



Indonesia's Processed Food

WHAT'S INSIDE

Indonesia is ready to meet high-quality global consumption as the national processed food industry develops.



editor's desk

Dear valuable readers,

The main reason why the food and beverage industry become one that strengthens a national economic sector is because all living things in general need food and drink. Healthy food is a food that provides a balanced nutritional content to maintain a healthy body. Now many foods have been processed and can be consumed directly.

Indonesia is rich in natural resources, especially for food to be processed. Various value-added processed foods have been produced by processed food business actors in Indonesia. In terms of taste and packaging, Indonesian processed food can already be of interest to foreign buyers.

This October issue of Export News discusses Indonesian processed food. Starting from the development of exports and other important information that needs to be known in order to facilitate readers who want to buy products made in Indonesia. This edition also includes a list of processed food exporters that can be contacted directly.

Thank You



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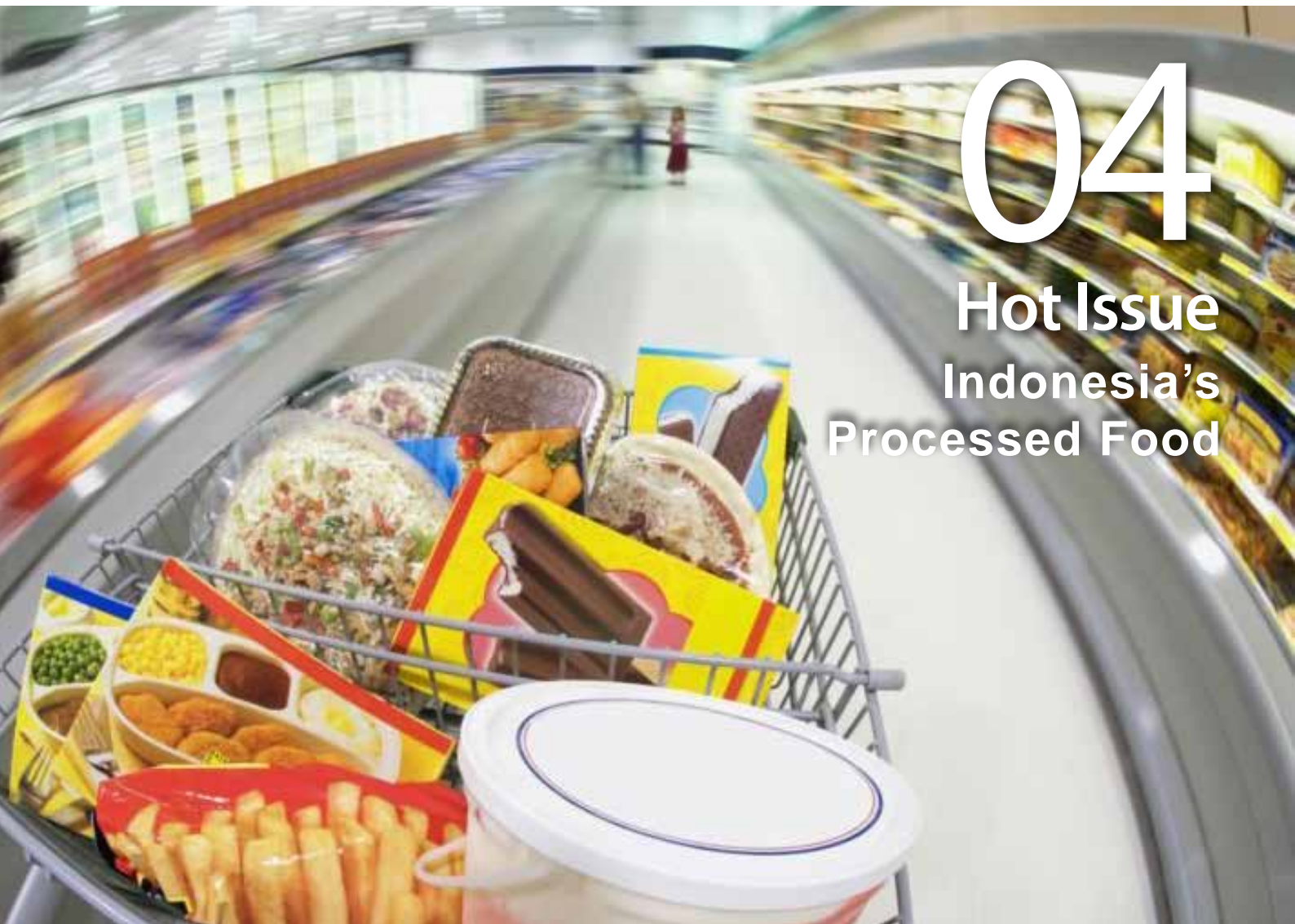
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HOT ISSUE



