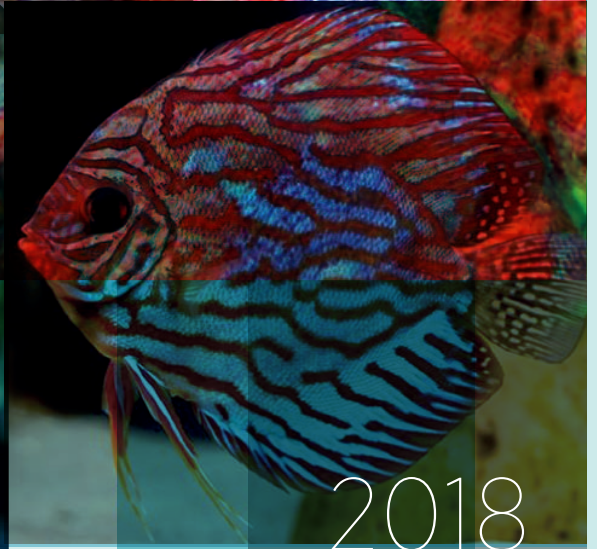
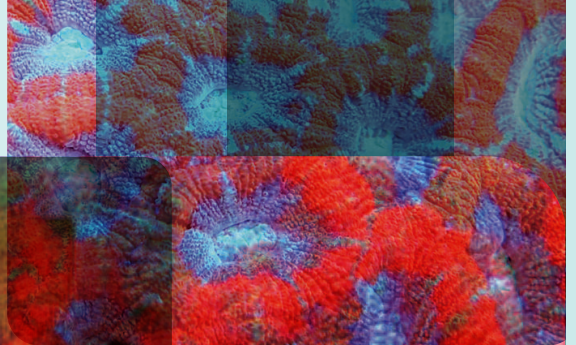


KEMENTERIAN
PERDAGANGAN
REPUBLIK INDONESIA

MINISTRY OF TRADE

EXPLORING : INDONESIAN ORNAMENTAL FISH



2018

EXPLORING INDONESIAN ORNAMENTAL FISH



Directorate General of National Export Development
Ministry of Trade of Republic of Indonesia

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History said that over 4500 years ago, the earliest known aquariums were artificial fish ponds constructed by the ancient Sumerians. The ancient Assyrians, Egyptians, and Romans also kept fish in ponds for food and entertainment purposes. Wikipedia mentions, once, in the Roman Empire, the first fish to be brought indoors was the sea barbell, which was kept under guest beds in small tanks made of marble.

Later then, the ancient Chinese became the first culture to breed fish with any degree of success. They raised carp for food around 2000 BC, and developed ornamental goldfish by selective breeding. Goldfish were introduced to Europe during the 18th century. In Indonesia itself, it is believed that aquarium was once acquainted by the Netherlands in 1922. The Sunda Kelapa Market was the first place where people began to conduct fishery market activity.

One of the biggest Sea Aquariums in the world is in Indonesia, which is called Sea World Indonesia. It was first officially opened for public since June 3rd 1982 where it keeps various marine biota from all over Indonesia. In the aquarium, the visitor may find thousand species of marine fish, reptile, up to mammals; also fresh water fish

Ornamental fish export in Indonesia first began in the late 25 years, and in 2003 Marine Aquarium Council started to explore several activities related to marine fishery such as coral reef survey, fisherman catches monitoring, and fishery selling.

Based on main export destination, Indonesian biodiversity leads into one of the biggest global ornamental fish exporter. Based on 2017 data, Indonesia contribution for marine ornamental fish reached the top 3 in global market. The Ministry of Marine Affairs and Fisheries Republic of Indonesia stated that during the last decade, Indonesia has close competition in ornamental fishery export with Singapore, Spain, Japan, Vietnam, Thailand and Malaysia. Indonesia fresh water area has more or less 1,248 fish species, in which among 243 of them are native species; and not to mention 122 species of ornamental shrimp. On the other hand, Indonesia Marine Water area contributes 3.476 fish species.

Furthermore, the Ministry of Marine Affairs and Fisheries Republic Of Indonesia released data that based on export destination countries, during 2016 – 2017, the total ornamental fish export recorded an increase of total 8.13% with the total value of US\$ 3,78 Billion in 2016 and became US\$ 4,09 Billion in 2017.

