legality requirement by having SVLK (Wood Legality Verification System) certificate”, says Mr. Wijayanto.

In this exhibition, ITPC also promotes the 29th Trade Expo Indonesia (TEI) that will take place in Jakarta, on October 8th-12th2014 and the Buying Mission program. Some of the potential buyers showed interests in attending the expo and visiting manufacturers in Indonesia.



US potential buyers visiting the Indonesian Pavilion

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