

Innercity Industries

The lifecycle of Jakarta's Apparel

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Introduction of theme

Kebon Kacang context

Kebon Kacang 230% / Assignment

General densification strategy

Growth strategies: five approaches

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Introduction of theme

Magnetic pull



Industrious environment



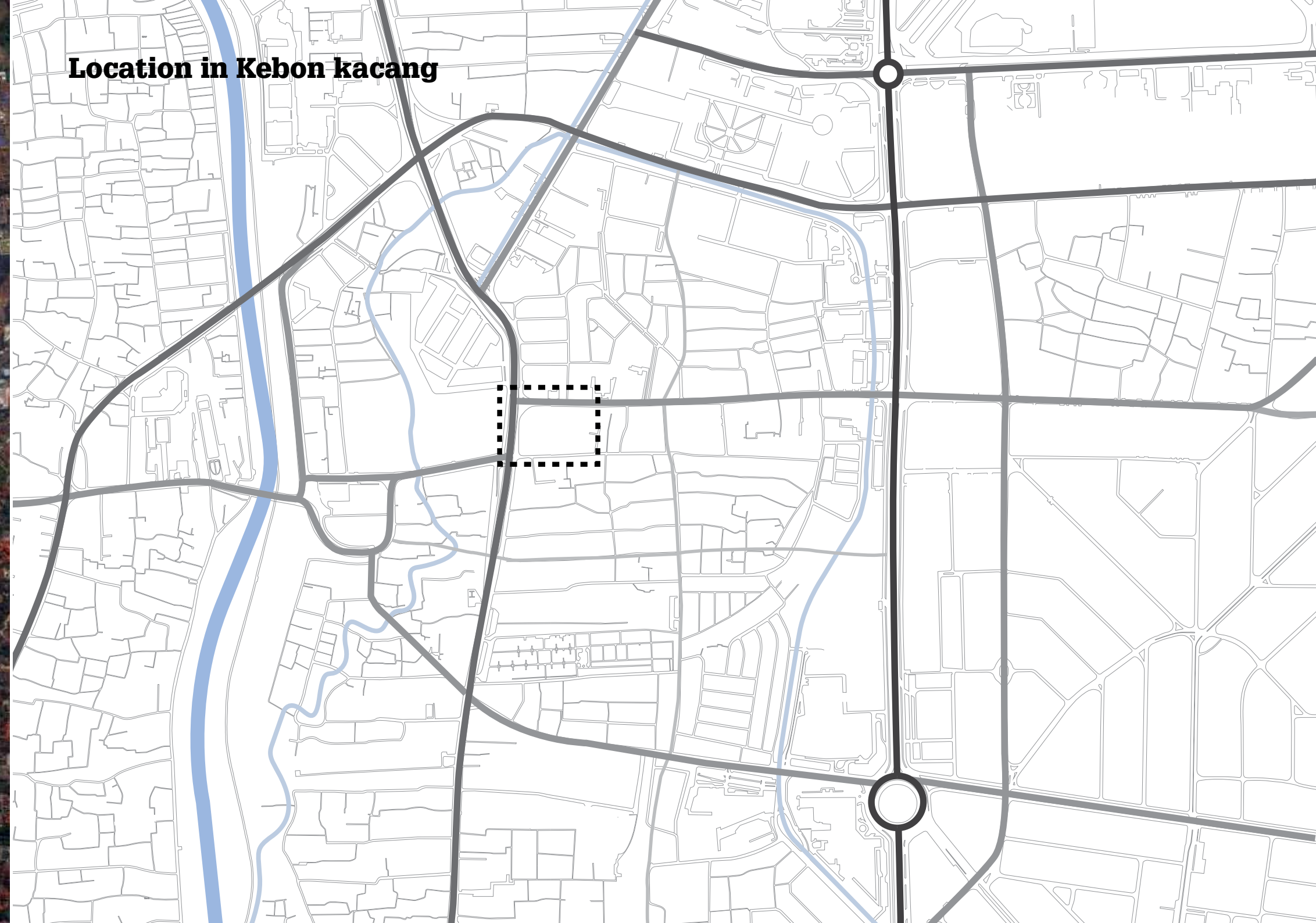
Kebon Kacang Context

Kebon Kacang Context

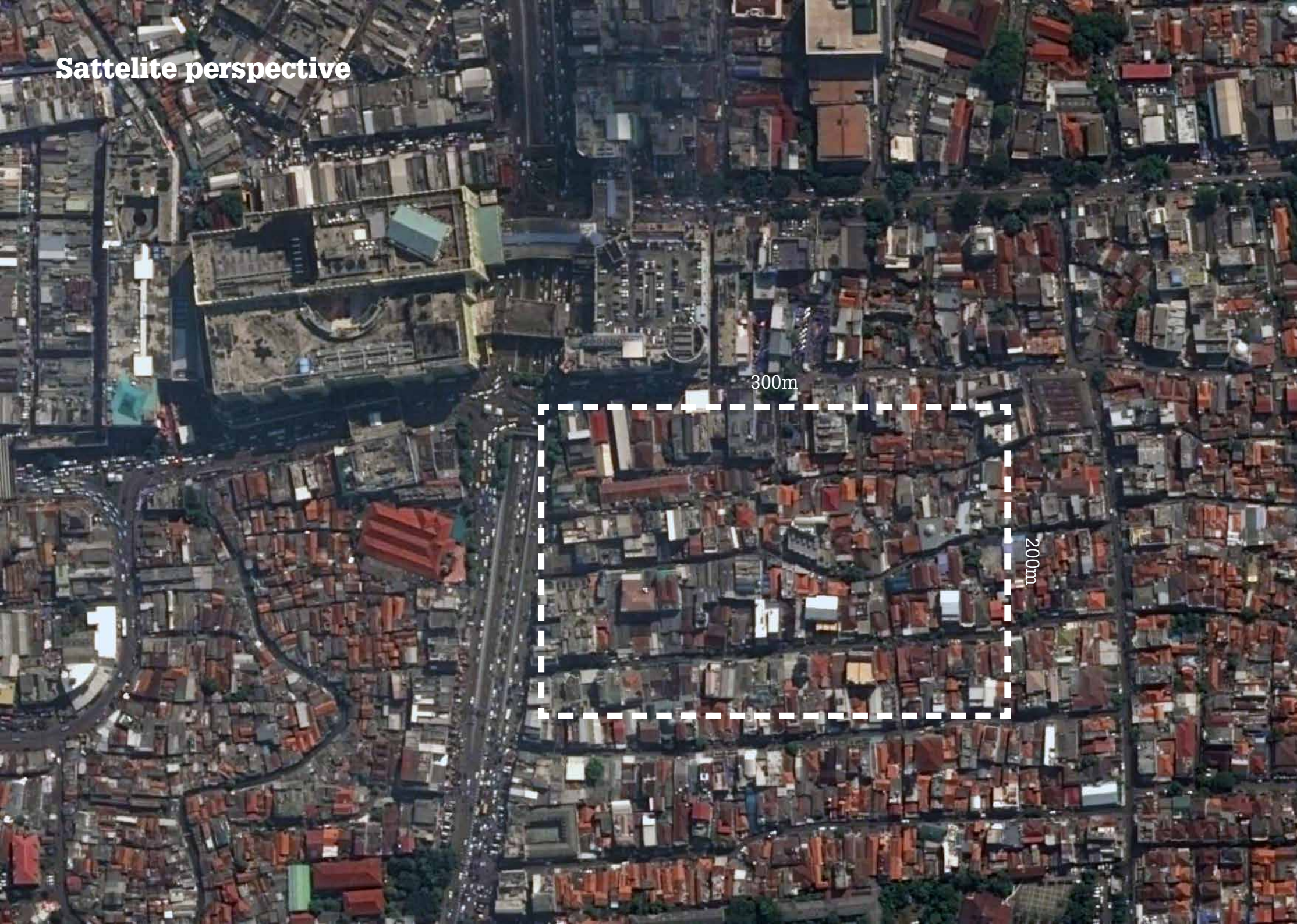
Sattelite perspective



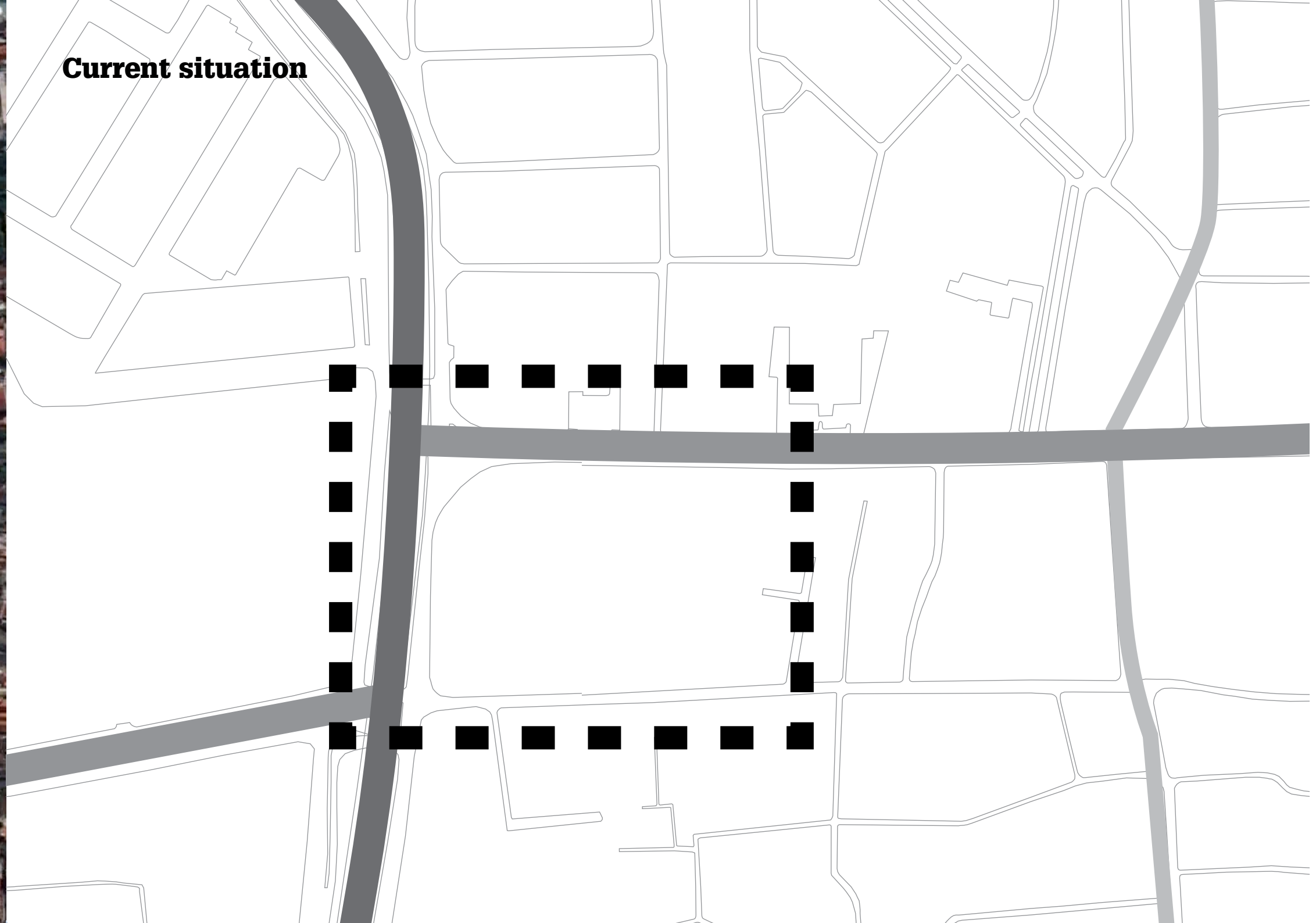
Location in Kebon kacang



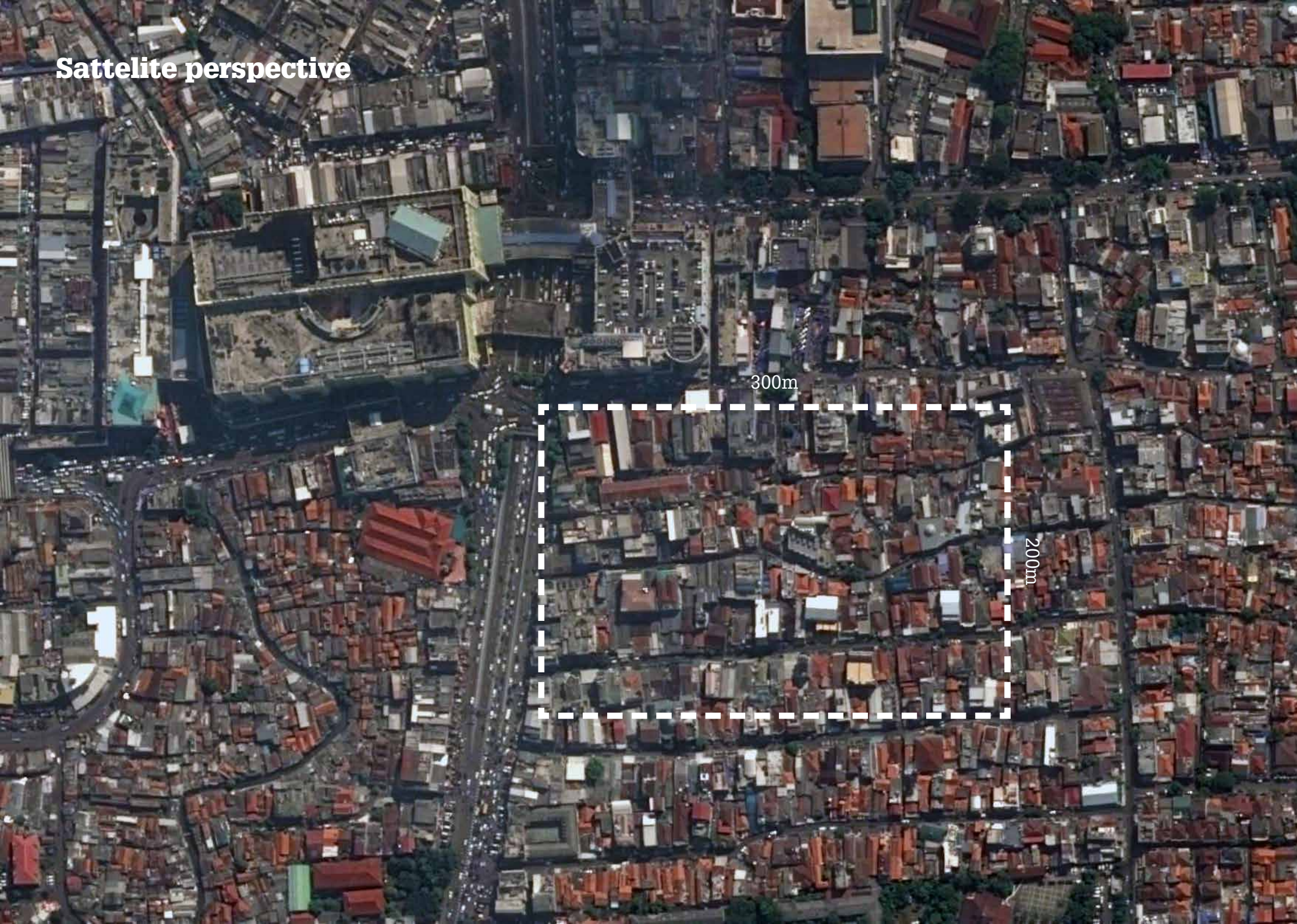
Sattelite perspective



Current situation



Sattelite perspective



Isometric perspective



Housing



Housing

floor space: **701.610 m²**
residents: **20.661**



1:1000

Housing 1: Residences



Housing

floor space: **701.610 m2**

residents: **20.661**



1:1000

Housing 2: Kots



Housing

floor space: **701.610 m2**

residents: **20.661**

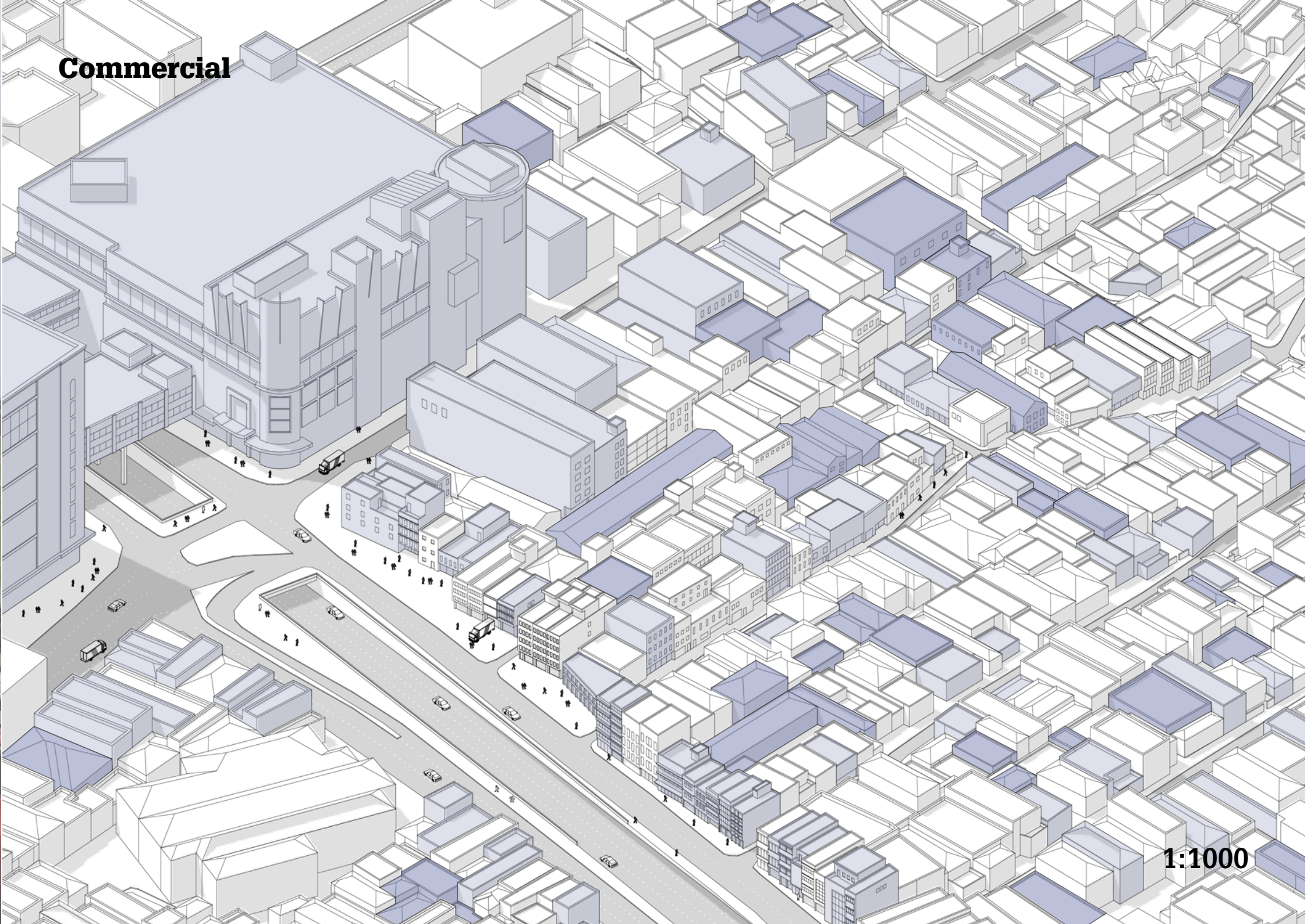


1:1000

Commercial



Commercial

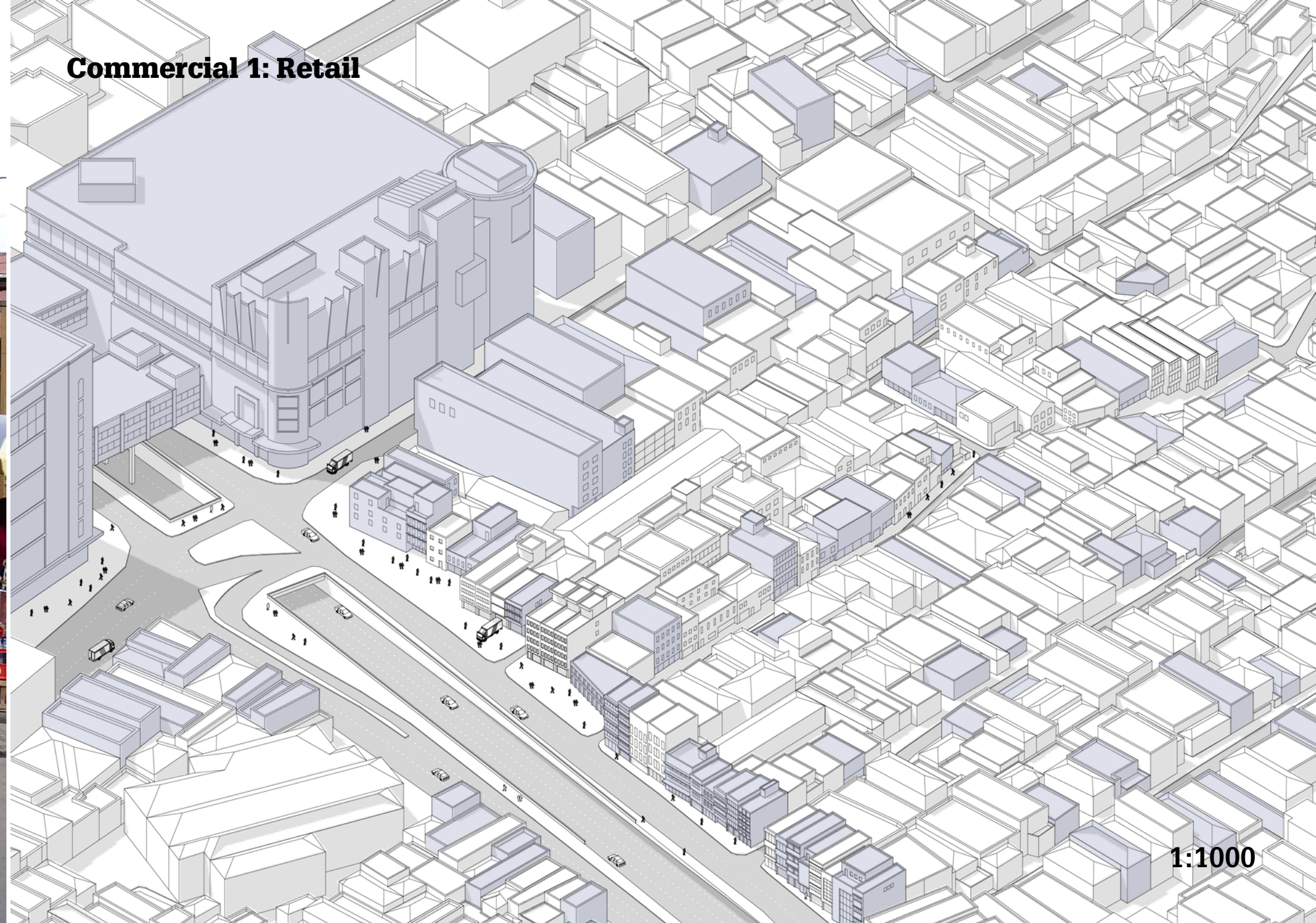


1:1000

Commercial 1: Retail



Commercial 1: Retail

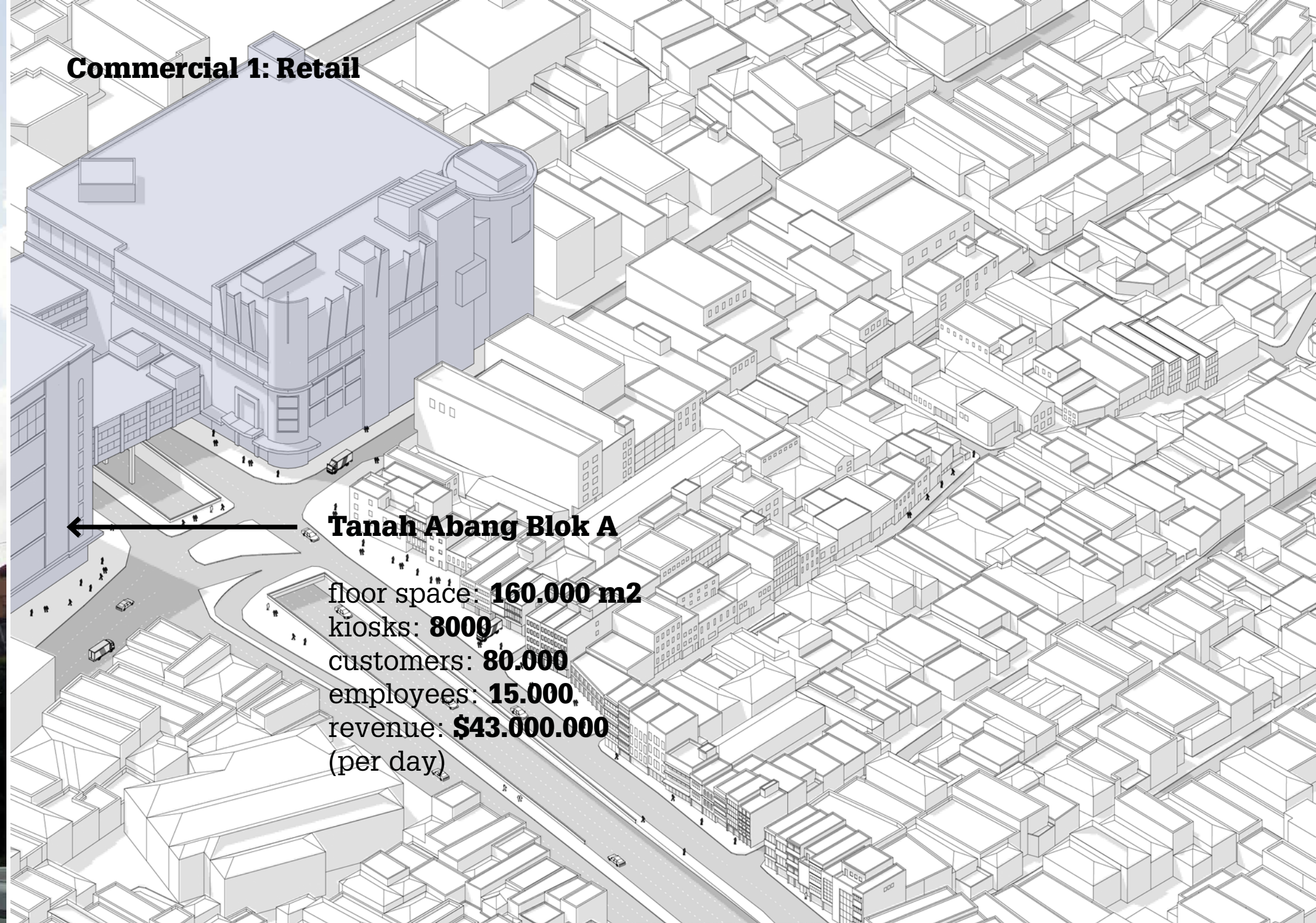


1:1000

Commercial 1: Retail Tanah Abang Blok A



Commercial 1: Retail



Tanah Abang Blok A

floor space: **160.000 m2**

kiosks: **8000**

customers: **80.000**

employees: **15.000**

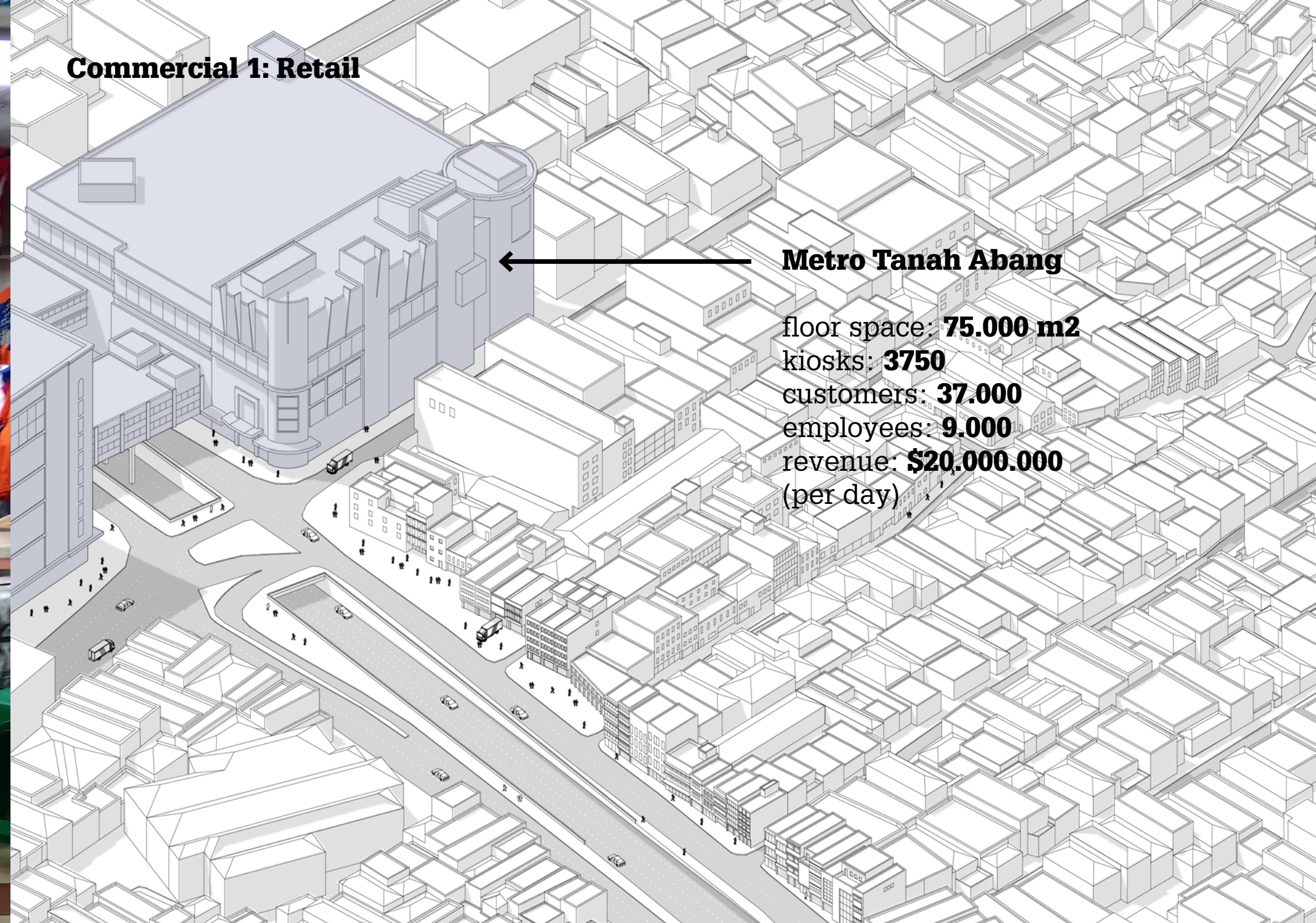
revenue: **\$43.000.000**

(per day)

Commercial 1: Retail
Interior Metro Tanah Abang



Commercial 1: Retail



Metro Tanah Abang

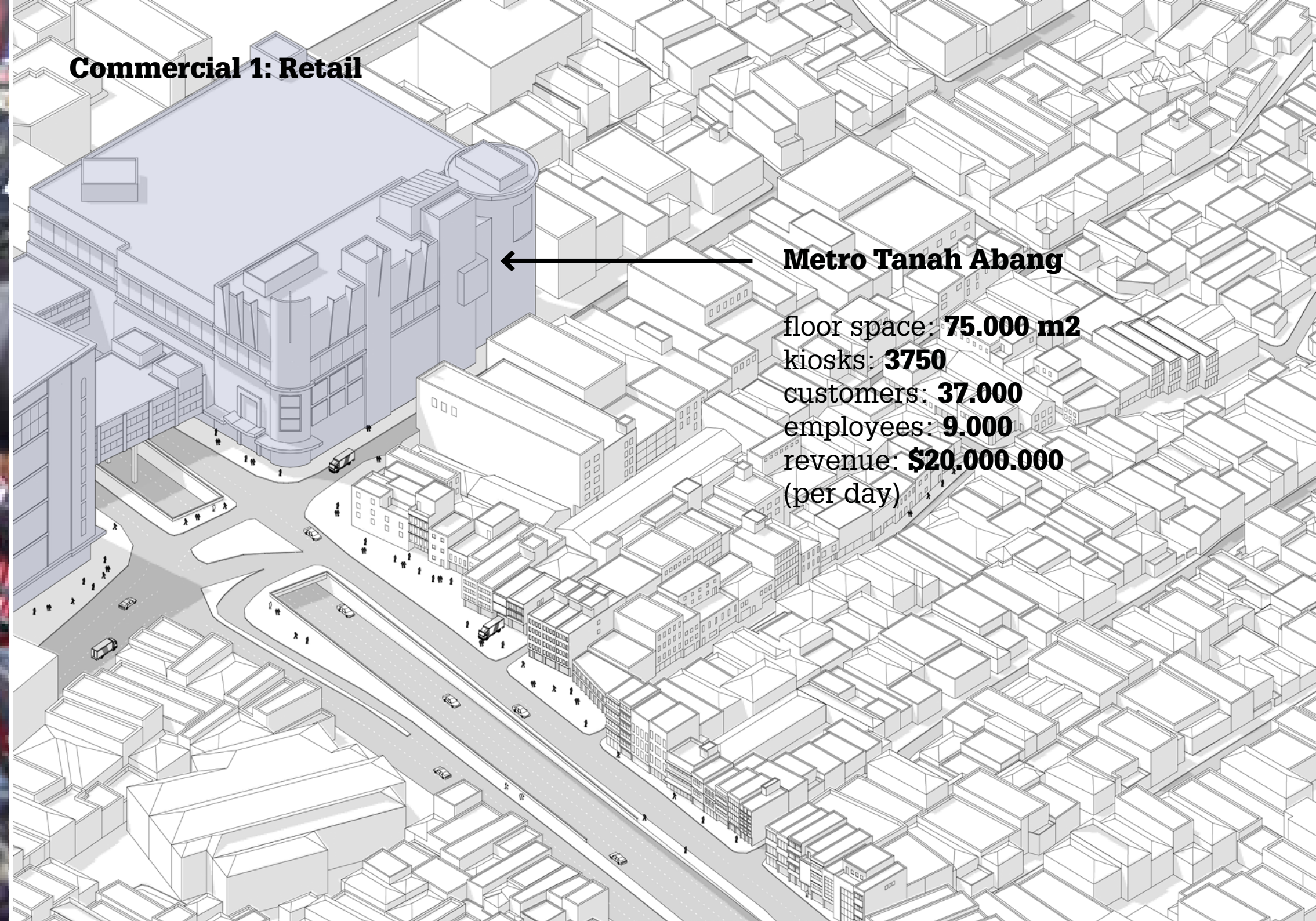
floor space: **75.000 m2**
kiosks: **3750**
customers: **37.000**
employees: **9.000**
revenue: **\$20.000.000**
(per day)

Jokowi & Zuckerberg

Mark Zuckerberg buys his clothes at the Tanah Abang...



Commercial 1: Retail



Metro Tanah Abang

floor space: **75.000 m2**
kiosks: **3750**
customers: **37.000**
employees: **9.000**
revenue: **\$20.000.000**
(per day)

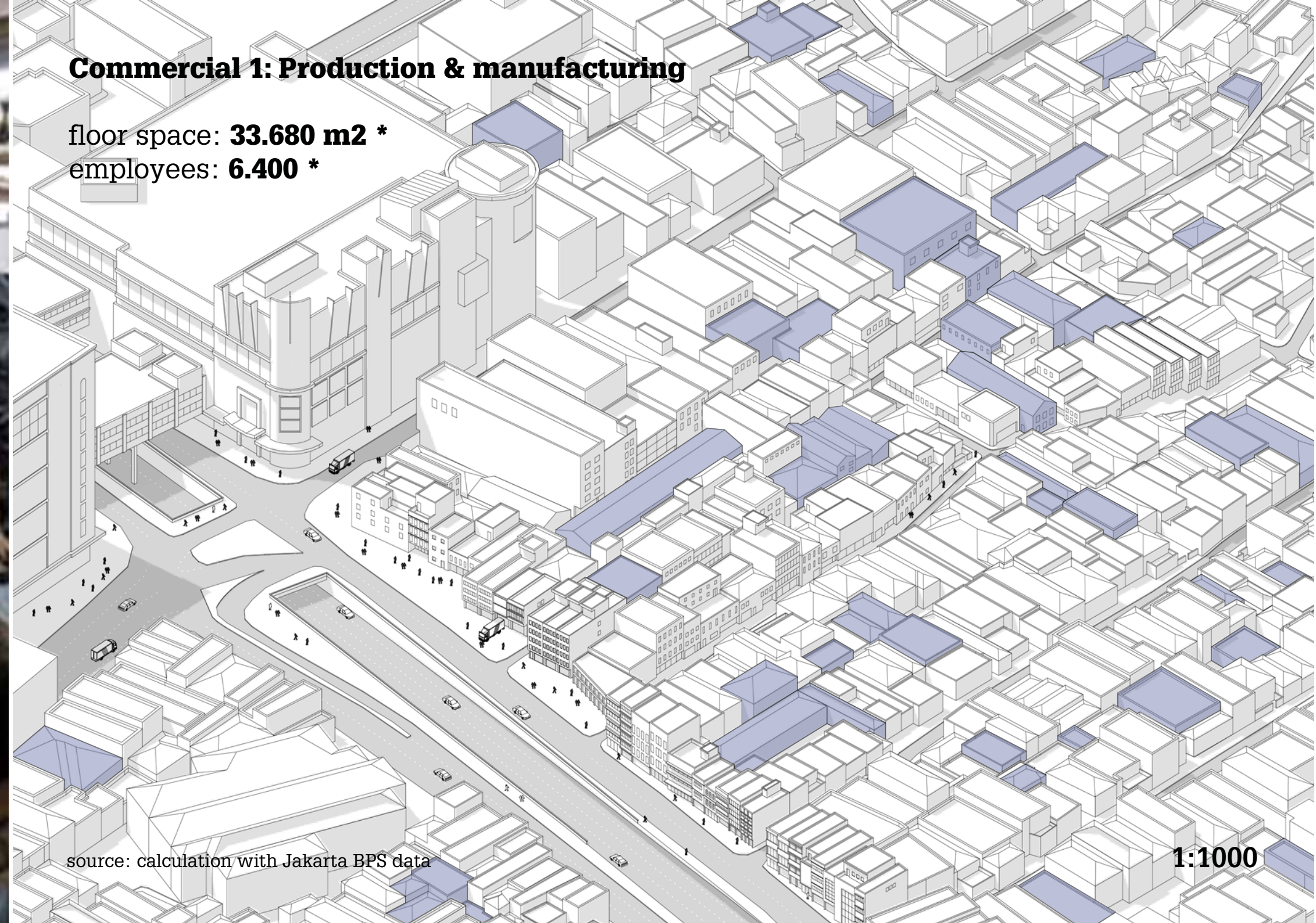
Commercial 2: Production & manufacturing



Commercial 1: Production & manufacturing

floor space: **33.680 m2 ***

employees: **6.400 ***



source: calculation with Jakarta BPS data

1:1000

Commercial 3: Storage



Commercial 3: Warehouse

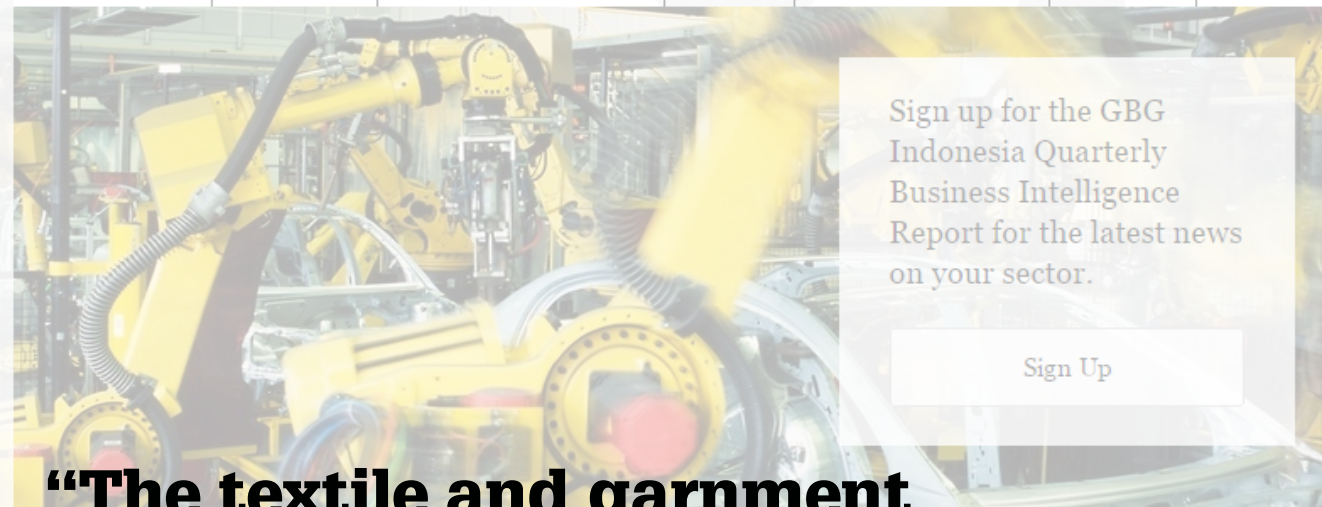
floor space: **59.870 m2 ***
employees: **2.250 ***



source: calculation with Jakarta BPS data







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“The textile and garment sector is looked upon to be a major engine of growth towards 2030”

MANUFACTURING | Indonesia Manufacturing Snapshot

The global economic crisis hit Indonesia's traditional export markets significantly declined. The course of 2010 and 2011 has seen a strong recovery from the sector with the government's stimulus package resulting in increased opportunities for premium and greater added value products. The crisis also provided Indonesia with a platform to reposition itself as an alternative import source for key apparel markets such as the USA and Europe as wages continue on an upward trend in China. In addition, the strengthening of the Indonesian Rupiah against the US Dollar has served to bolster the recovery and boosted industry performance.



The textile and garment sector offers both challenges and opportunities as the Indonesian government looks to the sector to be a major engine of growth to 2030.

Indonesia Manufacturing Snapshot

Contribution to GDP: 24% (2012, Non Oil & Gas)

Real Sector Growth: 6.7% (2013)

Number Employed in the Sector: 15 million

Minimum Employee Salary: 2,400,000

RP/month (Q1 2014 - Jakarta)

Main areas: Automotives, Electronics, Textiles, Footwear, Food & Beverage, Palm Oils, Metal Products, Chemicals
Main Export Markets: China, Japan, USA, India, Singapore, Malaysia, EU.

Related Topics

- > Overview of Fibre, Textiles & Garments
- > Challenges in Indonesia's FTG Industry
- > Overview of the Pharmaceutical Sector
- > Opportunities in the Pharmaceutical Sector
- > Automotive Industry in Indonesia

Overview





MAIN MENU

AGRICULTURE

EDUCATION

ENERGY & MINING

FINANCE

MANUFACTURING

PROPERTY

SERVICES

BUSINESS UPDATES

WHY INDONESIA

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“One of the sector’s key strengths is the rare presence of both an up-stream and downstream industry..”

MANUFACTURING

The fibre, textile and footwear industries are strategically significant industries. It employs an estimated 11% of the total industrial labour force or 1.34 million people in 2,853 companies and accounted for 8.9% of total exports in 2010. Historically, Indonesian textiles have fared well in international export markets by meeting high quality standards; particularly in developed markets such as the USA. Local producers have become suppliers for some of the world’s largest apparel brands as well as for industrial fabrics. After a sharp curb in demand for exports during the economic crisis, FTG production and exports began to bounce back at the end of 2009, only to meet a new challenge in the form of the ASEAN China Free Trade Agreement (ACFTA) in January 2010. After an initial shock caused by floods of cheap Chinese made fabrics and garments, manufacturers are once again finding their feet with both domestic and global textile consumption increasing. What lies ahead for the industry depends on how manufacturers position themselves to offer value added products as well as the pace of reform in regulations for investment and infrastructure.

With a ready supply of petrochemical derivatives such as purified terephthalic acid (PTA), Indonesia’s synthetic fibre producers are well positioned to serve the global textile industry’s appetite for materials such a polyester and rayon. As cotton prices nearly doubled over the course of 2010 hitting a 15 year high, garment producers around the world have shifted to using polyester and cotton blended yarns as synthetic fibre prices increased less drastically by 43-77%. Global consumption of

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Related Topics

➤ Overview of the Manufacturing Sector

➤ Challenges in Indonesia’s FTG Industry

➤ Overview of the Pharmaceutical Sector

➤ Opportunities in the Pharmaceutical Sector

➤ Automotive Industry in Indonesia

Overview





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“..the vertical integration, from the raw materials to finishing, creates highly streamlined supply chains

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MANUFACTURING | Overview of Fibre, Textiles & Garments

The fibre, textile and garment (FTG) sector is one of Indonesia's oldest and most strategically significant industries. It employs an estimated 11% of the total industrial labour force or 1.34 million people in 2,653 companies and accounted for 8.9% of total exports in 2010. Historically, Indonesian textiles have fared well in international export markets led by buyers such as the USA. Local producers have become suppliers for some of the world's largest apparel brands as well as for industrial fabrics. After a sharp curb in demand for exports during the economic crisis, FTG production and exports began to bounce back at the end of 2009, only to meet a new challenge in the form of the ASEAN China Free Trade Agreement (ACFTA) in January 2010. After an initial shock caused by floods of cheap Chinese made fabrics and garments, manufacturers are once again finding their feet with both domestic and global textile consumption increasing. What lies ahead for the industry depends on how manufacturers position themselves to offer value added products as well as the pace of reform in regulations for investment and infrastructure.

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... and a one stop solution for international buyers and sourcers.”

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> Challenges in Indonesia's FTG Industry

> Overview of the Pharmaceutical Sector

> Opportunities in the Pharmaceutical Sector

> Automotive Industry in Indonesia

Overview



New minister aims to triple exports in 5 years

“The government aims to increase exports by 300%”

Linda Yulisman and Esther Samboh, The Jakarta Post, Jakarta | Business | Tue, October 28 2014, 7:58 AM

Business News

JCI rises 0.09% at Friday's close

Eurozone inflation dips again as energy costs tank

Semen Indonesia chief heading

Rachmat Gobel — a successful businessman who chairs the Gobel Group of companies with operations ranging from manufacturing, trading, services and integrated logistics management — takes over the helm at the Trade Ministry at a difficult time.

Indonesia is struggling to cope with its deteriorating trade balance while at the same time maintain a strong trading position in a more open global market and amid weak worldwide demand, with the added problem of currency volatility.

Next year, will also see the implementation of the ASEAN single market with goods and services flowing more freely across the

Jakarta Stock Exchange Top Gainer

- BSWD Bank Of India Ind...
- BRAM Indo Kordsa Tbk.
- MREI Maskapai Reasuran...
- ERTX Eratex Djaja Tbk....
- AGRO Bank Rakyat Indon...
- BKSL Sentul City Tbk.
- ASRI Alam Sutera Real...

Top Loser

- WOMF Wahana Ottomitra
- BAYU Bayu Buana Tbk
- FORU Fortune Indonesia...
- GEMA Gema Grahasarana
- UNIC Unggul Indah Caha...
- CPRO Central Proteina
- MAYA Bank Mayapada Int...



Gov upbeat about solving issues in Tanah Abang

Corry Elyda, The Jakarta Post, Jakarta | Jakarta | Sat, July 27, 2013, 12:08 PM

Jakarta News

Searching for Indonesia's street workout champ

Code provides space for Depok's start-ups

City to boost electricity capacity by 3,000 megawatts

Governor Joko "Jokowi" Widodo expressed optimism on Friday that his office was only one step away from solving the problems with street vendors and the noisy Tanah Abang market area in Central Jakarta.

"I have full knowledge about what is going on there," he told reporters at City Hall.

"We have the problems in the field mapped and we will find the right solutions for them."

The largest textile market in Southeast Asia was notorious for the presence of street vendors who occupied parts of the road as well as the preman (street thugs), who manage them in exchange for a "security" fee.

Jokowi said that the stakeholders of the market had agreed to talk with the city administration over the matter after the Idul Fitri holiday, next month.

"I will personally visit them and talk to them," said the Governor, who in relocating street vendors at his previous post as mayor of Surakarta, Central Java.

The administration managed to persuade the street vendors to relocate

Most Viewed	Most Commented
1 Indonesia executes 6 drug convicts, including 5 foreigners	1 Five convicts resigned to execution fate: Cleric
2 Your letters: It is about power, not religion	2 Police chief set to defy House, President
3 Asia's cockpit finding downloaded	3 Police chief forced to retire, detective head replaced
4 Five convicts resigned to execution fate: Cleric	4 Budi is inevitable: Tedjo
5 Police chief forced to retire, detective head replaced	5 France: Terror funding, attack weapons came from abroad
6 Six drug convicts to be executed Sunday: AGO	6 Indonesia executes 6 drug convicts, including 5 foreigners

Jakarta Post Jobs

PRIMARY CLASSROOM TEACHER

JIMS (Jakarta Multicultural School)

jims



Overview



Limited functionability



Cluttered infrastructure



Limited functionality



Lack of functional zoning



Limited functionability



Isometric perspective

Growth necessitates clear structures!