The Indonesian Blue



Indonesia has a strategic location astride or along major sea lanes from the Indian Ocean to Pacific Ocean between East Asia and West Asia, the Middle East, Africa and Europe. It is surrounded by ocean currents that travel in all directions. Its islands provide a convenient stepping stones between Southeast Asia and Australia. It embraces 93,000 square kilometers of inland seas (straits, bays, and other bodies of water) and 54,716 kilometers of coastline; which becomes the second longest coastline in the world (over 54,000km after Canada - CIA World Fact book-).The sea areas surrounding Indonesia bring its generally recognized territory (land and sea) to about 5 million square kilometers.

Indonesia is an archipelago with a vast public water area. It is the National Survey and Mapping Coordination Board in 2013, who stated that the total area of Indonesian waters is 3,257,483 km². With its water territory, Indonesia became one of the of largest fishery resources countries, including its ornamental fish. On the other hand, inland public waters consist of several types of ecosystems, namely lakes, reservoirs, rivers, swamps and other puddles. Each type of aquatic ecosystem has different environmental characteristics and unique fish resources.

Seawater Image Source : publicdomainpictures.net

Deep Down Below the Sea

Coral Reef Beauty

The Indonesian sea is a habitat for coral reefs with the highest level of biodiversity in the world. Coral reefs are an important for fish to live. UNDP stated that Indonesia has the highest coral reef fish diversity of the world. Indonesia comprises a large part of the 'Coral Triangle', an area which contained approximately 76% of the world's coral species and 37% of the world's coral reef fish species. And Indonesia supplied around 10% of global marine commodities.

The Coral Reef Rehabilitation and Management Program in Indonesia declared



Corals Image Source : publicdomainpictures.net



that 6.83 percent of 85,707 km² of coral reefs in Indonesia had excellent grades. The excellent coral reefs were scattered in 556 locations, in such territory that was also known as the "Amazon of the Seas", that covers the territorial waters of central and eastern Indonesia, Timor Leste, Philippines, Sabah-Malaysia, Papua New Guinea, and the Solomon Islands in which were estimated to be inhabited by 3,000 fish species.

With nearly 70% of the total area of Indonesia is water, 14 percent of the world's coral reefs are in Indonesia. It is estimated that more than 2,500 species of fish and 500 species of coral live among them.



Seawater Image Source : publicdomainpictures.net
Sea & Coral Image Source : publicdomainpictures.net

The Species...

Fresh Water Fish

Indonesia is famous with its native Indonesian ornamental fish includes Arowana (*Scieropages formosus*), especially the super red and Banjar red species, botia (*Chromobotia macracanthus*), rainbow fish (Genus *Melanotaenia*, *Glossolepis*, *Iriatherina*), and betta (*Betta splendens*).

To meet the needs of ornamental fish both domestic and international markets, breedings are performed, and only a small portion comes from natural catches. In addition to native Indonesian ornamental fish, traded ornamental fish commodities also originate from outside Indonesian territory, in which once had been brought into Indonesia and than was bred in local fish farmings. But in relates to the level of difficulty and market share, fish farmers are usually very selective in choosing which species are bred massively.

Here are some types of freshwater ornamental fish that are most widely bred and traded in and exported from Indonesia:

The Slim Dancer : Betta Fish

Betta Fish is one type of native freshwater fish in Southeast Asia. This fish breeds well in tropical swamps. Even though Betta fish is a small fish, it has a tremendous resistance to the environment and very aggressive towards each other. Aggressive as it is, this fish must be separated each other. But it is in fact when the beauty spreads, as they face each other.

Betta fish has calm, graceful movements, and often flick their fins so it looks so graceful like a slim dancer. As it detects danger, the fins and tail will spread optimally. Most betta fish species intended for ornamental purposes are *Betta splendens*. Other types include crown tail, giant, half moon, double tail, and plaque. Each betta fish species has its own characteristics. In Indonesia, a national beauty contest for betta fish is held annually.



Betta Fish

Image source : kancup.blogspot.com & akuariumhias.blogspot.com

Even though Betta fish is very aggressive, the contest is not intended for fish fighting, but is for beauty contest.

In 2016, Indonesian local newspaper announced that one Thai flag-patterned-Betta splenders fish might broke the most expensive betta fish selling for USD 1,300 in an online auction.



