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**INFORMATION**

**The Launching of the InaExport Application as a One-Stop Service Platform for Non-Oil and Gas Export Facilitation, Effective from April 7th, 2022**

On April 7<sup>th</sup>, 2022, the Ministry of Trade through the Directorate General of National Export Development (Ditjen PEN) launched the InaExport application to develop the potential of the export business sector in Indonesia in an activity titled Soft Launch InaExport in Bogor. This activity is a form of encouraging digital transformation by involving exporters in trading platforms through electronic systems (e-commerce), online events, and online exhibition programs. The launch of InaExport is a part of the Ministry of Trade's efforts to encourage digital transformation in the form of a one-stop service platform for non-oil and gas export facilitation to connect and promote Indonesian business actors or exporters to international buyers. Initially, InaExport was the result of the development of the membership service of the Directorate General of National Export Development to become a service platform in an integrated network for business actors to obtain information on export opportunities.

Currently, there are 1,441 verified exporters have registered with the total number of products reaching 5,609 products. The application also provides 521 market information and 30 events trade promotions and training. InaExport has also received support from 48 Indonesian trade representatives abroad. It is predicted that this number will continue to grow because digital consumers in Indonesia have shown considerable potential, increasing from 69.5% before the pandemic to 79.7% in 2021. The InaExport application itself is planned to be upgraded through the addition of several features such as business consultation, electronic catalog, virtual exhibition, and mobile application to the addition of several foreign language features to accommodate buyers from various parts of the world.

The InaExport application offers Indonesian exporters benefits in the form of training information and the latest trade exhibition information. In addition, exporters also have a great opportunity to be registered and found easily by potential potential buyers around the world. On the other hand, digital sellers are also increasingly familiar with technological developments. This shows that the digital economy ecosystem is on the right track. Meanwhile, the advantage for buyers is the ease of accessing product catalogs from verified Indonesian suppliers and send ending inquiries or purchase requests with just one click.

Due to the contribution of Indonesia's digital economy in 2021 reaching IDR 632 trillion or 4% of Indonesia's gross domestic product, the launch of the InaExport application is expected to be able to encourage digital economic growth in a better direction and support sustainability for business growth in conditions that are comfortable for exporters and buyers.

For your reference, please check the Official Press Release from the Ministry of Trade about the Launching of InaExport Application in Bahasa Indonesia and English translation in the link [here](#).

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