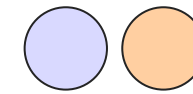




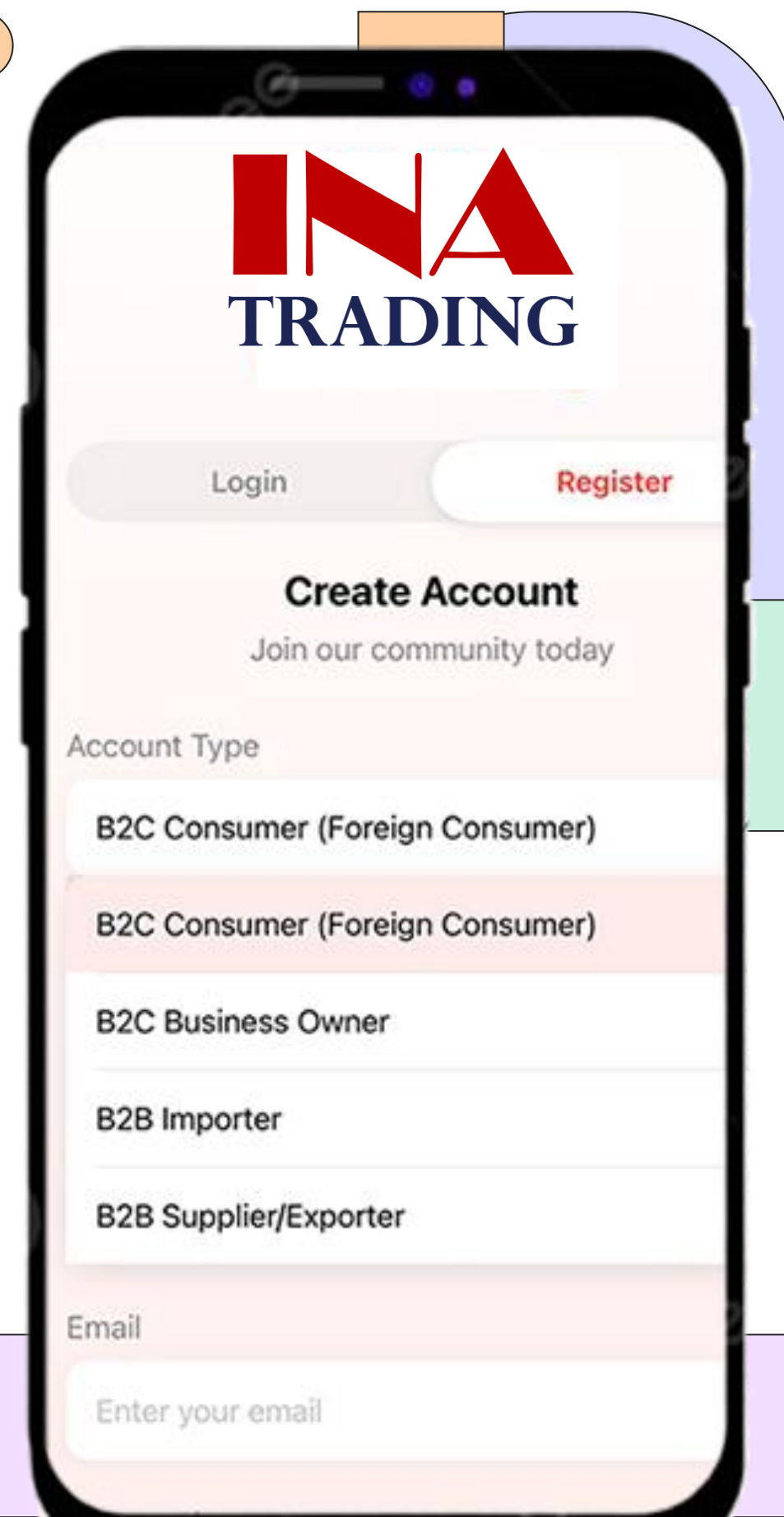
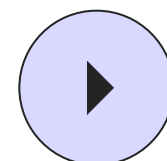
Mobile Application



## B2B & D2C Export Platform

***Bringing together COOPERATIVES, INDUSTRY, EXPORTERS & AGGREGATORS in Indonesia with IMPORTIR, DISTRIBUTORS, END USERS around the world.***

***As well as doing Export, Promotion, Marketing, Storage & Sales Abroad. And to find & buy Indonesian Products in their country.***



## Background

Non-oil and gas exports (Oct 2024) reached US\$ 23.07 billion, with the number of **SMEs: 66,000,000, Cooperatives: 130,000** and **Medium Industry: 32,000** is an attractive potential if they get easy access to export markets and facilities abroad.

Total population in **Australia: 26.6 million, Europe: 742.3 Million, America: 334.9 Million, Asia: 4.64 billion** and **Africa: 1.37 billion**. Being a large potential market.

Supported by the Indonesian Embassy: **97 countries, Trade Attaches: 24 Countries, ITPC: 19 Countries** and the Indonesian Diaspora abroad can become Marketing Agents / Aggregators abroad to help Market Access.