The Dragon Fish: Arowana or Scleropages sp

Some people call Arowana to be dragon fish, as they believe that it is a dragon reincarnation who will bring fortune to its owner. The Latin name of this freshwater ornamental fish is Scleropages sp. Arowana is one of Indonesia's native fish. This fish is found in the freshwater waters of Kalimantan and Papua.

Because the fish is rarely to be found live in its habitat nowadays, Arowana fish is categorized as endangered species. The population of this fish continues to decrease because its habitat is destroyed and this species are getting traded. To avoid its

This soon became the most trending topic in internet. Kanchen, the owner himself did not expect that someone would bid for USD 285 in the second day he posted the fish picture online.

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extinction, several attempts are made, including breeding Arowana in local ponds.

The best species for Arowana lovers is Super Red Arwana. This is the most expensive species among others. For the smallest one, the price may range from USD 100 up to USD 1000. Red Arowana comes from several places in West Borneo such as from Kapuas River and Sentarum Lake. They are the best place for Super Red Arowana to live. Red Arowanas are classified into 4 categories: Blood Red, Chili Red, Orange Red and Golden Red.



Botia Fish

Image Source : hanyputriku.blogspot.com

3. The Steamer : Botia

Botia Fish becomes favorite and broadly famous. In its natural habitat, botia fish lives under streaming river and may live for decades. In Aquarium, it may live for 20 years. Botia fish comes from several watersheds in Sumatra and Kalimantan. They like to live in

communal and stay under water and to be nocturnal, in which they actively search for food at night.

Ranging in size from the tiny to the very large, Botia Fish species, or often are called as Clown Loaches, are suitable for any size of aquarium, this is why they are now become favorite. They are extremely well behaved community members. Native to the Indonesian islands of Borneo and Sumatra, clown loaches are commonly found in the flood plains of hilly areas. They are rarely known to breed in captivity, but are known to migrate to smaller waterways to spawn annually, when in their natural habitat

There are approximately 56 Botia Fish species around the world, in which the most popular comes from Indonesia, that is Botia macracanthus. Indonesian Botia Fish export becomes massive lately. The Botia fish farming can be easily found in Banyuasin South Sumatera. According to South Sulawesi Fishery Quarantine and Quality Assurance Agency, during October 2017, it was recorded that there were 424,450 botia Fish to be exported using 47 different shipments.

Tiger Barb of Sumatera



Tiger Barb Fish

Image Source : quariumtidings.com

Tiger barb or Sumatra barb (*Puntigrus tetrazona*), is actually originated from Sumatera, Indonesia. It is an active and agile fish, which likes to chase each other. It has typical slick and long body shape, with four or five black stripe colors crossing vertically on the body.

In its habitat, Tiger barb likes to live in clean-medium-streamed shallow River. The fish has high tolerance to water condition changing

But it must be notified that Tiger Barb should not be kept along with tame fish. Because sometimes they become aggressive and may attack others as they are in hunger

Apart from its endemic fish, Indonesia is also famous of other ornamental fishes such as :

Koi fish is unique since it has long term life. It was said that once, there was a 200-year-old Koi fish was found in Japan. Koi is easily adapt to its owner and is very tamed. Koi is also regarded to bring fortune to its owner. Among the varieties, there are 3 (three) species of Koi; often is called as gonsake; that is very famous:

- Kohaku, is Koi with reddish pattern on top of white color.
- Sanke, is Koi with reddish and black pattern on top of white color, but the black pattern does not appear on the fish head
- Showa, is black Koi with reddish and white pattern on the body.

In order to get the best Koi, the farmers always keep its origin, therefore crossbreeding is avoided. By this way, its origin can always be maintained

One of the biggest Koi fish farming locations in Indonesia is located in Blitar in East Java Province. Since 1982, local fish farmers are breeding Koi Fis in that location, clean water is always streaming from the water spring.

The Stress Reliever : Cyprinus Carpio

With beautiful shades of color and its gentle movement, *Cyprinus carpio*, or Koi, is believed to be stress reliever. Koi varieties are distinguished by coloration and patterning. Koi was originally from China Mainland and along with its breeding, the fish then spreaded to Japan. It is said that Koi has 174 varieties but only few of them are famous and become favorite. In fact, Koi is not intended for aquarium use. It would at best be placed in a fish pond



Cyprinus Carpio Fish
Image Source : en.wiktionary.org

Forgotten Family Pet

The Goldfish

(Carassius Auratus)

Carassius auratus Goldfish breeds vary greatly in size, body shape, fin configuration and colorations (various combinations of white, yellow, orange, red, brown, and black are known). It is native to East Asia which belongs to the carp family. Once, it was first selectively bred in Ancient China more than a thousand years ago, and several distinct



breeds have since been developed.

