

Indonesian Industrial Design: Aesthetics in Innovation

Industrial design protects the external appearance of products through intellectual property rights. It encompasses creations of form, configuration, composition of lines or colours that provide aesthetic impressions, applicable to three-dimensional or two-dimensional products.

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The Evolution of Design Protection

Legal Framework

Protected under Law No. 31/2000 for
10 years from application date

Market Impact

Design is now a key factor in
attracting consumers and building
brand identity

Scope Coverage

From packaging and furniture to
electronics, vehicles, textiles and
fashion

A Decade of Growth: 47,014 Applications

69%

Domestic Applications

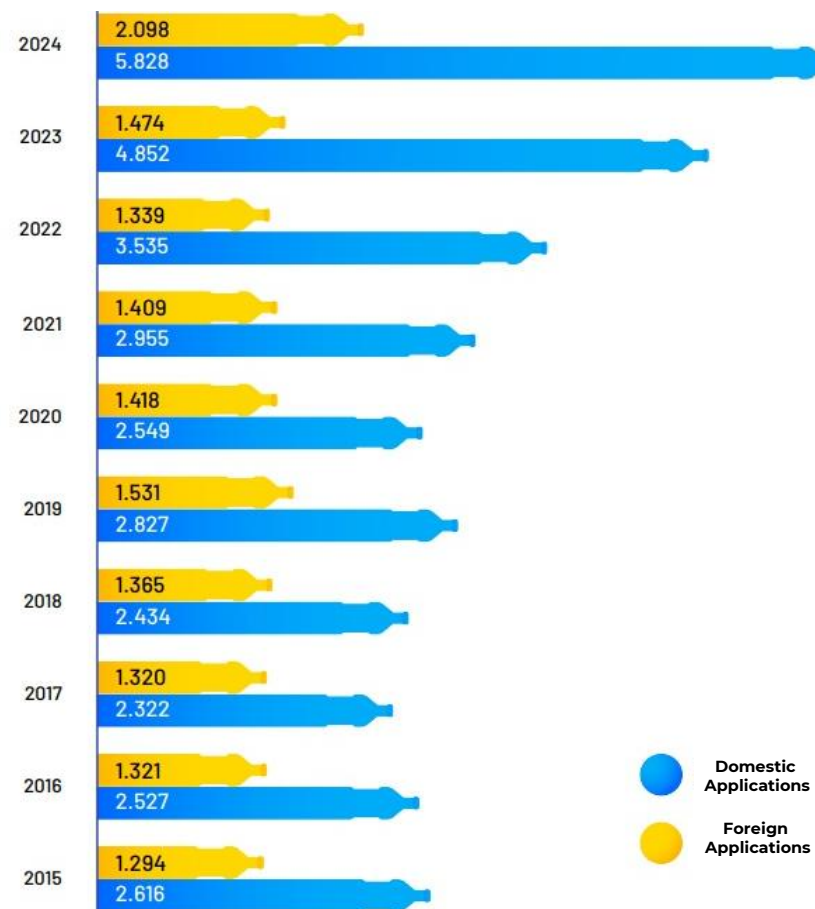
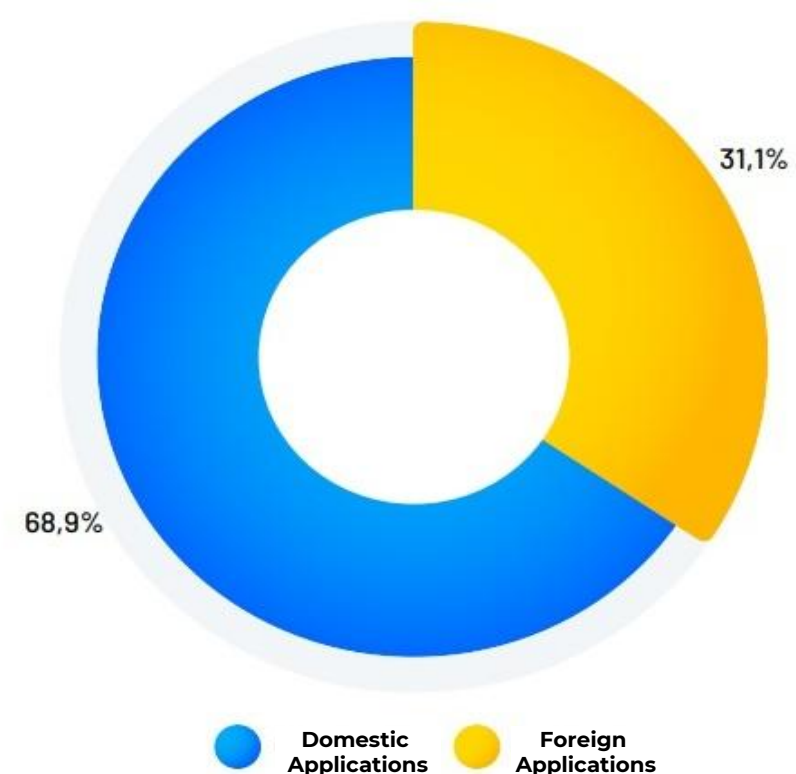
32,445 applications from Indonesian applicants showing strong local innovation

