



Asia-Europe Meeting

**Invitation to Participate at SMESCO Festival,
Jakarta, 1-4 October 2015**

ASEM Small and Medium Enterprises (SMEs) cooperation has been part of ASEM efforts in enhancing economic and trade cooperation with a view to achieving prosperity in Asia and Europe. With sustained supports, highly creative and innovative SMEs will contribute significantly to create employment and ensuring sustainable growth. Representing the dynamic regions in the world, Asia and Europe SMEs have much potential in optimizing the SMEs cooperation which will strengthen their capacities in building networking, expanding market and marketing of products.

Against this backdrop, the Government of the Republic of Indonesia has initiated the Conference on Fostering Green Business of the SMEs in Jakarta, 19-20 June 2014 which adopted a Joint Statement that inter alia encourages more international contacts to promote the SMEs. Only through intensive contacts and networking, the ASEM SMEs can take the benefits of ASEM and would reap tangible opportunities to expand their businesses.

SMESCO Festival Jakarta, 1-4 October 2015

To promote international contacts of the SMEs, the Indonesian Government will convene SMESCO Festival in Jakarta Convention Center on 1-4 October 2015. The SMESCO Festival is the biggest annual SMEs promotion event in Indonesia. This Festival promotes variety of SMEs high quality of products including furniture, food and beverages, fashion and accessories, herbal and spa, handicraft, and agricultural products.

The theme of the Festival 2015 is "Innovative and Creative Business towards Global Market, Connection, Collaboration, and Commerce". There will also be series of side-events such as awards for innovative products and creative young entrepreneurs, talk-show, fashion show, as well as musical entertainments.

It is expected that at least 25.000 visitors would visit the Festival which will showcase products of 650 participants including SMEs, cooperatives, foreign business players, business associations, state-owned enterprises and relevant government agencies.

In view of these, the Indonesian Government invites ASEM SMEs to participate in this event. Several booths will be allocated of free of charge for ASEM SMEs, based on first come first serve basis. Requests for business contacts may also be facilitated.

For further information about this SMESCO Festival, you may contact: Ms. Kurnya Dewi, telephone: +62-21-3812778, email: asem-kik@kemlu.go.id.

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