With moderately long life time; that is around 7 years; Carassius auratus Goldfish is actually has the same origin. Several Goldfish change their color upon they grow up. As they become older, their color usually turn into white.

The Enchanting Tail :

Guppy Fish

(Poecilia reticulata)

Behind the funny name, “guppy” actually comes from the real name of the inventor, Mr. Robert John Lechmere Guppy. www.topikikanguppy said that in 1866, Dr. Robert Lechmere Guppy, one Englishman botanist brought back several unique fish home from Trinidad Islands. This fish was then be given to his best friend Dr. Albert Guenther, who worked in British Museum. This fish, is native to Central and South America. Guppy is often called as million fish. It spreads in Barbados, Trinidad, Tobago, Guyana, Antilene and several other islands, entering Indonesia around the 1920s and lived in free waters.

Guppy fish farming are easily found around Yogyakarta. They are famous because guppy is easy to breed. It is relatively small

“Fish are also the forgotten family pet. Just like cats and dogs, fish are intelligent, long-lived and can feel pain, but you would never flush your dead cat down a toilet or win puppies at carnivals.”

as said by Dr. Mirriam Sullivan,
a Wet - Australian - PhD

and does not take up a lot of space, so you don’t need a huge aquarium. It has very thin and sometimes translucent skin, therefore when a female fish lays eggs, “her” offspring are visible. Guppies are known for being the easiest aquarium fish to spawn. Females give live birth frequently, to well-developed offspring.



Attractive-color disc : Discus Fish

Some people say that keeping discus fish is like having Royal Princess. It is beautiful but very tame. This perhaps relates to the fact that discus fish may breed well in clean water.

Discus Fish is native fish to Amazon River in which they like to live in warm and calm basins. Discus fish have a disc shape and have stripes pattern style which are suited for camouflage in order to hide potential predators in their living environment. This freshwater ornamental fish is very calm and has soft movement. The largest discus fish to be found was 15 cm of diameter.



One of Indonesian Discus fish farmers is named Thio. He is from Cirebon in West Java, and was formerly only a hobbyist, keeping 10 common discus fish, and a pair of mature discus fish. Gradually he was interested in breeding discus fish by himself, knowing the fact that annually discus fish may breed in a short period of time



Discus Fish

Image Source : sagarfishaquarium.in
& chewy.com



Sea & Coral Image Source : publicdomainpictures.net

Marine Water Fish

A variety of small fish that live in all salty waters can be said to look more beautiful and attractive. In addition to its unique body shape, various types of marine ornamental fish are arguably more likely to have bright body color. Maintaining ornamental fish which can only survive in sea water tends to be more difficult than maintaining freshwater ornamental fish.

Each maintainer needs more than common costs and skills. One part that is definitely must be done when maintaining sea water fish itself is that the sea water acidity level in aquarium often changes

Water in Aquascape itself is an important part that must be mastered when trying to maintain marine ornamental fish. It is certain that because of this, it can cost more than maintaining freshwater ornamental fish.



Fish Image Source : pxhere.com

Seawater Image Source : publicdomainpictures.net

The Six - Lettered Fish/Blue Tang Fish (Paracanthurus hepatus)



Blue Tang Fish

Image Source : vignette.wikia.nocookie.net



Paracanthurus hepatus or more popular with blue tang or six-leter fish like to live in coastal waters, coral reefs and in rocky or grassy areas between 6-131 feet deep. Their size is 12 inches in length in average. They like to live in pairs apart from their communal, or sometimes in live in groups of 10 up to 12 fish.

Blue tangs only eat algae, that is why breeding blue tang is relatively easy. Huda, one blue tang fish farmers from Lombok used to breed in floating cages, in which one floating cage usually fits one thousand blue tang seeds.

