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Fish & Fish Products

WHAT'S INSIDE

As a maritime country, the fishery sector is an industry that became the leading sector in Indonesia. Over the last few years there has been an increase in the number of Indonesian fishery exports in Indonesia's fishery sector which grew quite rapidly.



editor's desk



Dear Precious Readers,

Indonesia as an archipelago state has enough potential in the field of fishery, especially because it has 5, 8 million km² waters area or equal to 2/3 of Indonesia's total area. Based on the area of waters covering two thirds of the total area, Indonesia has a potential of having an overflow of fishery product both captured fishery and aquaculture fishery. The development of Indonesia's fishery is an economic activity that has a better prospect, especially in improving the foreign exchange's earnings through fishery products export. Therefore, Indonesia could become one of the countries that can dominate the world's fishery business.

Hopefully you enjoy the reading. Welcoming you to sourcing from Indonesia.

Thank You

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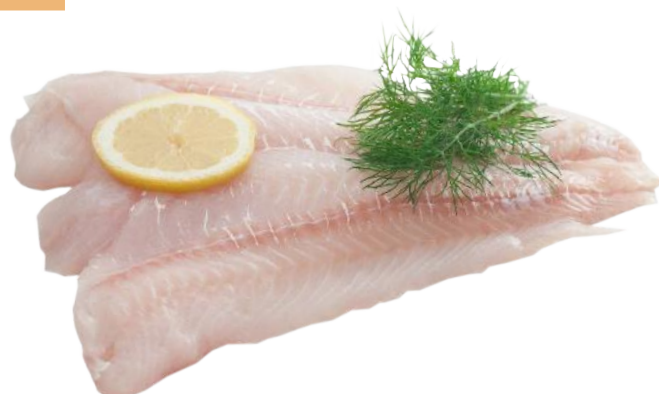
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HOT ISSUE



Fish & Fish Products

Indonesian Fish Export to Matador Land Increases Rapidly

As a maritime country, the fishery sector is an industry that became the leading sector in Indonesia. The optimization of infrastructure and the protection of economic zones are some of the efforts made by the government. The results began to appear after data released by the Ministry of Maritime Affairs and Fisheries showed that the export of Indonesian fishery products to European countries such as Spain has reached US \$ 8,059,786 or Rp 108 billion.

The value was achieved in the period of January-April 2016 with export figures that exceeded 2000 tons or more precisely 2004,9 tons. This export value is an increase of 221,3% from export value in the same period in 2015 which values US\$ 2.508.467.

