

May 2020

SPORT SHOES

3 HOT ISSUE

5 MARKET REVIEW

9 LIST OF SPORT SHOES EXPORTERS

11 SPORT SHOES EXPORTERS

EDITOR DESK

The rapid development of the shoes industry in Indonesia is opening up Indonesia's potential. Indonesia is now included as the 5 (five) largest shoes producers in the world along with China, India, Vietnam and Brazil. The trend in the development of this industry was quite positive, around 2,25% over the past 5 years (2015-2019). This industry is now included in Indonesia's main industry from 2015 to 2035. The number of workers absorbed by the shoes industry reaches 700 thousand workers.

Sports shoes industry is also predicted to increase along with better people's purchasing power and population growth. Increase awareness to live healthy and fit also has a good influence on the growth of this industry. The Indonesian shoes industry continues to boost export opportunities. Even though competition at the global level is getting tighter, the quality of local shoes production is maintained.

According to the Indonesian Footwear Association (Aprisindo), currently Indonesia's export position is on the third place after China and Vietnam. However, the competition started to get stronger where countries like Cambodia started to strengthen their exports. In order for this problem does not continue to drag on, a strategy is needed to improve the export performance of Indonesian sports shoes. In this month's edition of Export News, the Directorate General of National Export Development presents an overview of Indonesia's performance for sports shoes export development as well as opportunities for superior products that could be increased. Hopefully, information provided is useful for readers and can provide an overview to successfully enter the export market.

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HOT ISSUE

Sports Shoes Become Reliable Export Products in the Footwear Industry



The government continues to encourage national footwear industry to continue exploring potential export markets. In addition, the government is also planning for the trade agreements with a number of countries in Europe. Sport shoes manufacturers with global brand such as Nike, Adidas, and New Balance are committed to increasing their investment in Indonesia

Industry players are targeting export value of footwear to reach US \$ 5 billion this year. Sport shoes products are still the backbone to meet export demand. According to the Indonesian Footwear Association (Aprisindo), more than 80% of exported footwear are in the sport shoes category. Sales for sports shoes in the export market are still supporting the footwear industry's revenue, because large-scale footwear manufacturers in Indonesia are still dominated by foreign sport shoes manufacturers. Around 80% of the footwear produced in our country is for export. The

largest market shares for our shoes industry are Europe and the United States. Global demand for footwear is still experiencing positive growth but Indonesian footwear industry need leverage so it can be more competitive than Vietnamese footwear products.

The quality of sport shoes made in Indonesia is guaranteed. So, demand from other countries increases every year. Based on the 2019 BPS report, demand for sport shoes has increased every year, from 2014 to 2018. Reporting from the official Instagram account of the Ministry of

BUMN, export of sport shoes to the United States are at the forefront with value of 842,7 million dollars, followed by Belgium with 355,3 million dollars, China with 297,8 million dollars, Germany with 188 million dollars, and Japan with 186,5 million dollars.

The export market is fairly soft, although in terms of volume it is not as big as local demand but sales value of exported products is much higher than domestic sales. It is estimated local sales for shoes increase along with the population growth in Indonesia. For sport shoes, a.k.a sneakers, the trend tends to increase due to their usefulness and known to be no boundaries and places. Sneakers are also used in offices for casual clothing, they are also considered environmentally friendly and dominant in the global market.

Incentive for existing industries is needed to improve competition for shoes producers in the export market. The local industry which has been a supplier of global brands, can continue to boost its exports and help trade balance deficit. As for the local market, competitiveness is determined by production efficiency and how producers can make affordable shoes products. This is because the

average domestic consumption is still fulfilled by shoes products which prices are quite economical.

The government continues to encourage national footwear industry to continue exploring potential export markets. In addition, the government is also planning for the trade agreements with a number of countries in Europe. Sport shoes manufacturers with global brand such as Nike, Adidas, and New Balance are committed to increasing their investment in Indonesia, given the greater global market preferences for products from Indonesia. Meanwhile, according to the Indonesian Footwear Association (Aprisindo) during the first quarter in this year, export of all types of footwear edged up from the

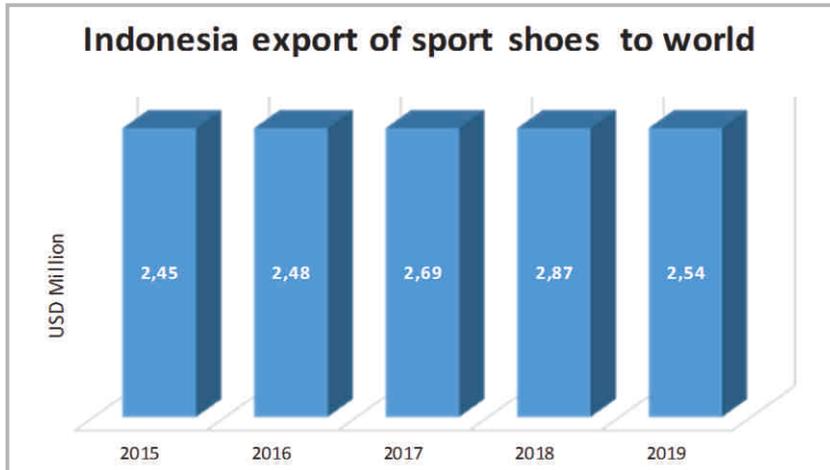
same quarter last year with an increase of 3% -5%. The low rate is due to the sluggish international market.

Nevertheless, it is projected that demand for the export market in the upcoming years will still be high. It is from the high investment interest in the export market. Since November 2016 until the first quarter of this year, there have been seven footwear investors who are interested in opening factories in Indonesia with investment value of US \$ 572,8 million or around Rp 7.62 trillion. From these investments, there are several factories that have entered into contracts with global sports shoes brand owners.