2. Blue Devil Fish (*Chrysiptera cyanea*)

Chrysiptera cyanea is a species of damselfish native to the Indian and western Pacific Oceans. In its natural habitat, it often spends its time hiding in rocks and sand. This fish reaches 8.5 centimeters in length. It is bright blue in color; the male has a yellow snout and tail, and the female and juvenile usually lack yellow but have a black spot at the base of the back edge of the dorsal fin

Blue devil fish are naturally found in the western Pacific and eastern Indian oceans, with the majority of their habitat is around Indonesia and the Philippines. It likes to live in sandy coral reef area.

Several years ago, almost all the devil fish exported from Indonesia are natural catch fish, until Maluku Fish Farming Agency in Ambon developed breeding invention technique. With 90% water area, Maluku may provide the needs of devil fish from Singapore, China, Hongkong, Malaysia, Jepang, EU, South Kores, and USA.

Blue Devil Fish

Image Source : upload.wikimedia.org & [c1.staticflickr.com](https://www.staticflickr.com)



Coral Beauty Fish

Wikipedia mentions that the twospined angelfish, dusky angelfish, or coral beauty (*Centropyge bispinosa*), is a marine angelfish. Some have a dark purplish blue body with yellow to red stripes, and usually an electric blue rim. Other species sometimes have orange dominating stripes, with purple spots. Some bright orange forms are very similar in appearance to the golden angelfish, *Centropyge aurantia*.

Coral Beauty are easily found around Indonesian tropical ocean such as Bunaken in North Sulawesi, Nusa Panida in Bali, Raja Ampat in Papua, Banda in Maluku and many other coral reef locations



Coral Beauty Fish

Image Source : desktopbackground.org

Anemone Fish : Clownfish



Clownfish or anemone fish are fishes from the Amphiprioninae subfamily in the Pomacentridae family. This fish is unarguably one of the funniest types of ornamental sea water fish and may be in great demand by ornamental fish lovers. This fish has many color variations. In addition to the combination of orange and white color, clown fish have yellow and white color combination and sometimes also have blue white color combination.

Lampung is one of clownfish fish farmers in Indonesia. The fish usually are exported to Japan, Singapore, Brunei, Malaysia and China

Clown Fish

Image Source : jooinn.com

Marine Angelfish

Marine angelfish are perciform fish of the Pomacanthidae family. This saltwater angelfish are found primarily in tropical waters and shallow reefs. Most species are found in the Western Pacific Ocean, though a few can be found in the Atlantic and the Eastern Pacific/Indian Oceans.

Marine angelfish are known for their compressed bodies and their bright colorations. These fish come in color combinations including various shades of green, blue, yellow, purple, pink, orange, brown, black, gray, and white.



Marine Angelfish

Image Source : fishybusinessaquatics.com



Marine Angelfish

Image Source : livefish.com.au & brilliant-creation.org



From the Blue into You

To prevent the presence of illegal marine fish, Indonesia requires that ornamental fish products must be traceable. Even though the catch comes from small fishermen, following procedure still becomes a must, and the source and origin must be clear.

In addition , Indonesian Ornamental Fish are always:

Sea & Fish Image Source :
publicdomainpictures.net



Fish Image Source : pxhere.com

Healthy, Carefully inspected, and Legal in Freight and Quarantine

In general, the signs of a healthy fish which in prime condition can be seen visually such as the body and fins are perfect and complete as it is not bent and fins are not deformed, damaged, torn, or broken.

Market requires that exported fish must also be healthy and in prime condition, because it requires a long journey time to get to the destination country. To find out which fish are really in healthy conditions and are not diseased, laboratory tests are needed. Indonesia has fish quarantine bodies or institutions, but in fact some export companies have their own laboratory.

If the fish is declared healthy, the quarantine body or institution will issue a Declaration of Decent Export.

The Central Bureau Statistics of Indonesia data of 2018 stated that Indonesian ornamental fish exports in 2017 reached US \$ 27.61 million compared to 2016 which was US \$ 24.64 million. Thus there was an increase of 12.05%.

