



MINISTRY OF TRADE  
REPUBLIC OF INDONESIA

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## Main Report

# Jakarta Muslim Fashion Week 2024: Building Indonesia As Muslim Fashion Hub



The Muslim fashion world dynamic is becoming diverse and no longer dominated by particular colors for women's and men's attire. Indonesian Muslim fashion designers play a vital role in contributing to the development of Muslim fashion with innovative models, patterns, and colors. These designers are not only making an impact domestically but are also taking part on the global stage, including appearances at Paris Fashion Week since 2018. It is no surprise that the term "hijaber" has also gained international recognition, referring to Muslimah clothing.

As the dynamic fashion needs and diverse styles of Muslim attire continue to grow in the export market, the Ministry of Trade, in collaboration with the Indonesian Chamber of Commerce and Industry (KADIN) and the Indonesia Fashion Chamber, is hosting the Jakarta Muslim Fashion Week at Hall 9 alongside Textile & Accessories zone of TEI 2023 in Hall 8. JMFW will run from October 19 to 21, 2023.

Vice Minister Jerry Sambuaga, along with Deputy Chairman of the Chamber of Commerce and Industry, Juan Permata Adoe, and the Director-General of National Export Development, Didi Sumedi, officially commenced Jakarta Muslim Fashion Week 2024

under the theme "Discover Indonesian Modest Fashion Excellence" on Thursday, October 19, 2023.

The Vice Minister expressed that with Jakarta Muslim Fashion Week, Indonesia can become the hub or trendsetter for global fashion standards. He hopes that Jakarta Muslim Fashion Week can play a strategic role in the fashion industry.

The participation of 202 businesses in modest fashion, accessories, and cosmetics, represents the commitment of the Ministry of Trade to promote Indonesian Muslim fashion brands that can penetrate the export market. JMFW has evolved into a new ecosystem that involves the academic community to nurture new talent capable of crafting pieces that meet market preferences.

JMFW features other agendas, including fashion shows and business matching agreements. These activities involve more than 200 fashion brands and 1.000 collections presented by the Indonesian Textile Association (API), the Indonesian Cosmetic Companies Association (Perkosmi), the Cosmetic Companies and Associations Union (PPAK), and the Indonesian Fashion Chamber (IFC).

## Indonesian Ambassador Facilitates 173 Nigerian Buyers for Negotiations and Transactions

The Indonesian Minister of Trade Zulkifli Hasan held a meeting in Jakarta with the Nigerian Minister of State for Industry, Trade, and Investment, Mariam Yalwaji Katagum exactly one year ago, on October 26, 2022, to discuss opportunities to enhance bilateral trade collaboration between Indonesia and Nigeria. Both parties agreed to further enhance bilateral trade.

A concrete effort to promote trade and investment is through the Trade Expo Indonesia 2023. The Indonesian Ambassador for Abuja specifically assists Nigerian buyers with the business matching agenda.



The Indonesian Ambassador for Abuja, Usra Hendra Harahap stated that 173 people from his region attended the Trade Expo Indonesia 2023 contributes to the growth of bilateral trade.

"I support this initiative to ensure our business with partner countries increases and exceeds the government's set targets. We are leading in Africa for initiating buyers conducting business in Indonesia," expressed the Ambassador for Nigeria, Ghana, Burkina Faso, Gabon, Cameroon, Congo, and Liberia.

Buyers from Nigeria and Ghana escorted by Ambassador Usra Hendra Harahap recorded potential transactions of around USD 12.530.000, a figure that could still increase. One Nigerian buyer, Danjumah Ibrahim from Noble Head Trading expressed interest in visiting TEI 2023 because it is more beneficial in terms of product quality and pricing.

"As buyers we consider price-wise feasibility regarding product quality. By coming directly to the Trade Expo

Indonesia, we obtain more benefits because we do not need brokers, and we do not have to pay broker commission fees. We can negotiate and close the deal directly with Indonesian exporters," Danjumah Ibrahim explained.

According to the Ambassador, Nigerian buyers typically purchase high-demand products in the Nigerian market such as plastic kitchenware, seafood, frozen food, fire extinguishers, and car cleaning equipment. Meanwhile, Ghanaian buyers typically acquire cooking oil, crude palm oil (CPO), electrical cords, garments, textiles, spices, soap, and detergents.