MARKET REVIEW

Indonesian Sports Shoes Trade Performance



From 2015-2019, export trend for Indonesian sports shoes products was quite positive, namely around 2,25% and contributed 10,54% in the world sport shoes trade in 2019. Nonetheless, Indonesia's export value from 2018 to 2019 has decreased by around 11,32%. Based on data from Indonesian Footwear Association (Aprisindo), the Covid-19 pandemic has caused the national shoes production performance to fall to 70%. This is due to weaker purchasing power and limited raw materials.

Therefore, footwear entrepreneurs are required to think creatively to survive in this difficult time. The distribution flow during April-May was also severely disrupted due to the impact of social restriction policy in

several big cities such as Jakarta, Bandung and Surabaya. As a result, sales by this Eid Fitr fell about 80% because many retailers were closed because of social restriction policy.

However, this did not necessarily make businessmen pessimistic. This pandemic has actually made shoes maker more creative in taking advantage of current market conditions. For example, many entrepreneurs today have switched to making sandals or casual shoes for their daily lives because the majority of people work from home. For now, what many people are looking for are sandals or casual shoes. So, who used to be accustomed to produce sport shoes and leather shoes, are now starting to move to sandal products. There are not many

entrepreneurs who have made the switch. On average, footwear SMEs are still dominated by young people. However, this is a new trend to maintain sales in the middle of Covid-19 pandemic situation. It is possible to be followed by others.

On the other hand, the Indonesian Footwear Industry Development Center also stated that the performance of Indonesia's shoes export during the first quarter of 2020 was quite good. There is an increase about 8% over the same period last year. The majority of footwear products sent abroad are sport shoes. Most of export products are for Adidas and Nike brand which are produced in Indonesia. The main export destination is the United States.

In 2019, the United States ranks as the first destination country for sport shoes export with a value of US \$ 929,3 million with a share of 36,5% of the total exports of Indonesian sport shoes. Next, in the second place is China with a value of US \$ 336,2 million and followed by Belgium with a value of US \$ 278,1 million in third place.

In 2019, the export volume of national sport shoes reached 126,4 thousand tons with a value of US \$ 2,54 billion or around Rp 35,7 trillion. However, this figure decreased by 11,26% from the previous year. In January-July 2020 period, export of sport shoes reached US \$ 2,01 billion. This amount showed a significant increase of 44,07% from the same period in the previous year which reached US \$ 1,38 billion.

For information, Indonesia's exports are experiencing concerns. This was caused by the trade war between the United States and China. Especially some commodities that are exported to those two countries. What needs to be done is lobbying the government to safeguard the current export market and to find new export markets to reduce the impact of increase in import duties by the United States and China.

According to Indonesian Footwear Association (Aprisindo), the potential for growth in export is still open from the completion of several relocation of footwear factories from Banten to Central Java. Relocation makes product prices more competitive, because workers' wages are lower than the previous factory

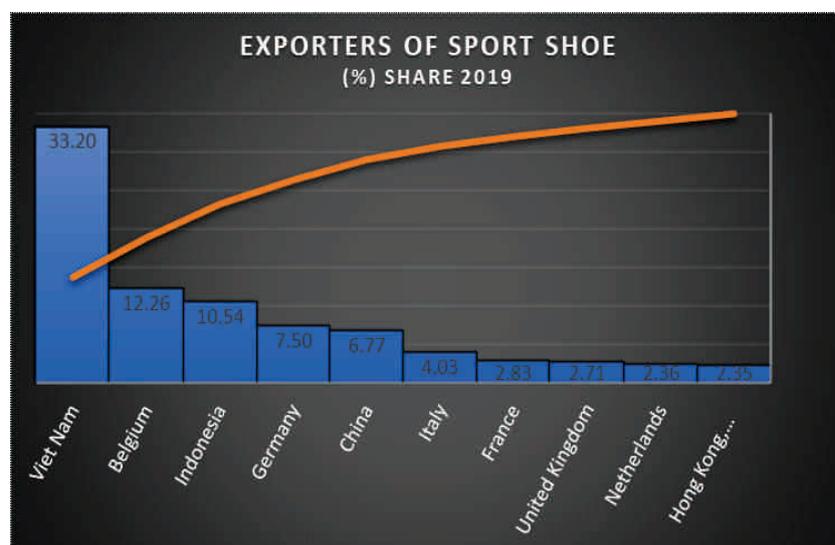
location and it is possible that the number of products exported will increase, as the relocation process is completed. According to Aprisindo's records, there are around 25 footwear factories that have relocated from Banten to Central Java in the last 2-3 years. Relocation was carried out because they were unable to survive the high District Minimum Wage and the obligation to pay the Sectoral Minimum Wage.

Banten is felt to be less competitive, one of which is because of the high District Minimum Wage where for footwear in Banten varies between Rp 50,000-100,000 per person per month. Just imagine if there were 50,000 workers. Aspirindo also revealed that the shoes industry in Banten has to pay Rp 4.1 million per person per month to fulfill the obligations of minimum wage. Meanwhile in Central Java, the

minimum wage is currently under Rp 2 million per month. Currently, there are 25 factories that have started investing in Central Java and most of them came from Banten. They invested in various areas such as Majalengka, Cirebon, Brebes, to Temanggung and Salatiga.

Aprisindo Head of Sport Shoes Development and Foreign Relations Budiarto Tjandra previously said that, "Indonesia-European Union Comprehensive Economic Partnership Agreement (IEU-CEPA) is believed to be able to boost Indonesia's footwear exports".