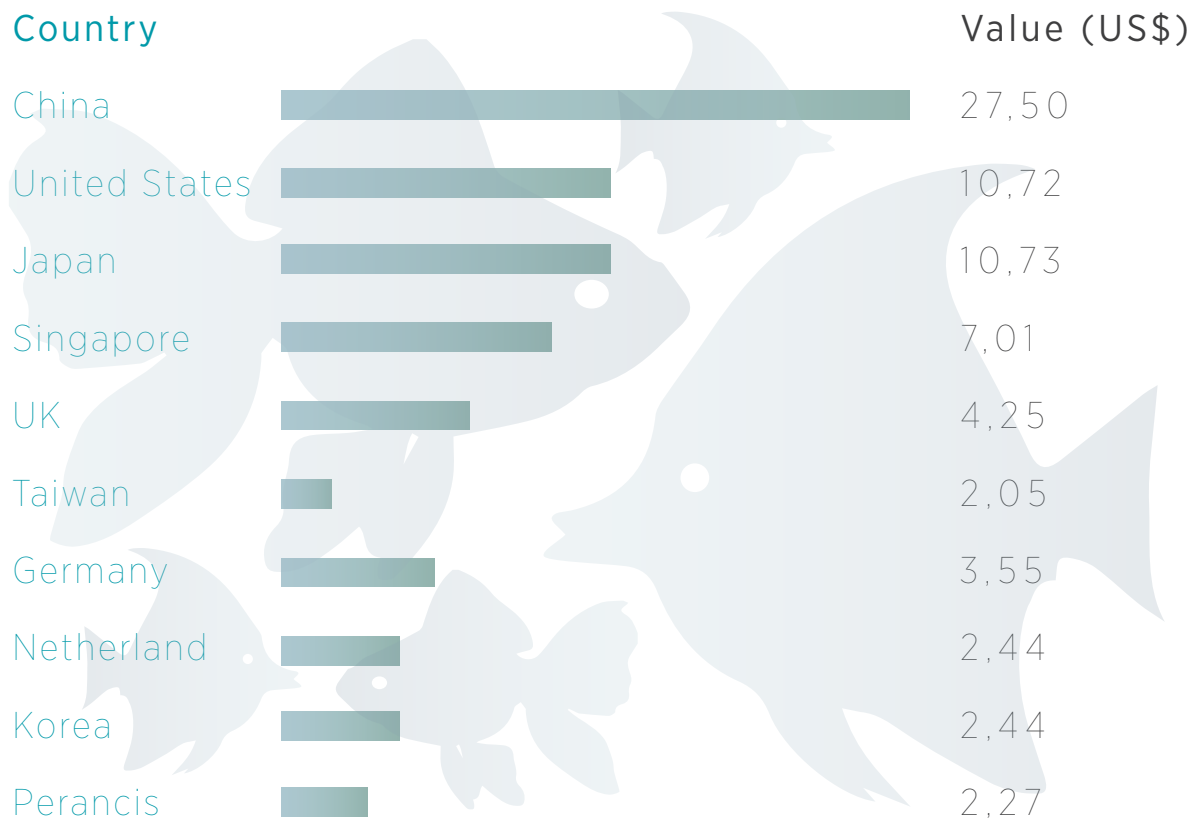


INDONESIAN ORNAMENTAL FISH EXPORT (by Year)



The Central Bureau
Statistics of Indonesia,
2018

EXPORT BY COUNTRY (by Year)



Moreover, the data mentioned that China, with 27.50% of the total export value, became the dominant market for Indonesian ornamental fish exports and followed by USA and France. Below is the 10 dominant main export destination countries for Indonesia:

