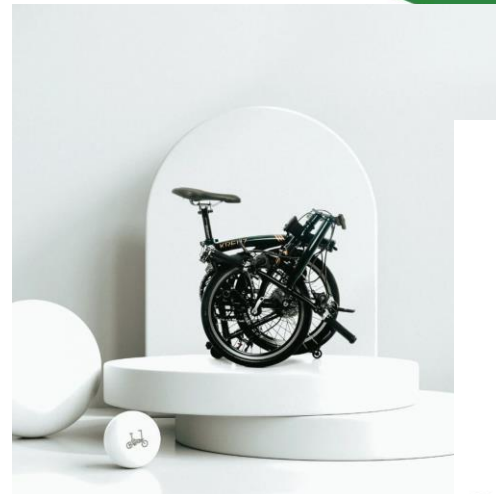


Indonesia's Experience on Technical Assistance Facilitation of Standard Implementation to MSMEs

Dr. Zakiyah
Deputy for Standard Implementation and
Conformity Assessment, BSN



Indonesia Government Policies Support in Empowering MSMEs to Improve Competitiveness

Law 11/2020
JOB CREATION

Government and local government carry out assistance as an effort to develop MSMEs.... CoveringCertification and standardization (article 89)

PP 7/2021

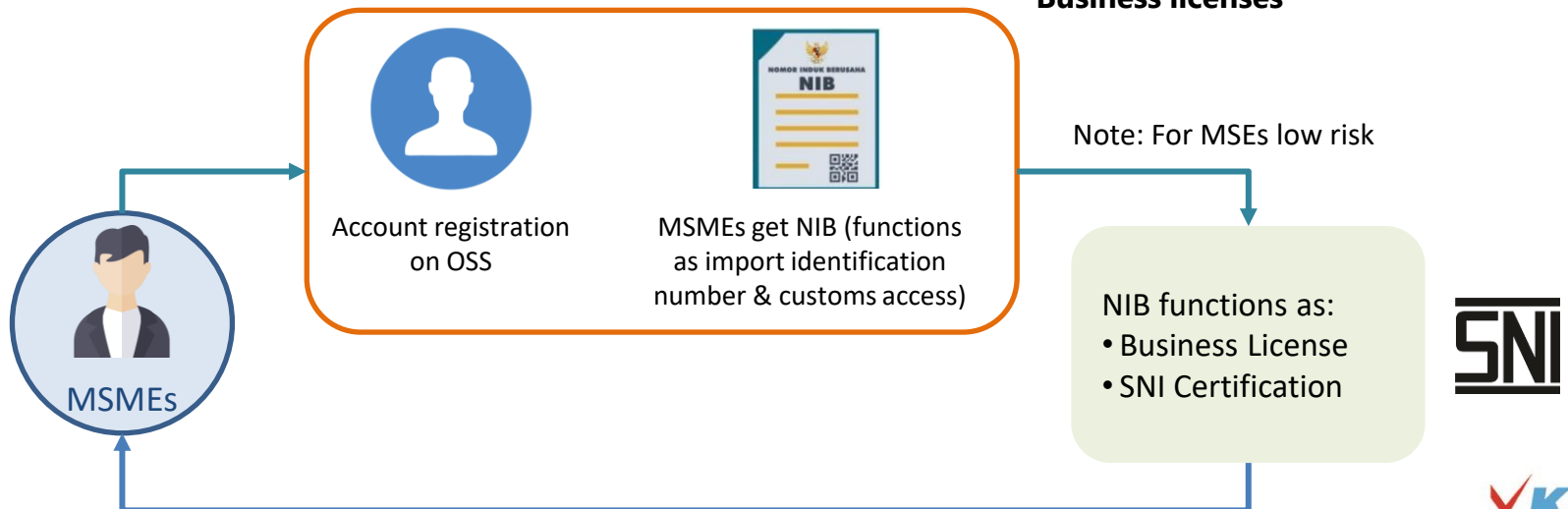
- EASE, PROTECTION, AND EMPOWERMENT OF COOPERATIVE AND MSMEs

**Government carry out assistance to MSEs that have obtained Business Identification number (NIB).
(to increase knowledge on SNI implementation , to fullfil certification requirement) (article 41)**

