



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# UNIDO - ASSIST SMEs Press Release

## UNITED NATIONS BOOST WEST NUSA TENGGERA'S TRADITIONAL TEXTILE AND HANDICRAFT INDUSTRIES

**Mataram, 28 September 2022-** The United Nations (UN) through the UN SDG Joint Fund on "Accelerating SDGs Investment in Indonesia (ASSIST)" enhance the local business capacity of the weaving and textile industry in West Nusa Tenggara through series of industrial and entrepreneurship programmes.

The United Nations Industrial Development Organization (UNIDO) together with partners launched a series of capacity building programmes for business owners, industry professionals and experts in various sectors. The ASSIST Entrepreneur Talk Series was established as part of the programme to facilitate knowledge exchange and best practices among the industry players.

Held earlier this week, the Talk Series was focusing on woven product development, with the Head of Dekranasada (National Craft Council) of West Nusa Tenggara and a premium segment footwear designer sharing their insights. A fruitful talk shared a key message on the importance of understanding the market trend, market segments and branding in the product development along with the quality control and unique design. Furthermore, essential elements including aesthetics, economic, and function of the products should be taken into account in product design and development.



This initiative aims at providing the community, SMEs, weaving and textile enthusiasts with deeper insights into a wide variety of woven products, quality management, modern design aligned with current fashion trends, which in sum ensures an essential know-how and good practice transfer for business improvement in the sector. By providing Indonesian producers with the opportunity to improve their knowledge and competences in textile and woven product development, it encourages them to enhance productivity and quality control aspects of their production, better manage their businesses leading to improved market outreach and business performance of SMEs in traditional handicraft and textile industries.

Livestream recording is available in Bahasa Indonesia: <https://bit.ly/E-Talk02-YouTube>

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### About the UN SDG Joint Fund

The Joint SDG Fund supports countries to accelerate their progress towards the Sustainable Development Goals (SDGs) and to deliver on the commitment of the 2030 Agenda to leave no one behind. Providing a new generation of Resident Coordinators (RCs) and United Nations Country Teams (UNCTs) with a critical instrument to incentivize the adoption of new solutions for longer-term sustainability. UN Joint SDG Fund is operated with contributions from the following donor countries: Denmark, the European Union, Germany, Ireland, Luxembourg, Monaco, the Netherlands, Norway, Portugal, Spain, Sweden, and Switzerland.