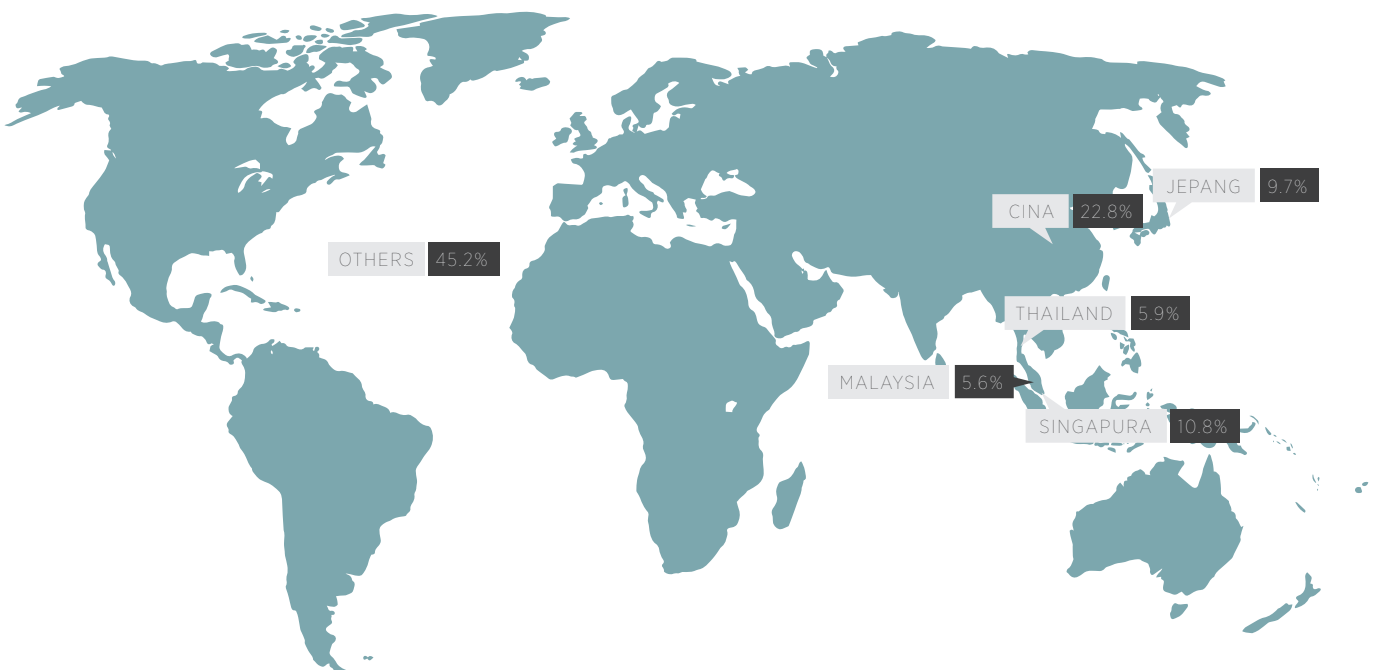
Trade With Remarkable Indonesia

Indonesia is one of the largest countries in the World with an area of 1,922,570 Km Square, and a larger sea area of 3,257,483 Km square. This country is inhabited by a large population with a total of 258.7 million people.

At present, with such a large population, Indonesia has a very large GDP and becomes the largest GDP in ASEAN. It even has the potential to become the fourth largest in the world by 2050. Today, the USA is the country with the highest GDP in the world, followed by China, Japan, Germany, UK, France, India, Italy, Brazil and Canada. But China has shown symptoms to dominate.

GLOBAL INDONESIA IMPORT

GLOBAL 100% (USD 156.925.150.000)



INDONESIA AT A GLANCE

Indonesia's economy is getting stronger with more investors and entrepreneurs doing business with their Indonesian counterparts.

INCOME PER CAPITA

Will grow to more than
USD 15,000
in 2025

POPULATION

Will increase to
300 million
people, by 2025 and 50%
of them will be under the age of 30.

SKILLED WORKER

By 2030, there will be
113 million
skilled workers

MARKET OPPORTUNITY

USD 1.8 trillion

in consumer services, agriculture,
fisheries, resources, and education.


CONSUMER CLASS

Will reach
135 million
members of consuming in 2030,
and 71% of the population will live
in cities/rural areas, contributing
86% to the GDP.

BY 2030, INDONESIA WILL BECOME
THE 7th LARGEST ECONOMY IN THE WORLD.
AND THE 4th IN 2050.

EXPORT IN 2017

USD **168.8**
billion

 non-oil products
USD 153 billion

 oil products
USD 15.7 billion

EASE OF DOING BUSINESS

Climbs up **19** points



GLOBAL COMPETITIVE INDEX

Climbs up **5** points





According to IMF data By 2016, China's economy had grown by 6.7%, compared to USA with was only 1.6%,. China has also surpassed India as the largest economy. While the Brazilian economy contracted by 3.5%. But it must be notified that the Asian region has the largest portion of GDP in the world which reaches 33.84% of total world GDP.



Then what about Indonesia's for the next 30 years?

Price Waterhouse Cooper predicted that , China will be on the top rank in 2050 where India will be the second, then the third is USA and Indonesia is predicted to be the fourth.

Until 2017, the total value of Indonesia's imports of all commodities are USD 156,925,150,000. With four largest portion came from China, Singapore, Japan and Thailand. This shows that Indonesia is very open to join in a larger scale of trade relationship. And the opportunity to trade with Indonesia is certainly still very wide open.

Indonesia Trade Representatives

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Thank You

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