Talking about processed foods, it is very important to ensure that the product is safe for consumption. This is what makes the processed food industry not an arbitrary industry. Various rules made in each country to protect the consumption of the people.

For Indonesia today, the processed food industry is one of the leading manufactures that can make a major contribution to the national economy. As the government, the Ministry of Trade seeks to boost these products, more incentives to strengthen the international market by providing training and seminars on guidance in determining effective marketing strategies including export procedures, insights and knowledge to business people in improving product quality in accordance with market tastes, the Ministry of Industry is also determined to improve the competitiveness of the processed food industry to be more competitive in the global market.

In terms of industry, the most influential matter is infrastructure. This era is touted as a digital era, so industries also need digital infrastructure. Indonesia will accelerate development in order to

support the implementation of the Making Indonesia 4.0 road map. The five manufacturing industries are being spurred by the government as pioneers in implementing the fourth industrial revolution, namely the food and beverage industry, automotive, electronics, chemistry, and textiles and clothing.

Nowadays, food products in Indonesia have developed a lot, many of which are exported with raw materials to processed food products that have added value. In addition, Indonesian food products have been able to answer the challenges of the global market in terms of increasing packaging.

Apart from technology as a support for a company, halal food becomes a potential in international trade. As a decisive market parameter, halal label is developing and expanding. Traditionally, halal food was seen only for meat and poultry, especially with reference to the slaughter method. Recently, it has grown to include non-meat foods such as milk, baked goods, snacks, sweets, ready-to-eat foods and other processed food and beverage products. Halal is a 'farm-to-fork' process with



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halal compliance needed throughout the supply chain, aspects such as warehousing, transportation and logistics all play a role in maintaining and demonstrating halal integrity.

Interestingly, in recent decades, this evolution has not been driven by Moslem-majority countries but by the multicultural population of Southeast Asia and the diaspora of European and North American Moslems.

Halal certification for food products began to emerge in the 1970s and 1980s. In Malaysia, where the Chinese non-Moslem business community produces a lot of food, the need for halal verification is greatly promoted by the government and ready to be adopted by producers, retailers and food outlets to guarantee the customs of Moslem Malays. The development of halal standards and government-run certification bodies (the Malaysian Islamic Development Department, or JAKIM) creates a regulatory framework that has been recognized throughout the world.

Singapore, Indonesia, Thailand and Brunei, all developed similar systems. This has created a regional market environment where it is now common to see official halal logos in the full spectrum of food products including baked goods, dairy products, soft drinks, bottled water and tea bags, as well as cosmetics and personal care products.

Halal certification has also developed as a significant force in Moslem minority countries, where halal food has become an element that determines Moslem identity.

Some countries that export food products to the Moslem world, such as Australia, New Zealand, Brazil, the United States and European countries, halal certification has become a necessary component of international trade, and indeed profitable.



MARKET REVIEW



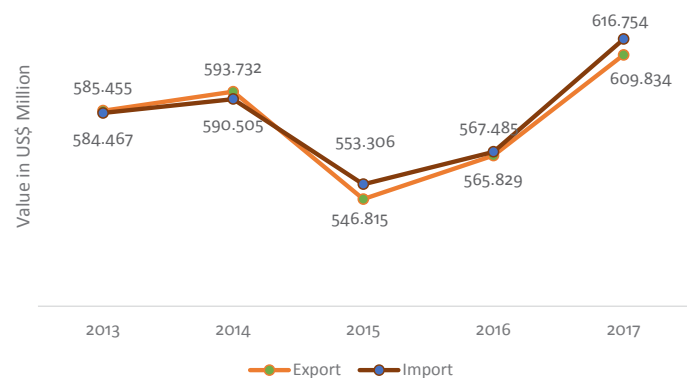
Indonesia's Processed Food Trade At a Glance

Based on data from the ITC calculations through the UN COMTRADE and ITC statistics, the development of the world processed food export imports performance within last 5 years (2013-2017) has increased in value.