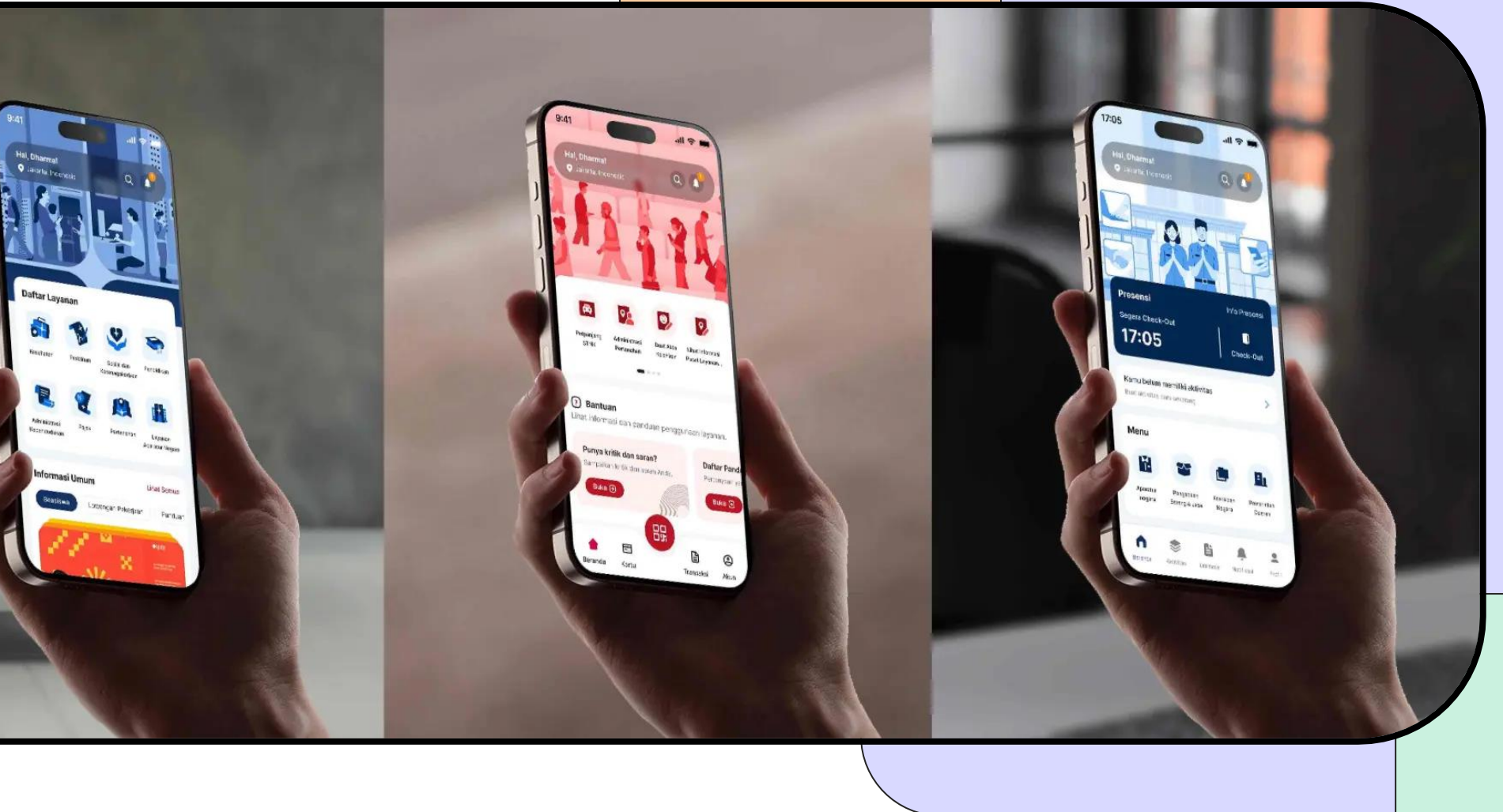
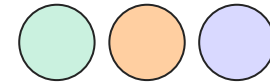
*Increasing Exports and Market Access cannot run well without improving the current shortcomings, namely;*

1. Lack of information on Market Access abroad
2. Market Intelligence of market potential
3. Accurate data from SMEs, Cooperatives & Industries that meet Export requirements
4. Distribution of product databases in various Ministries, Institutions & Local Governments
5. No stock of goods abroad, due to high logistics costs.
6. No platform / tools that support users at home & abroad
7. Lack of logistics facilities, warehouse / fulfillment center, promotion and online store abroad.

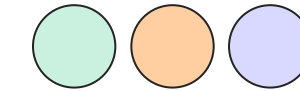


**Indonesian Products**





## What is



What is



INA TRADING is a B2B & D2C Platform (web base & mobile apps) used by SMEs, COOPERATIONS, INDUSTRIES & AGGREGATORS in Indonesia to export, promote, market & sell abroad.

And used by people around the world such as Importers, Distributors, restaurant entrepreneurs, cafes, shops and general buyers to get and buy Indonesian products abroad or in their country.

