

Indonesia

## **Overview**

Rapid growth of international trade has resulted in the development of product and service standardization in all industrial sectors. Products and services exported to a foreign market must meet standard requirements in order to be successful. Standards could also be used as a non-tariff barrier to protect a country's domestic economy from the flow of foreign products and services. At present, standards are commonly used in most Indonesian industries. The GOI and related industrial players have been very active in formulating standards for products and services, which are either locally manufactured or imported and exported.

## **Standards Organizations**

The Indonesian Standardization Agency is  
The National Standardization Agency  
Badan Standardisasi Nasional (BSN)  
Manggala Wanabakti Blok IV, 4<sup>th</sup> Floor  
Jl. Jendral Gatot Subroto, Senayan  
Jakarta 10270  
Tel (62-21) 574-7043, 574-7044  
Fax (62-21) 574-7045  
Web [www.bsn.or.id](http://www.bsn.or.id)

## **NIST Notify U.S. Service**

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL: <http://www.nist.gov/notifyus/>

## **Conformity Assessment**

In line with the economic globalization and the WTO's "Standard Code" on Technical Barriers to Trade (TBT), the role of standards and conformity assessment has become very crucial. In order to successfully compete in the global market, the GOI formulates its national standards with reference to regional and/or international standards.

In order to ensure that certain standards have been complied with a conformity assessment mechanism is required. Moreover, the available scheme of Mutual Recognition Arrangements (MRAs) in the area of standard and conformity assessment should be used as the basis of recognition on product certificates and/or test reports when trade transaction cross inter-country territories.

## **Product Certification**

At present, product certification is required. According to the Government Regulation on National Standardization, the only national standards are Indonesian National Standards (SNIs). Institutionally, BSN is responsible for the formulation of the SNIs, whereas the task on

accreditation is given to the National Accreditation Committee (KAN). SNIs are formulated in accordance with the nationally agreed mechanism of standard formulation and normally aligned with similar regional or international standards whenever possible.

### **Accreditation**

The National Accreditation Committee (KAN) is the formal accreditation body. The main function of KAN is to establish an accreditation system in Indonesia and to grant accreditation in certain fields including testing and calibration laboratories, certification bodies and inspection bodies. Currently, KAN has been operating an accreditation system for testing and calibration laboratories, certification bodies that consist of ISO 9000 quality system certification bodies, ISO 14000 series environmental quality system certification bodies, personnel certification bodies, product certification bodies, HACCP certification bodies, and inspection bodies.

### **Publication of Technical Regulations**

There are two publications issued by BSN on technical regulations, namely “Sistem Standarisasi Nasional” (National Standard System) and “Info Standarisasi” (Standardization Information). Both publications are available at the BSN Library at the following address:

Library of the National Standardization Agency  
Badan Standardisasi Nasional (BSN)  
Manggala Wanabakti Blok IV, 3rd Floor  
Jl. Jendral Gatot Subroto, Senayan  
Jakarta 10270  
Tel (62-21) 574-7043, 574-7044  
Fax (62-21) 574-7045  
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### **Labeling and Marking**

All imported consumer goods must identify the importing agents, typically accomplished by affixing a label after goods have cleared customs. The GOI requires that information on product labels be distinctly and clearly written or printed or shown so that it can be seen easily and understood. The information on product labels should be written or printed in the Indonesian language, Arabic numbers, and Latin letters. The use of language, numbers, and letters other than the Indonesian language will only be permitted when there are no matching terms, or in the event of trading abroad.

Labeling should not contain the following: claims on the effect of the product on health, whether preventative and/or curative; incorrect or misleading information; comparisons to other products; promotion of certain similar products; and any additional information that has not yet been approved.

### **Contacts**

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## **Trade Agreements**

Indonesia is a member of the World Trade Organization (WTO) and the Association of Southeast Asian Nations Free Trade Agreement (AFTA). As a member of AFTA, Indonesia committed to reduce tariff and non-tariff barriers and investment restrictions. Under AFTA, the six original ASEAN members (Indonesia, Malaysia, Singapore, Thailand, the Philippines and Brunei) agreed to reduce import duties to five percent or less by 2010, and by 2015 for the four newer members (Vietnam, Laos, Burma and Cambodia).

The United States and Indonesia signed a Trade and Investment Framework Agreement (TIFA) in 1996, which was designed to build stronger economic ties. Indonesia signed an Economic Partnership Agreement (EPA) with Japan in July 2008. Under EPA, Indonesia will be exempted from 90 percent of Japan's 9,275 import duties, and Japan will be exempted from 93 percent of Indonesia's 11,163 import duties.

As a member of ASEAN, Indonesia signed a trade agreement with China and South Korea. ASEAN is negotiating FTAs with the European Union, India, Australia and New Zealand. Indonesia is also exploring the feasibility of having a trade agreement with the European Free Trade Association (EFTA) which consists of Switzerland, Liechtenstein, Norway and Iceland.

## **Web Resources**

ASEAN Free Trade Area (AFTA): [www.aseansec.org/19585.htm](http://www.aseansec.org/19585.htm)

ASEAN Tariff database: [www.us-asean.org/asean/aftatariffs.asp](http://www.us-asean.org/asean/aftatariffs.asp)

Agency for Drug and Food Control (BPOM): <http://www.pom.go.id>

Directorate General of Custom and Excise: <http://www.beacukai.go.id>

The Indonesian Standardization Agency (BSN): <http://www.bsn.or.id>