The value of exports in 2013 amounted to US \$ 585.4 billion and increased until 2017 reached US \$ 609.8 billion, which generally showed an average growth (0.37%). Likewise, for the import value in 2013 amounted to US \$ 584.5 billion and increased until 2017 reached US \$ 616.7 billion which showed an average growth (0.68%).

In 2017, the main exporting countries of world processed food are the United States which reached US \$ 41.2 billion, Germany US \$ 39.9 billion and China US \$ 38.1 billion. While the importing country is the United States US \$ 76.6 billion, Germany US \$ 36.6 billion and the United Kingdom US \$ 33.6 billion. The three countries import large quantities, then export them back to various countries.

World Processed Food Import Exports 2013 - 2017



Source: ITC calculations based on UN COMTRADE and ITC statistics, processed by Ditjen PEN

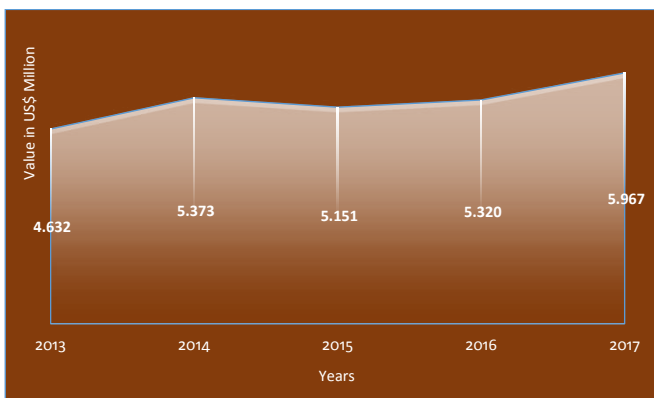
Indonesia is a country that has a wide variety of foods, from natural ready-to-eat foods to processed foods. Indonesia's potential for processed food exports still wide open in world trade, seen from Indonesia's position to supply processed food products to the world in 2017 at number 25 with a market share of 0.98% (trademap, processed).

In the same year, Indonesia also supplied to the world's largest importing countries for processed food products such as the United States with a market share of 0.81%, Germany by 0.30% and the UK at 0.19%.

Other potentials can also be seen from the trend of the last 5 years, experiencing growth starting from 2013 with a value of US \$ 4.6 billion and in 2017 reaching US \$ 5.96 billion.

In other words, Indonesian products are now developing and can be taken into account in global competition as well as contributing to the national economy.

Indonesian Processed Food Exports 2013 - 2017



Source: Indonesia Statistic, processed by Ditjen PEN

The development of Indonesia's processed food exports within 5 years has positive trend of 5.09%. In that period the highest growth of Indonesia's processed food exports was wheat with growth of 23.85% and the lowest was coffee, tea and spices with growth of -7.84%.

In 2017, tobacco is a processed commodity with a dominating export value of US \$ 1.14 billion and wheat is a processed commodity with the lowest export value of US \$ 3.25 million.

The main export market for Indonesian processed food products in 2017 is aimed to Philippines with a value of US \$ 631 million and share of 10.58% of the total exports of processed food products in Indonesia followed by United States of America US \$ 616 million or 10.34%, Malaysia as US \$ 588 million (9.86%), China US \$ 517 million (8.68%) and Singapore US \$ 352 million (5.91%).

DKI Jakarta, East Java, North Sumatra, Lampung and Riau are 5 (five) provinces in Indonesia that contribute the largest export value of Indonesian processed food products to the world in 2017 with a value of respectively US \$ 2.4 billion, US \$ 1.6 billion, US \$ 521 million, US \$ 433 million and US \$ 311 million.

