

# Indonesia Corrugated Packaging Industry

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After vigorously publicizing the event in Malaysia, representatives from Reed Exhibitions, organizers of SinoCorrugated South 2014, went on to the fourth leg of their promotional tour of SE Asia: Jakarta, Indonesia. The Reed delegation visited a number of corrugated box companies, media outlets and industry associations. At each stop, they gave updates on current preparations for next year's show, together with market information about China's corrugated industry. Jeffri Tan, Chairman of the Indonesian Corrugated Cardboard Industries Association (PICCI) presented a thorough introduction to the corrugated packaging market in

Indonesia, a country with a population of 240 million the fourth largest in the world. Indonesia also has the largest economy in SE Asia. In the past decade, thanks to the high export growth of its consumer and industrial products, the local economy has steadily expanded.

According to a recent Morgan Stanley report, Indonesia's economic aggregate will grow by 60% in the next five years, reaching USD 800 billion. China is one of the country's largest import partners. Exports to China account for 10.97% of its total import volume, a proportion set to rise yet further. Machinery imports are a major part of this figure.

Indonesia's corrugated box manufacturing has developed gradually in recent years. As the equipment of many corrugated manufacturers is badly worn, many companies have invested in new corrugated production lines to enhance efficiency and competitiveness. The Indonesian corrugated packaging industry, currently in a period of high-speed growth, is full of opportunity. According to predictions by the International Corrugated Case Association (ICCA), the growth rate of Indonesia's corrugated packaging industry was 8.7% in 2013. From 2013 to 2016, annual growth will be as high as 12.3%, much faster than the country's economic development and symbolic of a sustained high-speed growth period.

