

ambiente

Internationale Frankfurter Messe

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SIPPO presents

# ARTISAN PRODUCTS

from Ghana and Indonesia

Hall 1.1 / D28



Swiss Import Promotion Programme  
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Patronage:  
seco, State Secretariat for Economic Affairs, Berne

The Swiss import promotion program from emerging markets and markets in transition was launched in 1982 and aims to help small and medium-sized enterprises (SME) to gain access to the Swiss and EU markets.

**SIPPO's activities focus on five main goals:**

- Increase in the competitiveness of small and medium-sized enterprises in selected partner countries
- Development of manufacturing and exporting skills
- Inclusion of trade institutions and business branch associations in the trade promotion process
- Increase in qualified trade contacts between small and medium-sized enterprises from emerging markets and markets in transition and the Swiss and EU import economy
- Information for the Swiss and EU import economy on new market sources

Repeated participation at selected international trade fairs is a prerequisite for future success and a major milestone in our trade promotion process.

## GHANA

Company: **EcoCraft - Samartex  
Timber & Plywood Co. Ltd.**

Address: P.O.Box 1  
Samreboi, Ghana, West-Africa

Phone: +233 31 20983

Fax: +233 31 24833

E-Mail: [info@ecocraft.org](mailto:info@ecocraft.org)  
[julia.bauer@samartex.com](mailto:julia.bauer@samartex.com)

Internet: [www.ecocraft.org](http://www.ecocraft.org)

Contact: Julia Bauer, Stephan Ulrich, Dazi Tyroller

Personnel: 46

Description: In this project the products reflect the ecological variety of the tropical rainforest. The timber used are off-cuts or parts of the tree not otherwise having commercial value. EcoCrafts carvings are unique in that every piece can be traced back to the artist who carved it, right through the forest and the tree stump where the wood originated. Sustainability of the rainforest and the people are the key component of every product. Artefacts and gifts of the forest that make a difference.

Production: Furniture (interior & exterior), interior decoration and living accessories, kitchen utensils, natural products, African crafts

Clients: African interior shops, retailers, end customers, hotel-shops

Exports: Germany, Greece, Italy, Spain, UK, USA



## GHANA

Company: **Living Ghana**  
Address: c/o Semak Ghana Limited  
Kwame Nkrumah Ave  
P.O.Box 12316  
Accra-North, Ghana  
Phone: +233 21 67 97 81  
Fax: +233 21 67 97 81  
E-Mail: [semak@ghana.com](mailto:semak@ghana.com)  
Contact: Mark Kwami, Designer  
Agent: Made in Africa Collection,  
Susanne Fischer  
Elberfelder Str. 25  
10555 Berlin, Germany  
Tel: 0049 30 397 495 11  
Fax: 0049 30 397 495 12  
Email: [info@mia-collection.de](mailto:info@mia-collection.de)  
[www.mia-collection.de](http://www.mia-collection.de)



Personnel: Group of 15 companies employing approx., 200 craftsmen and -women  
Description: In a 3 year project (2001-2003), the group worked closely with a German based Ghanaian Designer to develop a collection of modern furniture and home accessories. The goal was to use existing skills and materials as well as Ghana's rich cultural heritage to develop an innovative range of new products. The result is a successful combination of African handicrafts and design, an exciting expression of a new African style that combines function, decorative value and a handmade touch.  
Production: Design led, contemporary African handcrafted furniture and home accessories.  
Clients: Furniture, home accessories and gift retailers.  
Exports: Germany, Netherland, UK



## INDONESIA

Company: **Mitra Bali Fair Trade**  
Address : Jalan Gunung Abang, Lod Sema, Lod Tunduh,  
ID-80571 Ubud, Bali  
Phone: +62 361 295 010  
Fax +62 361 295 616  
E-Mail: info@mitrabali.com  
Internet : www.mitrabali.com  
Contact: Komank Redana Putra, Hani Wardani Duarsa  
Personnel: Administration 35, 85 production groups  
Description: Mitra Bali is a member of IFAT and adheres to the principles of 'Fair Trade'. The non-profit organization acts as a market and export facilitator for small craft producers who are missing out to large, well-established, commission paying businesses. It is difficult for those producers who have little working capital to access or even accept large orders without a fair deposit and prompt payment for goods. Yet, the contribution of these artisans to the development of the island is substantial. Their artistic output represents the visible face of Balinese Culture.  
Production: Decorative and gift items and jewellery made from bamboo, coconut, natural and painted wood (non-toxic paints), ceramic, metal, silver etc.  
Clients: Wholesalers, distributors and retailers  
Exports: Austria, France, Germany, England, Netherlands, Norway, USA, Canada and Australia



Hearts, candles and boxes are in one circle of life and love. Once you are in love, your heart will flow over with feelings and you will light a candle to express your love and give a present in a beautiful box to your beloved to show the love you feel in your heart - the circle is closed.

Those crafts are design by Mitra Bali. They represent our trends of charm. By using bright colors we believe them to create a pleasant, funny, trendy and fancy atmosphere for everybody.