PERURI ensures that every electronic document processed and certified through our system is guaranteed authenticity and protected from counterfeiting attempts.

### INA TRADING users in Indonesia

1. SMEs, Cooperatives and Industries
2. Exporters and Aggregators
3. Ministries, Institutions & Agencies
4. Customs, Logistics, Land, Air & Sea Ports
5. Banking

### INA TRADING Users Abroad

1. General public living abroad
2. Importers, Agents, Distributors and Aggregators
3. Restaurant, Café, Shop, Boutique Entrepreneurs

# PURPOSE & AIMS

*An easy way to bring together Sellers and Buyers around the World.*

## Overseas

1. Provide Warehouse / Fulfillment Center in Melbourne (Australia), Netherlands (Europe) and Hong Kong as Export Hub for Indonesian products to quickly arrive at the final destination
2. Provide Online Store / Marketplace in Australia, Europe and Hong Kong
3. Distribution to partners and buyers throughout Europe, UK, Australia, New Zealand and Hong Kong.
4. Business Directory: Stores, Cafes, Restaurants & Boutiques that sell Indonesian products
5. Ensure stock is available in countries that need it.
6. Shipping goods from Indonesia directly to the destination country.

## Domestic

1. Increase the participation of Aggregators in Indonesia & abroad to ensure export-ready products and provide Market Access.
2. Creating a B2B & D2C Marketplace Ecosystem between Exporters & Importers.
3. Protecting the IPR of Indonesian products and the security of the database of ORIGINAL certification of Indonesian products guaranteed by the state.
4. Integrating the database of products & services from : SMEs, Cooperatives, Industries, Aggregators, Ministries, Agencies, Institutions & Local Governments
5. Making AI and Blockchain as Tools & Platforms for SMEs, Cooperatives, Industries & Aggregators to facilitate the process of production, shipping, storage, marketing & sales.





## EcoSystem : INA TRADING

OVERSEAS : DISTRIBUTION CHANNEL

RESTAURANT

CAFE

INTERNATIONAL MARKETPLACE

Etsy  
beslist.nl

Kaufland.de  
your marketplace

NADUVI

bol.com  
amazon

FURNIUX  
homedeco

MADE IN INDONESIA  
Australia



STORE

Indonesia  
- SPAIN -

JUMBO

El Corte Inglés

METaverse



OVERSEAS :  
BUYER

BUYER / END USER / DIASPORA / IMPORTIR / DISTRIBUTOR /  
RESTAURANT / STORE / CAFE

INDONESIA : BUYER

HOTEL / RESTAURANT / CAFÉ / INDUSTRY /  
BUYER / END USER

EMBASSY, TRADE ATTACHE , ITPC

AGGREGATOR Tier 1

FACILITIES & SERVICES :

- CURATOR
- DISTRIBUTOR
- SOLE AGENT
- EKSPORTIR
- IMPORTIR
- TRAINING
- CONSULTANT
- SALES
- MARKETING,
- MARKETPLACE
- STORE
- WAREHOUSE
- FULFILLMENT