1:1000

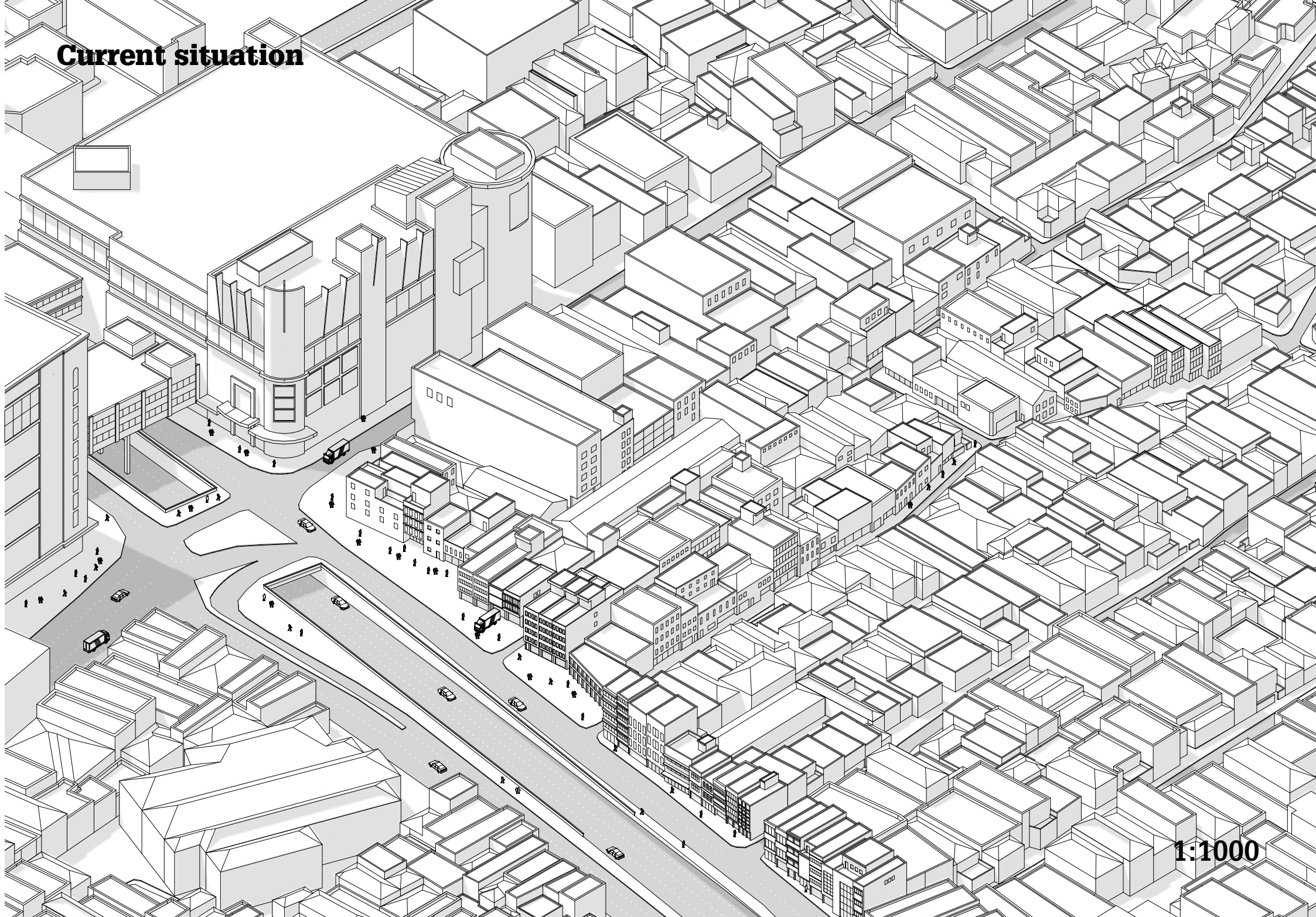
Kebon Kacang 230%

Kebon Kacang 230%

Current situation



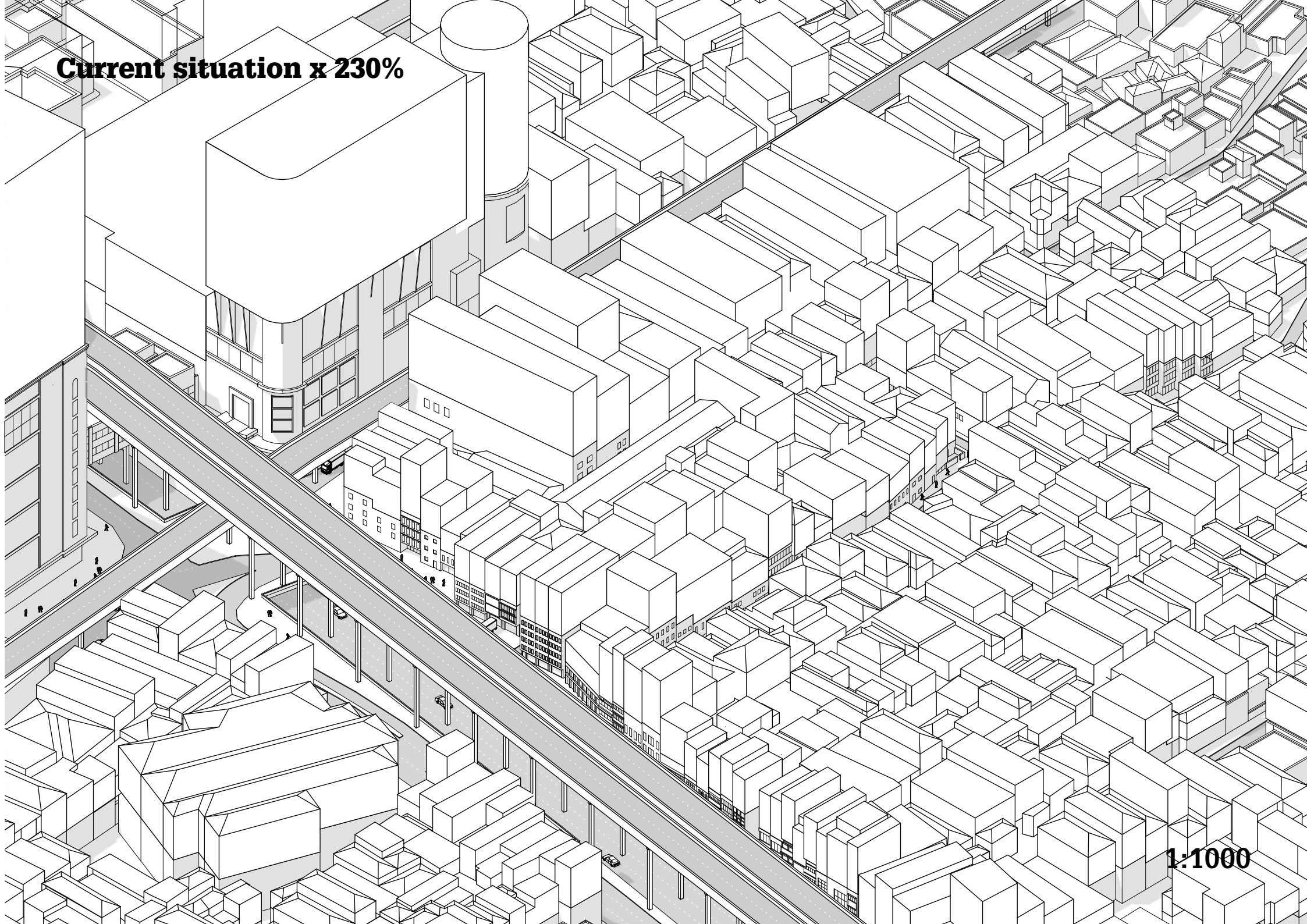
Current situation



Current situation x 230%



Current situation x 230%



1:1000

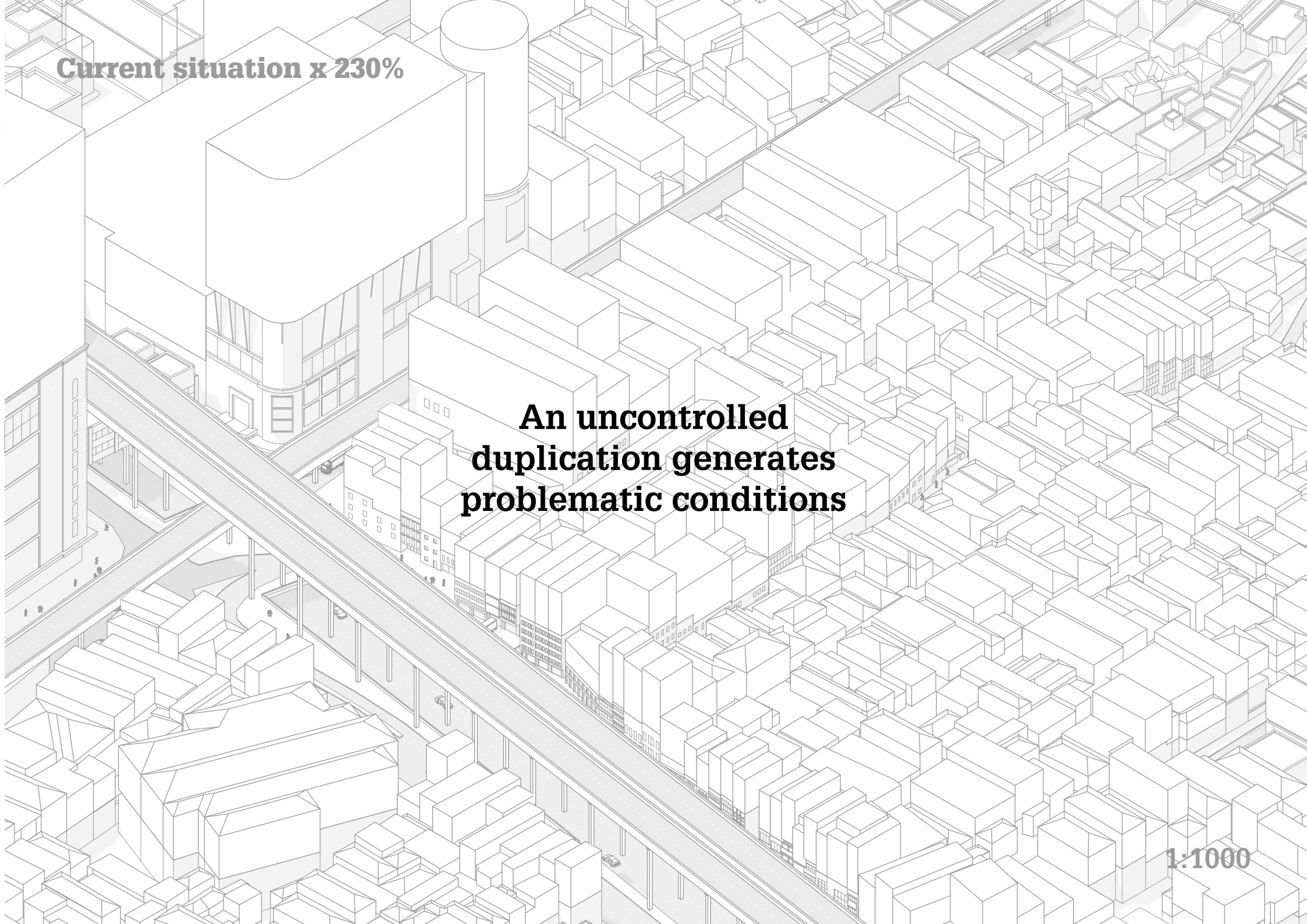
Current situation x 230%

An uncontrolled
duplication generates
problematic conditions



Current situation x 230%

An uncontrolled
duplication generates
problematic conditions



1:1000



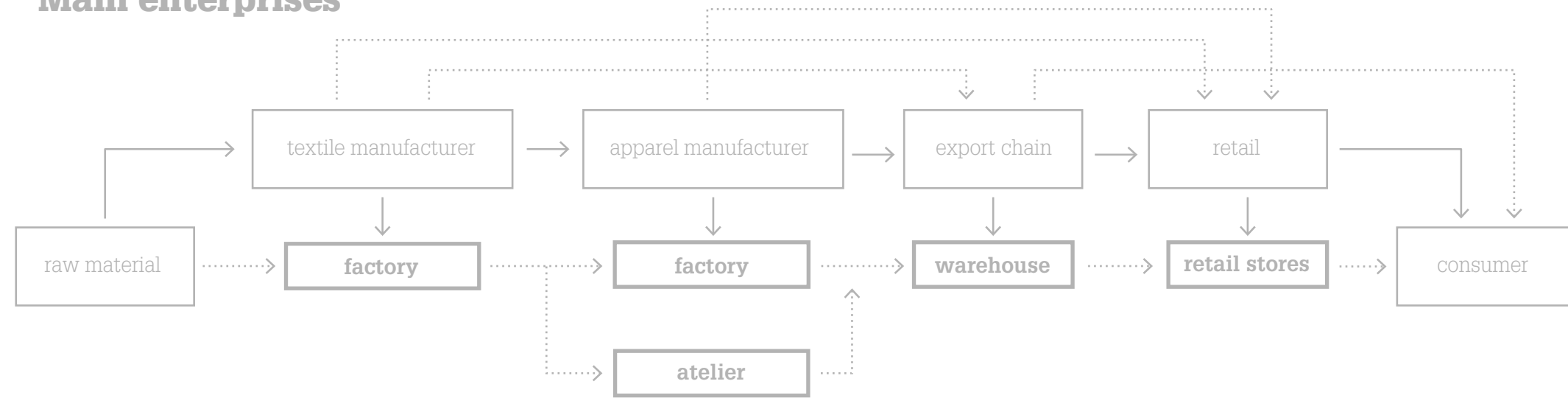


**Re-configure
Existing functions**



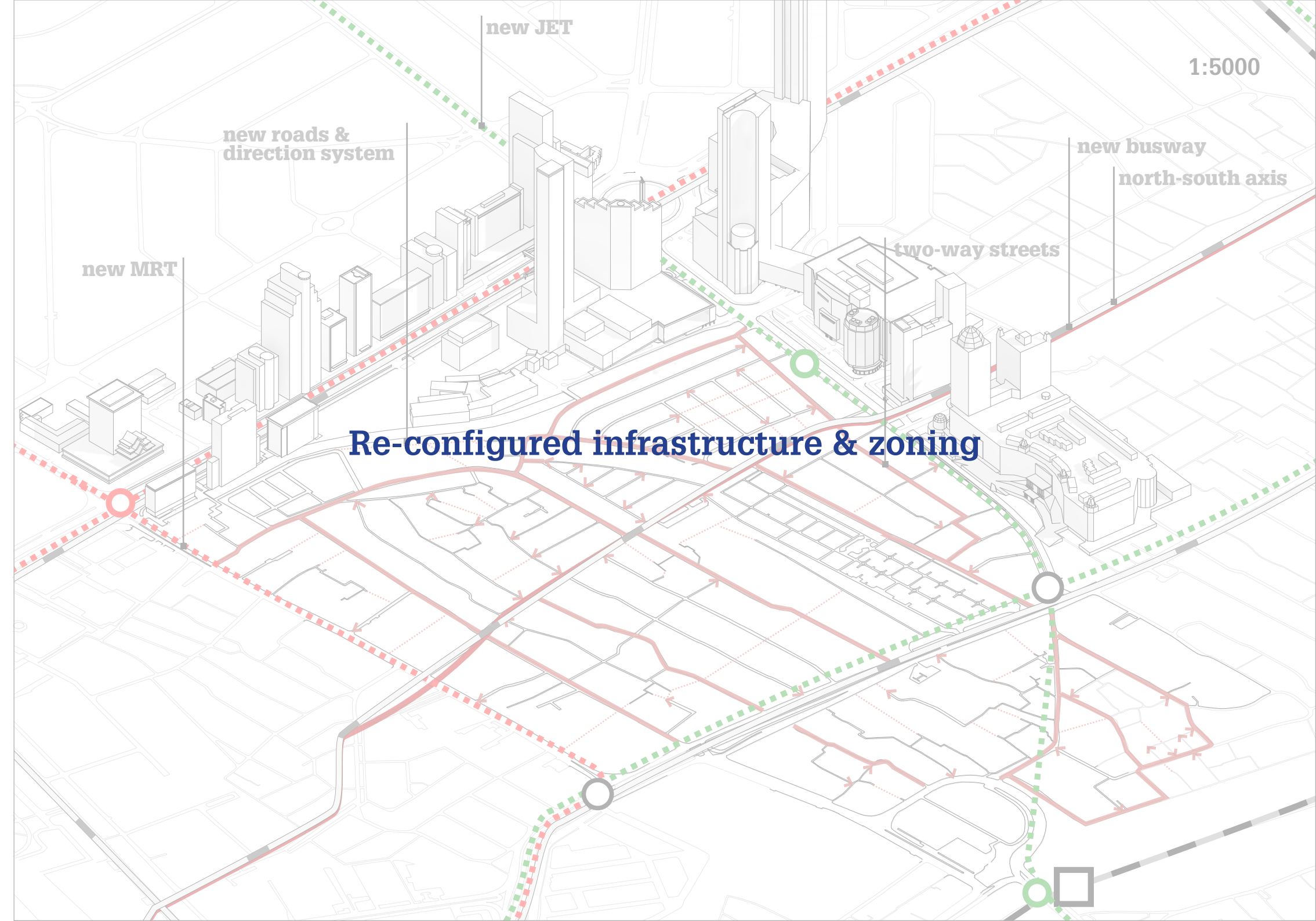
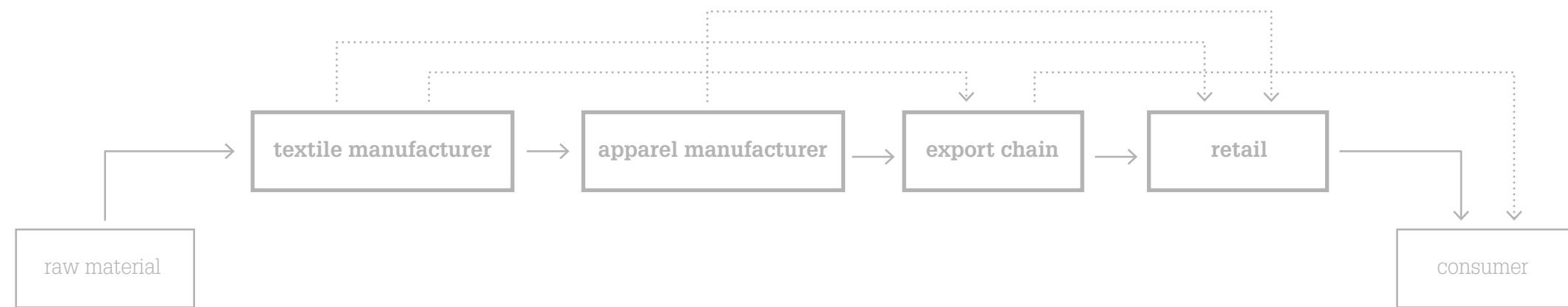
**Adjust infrastructure
Introduce basic programmatic zoning**

Main enterprises



Re-configured functions

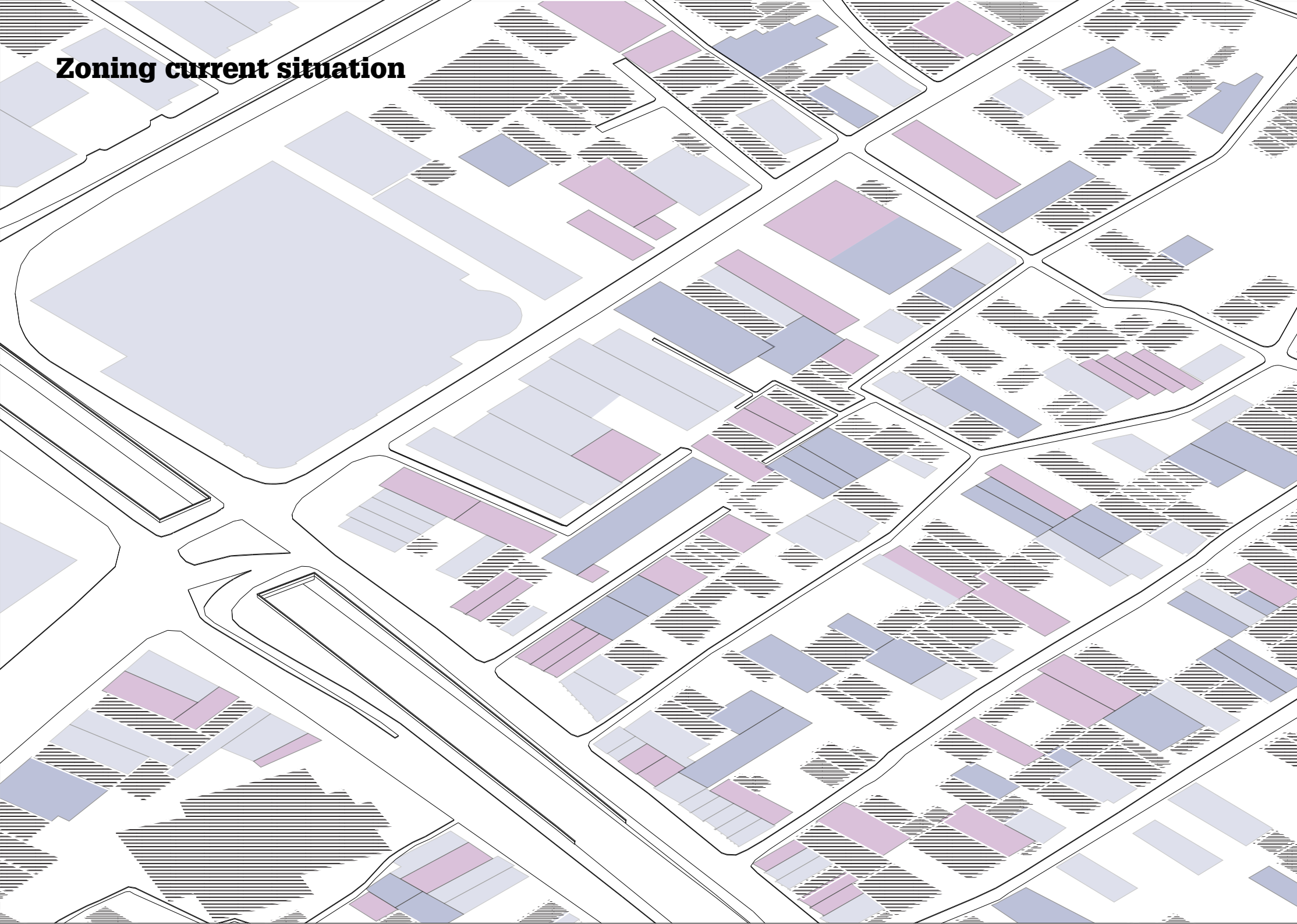
Main actors



General densification strategy

General densification strategy

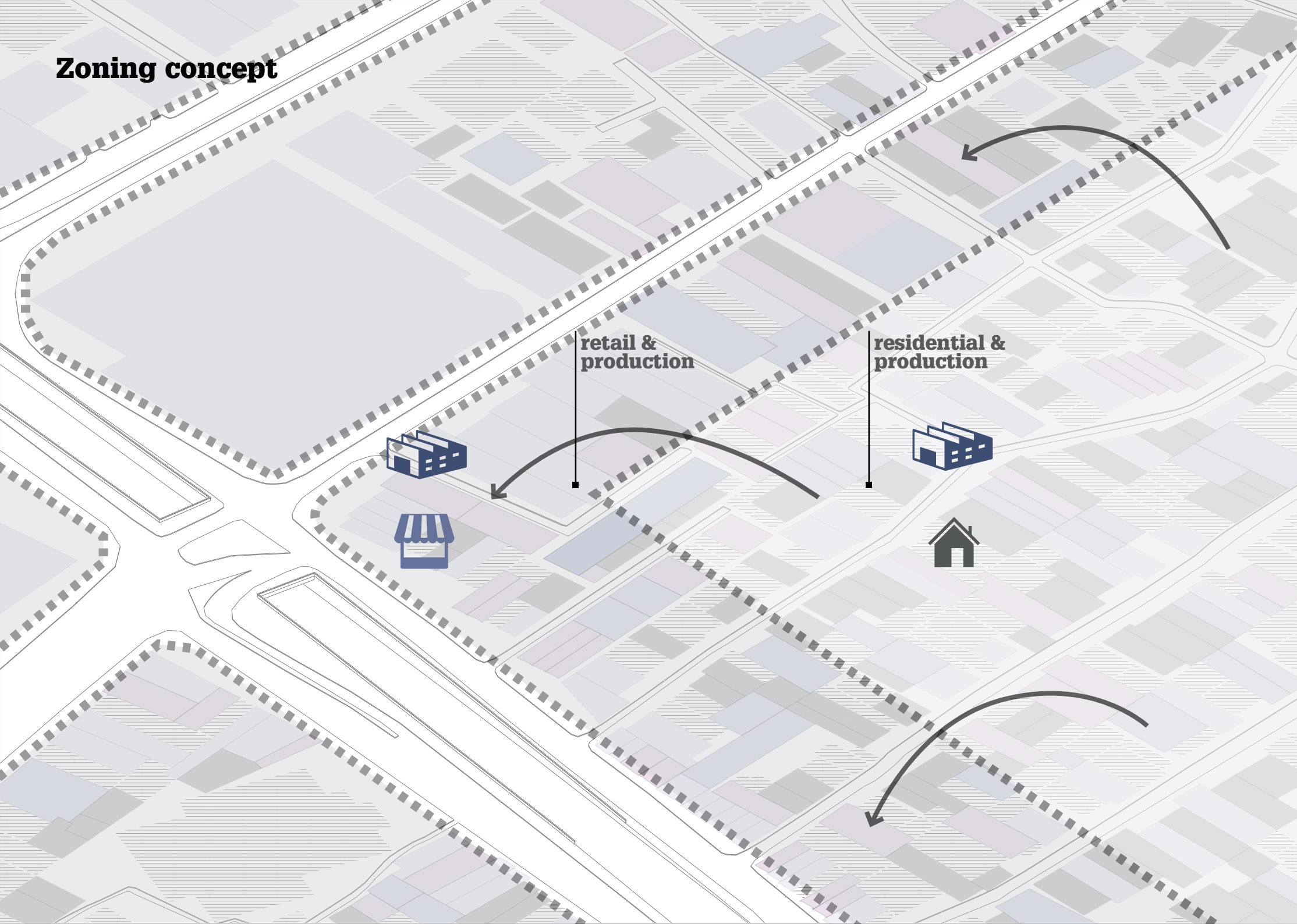
Zoning current situation



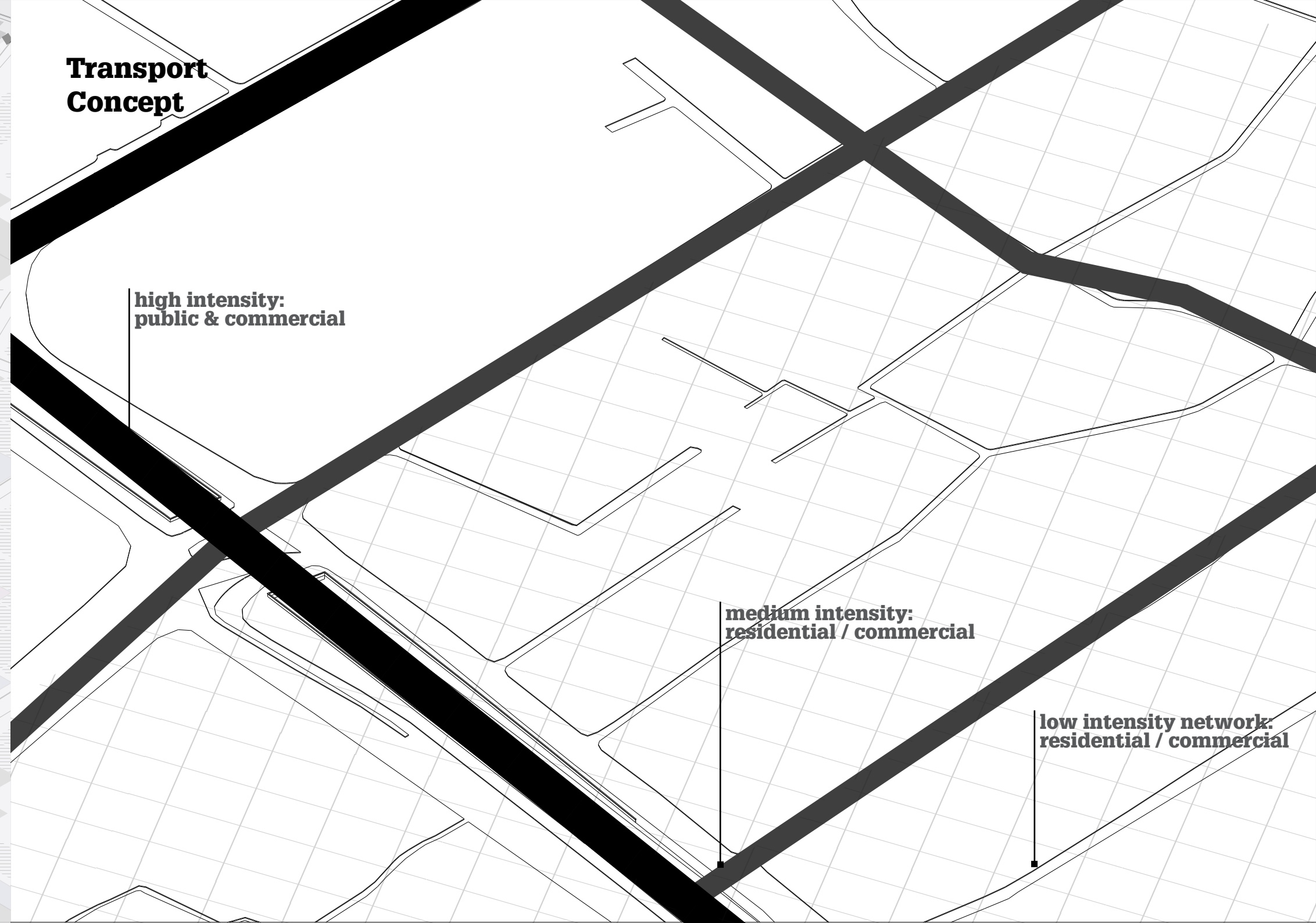
Transport current situation



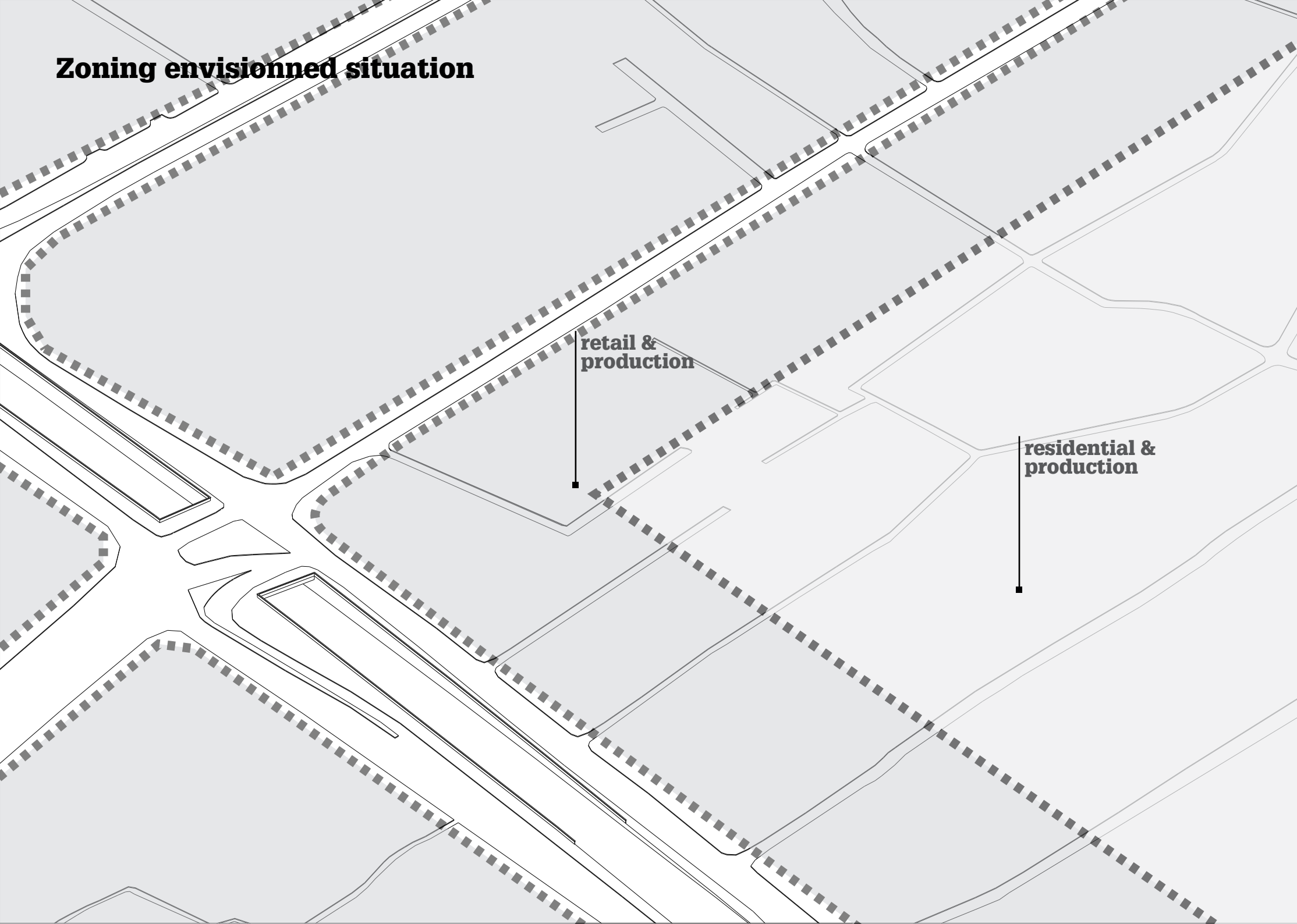
Zoning concept



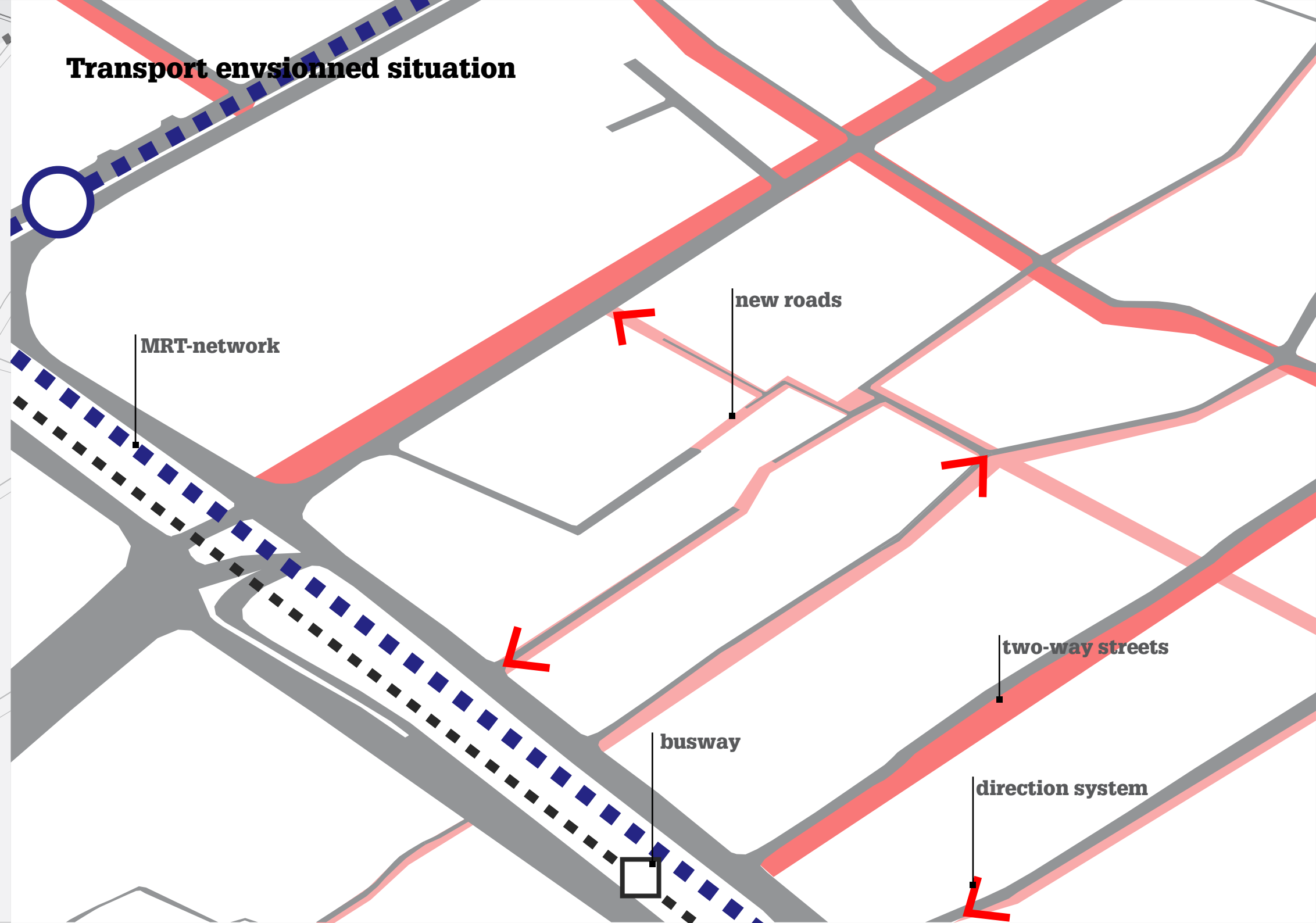
Transport Concept



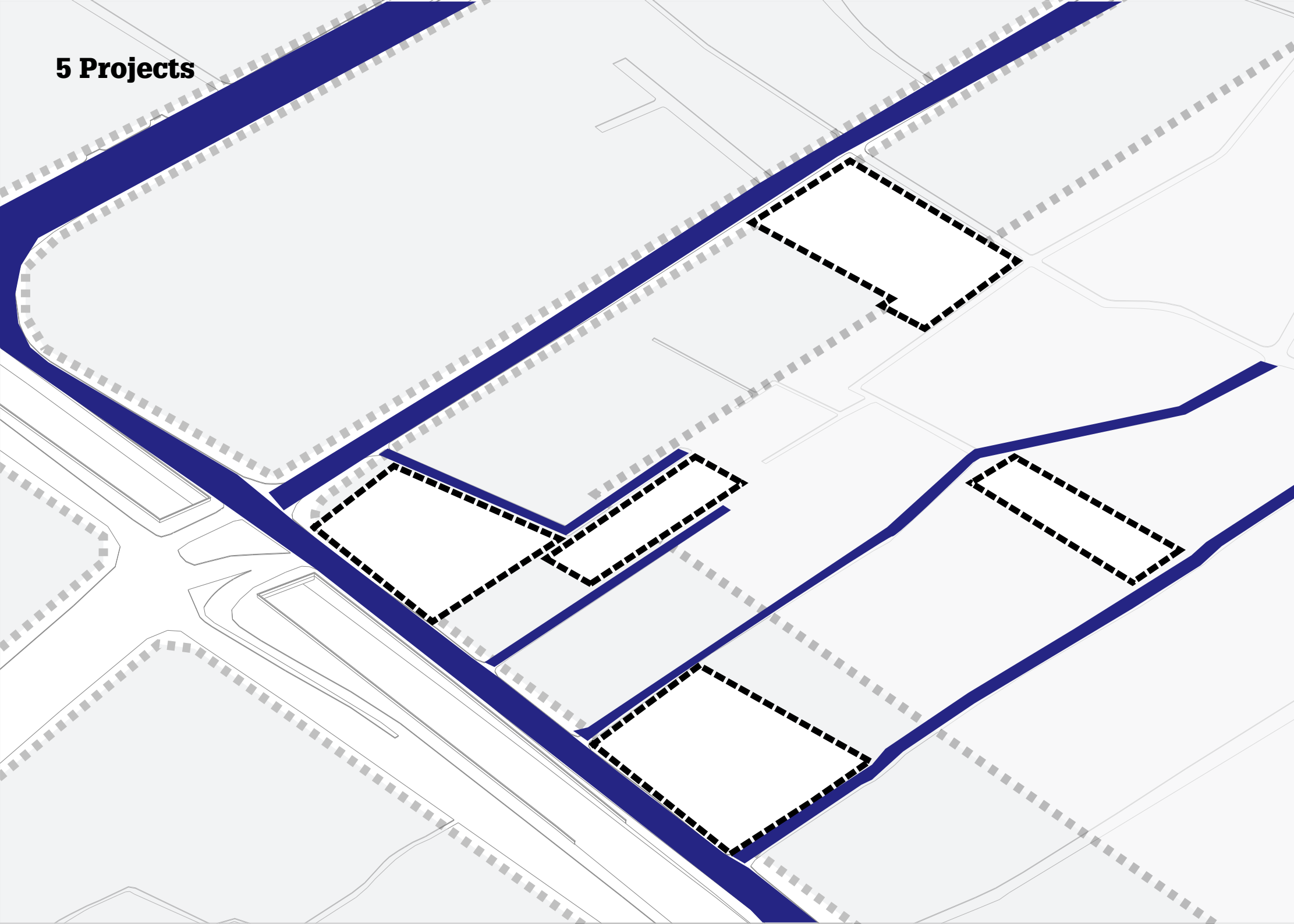
Zoning envisioned situation



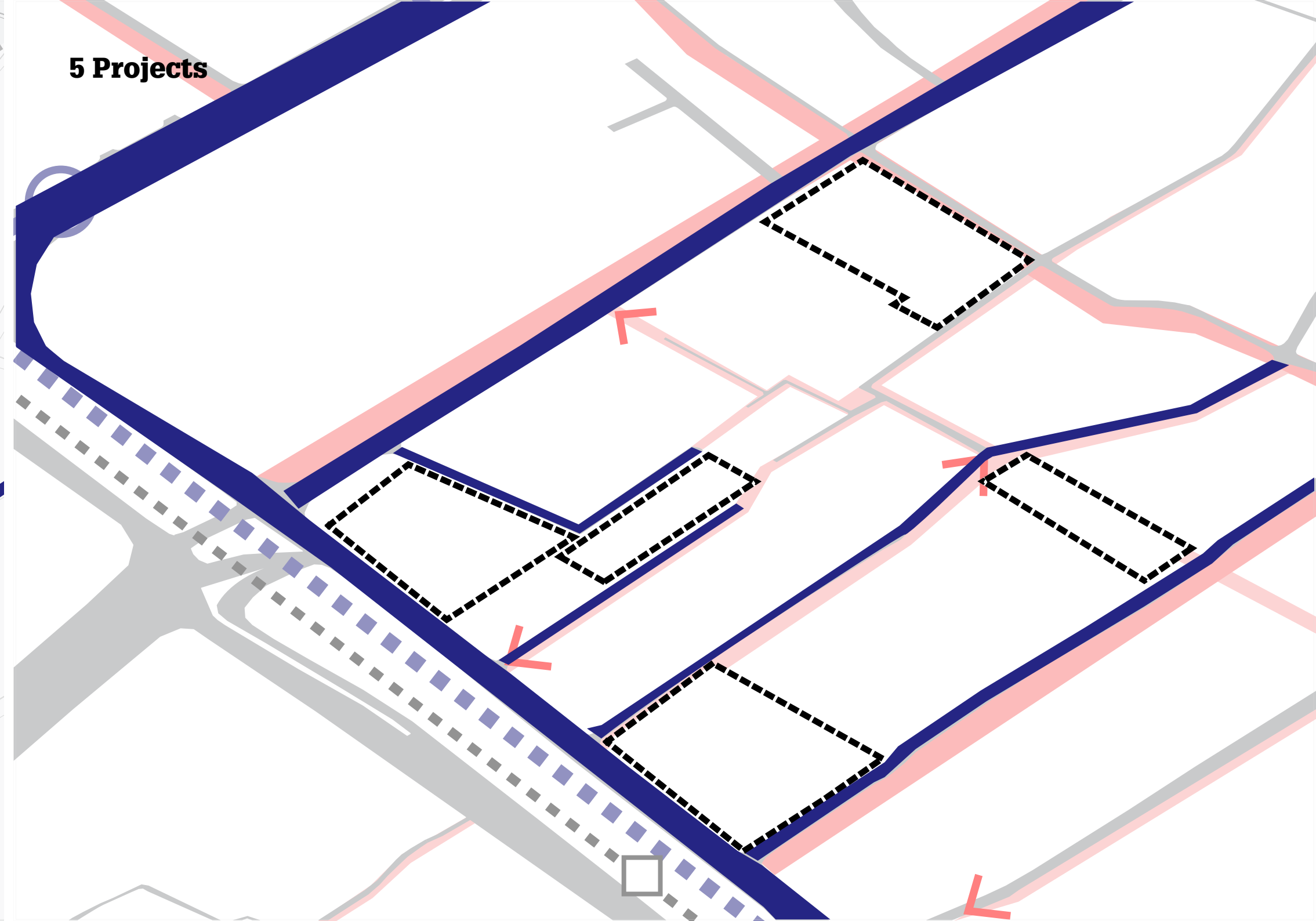
Transport envisioned situation



5 Projects



5 Projects



Growth strategies:

**3 configurations
5 projects**

Growth strategies:

**3 configurations
5 projects**

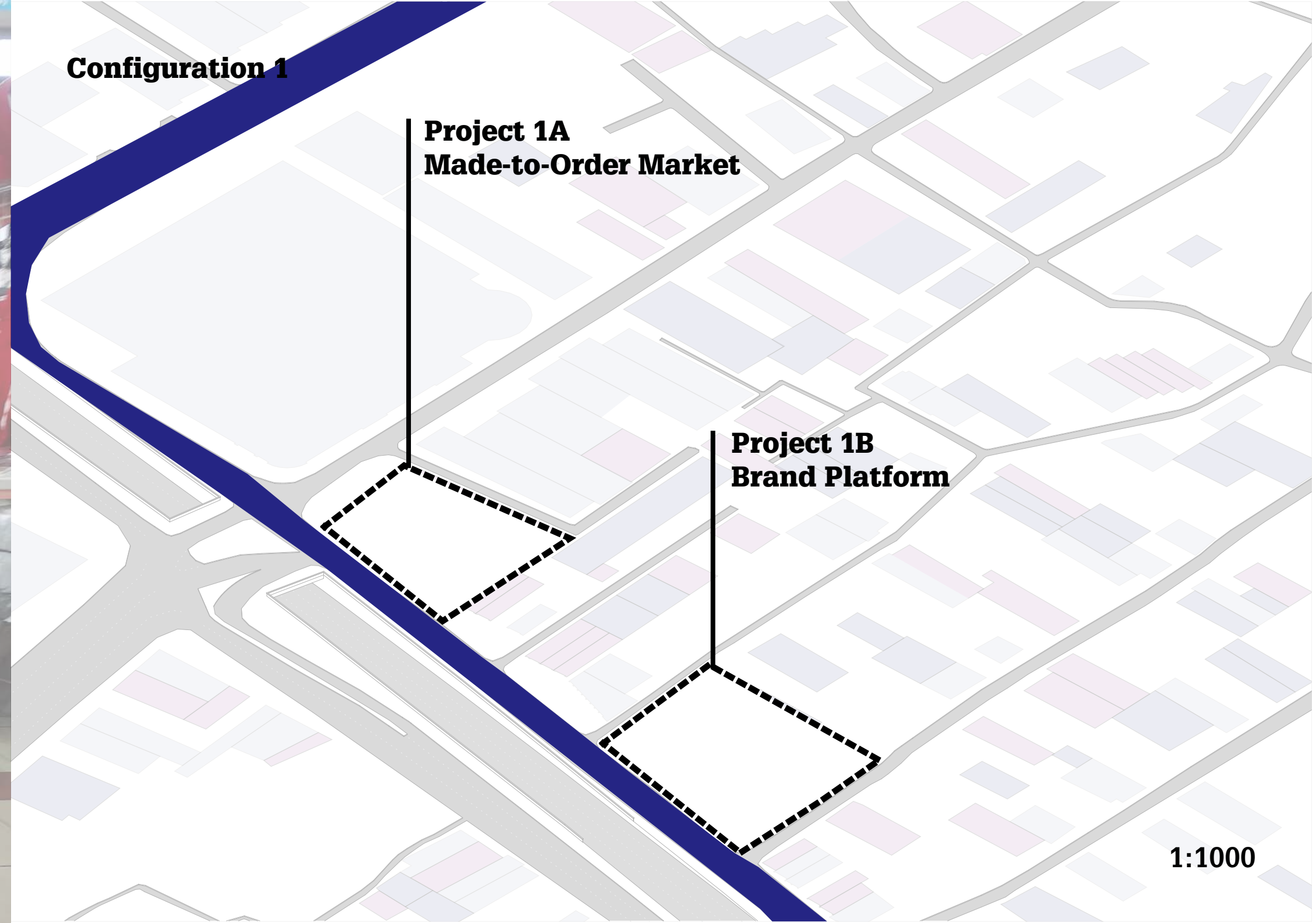
Configuration 1
Production / Retail

Configuration 1
Production / Retail

Configuration 1



Configuration 1



Tailor-made

The Jakarta Post, Jakarta | Jakarta | Thu, August 02 2012, 9:42 PM



A man waits for his clothes to be made by a seasonal tailor at his stall on Jl. Manggarai Utara, South Jakarta, on Thursday. Every year, dozens of seasonal tailors come to the street a few weeks before Idul Fitri celebration, hoping to get many new customers who want to have custom-made clothes. (JP/R. Bertho Wedhatama)

‘strong integration of supply and demand’

Most Viewed	Most Commented
1 Indonesia executes 6 drug convicts, including 5 foreigners	1 Five convicts resigned to execution fate: Cleric
2 Your letters: It is about power, not religion	2 Your letters: It is about power, not religion
3 AirAsia's cockpit recording downloaded	3 Police chief set to defy House, President
4 Five convicts resigned to execution fate: Cleric	4 Police chief forced to retire, detective head replaced
5 Six drug convicts to be executed Sunday: AGO	5 Budi is inevitable: Tedjo
6 Execution of six death-row inmates in Indonesia deeply regrettable: EU	6 Indonesia executes 6 drug convicts, including 5 foreigners
	7 Six drug convicts to

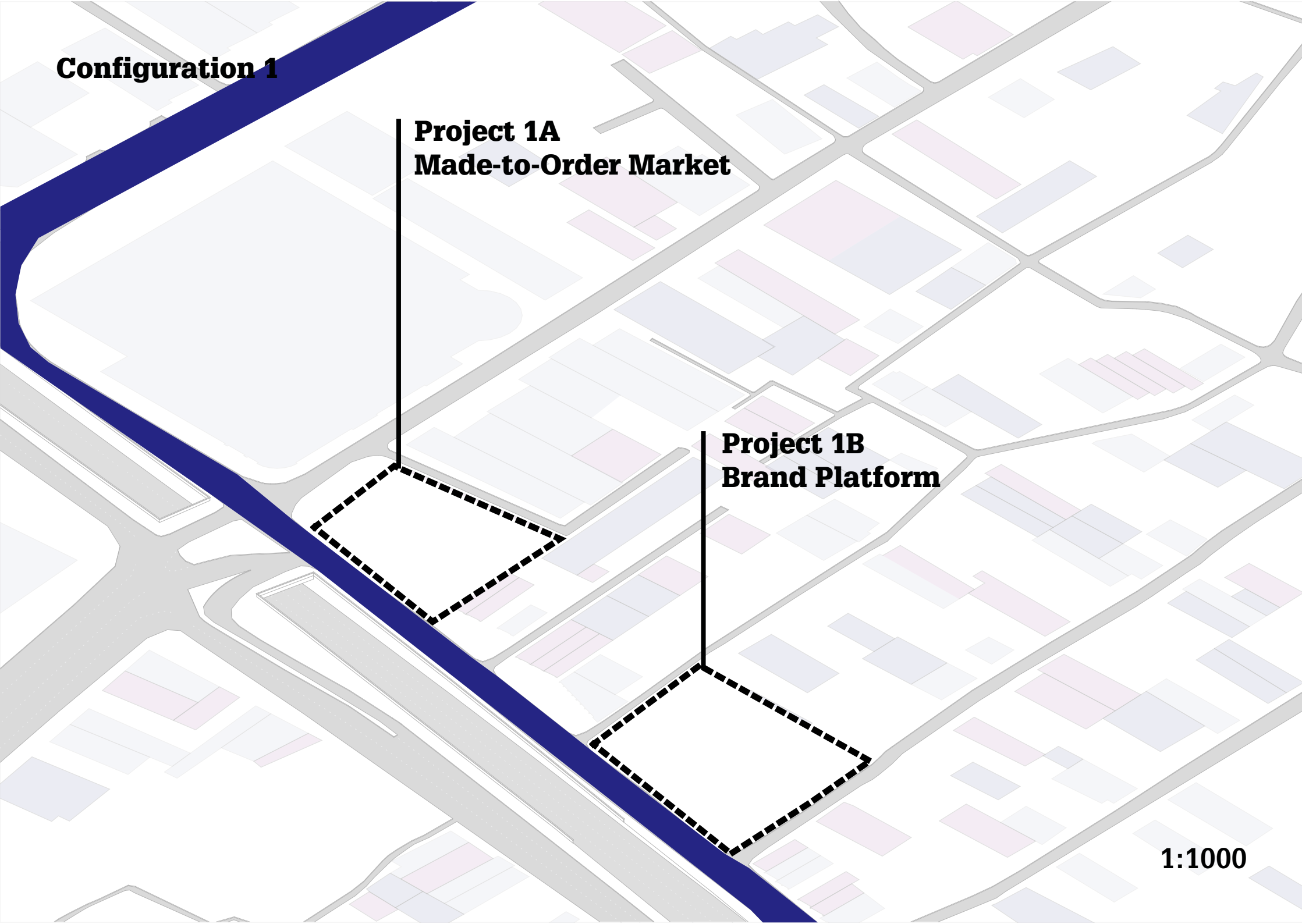
The Jakarta Post Jobs

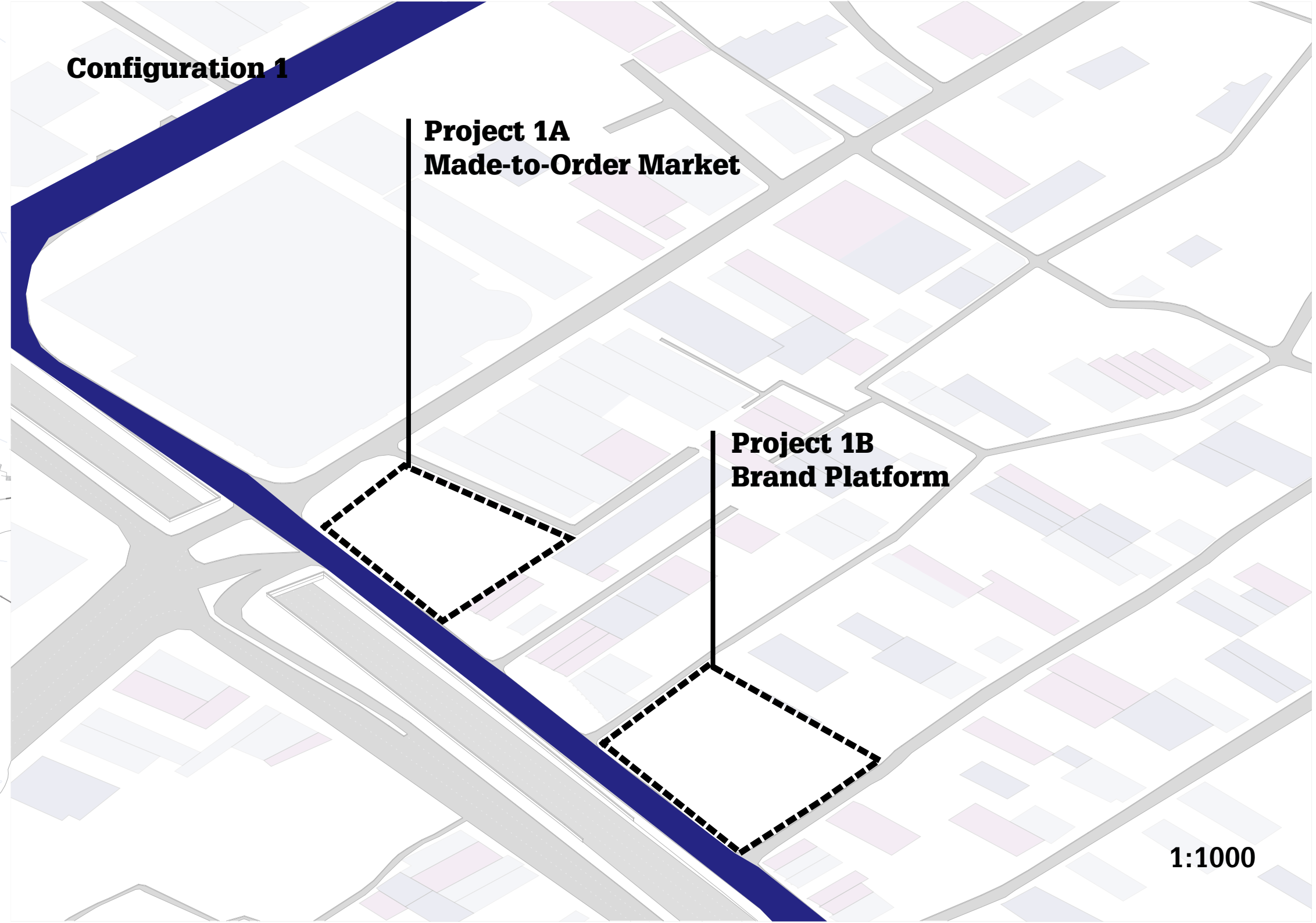
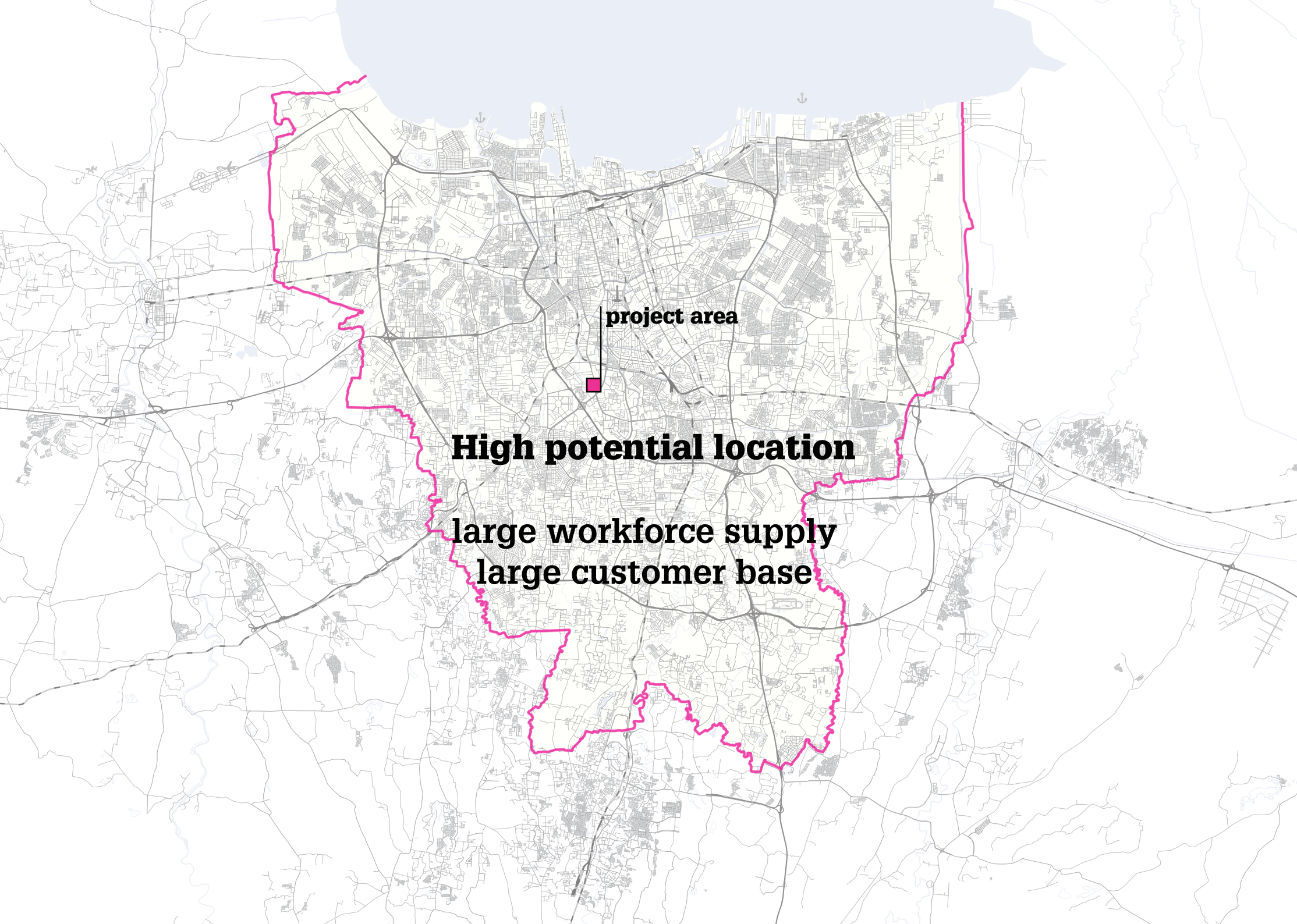
General Manager (Operational)

CHIBA GLOVES GERMANY

CHIBA

GLOVES FOR SPORTS

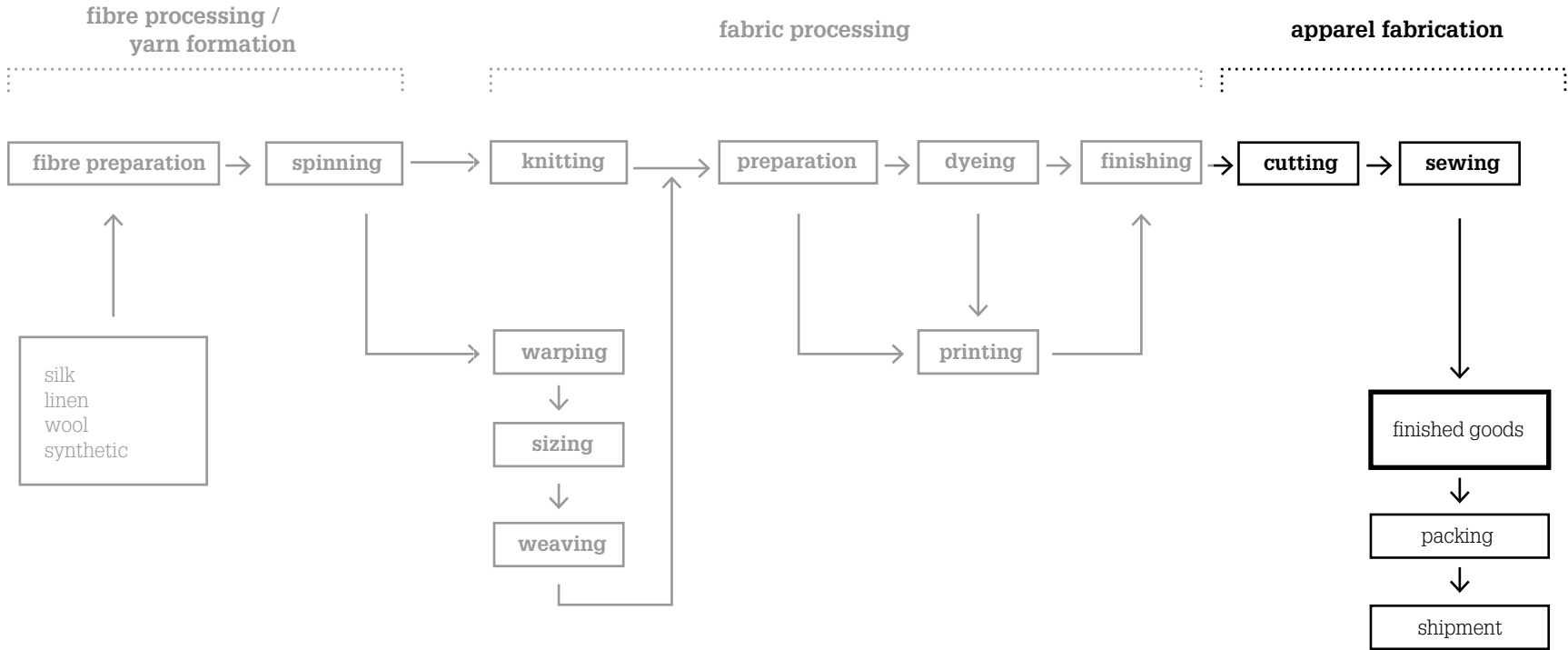




Configuration 1



retail

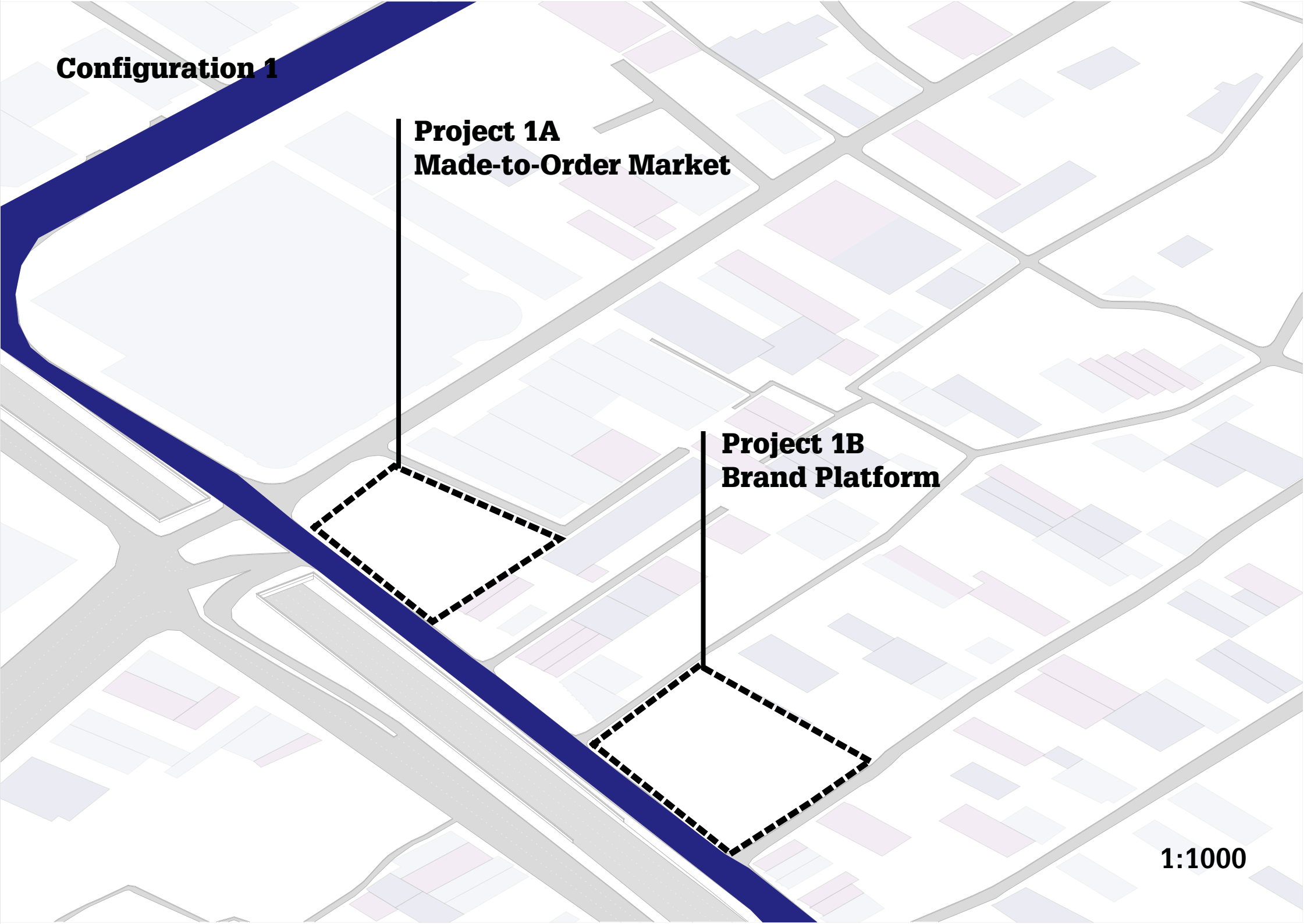


Configuration 1

Project 1A
Made-to-Order Market

Project 1B
Brand Platform

1:1000



FASHIONISTA

Project 1A: Made-to-Order Market

≡ 🔍 ⓘ NEWS BUSINESS STYLE BEAUTY SHOPPING CAREERS FASHION WEEK EDITORS' PICKS



BUSINESS

“customized fashion is on the verge of breaking through.”

CUSTOMIZABLE FASHION IS ON THE RISE

A slew of new startups put the customer in the designer’s seat. But is that where they want to be?