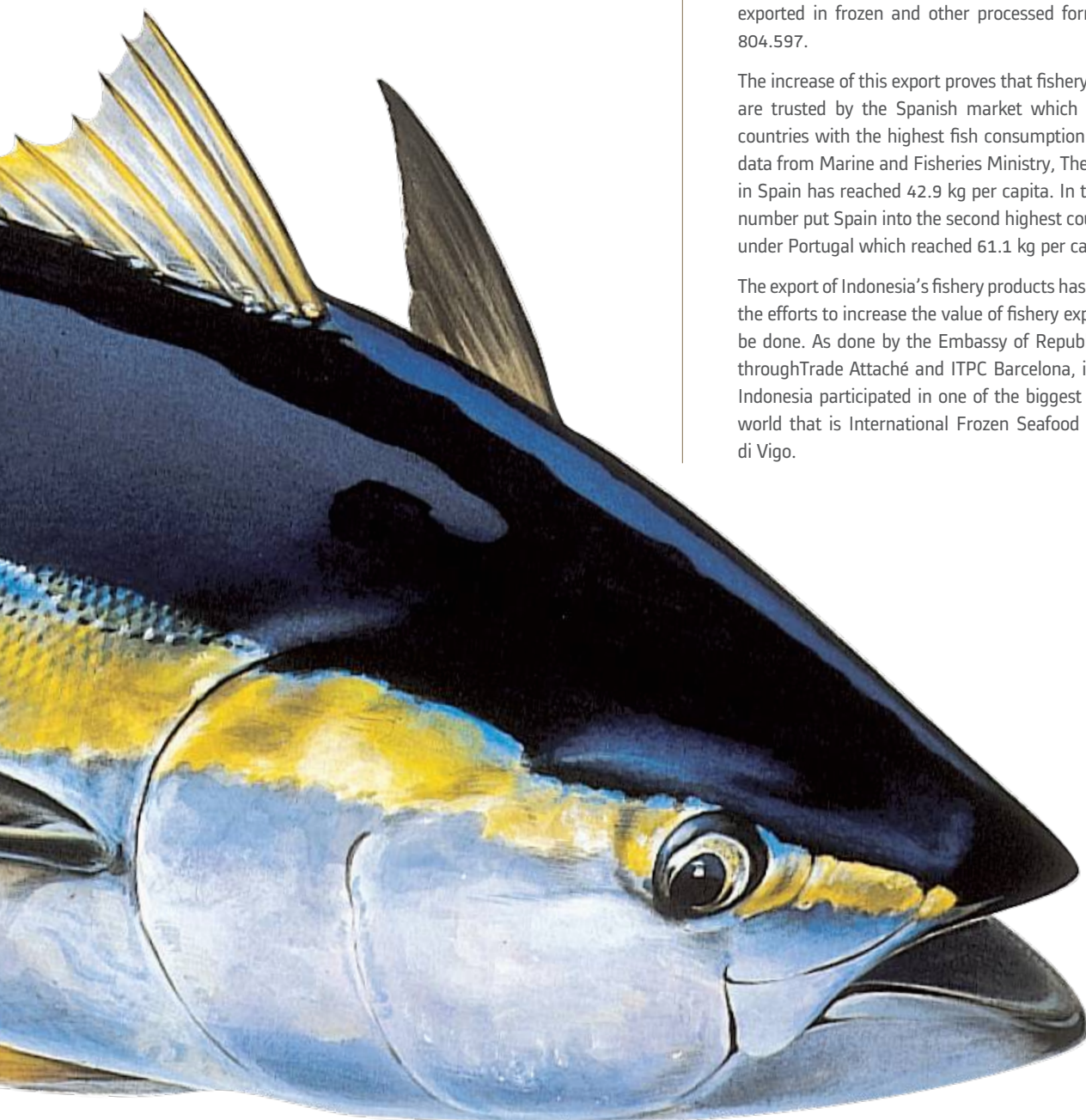
The increase of Indonesian exports to the Matador country was dominated by frozen fish products, in which there were excellent fishes such as long fin tuna, yellow fin tuna and skipjack which amounted to US \$ 4,924,512 or around Rp 66 billion. Not only frozen fish products, the export value of fish fillet and meat to Spain also quite big with US\$ 1.056.367 or around Rp 13,875 Billion.

Other featured products that Indonesia exported to Spain are tuna and skipjack tuna. The export of preserved products increased sharply up to 360% compared with the export value in the same period in 2015 from US\$ 331.925 to US\$ 1.524.625 or around Rp 20 Billion.

Not only fishes, the other fishery products that was exported from Indonesia are squids, crabs and other sea creatures. This product was exported in frozen and other processed form and has reached US\$ 804.597.

The increase of this export proves that fishery products from Indonesia are trusted by the Spanish market which is known as one of the countries with the highest fish consumption in Europe. Based on the data from Marine and Fisheries Ministry, The rate of fish consumption in Spain has reached 42.9 kg per capita. In the European region, that number put Spain into the second highest country in fish consumption under Portugal which reached 61.1 kg per capita.

The export of Indonesia's fishery products has a big potential. Therefore, the efforts to increase the value of fishery exports to Spain continue to be done. As done by the Embassy of Republic of Indonesia in Madrid through Trade Attaché and ITPC Barcelona, in last October 4-6th 2016 Indonesia participated in one of the biggest seafood exhibition in the world that is International Frozen Seafood Exhibition (CONXEMAR) di Vigo.





MARKET REVIEW

National tuna production generates transactions up to US \$ 2.6 billion per year. US \$ 1.4 billion of it was contributed from the catch in the exclusive economic zone (ZEE) of Indonesia. It was reduced by the costs for contributions to the Regional Fisheries Management Organization (RFMO) and stakeholder meeting of tuna fisheries, the value of the net transactions (sub benefit) to US \$ 1.9 billion, according to calculations of the Ministry of Marine Affairs and Fisheries. Indonesia's catch of tuna is one of the largest in the world. Every year Indonesia produces or catches up to 613,000 tons of tuna or 11% of the world's tuna product potential.

But unfortunately, the large production was not offset by consumptions and demands in the country. As much as 70% of Indonesian tuna production is exported to Thailand, China, Japan, USA and European Union instead. Of the total production, the exports was 70%, the rest is absorbed in the domestic market. Most of our tuna export markets are America and Japan, Indonesia produces various types of tuna such as yellow fin tuna, blue fin skipjack, big eyes tuna, and striped marlin.

