

# Kalumpang Shop Antiques



Caep Pangandaran, Owner

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”

Caep Pangandaran never tires of telling everyone who enters his antique arts shop the story behind his business’ name – Kalumpang.

“There is a grand old banyan tree that has stood in the center of a village for hundreds of years – no one really knows its actual age.

“This village lies in western Sulawesi, Indonesia – and every villager knows the name of the tree. They adore and worship it. Surrounding the tree flows a nurturing river, on the banks of which lie the village with 2,000 residents. Everything – the river, the village, the people and their language – are named after the tree, Kalumpang.”

Carrying with him his dream of becoming a successful salesman, Caep left Kalumpang when he was 30. But, there was just one problem: he didn’t have anything to sell!

Caep persuaded a friend to entrust his hand-carved home décor to him to start his business in 2006. Since then, his hard work and perseverance, and help from The Export Service Centre, have paid off.

Now, his village’s legacy is his inspiration. “Kalumpang is a place that gives birth to the most beautiful art,” Caep said. He sells indigenous art such as pillars made of recycled wood, traditional warrior armor made of bone, and crafts of native design.

“The ESC’s marketing promotion has been a great help. My best-selling items to The ESC are unique home decorations carved with my village’s traditional motifs,” he said. “The ESC brings great business to me. Last year, they generated about \$20,000 worth of orders – half of my annual sales! This has helped me to keep my business growth on track.”

Caep is so proud of his roots: once he started his business, the only name that came to mind was that of his village. “It’s my responsibility to tell the world about my village Kalumpang and bring its art to the world.

“The ESC is helping me do that – with my products now in Italy, France, The Netherland and Japan,” he said, smiling.

“Plus, I should thank my village for generally giving me all that I have.”

Organization profile		People & products	
Company	Kalumpang Shop Antiques		
Owner	Caep Pangandaran		
Established	2006		
Email	N/A		
URL	N/A		
Location	Seminyak, Bali, Indonesia		
Retail outlets	1		
Business type	Supplier		
Employees	5		
Subcontractors	N/A		
Main products	Floor decoration, Home decoration, Stands, Statues		
Export markets	Netherlands, Japan, Belgium		
Export proportion	50%		
Annual sales	\$40,000		
ESC partner	Since 2006		