FULFILLMENT CENTER  
@ZUTPHEN - THE NETHERLAND  
@MELBOURNE – AUSTRALIA  
@HONG KONG



INDONESIA:  
SELLER

SME  
COOPERATIVE  
INDUSTRY

PERURI

DIGITAL,  
SECURITY &  
AUTHENTICITY  
OF  
ELECTRONIC  
DOCUMENTS

INA pas



MINISTRY,  
INSTITUTION

TRADE  
MINISTRY

AGGREGATOR Tier 2  
CURATOR | CONSULTANT

AGGREGATOR Tier 3  
COLLECTION

FINANCE INSTITUTION / BANKING

FULFILLMENT  
INDONESIA



LOGISTIC / FORWARDER /  
CUSTOM

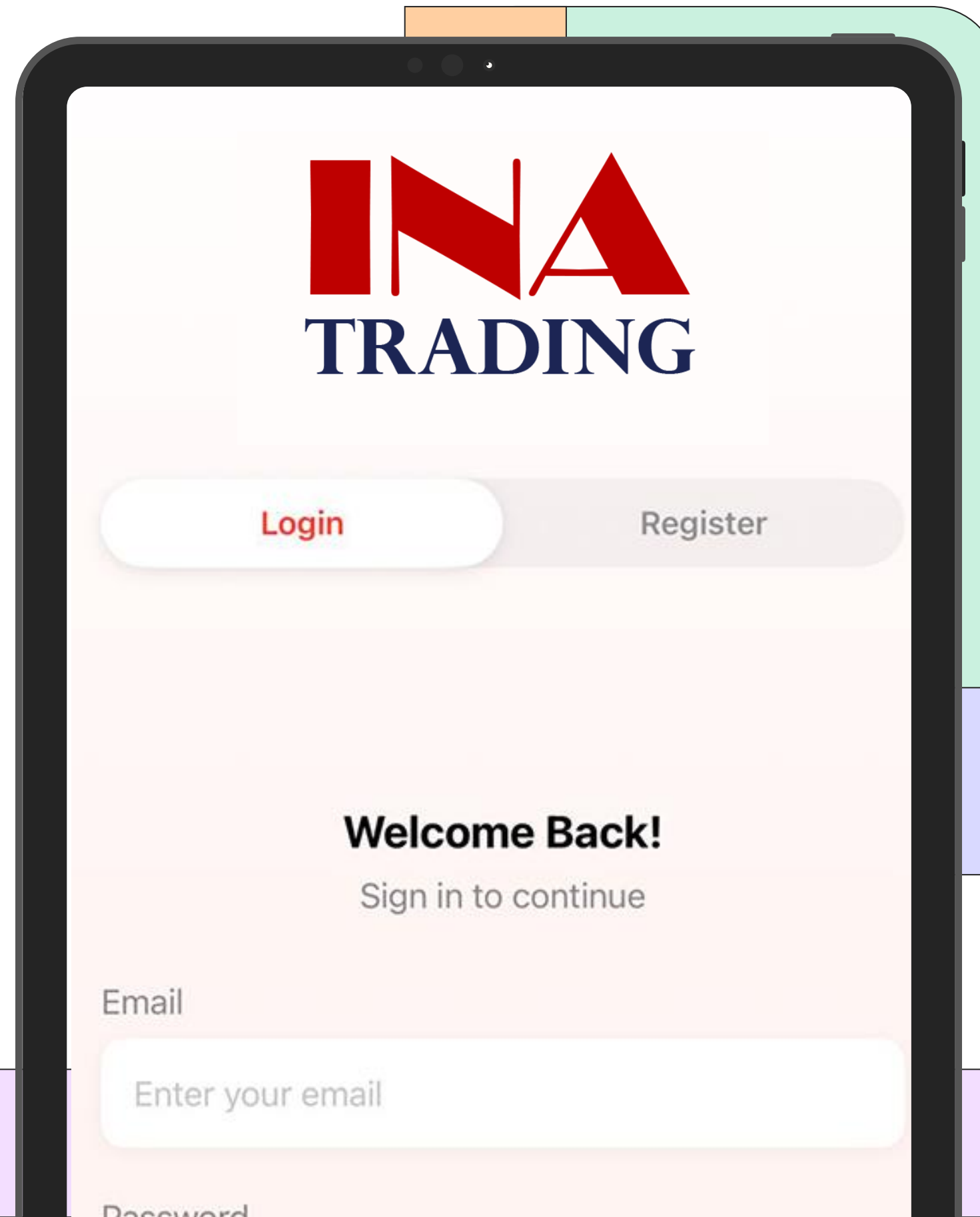


Facility & Feature

# Mobile Application



\* Developement

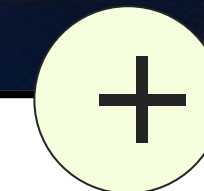
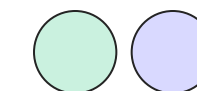
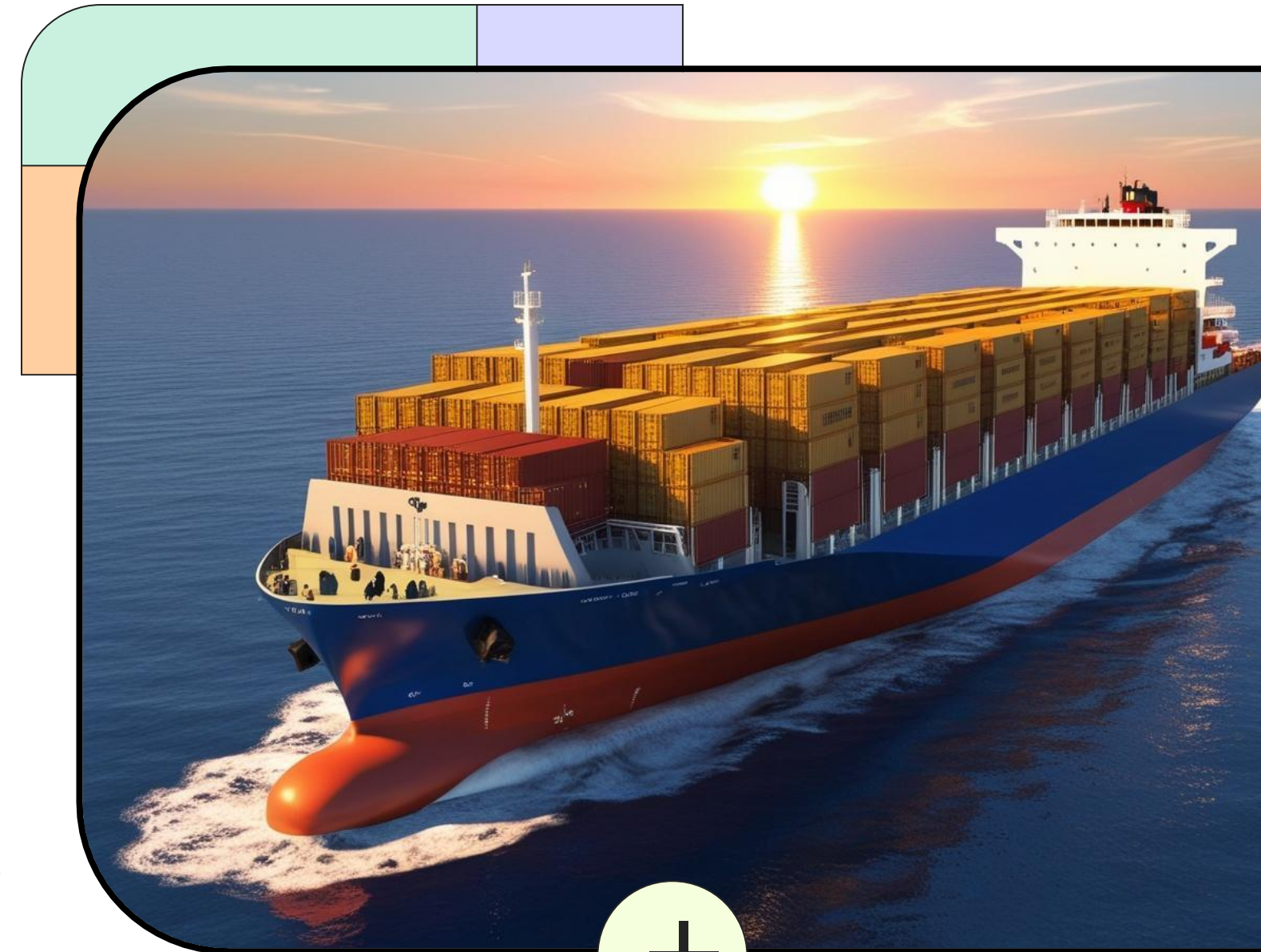
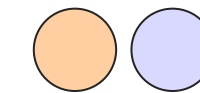


