



# SARINAH EXPORT AND TRADING HOUSE



# Outline

1. About Sarinah
2. Company Vision and Mission
3. Sarinah Export
4. Sarinah Trading House
5. Supporting Activities
6. Our Platform
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# About Sarinah



Sarinah, which President Soekarno initiated on August 17, 1962, is a State-Owned Enterprise and Jakarta's first modern department store.

The existence of Sarinah is crucial because we are here to support Indonesian enterprises by providing the opportunity to showcase their products to the local and international market.

To help the government boosting the economy, Sarinah is bringing local business closer than it is ever been to the world.



# VISION

To become a business ecosystem for the Indonesian Creative Industry that focuses on customers.

# MISSION

1. To optimise business ecosystem in the industry of retail, trading, property, and other with the support of competent Human Resources and the integration of integrated technology;
2. To improve the trade of Indonesian products to support national economy;
3. To establish a trading house for MSMEs in Indonesia;
4. Partnership synergy with MSMEs; and
5. To improve the company's profitability by implementing Good Corporate Governance (GCG) values.





# TRADE DIVISION

## IMPORT

Importing particular varieties of rice to meet local HORECA demand and alcoholic beverages for duty-free shops.

## EXPORT

Exporting authentic products, such as agriculture, home decor, furniture, food & beverage, and fashion needed to the international market (B2B).

## SUPPLY CHAIN

Purchasing and selling superior domestic products to various resellers in Indonesia.

## INTERNATIONAL BUSINESS EXPANSION

Selling the best products of MSMEs and Indonesian premium designers through "Sarinah Corner" in various parts of the world.

