



INDONESIAN PRINTING INDUSTRY

Jimmy Juneanto, Chairman of the Indonesian Association of Printers, provided a comprehensive outline of the current marketing opportunities within the country's printing industry. Indonesia has the largest economy in Southeast Asia. The country boasts a population of 240 million, the fourth largest in the world. The Indonesian economy has grown steadily over the past decade as a result of high demand for exports of its consumer goods and industrial products.

There are currently 28,910 printing enterprises in Indonesia, employing nearly 322,000 people, and with an annual output of 177 billion sqm. The export value of its printing industry is USD 216 million and imports are valued

at USD 155 million. The growth rate of Indonesia's printing industry is almost equal to that of the country's GDP, between 6-7% annually.

Similarly, the growth rate for Indonesia's packaging industry is approximately 6.3% - higher than that of the country's newspapers and magazines. For printing techniques, web offset printing and sheet-fed offset printing account for approximately 80% of the total output value of Indonesian printing.

Flexography accounts for 7% of Indonesia's total output value and, while this is low in comparison to the figures for traditional printing techniques, digital printing is experiencing a period of high growth so this figure should catch up over time.