For example, the value of tuna export to Japan reached US\$ 170 million, while to USA it was US\$ 115 million, and European Union US\$ 180 million, Although the potential consumption of tuna in Indonesia is quite large, until now the number of fresh tuna consumption is still minimal.





Indonesian people prefer to consume canned tuna than fresh tuna. Therefore we are one of the largest exporters in the world. The data of Indonesia tuna exports to various countries in 2009 until 2013 continued to increase. In 2009 tuna export reached US \$ 352 million with volume of 131,550 tons, in 2010 reached US \$ 383 million with volume 122,450 tons, in 2011 reached US \$ 498 million with volume 141.774 tons, in 2012 reached US \$ 749 million with volume 201,160 tons, And in 2013 reached US \$ 764 million with volume 209,072 tons. While in 2014 the value of tuna exports could reach US \$ 895 million.

Indonesian Fish Export Continues to Increase

Over the last few years there has been an increase in the number of Indonesian fishery exports in Indonesia's fishery sector which grew quite rapidly. It is hoped that the growth of Indonesian fish exports will continue to increase. In the period of 4 years, 2012 - 2016 Indonesia's fish exports increased by 7.34%, for export value increased by about 4.28%, for imports decreased by 7.34%, for export value increased about 4.28%, and for imports had a decrease about 14.83%. Until now Indonesia is in a period of increasing export trends, as of June 2016 the value of Indonesia's exports was 1.0 US \$, meanwhile for the value of imports decreased sharply. The export destination to the United States has increased over the past 4 years, which is around 11.1%, while for the country the export of Indonesia increased by 0.4%

per year. Then it rose 14.5% per year to China, meanwhile Europe Union 4.2% per year. The export of shrimp is still the highest export to America, the government is still trying to increase shrimp exports to several countries in Europe, and also the increase number of exports is driven by government efforts that continue to intensively increase the production in order to compete with the global fish industry.

Currently, the government is continuing to increase the productivity and quality of fish at the fisherman level, so that the result of local fishermen production can compete and also have high selling value, the government also planned to improve the facilities in the marine sector so that later it will be able to attract the investors to invest in Indonesia's fishery sector. The strategic step that is being driven right now is: production increase, distribution and logistics improvement to accelerate the arrangement of marine space management. So that the marine sector of Indonesia will continue to grow in the future.

Indonesia's Fish Exports in 2017 Soared

The Ministry of Maritime Affairs and Fisheries (KKP) targets the export value of fishery products to reach US \$ 7.6 billion in 2017, an increase of 82.2 percent compared to the 2016 realization of US \$ 4.17 billion. KKP's optimism is based on increasing Indonesian fishery production and opening up opportunities in larger export markets as Indonesian fishery products are being recognized for free from illegal fishing.

To achieve the target, the Ministry of Maritime Affairs and Fisheries is exploring the expansion of export markets in countries such as the United States (US), the European Union and the Middle East. For exports to the EU, the Ministry of Maritime Affairs and Fisheries is lobbying for the imposition of the most favored nation's fishery (MFN) fare from Indonesia down from an average of 17% to 0%. With the reduction of import duty fare (BM), the fishery products from Indonesia can compete in the EU market.

The recognition from the EU related to the success of Indonesia in managing fishery products by eradicating the practice of illegal fishing and it's kind. With the decrease of import duty fare to the EU, the Ministry of Maritime Affairs and Fisheries is optimistic that Indonesia has the potential to dominate the world fish market. This can happen if the government succeeded in making all fish processing units (UPI) in Indonesia can meet the requirements in the export market. Moreover, Indonesia has advantages over other countries which it has a very large raw material fish.

At the same time, exports of fishery products from the Philippines, Thailand, Vietnam and some countries in Southeast Asia are dropping. In addition, the EU also implements strict requirements for fishery products that made these countries difficult to meet the requirements of entry into the Blue Continent.

Because as we know, most of the fishery products from from said countries catch from Indonesia and brought there. But thanks to the government's efforts to suppress theft of fish, they end up having trouble getting raw materials. Indonesia exported fishery products to Europe in 2016 and reached 74,460 tons during January-November 2016 with an equivalent value of US \$ 370.2 million.

The government is preparing a regulation on export liability of fishery products; especially tuna products. This policy is done to support the value-added of tuna export products that are mostly exported in raw form. In the future we will export cooked skipjack tuna. At least, the meat has been boiled, all this time Indonesia exported skipjack tuna in the form of raw materials. While only a small number of business men who has exported it in the form of processed materials.