PP 5/2021 -
IMPLEMENTATION OF RISK BASED BUSINESS LICENCING

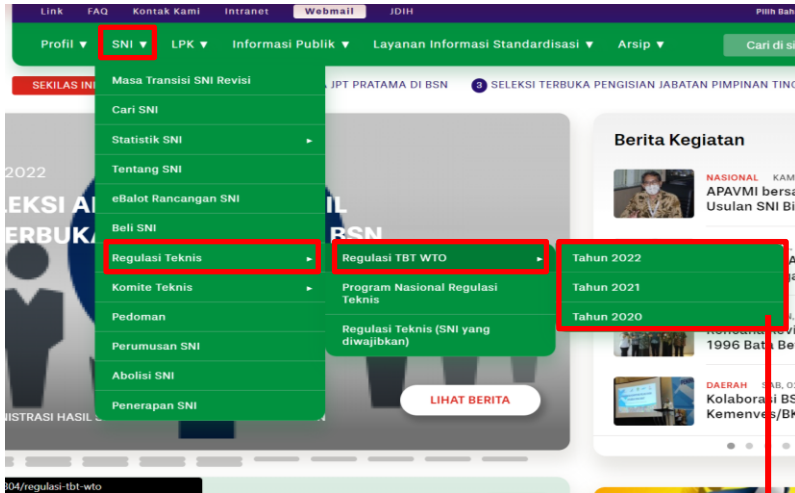


an integrated electronic system that is managed and organized by the Ministry of Investment for the implementation of Risk-Based Business licenses



Access for Standard, Technical Regulation Requirements

- BSN as TBT enquiry point and notification body of Indonesia perform technical regulation analysis regularly (every week) to inform stakeholder
- Source from notification database
- Analysis based on export value and any requirements of standard, technical regulation and conformity assessment
- Publicly available through BSN website



Source: <https://bsn.go.id/>

Tahun 2022

Rabu, 12 Januari 2022

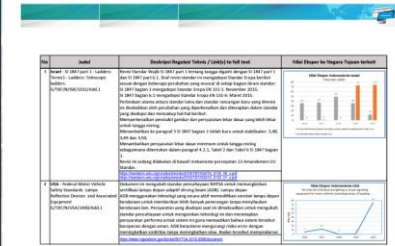
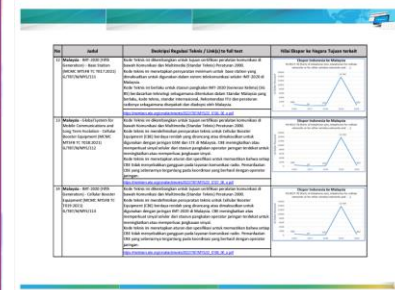
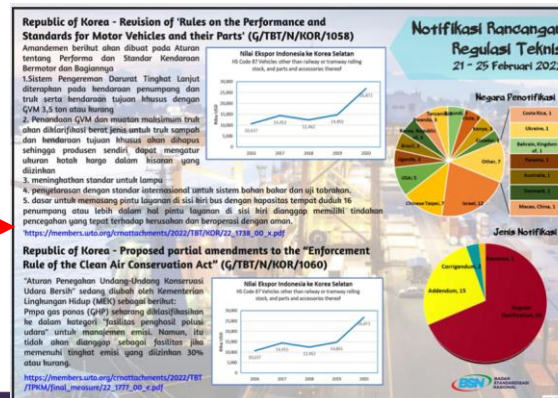
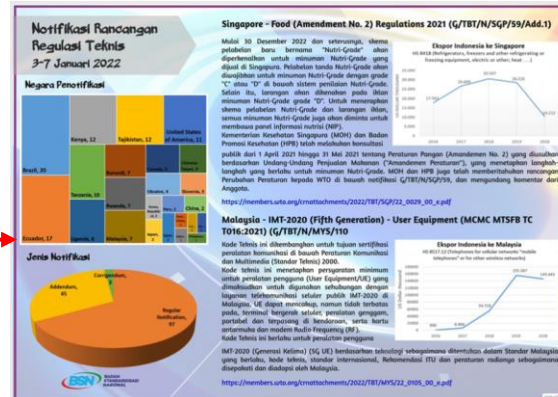
Daftar Regulasi Teknis Anggota WTO pada Komite Technical Barrier to Trade (TBT) Tahun 2022

Januari

1. [Regulasi Teknis Anggota WTO Periode 3 – 7 Januari 2022](#)
2. [Regulasi Teknis Anggota WTO Periode 10 – 14 Januari 2022](#)
3. [Regulasi Teknis Anggota WTO Periode 17 – 21 Januari 2022](#)
4. [Regulasi Teknis Anggota WTO Periode 24 – 28 Januari 2022](#)
5. [Regulasi Teknis Anggota WTO Periode 31 Januari – 4 Februari 2022](#)