SME's Visit,  
Canvassing to SME  
Exhibitions and  
Social Media

## **SOURCING**

Exhibitions and  
Showroom

## **PROMOTION**

## **PRODUCT CURATION**

Product Election

## **SUPPORT**

Funding,  
Export License,  
Logistic

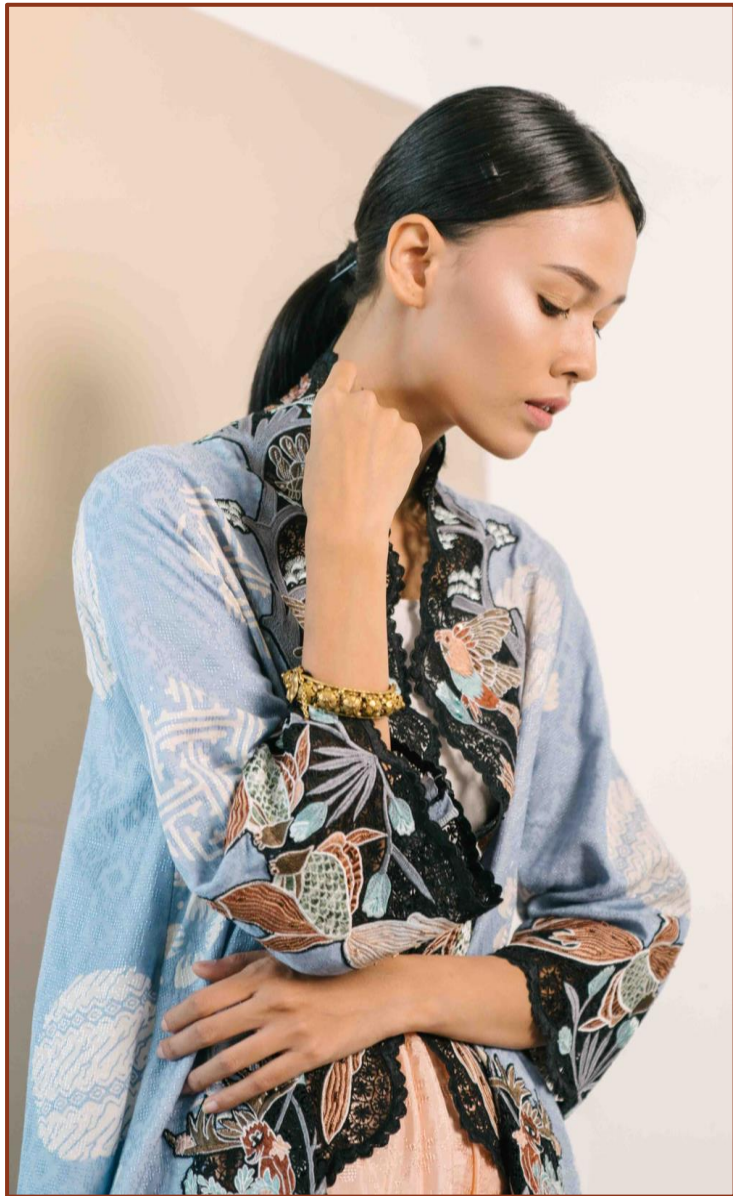
# Sarinah Export

# Export Destination



- Spain;
- Germany;
- Turkey;
- Greece;
- Cyprus;
- Jordan;
- UAE;
- Djibouti;
- India;
- Myanmar;
- Vietnam;
- South Korea;
- China;
- Mexico;
- Suriname;
- Chile





Fashion (Batik)



