# Google ICC ((

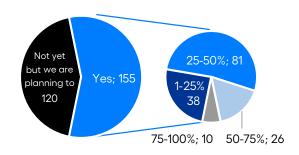
## MSMEs Digital Exports in Southeast Asia Indonesia at a glance

The **Country Focus series** presents country summaries published as part of a survey conducted by the International Chamber of Commerce and Google in 2022. The survey assesses export activities of micro-, small and medium-sized enterprises (MSMEs) in ASEAN markets, existing challenges as well as the use of and barriers to digital tools and technologies to drive exports of MSMEs in the region. Each country summary provides an overview of a subset of indicators related to digital tools and export capacities with additional findings available in the full report MSME Digital Exports in Southeast Asia.

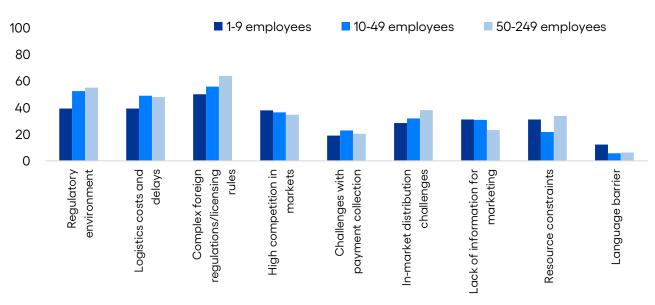
#### Overview of surveyed enterprises in Indonesia<sup>1</sup>

By sector	Number of eligible respondents	By business size	Number of eligible respondents
Manufacturing	55	1-9 employees	74
Retail	44	10-49 employees	88
ІСТ	29	50-249 employees	113
Accommodation and food services	28	 	
Others	119		
TOTAL	275		275

#### Business engaged in exports (left) and share of their production that is exported (right), by number of respondents

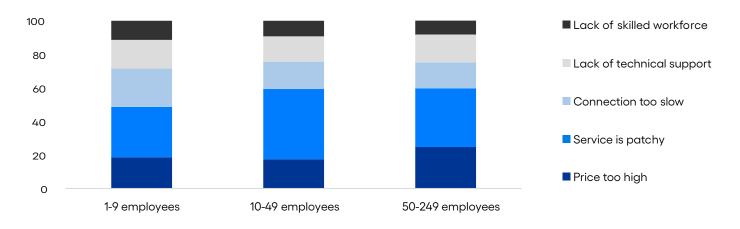


### Factors preventing MSMEs from (further) engaging in exports, in % and by business size



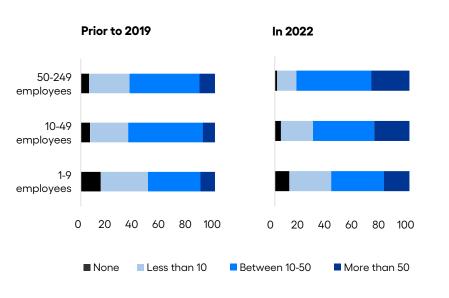
1 An overview of the full sample including 10 countries in the ASEAN region is available in the report MSME Digital Exports in Southeast Asia.

#### Barriers to access Internet, in % and by business size

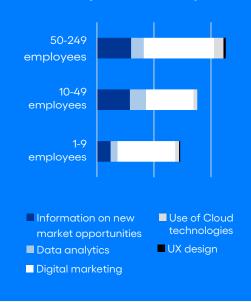


#### Sales carried out via online commerce platforms/digital tools,

in % and by business size



### Digital skills that would be most valuable, by number of respondents



#### ■ 1-9 employees 10-49 employees 50-249 employees 70 60 50 40 30 20 10 0 Lack of market Issues to resolve Inability to maintain ong-term online sales Lack of knowledge of trade rules and regulations Finance and payment collection intelligence Protection of intellectual property rights Data transfer and Lack of knowledge on how to use digital tools High cost of delivering or returning complaints or dispute storage challenges and technologies

#### Main challenges when selling online, in % and by business size

December 2022 | MSMEs Digital Exports in Southeast Asia | Indonesia at a glance | 2