



# Lighting Industry Development in Indonesia

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# AILKI Organization

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## Objectives

- Contribution to Indonesia Lighting and electrical industry
- Support ,develop and produce standard product in accordance to national standard

## Members

Manufacturers and registered importers

# Industry

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Population	251 million people (2012)
Economic growth	6.3 percent p.a (2012)
House electrified	90 percent (100 % in 2020)
Property growth	5.3 percent p.a

## 1. Market

Shifting demand from GLS/Incandescent to CFL and LED recently (urban area)

Consumer behavior change to energy saving

Better Quality product are demanding

LED and CFL competition



**Press this**

# Industry

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## 2. Players

Local manufacturer product shifting (GLS – CFL – LED ?)  
Huge number of new players/brands on import  
CFL local manufacture sustain ( labor/energy/material)  
Import sources from China / Korea /Japan / Taiwan

## 3. Competition

Unfair on quality / promotion and after sales service  
Create consumer disappointment on product/brand image  
Price reduce sharply on LED but not CFL

## 4. Standardization

Consumer information is needed

Establishment of CFL safety standard and Label

Under development of LED bulb standard

Lack of Laboratory facility and well trained operator

Need market control on standard implementation

# LED lighting in Indonesia

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- Various applications and brands introduce to market recently
- Mostly imported from CHINA /Korea /Taiwan
- New technology and low energy create good image to user
- New local players start as assembly LED maker
- Quality and warranty are Keywords to WIN
- Under develop National standard market

# LED industry position in Indonesia

## PRO's

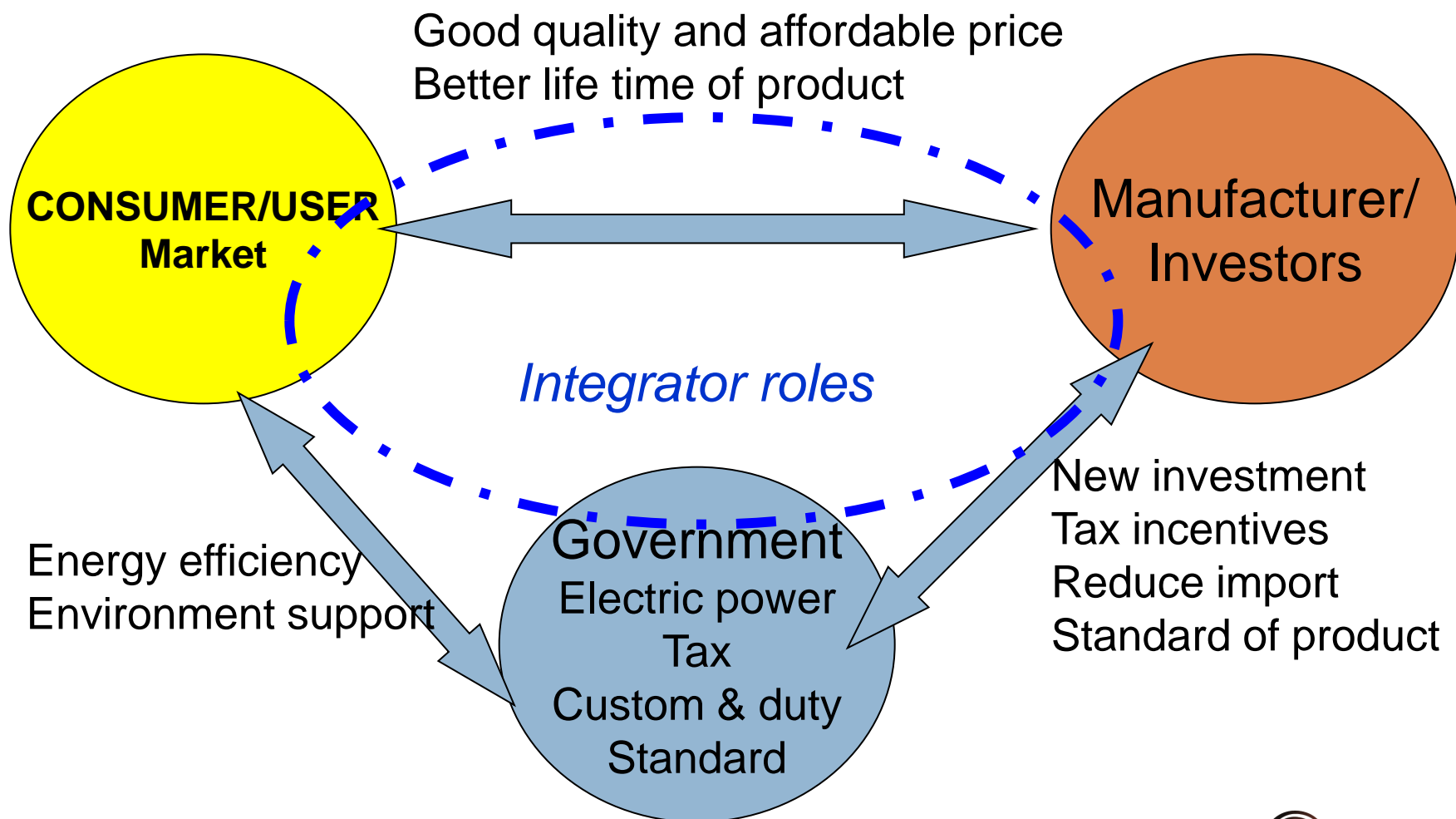
- ❑ Increase on CFL manufacture costs (energy, material, labor)
- ❑ Implementation on SNI standard and good control
- ❑ Consumer image and awareness on energy
- ❑ Better Life time ??
- ❑ Government support
- ❑ Less energy consumption on application and process cost
- ❑ Reduce import and add local value