Rattan Furniture and Home Decoration



Cashew Nut



Briquette



Yellowfin Tuna and other seafood

# Export Experience



## Export Portfolio to the American Market



Maulina Daybed



Pamekasan Papasan Chair



Luwuk Hanging Chair



Tamiang Wall Décor



Tahuna Wall Décor



Kepi Table



Toboa Pot Stand



Gayo Rug



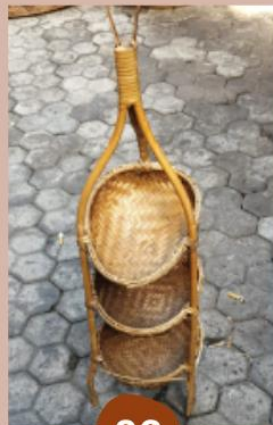
Tyom Rug

# Export Portfolio to the Middle East Market



01

**ABI-BPB-1965**  
Sador Koran L



02

**ABI-BPN-2351 S**  
Sador Koran Round S



03

**ABI-BPN-2351 B**  
Sador Koran Round Big



04

**ABI-BPN-3188**  
Apelan Set 2



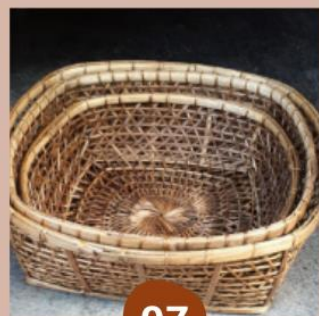
05

**ABI-3321**  
Agel Laundry Basket 2 Pcs



06

**ABI-3327**  
Mini Basket Agel



07

**ABI-BPN-3355**  
Square Basket 3 Pcs/Set



08

**ABI-BPN-3356**  
Round Basket 3 Pcs/Set



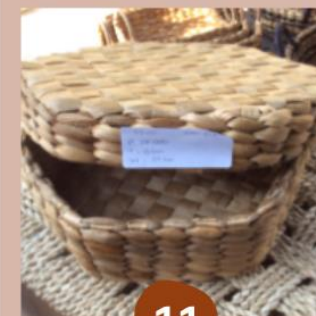
09

**ABI-3329**  
Agel Basket with Handle



10

**ABI-3320**  
Hexagonal Box Agel



11

**ABI-3320 S**  
Hexagonal Box Agel Small



## Export Portfolio to the Middle East Market



Pandan Bag



Pandan Bag Medium



Box Flower Print Red



Box Bamboo Natural



Cake Basket Square 3pcs/set

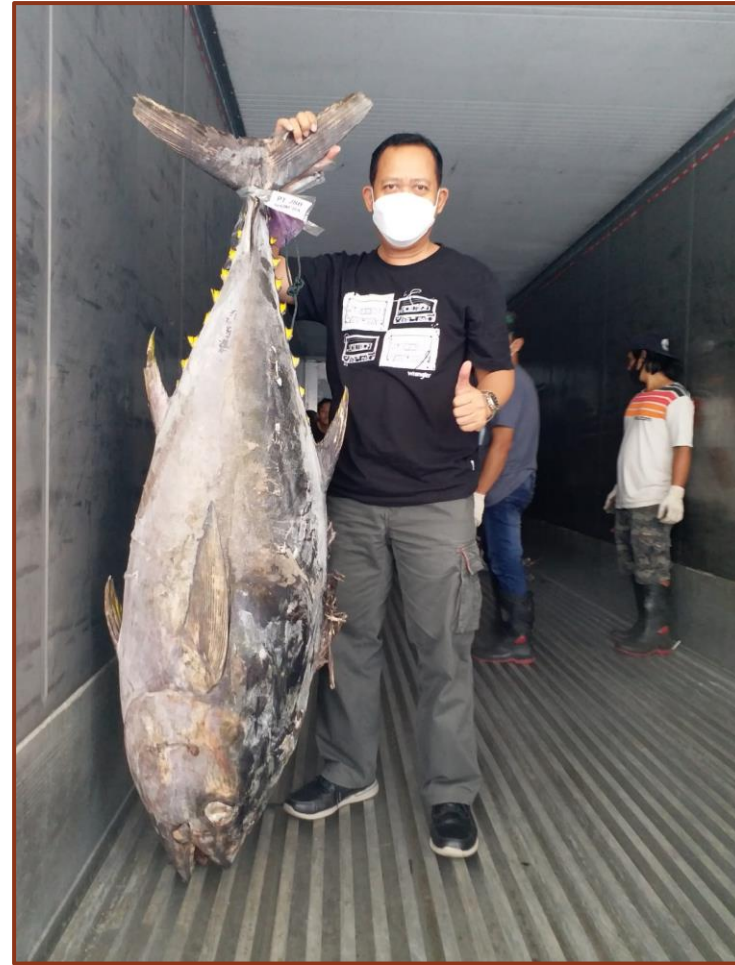


Tray Bamboo Natural+Cover



Square Tray Burnt With  
Brown Net Cover

## Export Portfolio to the South East Asia Market



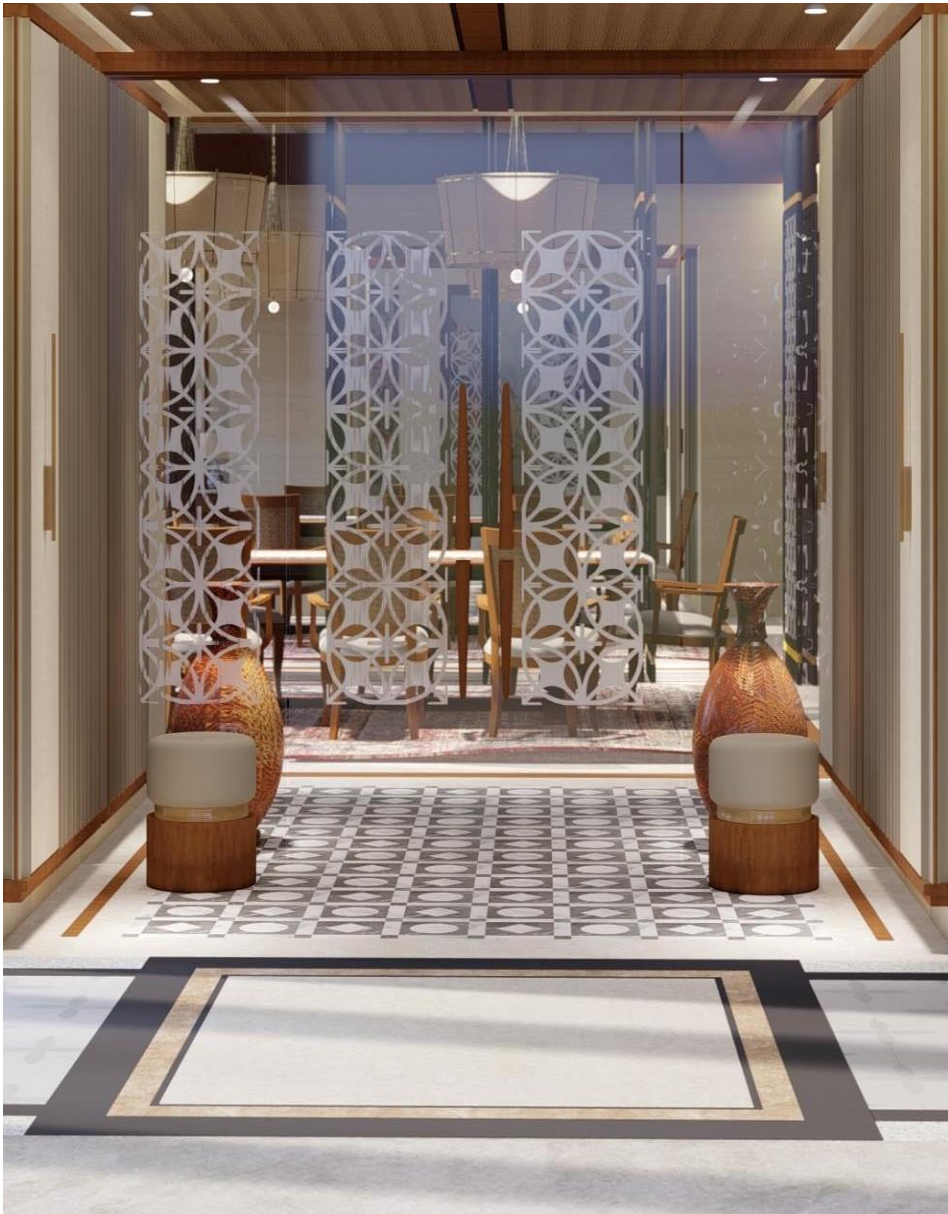
Yellowfin Tuna



# Our Value-Added Services

- Tracking inland transportation;
- Preparation of shipping and export documents;
- Booking cargo space;
- Negotiating freight charges;
- Cargo insurance;
- Inspection/cargo survey; and
- Flexible incoterms: EXW / CIP/ CIF / FOB / others.