The Indonesian processed food industry has been centered on Java, technology and transportation are easily available making this industry

Indonesian processed food product group by the main product category

No.	HS Group	Commodity	2017 US\$ (000)	% Trend 2013-2017
1	07	Vegetables	33.636	8,30
2	08	Fruits	595.511	20,99
3	09	Coffee, Tea, Spices	114.211	-7,84
4	10	Wheats	3.255	23,85
5	12	Oily Grains	194.661	-5,54
6	13	Wax, Latex, Resin	50.430	-2,60
7	16	Processed Meat and Fish	942.399	-2,86
8	17	Sugar and Sweets	232.254	-2,61
9	18	Cocoa	193.439	7,72
10	19	Processed Flour	969.379	9,68
11	20	Processed Fruits and Vegetables	289.946	7,26
12	21	Other Processed Food	1.027.148	11,28
13	22	Beverages	179.211	6,66
14	24	Tobacco	1.141.814	4,00

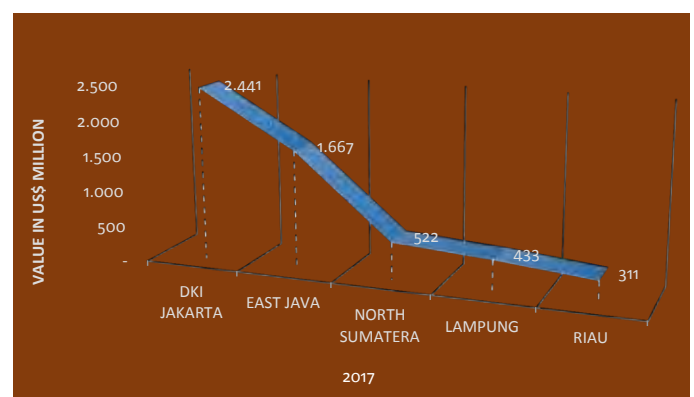
Source: Indonesia Statistic, processed by Ditjen PEN

grow rapidly. The processed food industry in value can be an instrument that promotes equity in the welfare of society. Today, several processed food industries in Indonesia are developing by utilizing industrial 4.0 technology, such as robotic, big data and 3D printing.

DKI Jakarta's exports of processed food products include processed flour at 31.74%, various processed foods by 30.21%, processed meat and fish at 7.61%. The role of DKI Jakarta is very large in processed food exports due to the large number of processed food industry centers produced. The countries of the Philippines, China and Malaysia are the main destinations for processed food exports from this province.

Another big producer is East Java with exports of processed food products including processed meat and fish by 30.65%, tobacco by 26.44%, fruits by 10.91%. East Java is also a province that resembles Jakarta, which has a processed food industry center produced. The United States, Malaysia and Japan are the main destinations from this province.

Indonesian Processed Food Exports by Province 2017



Source: Indonesia Statistic, processed by Ditjen PEN

MARKET REVIEW

The largest export from North Sumatra is tobacco at 61.73%, fruits at 14.49%, processed meat and fish at 12.69%. This province is one of the provinces in Indonesia which has the best plantation yield, so it produces more processed products from plantation products. Cambodia, Malaysia and Thailand are the main destinations.