## FACILITIES

1. **Fulfillment Centers** in Melbourne (Australia), Netherlands (Europe) and Hong Kong
2. **Online Store / Marketplace** in Australia, Europe & Hong Kong.
3. **Direct Market Access** to Buyers / Importers / End Users abroad
4. **Export / Import:** processing of Export and Import documents
5. **Logistics & Forwarders** from all over Indonesia to Overseas.
6. **Aggregators** provide facilitation for SMEs, COOPERATIVES and INDUSTRY for Export preparation to suit the target market.
7. **Business Matching**
8. **Digital Adverising and Social Media Placement Ads** in Australia, Europe and Hong Kong.
9. **Banking.**

## FEATURE

1. **Business Directory** : Sellers in Indonesia & Buyers abroad
2. **Search** : restaurants, cafes, shops that sell Indonesian products in certain cities and countries.
3. **Geo Location**: detect shops, restaurants, cafes around the user.
4. **Order** : Indonesian products in UKM BOX Fulfillment Center in Australia, Europe & Hong Kong or directly from Indonesia.
5. **Business Matching**: Overseas Buyers & Business Actors in Indonesia
6. **Articial Intelligence**: Use of AI for market intelligence, buyer data, products and chat bots.
7. **Banking & Loan**





1. **PERURI Code:** QR Code Unique code that can function as brand protection and track and trace on documents or goods.
2. **PERURI SIGN:** A certified electronic signature from PERURI CA that is attached and associated with other electronic information used as a verification and authentication tool that maintains the validity of electronic information.
3. **PERURI TRUST:** End-to-end document tracking platform for monitoring, ensuring legality and guaranteeing document authenticity...
4. **INA PAS:** makes it easy for users to transact and access digital public services with one account. This service also uses multi-factor authentication (MFA) to provide additional protection when accessing various digital services.
5. **eStamp:** Stamp in the form of a label whose use is carried out by affixing it to a document through an electronic stamp system with security through a unique code and 22 digit serial number...







Teten Masduki – Ministry SME & Cooperative



Teten Masduki – Ministry SME & Cooperative  
, Ahmad Zabadi – Deputy, Siti Azizah – Deputy,  
Supomo – CEO LPDB