# Sarinah Trading House

Sarinah Trading House is an initiative from PT Sarinah to increase export sales of MSME's goods, which is in line with our vision, to become a business ecosystem for the Indonesian Creative Industry that focuses on customers, in the context of Sarinah's transformation.



# The objective of Sarinah Trading House

**“A HUB FOR INTERNATIONAL TRADERS AND  
LOCAL CRAFTMEN.”**

Sarinah Trading House exists as a bridge between local entrepreneurs and the international business market.

The effort to promote local products is not only through retail and duty-free businesses, but we will also try to help the Indonesian MSMEs to be able to compete fairly abroad.

Sarinah Trading House will be managed by the Export Unit and in collaboration with various Sarinah partners.



# Support

## **PT SARINAH**

Sarinah will support Trading House activities through sourcing MSMEs and prospective buyers, being a liaison between producers and buyers, as well as a forum for various facilities to facilitate exports.

## **INDONESIAN MSME's**

In an effort to make the Trading House a success, Sarinah SMEs and other SOEs' MSMEs are expected to actively participate in various Trading House activities.

## **GOVERNMENT & SOEs**

Sarinah could not stand without the help of various government agencies such as the Ministry of Trade, Indonesian Trade Promotion Center, Indonesian official representatives abroad, chambers of commerce, and other SOEs.



# Strategic Partnership

## Export Financing

With Lembaga Pembiayaan Ekspor Indonesia (LPEI), Indonesia Eximbank.

## Export Insurance

With PT Asuransi Ekspor Indonesia (Persero).