The policy of processed tuna exports has been started by business men in 2009 until 2010 but there is little willingness of each business men. But we have appealed many times to invest in the field of boiling. In the future, it's better to processed it in the country first before it is being export.

Currently there are only 11 fish processing industries in Indonesia with a large enough capacity

Thus, raw skipjack fish can be processed first in a number of manufacturers before being sent abroad. The government controls the export of tuna immediately with canning systems for albacor tuna, bluefin, and skipjack. Another way is we control it; it can be export if it is boiled.

The Value of Fish Exports Rose

The export of fishery products has increased. Ministry of Maritime Affairs and Fisheries (KKP) recorded export value during January-August 2016 reached US \$ 2.68 billion. This export value rose 3.69% over the same period last year amounted to US \$ 2.58 billion while



imports from January to August 2016 to US \$ 269.79 million or down 0.58% over the same period in 2015 amounted to US \$ 271.37 million. Exports rose 3.69% and imports fell 0.58% and the balance went up 4.19%.

In terms of transaction value, exports of processed fish dominated sales during January-August 2016 US \$ 1.197 billion and then followed by non-processed fish farming US \$ 642.262 million. Then the export of processed and captured fish and processed fishes each contributed US \$ 453,909 million and US \$ 386,993 million.

Shrimp dominated the Indonesian fishery exports with the most destinations to the United States. Since January-August 2016, the value of shrimp exports reached US \$ 1.139 billion. Then the crabs contributed US \$ 354.178 million transactions, followed by seaweed and shrimp groups.

The US is still the largest export destination of Indonesian fishery with a transaction value until August 2016 of US \$ 1.063 billion. Furthermore, Indonesia's second largest fishery export destination country is Japan with US \$ 396.990 million and Southeast Asia US \$ 348,085 million.

Imports of fish are still done to meet the needs of the industry in the country. The import permits was given to increase added value for fishery products processed and marketed both domestically and exported. Fish import licenses are very different from agricultural imports. Agricultural products are imported because domestic supply is insufficient, while fish imports are not for individuals.

It is imported intentionally for industrial needs. Fish import permits are granted only for industry, and if imported fish finds to enter the wet market then the product will be withdrawn.

Bali Becomes the Main Exporter of Indonesian Tuna Export

Bali is the largest tuna export contributor in Indonesia. Every year, the Island of the Gods exported an average of 18,000 tons of tuna to many countries, the majority of Japan.

The strategic position of the Bali causes this area to maintain as the largest tuna exporter area in Indonesia. The first factor, because the position of Bali close to the fishing ground, and secondly, the port and the airport are close to each other so fresh tuna can be sent immediately.

These location factors made Bali a unique position for the tuna fishery industry in the country. This is proved by the existence of Indonesia Longline Tuna Association (ATLI) which is a combination of companies arrest and exporters of frozen and fresh tuna.

The policy of the transshipment ban issued by the Ministry of Marine Affairs and Fisheries (KKP) has indeed affected the amount of exports from here, after the policy, the export of fresh tuna from Bali had dropped 7% in 2015, compared to 2014.

However, it is still understandable because the aim of the ban is to maintain the tuna ecosystem and within the next two to three years the supply of tuna will be abundant because it is maintained.



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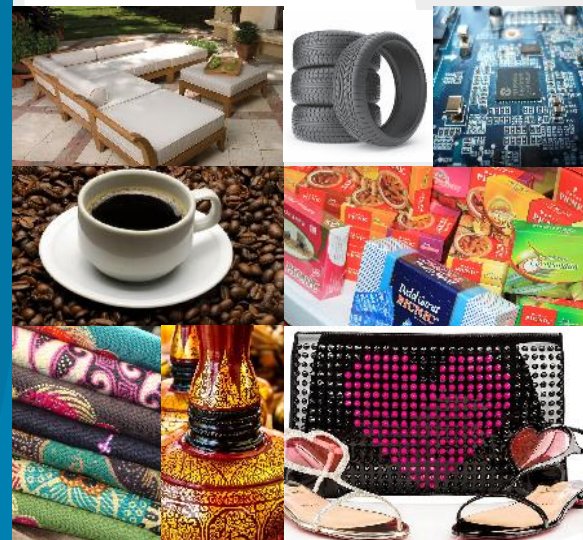
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