



### **22 Countries Strive to Win the *Primaduta* Award 2015**

**Jakarta, 19 October 2015** – As many as 22 countries have been confirmed to be striving to win the Primaduta Award 2015, which will be awarded during the opening of the 30<sup>th</sup> Trade Expo Indonesia on 21 October 2015. The award given to buyers (foreign importers) will be presented directly by the President of the Republic of Indonesia, Joko Widodo. *“Based on evaluation, the jury have chosen and determined 60 buyers from 22 countries as the best,”* asserted the Director General of National Export Development, Nus Nuzulia Ishak, in Jakarta on Monday (19/10).

The Primaduta is entering its 2<sup>nd</sup> year this year. The number of buyers accepted this year reached 210 buyers comprising 188 buyers that were suggested by 37 Indonesian representatives abroad (from 30 countries) and 22 buyers that were suggested by partnering associations and Primaniyarta participants. From all that were suggested, 159 buyers were eventually chosen to reach the jurying stage.

The Primaduta Award was created to build loyalty and a strong work network between buyers and Indonesian exporters. The Primaduta Award is expected to be able to become a stimulus for increasing Indonesian exports worldwide. *“Buyers that have purchased Indonesian products and have done so continuously should be appreciated by receiving a Primaduta Award. This is so that trade relations that have been established could continuously be fostered,”* explained Nus.

Nus explained that the Government surely realizes that one of the main factors that contribute to increasing Indonesian exports to the world market is the role of the buyers from each of Indonesia’s destination country. The buyers play an important role in determining from whom or from which country they will source the products that they intend to buy.

The criteria of the buyers that will be awarded include having imported products from Indonesia for a minimum of three consecutive years with import values continuously increasing and with also a development of the types of products imported from Indonesia from one product to the next (new types of products). The suggestions for buyers that should be juried are received by Indonesian representatives abroad, partnering buyer associations, and participants of the Primaniyarta.

*“The selection of the best buyer is divided into two group categories, namely the manufacturing group (large scale industry) and the group that represents the Small Medium Enterprise (SME), where each group is also chosen by buyers that represent the main export market and the non-traditional export market. The announcement of the winners will be made to the Indonesian Representatives abroad through the Ministry of Foreign Affairs,* explained Nus.

## **A Credible Jury**

The Primaduta Award 2015 Jury consists of various elements that are highly credible. They represent various stakeholders such as professionals/practitioners, experts in international trade, academics, economic observers, journalists, and representatives of the Indonesian Chambers of Commerce and Associations.

A number of big names are also playing a role as member of the jury, including Deddy Saleh (international trade expert), who was appointed as the chairman of the jury. The members of the jury include Anton J. Supit (practitioner and representative of APINDO and Assocations), Ade Sudrajat (the Chairman of API), Prof.Dr. Firmanzah (academic and economic observer), Muchtar (international trade expert, and former head of the Indonesian Consulate General in Dubai), Kemal E. Gani (journalist and media practitioner, CEO of Swa Indonesia Magazine), Handito Hadi Joewono (the Vice Chairman of KADIN Indonesia and an expert on branding), Rahayubudi (researcher dan data expert/statistician), and designer Prieyo Pratomo (designer, product observing artist, and juror of various national and international awards).

Aside from the criteria that have been set, other indicators will be taken into consideration by the jury in choosing the best buyer. Those indicators will be decided based on the discussion of objective data and subjective argument, an in-depth review of the buyer's import value increase, trends, the types of products that are imported, and the enhancement of the types of imported products by checking to see if the buyer contributed to the development of the imported products added value.

Besides that, an in-depth assessment of the profile of the buyer is done, checking which category the buyer fits into, is it importing producer or importing distributor, checking if the buyer is doing any promotions (in the accredited country) or investing (opening branches in Indonesia), and tracing the profile of the exporting supplier and taking into consideration the condition of the trade system as well as the competition in the buyer's accredited market.

Nus hopes that the well-fostered and mutually beneficial work network that has been established between the buyer and the Indonesian exporter as well as with the Indonesian Representative in the accredited country can continue to be fostered and strengthened.

*"We hope to continuously optimize the function and role of Indonesian Representatives abroad in economic diplomacy, for example through approaches and lobbies to buyers to buy different types of new products or other products from Indonesia so that it would make real contributions to trade and the national economy, particularly in the midst of a global competition that is becoming ever increasingly competitive and challenging,"* asserted Nus.

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