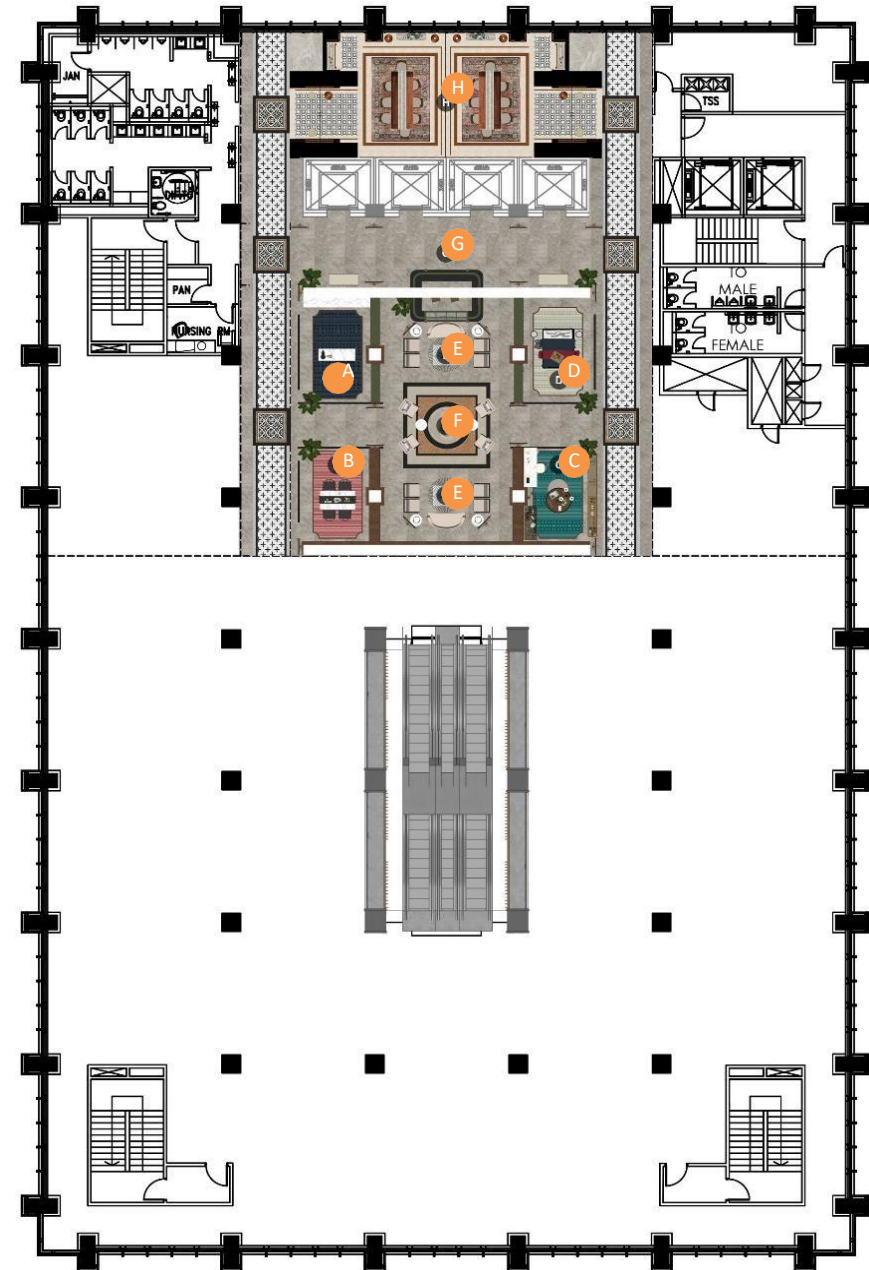


# Home For The World



# Trading House Area 567,5 m<sup>2</sup>

- A – Agriculture & Raw Food
- B – Processed F&B
- C – Fashion & Accessories
- D – Handicraft & Home Decor
- E – Tenants Circulations
- F – Receptionist
- G – Lounge
- H – Meeting Room