Februari

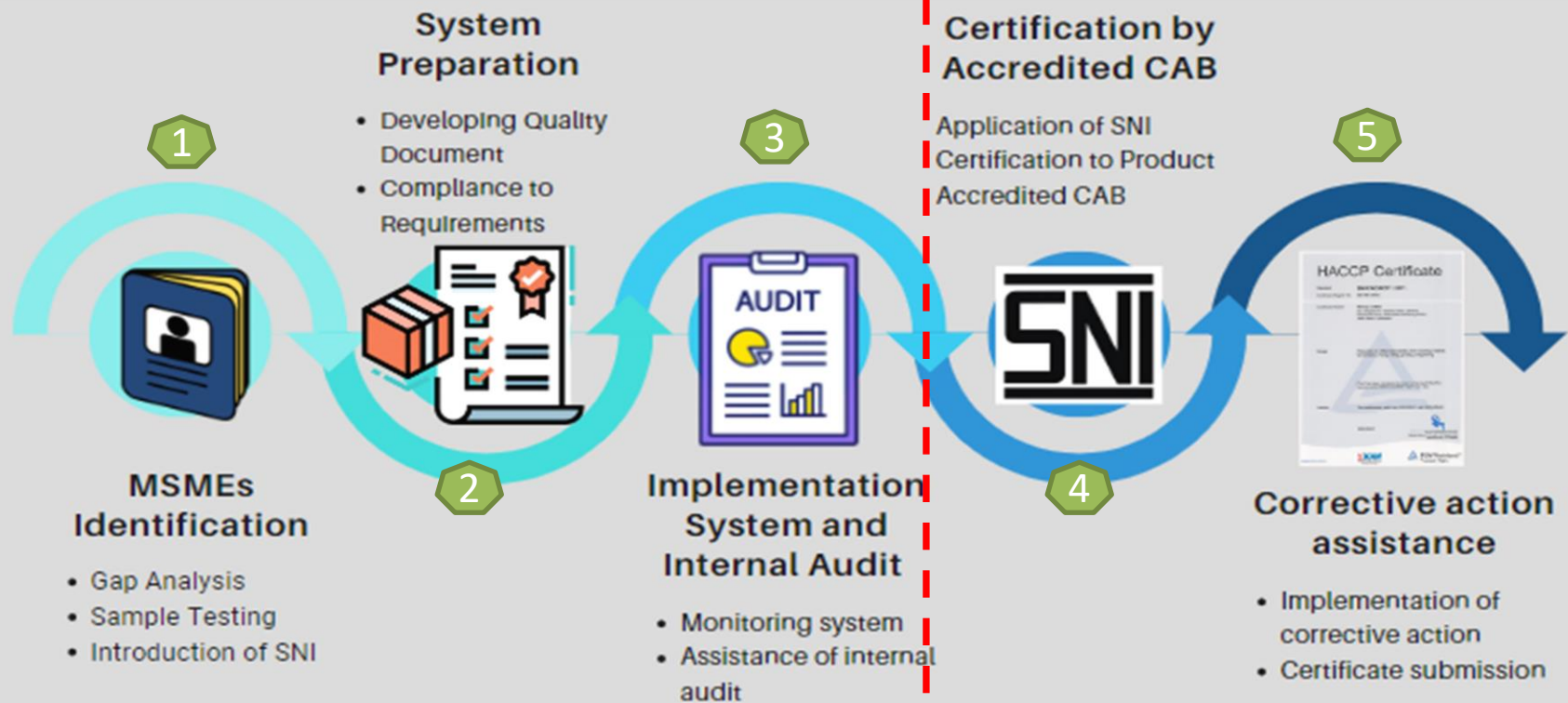
6. [Regulasi Teknis Anggota WTO Periode 7 – 11 Februari 2022](#)
7. [Regulasi Teknis Anggota WTO Periode 14 – 18 Februari 2022](#)
8. [Regulasi Teknis Anggota WTO Periode 21 – 25 Februari 2022](#)