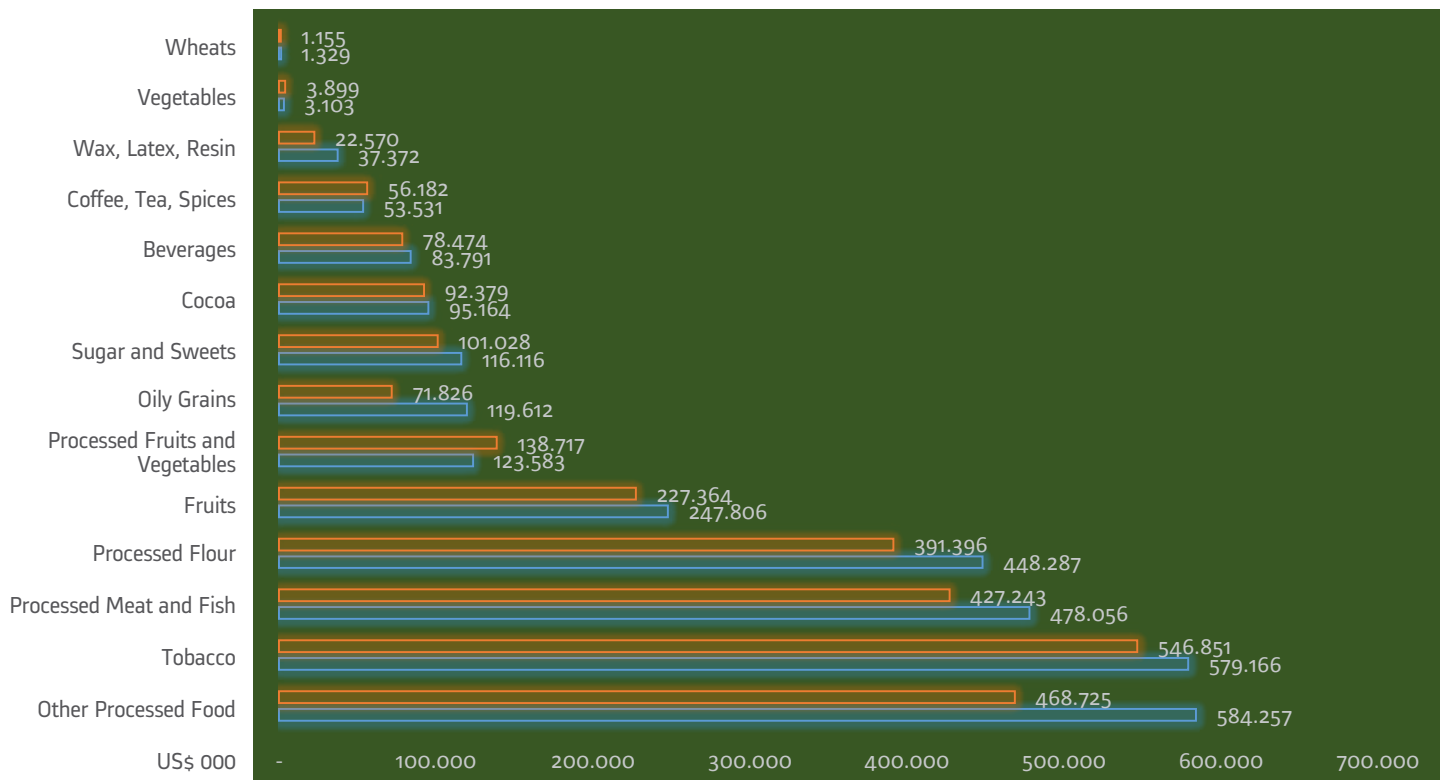
It is not easy to penetrate the international market for processed food products, because in general every country has high standards and its own protection. Indonesia had experienced difficulties in increasing this industry to the international market. But now the increase in added value provided by Indonesian processed food products ranging from taste to product packaging: it also has own characteristics. It is assumed that the packaging of a product will determine the safety of the processed food.

By mid-2018 the export value of Indonesian processed food has increased compared to the previous year. In the period January-June 2018, the value of Indonesian processed food exports reached to US \$ 2.97 billion increased 13.07% compared to the same period the previous year which reached US \$ 2.62 billion.

This increase has become a tangible manifestation to increase competitiveness to the international trade.

Halal products are now a potential in international trade and are a support for Indonesian processed food. The halal products have several advantages such as being more hygienic and healthy. Indonesian processed food is one of the mandatory products in Indonesia to implement halal products from the Indonesian Ulema Council (MUI) which are generally found in the packaging of food products.

