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**HANDICRAFT INNOVATION THROUGH IMAGE BUILDING
AND ENTREPRENEURSHIP CUM PRODUCT DEVELOPMENT
STRATEGIES**

DP/RAS/88/001

Technical report: Summary of Recommendations for
Participants in Scènes d'Intérieur
Paris, September 1991*

Prepared for the Governments of the Member States of the Regional Network
by the United Nations Industrial Development Organization,
acting as executing agency for the United Nations Development Programme

Based on the work of Paola Navone and Philip Cutler,
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and marketing strategies

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* This document has not been edited.

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Objective:

Recommendations to the national experts regarding follow-up activities and assistance for the participants in the Scènes d' Intérieur Exhibition, Paris, September 1991.

Methodology:

1. Individual meetings with each national team were conducted for an assessment of the performance, present status and needs of each participant. The assessment took the following into consideration:
 - a. the producer's circumstances at the outset of the project
 - b. the producer's development in the course of the project
 - c. serious buyer inquiries at the Fair
 - d. amount of pre-orders
 - e. press attention
 - f. educational experiences from fair participation
 - g. the participants evaluation:
 - i. of all aspects of fair participation
 - ii. of all phases and dimensions of the project
2. Specific recommendations regarding the individual entrepreneurs are detailed in the body of this report.
3. In addition, general national recommendations are outlined, pertaining to:
 - a. potential national handicraft projects
 - b. potential marketing events aimed at capitalizing on the Paris experience.

Group recommendations:

The ASEAN group should develop a "chain calendar" of local trade fairs to be held in each country, linked time-wise to the Canton fair. The fairs should be scheduled sequentially so that potential buyers would be able to cover the entire region in approximately ten days.

Indonesia**PT RADEMA INDAH SEMESTA**

Cost Analysis: Requires technical analysis or cost structure
 Quality: Requires considerable improvement
 Design: Expansion of design development

LOMBOK POTTERY CENTRE

Product: Good image
 Market: Excellent response. Technical marketing assistance and more marketing exposure needed.

LINDA GARLAND

This entrepreneur participated as a last-minute substitute to represent Bali carving. Performance suffered from lack of commercial training and experience. Participant indicated that the Paris exhibition was a profitable learning experience.

PT DAUN BUAH

1) Weaving

Quality: Requires serious assistance
 Potential: Excellent

2) Baskets

Product: Good image
 Color: Needs to be developed, employing dyeing rather than lacquer
 Market: Requires more exposure

PT SENI

Product: Good image
 Market: Well developed
 Assistance: None needed

PT MANIK AMUNG SIDI

Product: Good image
 Market: Well received. Requires more exposure.

WINOTOSASTRO BATIK

Product: Good image
 Market: Requires technical marketing assistance

SUDIRMAN ANTIQUES

Product: Good image generally, but new items require quality control. Monitoring should continue for products in progress.
 Market: Depends on entrepreneur's decision on export vs. "shop" approach

INDONESIA: GENERALLY

Handicraft potential: Tremendous
 Carving: Excellent potential
 Finishing: General and extensive problem
 Market: Should enlarge market exposure by:
 - creating international fair: Jakarta
 - participating in foreign fairs, especially the Frankfurt Gift and Housewares Market. This market should be attended twice a year if possible. If not, the Spring market is the more important of the two.

Malaysia

SYARIKAT RAHMAN KAYU (Birdcages)

Product: Good image
 Design: Expand collection
 Finishing/color: Major problem. Requires substantial assistance.

MAHIR KRAF (textiles/tobacco boxes)

1) Tobacco boxes

Product: Good image
 Finishing: Requires serious assistance and careful monitoring
 Design: Presently limited to one basic shape in various sizes. This look has good potential if expanded into other shapes, and collections developed.
 Quality: Serious problems. Requires assistance.

2) Textiles

This product is too limited for the Western market. Product development potential is questionable and, at best, would be long term.

KRAF HOLDING SDN. BHD. (driftwood and pottery)

1) Driftwood

Driftwood has possibilities but needs long term product development. Furniture in this material has potential, though a limited market.

2) Pottery

Product: Image greatly improved. Still requires assistance.
 Design: Requires much assistance.
 Finish: Improved; requires further substantial improvement.
 Market: After above assistance, more market exposure is needed.

ZAKARIA PERABUT ROTAN

Product: Good image
 Design: Requires much assistance. Direction good. Collections need to be developed.
 Market: Once developed, needs more exposure.

SIN CHEAK SENG

Product is well developed for Western market. Great potential for garden ceramics. Only international competitor is China. Needs much more market exposure. Proper importer-distributors should be appointed. Participation in foreign trade fairs is highly recommended, in particular, the Frankfurt Gift and Houseware Trade Fair. At trade fairs, products should be shown in bulk, with all colors on view.

PANTAS (Songket)

This is a very special product which appears to be limited to the local market.

MALAYSIA: GENERALLY

Handpainted batik: Good potential. Development beyond the shipment deadline has been impressive. Now has a high quality look. The hand-painted batik should be developed. The design direction, color, quality is good. Collections should be developed and exposed to the market.