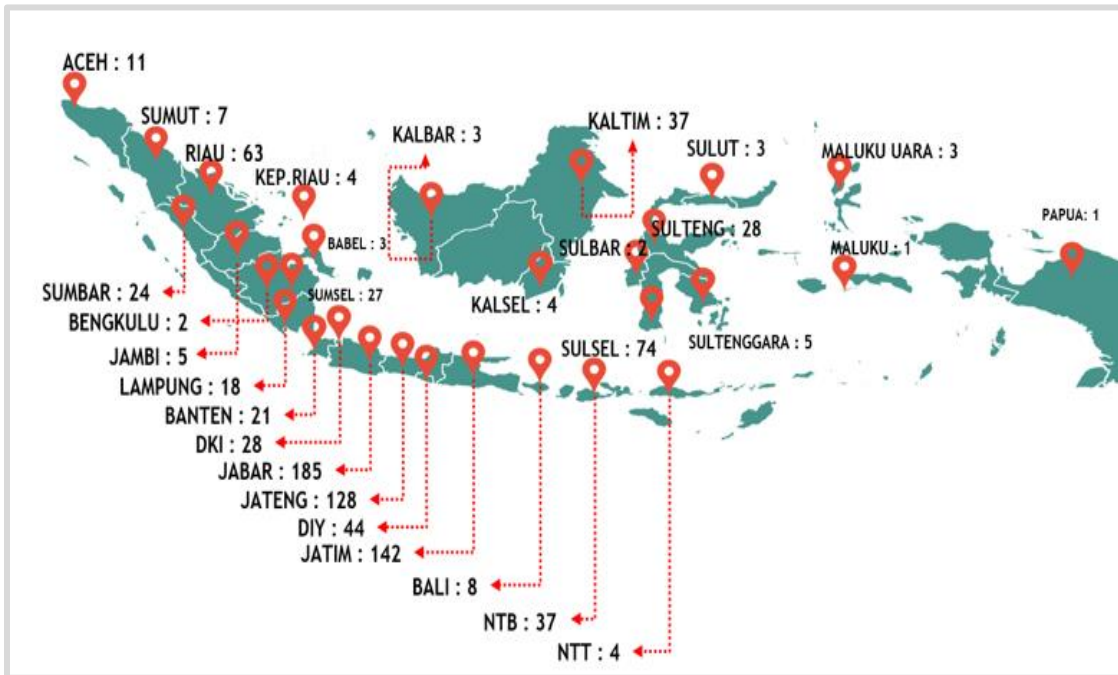
Technical Assistance stages of Standard Implementation for MSMEs

Implementation Process

Conformity Assessment Process



SNI Implementation Facilitation for MSMEs (32 Provinces, 2015-2021)



Total 1191 SMEs

70 % : food MSMEs

30 % : non food MSMEs

✓ **BSN has established program for facilitation the implementation of SNI, International standard and technical regulation to MSMEs for improving market access**

✓ **BSN coordinates with Ministries, Local Governments, Universities, State Own Enterprises, and Non-Governmental Organizations in facilitating application of SNI, international standard and technical regulation for MSMEs**

Indonesia MSMEs products export



PT Bala Aditi Pakuaty
– Tempe Chips
Pakuaty
Exported to **Russia**



CV Bolu Ketan Mendut –
It's me time brownies
Exported to **Australia, Hongkong
Netherlands, Turkey, UEA**



Uni Tutie - Beef Rendang
Exported to **USA, Germany**



Jericho Komposit Indonesia -
Helmet
Exported to **Japan**



Petitco
Luxury Baby Pajamas
Exported to **Singapore**



Roeparasa – Instant cooking
seasoning
Exported to **Japan, Malaysia, US,
Australia, Netherlands, Germany**



PT Pareto Estu Guna –
Cassava Chips
Exported to **Kuwait,
Hongkong**



UD Berkah Baitulloh –
Traditional Powder Drink
Exported to **Turkey**

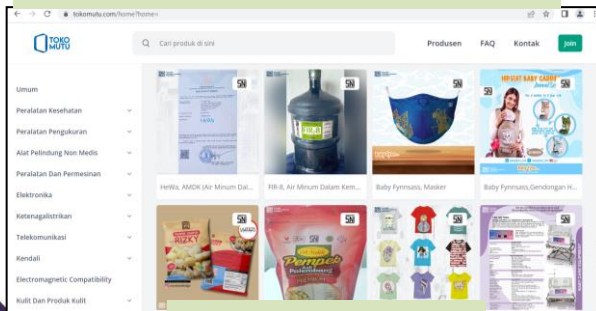
Promoting MSME'S Products



Inspiration talk of Standard implementation



PODCAST MSMEs success story



Toko Mutu

Facilitation of promotion :

- Social media
- A role model Podcast of MSMEs that successfully implementing standard
- Success story talkshow or seminar of MSMEs in accessing global market
- Establishing etalase digital market for MSMEs (<https://tokomutu.com/id/home>)



TERIMA KASIH THANK YOU



**BADAN
STANDARDISASI
NASIONAL**

member of



member of



Bureau
International des
Poids et
Mesures



APAC

www.bsn.go.id

www.kan.or.id



Badan Standardisasi Nasional



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www.bsn.go.id