To catch up with Vietnam, export must increase by 10% this year, then in the third and fourth years, they must grow more than 10%, so that they can double in five years. Our current benchmark is Vietnam's growth.



Total global footwear exports have increased by an annual average of 9.81% per annum from 2015 to 2019. Vietnam is by far the largest footwear exporter, 35 percent of global exports. Vietnam is the second largest player (33.2%) and has shown the strongest growth of any country which accounts for at least 2 percent of the global market over the past 10 years. Vietnam's footwear export has increased at an average annual rate of 19% since 2015.

Among the developed countries, Belgium is the global leader, but it is more mature and its products tend to be worth much higher than the other major products of global footwear producers. Unsurprisingly, its production has increased much more slowly in recent years, causing it to lose global market share to countries such as Indonesia and other emerging markets. The global shoes industry has recorded good development and growth in recent years.

Running and casual shoes accounted for the largest market share of 40,2% in 2015 due to increased awareness of health and fitness. The Asia Pacific region is expected to lead the global market for sports shoes and is expected to record maximum growth during the forecast period of

2016 - 2023. Increasing population and attention to fitness, availability of good quality, good distribution channels, availability of labor and materials and low cost of raw materials are some of the factors that are expected to open up sport shoes market across the Asia Pacific region in the near future.

On the other hand, Europe and North America collectively contributed as the largest share of revenue in 2015 and expected to continue their dominance over the forecast period from 2016-2023.

Demand for sport shoes in both regions is increasing on the back of factors such as the presence of large shoes companies, reduced import duties that can cut production costs and rapidly expanding gym and sports facilities.

Sport Shoes Export Opportunities to Several Countries

SOUTH KOREA

The trend of sport shoes in South Korea is greatly influenced by several factors. The existing infrastructure in the country, both mass transportation and facilities for pedestrians, are very good, so the tendency of the South Korean people to walk is very high. The next factor

is the high purchasing power of the people. South Korea's high per capita income has an impact on high purchasing power, making it possible to buy good quality branded sport shoes. Fashion is the next factor that provides positive trends in this industry.

Strategy for Entering the South Korean Market:

- A. Cooperating with Local Companies.
 - Direct Entry
 - Joint Venture
 - Franchise
 - Agent / Distributor
 - Direct Sales
- B. Improve Product Quality. South Korea imposes strict regulations in deciding imported products, such as:
 - Quality of raw materials
 - Product Cleanliness
 - Production Process
 - Packaging
 - Product related information
- C. Looking for the latest information from related organizations in South Korea. The following are associations and ministries in South Korea that deal with sport shoes.
 - Korean Footwear Industries Association (KFIA)
 - Korean Institute of Footwear & Leather Technology (KIFLT)

- Footwear Industrial Promotion Centre (FIPC)

- D. Participate in various exhibitions
- E. Learn about South Korean corporate culture
- F. Establish cooperation with trade representatives abroad
- G. Have a company website

Regulation of Sport Shoes Products in South Korea:

For companies wishing to export to South Korea, here are some documents that must be prepared with South Korean Customs. These documents include:

- A. Commercial Invoice
- B. Certificate of Origin
- C. Self-Certification of Origin by Producer or Exporter
- D. Packing List
- E. Bill of Lading

Mexico

The potential for the import market for sport shoes in Mexico is still sufficient. Shoes, including sport shoes, are a basic necessity of every human being plus the trends of modern society today pay more attention to the health of the body, including to do sports.

Mexico's Sport Shoes Product Import Regulation:

To explore Mexico, there are several of things to know, as followed:

- A. Exporters must ensure that potential importers have met the legal requirements as importers, including having a Tax Identification Number (Registro Federal de Contribuyentes-RFC), which means being registered with the Tax Administration Service (Servicio de Administración Tributaria-SAT); and already has an import license or registration number.
- B. All products exported must go through a customs clearance process before entering the customs territory of Mexico.
- C. Customs clearance can only be done by customs broker/agent. The customs broker / agent appointed by the importer will prepare a customs entry form known as "Pedimento de Importacion", the only document Aduana (Customs Office) will accept to process goods into Mexico.
- D. Importation documents required include: Pedimento de Importacion, commercial invoice and packing list, airway bill or bill of

lading, documents related to non-tariff regulation, and Certificate of Origin (if required).

Mexico Market Entry Strategy:

In an attempt to enter the Mexican market, several recommended strategies include:

- A. Maintain and improve the quality and supply of products.
- B. Maintain and improve professionalism in doing business, such as providing the best and latest information.
- C. Make use of information and assistance facilities that can be provided by representatives of R.I. in Mexico, either the Indonesian Embassy in Mexico City or ITPC Mexico City.
- D. Producers and exporters are strongly encouraged to have an informative website regarding their company profile and also the types of products they have.

List of Sports Shoes Exporters

■ **NIKOMAS GEMILANG, PT**

Gedung Plaza Lippo Lt. 15 suite 1506, Jl. Jend. Sudirman Kav. 25, Jakarta Selatan
Ph. : (62-21) 52906566
Fax. : (62-21) 52906564
E-mail : darmaji@pci.co.id, bruce.shih@pci.co.id, export.angga@pci.co.id
CP : Bruce Shih, Prince Tee, Darmaji, SH, Ellen S. Hutahuruk

■ **PANARUB INDUSTRY, PT**

- Jl. Raya Mauk Pasar Baru, Gerendeng (Jl. Raya Moch. Toha Km. 1)
Karawaci, Tangerang
Ph. : (62-21) 5520047, 5524412, 5580775 ext. 418
Fax. : (62-21) 5524319, 5520046, 5582956
E-mail : budiarto@panarub.co.id, meicu@panarub.co.id
Web : www.panarub.co.id
CP : Hendrik Sasmito, Yee Chin Choong