LAUREN SHERMAN • JUN 6, 2014

In an era when brand loyalty is low and demands are high, it makes sense that customization has taken off. Shoppers can design their own Nike sneakers, Brooks Brothers suits, Burberry trench coats and Longchamp bags.

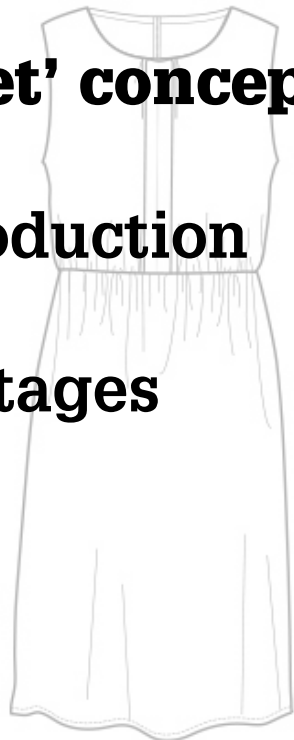
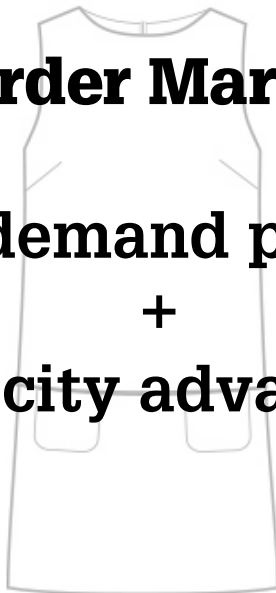
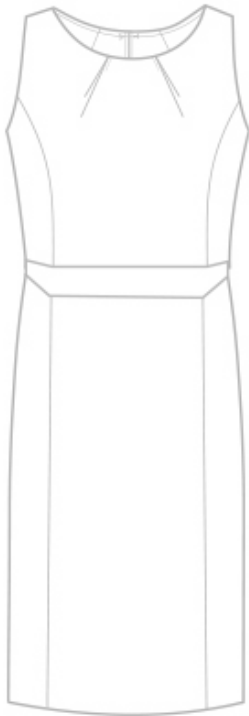
A sense of control is appealing to finicky shoppers. Out of 1,000 shoppers questioned in a 2013 Bain & Company survey, less than 10 percent had customized a product. But 95.99 percent said there’d be up for it. And that’s

Project 1A Made-to-Order Market



CHOOSE *YOUR SILHOUETTE*

Your optimum style of dress is one that highlights your best features and simplifies the rest. Scroll over each dress below to learn more about which is right for you. You will be able to edit the neckline, skirt and sleeve in your Design Room.



‘Made-to-Order Market’ concept
custom demand production
+
inner-city advantages



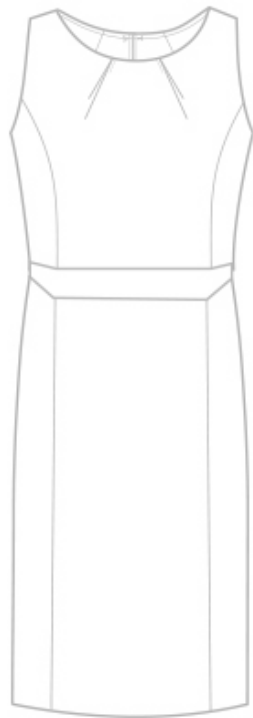
CONTINUE TO DESIGN ROOM

Project 1A
Made-to-Order Market



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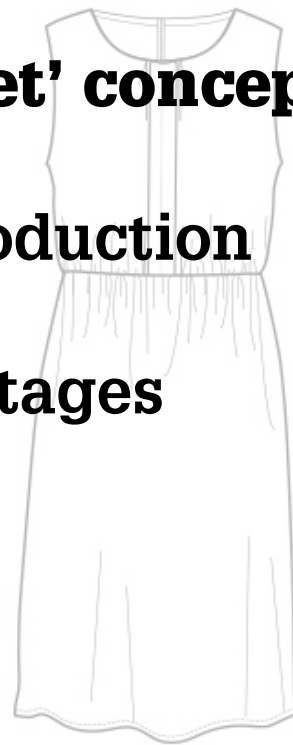
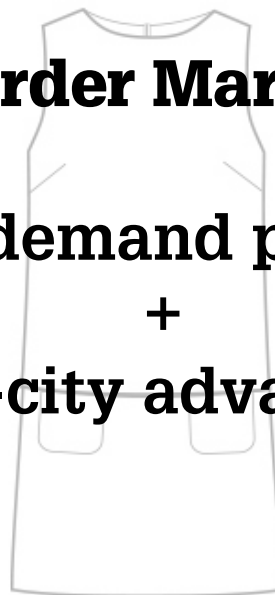


‘Made-to-Order Market’ concept

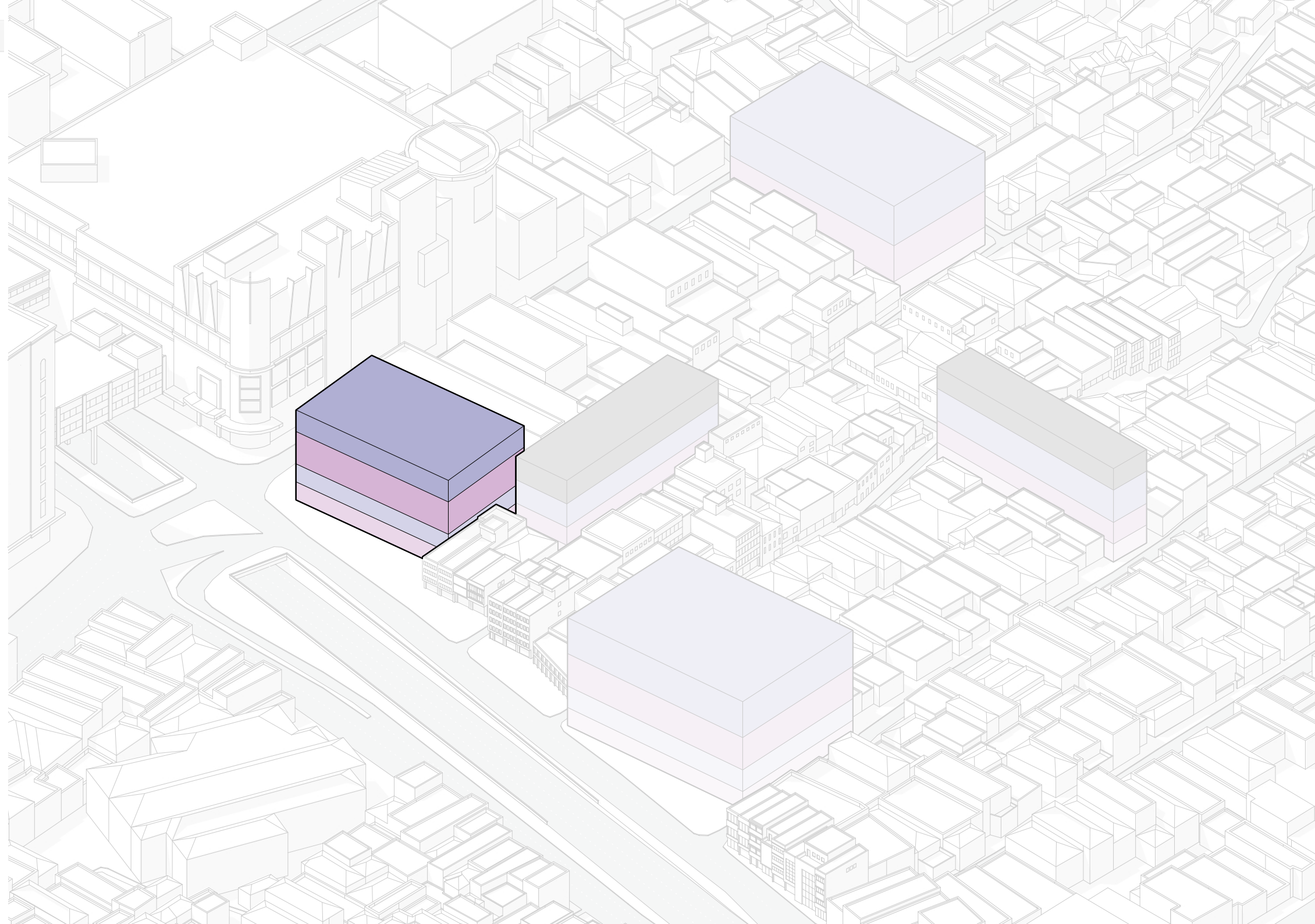
custom demand production

+

inner-city advantages



CONTINUE TO DESIGN ROOM





production



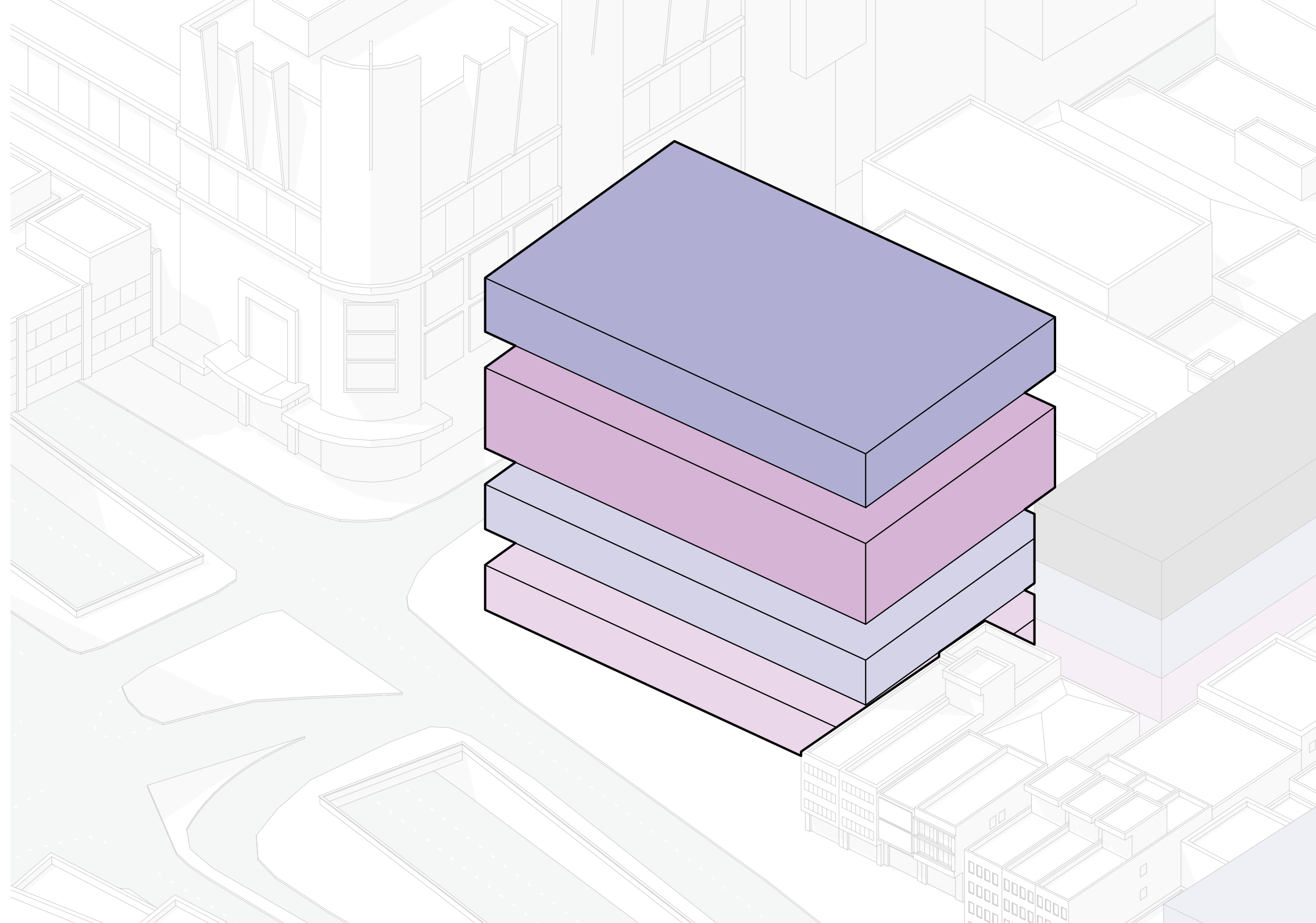
residential



retail



storage





production



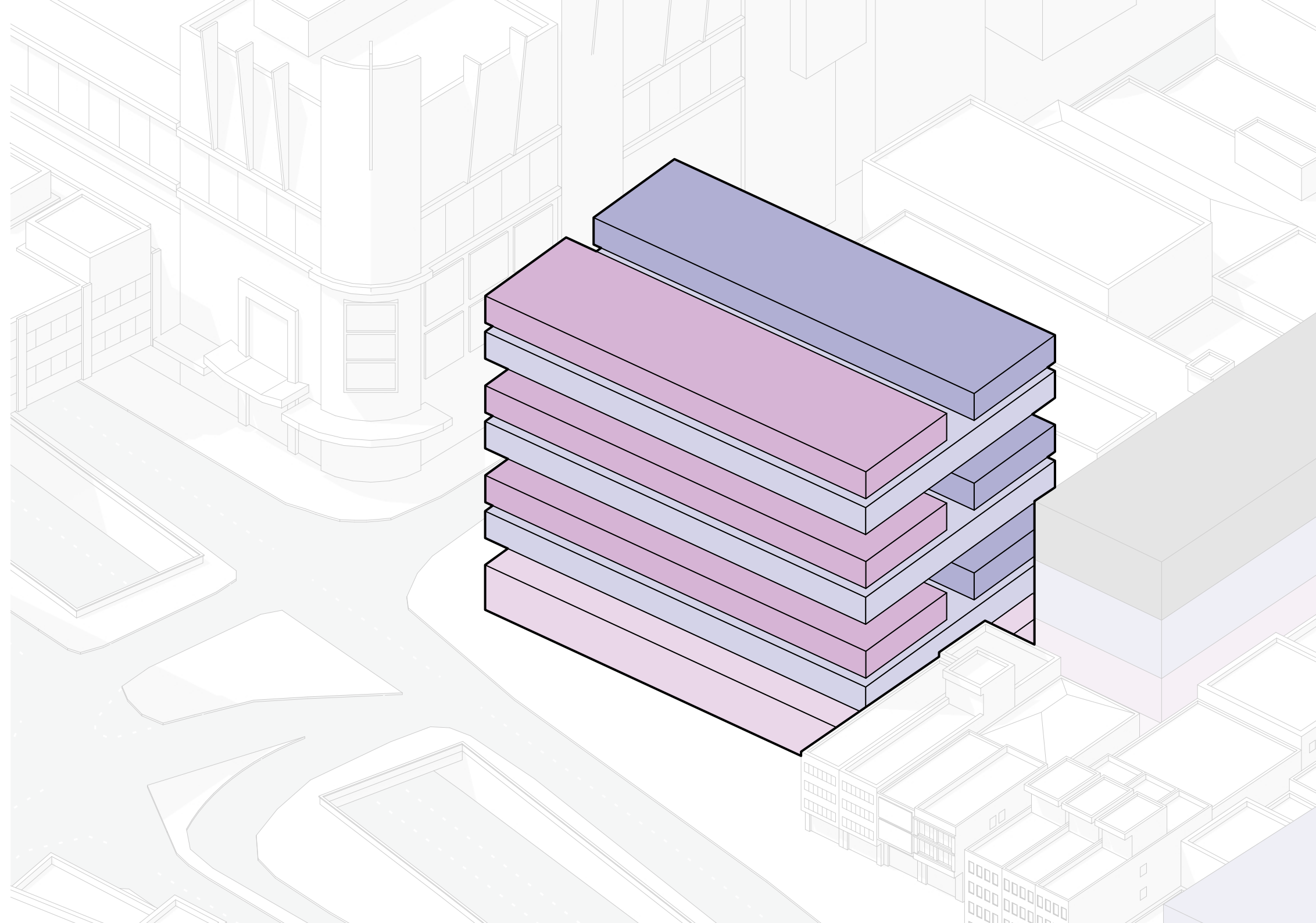
residential

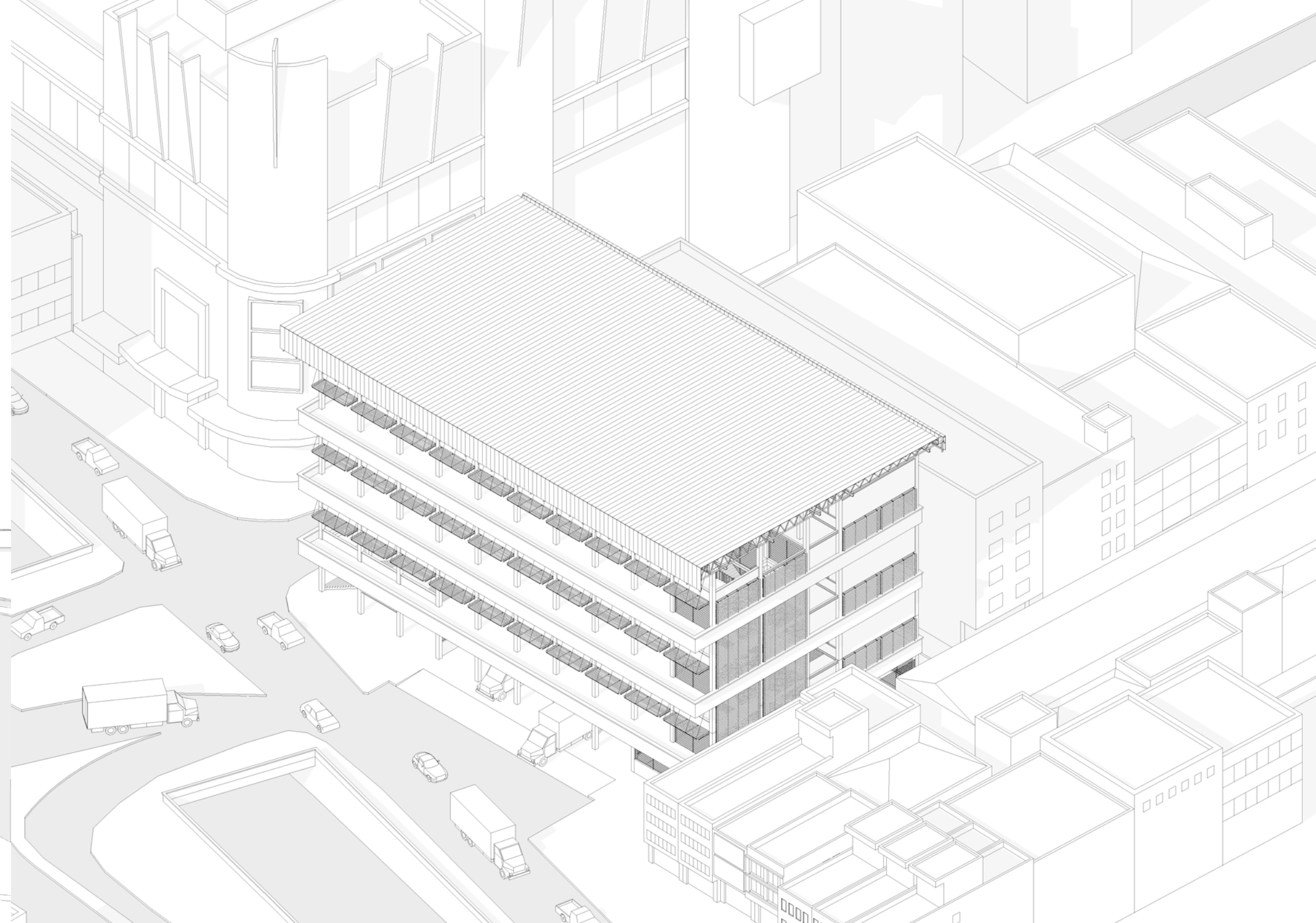
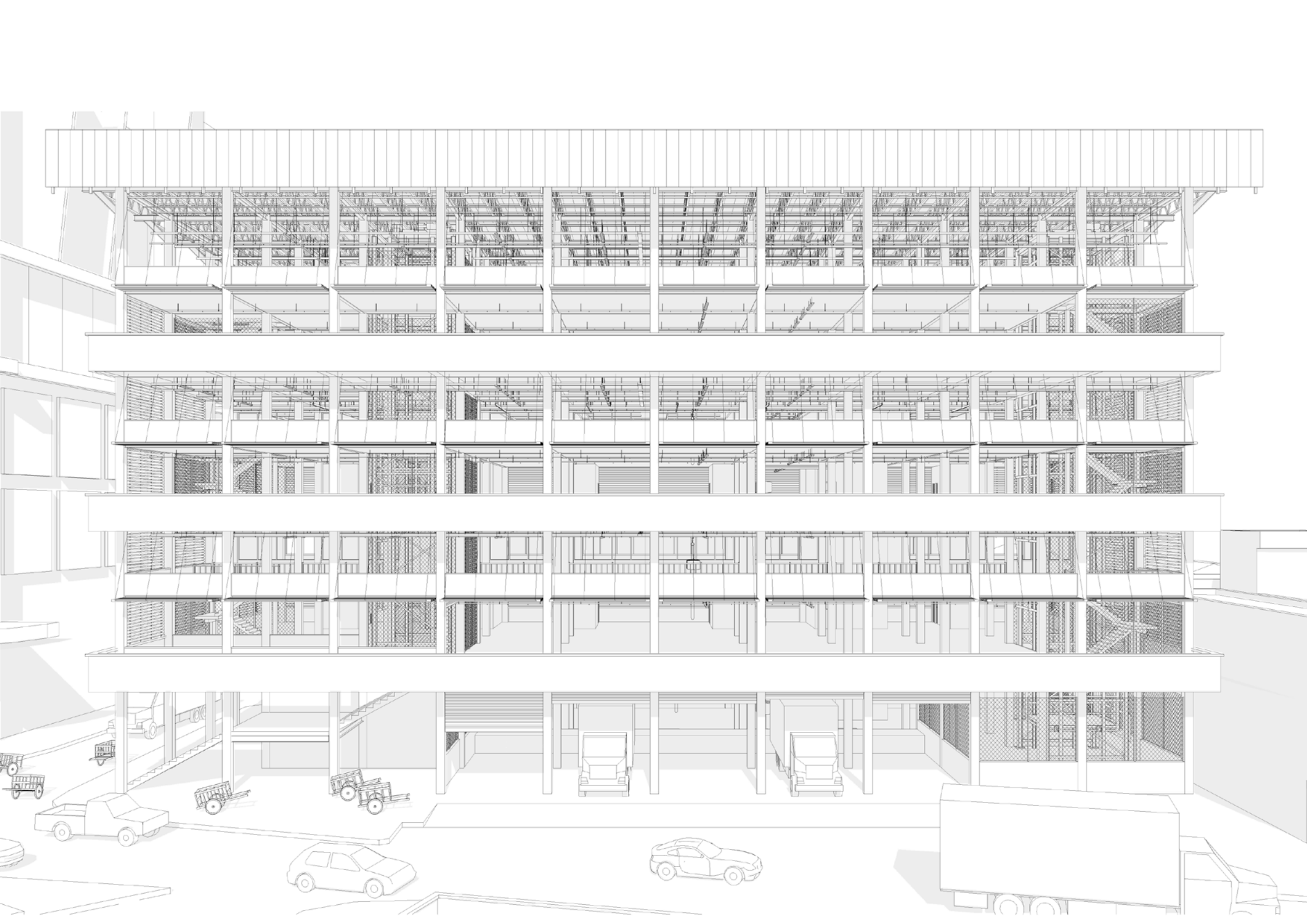


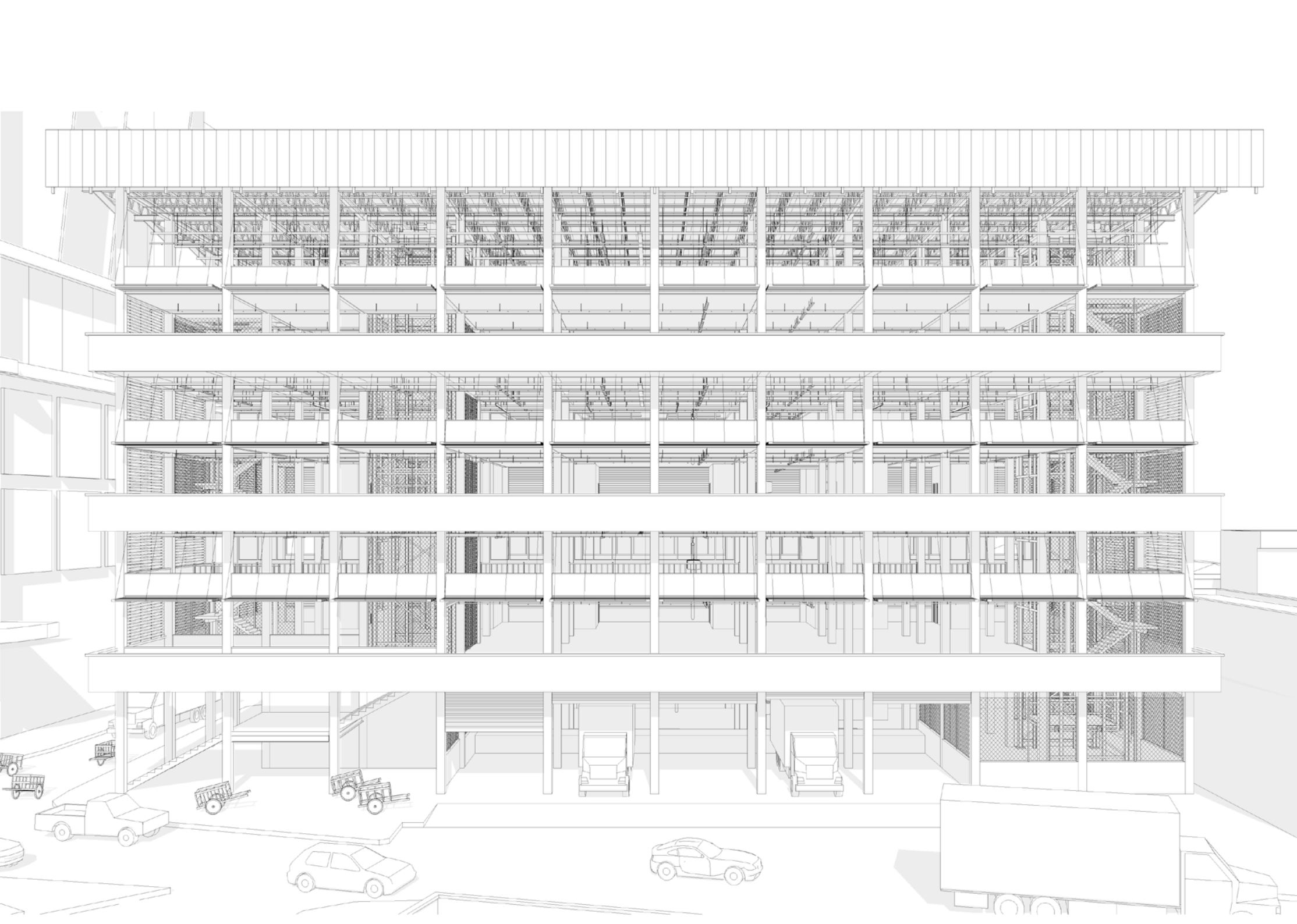
retail

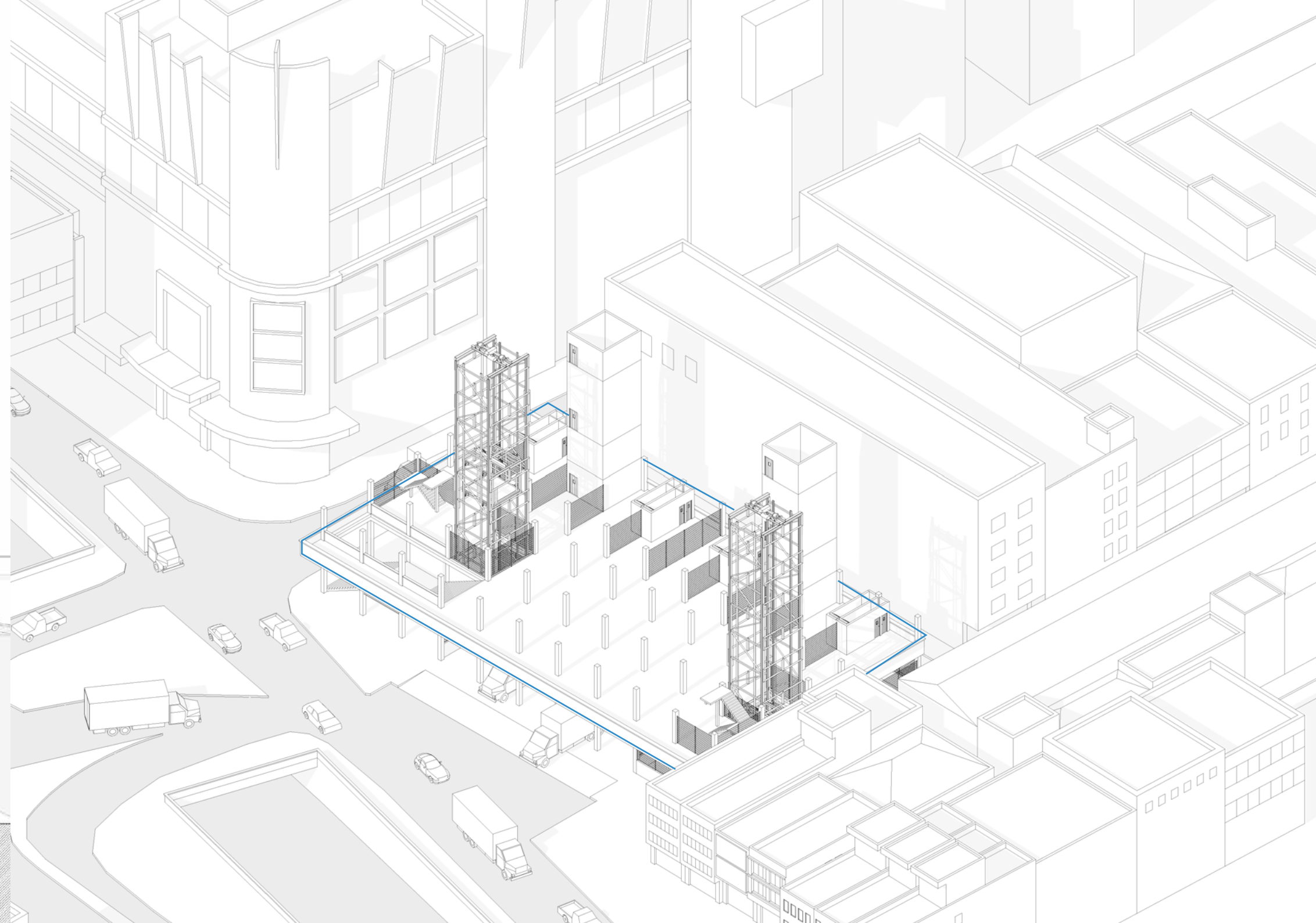
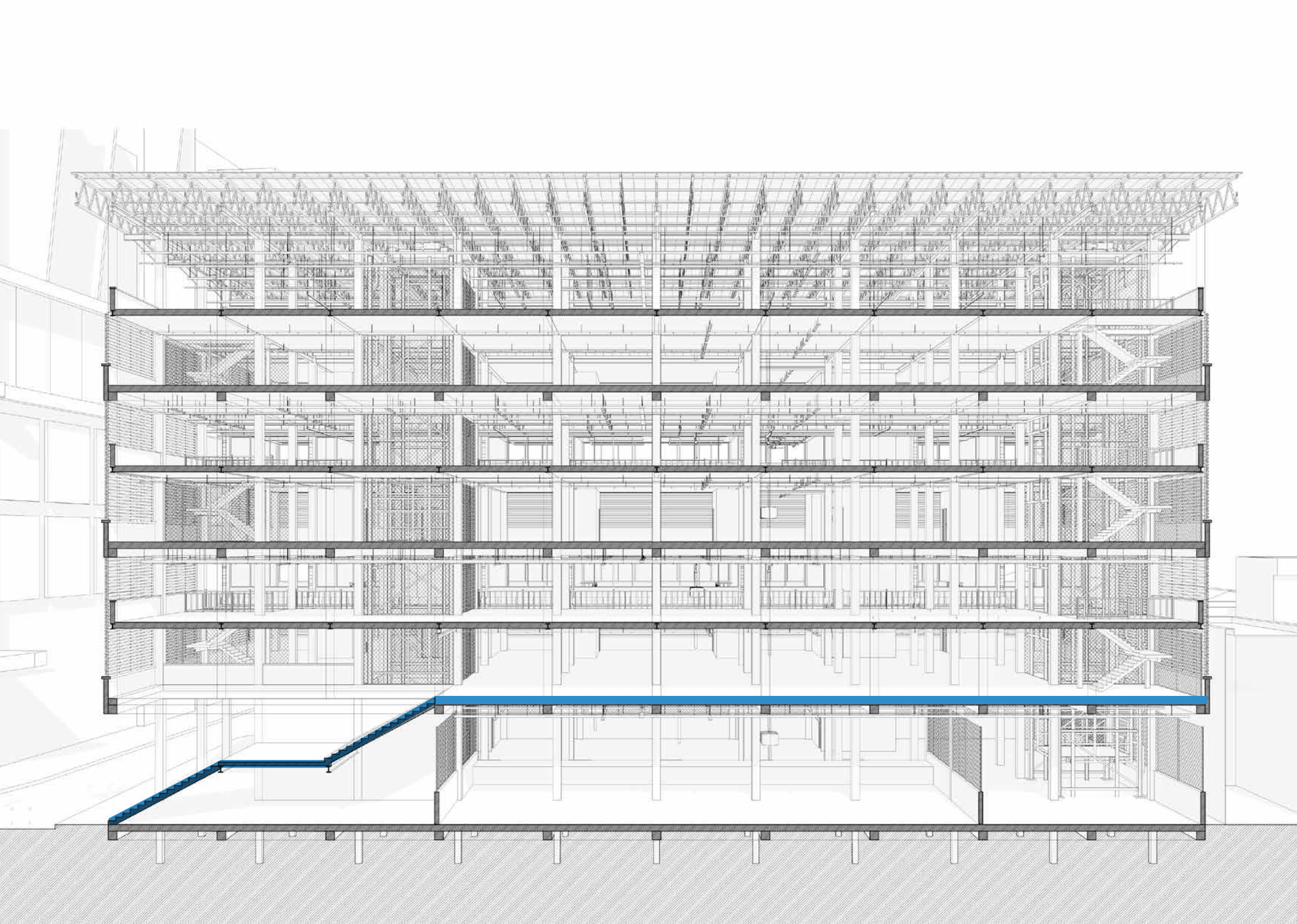


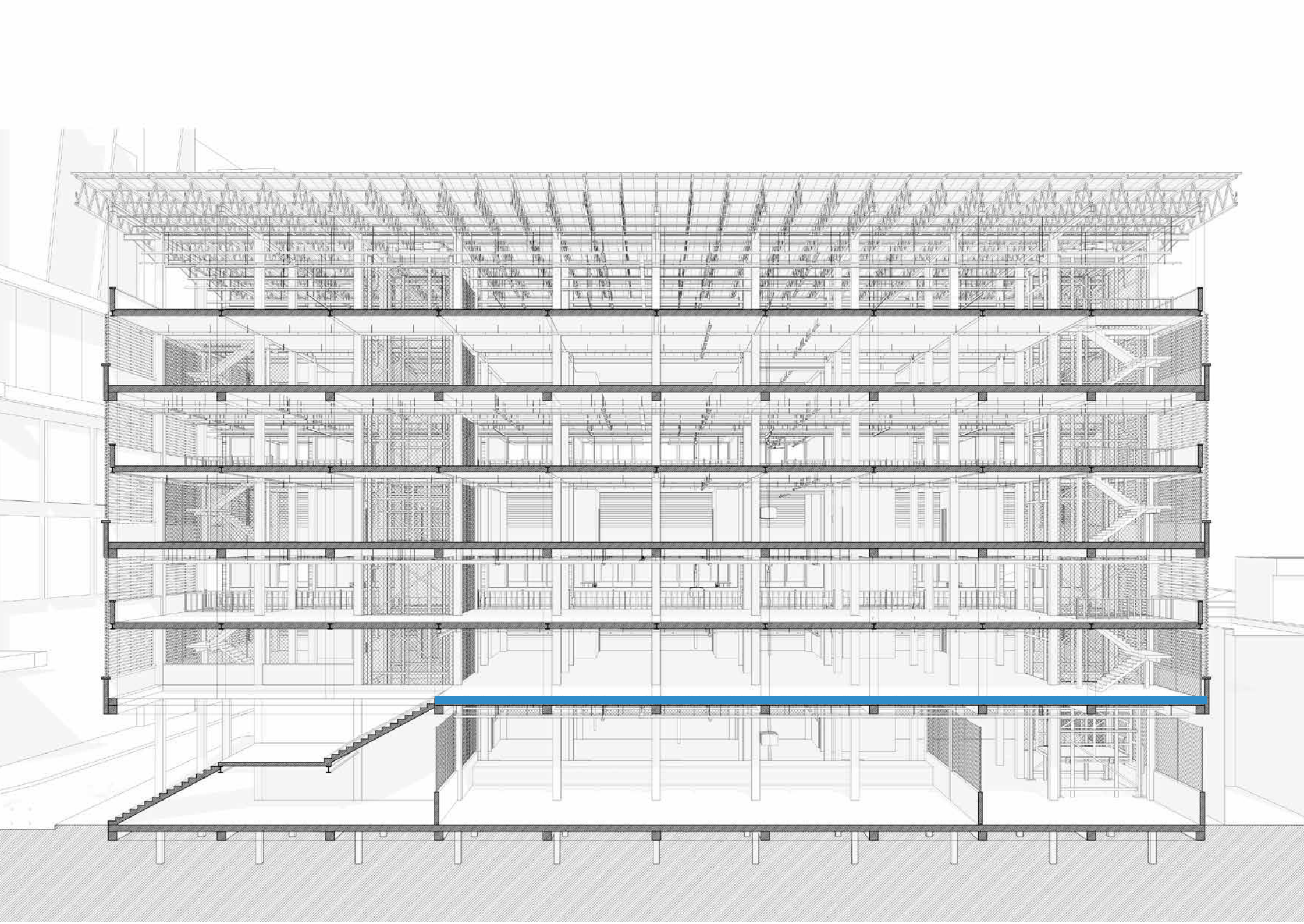
storage

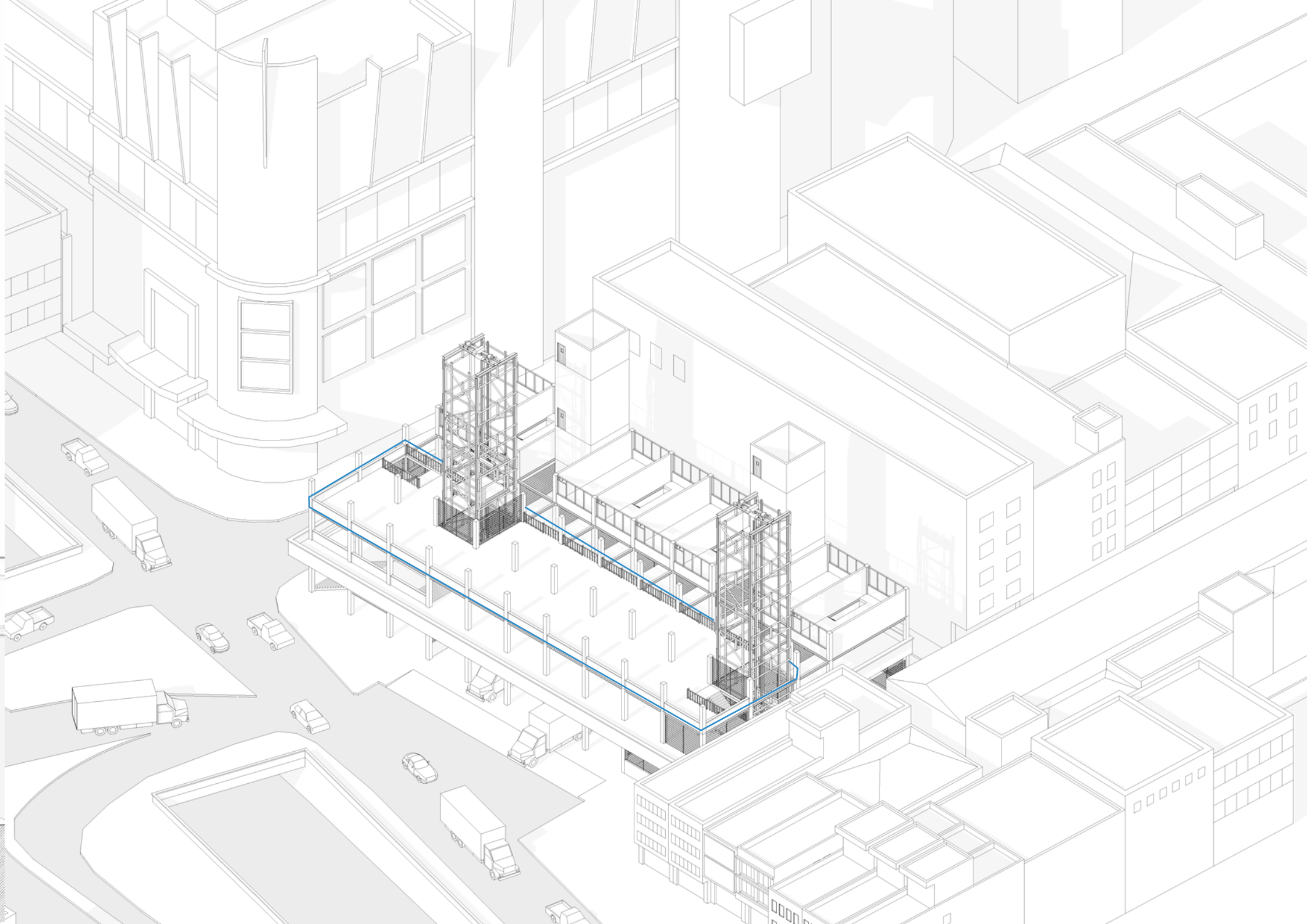
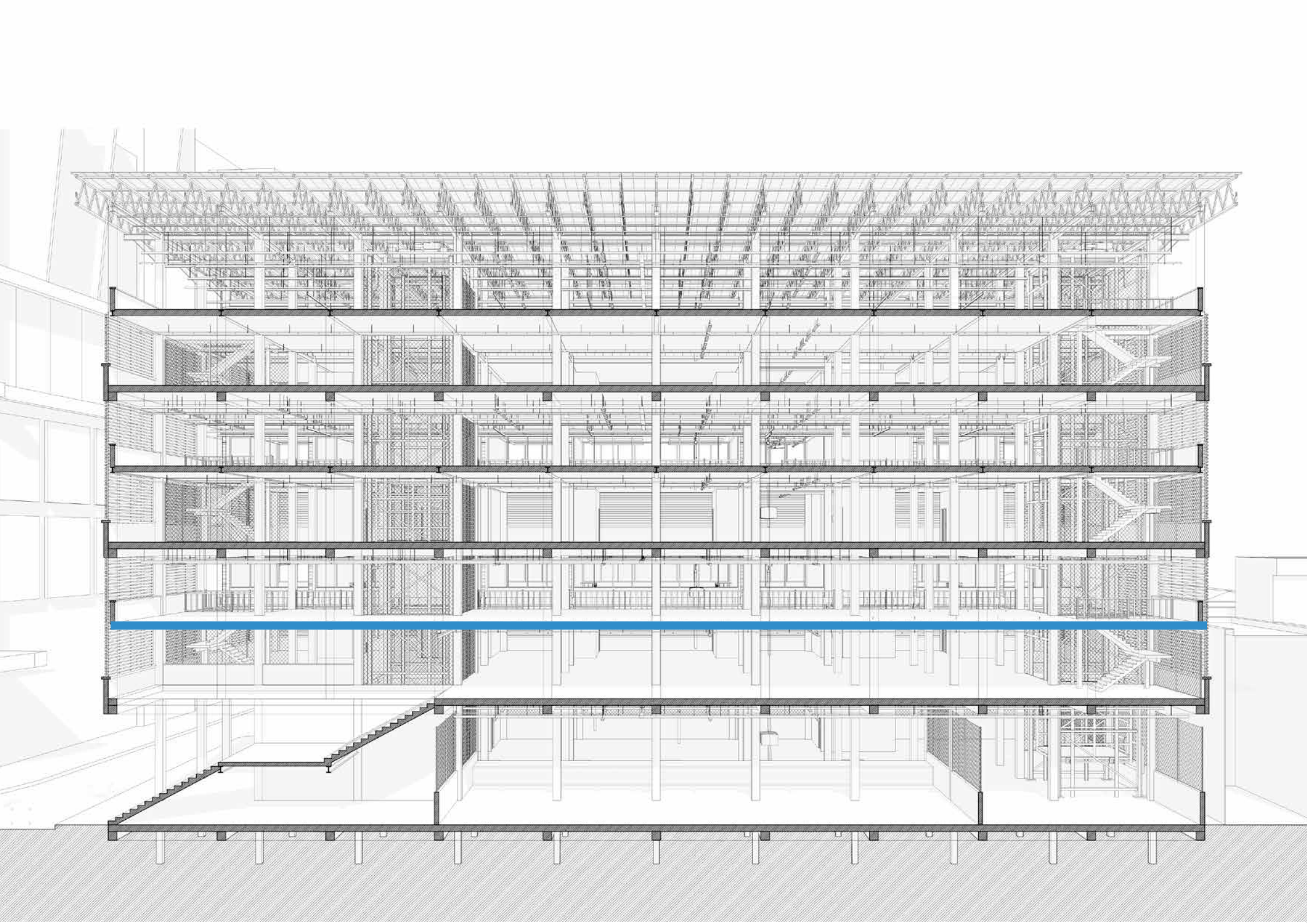


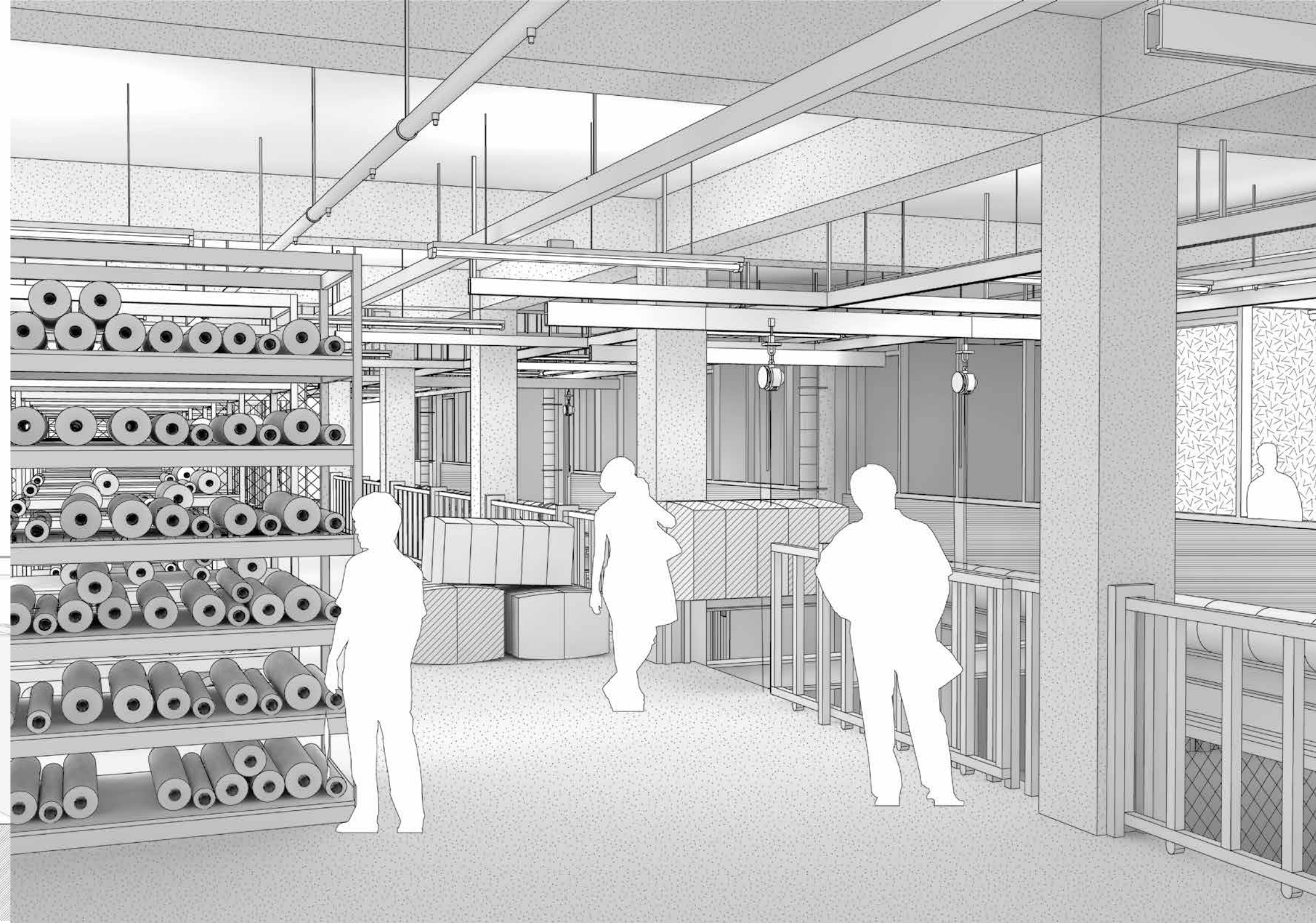
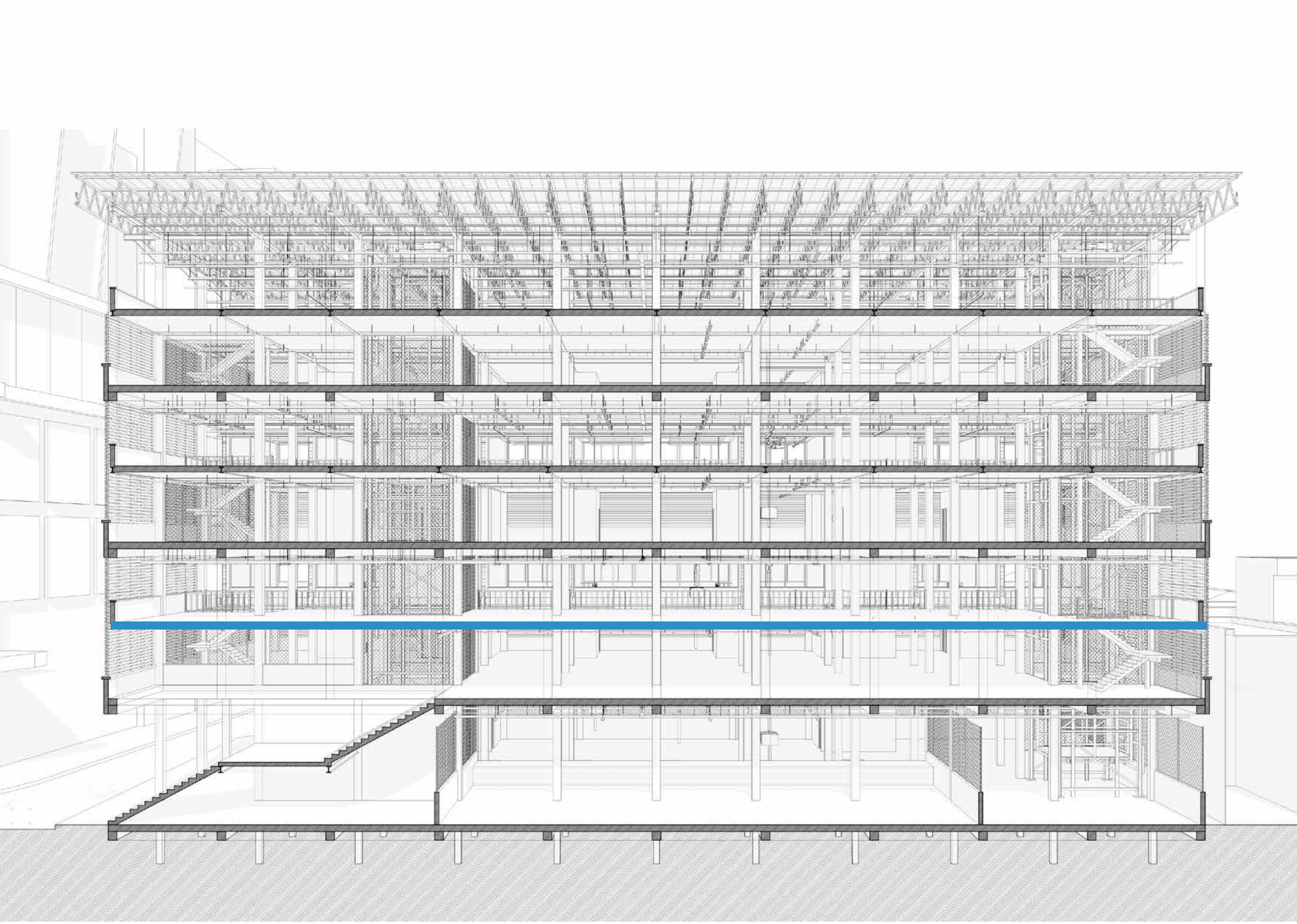


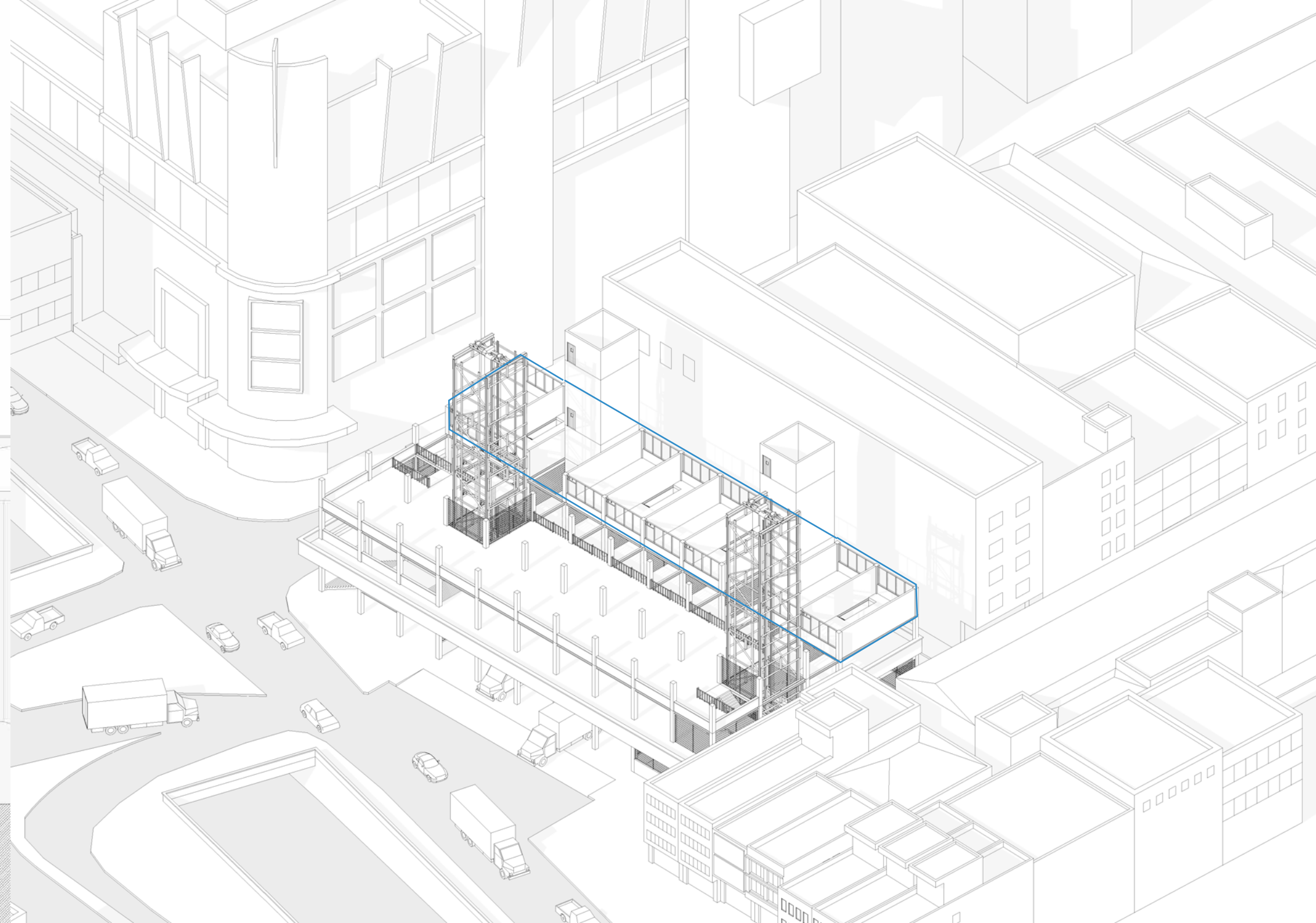
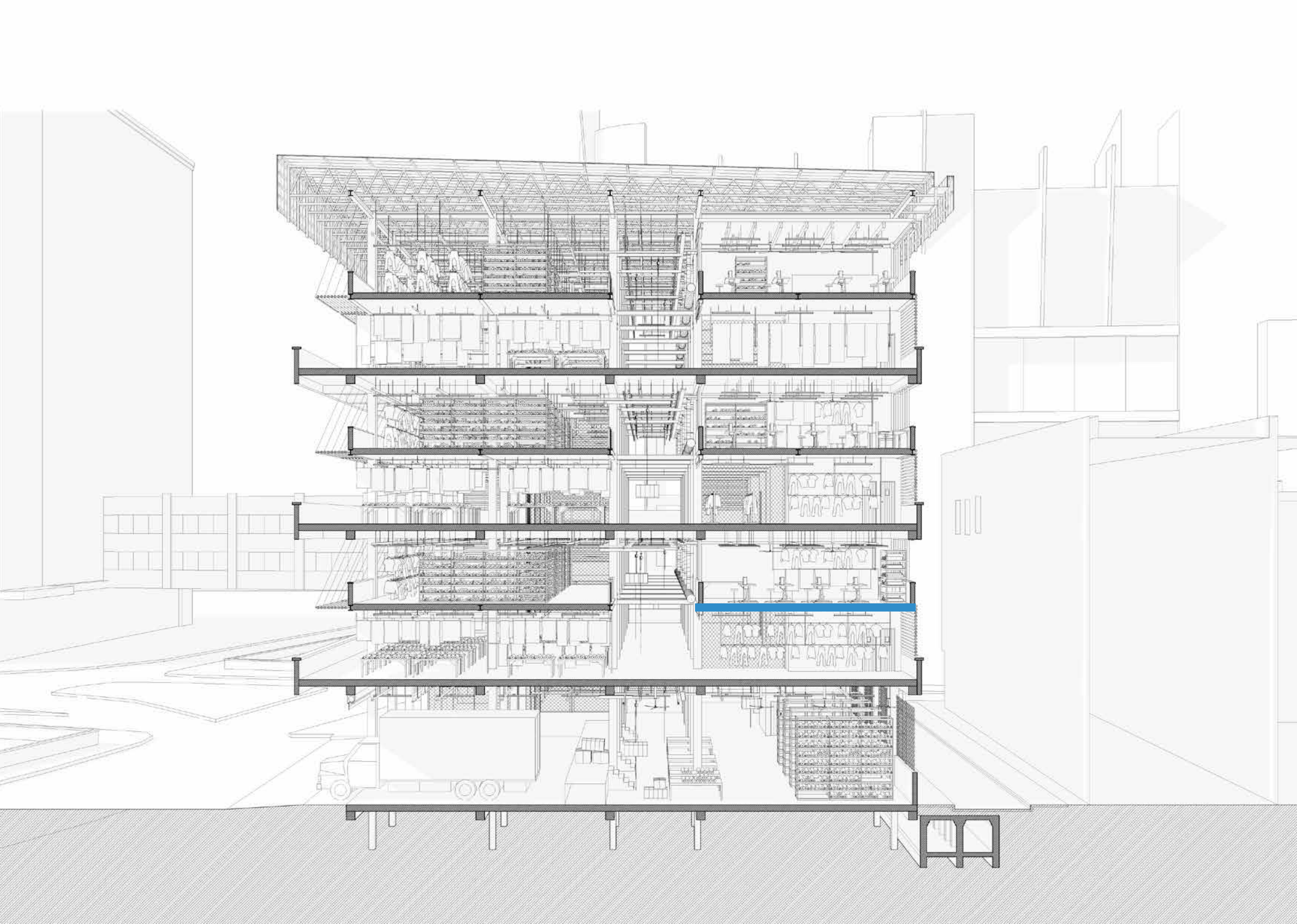


