



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



ASSIST SMEs NEWSLETTER

UNIDO PROJECT OFFICE WAS OPENED ON LOMBOK ISLAND, INDONESIA

On the 27th of January, as part of the Joint Programme “Driving Public and Private Capital Towards Green and Social Investments in Indonesia / Accelerating SDGs Investments in Indonesia (ASSIST)”, the UNIDO project office was opened on the island of Lombok.

UNIDO, as one of implementing agencies of the ASSIST Joint Program aims to help upgrading local SMEs in order to improve their financial situation, productive performance, development and implementation of marketing and branding strategies, design of innovative creative and competitive products that are able to match various internationally agreed technical standards and requirements, thereby addressing the demand by the tourism industry.

Showing strong support to the Joint Program and UNIDO, Mr. Teten Masduki, the Minister of Cooperatives and SMEs attended the opening of the UNIDO project office at the premises of New Premium PLUT (Integrated Enterprise Service Centre for SMEs Upgrading) provided by the GoI. UNIDO and PLUT will work together on creating a capacity-building schedule for local SMEs based on a demand-driven approach from entrepreneurs, the youth associations and women-led enterprises in particular.



During the meeting with UNIDO Indonesia Country Representative and project team on January 28, Mr. Zulkieflimansyah, the Governor of West Nusa Tenggara (WNT), warmly welcomed the project initiatives that would contribute to enhancement of local SMEs products to compete in global markets. Lombok, frequently referred to as “new Bali”, has a significant potential in products upgrading and new product development in agri-food, fishery, textiles and handicraft sectors. It is expected that UNIDO could help local products to reach international markets through product diversification, certification, branding, and improved market access.



UNIDO Indonesia Country Representative Present at Lombok New Premium PLUT (Integrated Enterprise Service Center) Launching by the Minister of Cooperatives and SMEs, Jan 26-27, 2022



UNIDO Indonesia Country Representative Meeting with Governor of West Nusa Tenggara, Jan 28, 2022