■ **BOOGIE ADVINCO, PT**

Jalan KS. Tubun No. 26 C, Warung Jambu, Bogor Utara, Bogor
Ph. : (62-22)51 8371443
E-mail : boogie@boogie.id
Web : www.boogie.id
CP : Ucu Sugiarto, Miftahul Choir

■ **GLOBAL WAY INDONESIA, PT**

Jl. Ahmad Yani 214, Desa Gedangan - Kec. Gedangan, Sidoarjo
Ph. : (62-31) 8917527, 8917525-28
Fax. : (62-31) 8917520, 8013092
E-mail : cb@long-way.com.tw, duff-chen@id.longwaycorp.com
Web : www.globalway.co.id
CP : Cb Hsu, Duff Chen,

■ **FENG TAY INDONESIA ENTERPRISES, PT**

Jl. Raya Banjaran Km. 14,6, Desa Bojong Manggu - Kec. Pameungpeuk, Bandung
Ph. : (62-22) 5940688, 5940783, 5941913, 5944497
Fax. : (62-22) 5940255, 5940779
E-mail : tri.novibe@fengtay.com, dadan_ramdani05@yahoo.co.id,
rudy.noer@fengtay.com, adang.salmun@fengtay.com, ida.daliah@fengtay.com
CP : Rudy Noer, CH. Wang, Chen Shih Jung, Inneke, Tri Novibe Heriastina,
Eddy Moenardi

■ HORN MING INDONESIA, PT

Jl. Raya Serang Km. 18,8, Desa Sukanagara - Kec. Cikupa, Tangerang

Ph. : (62-21) 59400865

Fax. : (62-21) 59402479

E-mail : hmi@simply-best.com, sigit@simply-best.com, romi@simply-best.com

Web : www.simply-best.com

CP : Basia Chung, Robert Huang, Sigit Utomo, Arifin, Agung Nugroho,

■ PRATAMA ABADI INDUSTRI, PT

Jl. Raya Serpong Kamurang Atas Km. 7, Pakualam - Pakulonan, Tangerang Selatan

Ph. : (62-21) 5396111-40

Fax. : (62-21) 5396141

E-mail : Recruitment@pratama.net, elsita.hrd@jx.pratama.net, foni.hadi@pratama.net

CP : Seo Yeong Yul, Im Young Yul, Foni Hadi,

■ INDOSPORTS JAYA, PT

Gedung Pusat Niaga 3rd Floor, Jl. Benyamin Sueb - Kemayoran, Jakarta Pusat

Ph. : (62-21) 65700027

Fax. : (62-21) 65700030

E-mail : andreas.adjiwibawa@bercaretail.com, yusniar@bercaretail.com

CP : Murdaya Widtawimarta, Dra. Sitihartati Murdaya, Andreas Adjiwibawa,
Prajna Murdaya,

BERCA RETAIL SPORTINDO



As a part of established retail group in Indonesia, Berca Retail Group, Berca Retail Sportindo is producer and brand holder of sport and lifestyle shoes and apparel, League. League entered Indonesia's footwear industry in 2004 and quickly gained a reputation as a premium brand for its quality footwear, apparel and accessories for men and women, professional athletes through to active lifestyle enthusiasts.

With more than 20 years of design, manufacturing and retail experience behind them. The core of their products lies within stylish yet functional footwear line, which includes a fantastic collection of running, soccer, futsal, basketball, and lifestyle shoes. They also sponsor prestigious national and international sporting

and lifestyle events. The highlight was in 2012, when they proudly sponsored the Indonesian national team at the London Olympics.

They are enjoying solid growth of sales via more than 1,000 stores domestically, the brand is beginning to take on major global markets in Asia, the Middle East and the United States. Their dedicated retail and online ventures are also set to begin soon which will support their controlled growth policy.

In the Pursuit of Excellence

The award-winning and environmentally sustainable factories come with latest production technologies and facilities to create high quality footwear, apparel and accessories. After years of making performance products for the world's top

companies and athletes, they have assembled a team with deep knowledge and expertise, and a passion for superior style, quality, and comfort. This dedication and experience, on top of the brand's creativity and reputation with the highest level of performance style, are part of a long tradition in the pursuit of excellence. Production & Sourcing

Their factories are world class in regards to technology, safety and sustainability. Their initial establishment as the exclusive licensee and distributor of international footwear to over 90 countries around the world meant that we are used to meeting these standards.

Overseeing several thousand workers, the factories have set high safety standards with zero accident reports, advanced fire emergency response programs, as well as contractor and maintenance safety programs. Since sustainability is important, they have implemented a series of programs such as waste and hazardous waste management, energy conservation, and the 3R: Reduce, Reuse, Recycle programs.

PRODUCT GALLERY



ALTRAX MEN



CLONE UNISEX



RASS ICF TIMNAS UNISEX



KUMO 1.5 MEN



LEVITATE MEN



FUNDAMENTAL MEN

PRIMARINDO ASIA INFRASTRUCTURE

BRIEF HISTORY OF THE COMPANY

PT Primarindo Asia Infrastructure Tbk. (The "Company") was founded in 1988 under the name PT Bintang Kharisma, with the status of Domestic Investment (PMDN). In 1994, the Company listed and sold its shares on the Jakarta Stock Exchange, and became PT Bintang Kharisma Tbk. In 1997, the Company changed its name from PT Bintang Kharisma Tbk to PT Primarindo Asia Infrastructure Tbk.

The Company is engaged in the footwear industry, covering the production and marketing of sports / casual shoes to local and international markets.