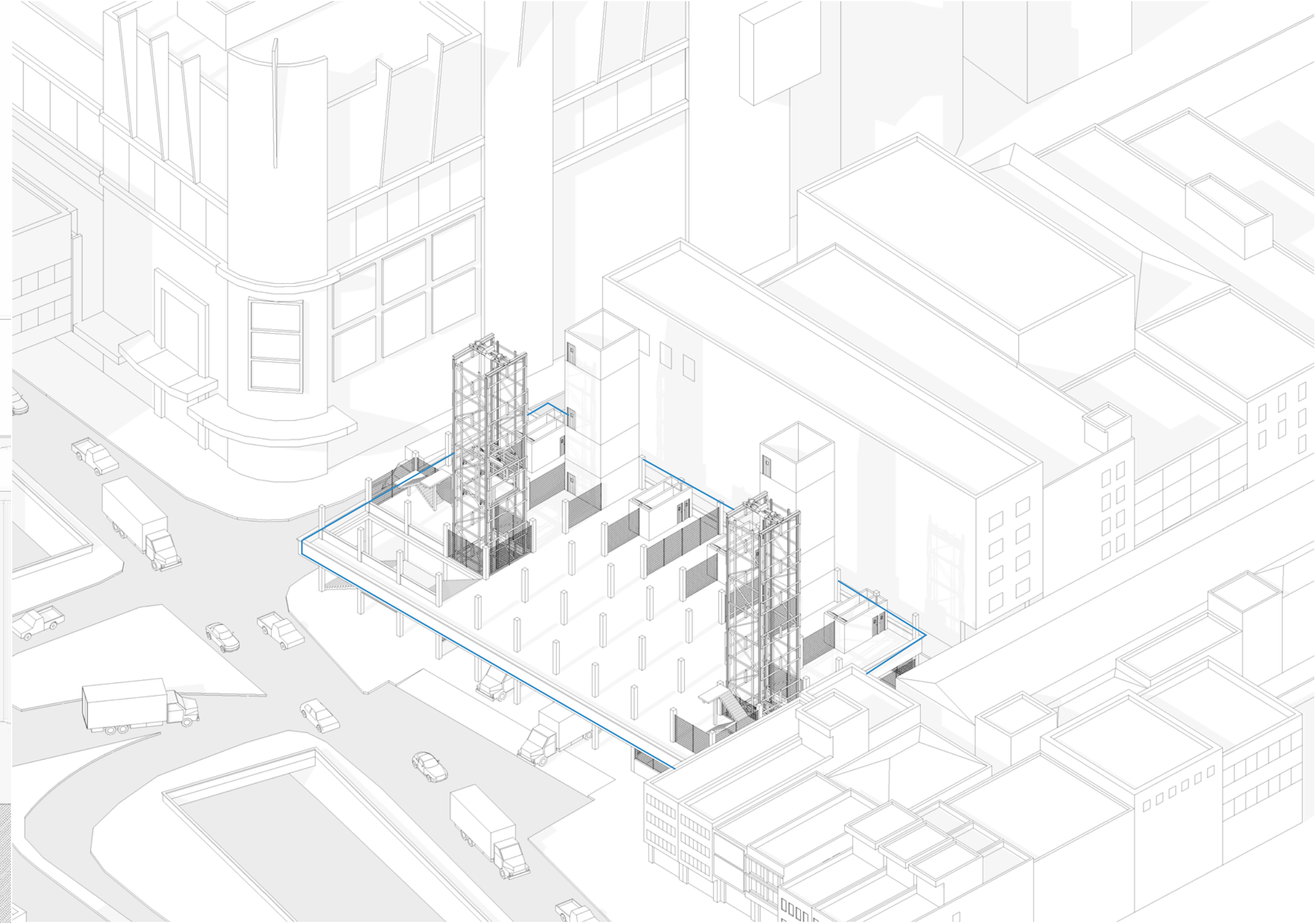
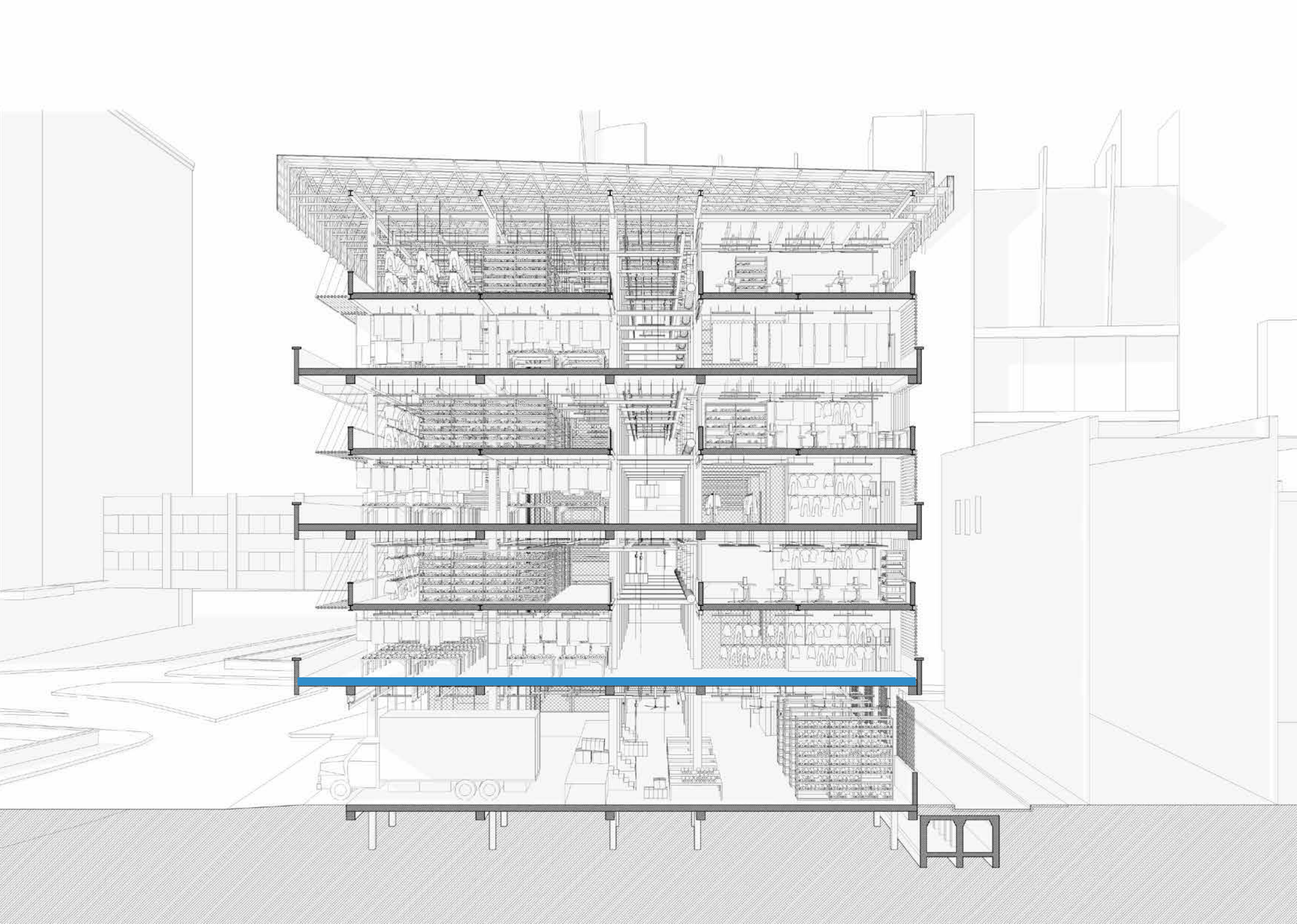


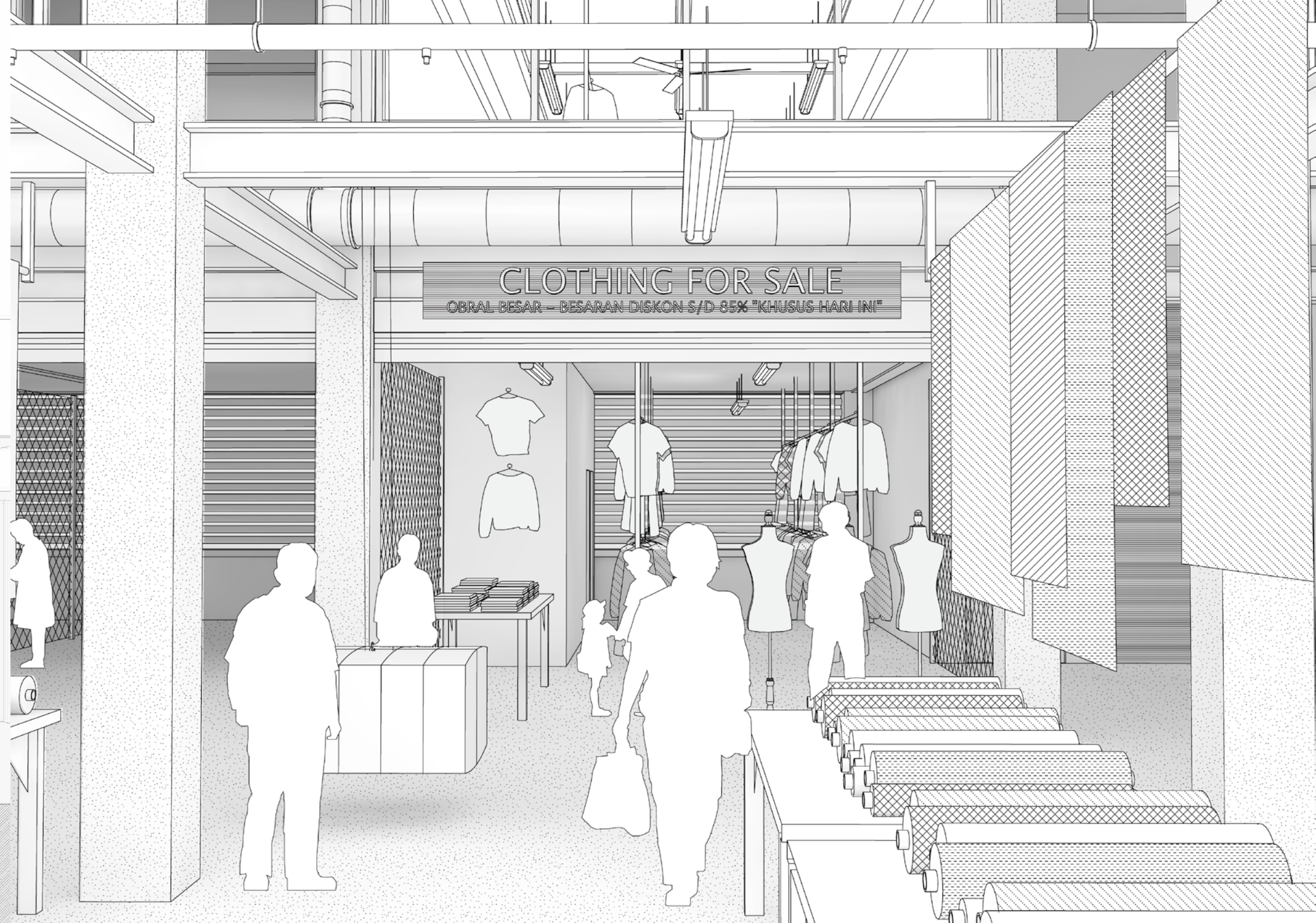
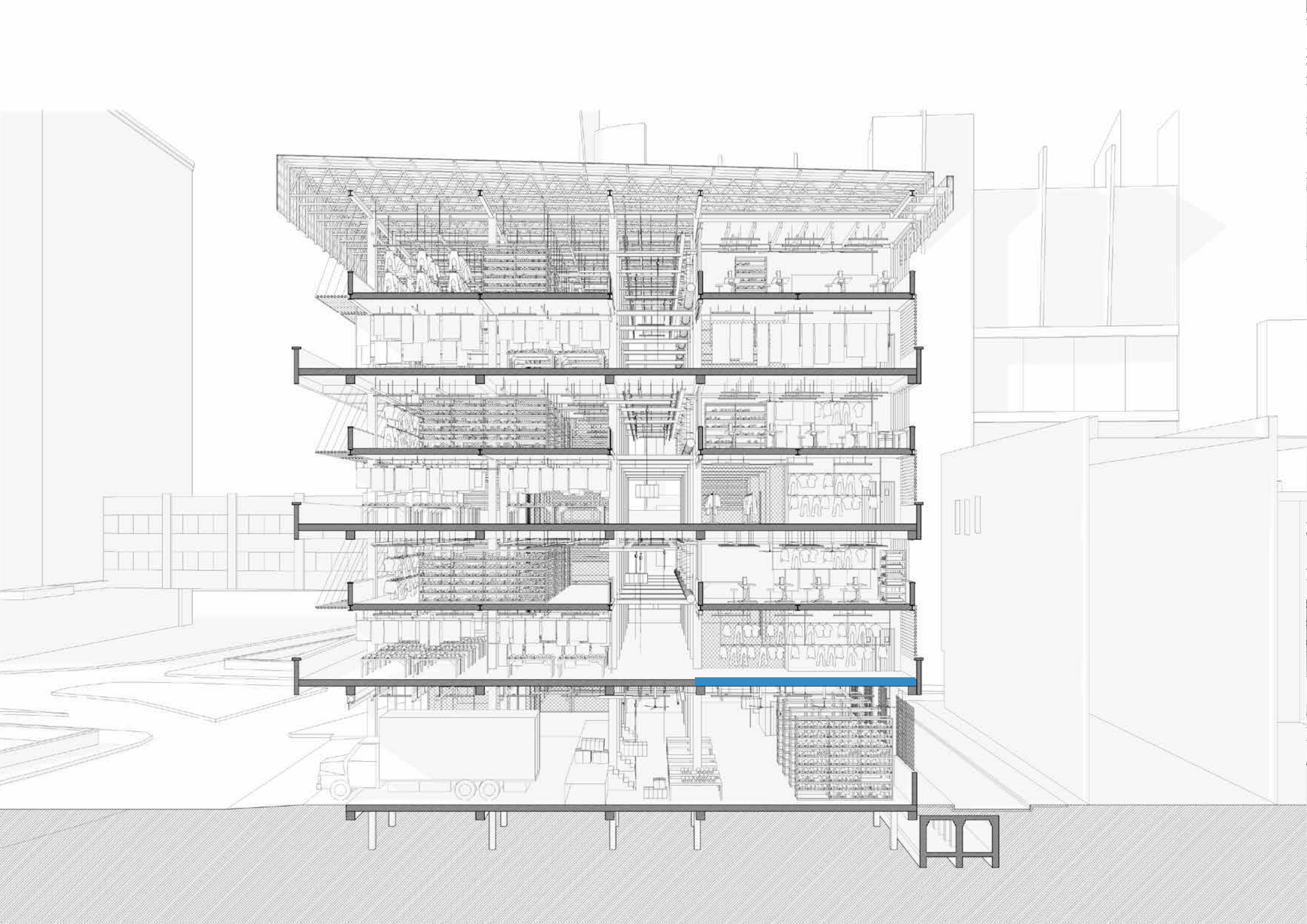


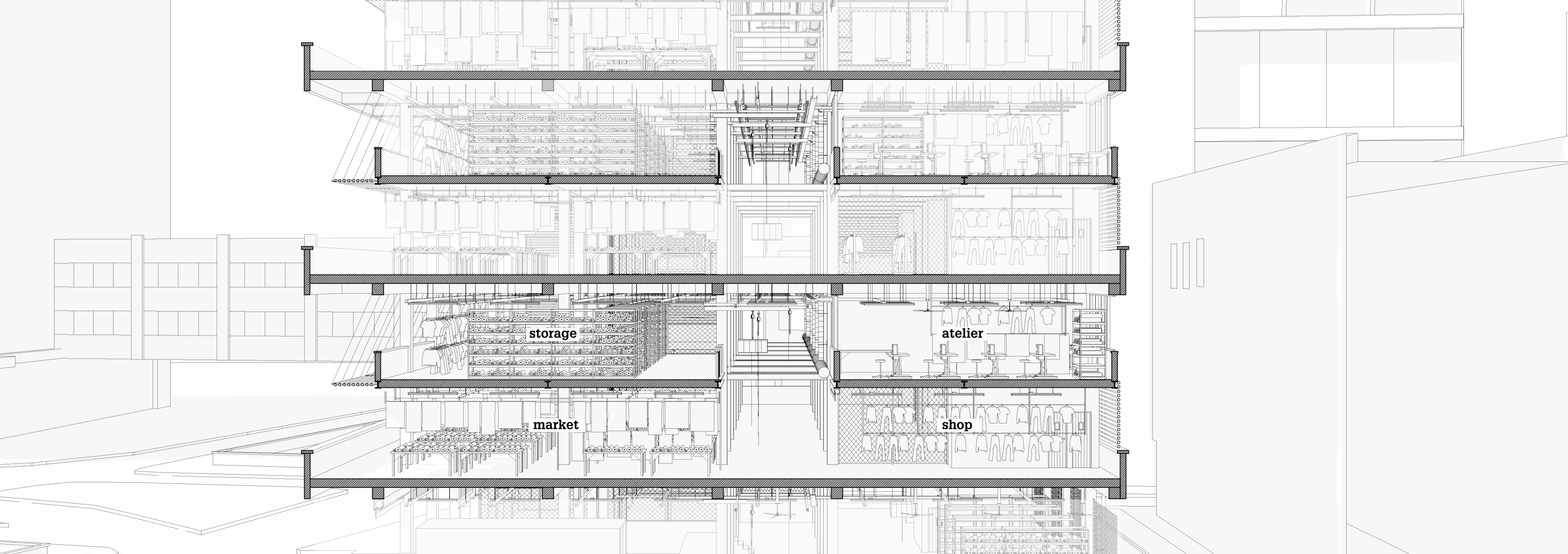










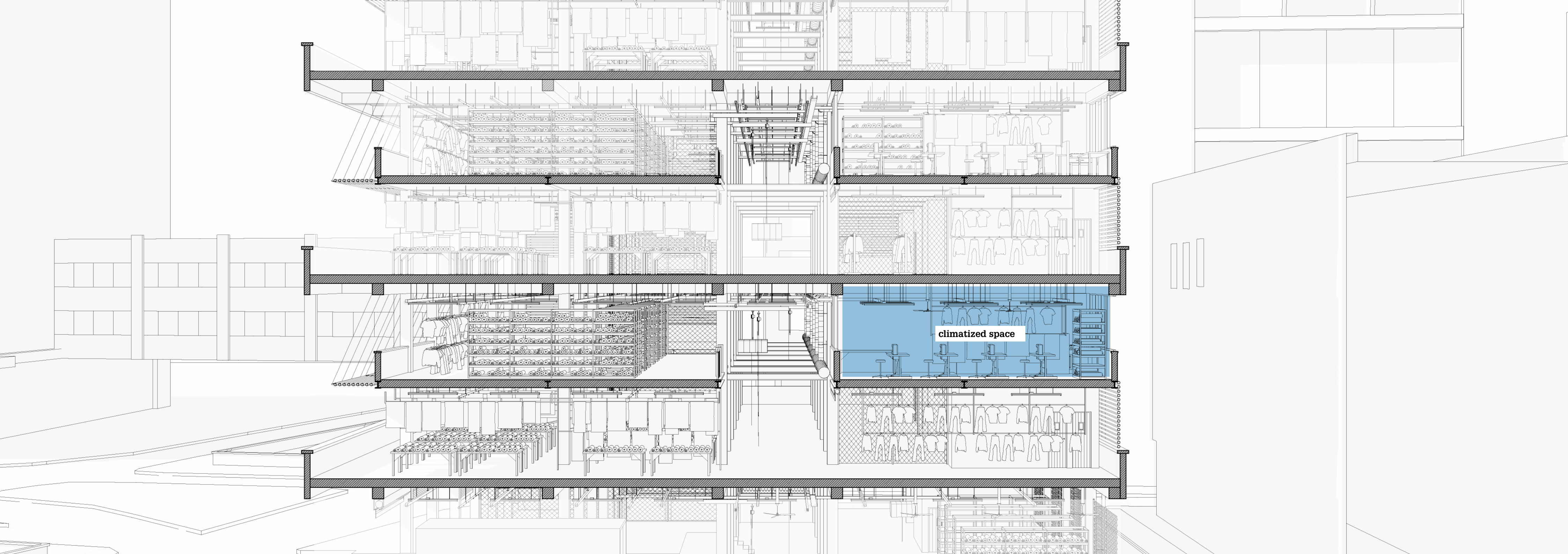


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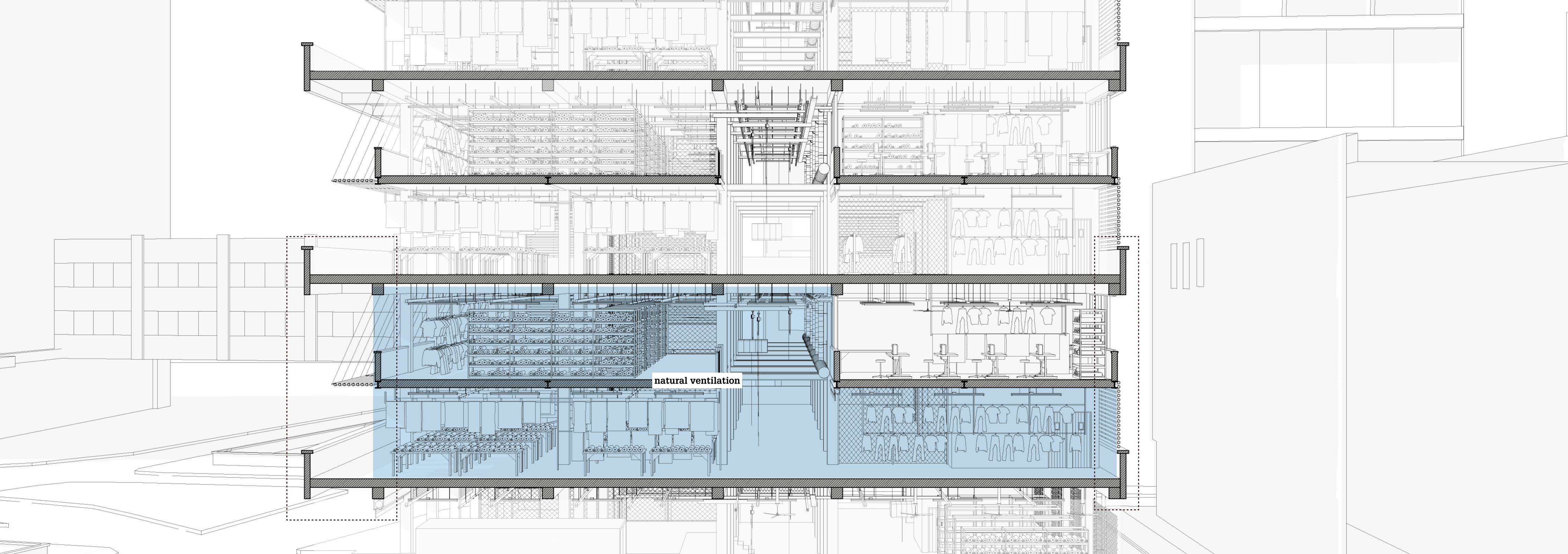
atelier

market

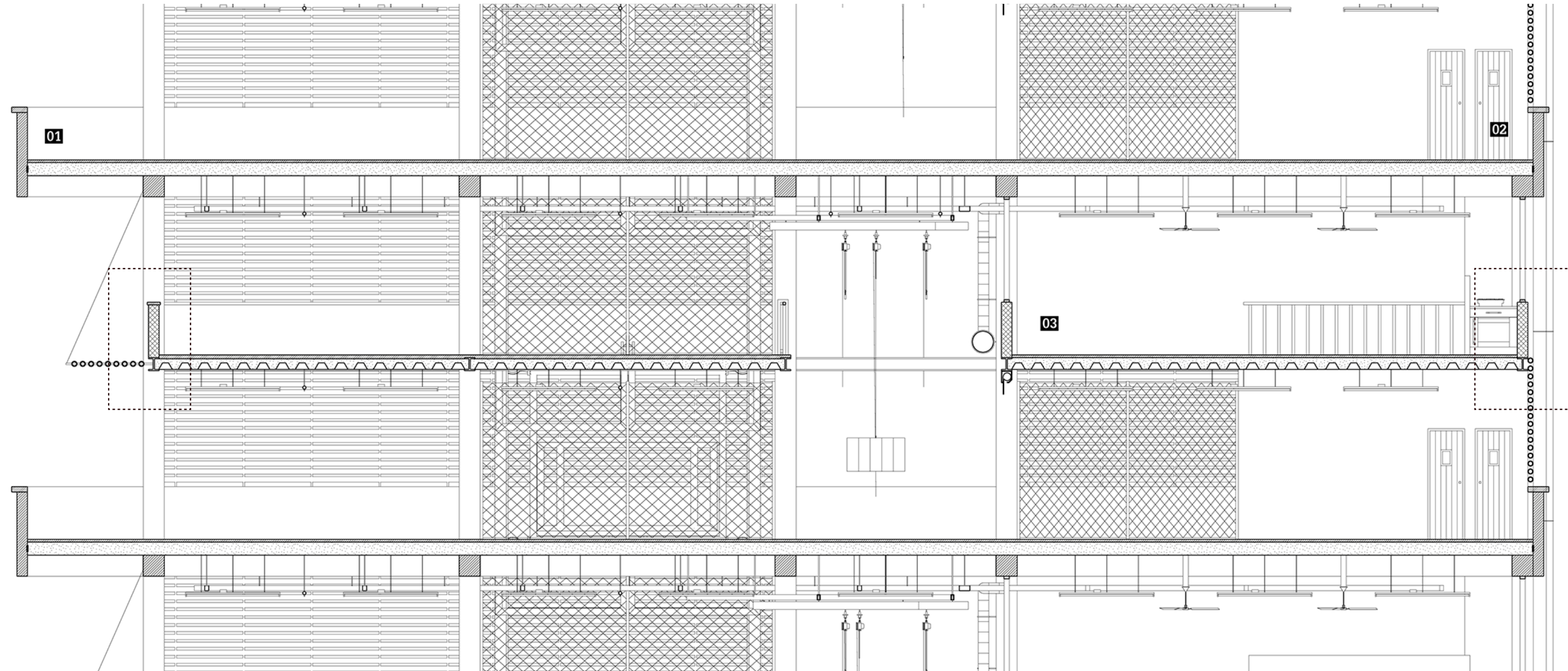
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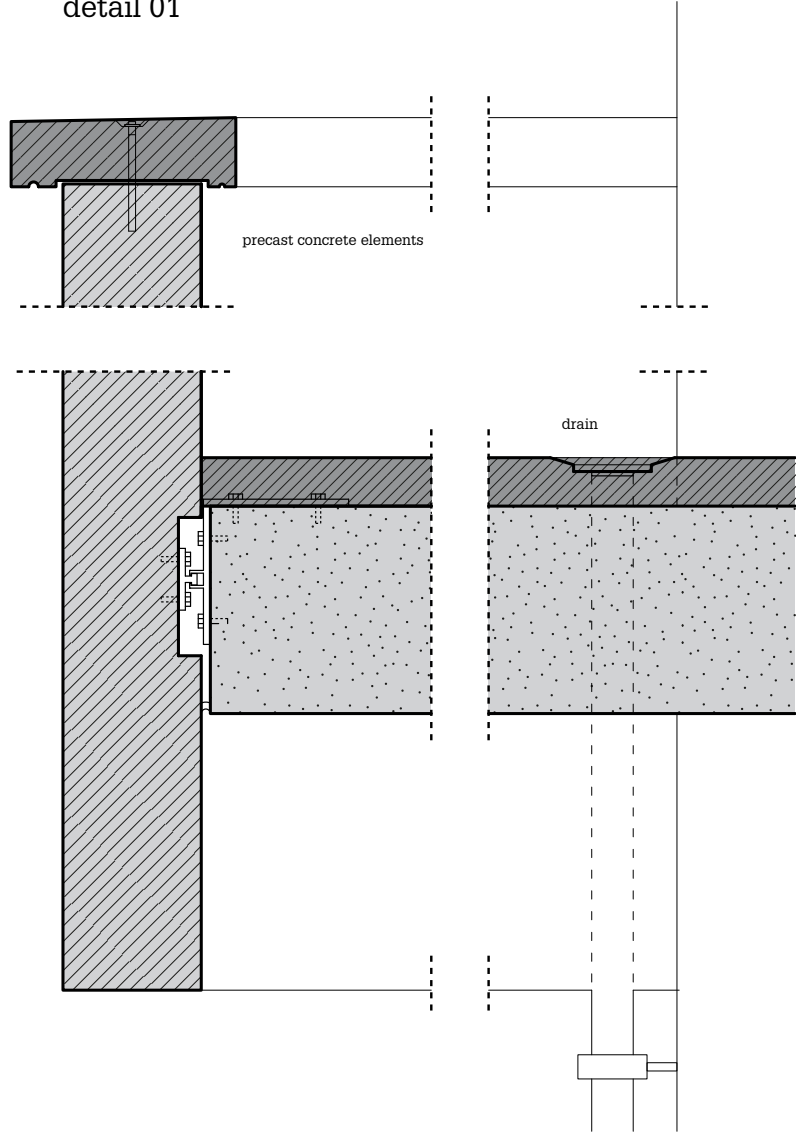
climatized space



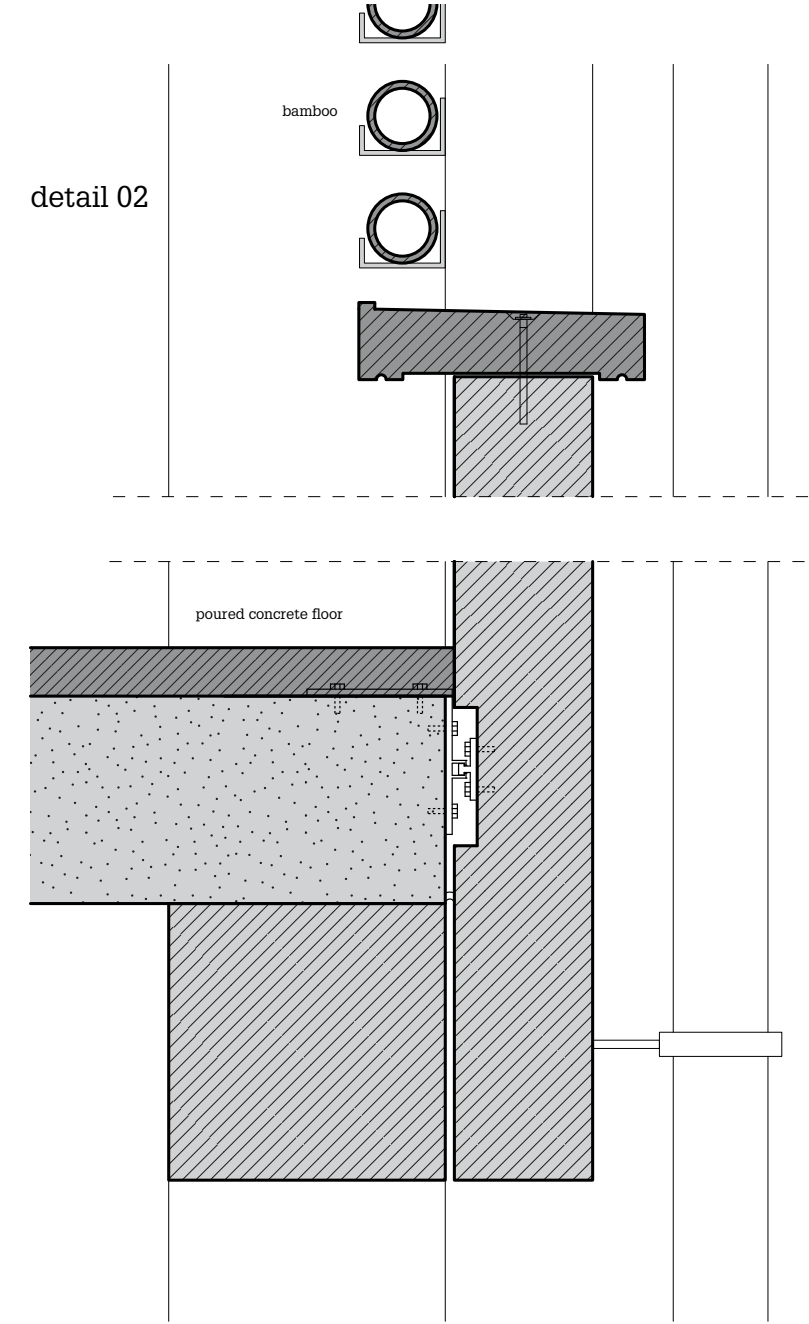
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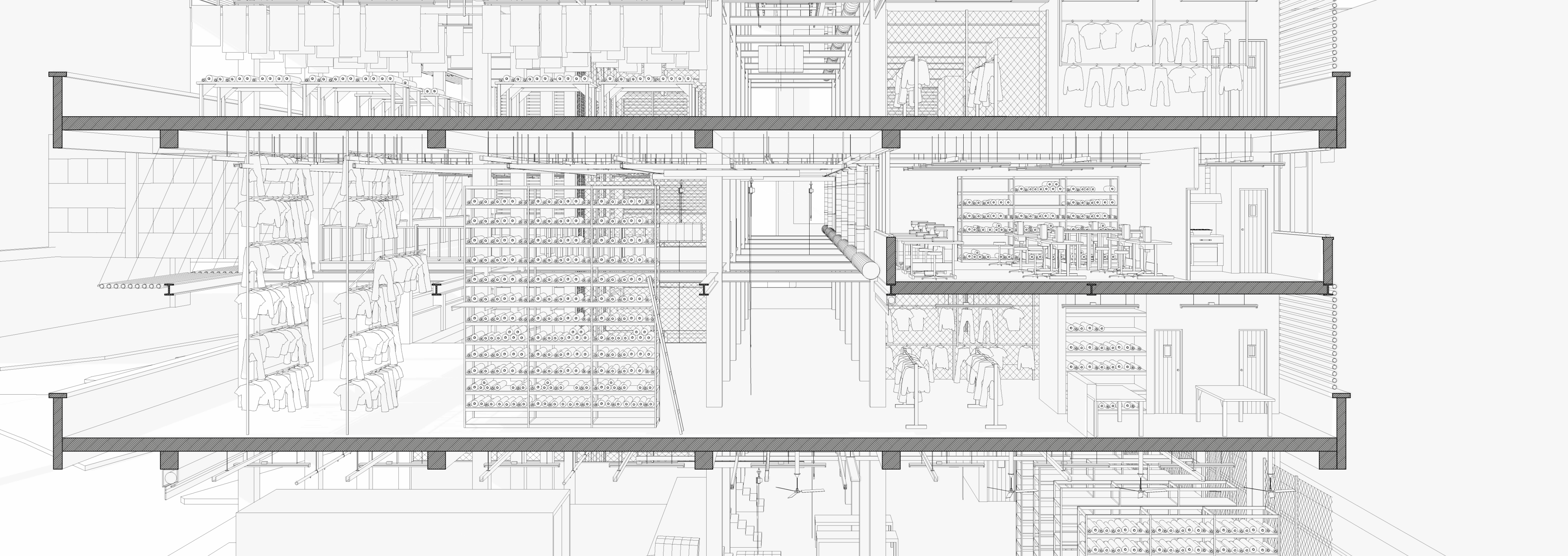


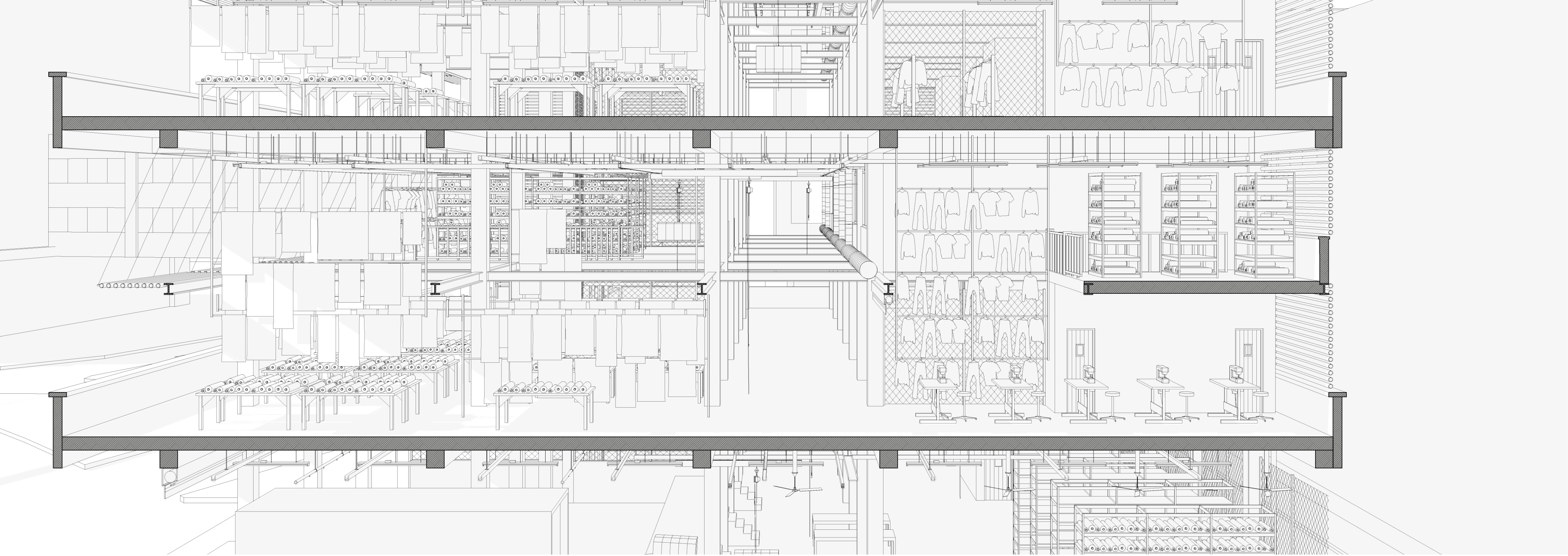
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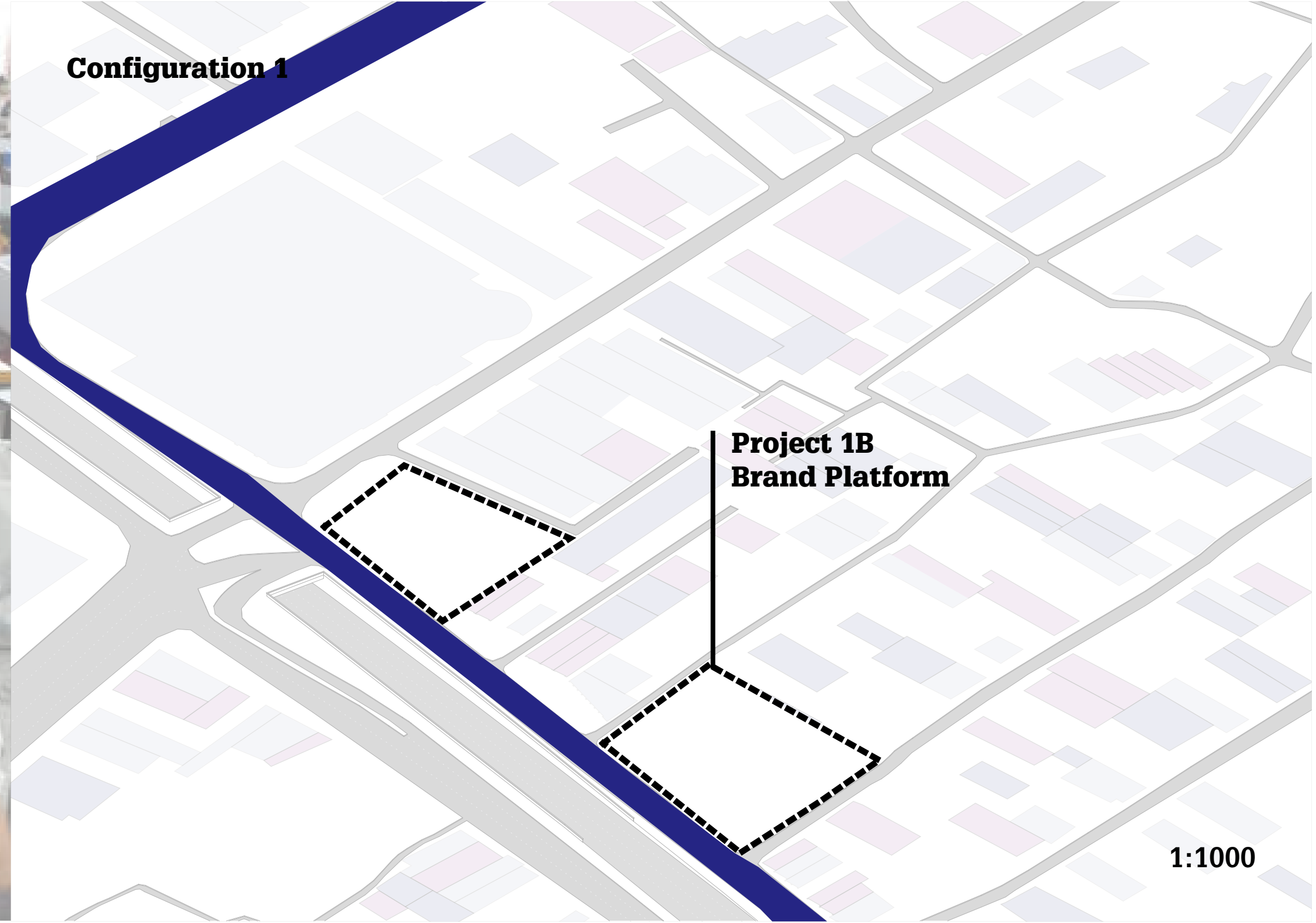


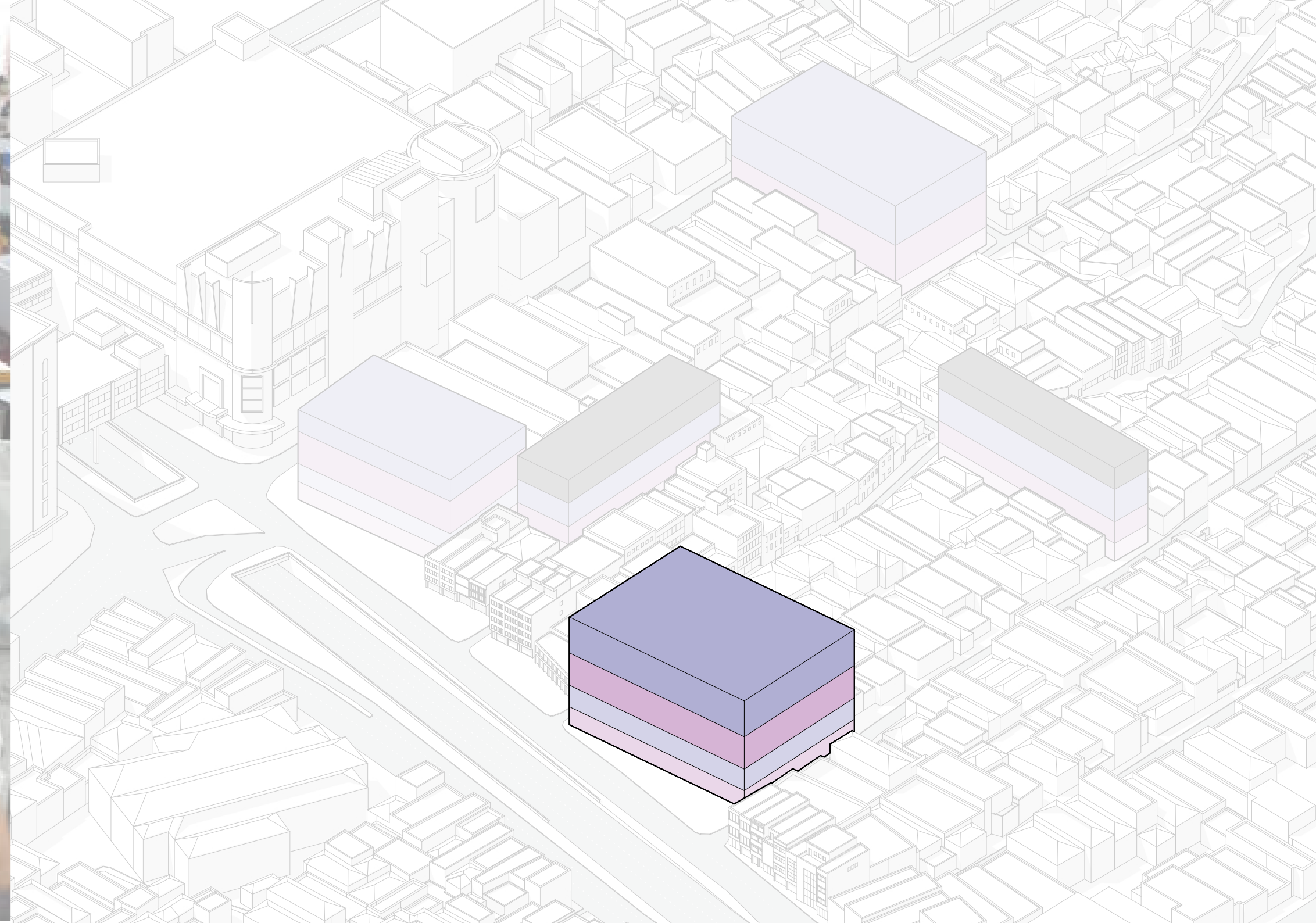
detail 02













production



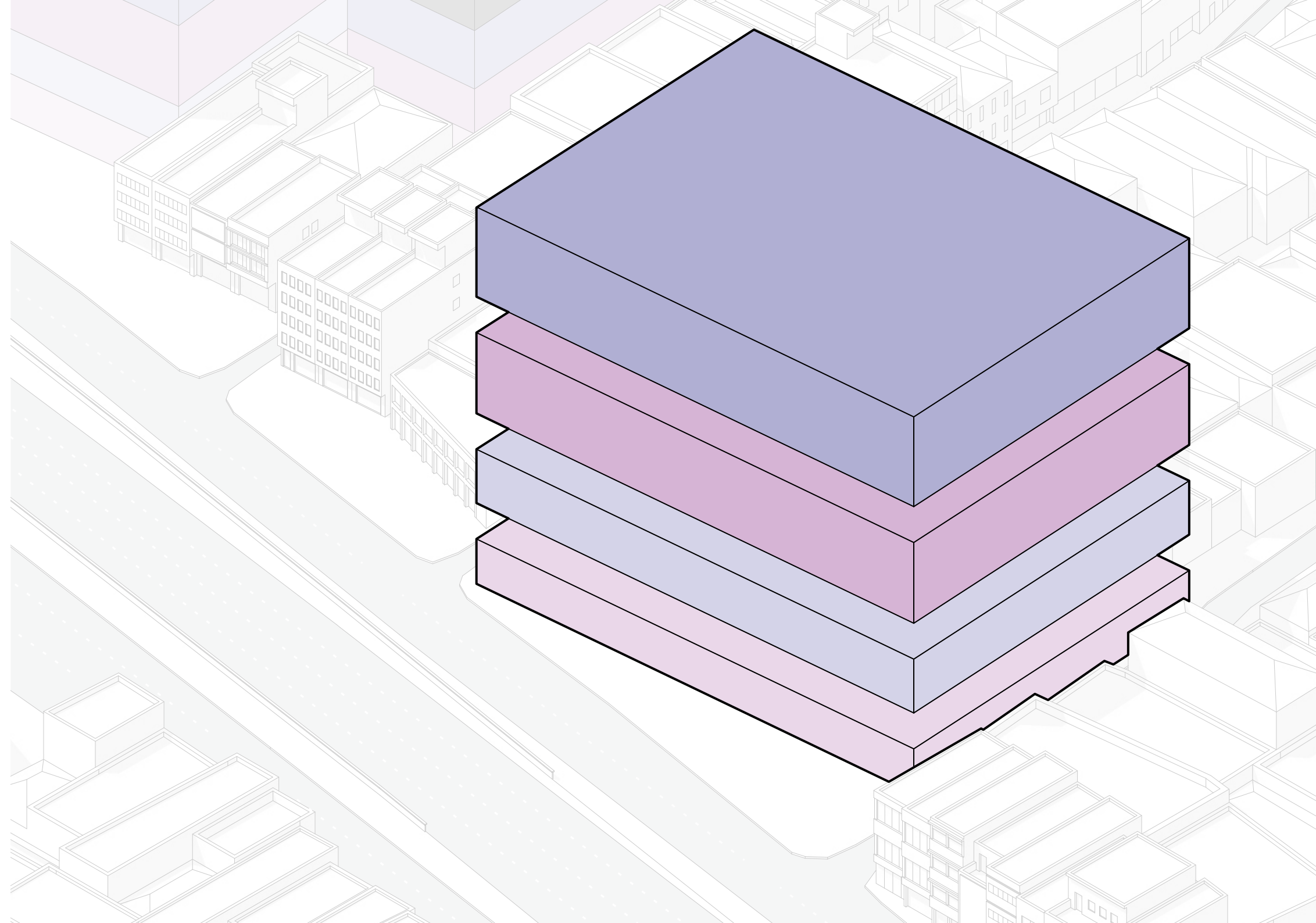
residential



retail



storage





production



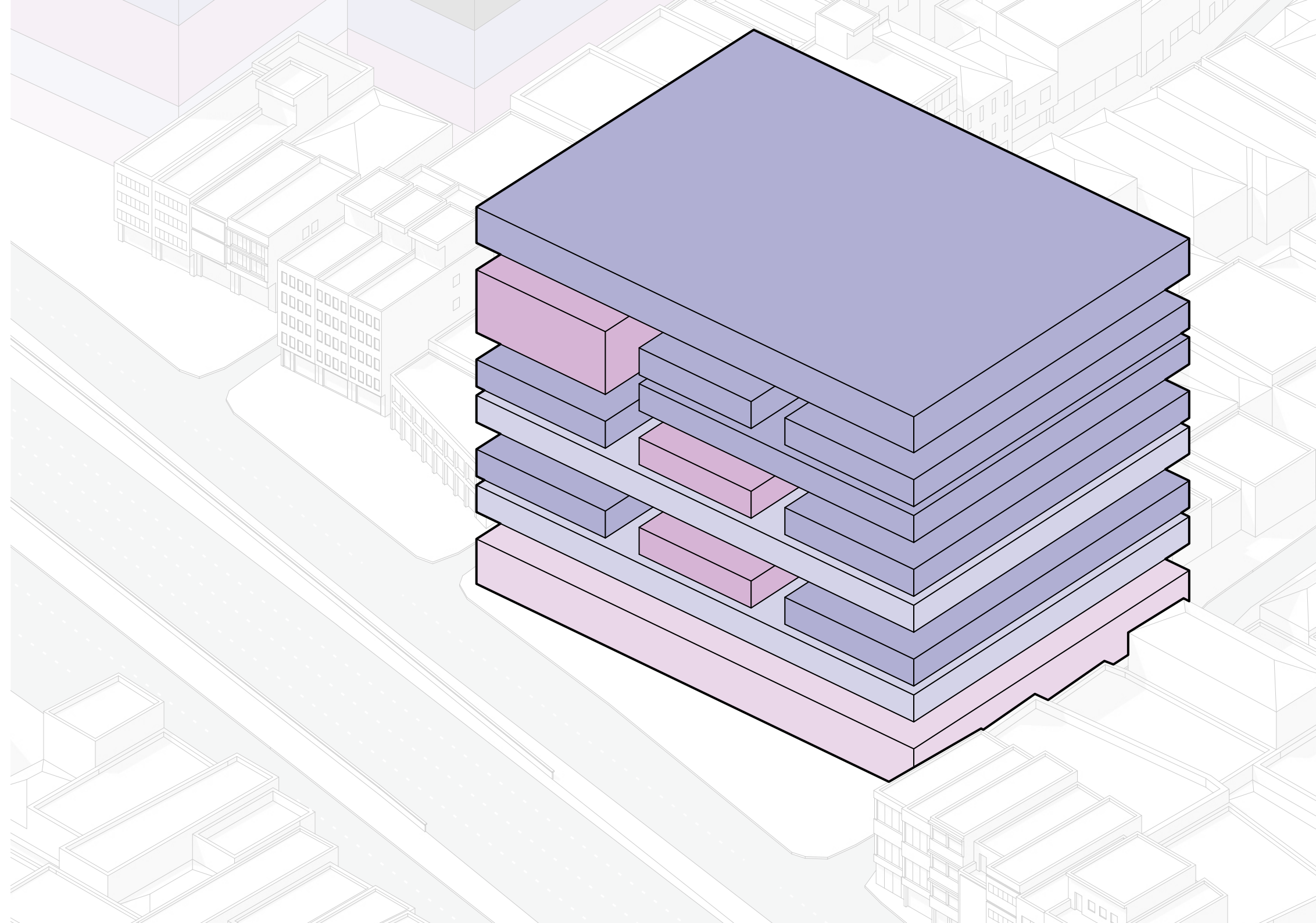
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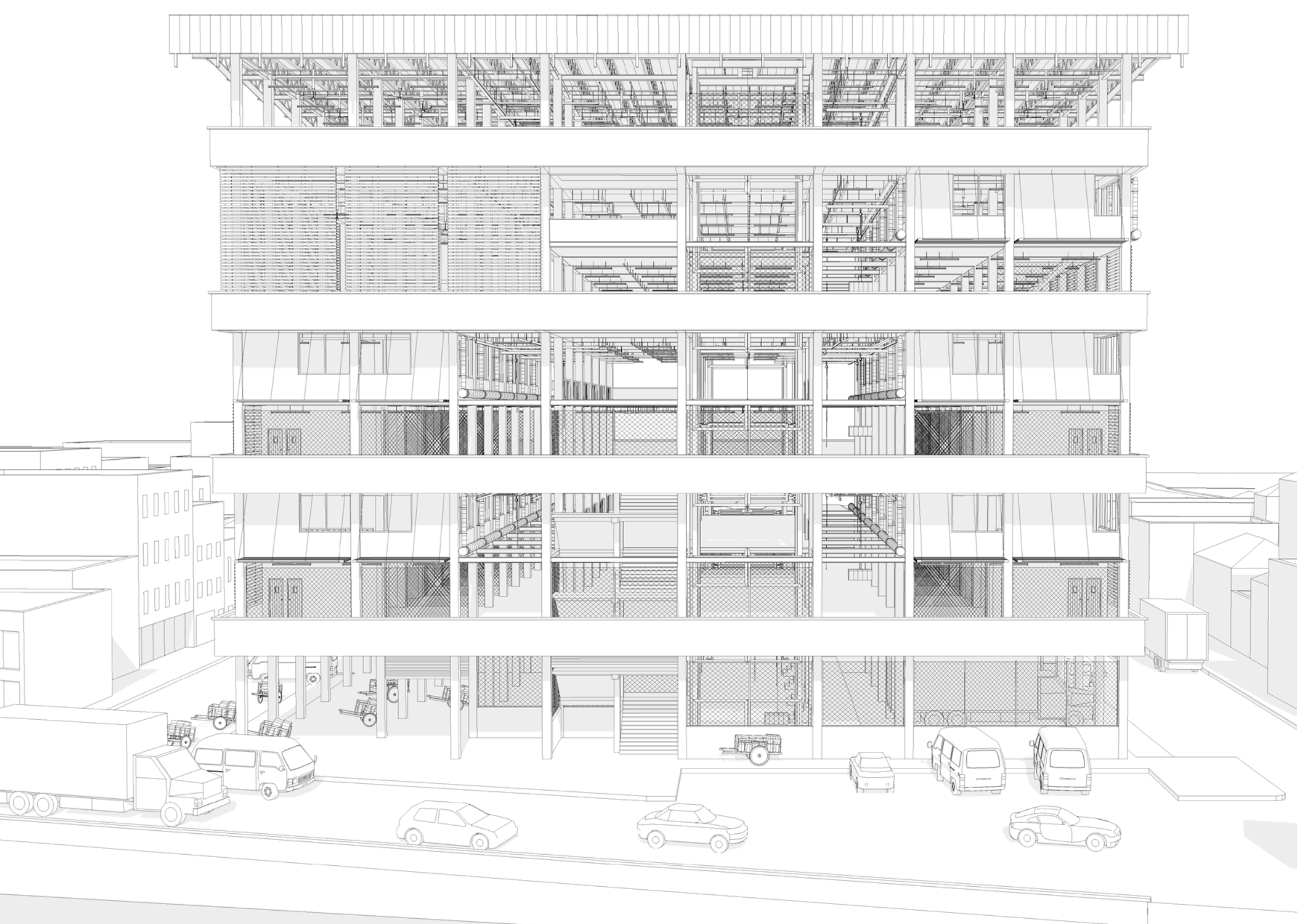