With a total population of around 2 billion people, African countries represent a non-traditional and highly potential market that Indonesia can further explore for export development. Nigeria serves as a strategic gateway for Indonesia's export development in the African continent.



## ACG Industry as New Economic Growth Source



With a total population of 278.69 million as of mid-2023 (BPS 2023 data), Indonesia has become the largest video game market in Southeast Asia. The Indonesian Game Industry Ecosystem report provided by the Ministry of Communication and Information Technology of the Republic of Indonesia in collaboration with the Indonesian Game Association (AGI), states that the number of video game users in Indonesia has reached 170 million with the potential market value at USD 1 billion (IDR 15 trillion).

Mobile game revenues in Indonesia reached USD 755.5 million in 2021, and PC games reached USD 318.8 million. However, the market is still dominated by foreign games, presenting both challenges and significant opportunities for those in the Animation, Comic, and Game (ACG) industry in Indonesia. The subsector of the animation industry which includes comics-based animations, and intellectual property (IP) rights is essential for generating millions to billions of dollars in revenue. IP investment is quite substantial, estimated at USD 3.5 million for a single series of films.

“There are 3 main issues in the development of the ACG industry. Human resources quality, partnerships or collaborations, and regulations,” stated Ardhan Fadhlurrahman, Regional Publishing Manager of the Indonesian Game Association (AGI).

Ardhan explained that the ACG industry’s rapid growth is largely attributed to the significant skilling-up of human resources. “We are leading in IT Development for the Business-to-Business (B2B) market. However, in terms of outsourcing, we are beginning to be overtaken by Vietnam. Skilling-up is also necessary to handle larger projects,” Ardhan added.

It is essential to engage in collaborations with relevant parties and ensure appropriate policies to handle major projects. Ivan Chen, Chairman of the Creative Industry Association Cipta Karsa Adikarya (CAKRA), emphasized the need to update Indonesia’s legal policy to further promote industry development. “For instance, Law No. 5/2017 regarding Cultural Advancement, mainly focuses on cultural development, including animation and music in particular, but gaming is not included. This can hinder the gaming industry development,” Ivan disclosed.

Based on data from CAKRA, the global gaming industry’s transactions have exceeded USD 248 billion, four times greater than the Hollywood film and animation industry. The substantial value of transactions

makes gaming products not only commercial export products but also cultural export products. The gaming industry has become the world’s largest content industry. therefore, Indonesia is expected to develop the ACG industry as a source of export revenue.

From the animation industry perspective, Secretary-General of the Indonesian Animation Industry Association (AINAKI) Eka Chandra revealed that “the production process for IP in the animation industry is not yet optimal and requires further development.” The production process for IP is not optimal due to the financial resources required for transitioning visual and audio processes from still images to motion pictures.

“So far the animation production is quite challenging because our resources are limited compared to other ASEAN countries. For instance, Malaysia has succeeded in producing the popular animation series Upin & Ipin, which is quite well-known in Indonesia. However, further expansion is hampered by limited resources. The production of IP is still not optimal due to high investments, which only a few companies can afford, such as MD Pictures, MBC Animation, and Falcon Pictures,” explained Eka.

Through discussions regarding the issues within the ACG industry, it is clear that Indonesia has substantial potential for further development. This potential can be manifested by enhancing the quality of human resources, establishing policy, and developing intellectual property. To support this potential development, several initiatives, including ACG and merchandising seminars, have been conducted through partnerships with corporate partners to fund local production of legendary comic character merchandise, such as Gundala Putra Petir in the form of T-shirts and other merchandise materials for promotional purposes in commercial products and services.

## Unilever Halal Certified that are Shaking up the Global Market



Unilever, a popular brand amongst Indonesians, is one of the participants at the Trade Expo Indonesia (TEI) 2023. The company is available at Hall 2 of the Indonesia Convention Exhibition (ICE) BSD City, Tangerang, showcasing numerous consumer products. Unilever Indonesia is celebrating its 90th anniversary as we approach the end of the year, solidifying its position as one of the leading Fast Moving Consumer Goods (FMCG) manufacturers in Indonesia. Unilever has consistently been a part of people's daily lives through its diverse range of products, such as toothpaste, soap, shampoo, and laundry detergent in both powder and liquid forms. With over 40 brands, Unilever has 9 factories located in the Jababeka industrial zone in Cikarang and Rungkut, Surabaya. An integral element of its success in Indonesia is the Halal certification for all its factories and products through certification from the Indonesian Ulama Council (MUI).

