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

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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. Covering.....Certification 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 fulfill 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

MSMEs get NIB (functions as import identification number & customs access)

Account registration on OSS

NIB functions as:
- Business License
- SNI Certification

Note: For MSEs low risk
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/
Technical Assistance stages of Standard Implementation for MSMEs

Implementation Process

1. MSMEs Identification
   - Gap Analysis
   - Sample Testing
   - Introduction of SNI

2. System Preparation
   - Developing Quality Document
   - Compliance to Requirements

3. Implementation System and Internal Audit
   - Monitoring system
   - Assistance of internal audit

4. Certification by Accredited CAB
   - Application of SNI
   - Certification to Product
   - Accredited CAB

Conformity Assessment Process

5. Corrective action assistance
   - Implementation of corrective action
   - Certificate submission

Standard for Sustainable Development and Better Life
BSN has established a 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.

Total 1191 SMEs
70%: food MSMEs
30%: non food 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

Standard for Sustainable Development and Better Life
Promoting MSME’S Products

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

www.bsn.go.id

www.kan.or.id