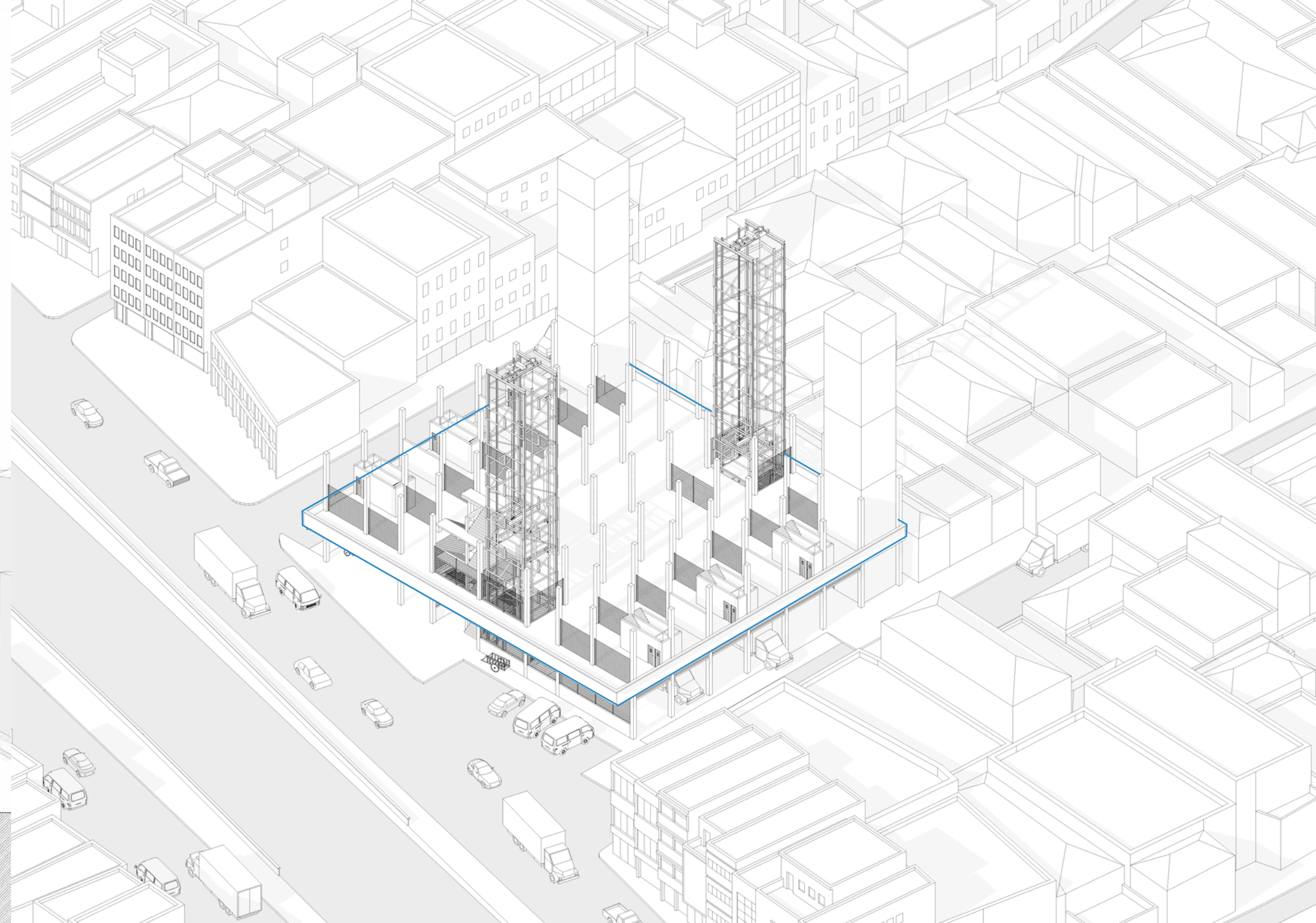
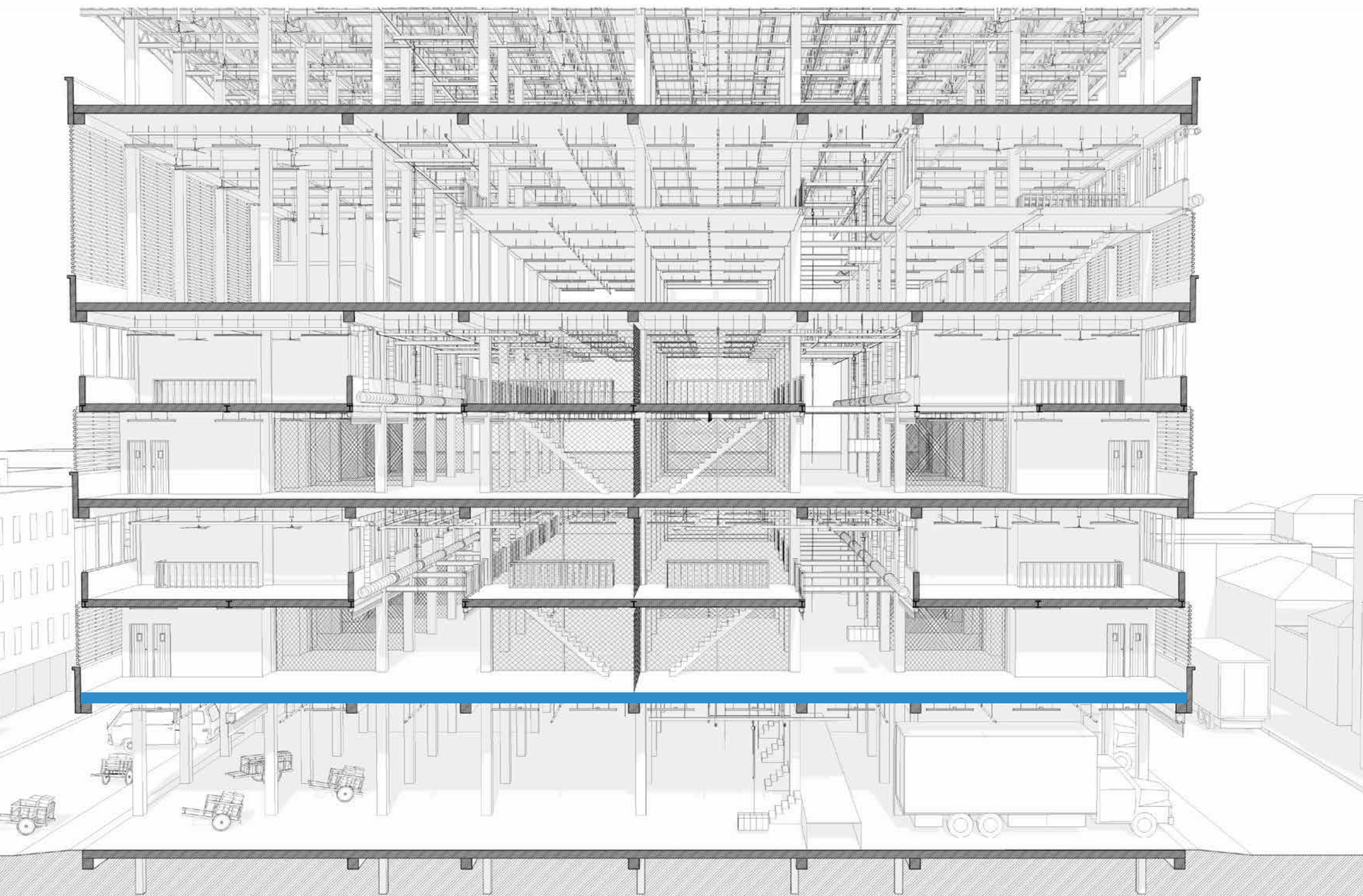
retail

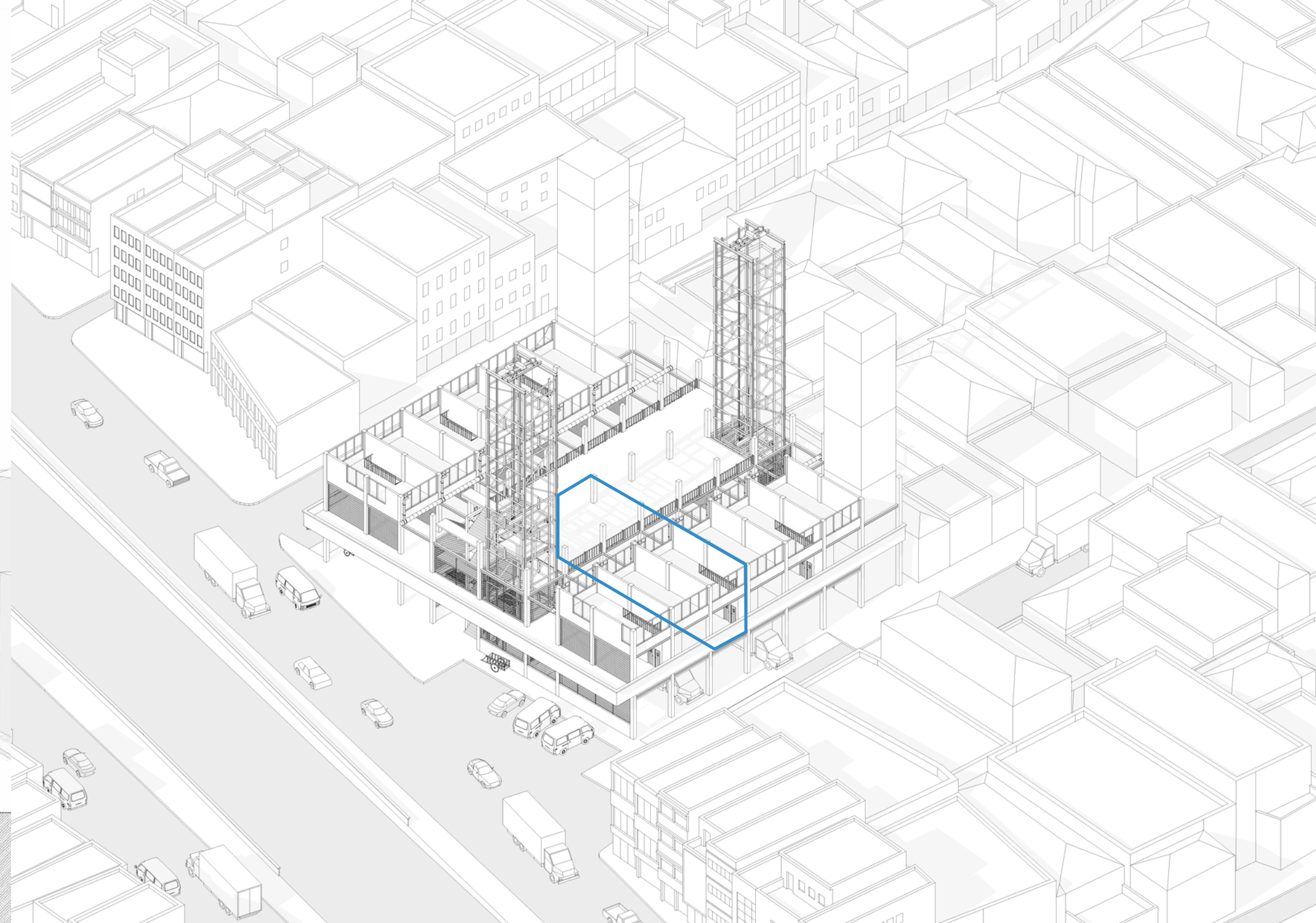
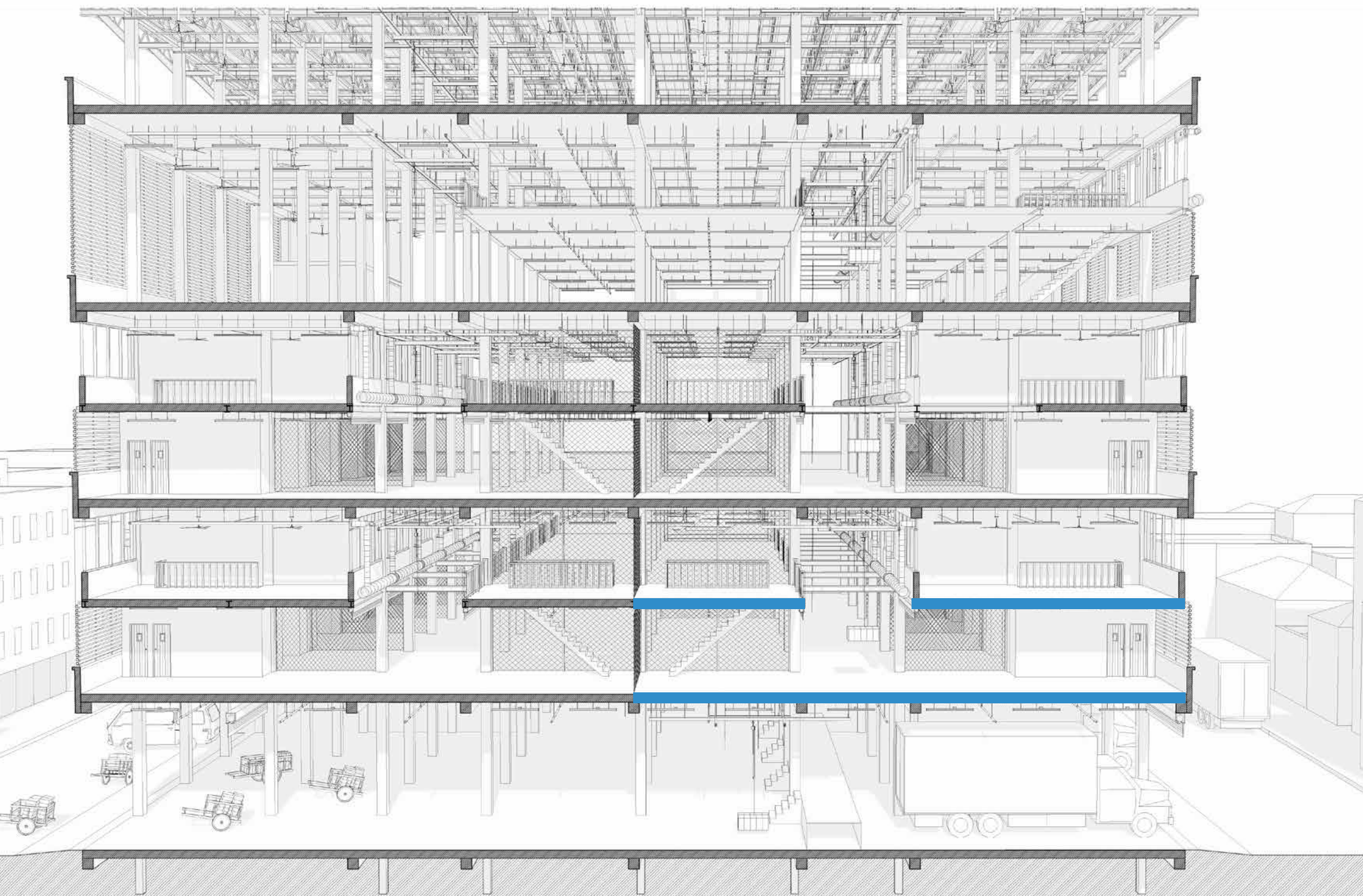


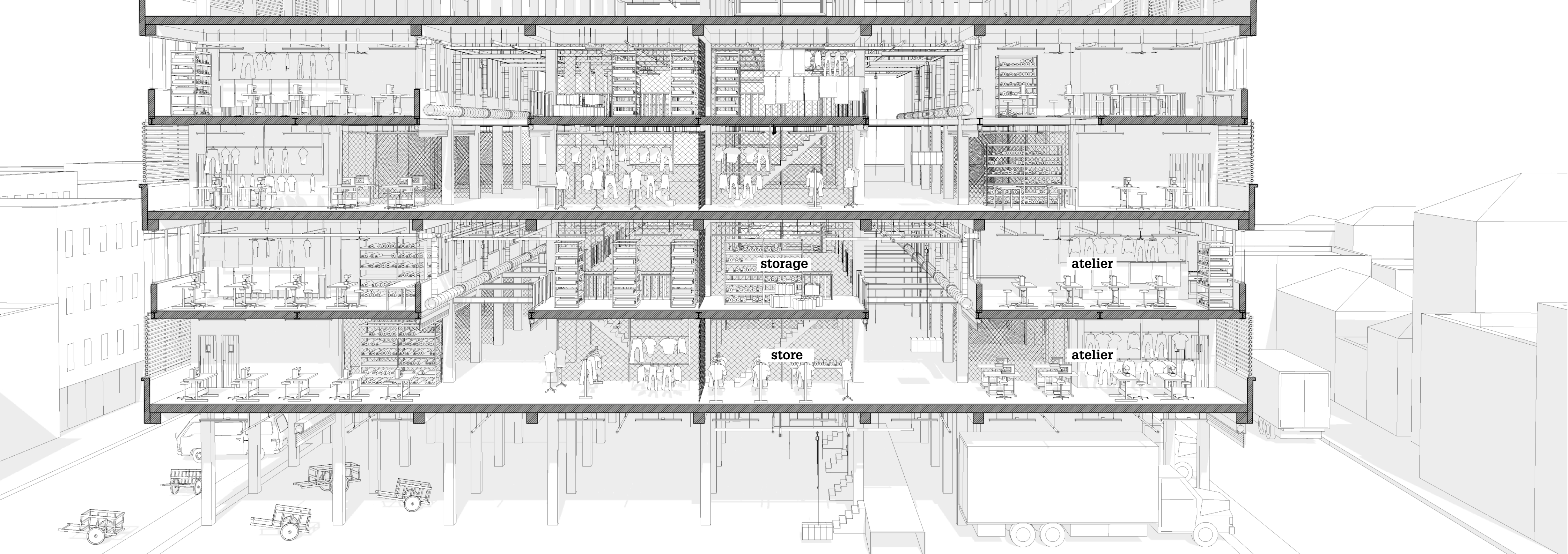
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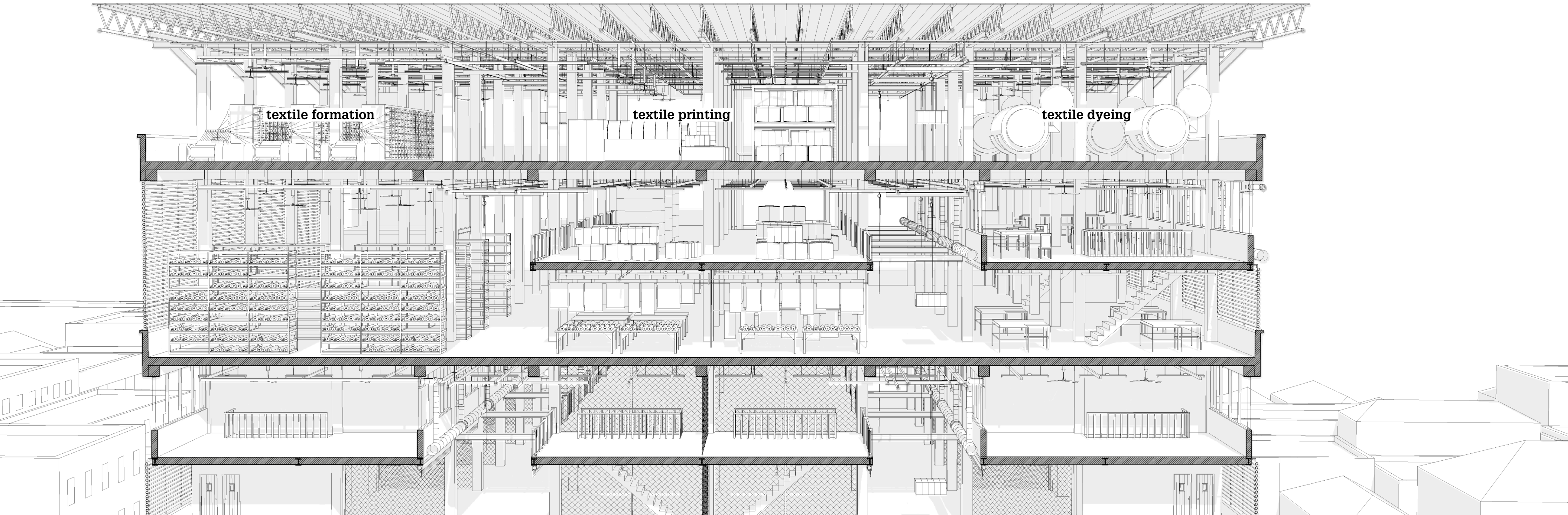


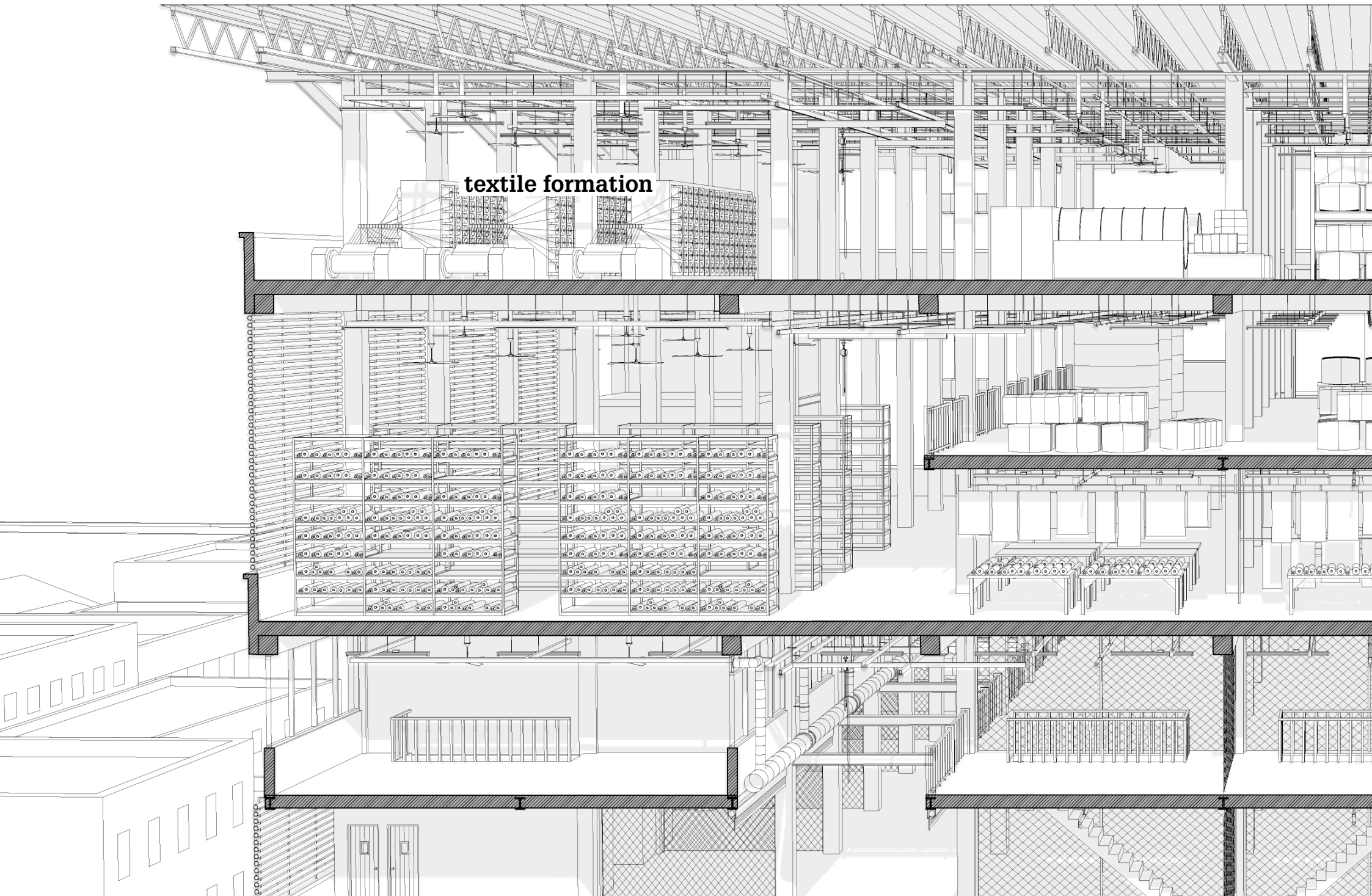


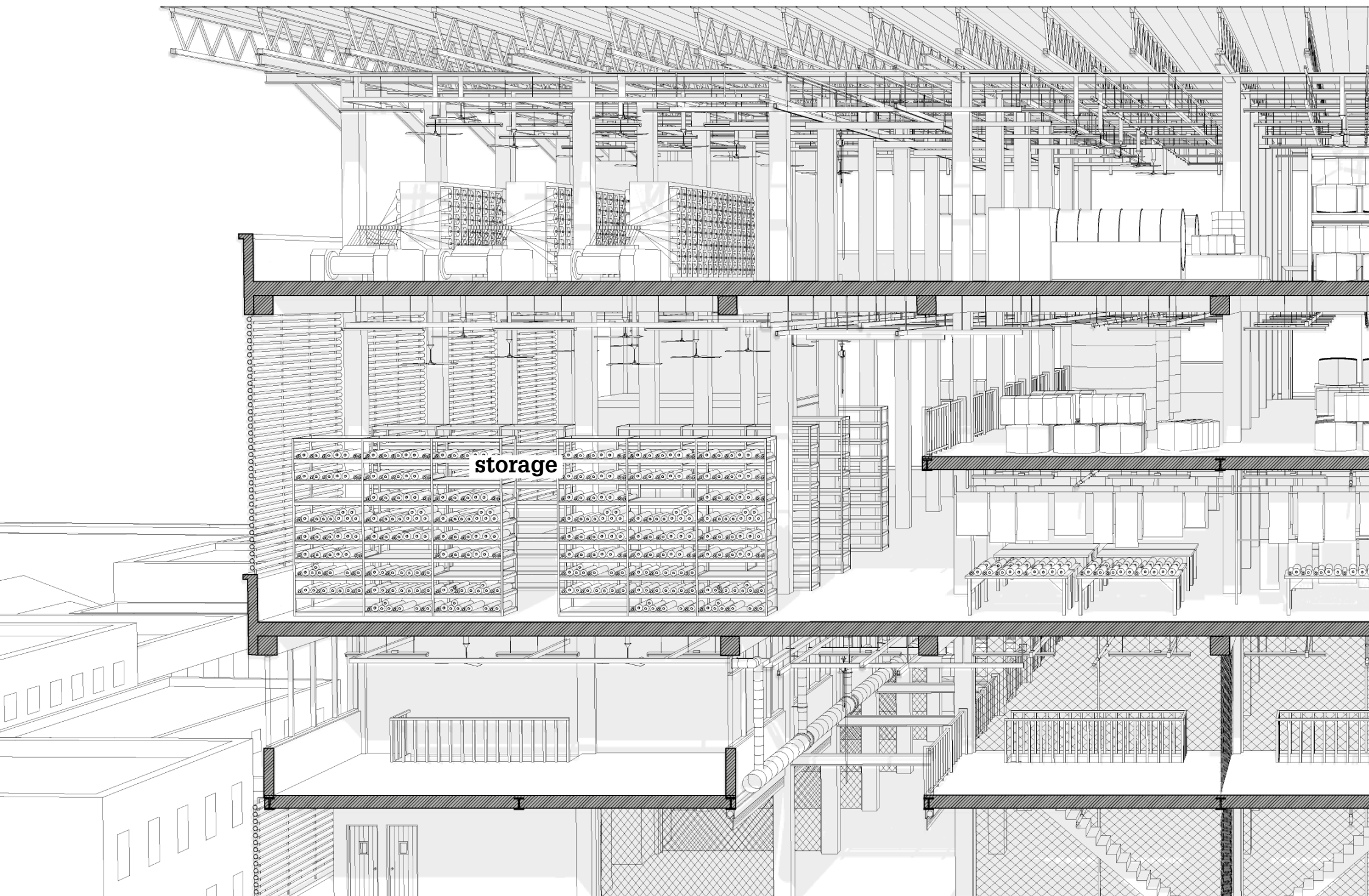




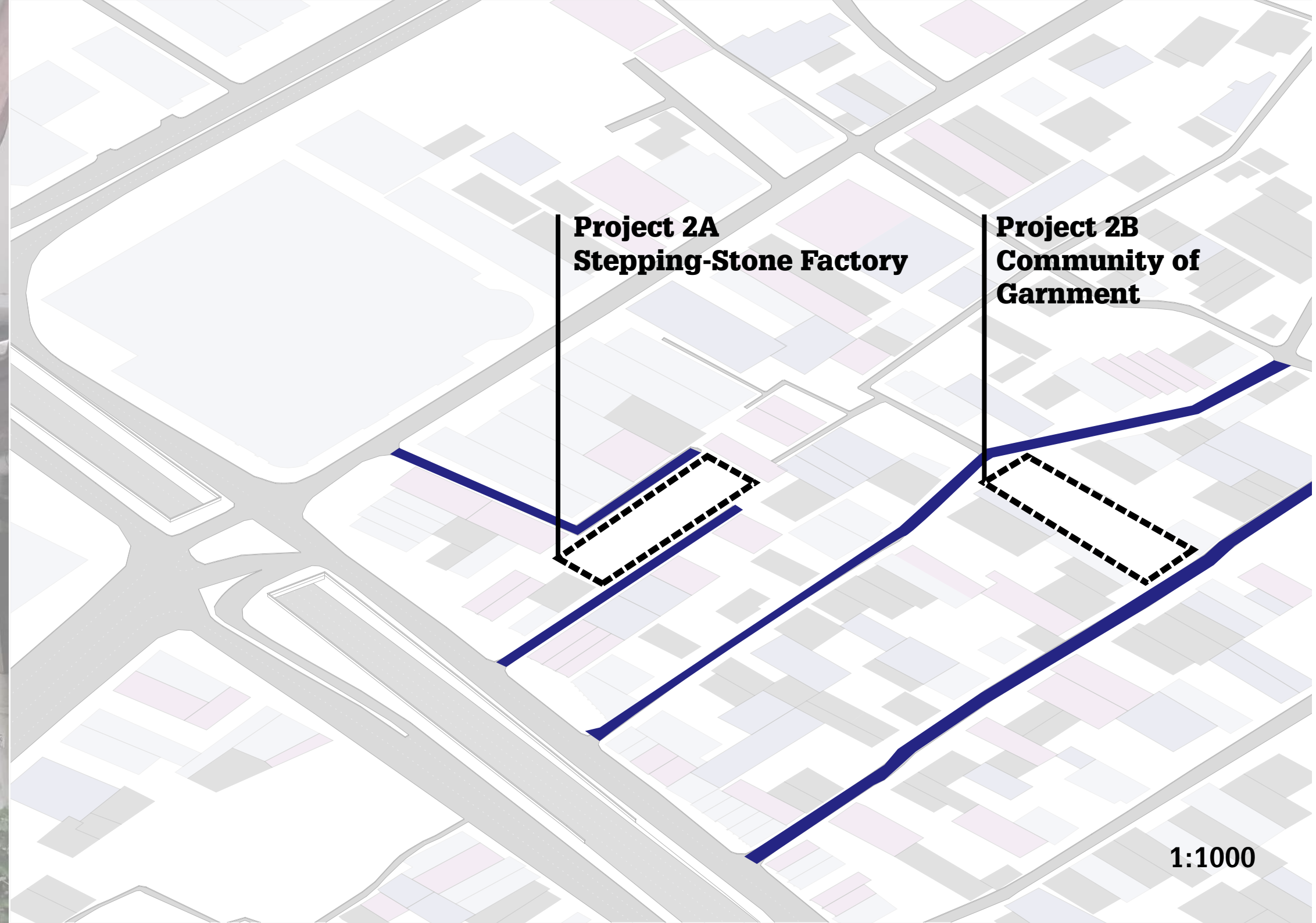








Configuration 2



**Project 2A
Stepping-Stone Factory**

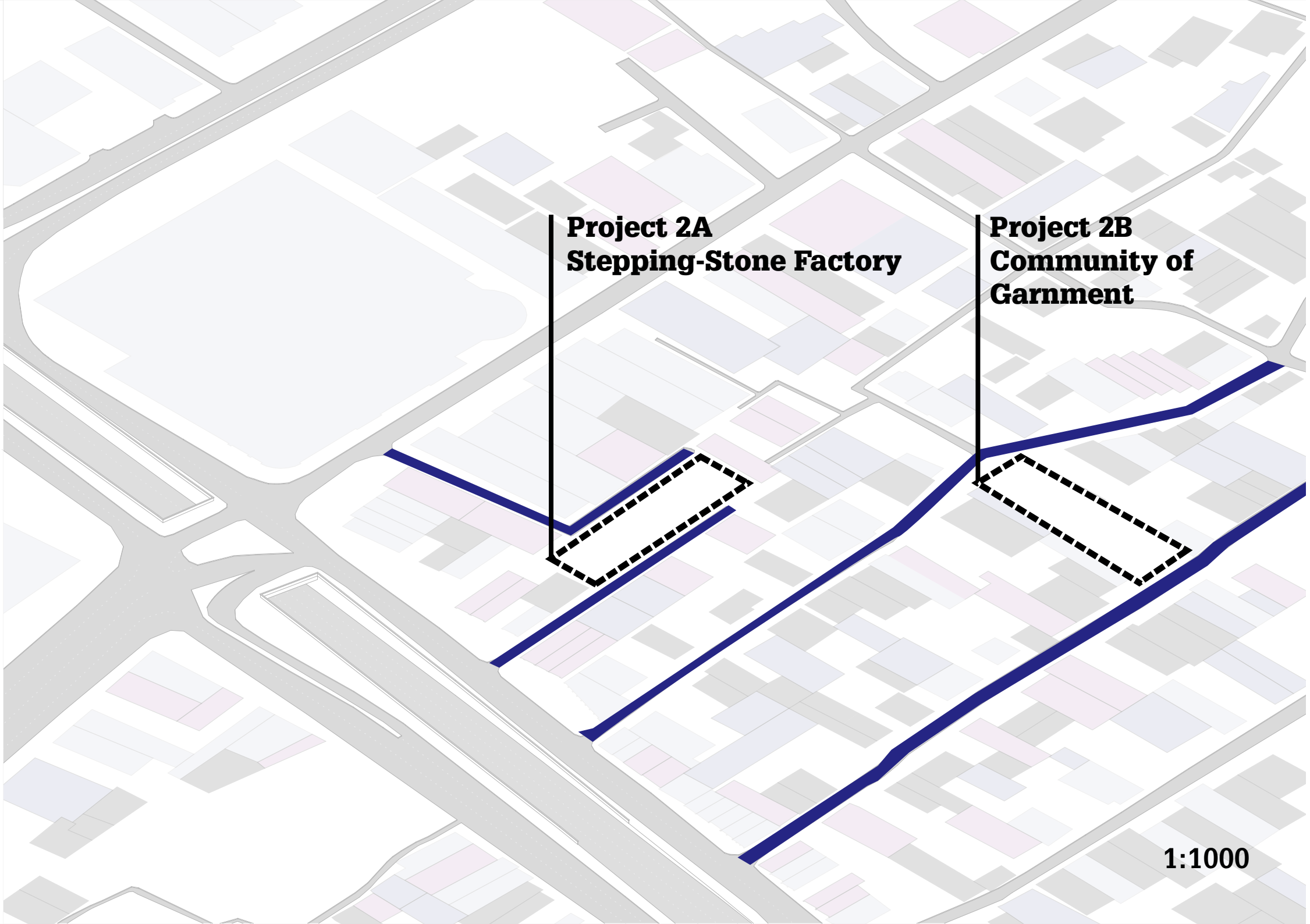
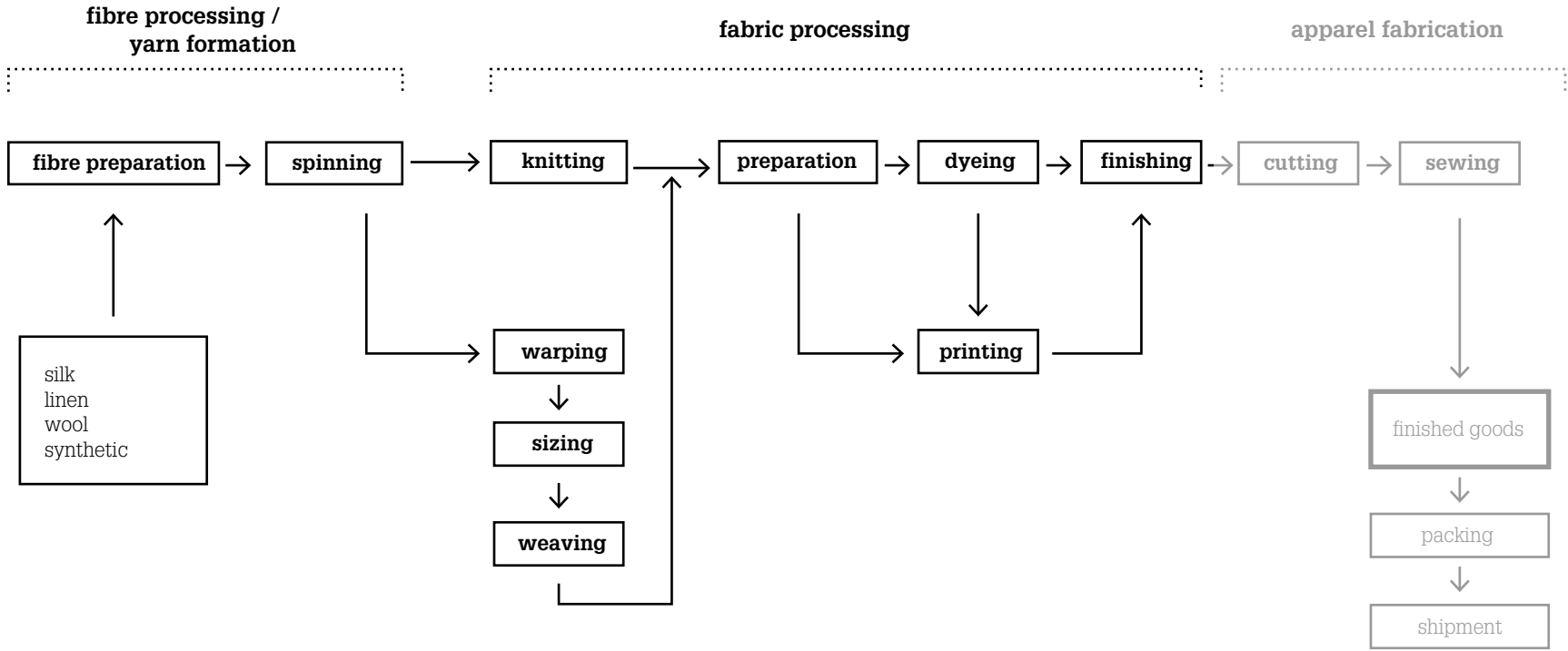
**Project 2B
Community of
Garnment**

1:1000

Configuration 2



accomodation workers / investors



THE PRESENCE OF LOCAL SPECIFIC CULTURE IN FUTURE-GLOBALIZED CITIES: THE CASE OF JAKARTA

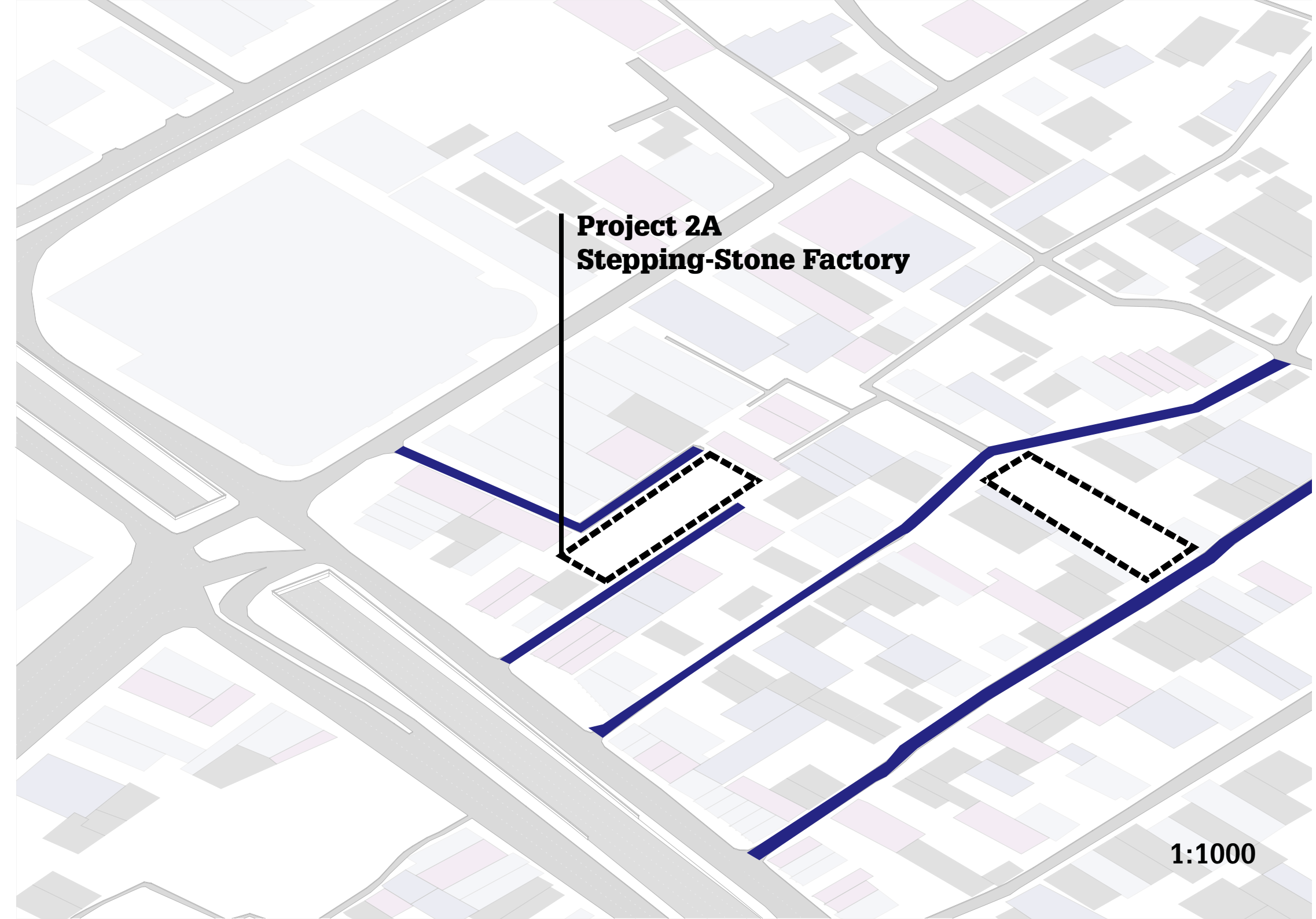
Jo Santoso

Tarumanagara University
josantosojkt@yahoo.com

ABSTRACT

The study has the point of departure to elaborate the discussion on the possibility for a globalized city of the future to integrate its local specific culture into its urban structure. Based on a study of existing local-specific cultural elements in old urban kampongs, this paper tries to identify the potential of these traditional elements for a greater socio-cultural and economic urban transformation. Based on historical studies, this paper concludes that there are at least three local-specific urban elements which are most likely to have significant influence on the character of Jakarta in the future: the function of the kampung as mixed-use area for living and working, the traditional life on the streets as the “connecting” and the “communicative” network of the urban system, and the various local-economy markets which are spread throughout the city. Based on in-depth studies about several old urban kampongs in Jakarta, the paper demonstrates how these “traditional” kampongs as urban elements from the past are surviving and thriving as mixed-use living and working environments. These kampongs are able not only to strengthen their economic roles citywide i.e. as provider of job opportunities for unskilled migrants, but also to provide those same migrants with affordable shelter. In general, we can conclude that such urban kampongs are playing a role in supporting the socialization process of the new migrants. Without a doubt, this on-going adaptation process would be able to deliver superior results if the ruling elites and the municipal government were conscious of the important roles these kampongs play. To make this possible, the ruling elites of the

**“Jakarta continuously attracts rural migrants...
kampongs are playing a significant role in [their] socialisation process”**



City to build 500 apartment towers in 2015

The Jakarta Post, Jakarta | Jakarta | Tue, December 30 2014, 7:26 AM

Jakarta News

System changes, residents have not

FPI members indicted for role in riot

PPATK to work with govt to stop corruption, money laundering

The Jakarta administration plans to build 500 towers of low-cost apartments with a total capacity of around 50,000 units to accommodate residents who will be relocated from riverbanks to make way for river normalization projects.

“...the current administration envisions apartment towers to accomodate the rising amount of migrants.”

“We lack low-cost apartment buildings to relocate squatters and residents living by the riverbanks,” he said. “We have asked the Housing Agency to build 500 towers in 2015.”

“Ahok” Tjahaja Purnama told reporters at City Hall on Monday.

He said the city currently had 15,000 low-cost apartments.

Separately, head of the Housing Agency Yonathan Pasodung said the apartment towers would be at least 20 floors high. Each tower would cost roughly Rp 20 billion (US\$1.6 million) to Rp 22 billion.



Paper Edition | Page: 9

Read also:

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The Jakarta Post Jobs

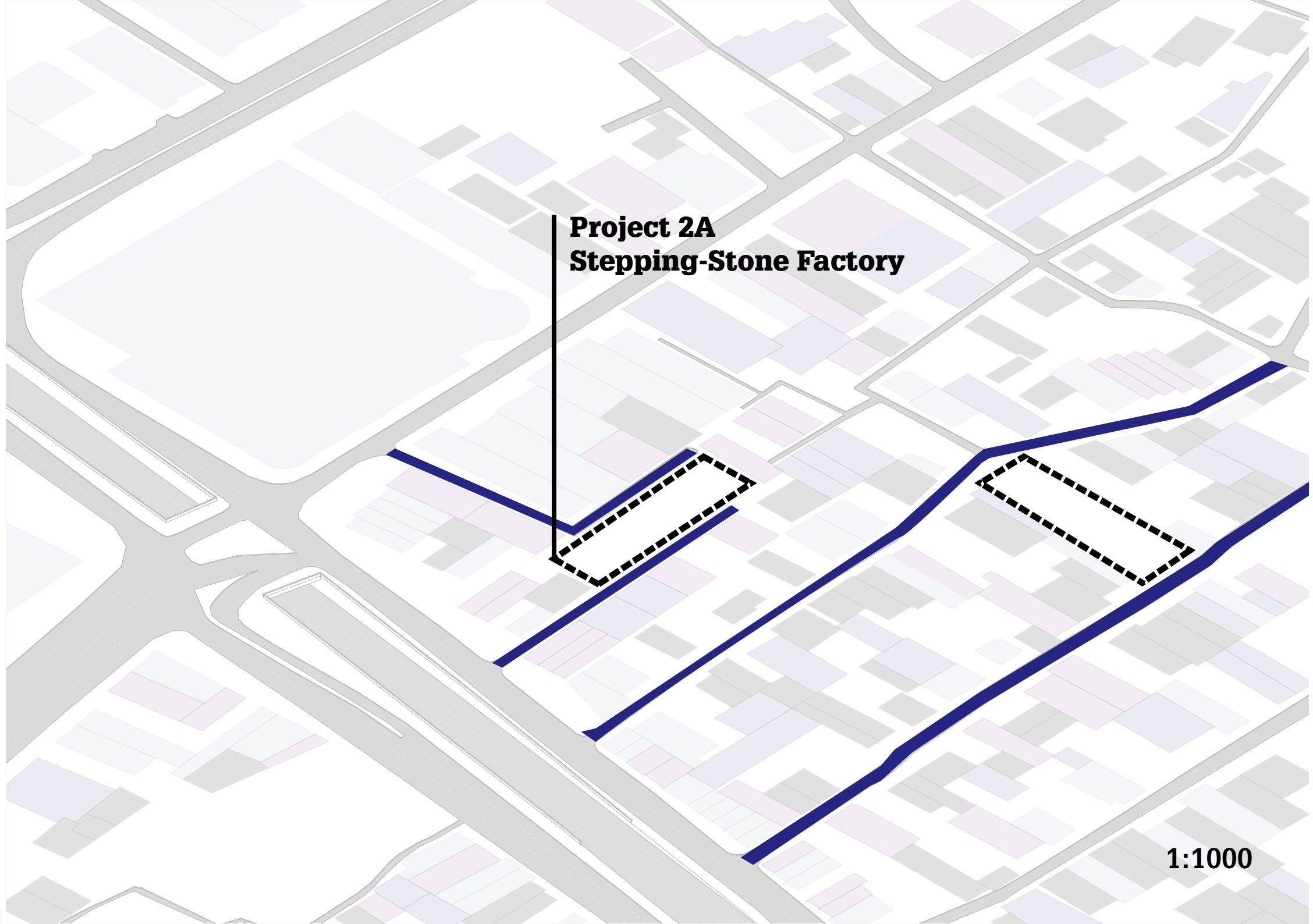
Leapforce At Home Independent Agent - Indonesian (Indonesia)

LEAPFORCE, INC

General Manager (Operational)