31%

Foreign Applications

14,569 international applications demonstrating global interest in Indonesian market

Indonesia achieved the world's highest growth rate in industrial design applications at 37.3% in 2023, surpassing major economies like India and Russia.



Remarkable Growth Trajectory



Shifting Global Dynamics

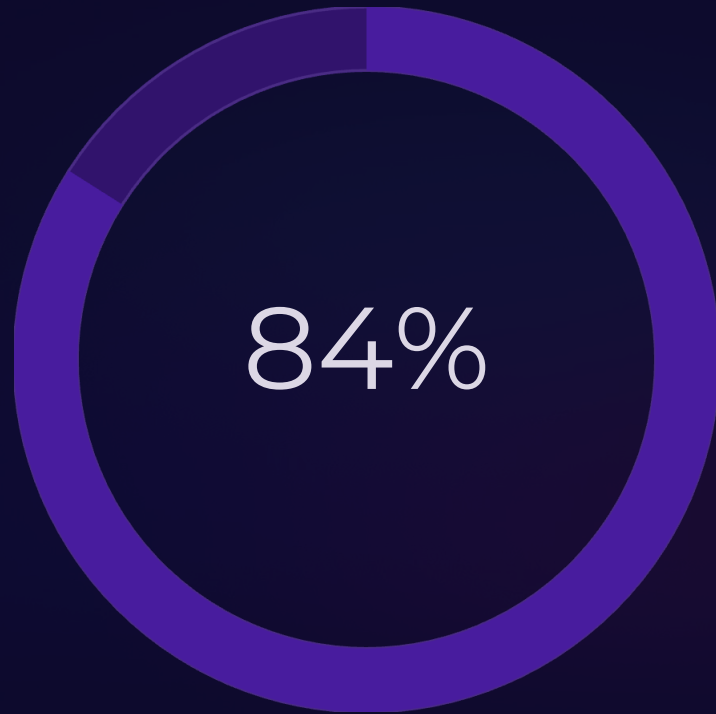
The China-Japan Transition

Japan dominated foreign applications in 2015 with 470 submissions but declined to 231 by 2024. Meanwhile, China surged from just 44 applications in 2015 to 903 in 2024—a remarkable 20-fold increase.

This shift reflects changing investment patterns and China's growing interest in protecting designs within the Indonesian market.