The halal certification Unilever upholds aligns perfectly with the company's business principles. Unilever is a company built on a noble purpose. Unilever hopes that its range of halal products will inspire people to take small yet noble and halal initiatives in their sustainable lives.

Since 2010, Unilever Indonesia has strengthened its commitment to sustainability outlined in the Unilever Sustainable Living Plan (USLP), which fully aligns and synergizes with halal principles. The concept of halal is now global, as it embodies ethics and universal

values that transcend social, cultural, and religious boundaries. The concept of halal extends beyond halal food and beverages and has broadened to various sectors, including banking, finance, cosmetics, and tourism that traditionally use the term sharia.

Unilever has demonstrated that implementing the halal concept provides significant benefits for society and the environment, fosters a sustainable business based on a noble purpose, and remains relevant and future-fit. This strategy is known as The Unilever Compass. The company firmly believes that brands with purpose grow, companies with purpose last, and people with purpose thrive.

Thriving in Indonesia as the world's most populous Muslim country, Unilever Indonesia aims to ensure that its products not only meet high-quality standards but also provide safety and comfort to all Indonesian consumers. This is manifested through the application of halal certification to all its products and factories in Indonesia.

Unilever was the first consumer goods manufacturer whose factories received MUI halal certification in 1994. Since then, Unilever has gradually implemented its halal certification across its factories. Obtaining the Halal Certification from LPPOM MUI requires a lengthy and complex process that a company, like Unilever Indonesia must adhere to. It requires a long-term commitment to meeting stringent procedures and requirements.



# QANAZ Represents the Transformation of Muslim Fashion on JMFW 2024

The world of Muslim fashion has undergone a significant transformation and not limited to simple clothing choices, Muslim fashion has evolved into a captivating dazzling ground.

As the world of fashion becomes more diverse, Muslim fashion has spread across the globe. Muslim fashion shows have become an integral part of the fashion calendar in several countries In recent years, including Indonesia, with events like Jakarta Muslim Fashion Week (JMFW).



As one of the brands in the Muslimah fashion industry, QANAZ takes center stage as an icon of the JMFW 2024 opening ceremony, a part of the 38th Trade Expo Indonesia (TEI). Established in 2011, QANAZ has been consistently marketing its products and expanding its market reach to become a global brand.

QANAZ offers a range of products, including dresses, tunics, and hijabs. The brand is committed to delivering clothing made from high-quality materials that provide comfort to its customers.

Their presence at JMFW during TEI has garnered attention. QANAZ is showcasing collections with an Art Deco theme, inspired by the vintage style of the 1920s, redesigned to be fashionable and elegant in the modern era.

QANAZ's journey to success is not solely based on its product collections but also on excellent marketing strategies. Through social media and partnerships with resellers, QANAZ manages to expand its reach across Indonesia. On top of that, they set their sights on international market expansion through collaboration with the Ministry of Trade, including their participation in JMFW.

## Event Schedule

Friday, October 20, 2023

ALL DAY

**Business Counseling**

GARUDA 5A, 5B, 6A, 6B, and 7A, ICE BSD

09.00 - 11.30

**International Seminar  
"Pengenalan National Single Window" by National Single Window Agency (LNSW)**

NUSANTARA 1A, ICE BSD

09.30 - 11.30

**International Seminar  
"Jepang Butuh Tenaga Kerja, Tangkap Peluang Ekspornya" by ITPC Osaka**

GARUDA 7B, ICE BSD

09.30 - 11.30

**International Seminar  
"Kiat-kiat Bisnis Restoran di Australia" by Trade Attaché Canberra**

GARUDA 3, ICE BSD

10.00 - 15.00

**"One on one Consultation: Design for Logo and Packaging with IDDC Designer" by Directorate of Primary Products Export Development**

CENDANA 1, ICE BSD

14.00 - 16.00

**Certification Seminar of HACCP "Urgensi Food Safety System in Food Bussiness Operator dalam Memenuhi Tantangan Pasar Global" by Directorate of Primary Products Export Development**

GARUDA 8B



Gallery









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