Project 2A Stepping-Stone Factory

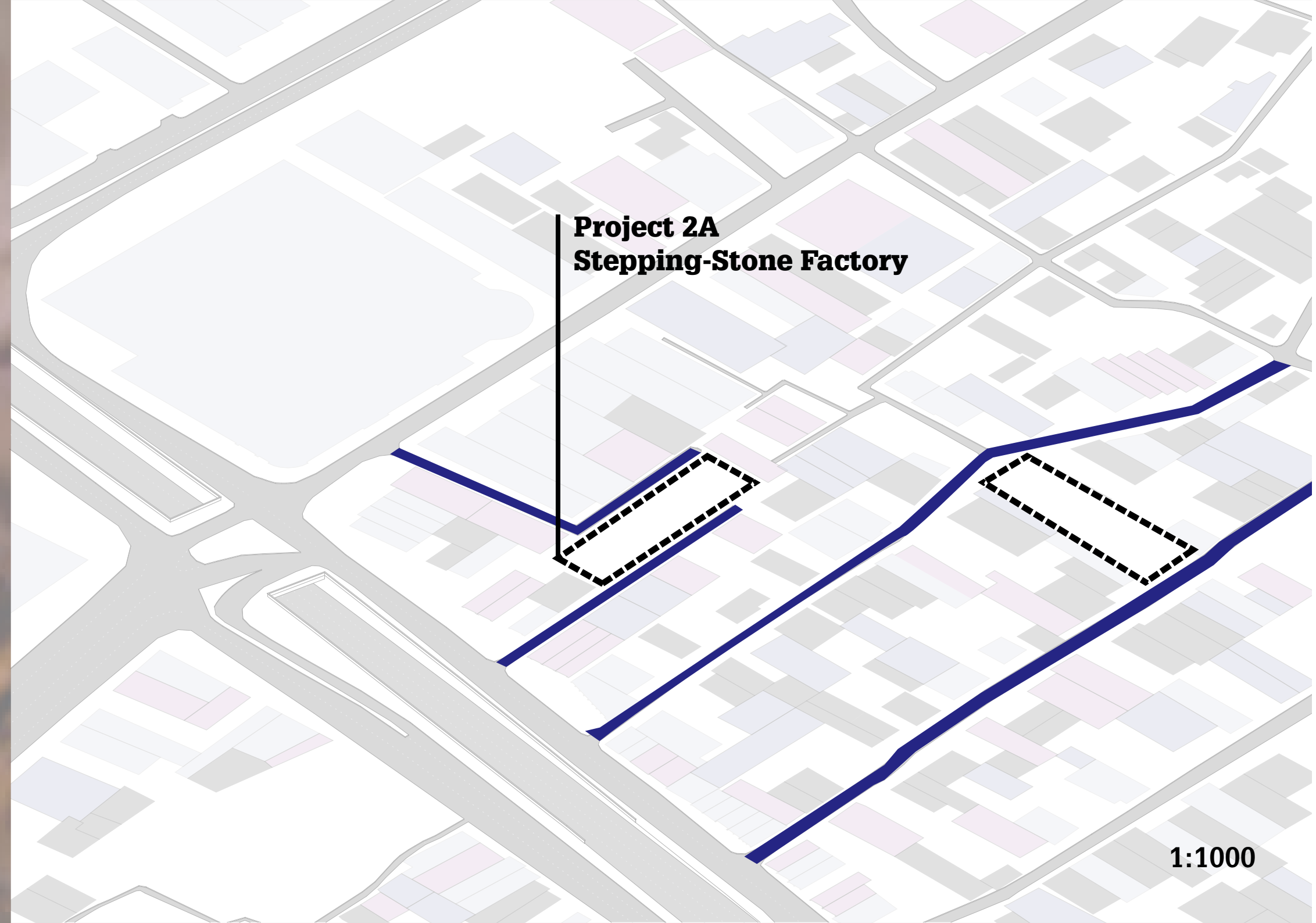


1:1000



‘Stepping-Stone Factory’ concept

**kost housing / learning center
+
fabric manufacturing**



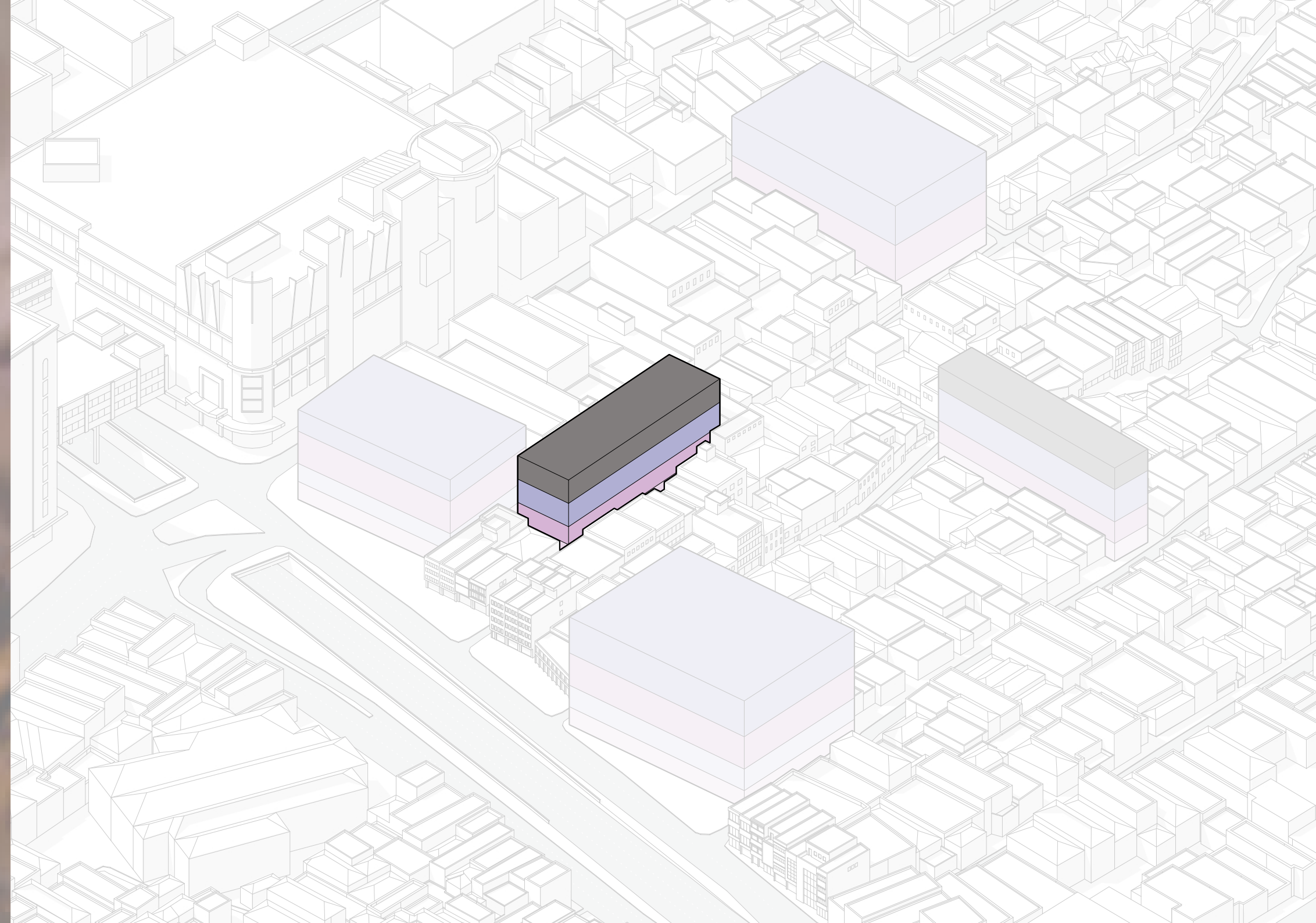


‘Stepping-Stone Factory’ concept

kost housing / learning center

+

fabric manufacturing





production



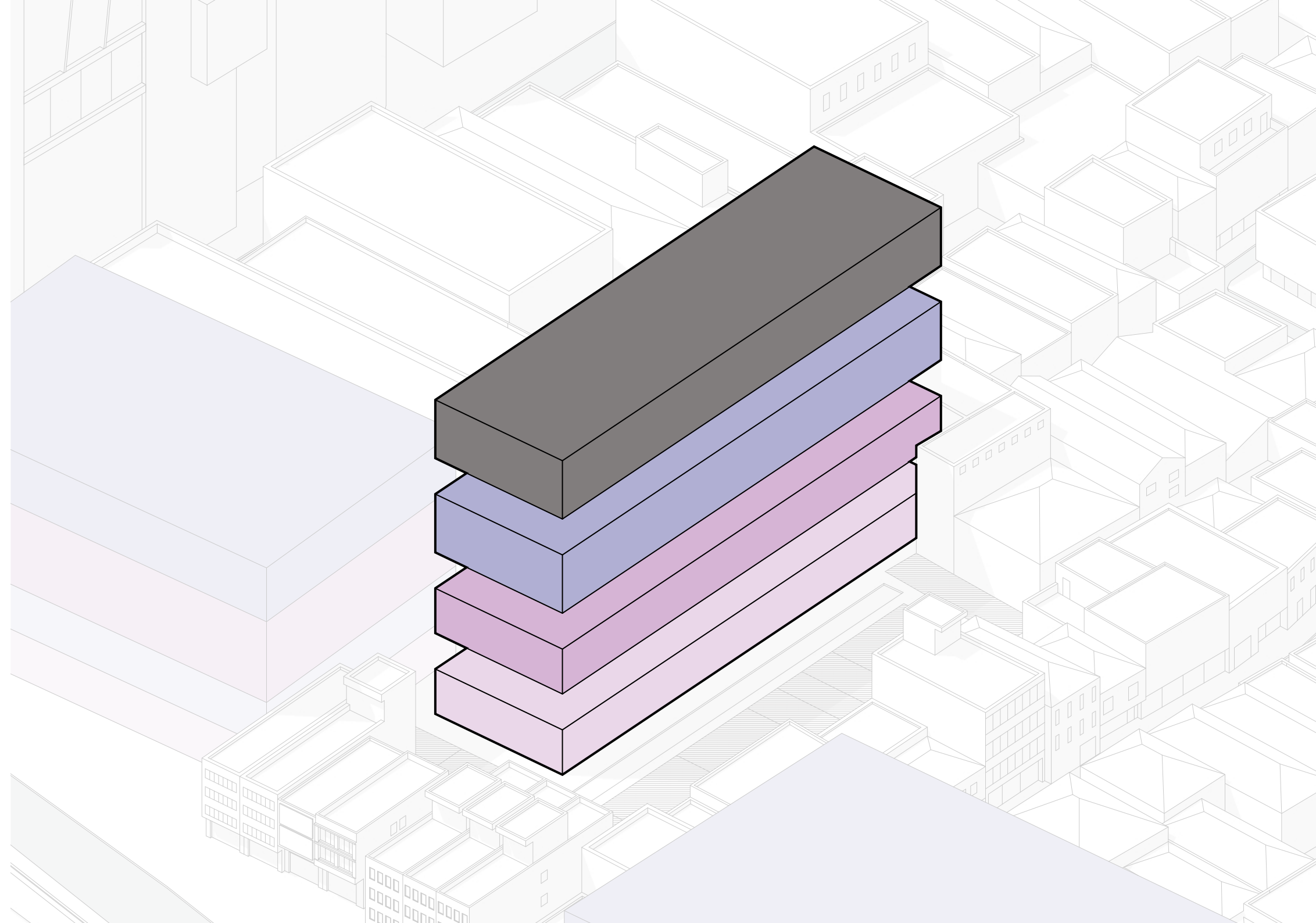
residential



retail



storage





production



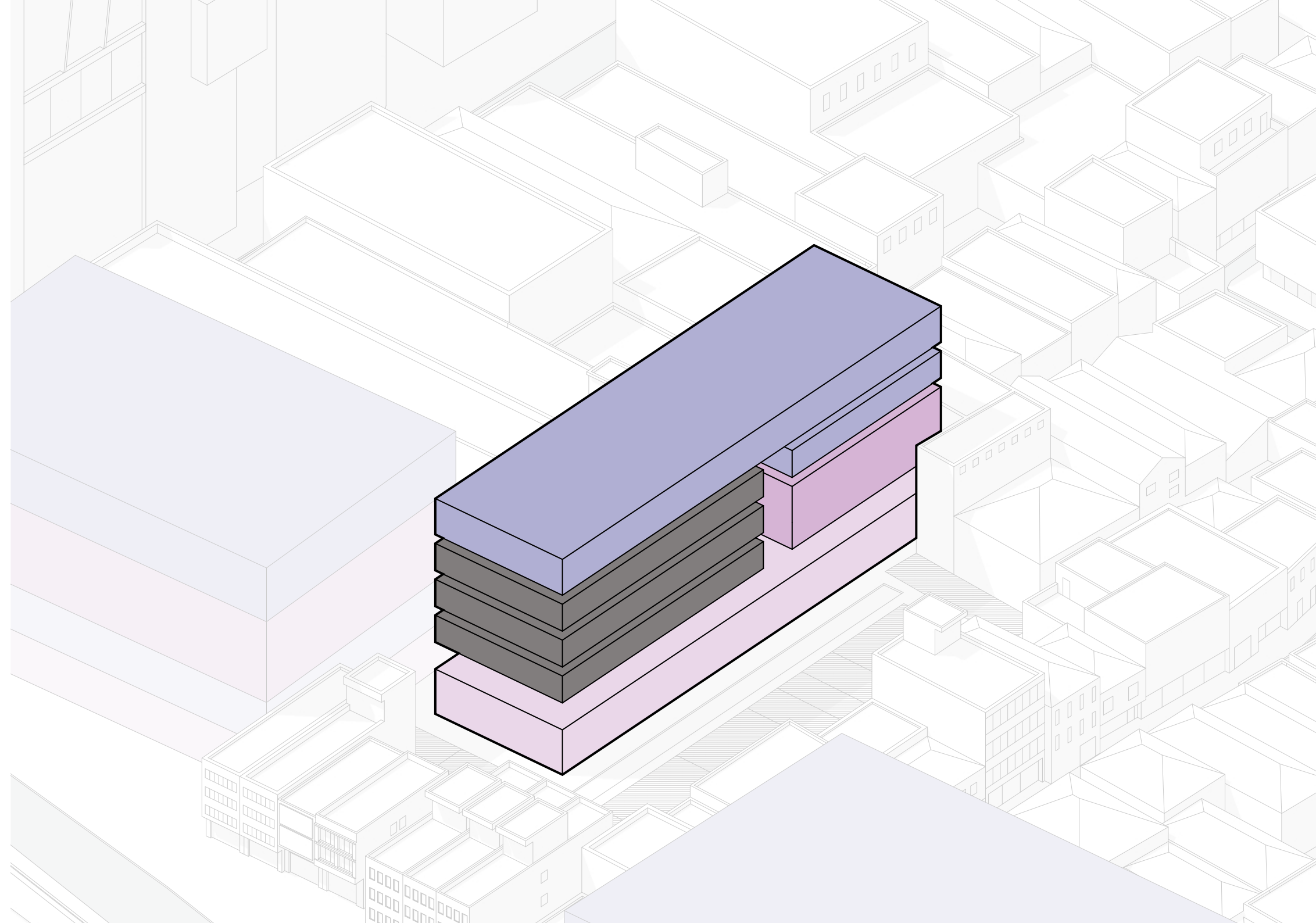
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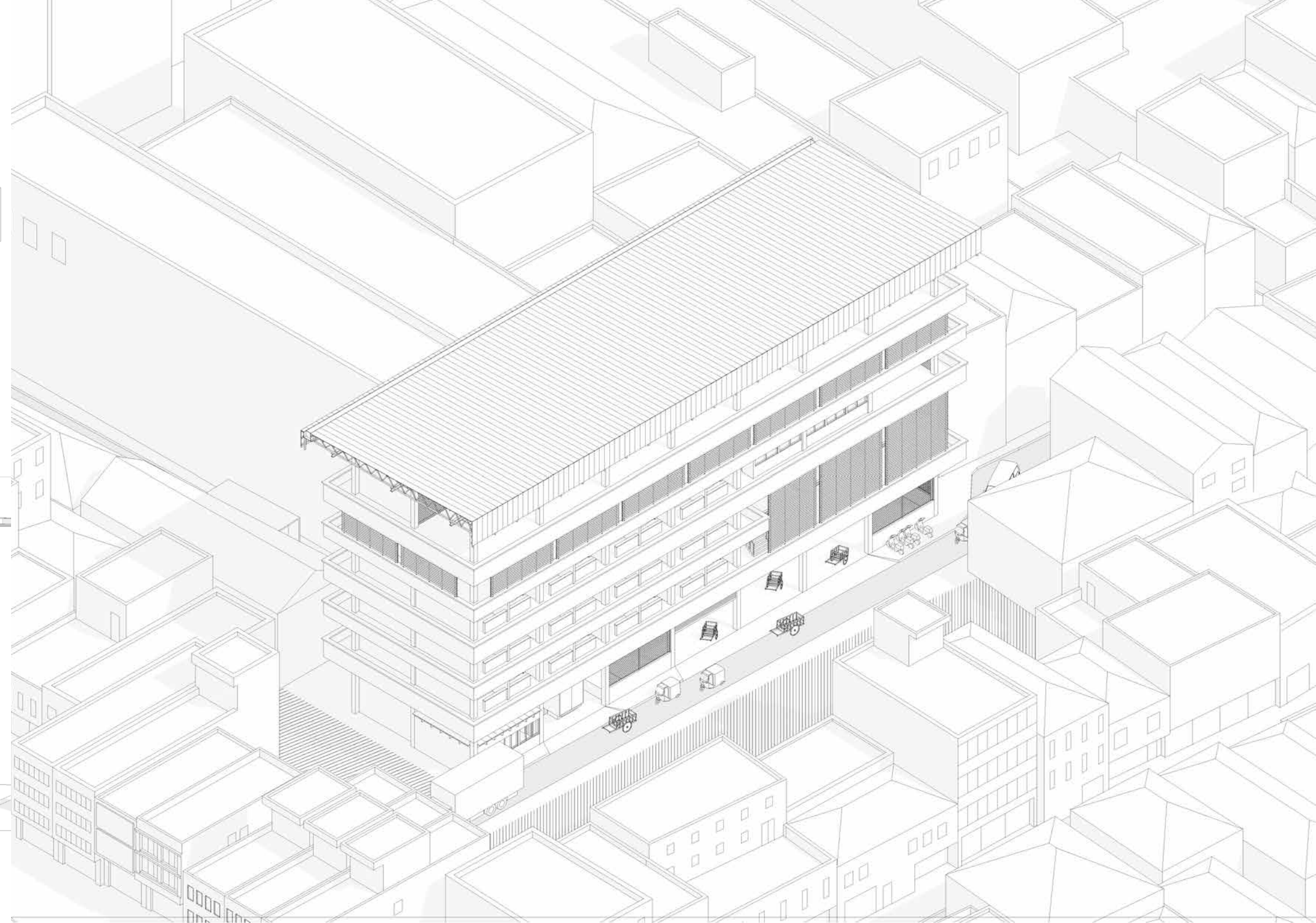
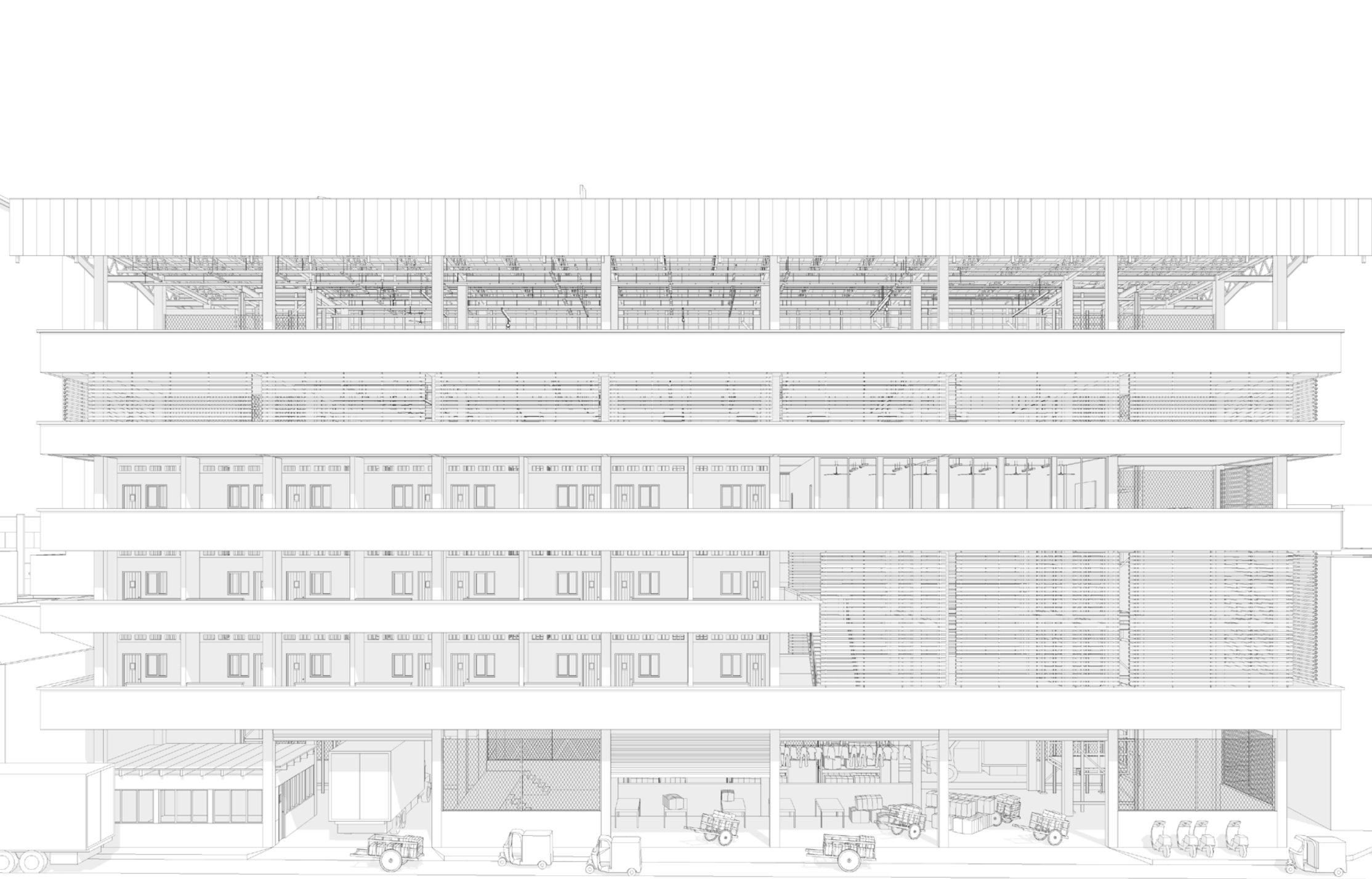


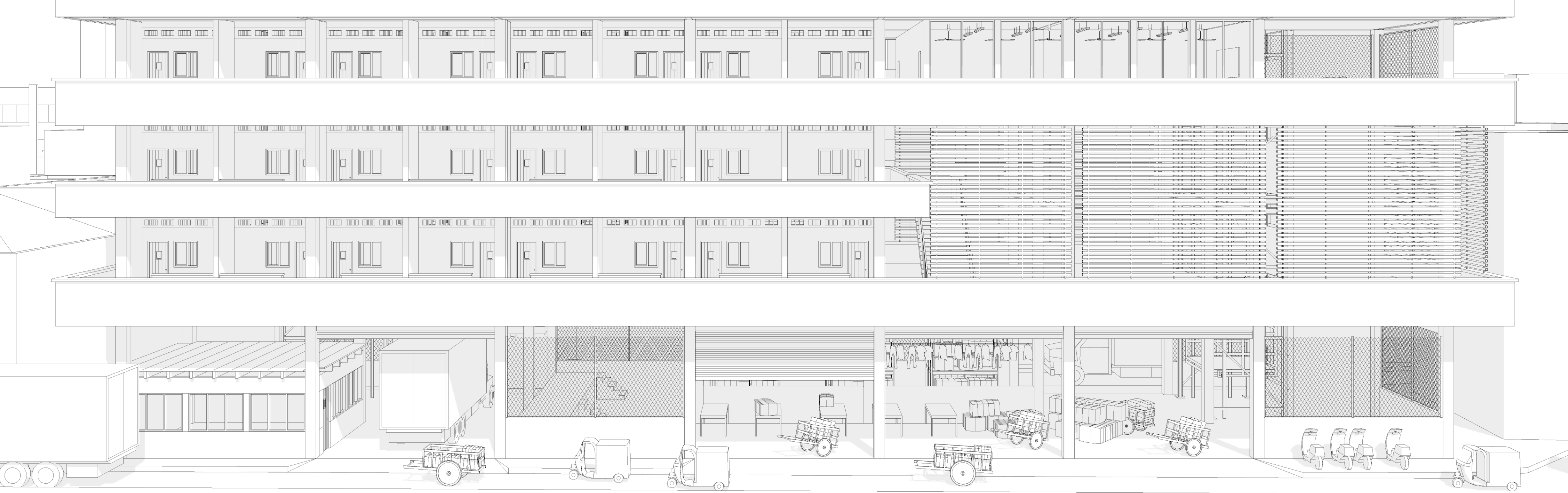
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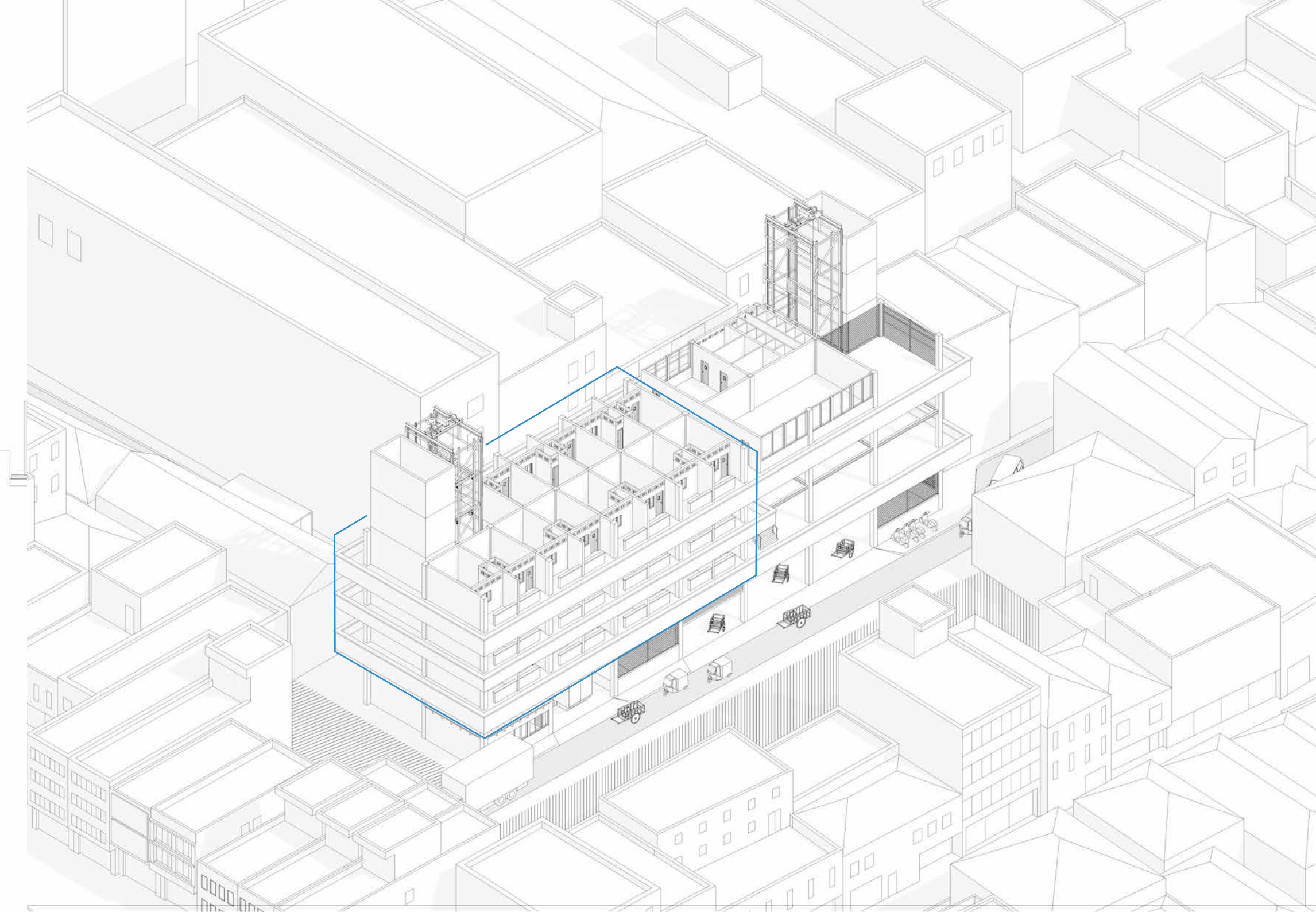
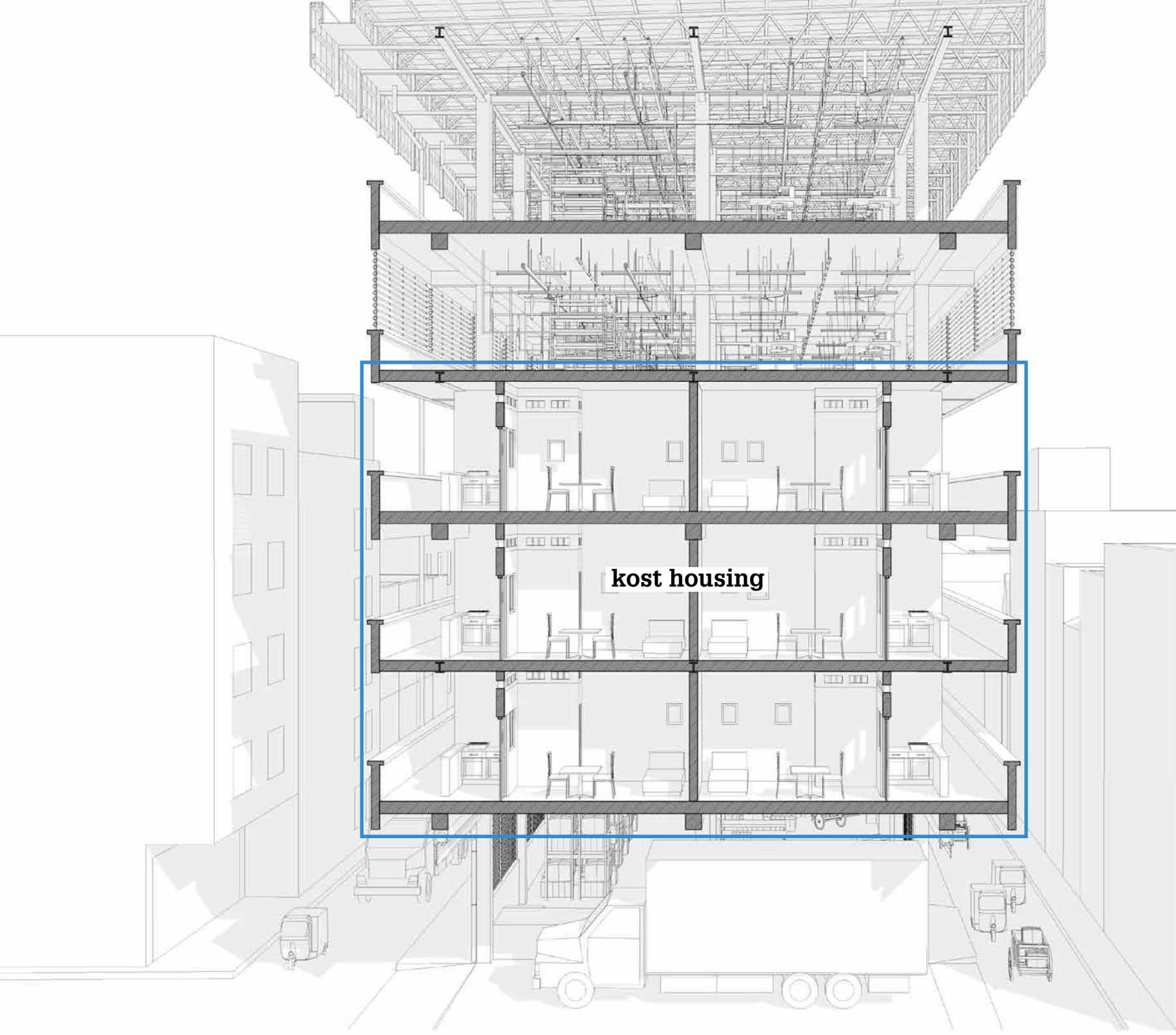


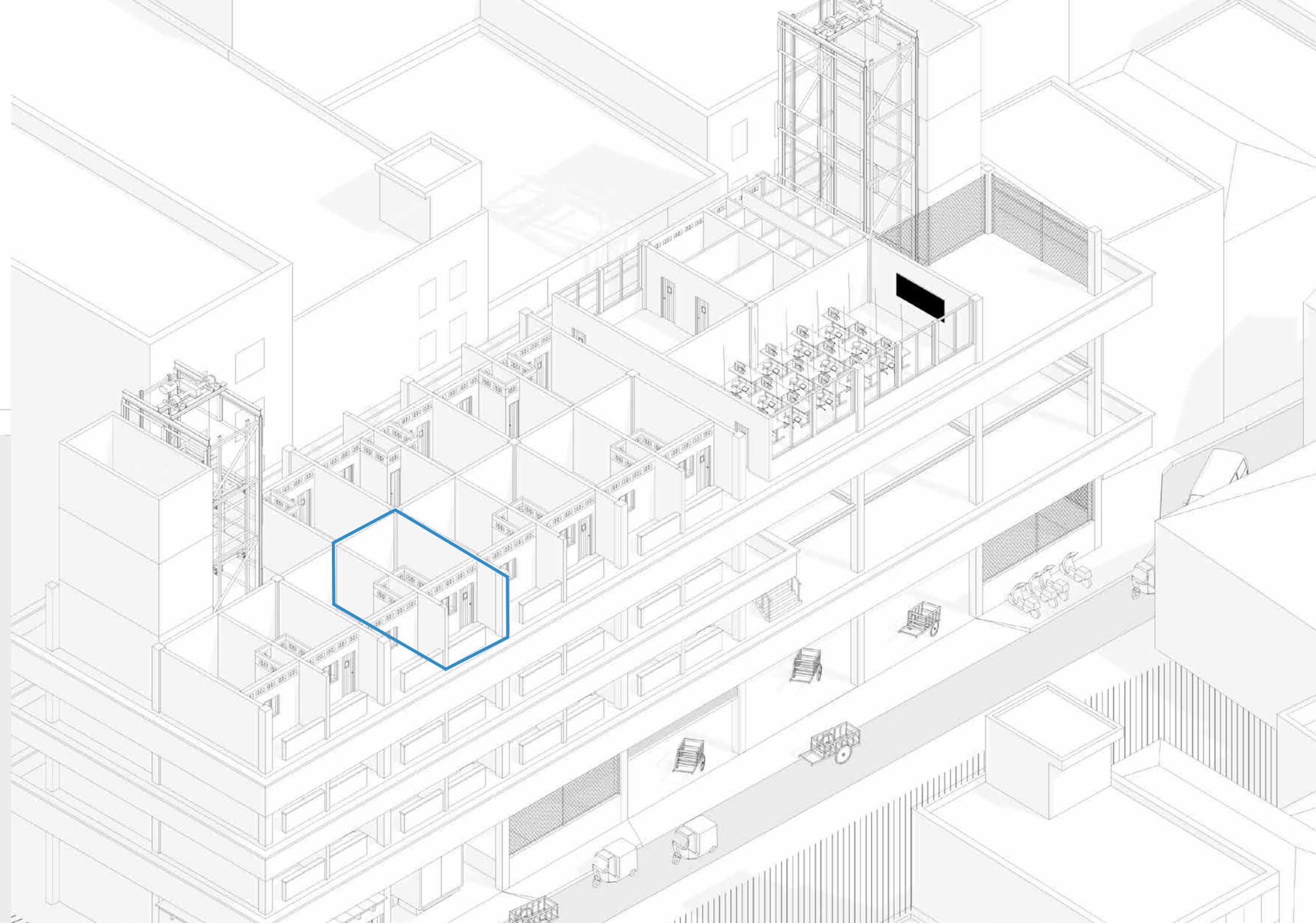
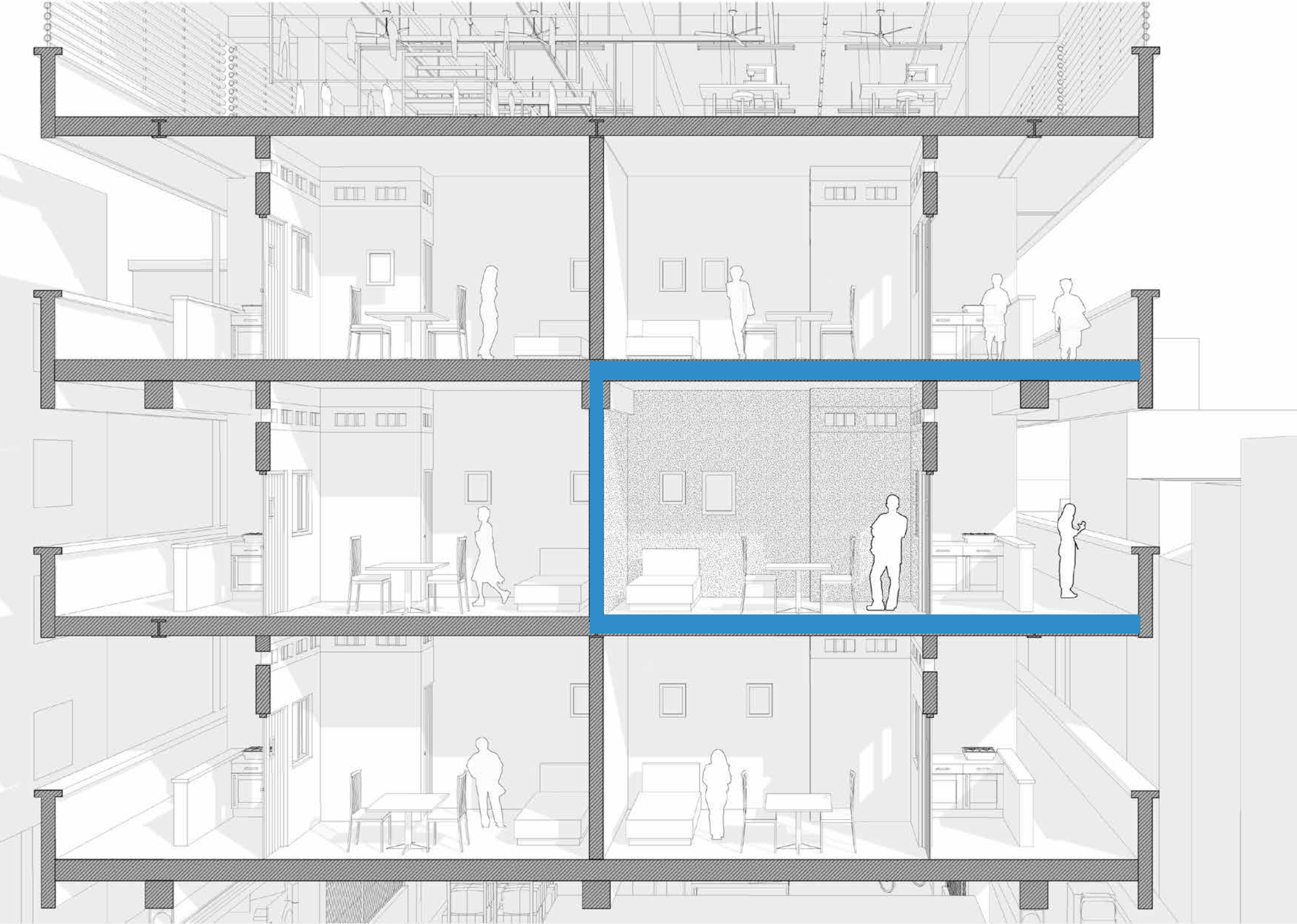
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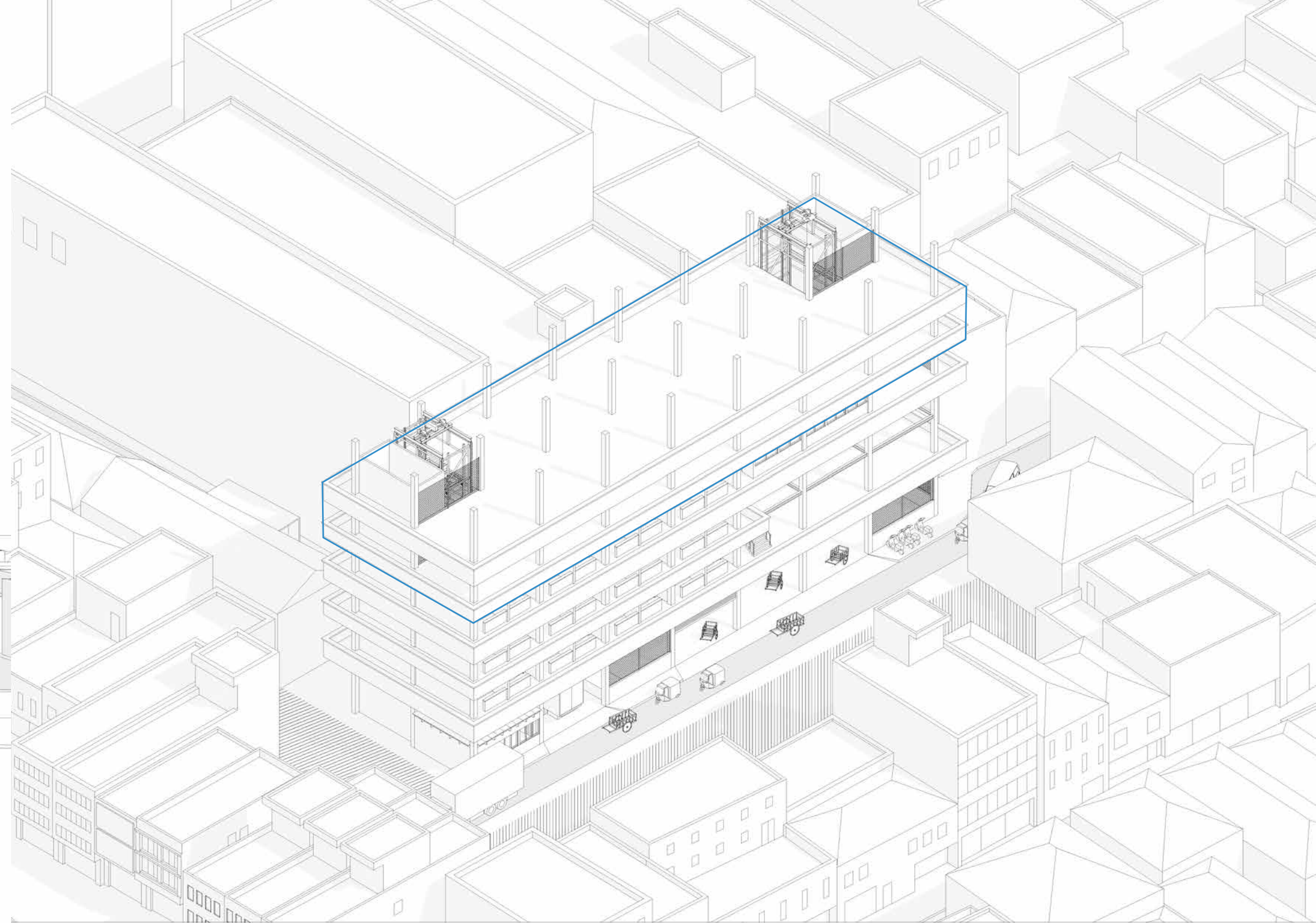
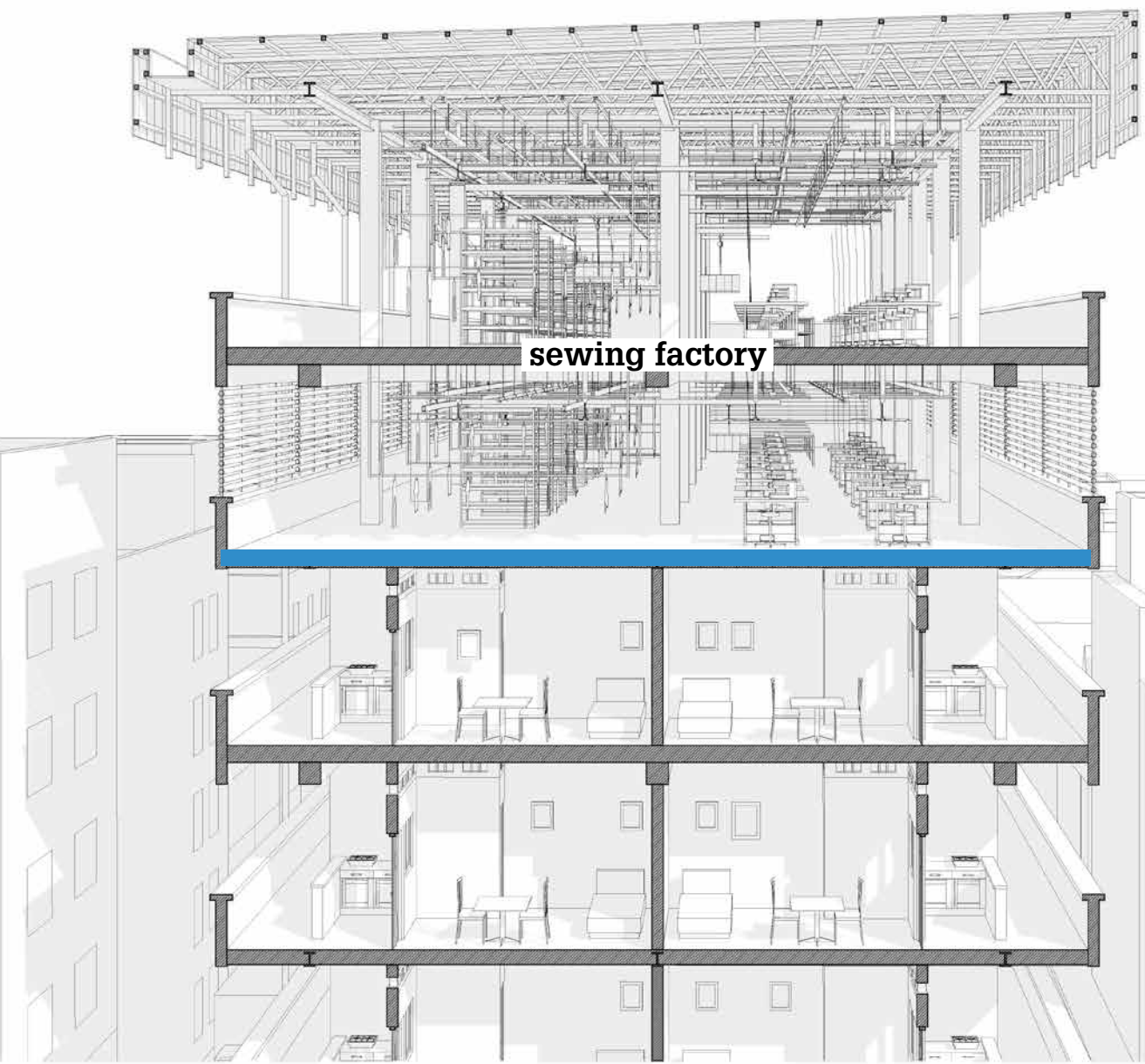


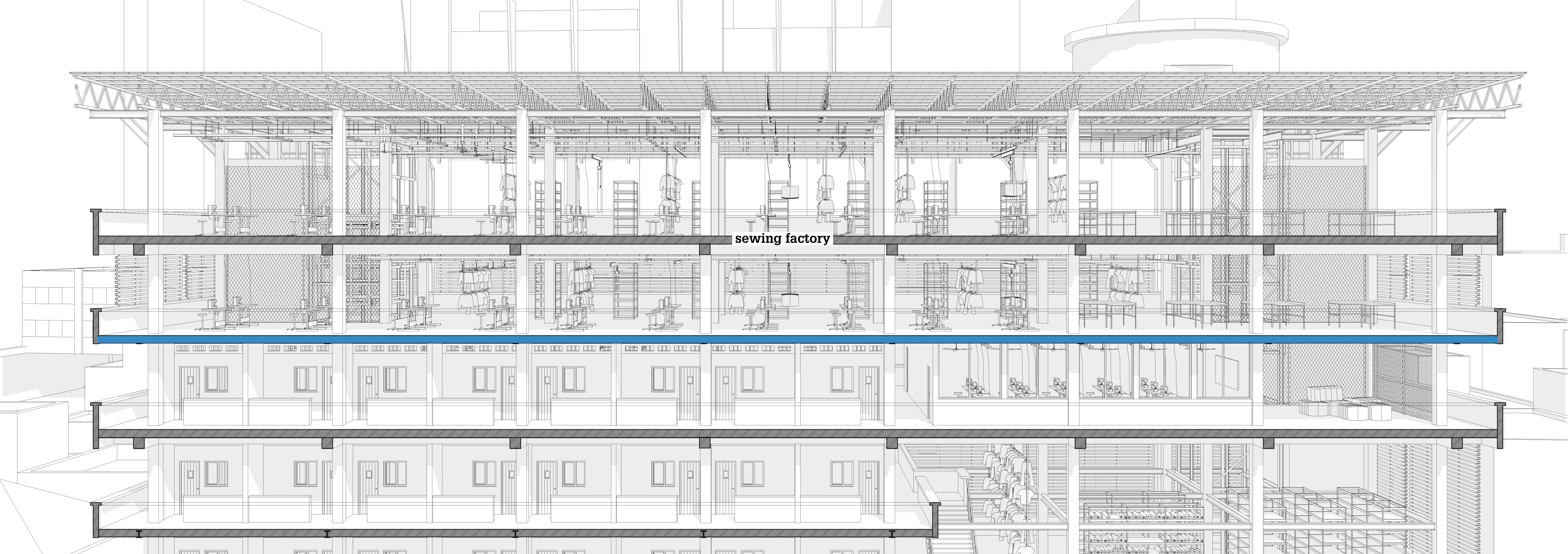






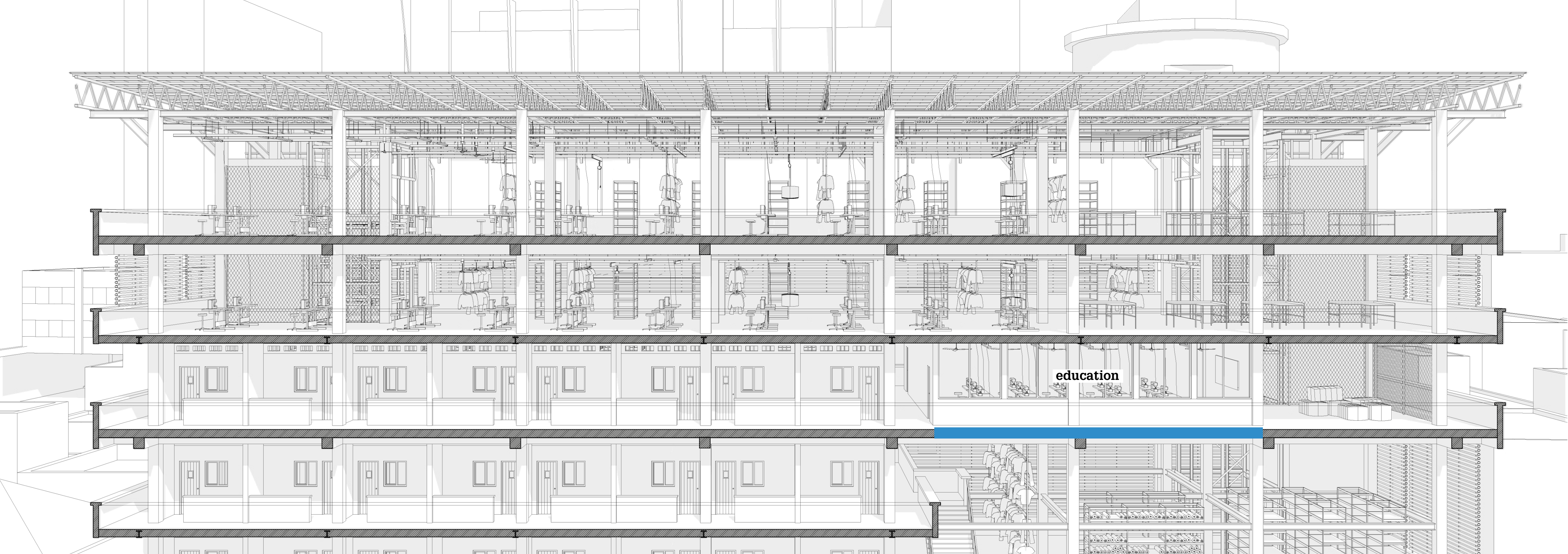




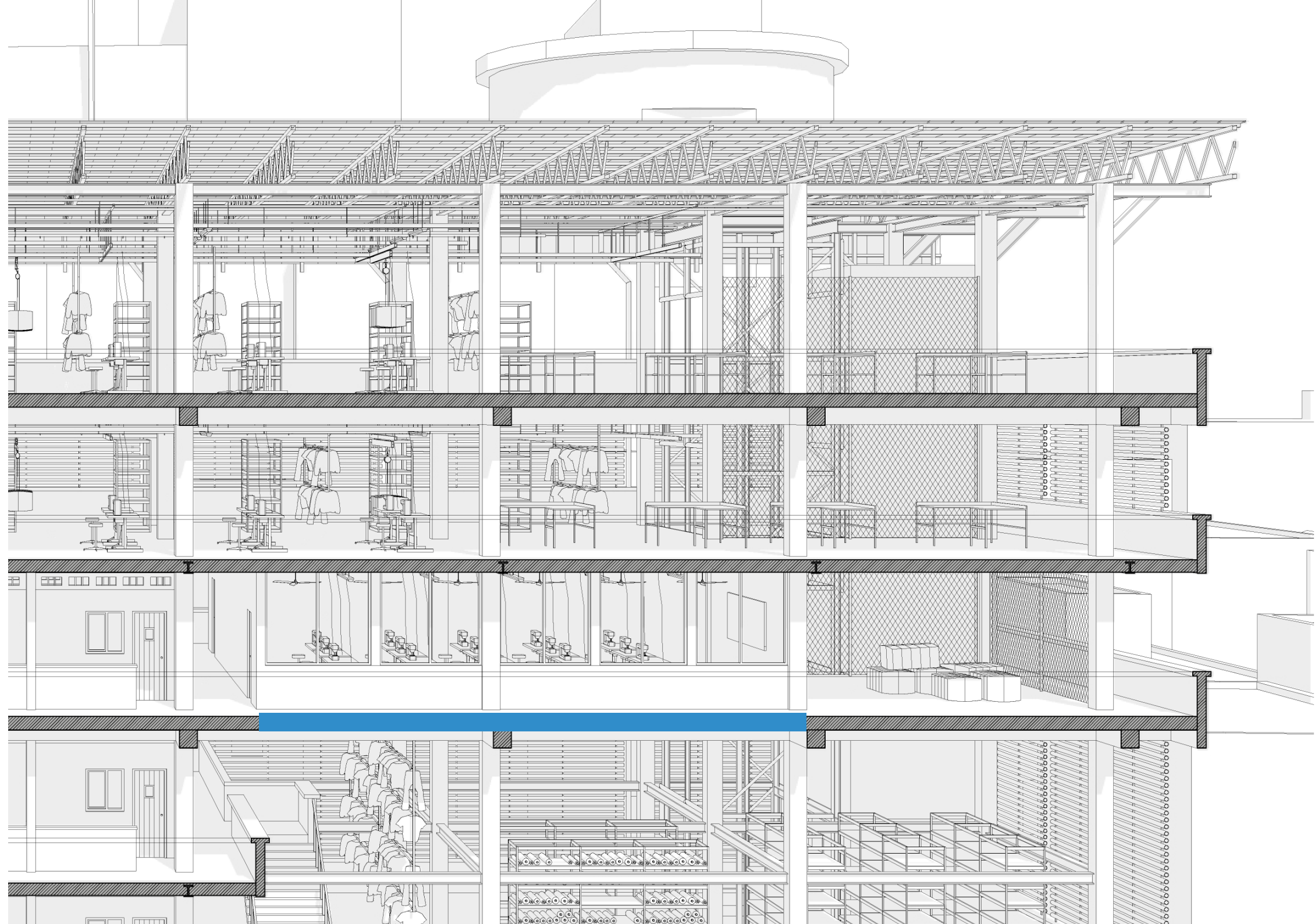


sewing factory





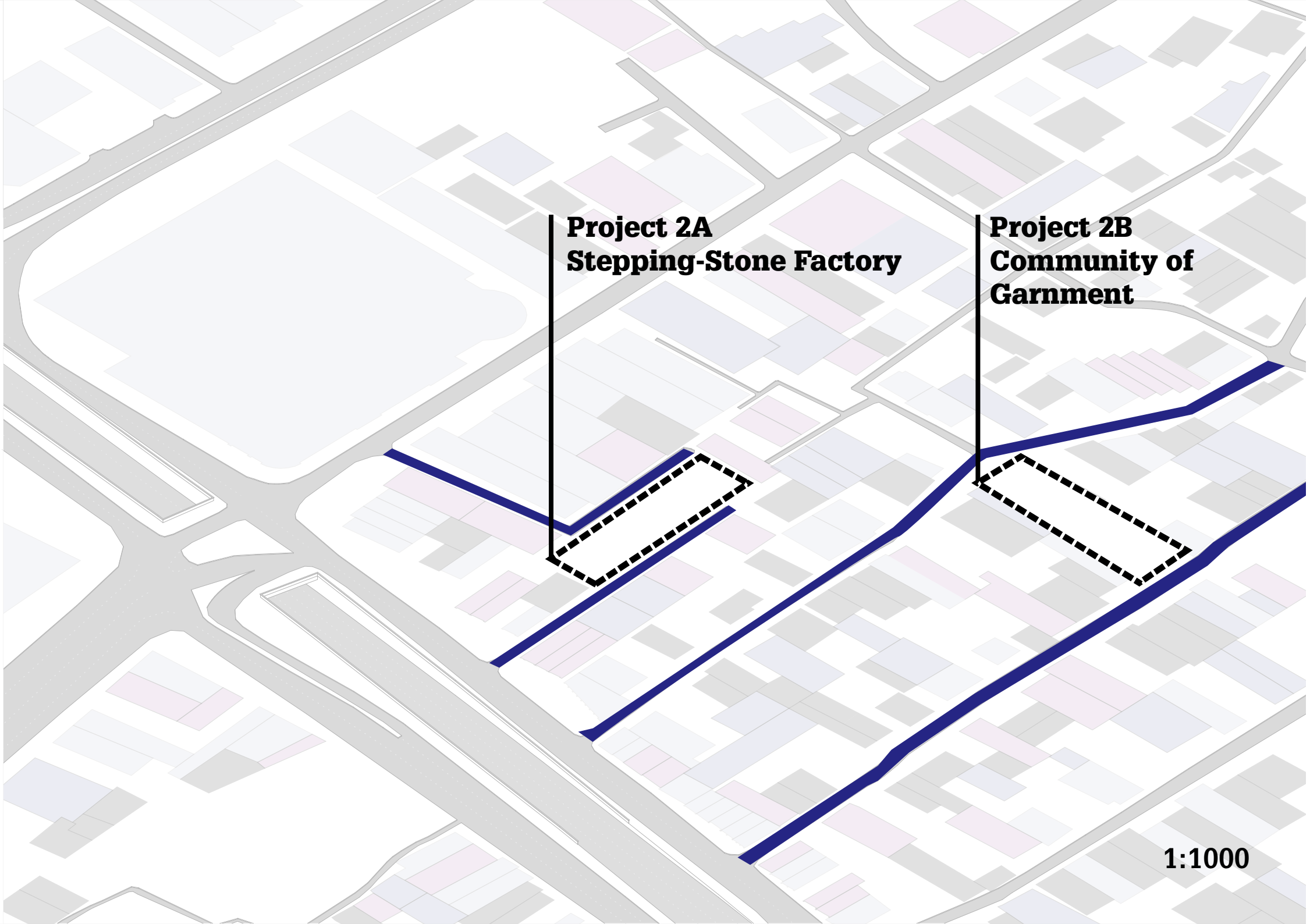
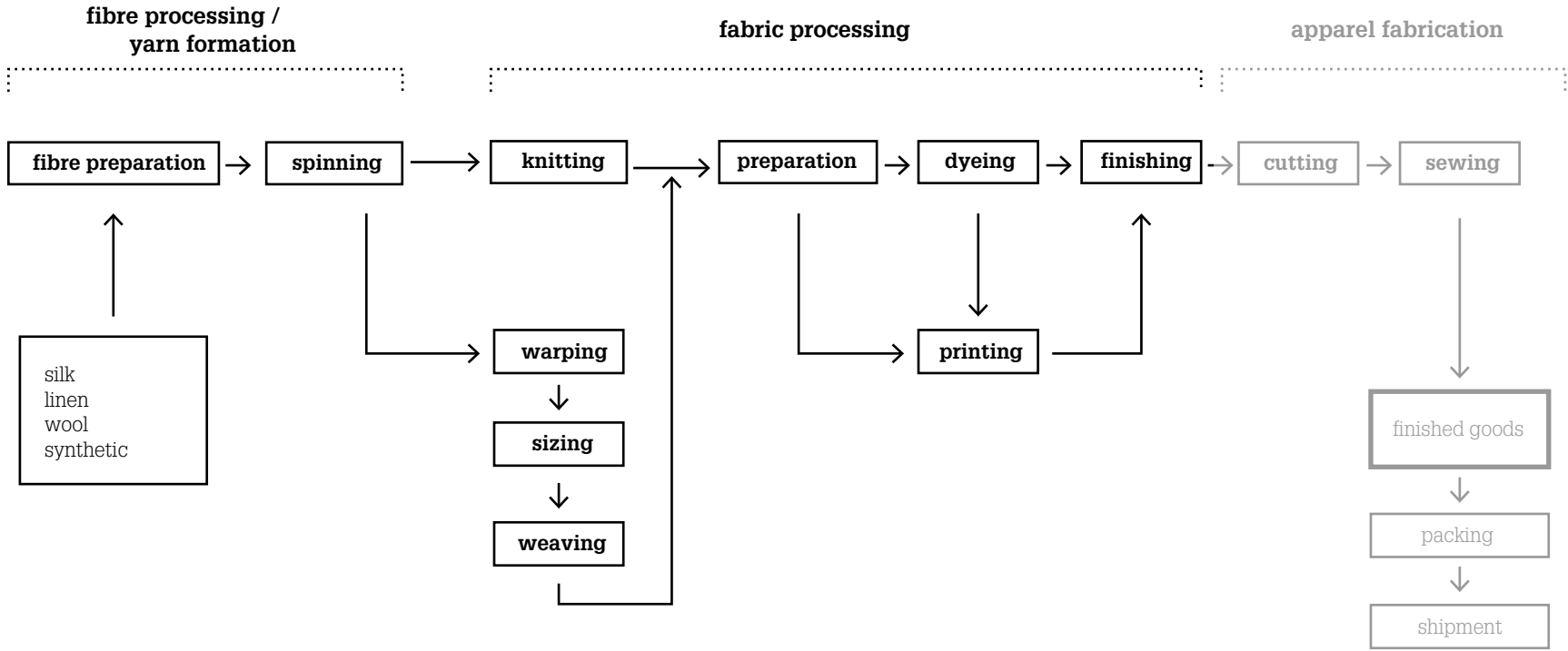
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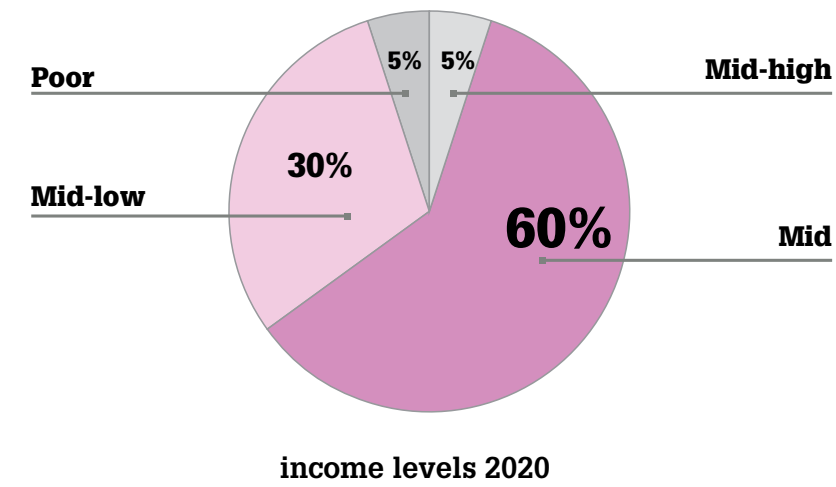
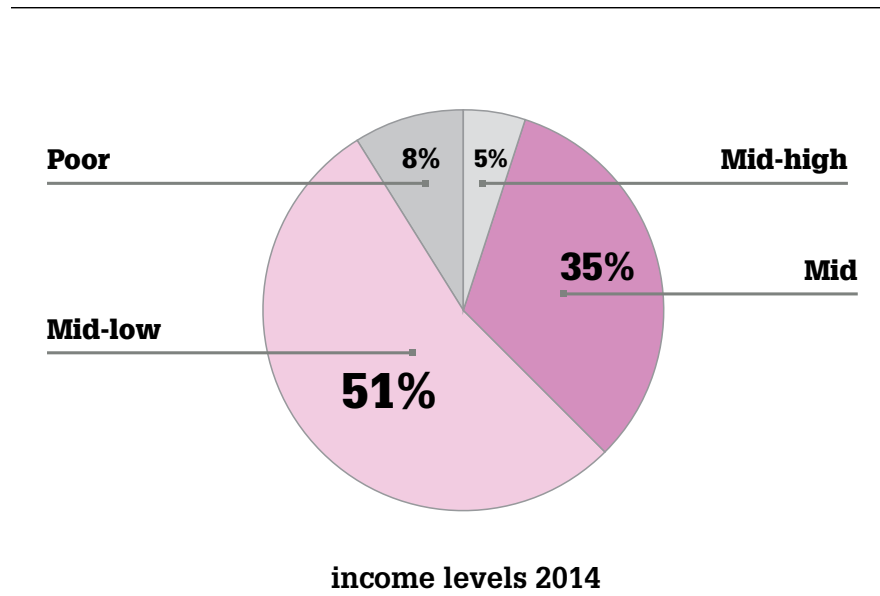


Configuration 2

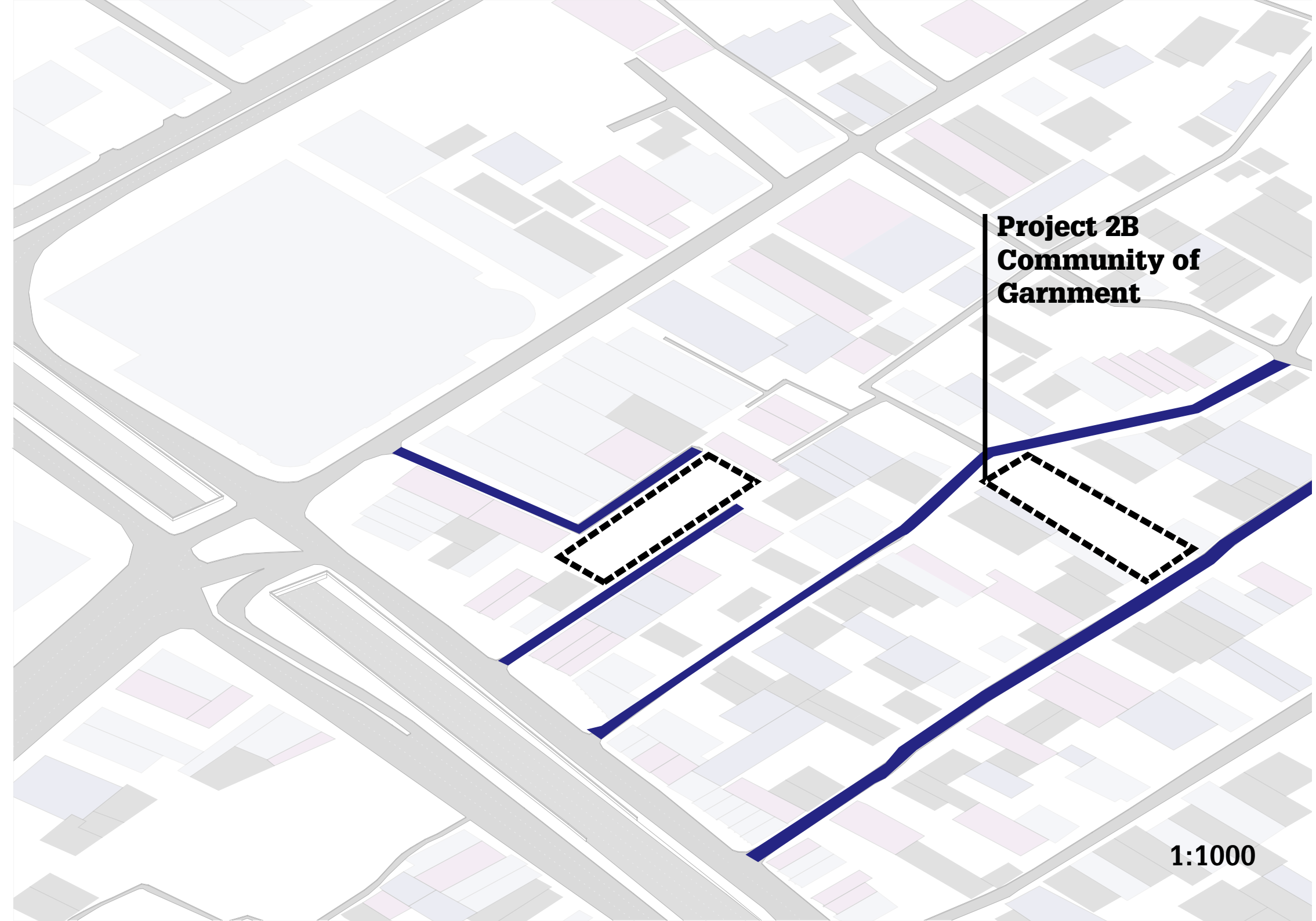


accomodation workers / investors





“...expectations of a rise of the middle class towards 2020.”