Market: Malaysia has committed to exhibiting at the Gift and Housewares Show in Frankfurt, which should be very effective.

Thailand

THIEMNIL

Quality: Requires substantial improvement
 Design: Limited. Needs expansion. Should be limited to small items as present part-joining technology is restricted.

SILK AVENUE CO. LTD.

Entrepreneur was successful in attaining the quality specified by the IE. The product has a high image which was recognized by comments, outstanding attention, and outstanding sales response at the UNIDO exhibition in Paris. No further assistance required.

MICHI INTERTRADE

Product has high image. Outstanding response at UNIDO exhibition in Paris. Entrepreneur has reached sales limit based on current production capacity. Requires no further assistance.

TAO-HONG-TAI

Due to personal reasons, this participant had to leave Paris prior to the opening of the exhibition. This exhibitor was one of the most popular of the Thai participants, receiving forty-five inquiries. This entrepreneur has a very high-image product and needs no further assistance unless requested.

JACKY HOUSE

Product: Good image
 Design: Good direction. Requires assistance and expansion of the collections.
 Quality: Requires serious assistance.

KINGDOM OF FATHER CERAMICS

Product: Good image
 Design: Product was limited to one set; therefore market reaction was impossible to judge. Design aimed in right direction. Should continue to develop without losing traditional Sukothai look.
 Market: If quality is maintained, a specialized but good market can be reached through appropriate and sufficient market exposure.

MS. WANNA KLUAYMAI

Product: Interesting, unique
 Market: Requires more exposure

N.V. ARANYIK CO. LTD.

Product: Good image

Design: Good image. Should continued to expand, especially plates and bowls
 Production: Limited. Producing at full capacity at this date.

CHIANGMAI BANYEN CO. LTD.

Product: High image, unique, appropriate specialized market
 Design: Should expand collections
 Color: Good direction. Should expand.
 Quality: Requires technical assistance - especially for glue for the laminated bamboo coils
 This producer has serious potential.

RAI PAI NGARM

Product: High image
 Market: Limited, as artist refuses to repeat patterns
 Needs very specialized market and buyers willing to visit this weaver on site.

UMBRELLA MAKING CENTRE

Product: Good image
 Market: Unexpectedly low sales. Market potential for this product in Europe and USA. Needs more exposure in appropriate markets.

THAILAND: GENERALLY

Silk: International interest makes this the right moment for special attention in this area. Entrepreneurs should be assisted with quality, color, design. Once developed, silk producers should exhibit at Himtex in Germany (largest of the European textile fairs).

Paper: Great international interest in paper sheets, products, and papier mache. Should be developed and exposed to markets.

Market: Thailand should participate in the Frankfurt Gift and Housewares Fair.

Philippines

KALINGA ETHNIC HANDWOVEN AND ANTIQUES

Potential: Very good
 Finish: Assistance needed. Light "honey" colors to replace black brown finish now being used. The national expert needs to decide whether

the tribe should receive assistance directly or through the entrepreneurs.
 Design: New designs should be encouraged in very, very simple shapes, withouth disturbing the integrity of the Kalinga baskets.

MIL EXPORT PHILIPPINES

Design: Requires assistance
 Finish: Requires assistance
 Color: Requires assistance
 Management lacks direction in product development. Need assistance in learning to recognize products with good potential.

DESIGN HOUSE ASIA

Product: Good image
 Design: Appripriate to today's market trends
 Packing: Needs to be improved

HAYAHAY, INC.

Product: Good image
 Design: Good and should be expanded
 Color/finish: Well done. Needs expansion.
 Hayahay has the right product for the current market trends. Should exhibit current products and those being developed in the next international furntiture trade show in Manila.

UNA PACIFICA

Product well received in Paris. Product well received in Paris. Product lines well developed. Requires no further assistance.

ASIA CERAMICS

Product: Good image
 Design: Collections shall be exapanded
 Finishing: Requires further assistance
 Marketing: Further exposure needed

Q DESIGN INDUSTRIES

Product: Good image
 Design: Good direction. Should continue and expand collections
 Finishing/color: Require assistance. Need to be improved
 Market: Needs more exposure. Suggest Manila Fair (February 1992)

AXIAL EXPORTS AND TRADING

Design: Requires assistance. Lacks sense of presentation
 Finishing: Requires assistance
 Quality: Requires technical assistance

BASSEY HANDICRAFTS

The potential for the woven Tikog mat products is great. Design and quality problems cannot be addressed at the moment due to flooding in the area.

STAR PHILCRAFTS MFG. CORP.

Product: Good image
 Design: Good, but collection too small. Needs enlarging.
 Market: Needs more exposure

THE PHILIPPINES: GENERALLY

Paper: This area has great potential for the Philippines. There is a good market for paper sheets, paper products, and papier mache. The international interest in paper give the budding philippine paper entrepreneurs a good basis for expansion.

Bamboo: The great interest in this material today, supported by the abundant supply of raw material and Philippine "know-how" make this a very fertile area for development.

Coconut Long-delayed development should be envigorated

wood/shell: and intensified. Lack of proper glue for lamination pose a major problem, and serious in-depth research should be pursued.