THE COMPANY'S BUSINESS ACTIVITIES

At the beginning of its establishment, the Company produced sports shoes entirely for export. However, in 2002, Reebok, which was the main buyer of the Company, relocated its business, which resulted in

the termination of orders. Along with the cessation of these export orders, the Company started pioneering sales of shoes in the domestic market under its own brand, namely "Tomkins". Until now, sales of Tomkins shoes have spread throughout Indonesia.

Apart from producing and marketing TOMKINS shoes, the Company also received orders for the production of other brands of shoes for export purposes, such as Lonsdale, Dunlop, Firetrap, and others.

PRODUCT GALLERY



ETERNITY GREY



MARWEN



HUMMINGBIRD



ANIARA GREEN



KRYSTAL



ARTEMIS BLACK



ROYALE

ARDILES GROUP

ARDILES GROUP is one of the largest shoes & sandal companies in Indonesia that designs & markets its products both nationally & internationally. Currently, the ARDILES brand has succeeded in achieving high brand awareness and gaining consumer loyalty. The ARDILES brand has also been successfully perceived as a quality Indonesian footwear brand.

ARDILES shoes & sandals include sports, school, casual & fashion

products which are available for children to adults, both for boys and girls. ARDILES is easily found in various department stores & retail footwear in Indonesia.

Currently ARDILES is also making the ARDILES STORE retail chain in several cities in Indonesia and there will also be an ARDILES STORE opening in several other countries. ARDILES distribution spreads to 35 distributors with a total of 5,500 retailers throughout Indonesia.

Apart from preparing to enter several other institutions in Indonesia, ARDILES has successfully exported to several countries such as: Malaysia, United Arab Emirates (UEA), Papua New Guinea & Thailand. In the near future, several countries in Asia, Europe & Africa will become the next ARDILES export destination countries.

PRODUCT GALLERY



WEEVIL BADMINTON



FEDERER BADMINTON



DAKOTA FUTSAL



RAKITIC FUTSAL



VIRTUOSO FUTSAL



CRIMSON BASKET



REXTON BASKET

GF Indonesia (GFI)

**No. 1 National Sports Shoes Brand**

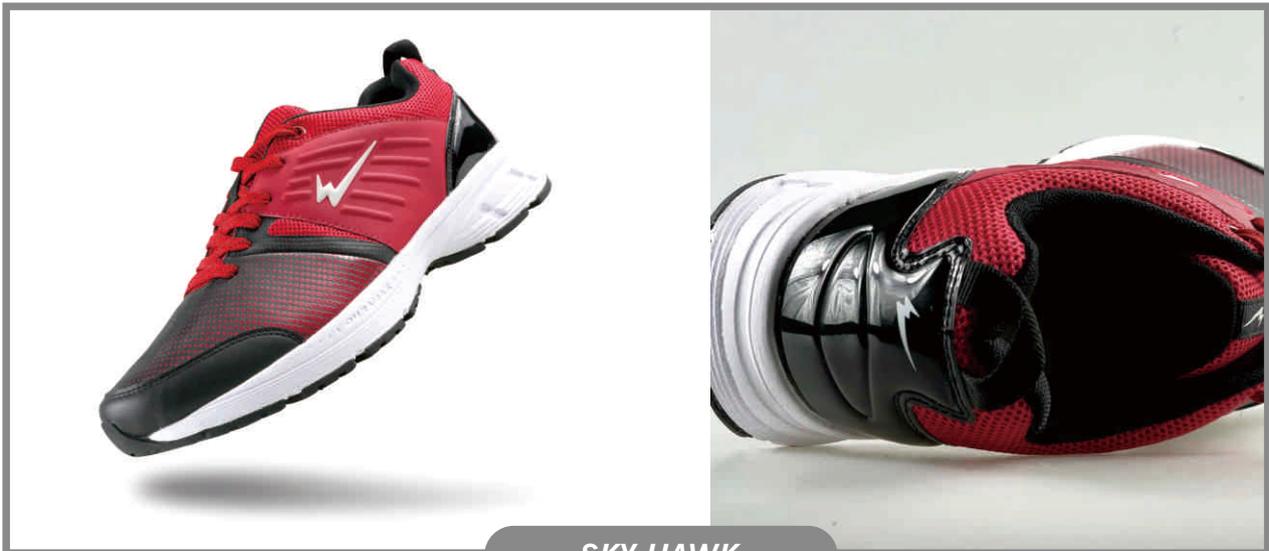
PT. GF Indonesia (GFI) is a leading sportswear company having the strongest local brand Eagle in Indonesia. GFI is an integrated part of KMK Group, which is one of the largest manufacturers of the International branded shoes. Eagle produces the

International standard shoes for the 3rd largest population country in the world.