Property Sector Indonesia: Jakarta’s Apartments still ‘Hot’

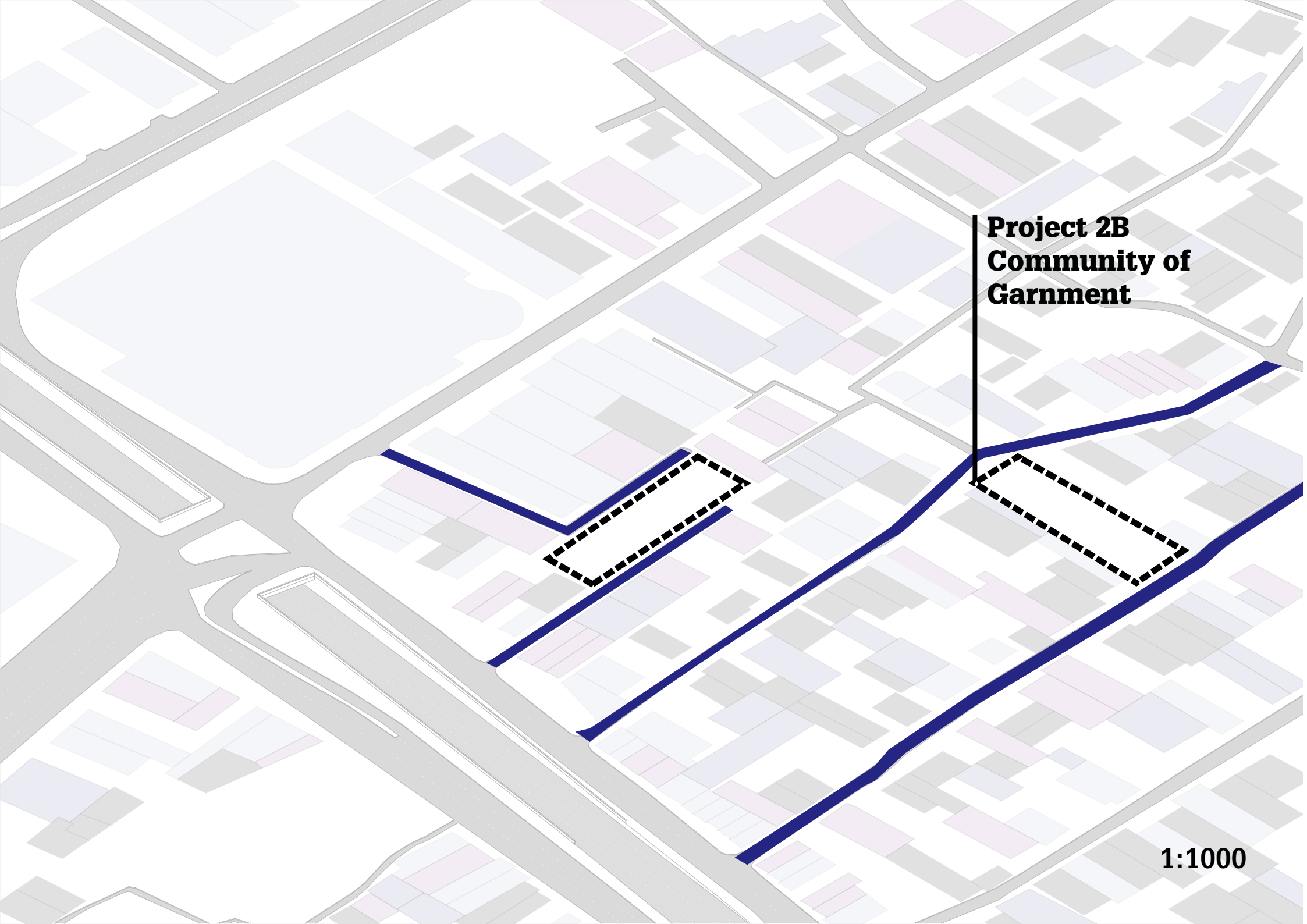
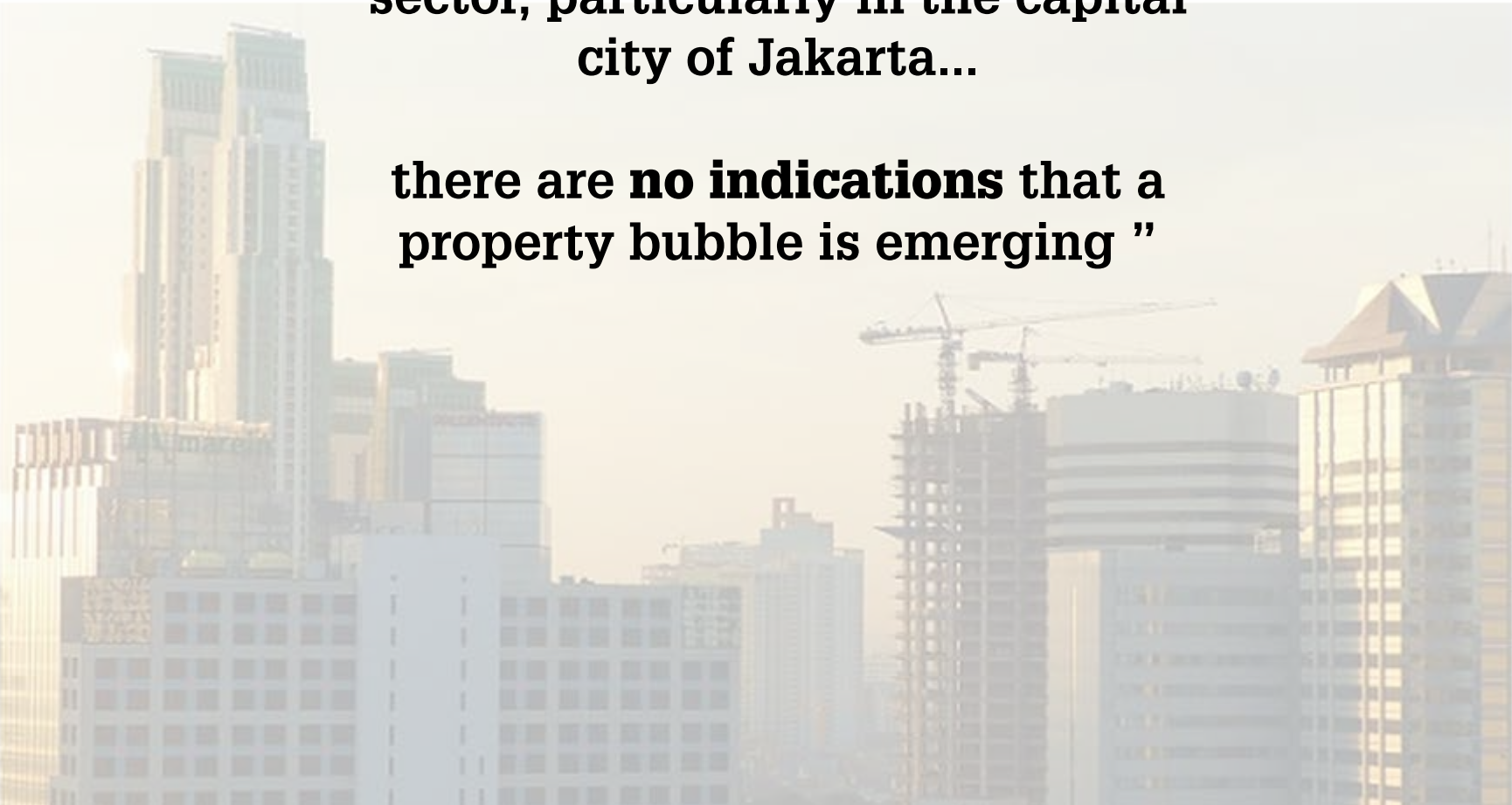


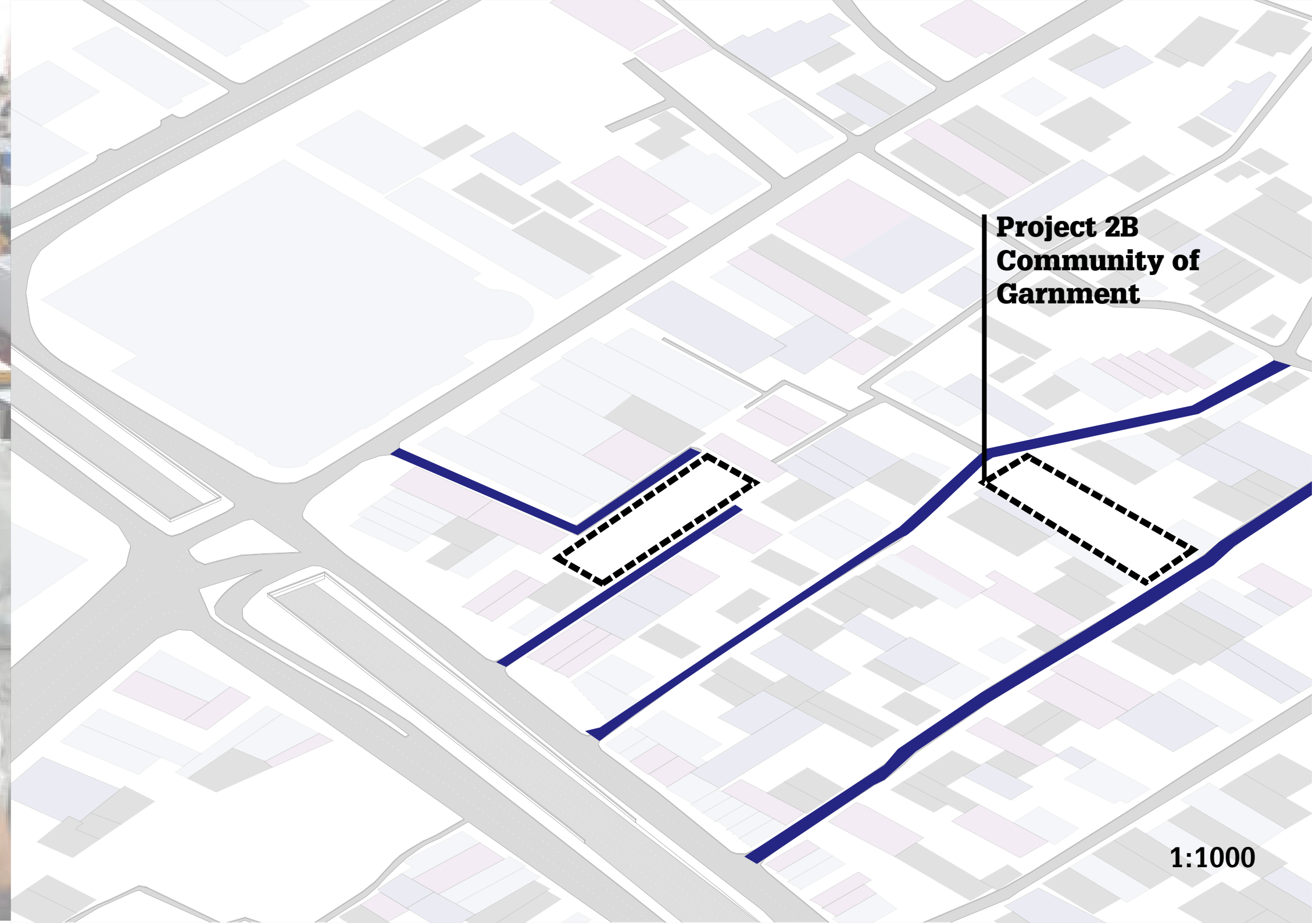
11 November 2014 | Indonesia Investments
Subjects | Presidential Suite Tower St Moritz, Joe Christian, Gapura Indah Group, Rudy Margono, Colliers International
Indonesia, Property in Jakarta, Property Prices, Ferry Salanto, Apartments, Property, Real Estate

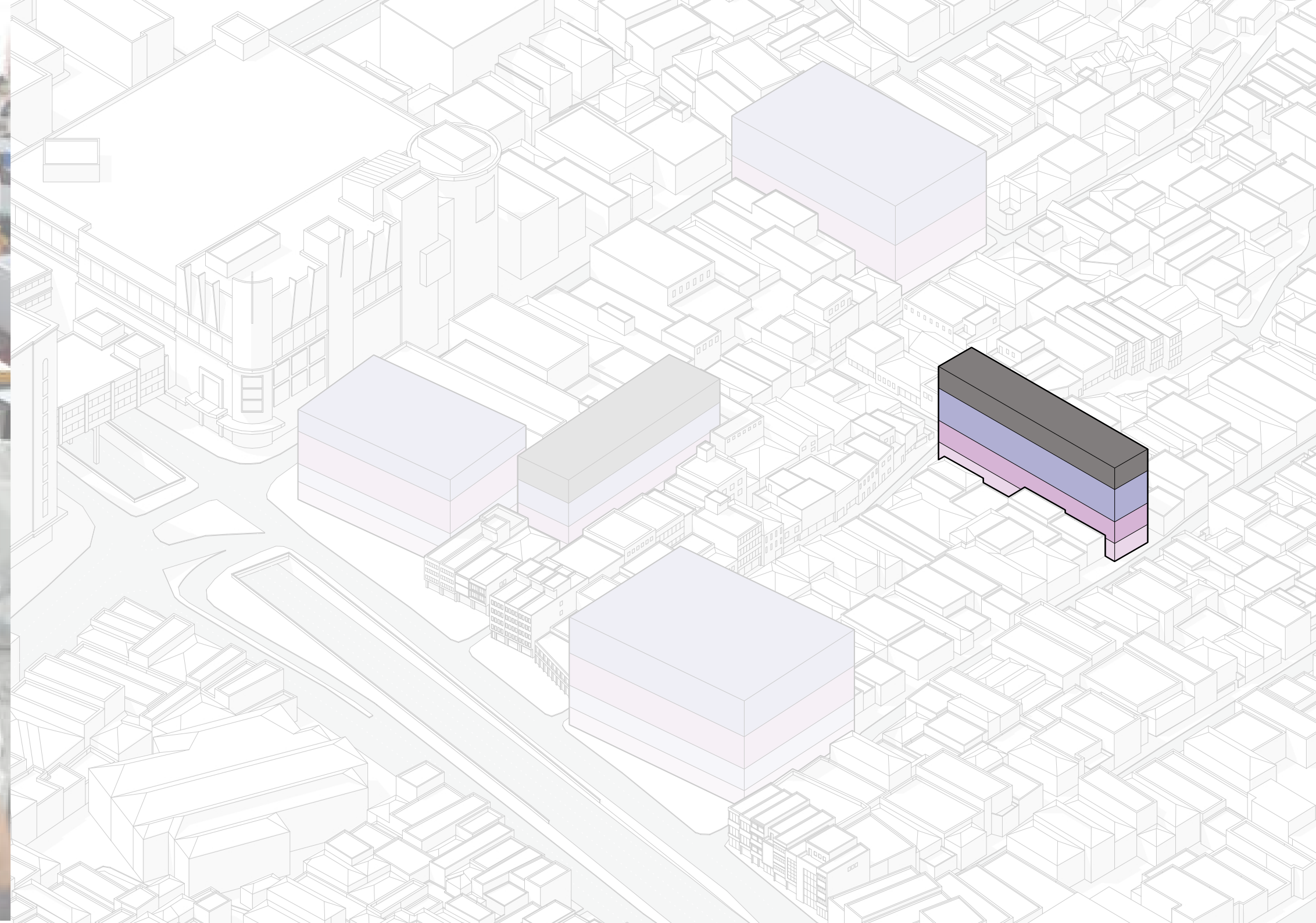
Despite having slowed in recent years, there is still ample room for growth in Indonesia’s property sector, particularly strata title apartments in the capital city of Jakarta (‘strata title’ refers to the multi-level apartment blocks and horizontal subdivisions with shared areas). In 2015, a total of 46 property projects are expected to finish, supplying 24,954 new apartment units (with a combined value of USD \$1.25 billion) to Jakarta, an 18.98 percent increase from last year’s new apartments realization.

“there is still ample room for growth in Indonesia’s property sector, particularly in the capital city of Jakarta...

there are no indications that a property bubble is emerging ”









production



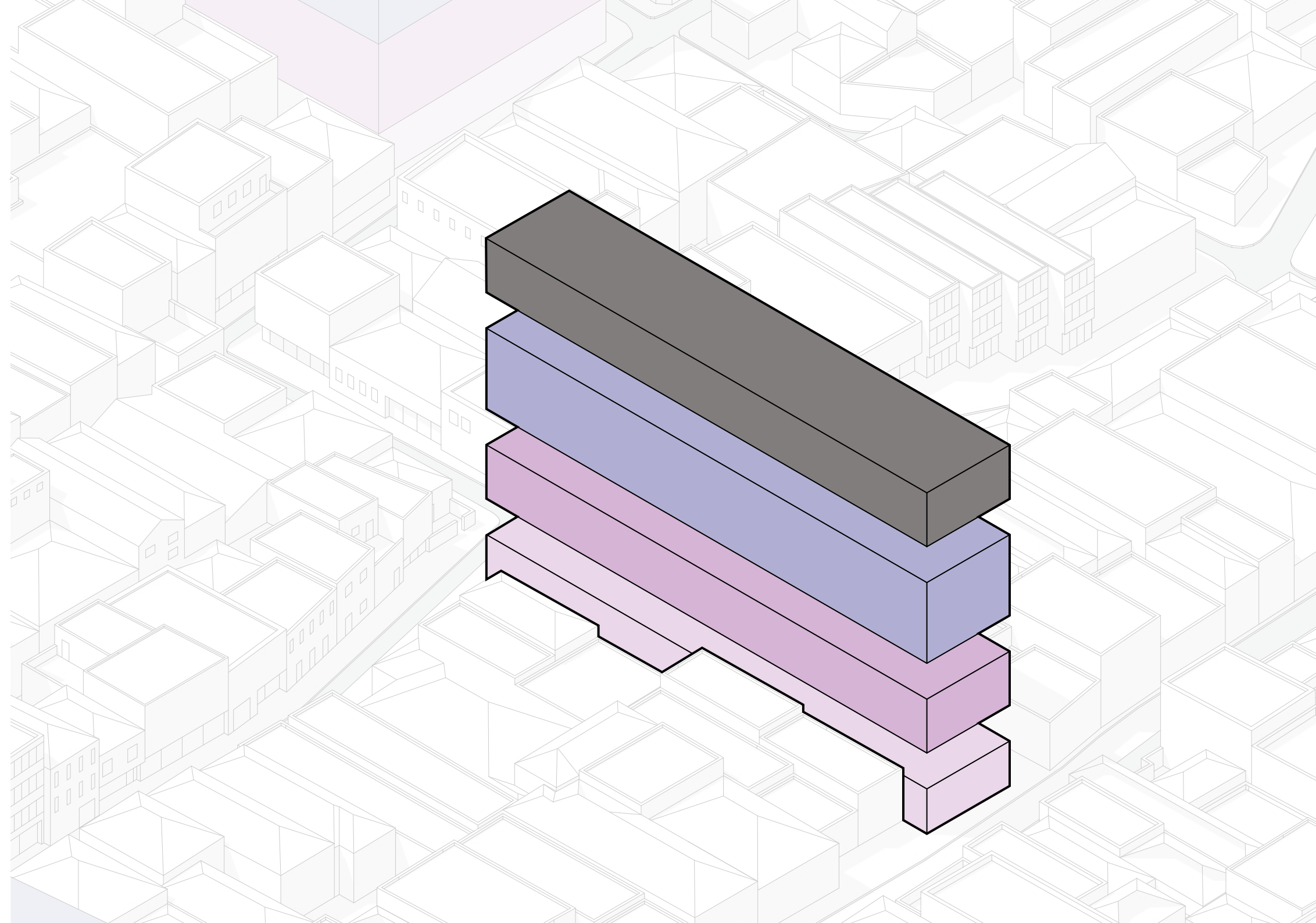
residential



retail



storage





production



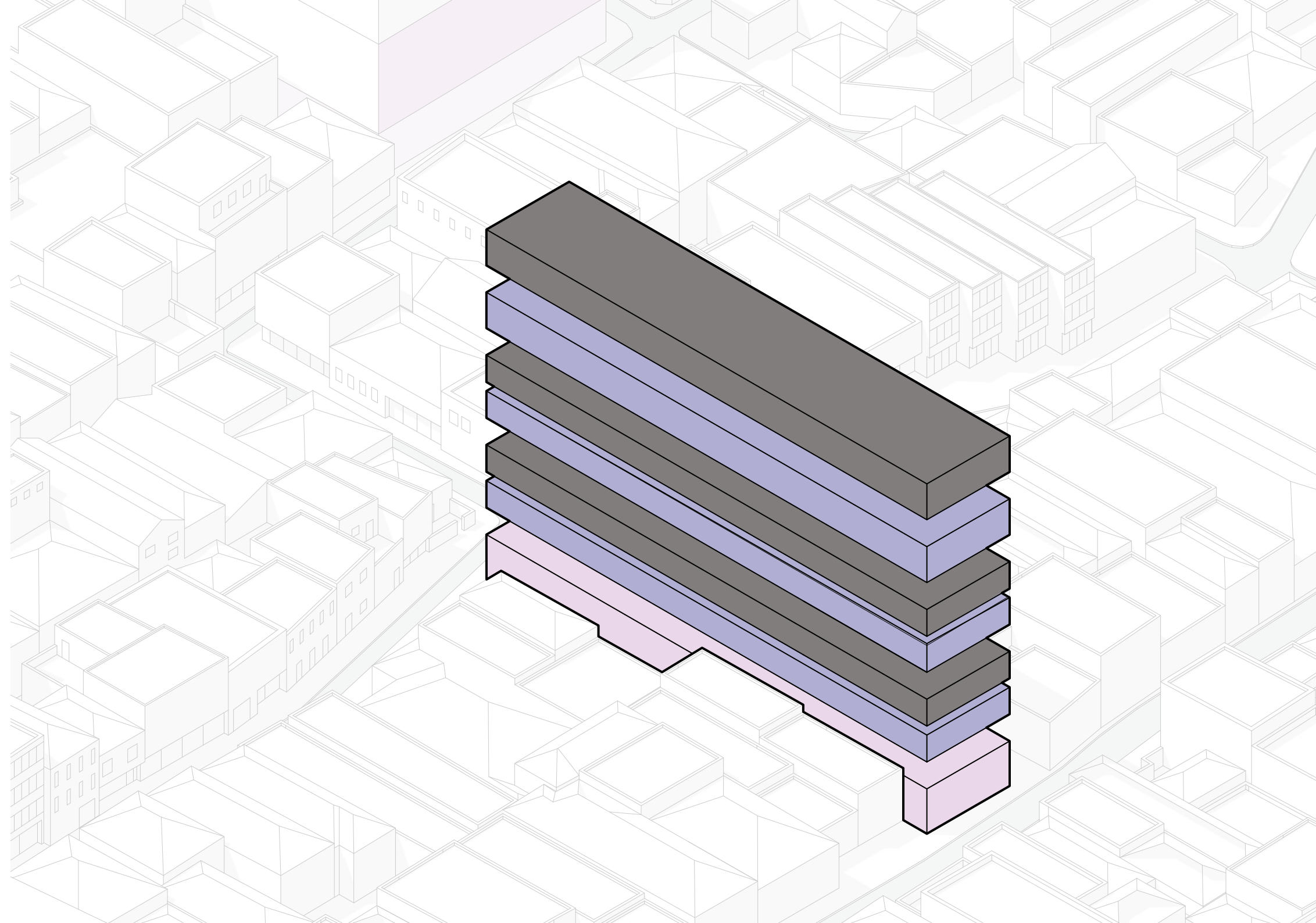
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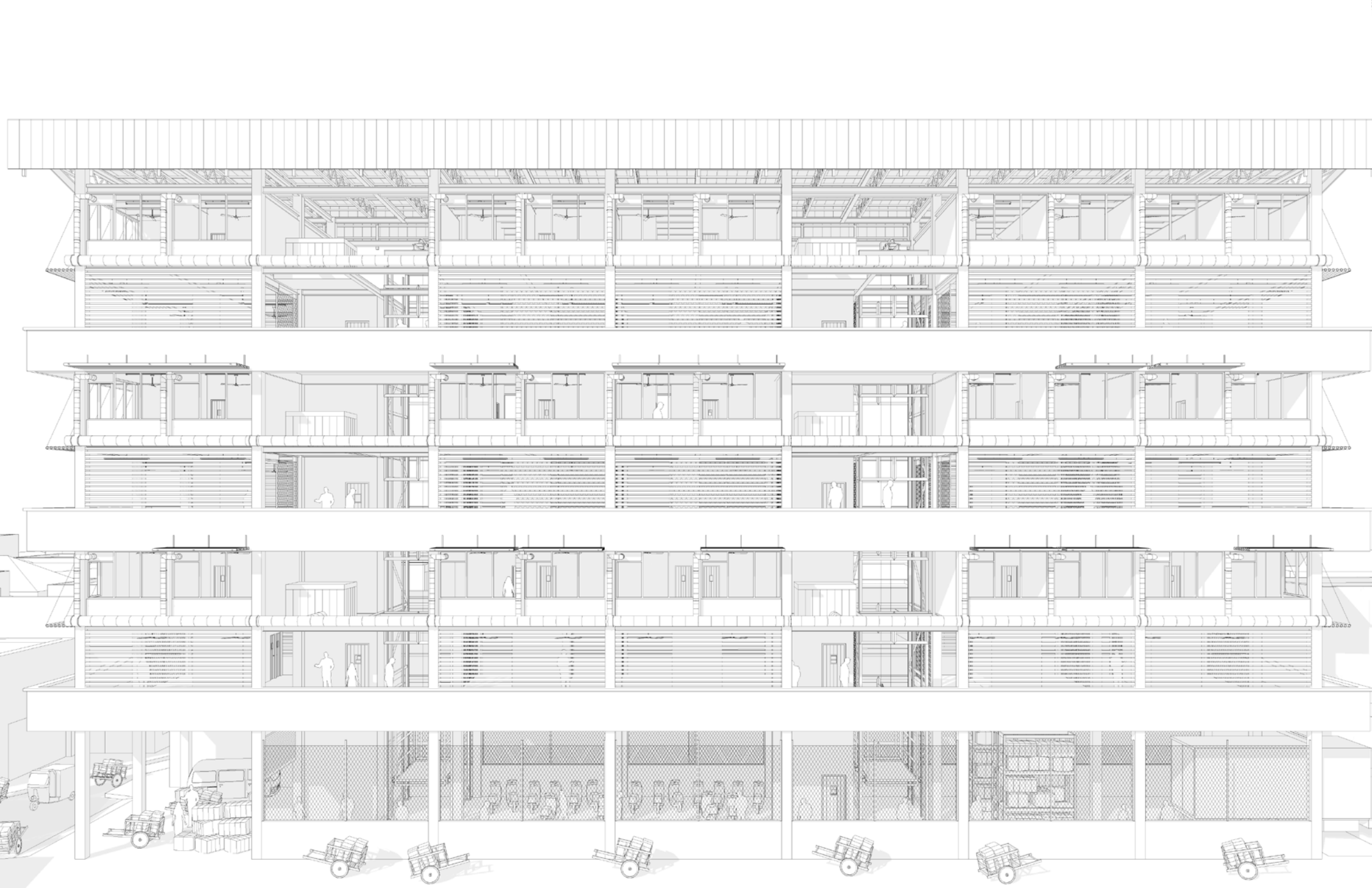


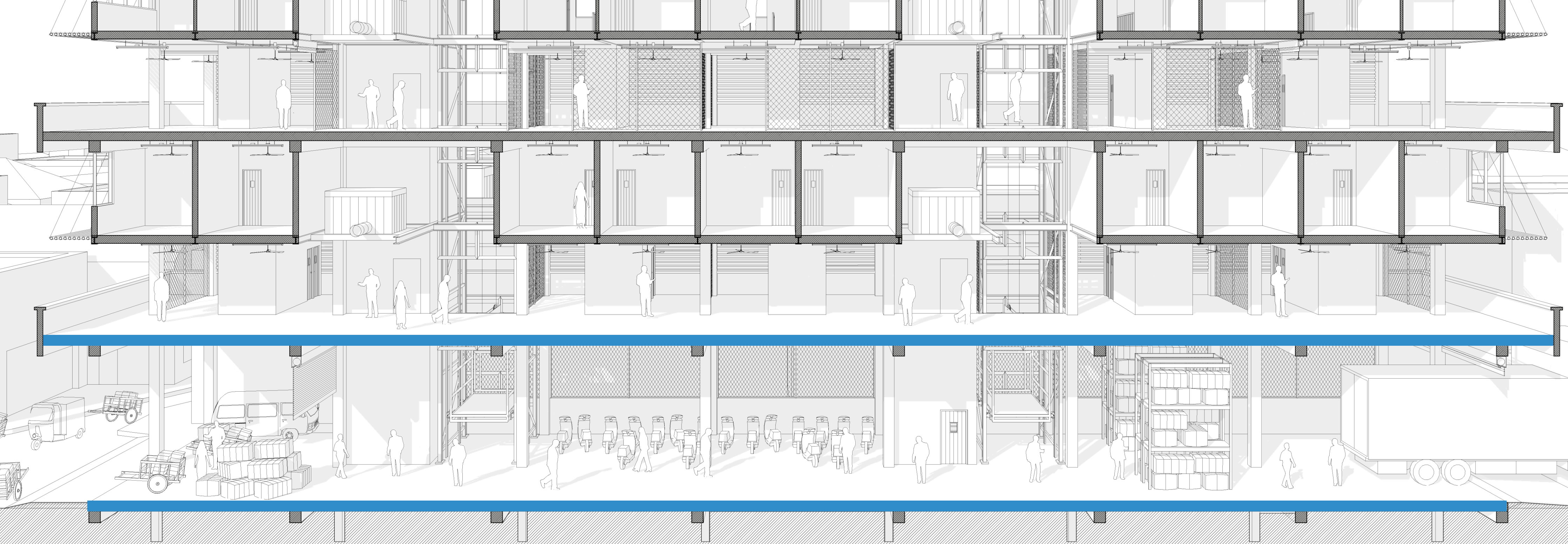
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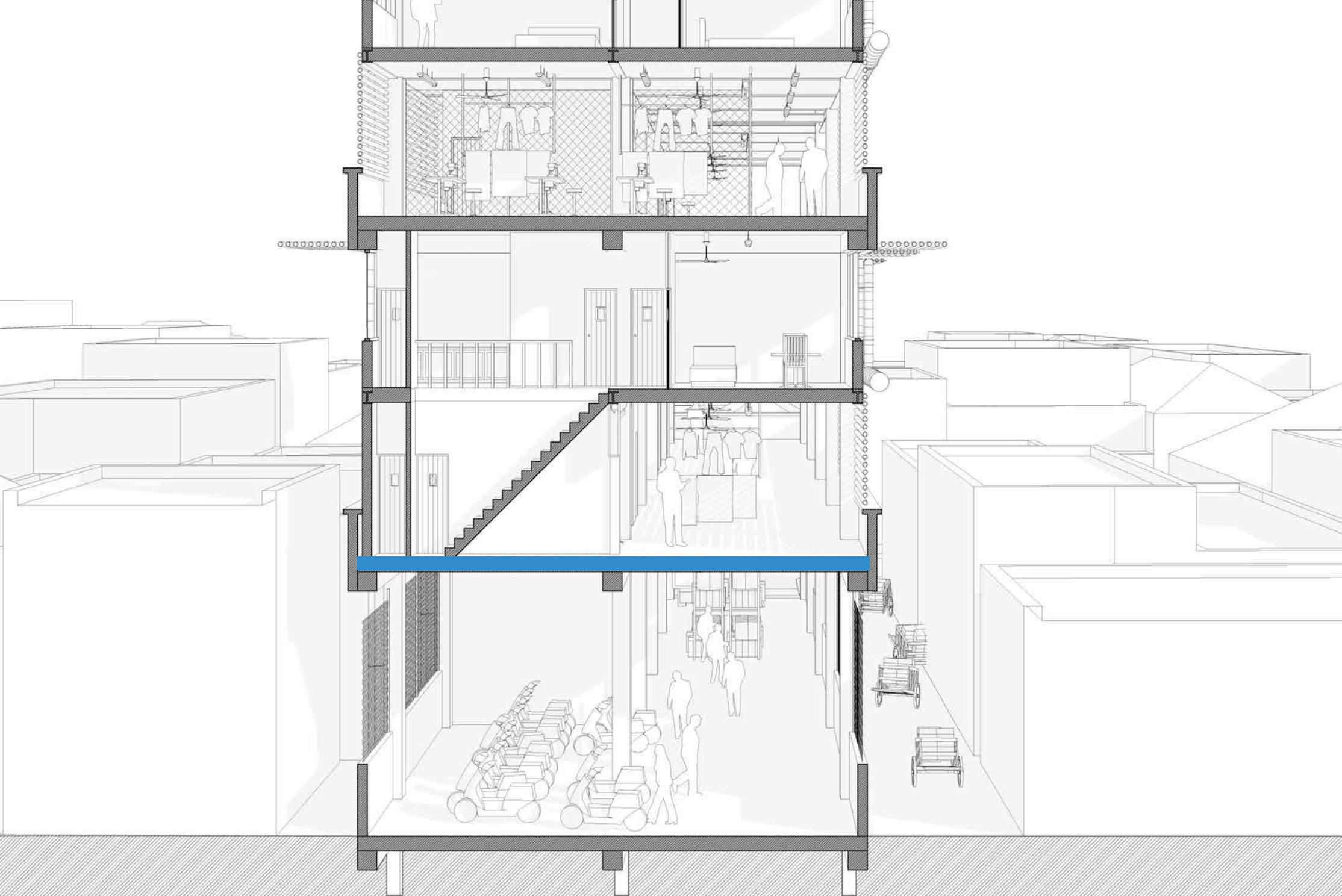
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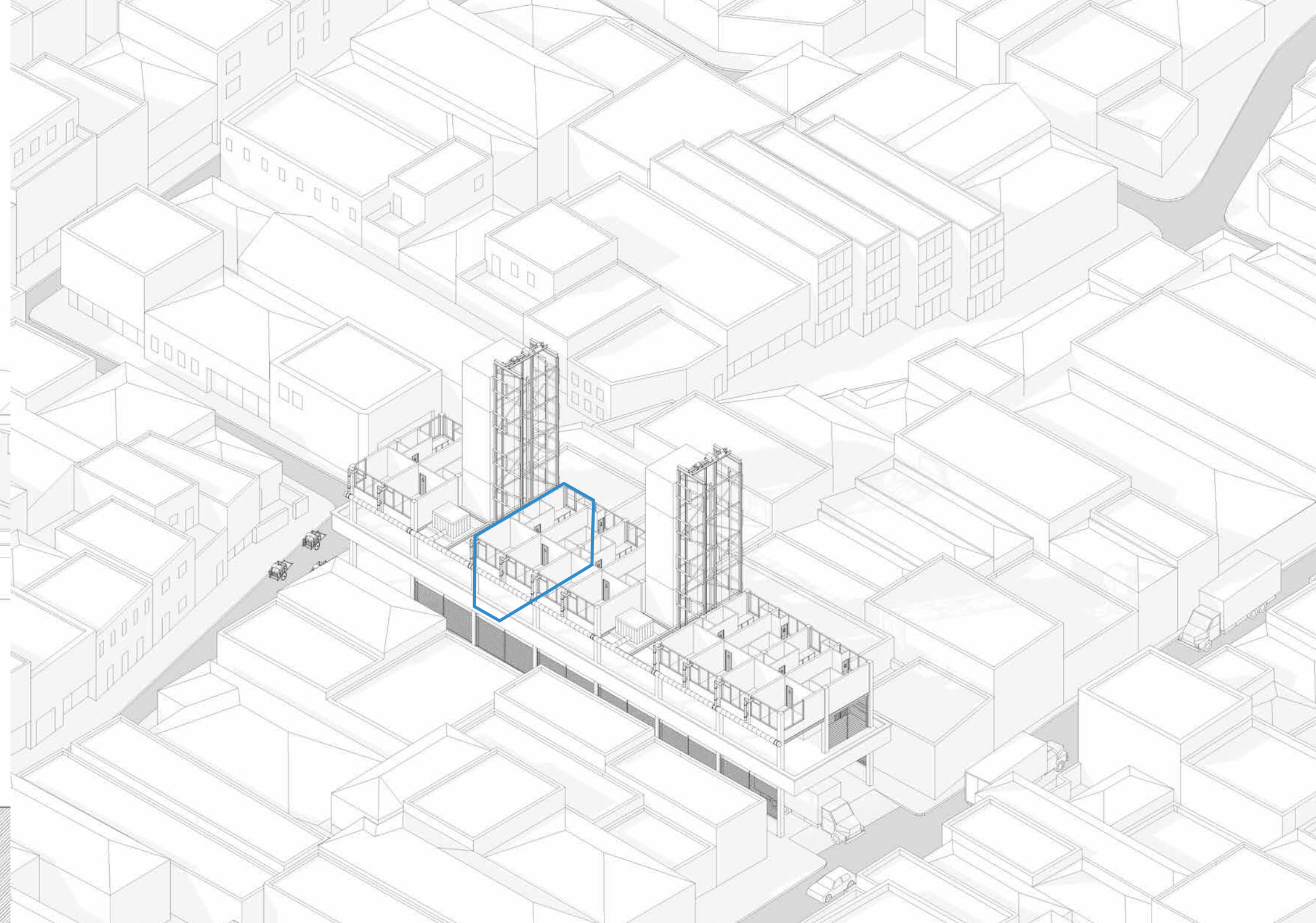
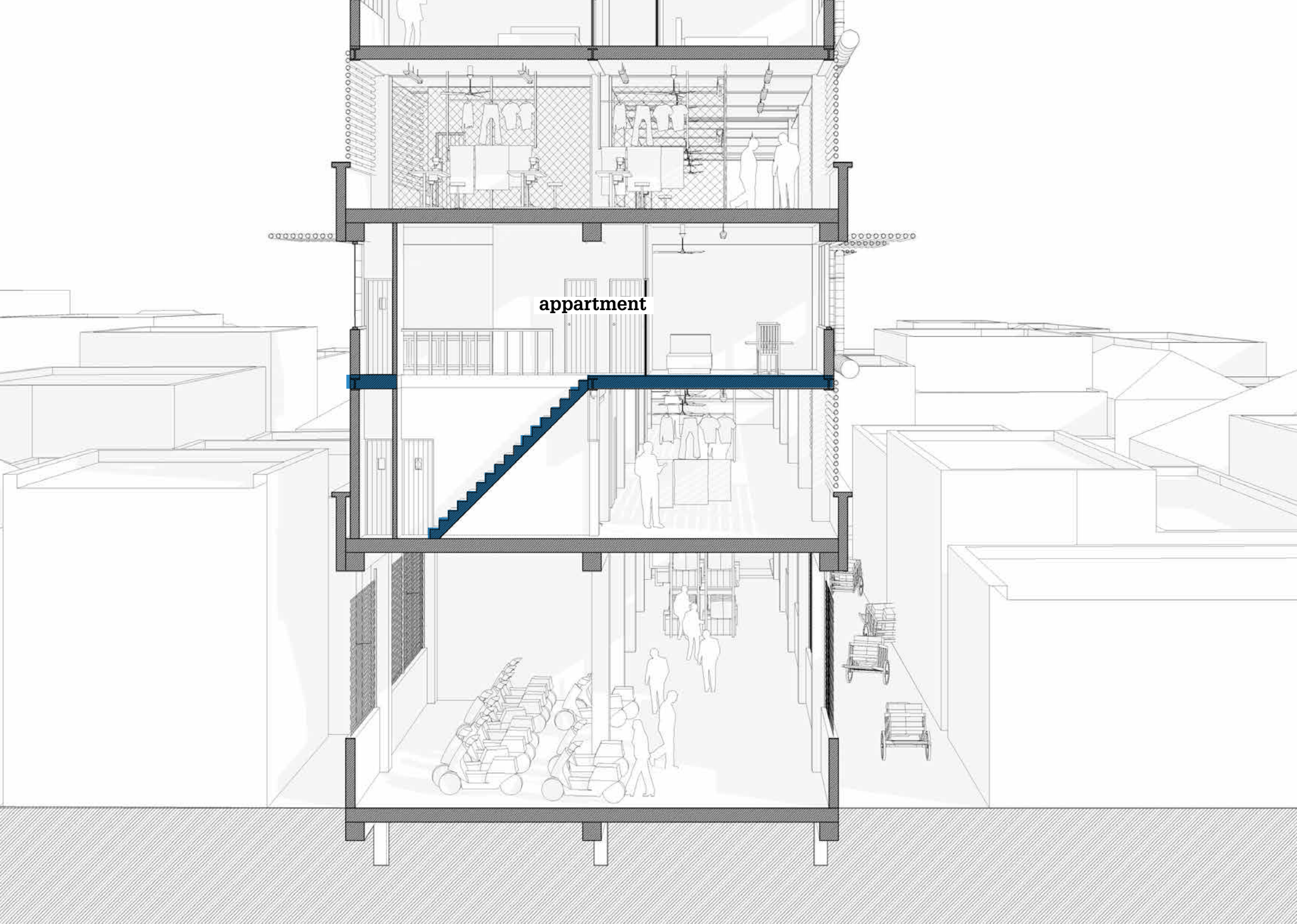


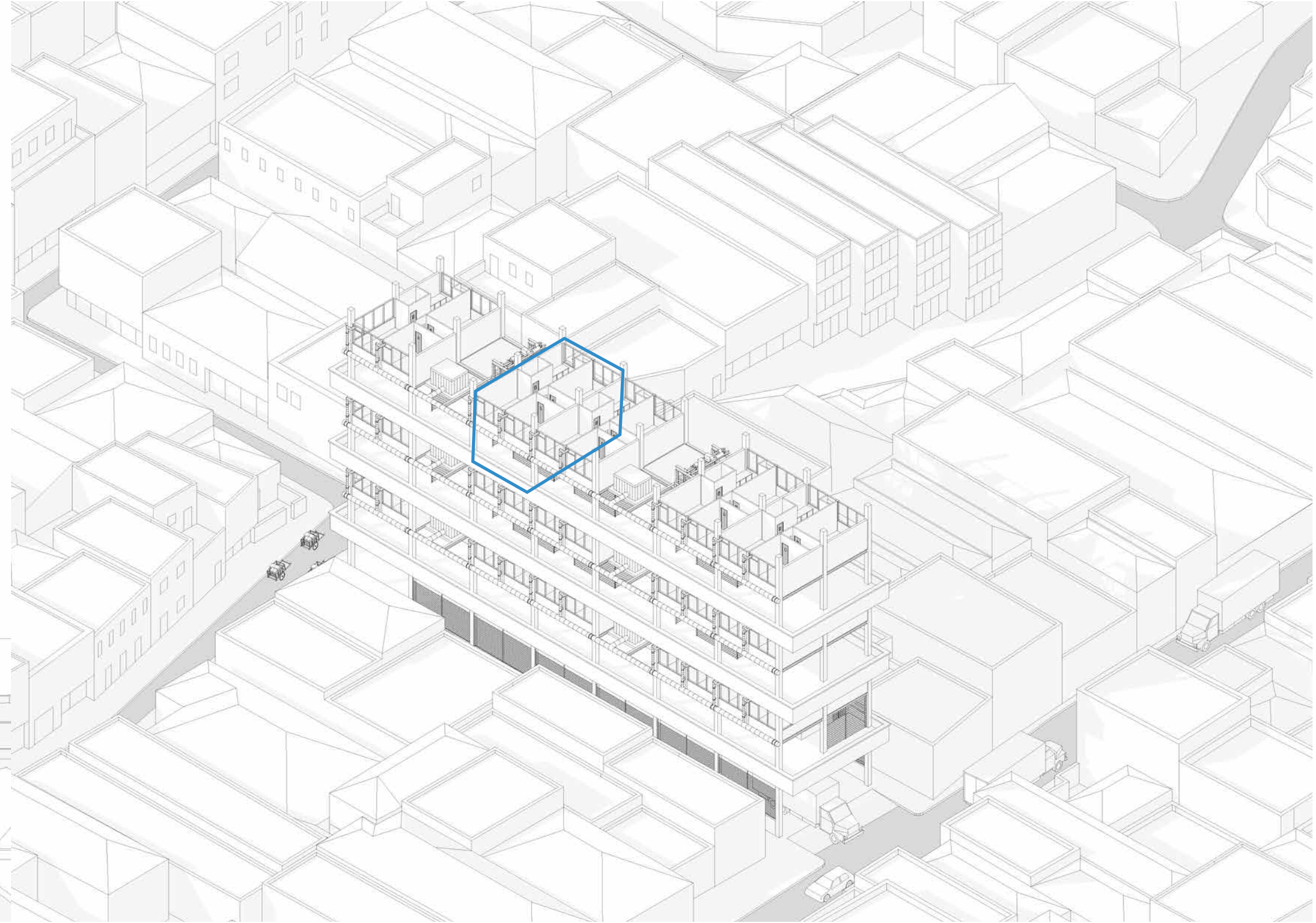
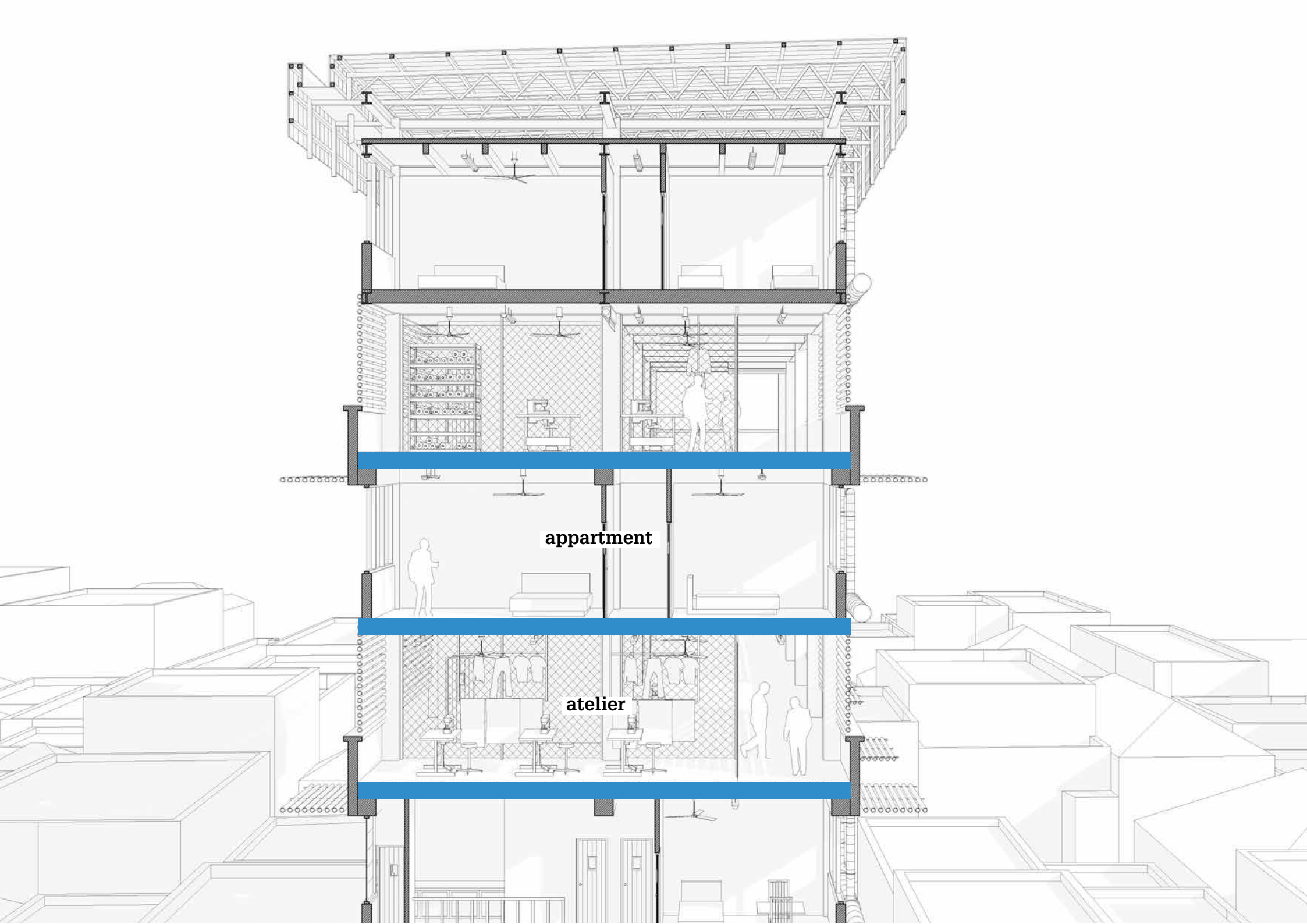








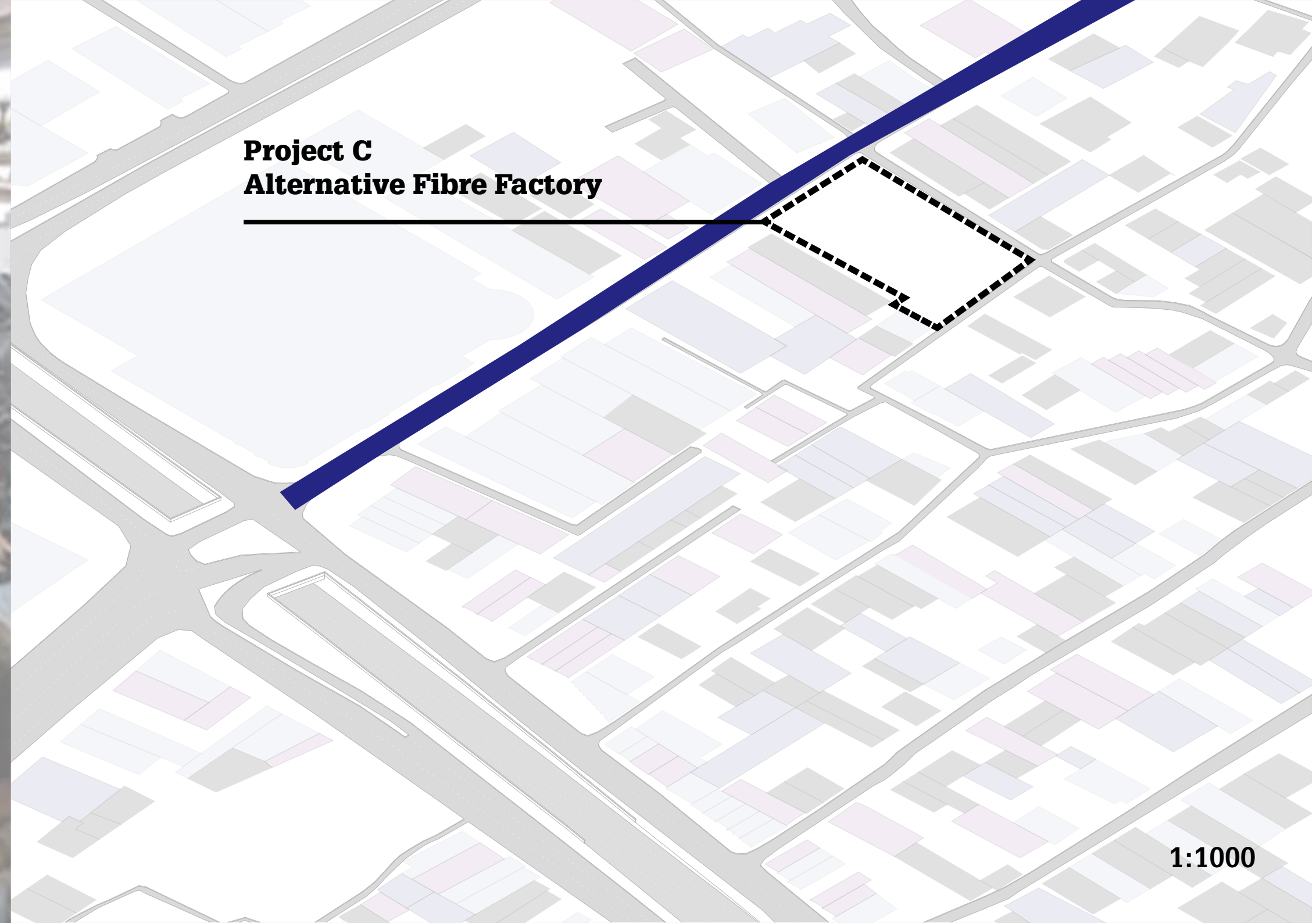








Project C
Alternative Fibre Factory



“Indonesia is a major consumer of raw materials for man-made fibres, such as polyester and rayon. Indonesia encourages use of natural fibres in textiles

February 15, 2014 (Indonesia)

The Government of Indonesia is now encouraging the use of locally grown fibres like banana, pineapple, etc. by the domestic textile industry to decrease the country's dependence on polyester and rayon imports, Euis Saedah, director general of Small and Medium Enterprises Development, said.

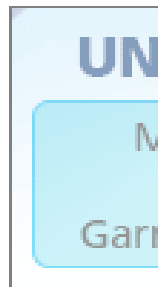
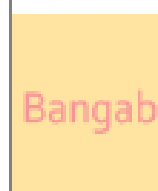
Talking to reporters in Jakarta, Ms. Saedah said the quantity of raw materials imported by the Indonesian textile and apparel industry is quite large.

Last year, Indonesia imported textile raw materials worth US\$ 5.6 billion, while the country's textile exports stood at \$10.9 billion, Ms. Saedah said.

She said Indonesia is a major consumer of raw materials for man-made fibres, such as polyester and rayon, and to overcome this dependency, the Government is now encouraging the use of natural fibres available in the country.

She added that some Indonesian agricultural commodities can be used to produce natural fibre for use as a raw

Asia-Pac market.



Project C Alternative Fibre Factory

1:1000

Style with a conscience

“...bio-friendly fabrics are in high demand

in global markets due to their qualities of sustainability and biodegradability”



PR Newswire

"THE VICTORIA'S SECRET FASHION SHOW"

and to CBS, Tuesday, Dec. 9 on the CBS
Television Network

Alberto Guardiani Launches Autumn-Winter
2014/15 Collection and Advertising Campaign

ViVAX: The 007 Laptop Case, With an Italian Twist!