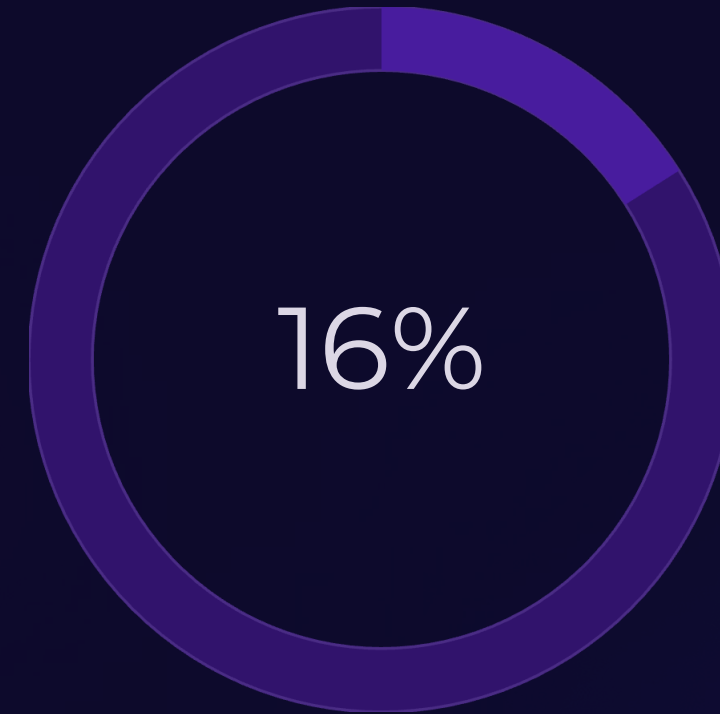


Democratising Design Protection



Standard Rate Applications

39,604 applications from regular applicants at standard fees



Special Rate Applications

7,410 applications from SMEs, educational institutions, and government R&D

Special tariff policies reduced fees from Rp 800,000 to Rp 250,000 for qualifying applicants, dramatically increasing accessibility and participation from previously underserved groups.

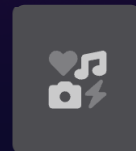
Packaging / Containers

Design Categories Leading Innovation



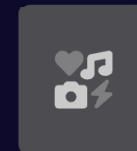
Packaging & Containers

Class 09 dominates with innovative packaging solutions driving e-commerce and FMCG growth



Transportation Equipment

Class 12 reflects Indonesia's strong automotive sector with vehicle parts and accessories



Furniture Design

Class 06 showcases creativity in home and office furniture solutions

Regional Innovation Hubs

Jakarta: Innovation Capital

11,596 applications (24.7%) maintaining leadership despite proportional decline

East Java: Rising Star

5,555 applications showing remarkable growth trajectory

West Sumatra: Breakthrough

Explosive growth from 25 to 1,649 applications, emerging as new creative hub

While Java maintains dominance, regional diversification shows promising signs of creative economy expansion across Indonesia.