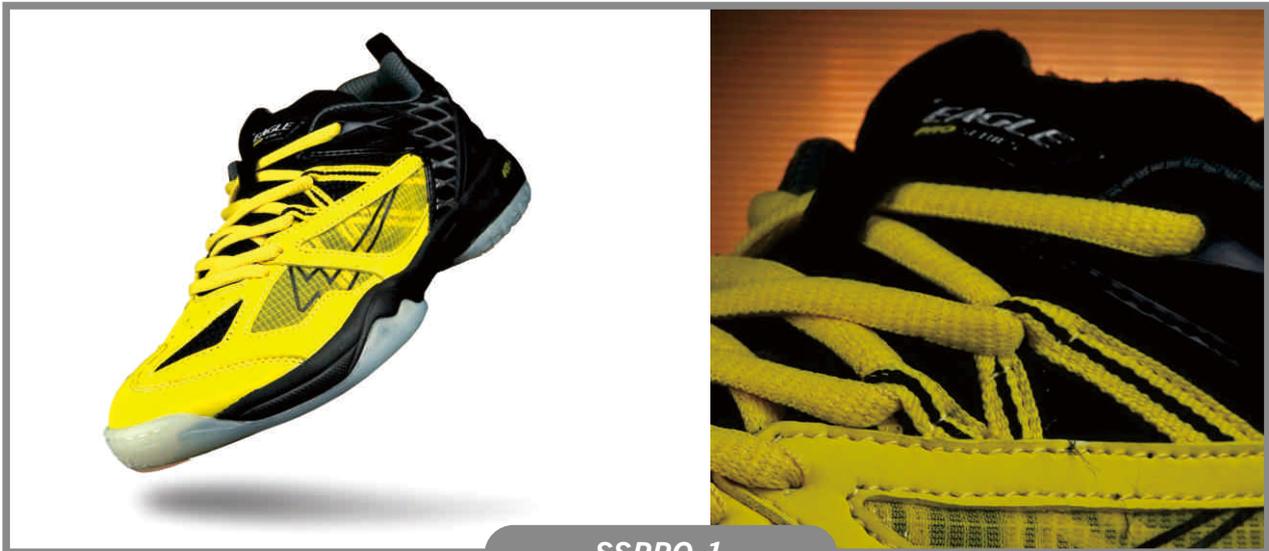
Vision:
To become a Global company driven by Eagle as a National Leading sports brand.

Mission:
To consistently Drive it ahead, to exceedingly pursuit customers value and satisfaction.

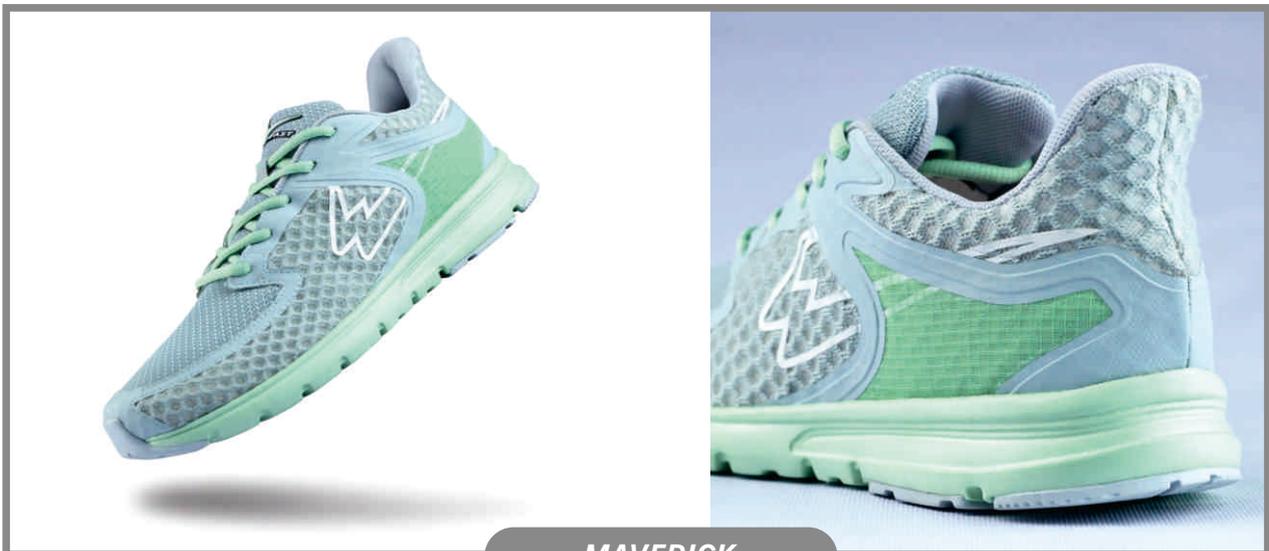
PRODUCT GALLERY**SPEEDLINE**



SKY-HAWK



SSPRO-1



MAVERICK



ORBIT



COMMANDO 2



ARTAX

KARYA JAYA MANDIRI SAKTI, CV

CV Karya Jaya Mandiri Sakti is a company that is developing in the retail sector with the Precise brand. CV Karya Jaya Mandiri Sakti was founded in 1989. CV. Karya Jaya Mandiri Sakti (KJMS) has consistently and continuously developed the PRECISE brand both in terms of design and marketing to become one of the best shoe products in Indonesia and of course international quality.

PRECISE LEADING INNOVATION

- *LIGHT WEIGHT MATERIAL*
by only selecting the best material makes Precise shoes lighter but still durable.
- *POWER STEP TECHNOLOGY*
tested with simulation tools to withstand more than 350,000 footsteps.
- *QUICK DRY LINING*
with a design that uses a mesh material, this shoe is more comfortable because it dries easily when exposed to water.
- *FLEXIBLE OUTSOLE*
An outsole design that has a structure that matches the movement of the feet will make using Precise shoes more comfortable.

PRODUCT GALLERY



HAKKI M BLACK



PRECISE FLEXNIT VENOM M ALL BLACK



TREND RED



FLEXNIT IGNITE BLACK/RED



STORM NAVY/BLUE



TREASURE BLACK



VIVID SPECIAL - WHITE

WANGTA AGUNG, PT

Founded in 1950, starting from a home industry that employs a professional workforce. And since 1972 PT. Wangta Agung has become a well-respected family company. Armed with creativity and perseverance, we speculated to be part of the world and in 1987 started exporting to the USA and Europe. To improve the quality and quality of our products, we work closely with several manufacturing companies from Taiwan.

