

GET TO KNOW

SYANAZ WINANTO ROROKENES

A participant of the APEC Women's Business Activator Program 2024, and Founder of Rorokenes



Rorokenes

Founded in 2014 by Syanaz, Rorokenes has blossomed in Semarang, Central Java, Indonesia, as a beacon of sustainable fashion. Driven by her passion for bags and an ambition to preserve Indonesian weaving traditions, Syanaz has crafted a brand that specialises in woven leather bags and woven recycled wood bags —each embodying 85% local content and adhering to ethical, zero-waste practices.

At the heart of Rorokenes' signature style is the use of lurik, a traditional Javanese handwoven fabric made on non-mechanical looms by women weavers in rural southern Java. This fabric is then meticulously combined with other materials through a complex manual weaving process by Rorokenes' skilled artisans in Semarang.

Between 2019 and 2024, Rorokenes employed 15 permanent staff and 22 contract workers, producing up to 300 handmade bags per month. With over 10,000 bags sold in the past three years alone, the brand is steadily expanding its influence while staying true to its vision: to become a national leader in sustainable fashion, bridging local heritage with global standards —and promoting women's economic empowerment through meaningful, skilled work.

Contact Syanaz at:



Why did you apply for the APEC Women's Business Activator Program?

"I hoped to gain both the know-how as well as the connections needed to chart a course through international export barriers in order to expand Rorokenes' market. Before the program, Rorokenes has faced issues trying to export into the EU—new regulations to contend with as well as certification requirements that I was not aware of prior to joining the program. The lack of international mentors that I could learn from certainly didn't help either."

How would you describe your experience of the Program?

"It was a great experience for me. Through the program I have gained insights and knowledge that has now been implemented to Rorokenes' business strategy, not to mention an incredible network I am now in touch with. Meeting other amazing women in our cohort was enjoyable for me as we were able to network as well as learn from each other, with an equally amazing mentor around to guide us forward. Fellow business owners would benefit from this program with its opportunities to improve their business strategies."

Empowered by the Program: Syanaz's Next Steps

Syanaz is now using insights from the APEC Women's Business Activator Program to refine her business plan and sharpen her export strategy—specifically targeting markets in Australia and Europe. In particular, she is leveraging the practical tools and international connections gained through the program to drive this next phase of growth, applying tailored strategies to navigate trade requirements and craft effective market entry plans. While expansion is underway, Syanaz is actively putting these insights into practice and sharing her knowledge with other women entrepreneurs in her community—contributing to a more globally connected and resilient SME sector in Indonesia.



"Through the program I was able to finally have the needed guidance and mentorship to begin to overcome the obstacles Rorokenes has been facing."

—Syanaz Winanto Rorokenes

The APEC Women's Business Activator Program is supported by the Australian Government and implemented by the **Australian APEC Study Centre** and **RMIT Activator**.