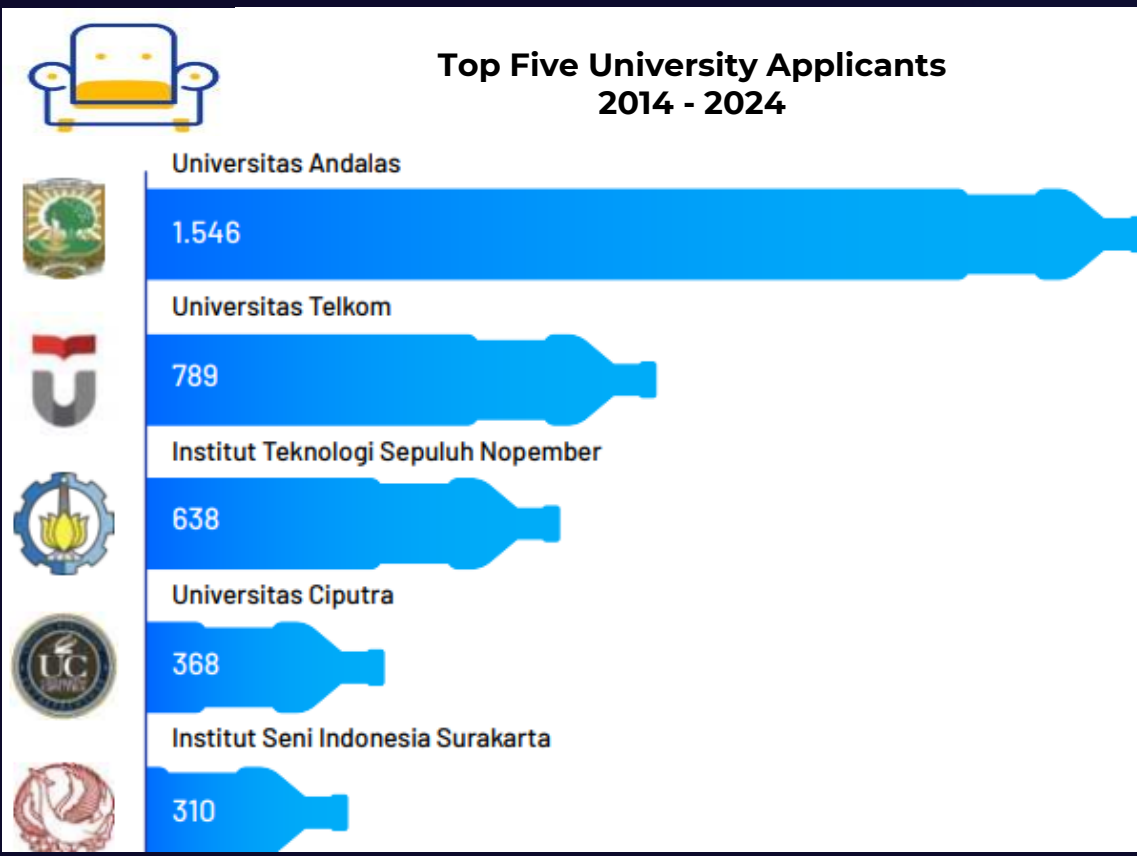
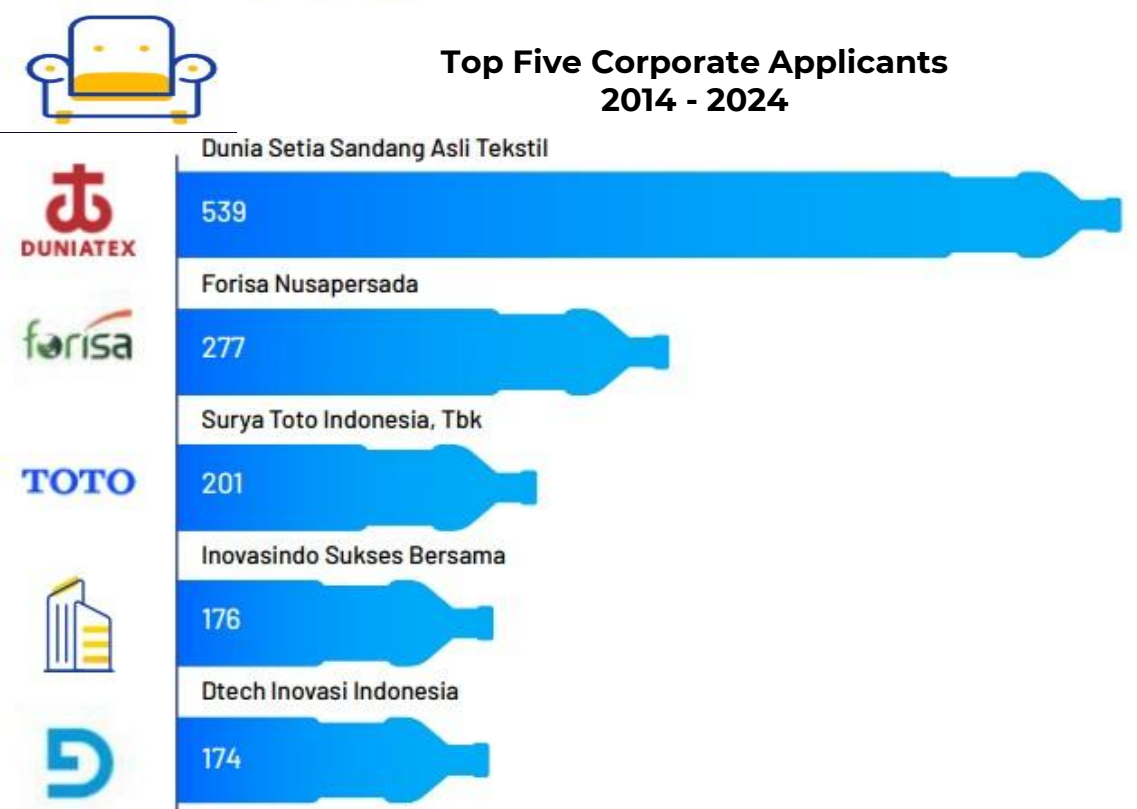
Academic and Corporate Leadership

University Innovation

Universitas Andalas leads with 1,546 applications, demonstrating academic commitment to design protection. Universities now contribute significantly to national innovation through student and faculty research projects.

Corporate Engagement

Major corporations continue driving industrial design applications, focusing on product differentiation and market protection strategies across diverse sectors.





Future of Indonesian Design Innovation



Sustained Growth

From 3,910 to 7,926 applications demonstrates robust innovation ecosystem

Global Integration

Indonesia becomes strategic market for international design protection

Creative Economy

Design protection drives competitive advantage in digital transformation era

Industrial design protection has evolved from aesthetic consideration to strategic economic asset, positioning Indonesia as a dynamic player in the global creative economy landscape.



Thank You

Terima Kasih