Until now, PT. Wangta Agung has been supported by more than 10 thousand professional experts in their fields and strong trust given by consumers in us, almost half a century PT. Wangta Agung has produced various types of shoes and sandals that are marketed both domestically and abroad, including Diadora , Tommy Hilfiger, O 'Neil, Marlboro, Princess, Converse, Spalding, Donnay, Gola, Air Pro, Pro Kennex, Professional, Kelme, Ardiles, Gibor, Willow etc.

With production spreading to 10 different countries in the world.

With sophisticated machines and modern production systems, we will always be ready to face the increasingly sharp global market, with an annual income of US \$ 180 million, PT.Wangta Agung will continue to increase consumer confidence in both production and service quality.

PRODUCT GALLERY



Style : Wold
 Size : 27-38
 Color : Black, Red, Yellow
 Harga : US\$ 399
 Brand : Diadora



Style : Champion
 Size : 27-38
 Color : Black, Red, Yellow
 Harga : US\$ 300
 Brand : Diadora



Style : Cardinal
Size : 27-38
Color : Black, Red, Yellow
Harga : US\$ 300
Brand : Diadora



Style : Sexy
Size : 27-38
Color : Black, Red, Yellow
Harga : US\$ 300
Brand : Diadora



Style : Samson
Size : 27-38
Color : Black, Red, Yellow
Harga : US\$ 300
Brand : Diadora



Style: Joiner
Size: 27-38
Color: Black, Red, Yellow
Harga: US\$ 300
Brand: Diadora

NAGASAKTI PARAMASHOES, PT

PT Nagasaki Paramashoes Industry (PT NASA) is a company engaged in the sports shoe industry. The company was established on a land area of 74,144 square meters in August 12, 1988 under Notarial Deed No.58 issued by Kartini Mulyadi, SH with PMA status, and started its first production and export in April 1990.

In January 20, 1992, a change of status from PMA to PMDN was ratified by Deed No. 53 issued by James Herman Raharjo, SH on August 8, 1992. PT NASA employs about 75% of female workers, with an installed production capacity of approximately 20,000 pairs of shoes per day at that time. The high number of female workers in PT NASA is based on shoe making is a handmade job that demands tidiness, patience, and so it is more appropriate when it worked by women.

OUR STRENGTHS AND APPROACH

Our Strengths :

- Outstanding experience in various types of shoes over 30 years.
- Craftsmanship-focused culture.
- Integrated product

development and manufacturing.

- Continuous investment to support operation and increase competitive edge (SATRA Vision Stitch, ATOM automatic cutting m/c, cell line conversion, ERP system and NASA Development Center etc).
- Continuous improvements (Kaizen Events) by in-house lean experts and outside consultants
- Continuous culture change toward Lean manufacturing.
- Full commitment to compliance (people, safety, environment and health) and labor regulation.

Our Approach :

- Drive product excellence through holistic innovation in manufacturing, communication and HR.
- Deliver industry leading craftsmanship and quality.
- Develop and invest in our people.

PRODUCTION CAPACITY

Department :

- Assembly (SGO) : 8 Lines
- Assembly (Lean) : 3 Lines
- Cutting : 199 Machines
- Stitching : 47 Lines
- Stock Fit : 5 Lines

- Hot Press : 135 Sets
- Weekly Capacity : 126K prs
- Monthly Capacity : 540K prs

IN HOUSE INJECTION PLASTIC PRODUCTS IN-HOUSE PU FACILITY

PU Barcode system :

- Barcode sticker on every mold.
- Automatic pouring automatic based on mold volume.

INJECTION PHYLON

- " Machine Capability : 5 King Steel Machines
- " Machine Capacity : 440 K/Month

SUMMARY OF IN-HOUSE & ON-SITE FACILITIES

- Injection Phylon : 440K/month
- Shoelace : 350K/month
- Injection Plastic : 350K/month
- Molded and Die Cut Insole : 1,250 K/month
- Cutting Dies : 3,900 pcs/month

Factory

ATOM AUTOMATIC CUTTING MACHINE

- Progressive alternative manufacturing approach.

- Dual-Head die-less cutter.
- Manual nesting & Automatic nesting both available.
- More flexibility & Yield improvement.
- Installation in January 2009.

MAJOR HISTORICAL POINTS

- Very first Nike manufacturing partner in Indonesia (1988) and Nike has grown together with CCM group.
- Main source of Nike tennis product (since 1995) - Up to 50% of Nike Tennis production was done at NASA. NASA is the only source of Tennis category in Indonesia.
- Special & Innovative projects for tennis category of Nike were done together with NASA's Alpha project, DRC Compound, XDR Compound.
- Special Promo shoes for Professional Tennis Players & Olympics' Andre Agassi, Lindsay Davenport, Pete Sampras and Beijing Olympics (handball).
- Process innovation efforts with Nike's tandem line (combination of stockfit and assembly) & 3D tool application & outsole batch tracking.
- PU puck facility has been set up based on Nike's request

- (2004).
- CCM group set up all production facilities in one area such as injection phylon, PU puck, CMP, shoelace, injection plastic, insole, cutting dies and mold shop.
- NASA received Nike Innovation Awards several times.
- NASA developed pilot Lean line to comply with Nike policy's One straight line from cutting to assembly at Lean Center (2003).
- NASA set up Lean NOS line to join Nike's journey to Lean manufacturing (2006).
- NASA set up new Laboratory (2008) and NASA Development Center (2009).

With all great experience we have, currently we are proudly to develop our own products "League" and "Legas" to be a global brand.

