



**MMSME National Day:  
Ready to sharpen SMEs' business competitiveness, Ninja Xpress  
Provides Creative Business Solution support**

**BANDUNG, INDONESIA, 12 AUGUST 2022** - [Ninja Xpress](#) celebrates the National Micro, Small, and Medium-sized Enterprises (MSME) Day with the provision of Creative Business Solutions services to supercharge the country's MSMEs' growth.

Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) in March 2021, MSMEs contribute up to 61.07% to 2021 gross domestic product. MSME business activities also provide employment opportunities to 97% of the workforce. While the backbone of the nation's economic sovereignty becomes stronger, MSMEs still face many challenges. According to the voice of domestic MSMEs in 2020, the main challenges are from the marketing and logistics side, to bounce back after the pandemic.

Inconsistency of brand storytelling is one of the challenges in brand promotion. Ninja Xpress aims to solve this pain point together with their shippers. MSMEs can now take advantage of free facilities provided by Ninja Xpress, including product photos and videos production, influencer and endorsements, Local Collaboration (KLOP), online to offline advertising support and event organization, social media management, as well as website creation.

During Ramadan 2022, dozens of MSMEs have enjoyed this service, which supercharged their shipments by 40% compared to the previous months. Creative Hub, one of the services from Creative Business Solutions, is now available in 5 locations, in Jakarta, West Java, East Java, and Sumatra.

**Andi Djoewarsa, CMO of Ninja Xpress**, said: "Coinciding with the National MMSME Day "MSME Strong Nation Sovereign", Ninja Xpress hopes that this Creative Business Solutions service can accelerate MSMEs' growth. Shippers who received our support during Ramadan 2022 found themselves to be more productive and able to focus on growing their businesses as Ninja Xpress helps to take hassle away from their parcels. Given the critical role that MSMEs play in the national economy, we believe that strengthening MSMEs will accelerate the recovery of Indonesia's economy."



The MSME National Day event in Bandung during 11-14 August saw Ninja Xpress showcased products from two MSMEs at the bazaar attended by around 80,000 visitors. To reach more potential buyers, Ninja Xpress also carries out digital activation activities for these MSMEs.

Indra Komara Putra, Brand Owner from Meika, one of the MSMEs whose products were selected to be exhibited at the Ninja Xpress booth, said: "This MSME National Day event in Bandung provides a great opportunity for MSMEs to expand their product exposure nationally. Ninja Xpress has been a great help by showing off our products at the bazaar's Ninja Xpress booth and carrying out a series of activation activities to reach more and wider customers."

For overcoming logistical challenges, Ninja Xpress provides Ninja Direct and Fulfillment services. Ninja Direct helps shippers to procure raw materials from abroad and ship goods between countries with hassle free delivery. Ninja Direct can also help shippers in the country to find, process, and deliver goods from abroad to Indonesia. MSMEs can also take advantage of the Ninja Xpress Fulfillment service, a comprehensive inventory management solution that provides storage, preparation, and delivery of orders to customers. With a dedicated team providing an all-rounded shipping solution, MSMEs can save time in the delivery process and get flexible fulfillment services according to their needs.

Ninja Xpress is ready to help with easy package delivery through direct pick-up to the location by first registering at <https://selalusiap.ninjapress.id/>. Various services from regular, same-day, to Cash on Delivery (COD) with exact calculations and disbursement two times a week are ready to help MSMEs send packages to all regions in Indonesia.