## Trading House Lounge





## Lounge & Product Collection



## Agriculture and Raw Food Area





## Processed F&B Area



## Handicraft and Home Décor Area





## Fashion & Accessories Area

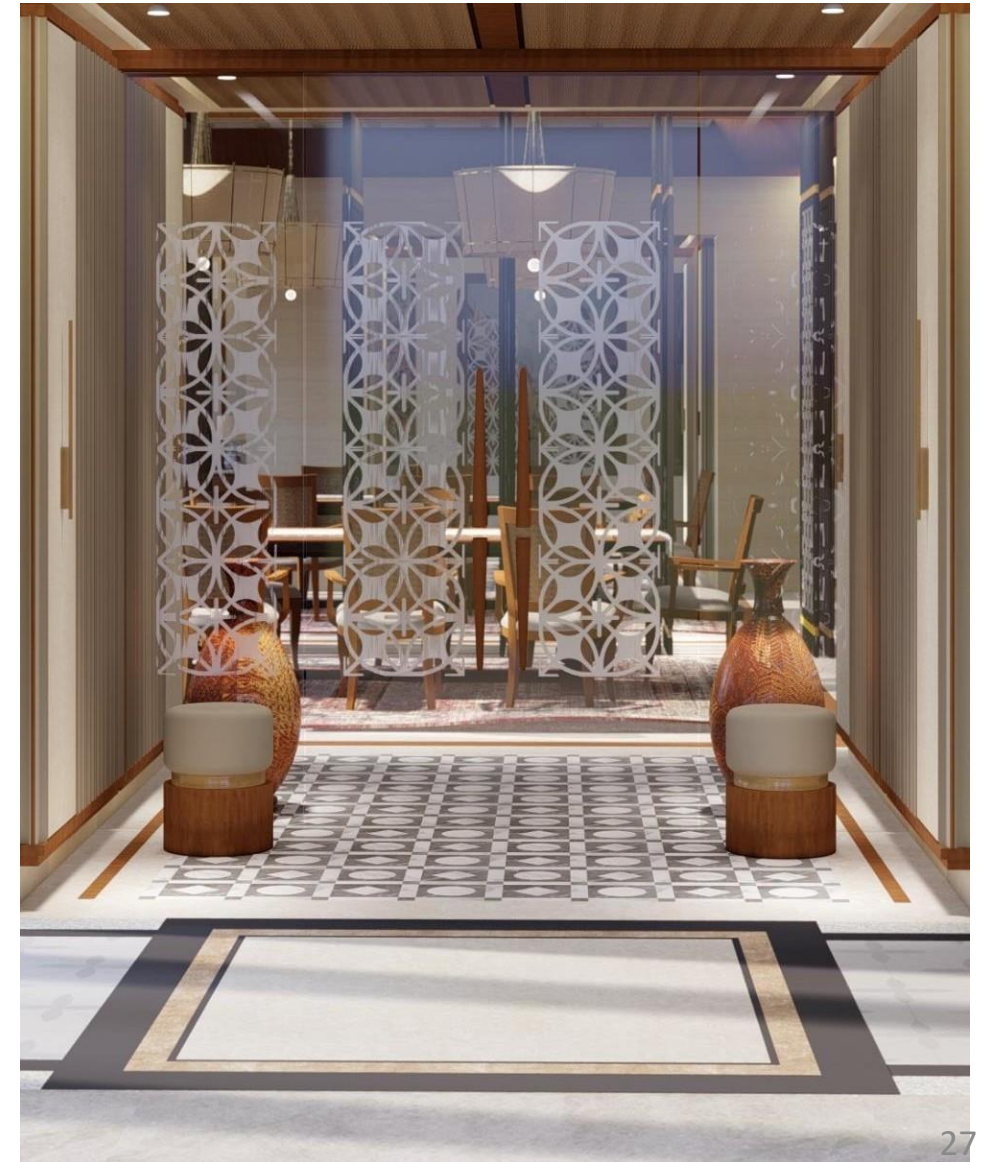




## Meeting Room







# Supporting Activities

To ensure Sarinah Trading House will become an international trade center, which capable of developing and advancing Indonesian MSMEs, we are going to provide various supporting programs.

Various events with certain topics that are relevant to Indonesian culture and products to promote MSMEs will also be held.







### LIVE SELLING

Live-streaming with IDNStore to promote MSMEs' products to Hong Kong, Taiwan, and China.



### TALK SHOW

Promoting local products in the form of interactive talk shows.



### INTERACTIVE PROGRAMS

Live-tasting or live-demonstration creating local specialties.

## Supporting Activities

Targeting diverse potential markets, such as trade attaches, foreign service officers, diasporas, Indonesian Embassies, Consulate Generals, multinational companies, and others.



## WORKSHOP

Educating MSMEs through some topics which relevant to their business.



## MARKET BRIEF

Cooperating with the Ministry of Trade and other agencies to disseminate target markets in various regions of the world.



## BUSINESS MATCHING

Facilitating meetings between potential buyers and MSMEs who have limited access.



