

## **IncuBie IPB Guided UMKM to Enter the Export Market**

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Center of Business Incubator and Entrepreneurship Development (IncuBie) LPPM – IPB guided as many as 45 tenants, Micro, Small and Medium Enterprises (UMKM) guided to enter the export market.

This was revealed in the activity held by IncuBie IPB in cooperation with the Ministry of Cooperatives and Small Medium Enterprises RI, (28/5), in Bogor. IncuBie held the Technical Guidance III of Development Program UKM Through the Business Incubator of University with the theme of “Capacity Building of UMKM: Export Procedure, Cooperative Development and Business Planning / Peningkatan Kapasitas UMKM: Prosedur Ekspor, Pengembangan Koperasi dan Perencanaan Bisnis”.

In his speech while opening the event, the Head of LPPM IPB, Prof. Dr. Bambang Pramudya, M.Eng., explained that the potential owned by guided UMKM of IPB was very big. “The potential owned by UMKM IncuBie is very large, in which the perpetrators are mostly university graduates, abundant raw materials, cheap labors and so on. But the drawback is difficult to enter the export market, because it still cannot meet the international standards. I hope the products of UMKM can enter the export market,” he said.

He said, that the UMKM should have three things i.e. self-reliance, sustainability and competitiveness. Meanwhile, the Head of IncuBie, Prof. Memen Surahman, said that UMKM products guided by IncuBie had already been marketed especially in Bogor and surrounding areas but there were still a lot of products that did not fit the needs of the market. “After a test market, there are some products that should be repaired primarily associated with the packaging and the price which is too expensive,” said Prof. Memen.

The activity of this Technical Guidance III presented the resource person of Agro-industry Exporter, Nusagri Group of Companies, Ir Nursyamsu Mahyuddin, MS. He explained the Export Procedure of UMKM Product (man)