



PEKALONGAN AS CITY OF SMEs

Presenting by:

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Mayor of Pekalongan city

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Populations : 290.347 people (BPS)
323.911 people (SIAC Dukcapil)

← **Distributions of GDP**

No	Bussiness Field	2012 (%)
1	Farming	7,22
2	Mining & Quarrying	-
3	Processing Industry	20,13
4	Electricity, Gas & Water	1,16
5	Constructions	13,76
6	Trade, Hotel and Resturant	27,23
7	Transportation and Communication	9,92
8	Finance, Leasing & Integration services	6,88
9	Services	13,70

Economic Growth

Year	Percentage (%)
2012	5,60
2011	5,45
2010	5,51

City Budgets

Budgets 2014
Rp.722,6 B
Local revenue
Rp.104,2 B

Percapita income

Current price
Rp. 13,49 M
Constant price
Rp. 6.68 M

GDP 2012

Current price
Rp. 4,6 T
Constant price
Rp. 2,3 T

Data UMKM Kota Pekalongan Tahun 2008 - 2012



No	Type of SMEs	Number of SMEs				
		2008	2009	2010	2011	2012
1	Industry :	2.898	2.915	2.956	2.982	3.020
	Small	2.844	2.859	2.897	2.923	2.955
	Medium	54	56	59	59	65
2	Trade	6.278	6.304	6.304	6.426	6.513
	Small	5.527	5.551	5.551	5.668	5.752
	Medium	751	753	753	758	761
3	Services	137	140	310	322	329
	Small	129	130	301	312	317
	Medium	8	10	9	10	12
4	Others SMEs	1.099	1.166	1.166	1.189	1.264
Total		1.0412	10.525	10.736	10.919	11.126

The Dominant of SMEs Sector Pekalongan city



- Pekalongan city SMEs activity was dominated by batik sectors and Fisheries
- There are 12 batik sector value chain for the development of SMEs and employment namely:
 1. Traders mori
 2. Batik dye dealers and other materials
 3. Canting craftsperson
 4. Batik workers
 5. Firewood merchants
 6. Aessoris garment
 - 7 Convections
 - 8 Batik embroidery businesses
 - 9 Packaging
 10. Labeling
 11. Financial Institutions
 12. Delivery Service



Empowerment of SMEs...(1)

Colaboratio ns

- Empowerment of SMEs in Pekalongan done creatively collaborate with ABG-C (Academic, Business, Government and Communities)

Partership

- Raw and auxiliary materials of batik production was obtained with 60% imported, so that the Government facilitate partnerships between producers of raw materials and SMEs to the availability and affordability of raw materials

Strengtheni ng Human Resources

- HR enhancement programs of batik businesses through training and mentoring by improving budget allocations for capacity building of SMEs

Empowerment of SMEs...(2)

Strengthening Capital



MoU between Pekalongan city Governement with BNI, Bank of Central Jawa, Muamalat Bank in distribution of small loans
(KUR)



Held the "Pekalongan Micro Finance Expo" in order to facilitate SMEs access loans to financial institutions, banks and cooperative



Provide reinforcement of capital for credit unions operating in the batik industry centers



Facilitating SMEs accessing to partnership with SOE to be trained partners

Empowerment of SMEs...(3)

Marketing



SME products Batik Pekalongan holds 70% market share nationwide batik. Market development efforts carried out by:

1

- Provision of marketing facilities in the market batik as follows: Batik Wholesale Setono, Gamer, Kampongs Batik and other Sentra

2

- Development of a marketing network in cooperation with the Agung Podomoro group (Establishment center of *Batik Nusantara* at Thamrin city, Season city, Balikpapan Plaza, *Pasar Kampung*)

3

- Establishment Tele center in industrial centers in order to facilitate the access of SMEs to obtain business information

