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AUTOMOTIVE INDUSTRY OPTIMISM IN THE 35TH INDONESIA VIRTUAL TRADE EXPO



In the midst of a pandemic that impacts various industrial activities, PT Toyota Motor Manufacturing Indonesia (TMMIN) take part in the 35th Indonesia Virtual Trade Expo with the theme "Sustainable Trade in the Digital Era" which this year was organized in virtual exhibition & convention concept by the Ministry of Trade.

"We hope that TMMIN's presence in the 35th Indonesia Virtual Trade Expo can explore various potential products and new export markets in order to expand Toyota Indonesia's export destinations, which previously had reached more than 80 countries. Our achievements in October 2020 shows that condition in the export market has recovered to the level of 75% compared to the achievement before the COVID-19 pandemic while domestic is still at the 50% level. For January to October 2020 figures, the export market recorded a level of 65% compared to the same period in 2019, while domestic is at the level of 45%. This positive trend in exports is driven by the recovery in oil prices which influence the economies of export destination countries in the Middle East and by improving logistics conditions in the global supply chain," said Bob Azam, Director of Administration, Corporation and External Relations.

Toyota Indonesia's export figures from January to October 2020 for Toyota brand Completely Built Up (CBU) vehicles reached 109,800 units. Exports of Toyota Completely Knock Down (CKD) vehicles were

29,870 units, TR and NR-type engines, both fuel and ethanol based, as many as 77,700 units and 56 million gasoline and ethanol fuel vehicle components.

In 2019, the export of Toyota brand CBU recorded the highest volume achievement in 33 years since the first vehicle export in 1987. One reason for exports of 208,000 units in 2019 can be achieved is due to the performance of exports to Vietnam which has returned to normal thanks to the support of the Government Indonesia after being hindered by the new regulations applied in the country.

At the 35th Virtual Trade Expo exhibition, TMMIN displayed conversion vehicles that had various features including the Innova Ambulance, Sienta Welcab, Fortuner Cash Carrier, as well as accessories and dies and jigs. In developing conversion products, TMMIN cooperate with local supply chains by transferring knowledge and technology. For example, in Sienta Welcab, TMMIN collaborates with TMMIN tier 1, PT. Sugity Creatives, as well as PT. Bonecom Tricom Indonesia (BTI) and PT. Yogya Presisi Teknikatama Industri (YPTI) which are TMMIN tier 2.

“We represent local supply chain capabilities in TMMIN's global quality conversion vehicles. We believe that escalation of the capabilities of all local supply chains is the key for a competitive national automotive industry,” said Bob Azam.