Fetty Kwartati– CEO Of SARINAH  
dan Annisa Hapsari – Trade Attache Den Haag



Farah Fitria – Digital Director of PERURI



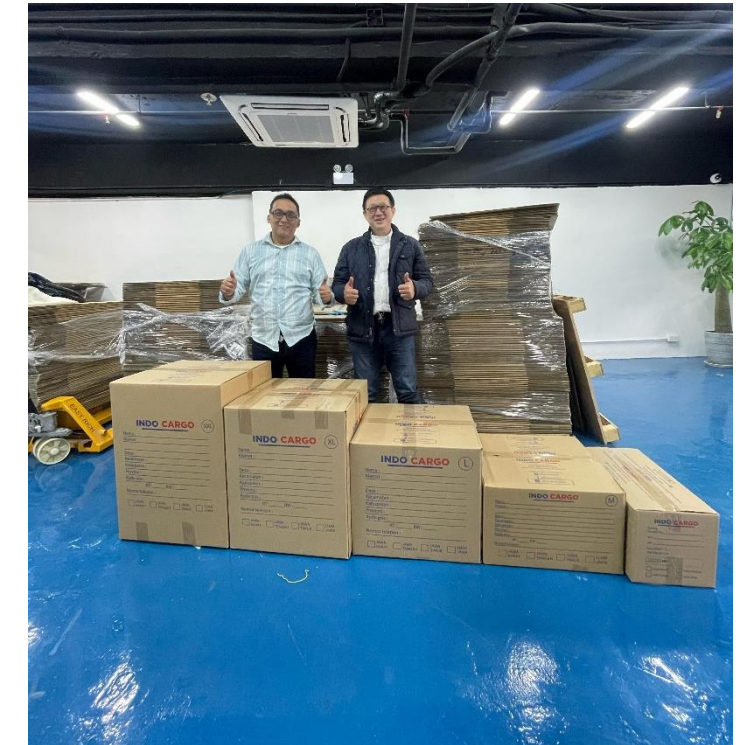
**Fulfillment Center  
@Zutphen - Belanda**

**FURNICUX**  
**amirage international B.V.**



**Fulfillment Center  
@Melbourne - Australia**

**IMPORT UNITED**  
AUSINDO  
YOUR GATEWAY  
Australia - Indonesia



**Fulfillment Center  
@Hong Kong**

**BR**  
Blueray Cargo



homedeco

FURNILUX

vidaXL.nl

bol.com

Adtraction

fonQ

Kaufland.de  
your marketplace

Casa de  
Indonesia

amazon



METASMESTA



vtwonen

NADUVI

THUIS IN DE  
TUIN

blokker.

DECATHLON

Cdiscount

LeenBakker

Obelink

El Corte Inglés

Spain

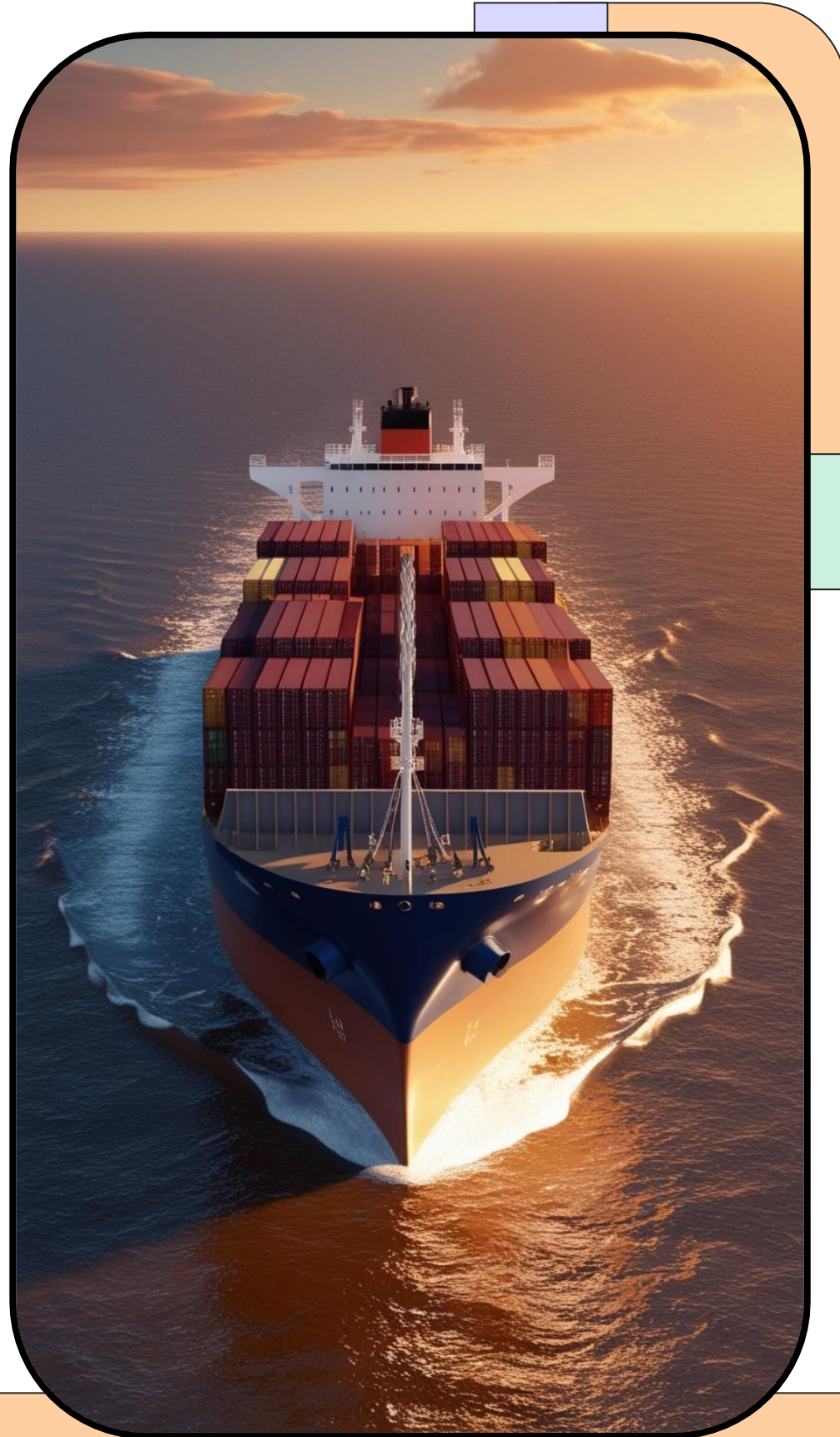
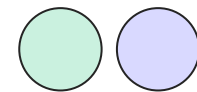