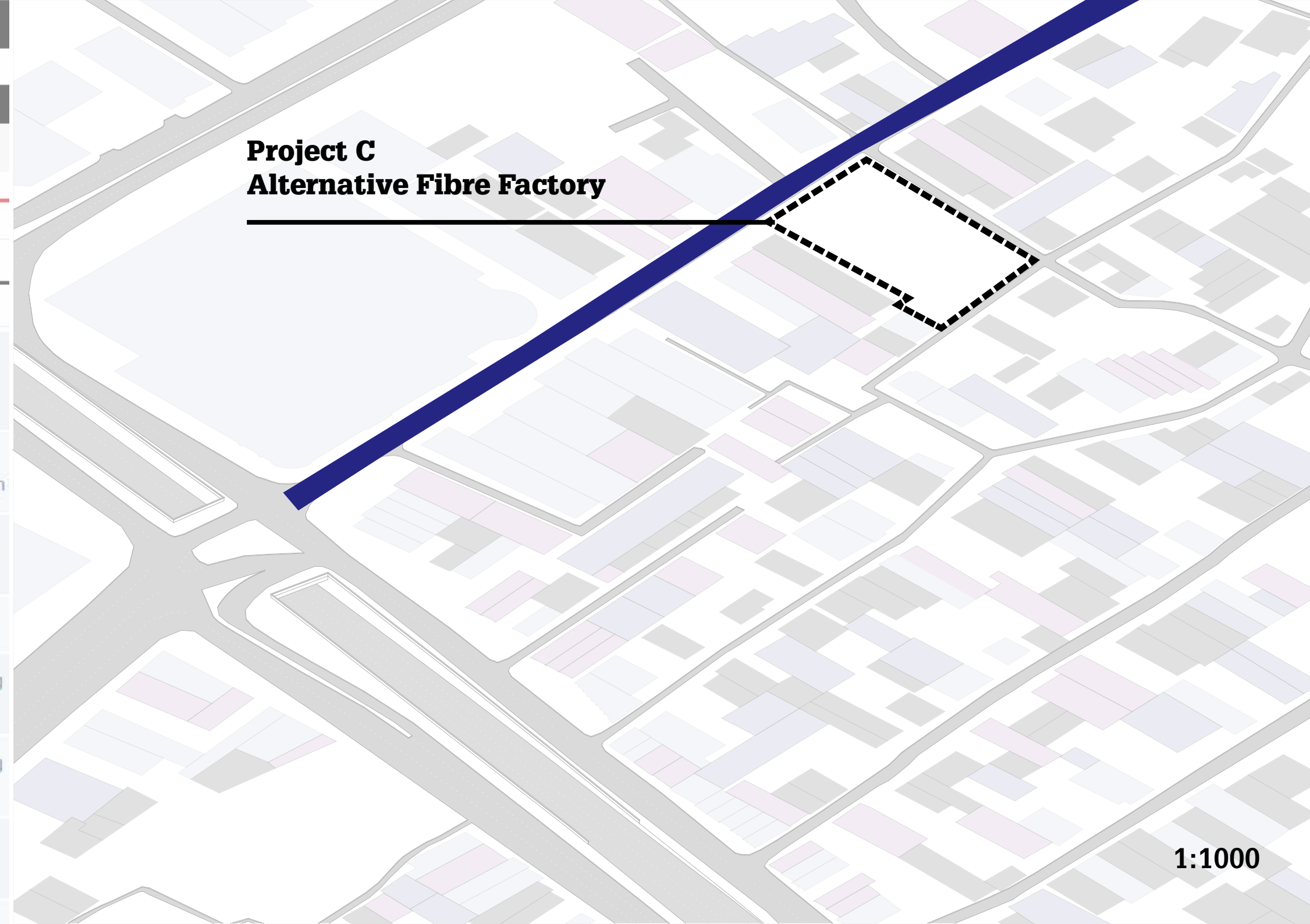
BY ATELIER collection for iPhone 6

Diesel Black Gold Introduces Custom Samsung Gear S at Runway Show

Diesel Black Gold Introduces Custom Samsung Gear S at Runway Show

Monitoring Fitness a Major Sales Area for Wearable Devices

Image: [Gallagher Fashion Ltd Model "D" in](#)

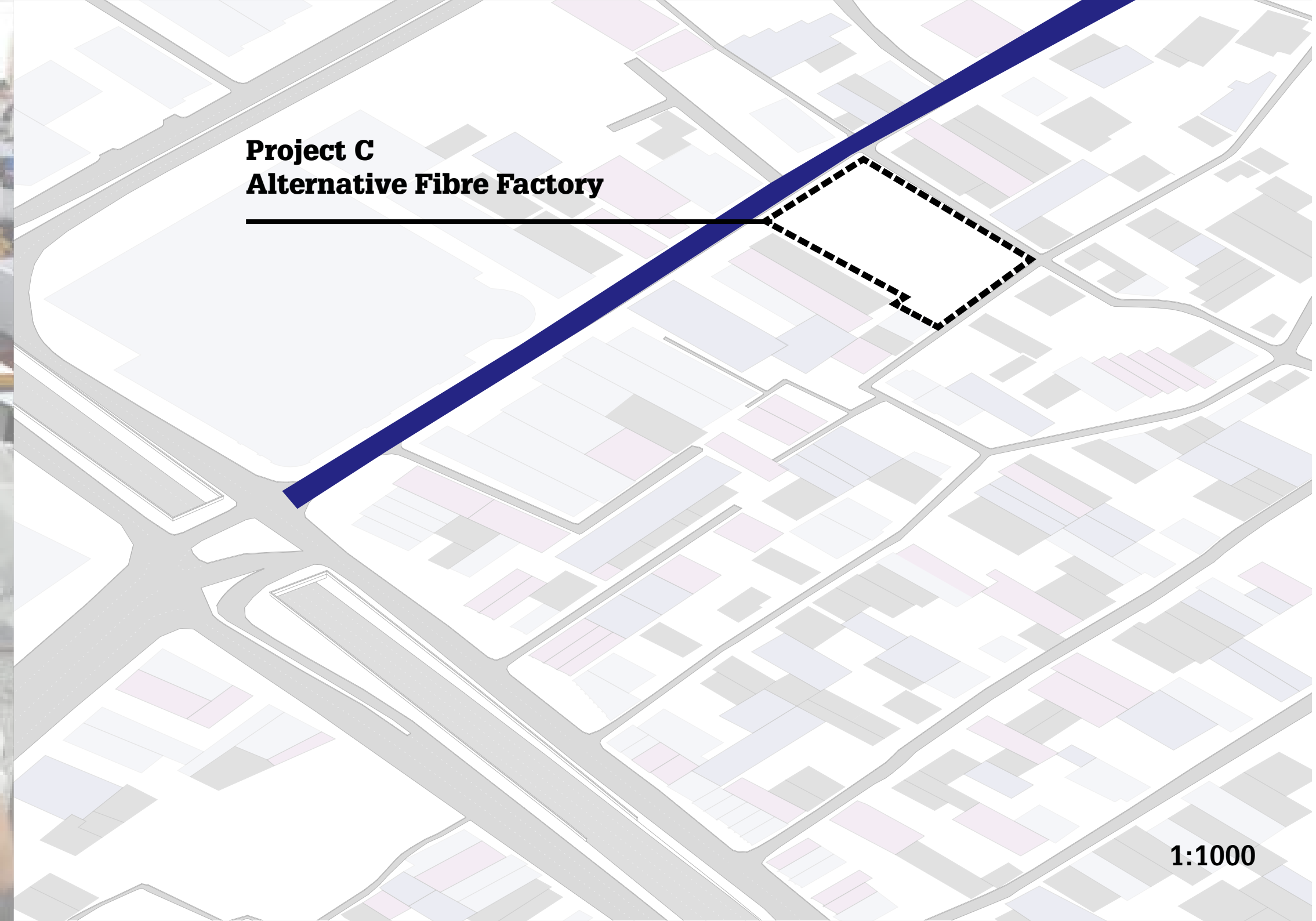


1:1000



‘Alternative Fibre Factory’ concept

alternative fibre processing / manufacturing



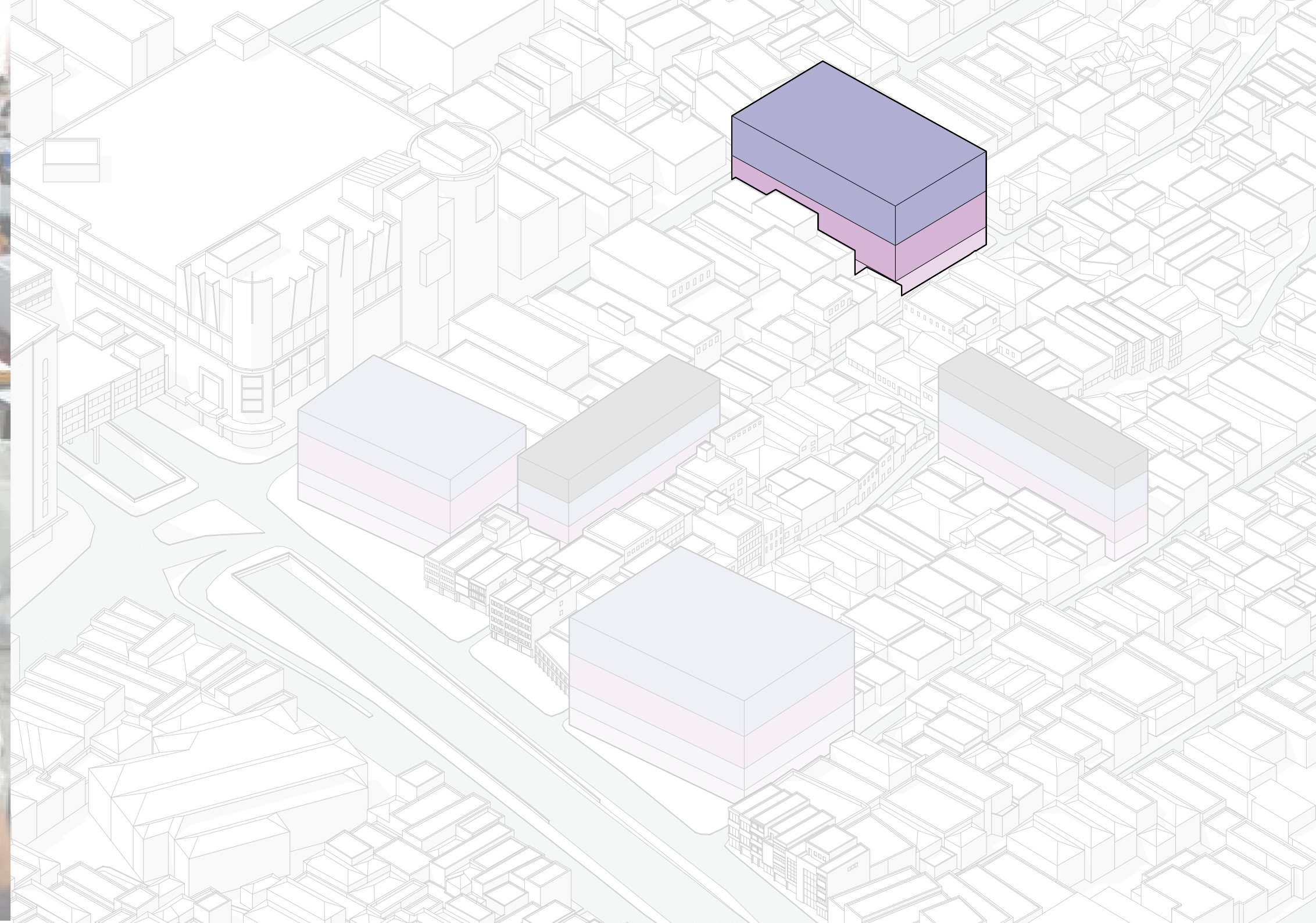
Project C
Alternative Fibre Factory

1:1000



‘Alternative Fibre Factory’ concept

alternative fibre processing / manufacturing





production



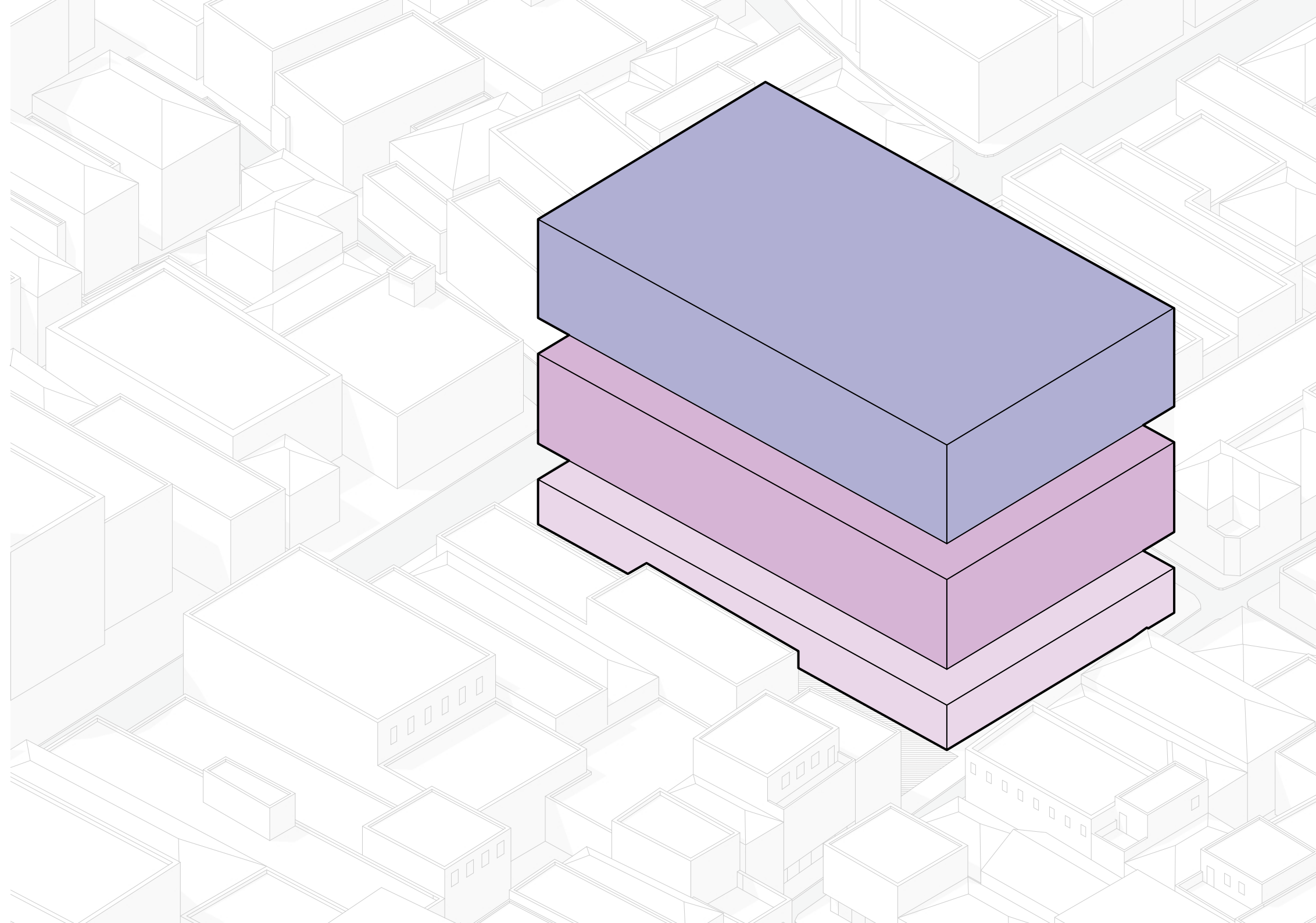
residential



retail



storage





production



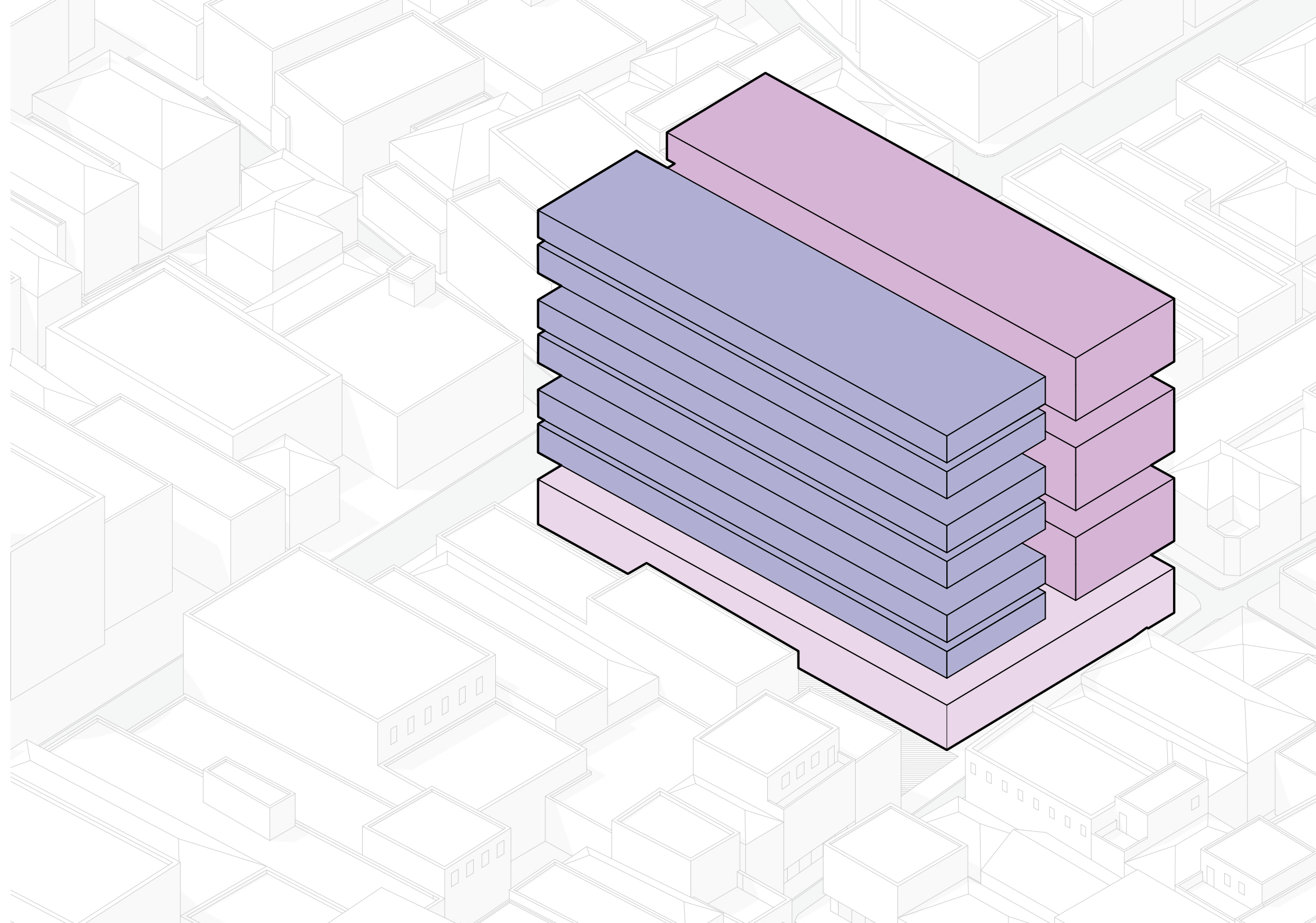
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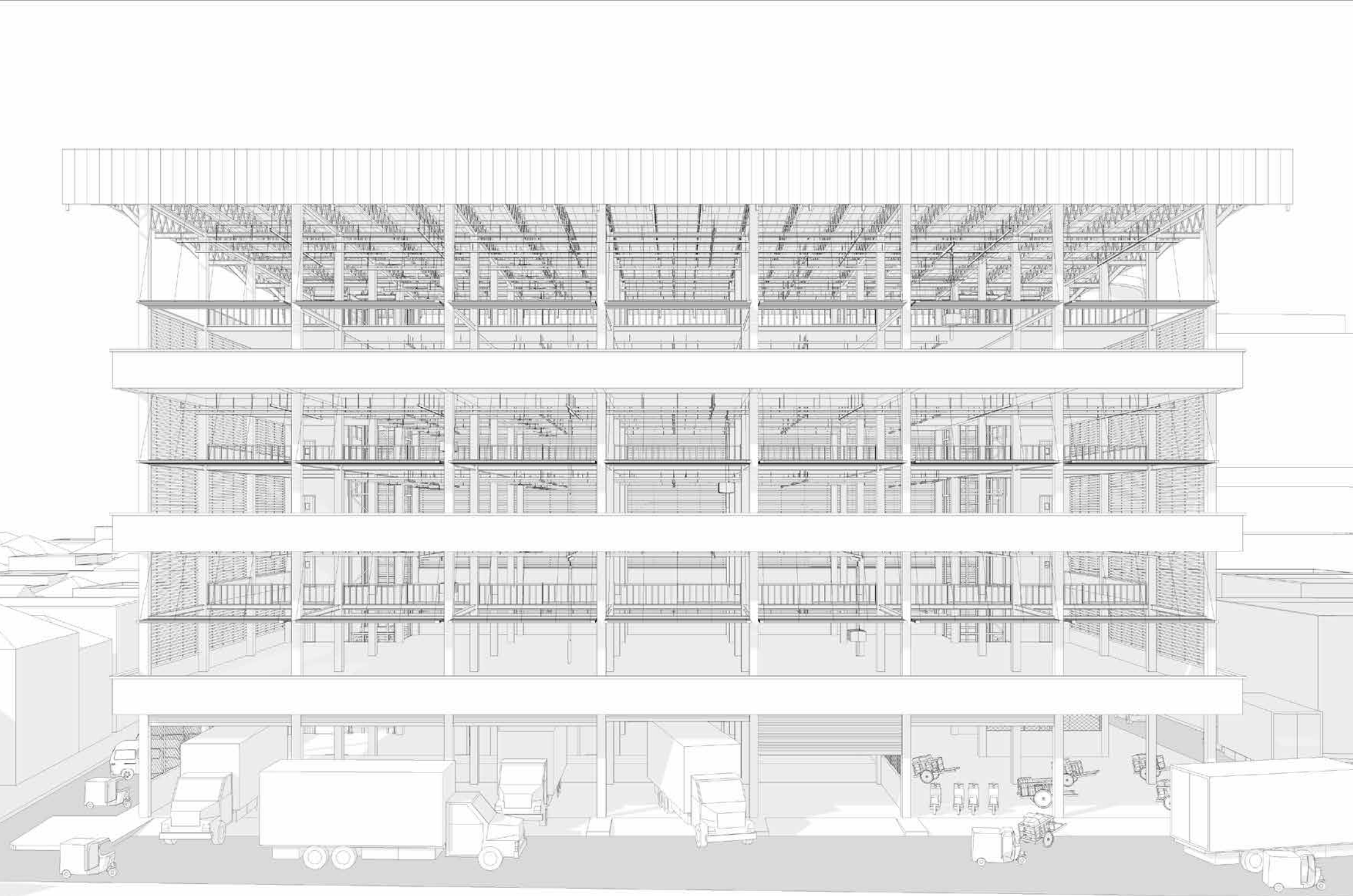


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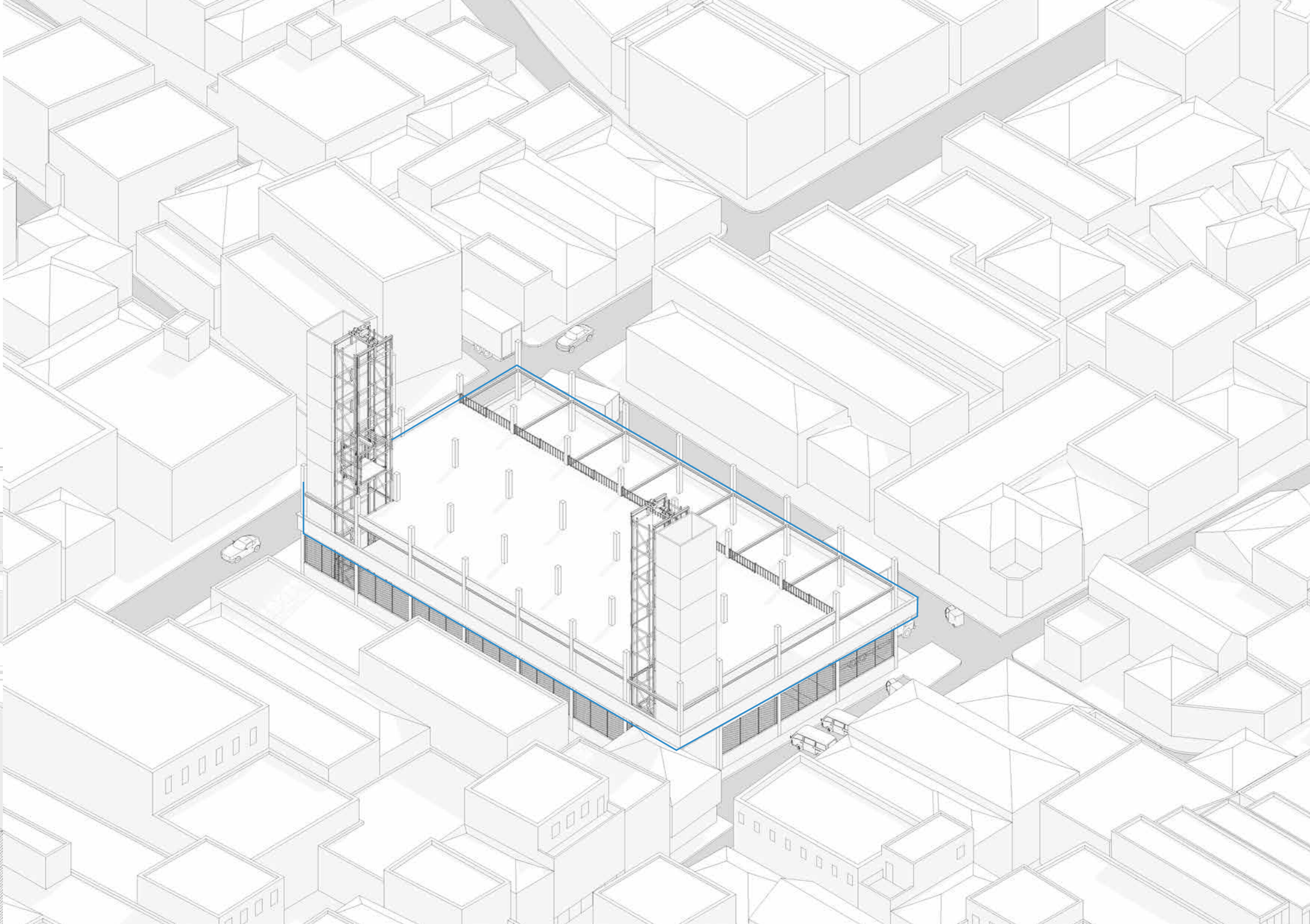
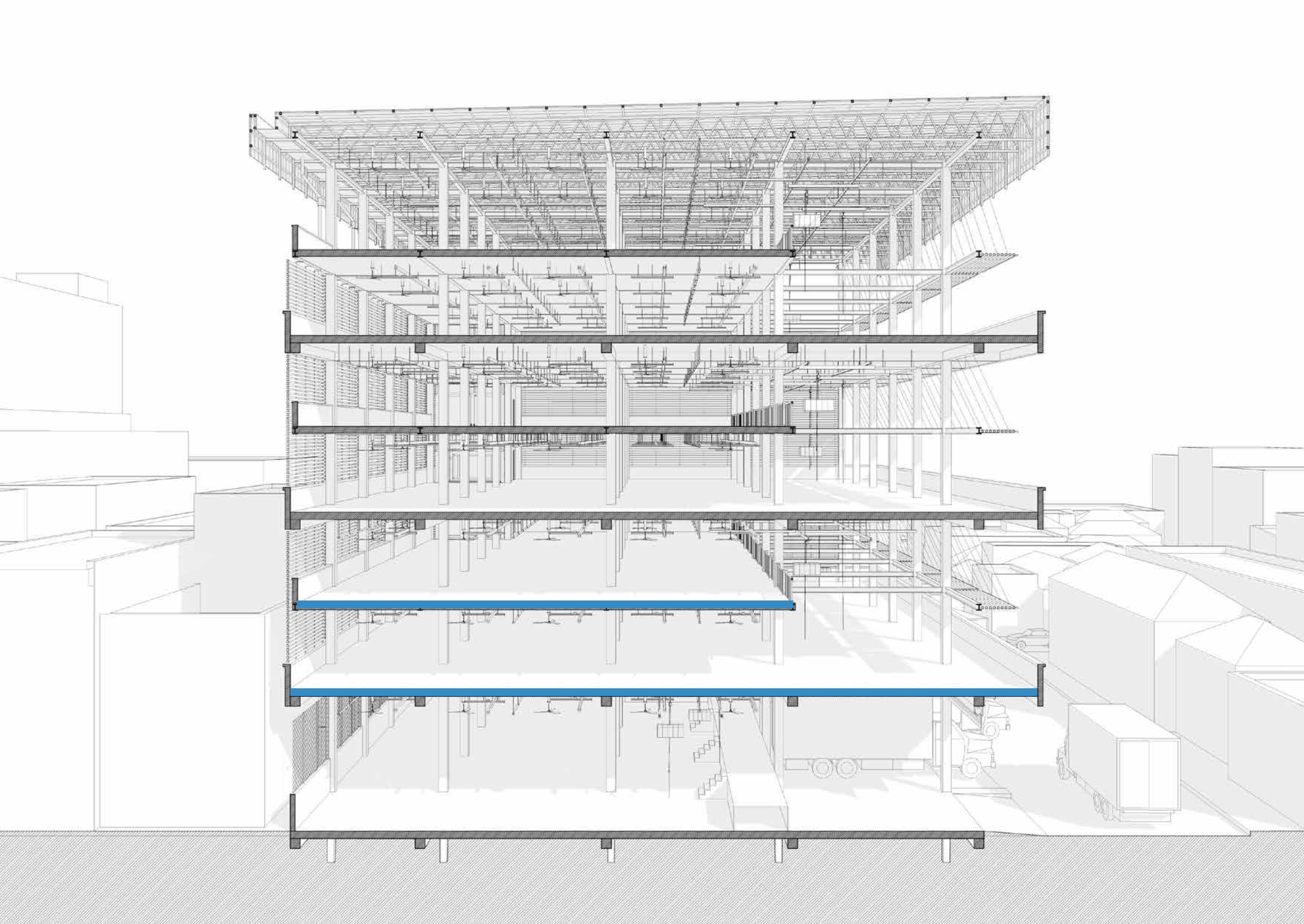


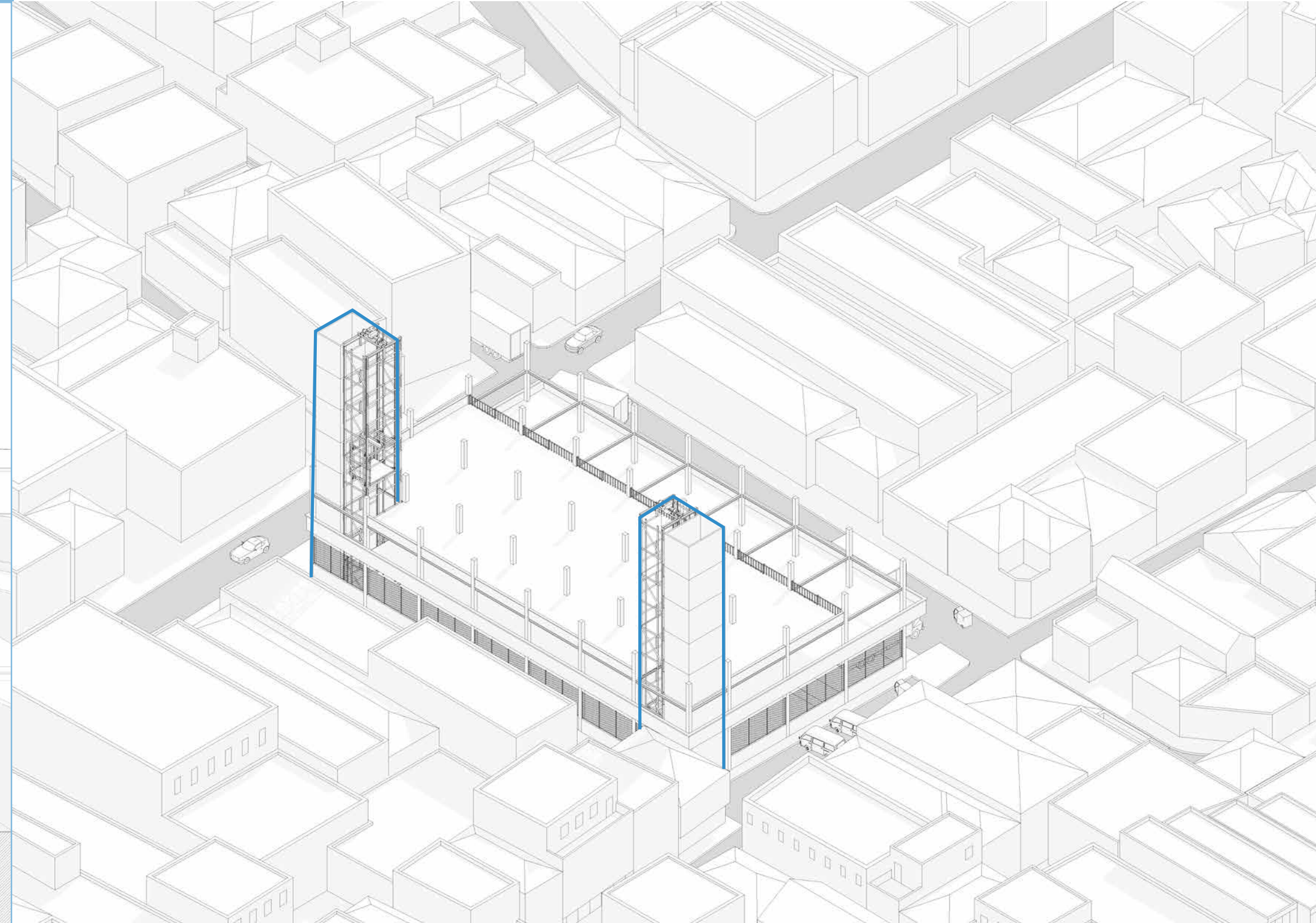
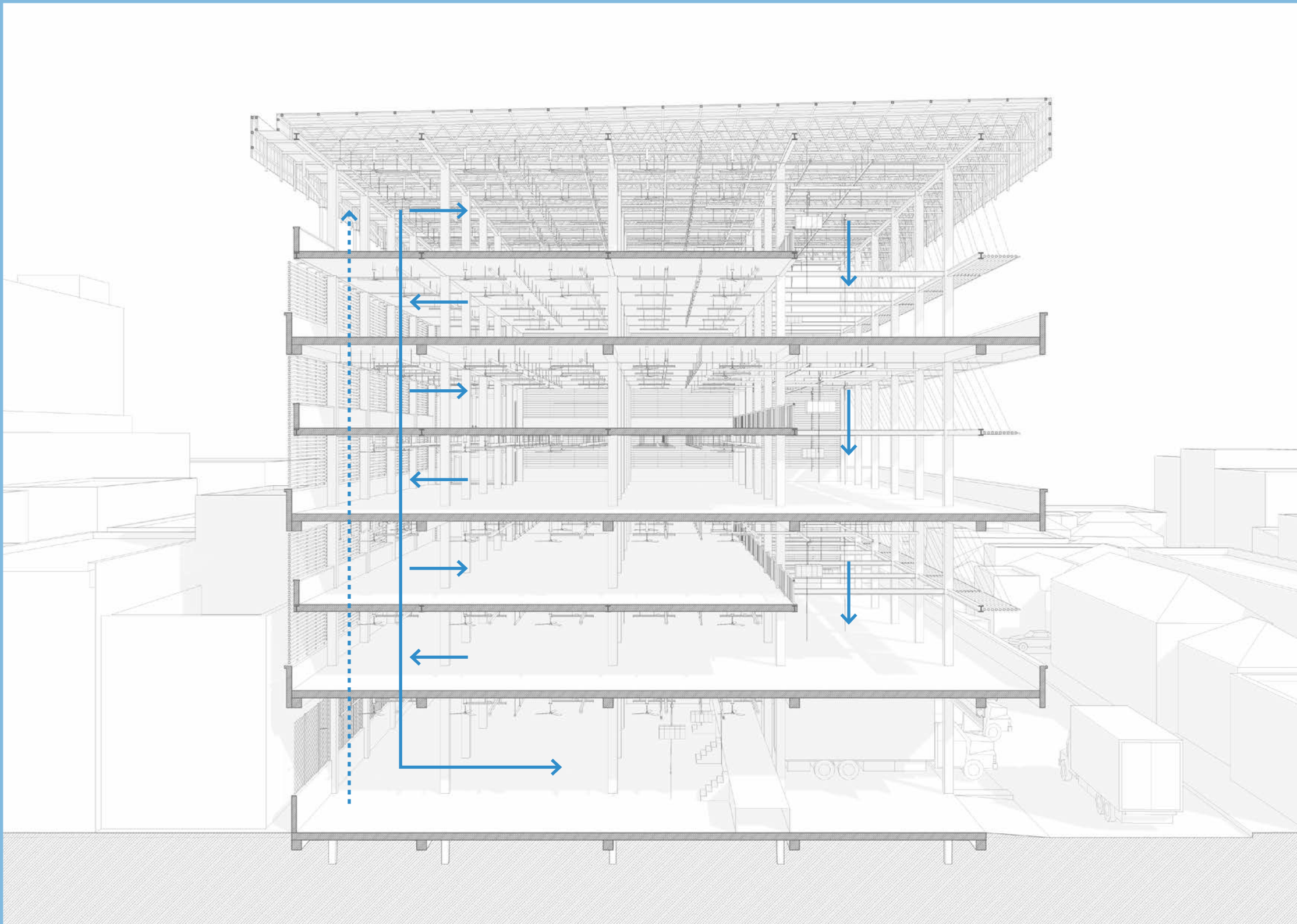
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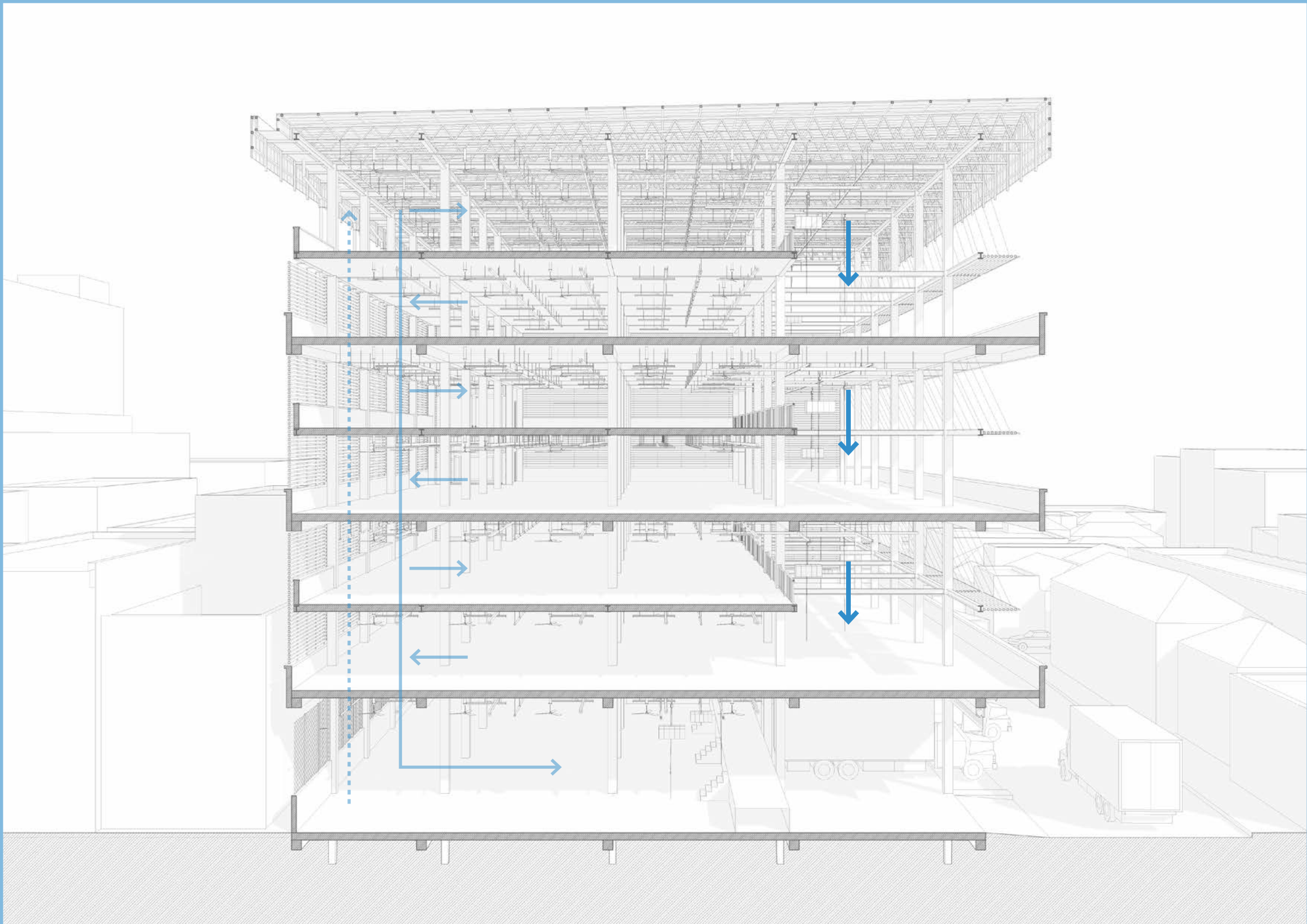


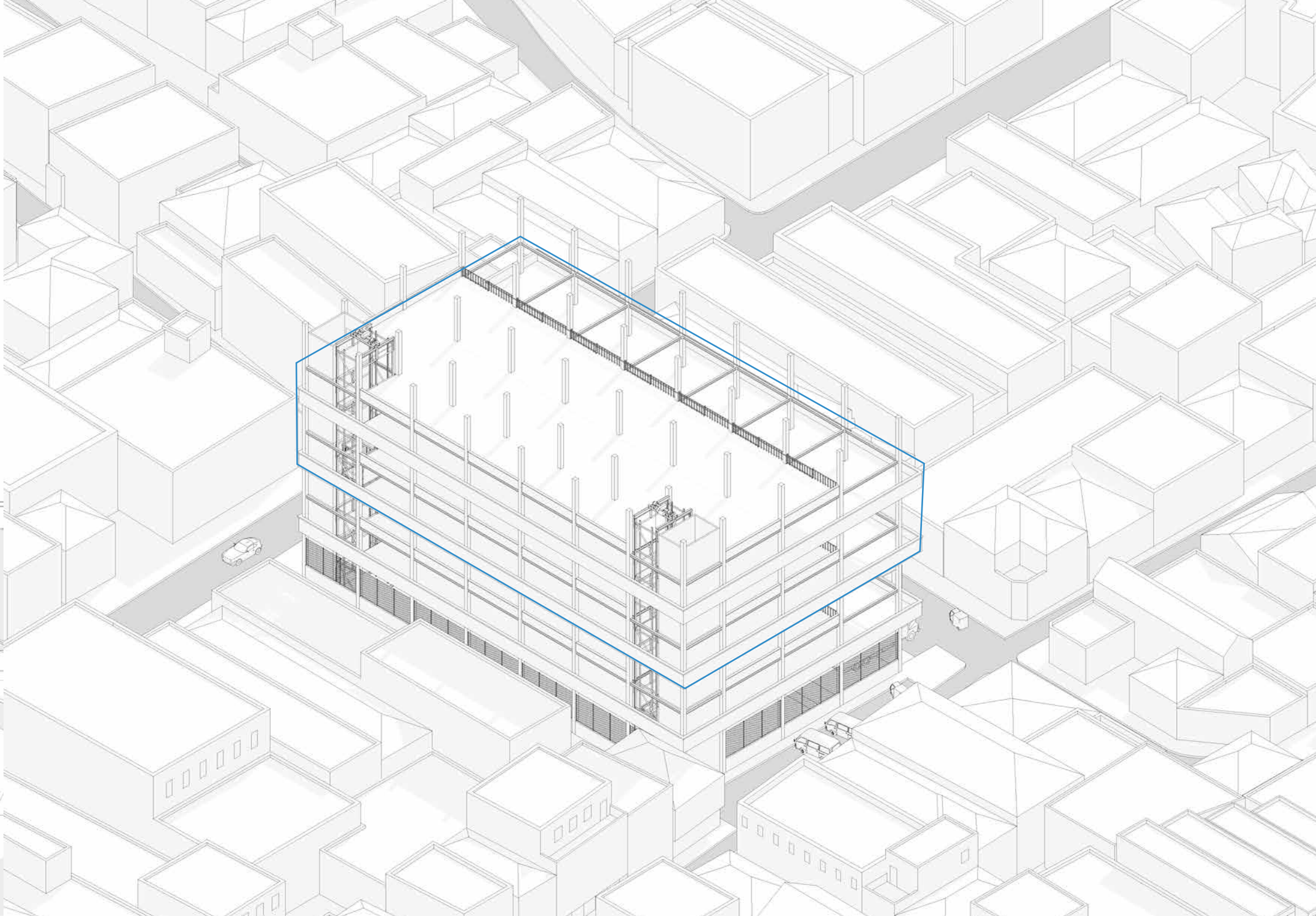
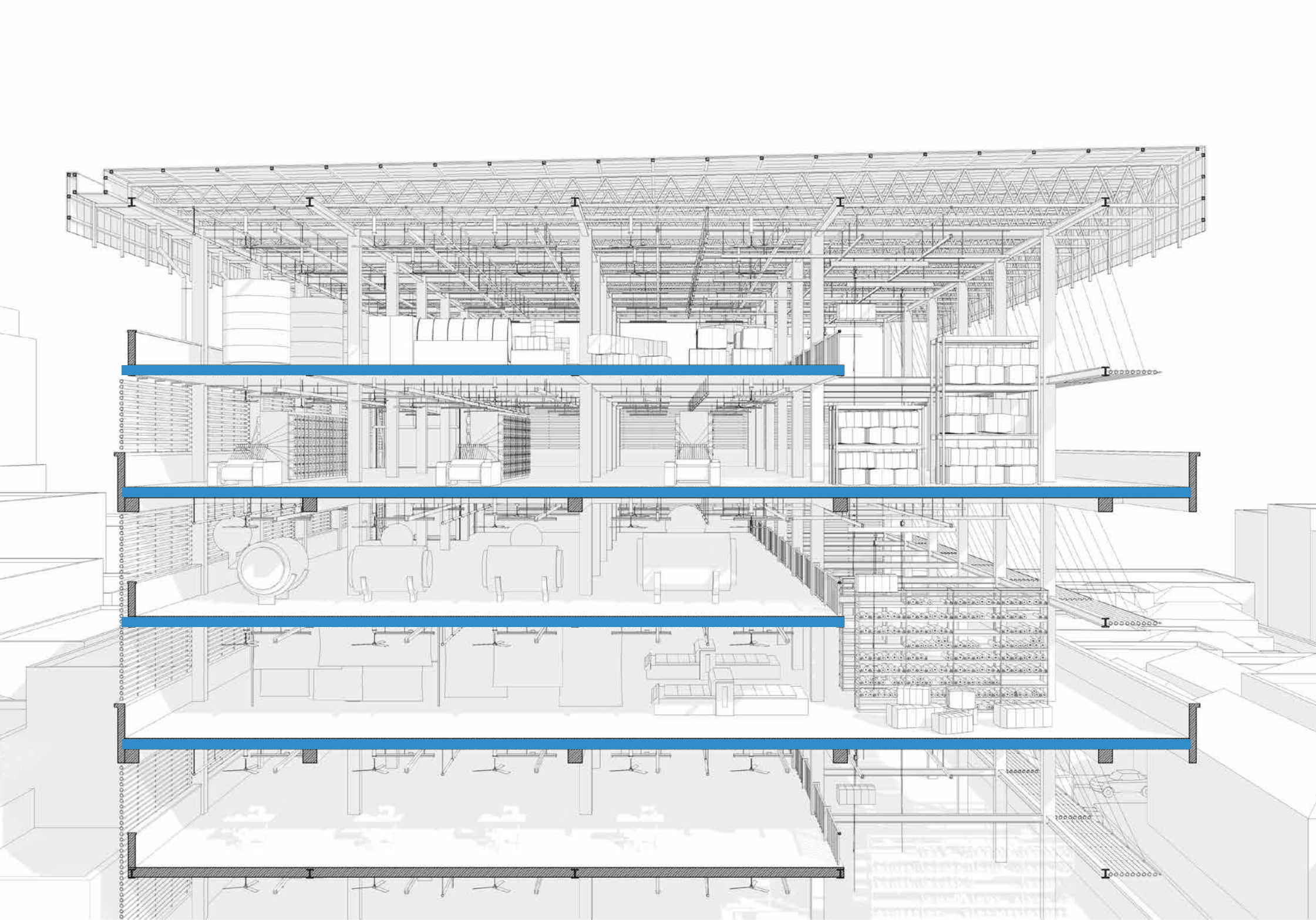


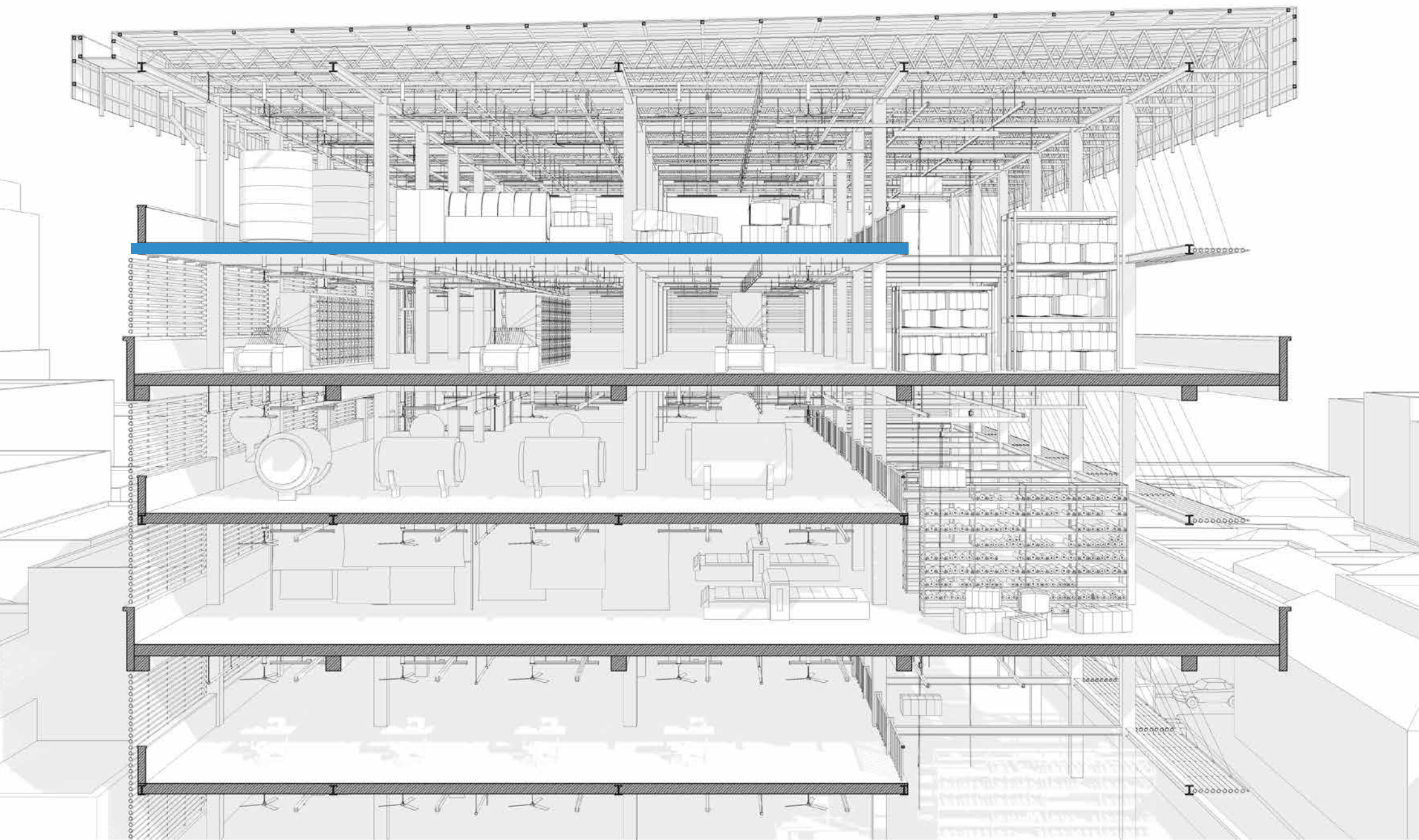


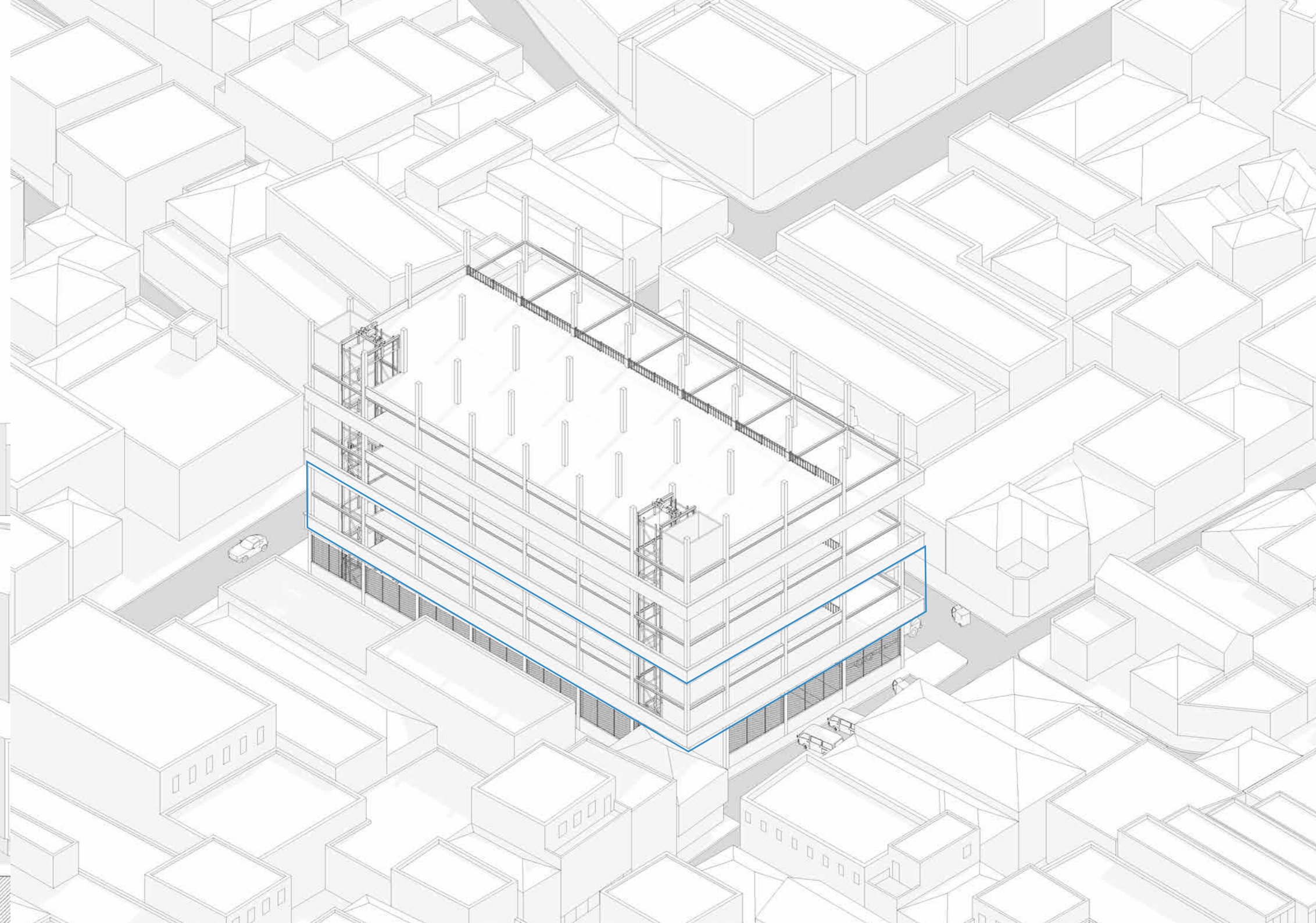
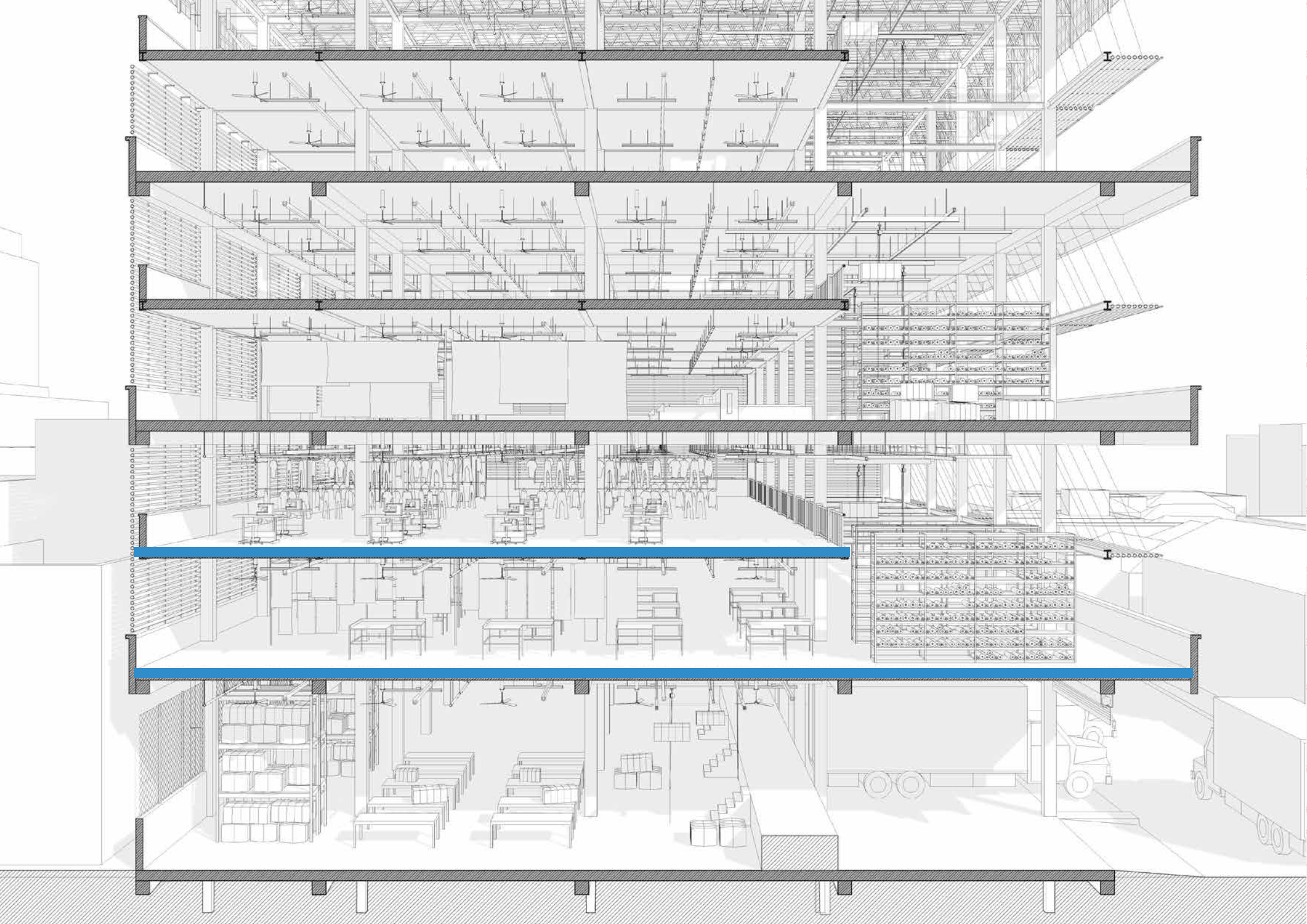


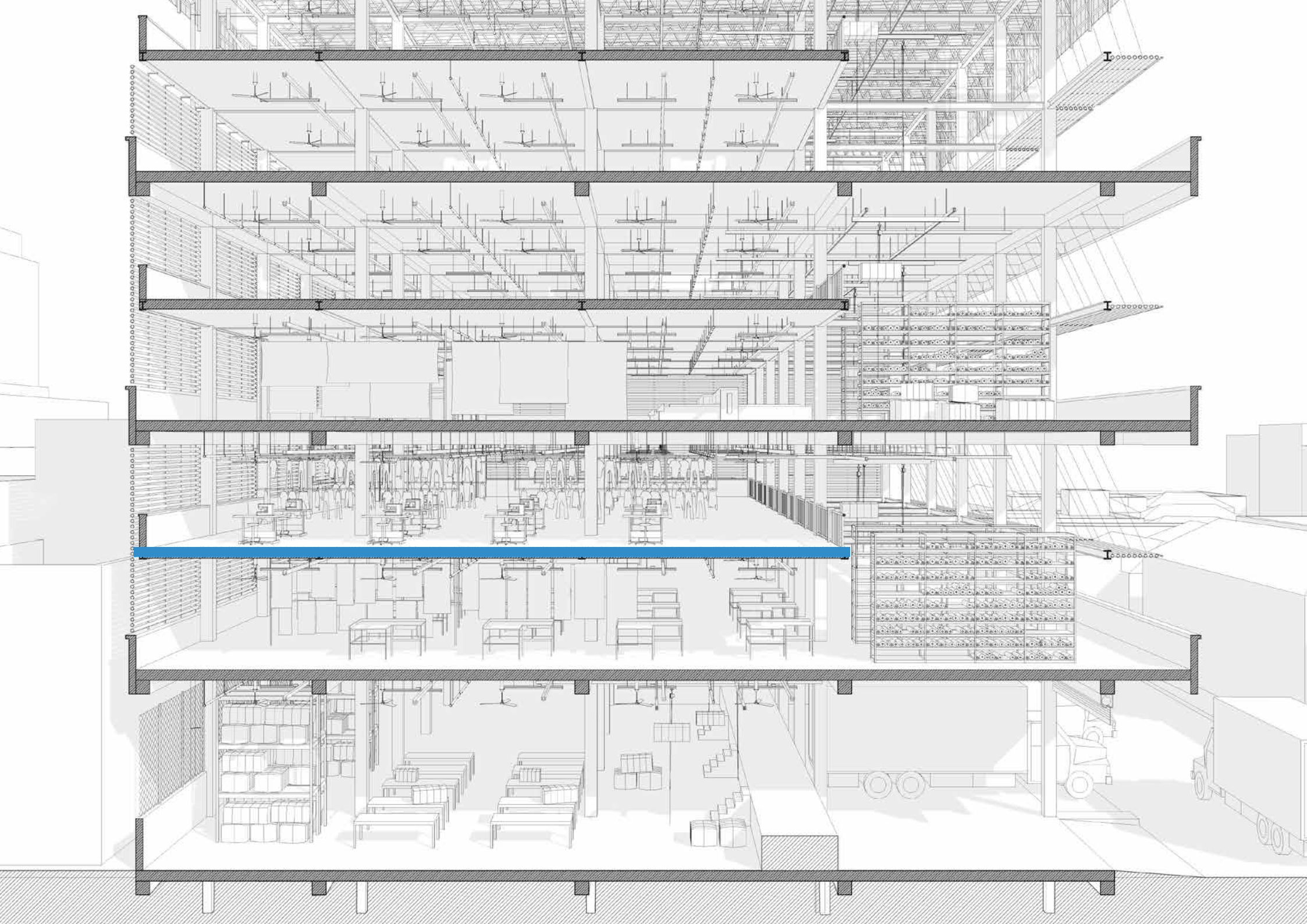












Potentials of strategies

Potentials of strategies

Growth of industries



A photograph of Barack Obama and several Indonesian officials. Obama is in the center, wearing a green Batik with gold and red patterns. To his left is a man in a red Batik. Behind them is a man in a dark suit. To the right, two men in maroon Batiks are clapping. The background is a blue wall with a faint world map.

A traditional Indonesian Batik for everyone!