## CON's

- ❑ Huge capital investment
- ❑ Price reduction trend due to competition and royalty
- ❑ Availability of basic process e.g semiconductor
- ❑ Under develop standard
- ❑ Consumer information

# LED investment perspective in Indonesia

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# Role and contribution of Association

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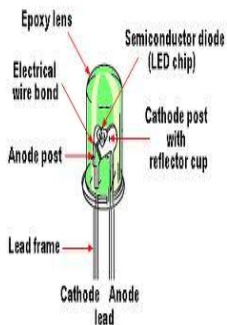
- Support product Technology information to customers
  - lites asia's DRAFT quality guide line on LED - June 2012
  - JLA product information guide 
- Promote the industry to investors
- Support and actively develop National standard
- Support training and Laboratories establishment with other
- International Association

# Thank you for visit Indonesia

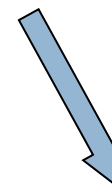
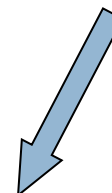
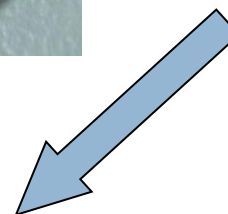
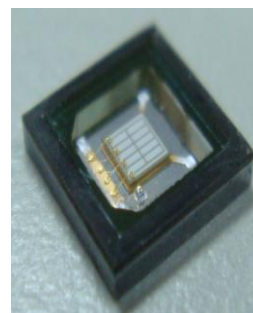


# The products transition

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C O B



Press for return



# JLA product info guide



購入前、これだけは知っておきたい！  
The guide for everyone for understanding LED easily

# 誰にもわかる LED照明

## CONSUMER'S GUIDE FOR BUYING LED

あなたが欲しいのは  
どんなLEDですか？  
What kind of LED do you want ?



LED
電球形 LED ランプ / Self-ballasted LED lamp

**LED 照明に変えたい方に「電球形 LED ランプ」の注意点**  
Caution points on self-ballasted LED-lamp for those wanting to retrofit to LED lighting

**① 器具に S マークが付いているか確認。**  
Confirm whether the S mark is attached to the luminaire.

ダウンライトなどの特許反射板を確認して下図のような S マークが付いている場合は、断熱材施工器具対応タイプを使ってください。パッケージに表示されているので、確認してください。

これは S マークです  
S<sub>B</sub> S<sub>GL</sub> S<sub>G</sub>

ダウンライトの上部に断熱材が着せ替わっている場合、熱の逃げ場がなくなり器具内の温度が上がって、発光効率が低下し、寿命が短くなります。

**② ダウンライトのソケットの取付位置に注意。**  
Be careful with the downlight's socket attachment position.

下図のように、ダウンライトのソケットが斜めや横向きの場合、適正な光の広がりや明るさを得られない場合がありますので、ご注意ください。

▼ダウンライトに電球形 LED ランプを取り付けた場合のソケット位置による光の広がりイメージ図  
Image picture of the light distribution with socket's different attachment positions of a downlight

ソケットの取付位置によって光の広がりや明るさが変わります！  
Socket's attachment position affects the light distribution and brightness!

**③ ランプの大きさ・重さを確認。**  
Confirm the size and the weight of the self-ballasted LED-lamp.

照明器具のサイズによって、取付けられない場合もあります。事前に必ず、ランプのサイズを確認してください。また、一般電球やボール電球などより重いため、シャンデリアなどの多灯用照明器具に使用するときは、総重量などにご注意ください。

**④ 調光器具や密閉形器具は、対応タイプを使用。**  
Luminaire with a dimmer or with an enclosed light cover should use lamp conforming to its use.

調光器具には、調光器対応タイプ。密閉形器具には、密閉形器具対応タイプのランプを使ってください。パッケージに表示されているので、確認してください。

**⑤ 屋外で使用する器具には、使用できません。**  
Cannot be used with the outdoor luminaire.

ガーデンライトやアプローチライトなど、屋外の器具には、使用できません。

ランプの取付について詳しくは「LED ランプの取付方法」参照 [http://www.lites.asia/jp/led/led\\_lamp.html](http://www.lites.asia/jp/led/led_lamp.html)