Indonesian Processed Food Export Value January-June 2017 and 2018



Source: Indonesia Statistic, processed by Ditjen PEN



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Website : www.indofood.co.id, www.indofood.com
Products: Palm Oils, Margarine; Excl. Liquid Margarine in Other Container, Other Cereals, Soya Sauce, Tomato Sauce, Soups And Broths And Preparations Therefor; Homogenised Composite Food Preparation, Noodles.
- 2. KAMPUNG KEARIFAN INDONESIA (JAVARA), PT**
Gedung Graha BS Lt. 1, Jl. Kemang Utara A No. 3 - Mampang Prapatan, Jakarta Selatan, D. K. I. JAKARTA
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Website : www.javara.co.id
Products: Food and Beverages.
- 3. SIANTAR TOP Tbk, PT**
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Website : http://siantartop.co.id
Products: Food and Beverages.
- 4. ANDALAS MEKAR SENTOSA (AROMA SEJATI), PT**
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Email : grandissejati@yahoo.co.id, aroma@wasantara.net.id
Products: Other Food Preparation N.E.S.
- 5. BUDIMAN SUKSES, PT**
Jl. Prof. DR. Sri Soedewi MS. SH. No. 18, Kel. Tungkal Harapan - Kec. Tungkal Ilir Kab. , Tanjung Jabung Barat, JAMBI
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Email : batavia_sakti@yahoo.com
Products: Cinnamon (Cassia Vera), Areca Nuts, Shrimps (Fresh, Frozen), Prepared Foods Obtained By The Swelling Or Roasting, Crustaceans, whether in shell or not, Candle Nut.
- 6. INNI PIONEER FOOD INDUSTRY, PT**
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Email : innip@indosat.net.id, innip.export@gmail.com
Products: Pineapple Canned Fruits, Jelly, Papaya Canned Fruits, Tropical Fruit Cocktails, Pineapple Dehydrated Fruits, Pineapple Core Dehydrated Fruits, Mango Dehydrated Fruits, Papaya Dehydrated Fruits, Guava Dehydrated Fruits, Tomato Dehydrated Fruits, Sweet Potato Dehydrated Fruits, Canned Snail & Frozen, Frozen Seafood and Vegetables, Ice Bon-bon.
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Website : www.intrafood.net, www.singabera.co.id
Products: Gingerbread And The Like, Food and Beverages, Coconut Sugar.
- 8. PHAPROS Tbk, PT**
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Email : marketing@phapros.co.id, factory@phapros.co.id, corporate@phapros.co.id, christinanopa@phapros.co.id
Website : http://phapros.co.id/
Products: Food And Pharmaceutical Grade Of Calcium Carbonate.
- 9. Jl. Sultan Ageng Tirtayasa No. 156, Blok Silorong RT. 04/RW. 01 - Kedung Jaya Kedawang, Cirebon, West Java**
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Website : www.ilovehappyfood.com
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- 10. SINDE BUDI SENTOSA, PT**
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Website : www.sindebudi.com
Products:
Products: Food and Beverages

- 11. KOBE & LINA FOOD, CV**
 Kawasan Industri Manis, Jl. Manis Raya No. 15 Desa Kadu - Kec. Curug, Tangerang, BANTEN
 TTelepon : (62-21) 5918805, Fax : (62-21) 5918803
 Email : export@kobe.co.id
 Products: Soya Sauce, Food and Beverages, Noodles.
- 12. NESTLE INDONESIA, PT**
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 Email : nestle.indonesia@id.nestle.com
 Website : <http://www.nestle.co.id/>
 Products: Milk of A Fat Content, Other Cereals, Tea, Coffee, Food and Beverages.
- 13. SUKSES ABADI FARMINDO, PT**
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 Website : www.saf-indo.com
 Products: Food and Beverages.
- 14. NATURAL NUTRISI GLOBAL, PT**
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 Website : www.naturalnutrisiglobal.com
 Products: Prepared Foods Obtained By The Swelling Or Roasting.
- 15. PASIFIC HARVEST, CV**
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 Email : sherly_kho@hotmail.com, pasificmuncar@yahoo.com, sherlykho@pasificharvest.com, info@pasificharvest.com
 Website : <http://www.pasificharvest.com/>
 Products: Fish Meal Fit For Human Consumption, Tuna, Skipjack In Other Containers, Other Prepared Foods, Tomato Sauce, Fish Oil.
- 16. NUTRIFOOD INDONESIA, PT**
 Jl. Rawabali II No. 3, Pulogadung Industrial Estate, Jakarta Timur, D. K. I. JAKARTA
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 Website : www.nutrifood.co.id
 Products: Milk of A Fat Content, Food and Beverages.
- 17. TANG MAS (2 TANG GROUP), PT**
 Jl. Puri Kencana, Komplek Puri Niaga I Blok K7 No. 3V-W - Kembangan, Jakarta Barat, D. K. I. JAKARTA
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 Email : infosales@2tang.co.id
 Website : www.2tang.co.id
 Products: Extracts, Essences & Concentrates, of Tea or Mate, Food and Beverages.
- 18. SELERA INDONESIA SUKSES JAYA, PT**
 Jl. Pantai Indah Selatan Komp. Pergudangan SIT PIK Blok E-1 No. 11, Kel. Kamal Muara - Kec. Penjarangan, Jakarta Utara, D. K. I. JAKARTA
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