Awards

1. Satisfactory Performance, by NIKE Head Office USA, 1995
2. The Best Guiding Female Workers ; National Award and Province of West Java, 1995
3. Award from Indonesian Government of Banten Province and National; Zero Accident 10,321,382 working hours Without Work

Accidents Resulting in Loss of Work Time, April 1, 2003 - December 24, 2003 By the Minister of Manpower and Transmigration Jacob Nuwa Wea.

4. NIKE Indonesia ; Innovation Excellence Award, Innovation Project, 2003
5. NIKE Indonesia ; Compliance and Business Unit Teams, December 2003.
6. Best Female Workers Builder ; Province of Banten 2004
7. The Government of The Republic of Indonesia; Zero Accident & Environment, Safety and Health (ESH) Management System; National Appreciation awarded by The President of The Republic of Indonesia; Mrs. Megawati Soekarnoputri, 2004.
8. Zero Accident Award, 40.268.621 Zero Accident 40,268,621 working hours Without Work Accidents Causing Loss of Work Time, January 1, 2004 - November 30, 2005 By Minister of Manpower and Transmigration, starts from January, 1, 2004 to November, 30, 2005 from The Government of The Republic of Indonesia ; awarded by Minister of

- Manpower and Transmigration of The Republic of Indonesia; Ir. Eman Suparno, Mba, Msi.
9. The Government of The Republic of Indonesia; Compulsory Taxpayer, February 4, 2004. And honorable Taxpayer award in 2004 - 2006.
 10. The Government of The Republic of Indonesia ; The Best Guiding Female Workers ; National Award by The President of The Republic of Indonesia; Mr. Susilo Bambang Yudhoyono, 2004.
 11. NIKE Indonesia ; Mutual Trust & Respect ; Walking The Talk - Advancement Of Female Workers, March, 2005
 12. NIKE ; Continuously Improving ESH, NIKE ESH ASIA, 2005
 13. The Government of The Republic of Indonesia; Zero Accident & Environment, Safety and Health (ESH) Management System ; SMK3 Award by Vice President Yusuf Kalla, January 12, 2006.
 14. FY 06 - Honorable Mention ; Deepen The Consumer Relationship to CCM, In Recognition for Effort to Promote Sport & Fitness Supporting Tennis Activities in Order To Increase Consumer Awareness in Indonesia, May 22, 2006
 15. PT. JAMSOSTEK (PERSERO); Branch Tangerang II ; Orderly Administration In Reporting Contribution and Data of Labor Wage In accordance with Regulation of Minister of Manpower, RI No: PER-12 / MEN / VI / 2007, 2007.

BRANDS



1990 - 2009



1990 - 1992



1990 - 2008



1990 - 1999
2010 - 2012



2006 - Present



2008 - 2011



2008 - 2012



2009 - 2011



2009 - 2011



2008 - 2011



2008 - 2012



2009 - 2011



2011 - 2012



2006 - Present

PRODUCT GALLERY



INTIDRAGON SURYATAMA, PT

PT. INTIDRAGON SURYATAMA was established in 1969 and has 48 ha factory area. We work for our own brands, ATT and Pro ATT and other brands. PT. INTIDRAGON SURYATAMA has complete in-house footwear tools for Cemented Product, Vulcanized Product, Direct injected Product, PCU Product, Sandal/Slipper Product, and EVA Product. Supported by 5000 labors, our company is able to produce million of footwear styles.

We have big commitment to constantly improve the standards quality, innovative design, on time delivery and best price. "

Vision:

"Being an international, qualified and trusted shoe manufacturer"

Mission:

"Always improve our quality and design to meet our customer satisfaction"

Motto:

"Work smarter and harder"

PRODUCTION FACILITIES

- CEMENTED Product With 2 complete sets of cementing lines support. We could produce 4000 pairs of shoes per day
- INJECTION Product With 20 complete sets of italian machines and 6 complete sets of Taiwan Support. We could produce 40000 pairs of shoes per day
- VULCANIZE Product With 1 complete sets of vulcanized rubber lines Support. We could produce 2000 pairs of shoes per day
- PCU Air Blow Product With 36 complete sets of PCU Injection. We could produce 72000 pairs of shoes per day
- PHYLON Product With 2 complete sets of Phylon Injection. We could produce 3000 pairs of shoes per day
- EVA Product With 3 complete sets of EVA Sandals lines and 2 Complete sets of Slippers line support. We could produce 6000 pairs of EVA sandals and 3000 pairs of Slippers per day
- Certification Quality Management system has been certified with ISO 9001 : 2008

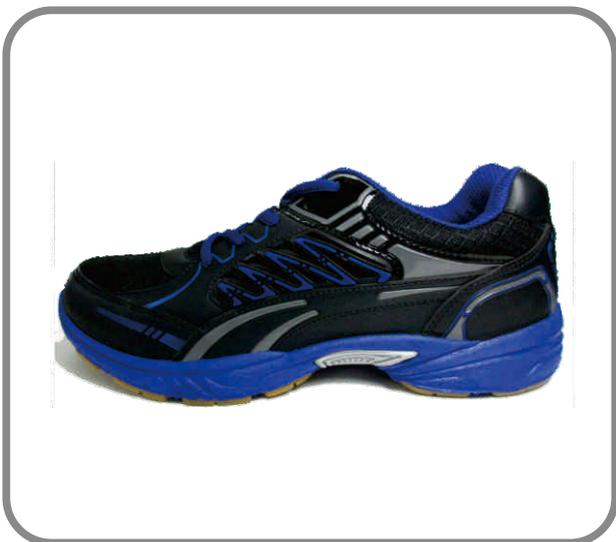
WORKSHOP GALLERY



WORKSHOP GALLERY



PRODUCT GALLERY





**Directorate General Of National Export Development
Ministry Of Trade Of Republic Of Indonesia**

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