4

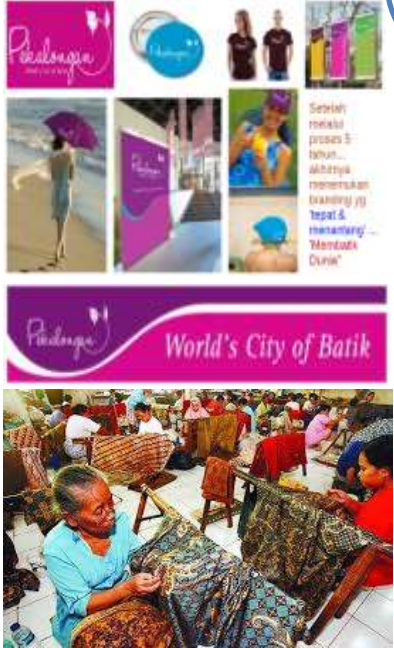
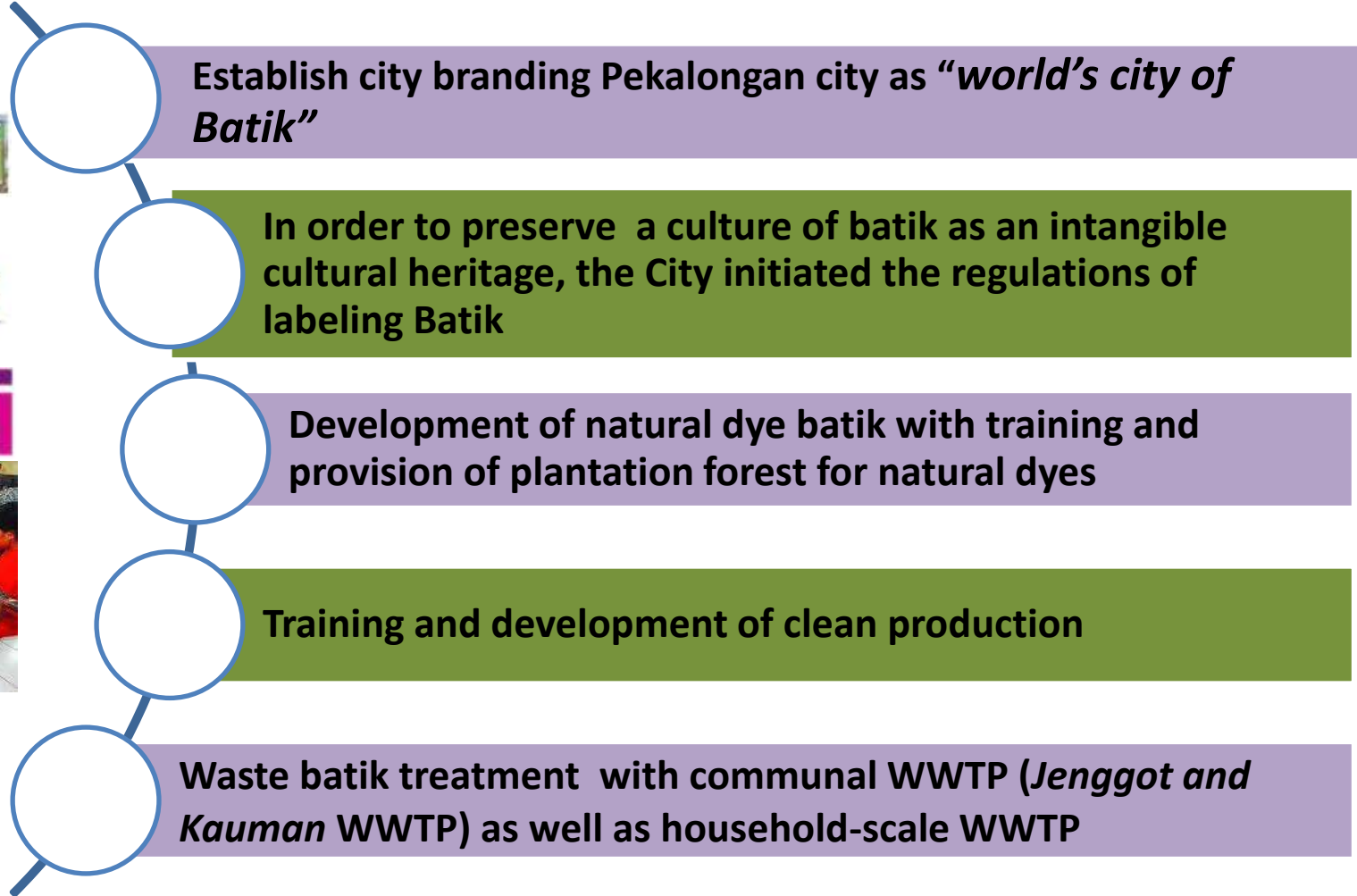
- Implementation of national and international events agenda at Pekalongan city (the National and International Batik Week)

5

- Facilitating SMEs to exhibit in Regional, National and International scale



Batik SMEs Sustainability





Thank You...