## FINANCING

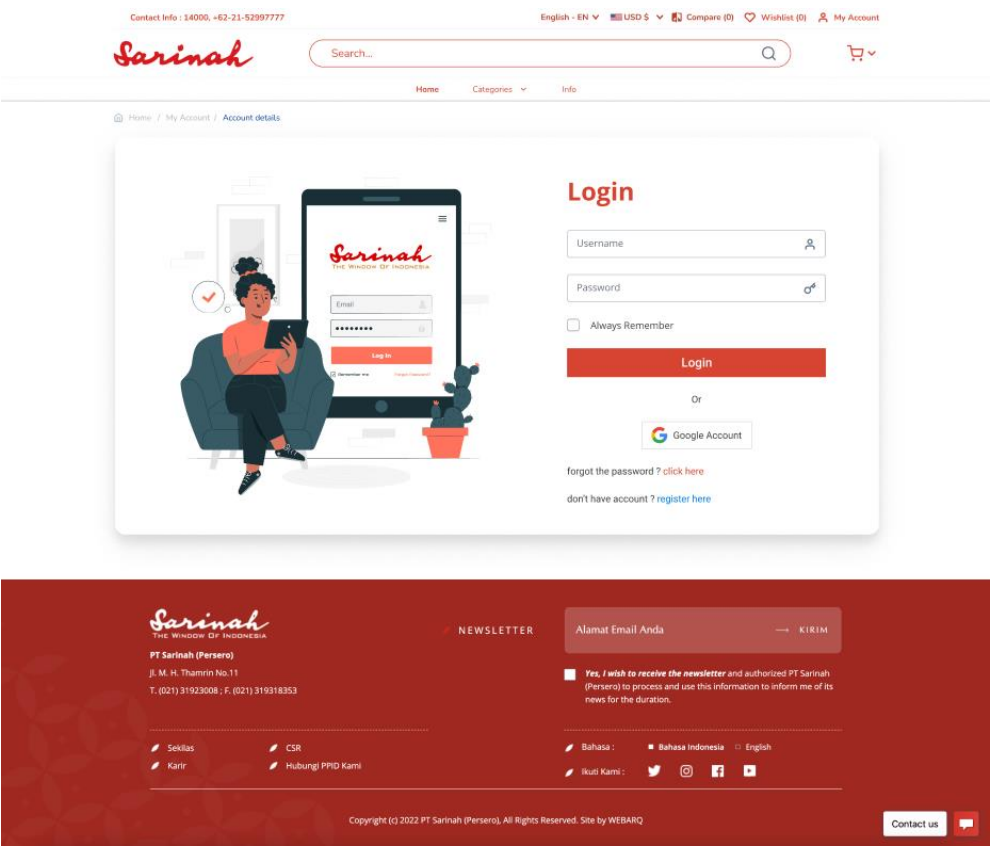
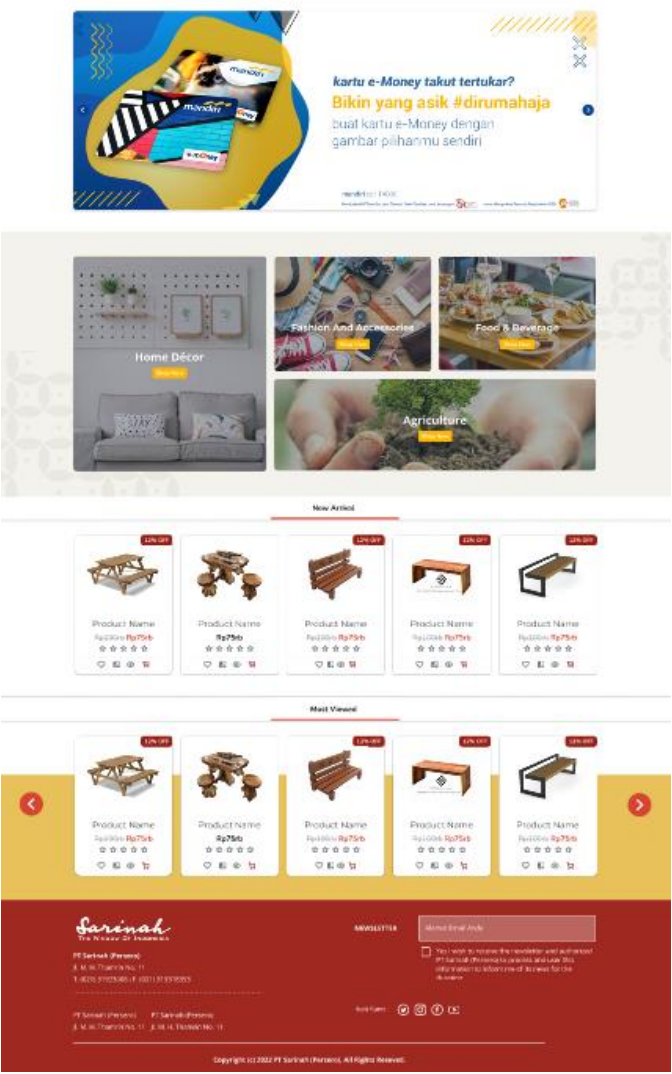
Providing financial assistance to MSMEs to support their business.

# Supporting Activities

Targeting to develop MSMEs, hence they can compete in the international market.



**SARINAH-GLOBAL.COM**



**DIGITAL PLATFORM**

# Contact us:

## For Agriculture and Fashion & Accessories:

Chandra Maulana  
[chandra.maulana@sarinah.co.id](mailto:chandra.maulana@sarinah.co.id) | [+62 812-2229-2749](tel:+6281222292749)

## For Furniture & Home Décor and Processed F&B:

Stella Nostra  
[stella.ayudhawara@sarinah.co.id](mailto:stella.ayudhawara@sarinah.co.id) | [+62 813-8634-7587](tel:+6281386347587)