

Launch of a young enterprise

Following training sessions on trade fair management and market display skills to prepare community members for their involvement in the Bromo Agrofestival in May 2009, a young entrepreneur, Ms. Luluk Masluchah was inspired to establish a small souvenir business in Tutar.

Without start-up capital to purchase machinery, Luluk and her small team improvised by borrowing sewing machines and equipment from family and friends. As a result of their exposure to local buyers and businesses at the Bromo Agrofestival, their souvenir business, Embeon Productions, is now steadily growing.

Hand-crafted souvenir samples are on exhibition in Surabaya and buyers are beginning to place substantive orders. In the month of October, Luluk received an order to make 600 bags and 250 purses. Embeon's six staff members create a range of original handbags, handicrafts, textiles, jewellery and ornaments.