The Netherlands

JUMBO







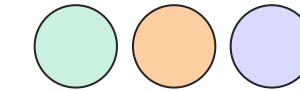
# Agenda 2025

Activities and collaboration with Partners  
in various fields, with the aim of increasing  
Indonesian Product Exports

NO	KEGIATAN	2025											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Container Shipment to Netherlands												
2	Container Shipping Dubai destination												
3	Container Shipment to Australia & Europe for Online Store Program <b>“Mid-Year Sales of Indonesian Products”</b>												
4	Container Shipment to Australia, Europe, USA & Japan for <b>“End-Year Sales of Indonesian Products”</b> Online Store Program												
5	<b>UKM BOX</b> Air Cargo Program by Garuda Indonesia & Indonesia In Your Hand for <b>“Mid-Year Sales of Indonesian Products”</b> to the world.												
6	<b>UKM BOX</b> Air Cargo Program by Garuda Indonesia & Indonesia In Your Hand for <b>“End-Year Sales of Indonesian Products”</b> to the world.												



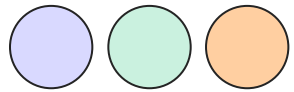
# First Export : Home Décor & Furniture to Netherland







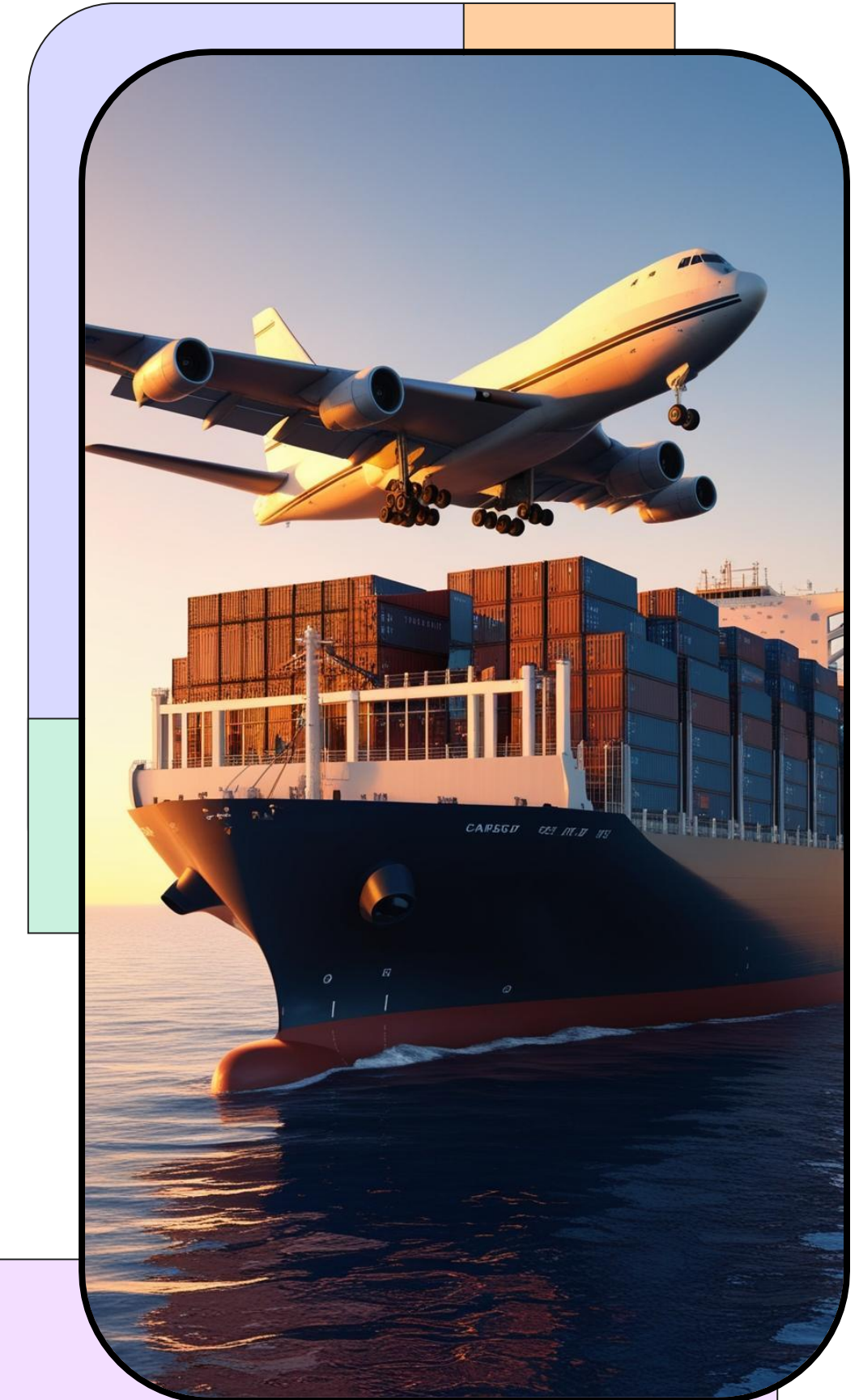
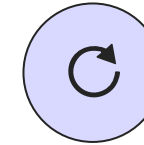
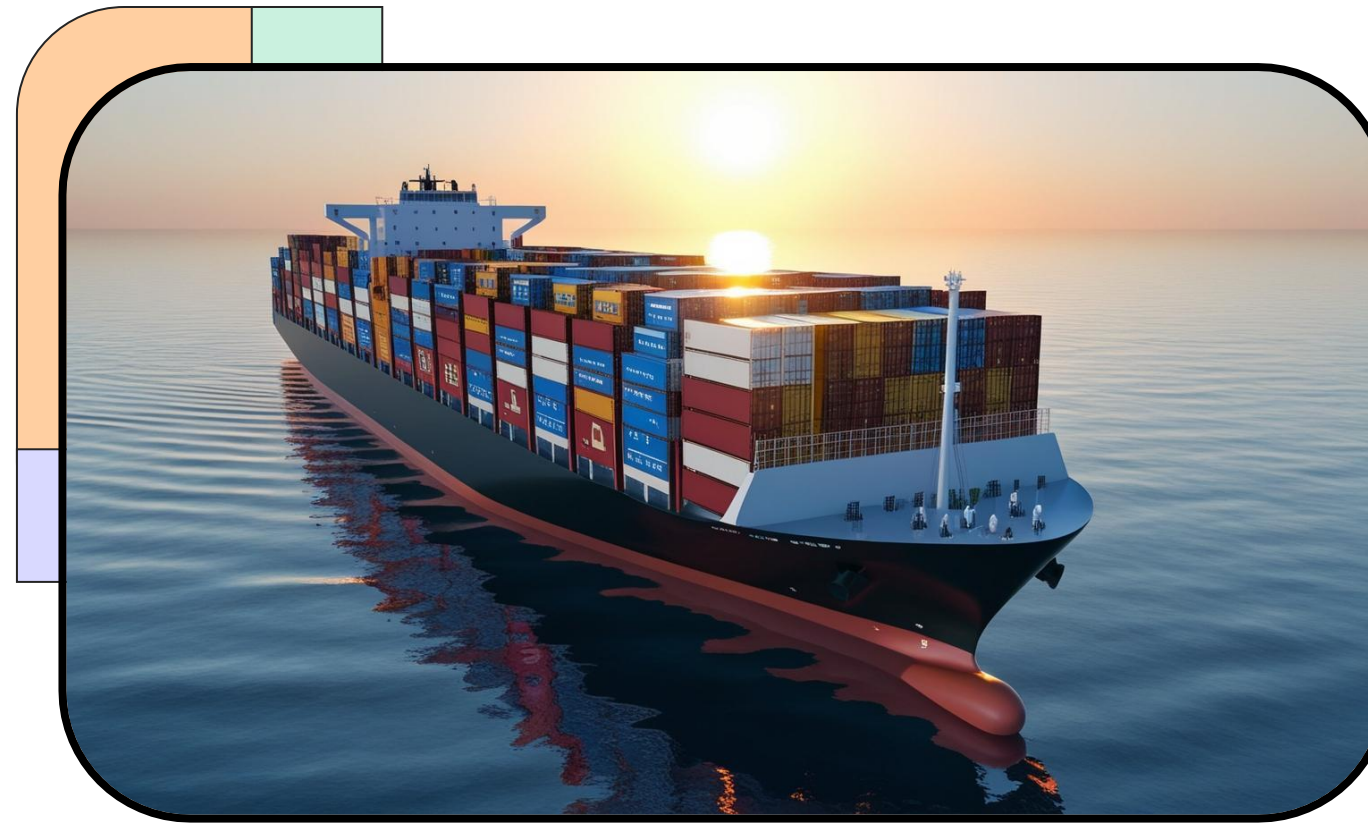




# Target

SMEs, Cooperatives, Industries, BUMD & SOEs get Facilities from INA Trading & Partners, thus achieving Sales Targets.

1. Increase revenue from exports.
2. Have direct market access from overseas buyers.
3. Have the option of shipping goods abroad.
4. Have stock of goods abroad.
5. Ease of distribution / supply chain to all countries from export hubs in Melbourne (Australia), Netherlands (Europe) & Hong Kong.
6. Having agents / distributors / aggregators abroad.
7. Social media promotion abroad
8. Sales through online marketplaces abroad.







## Information




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 **Website**  
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