Indonesia Trip Report

Project Code: M17GXID002: Outreach to Food Processors

Trip Start Date: April 4, 2017

Trip End Date: April 8, 2017

Trip Location: Jakarta, Indonesia

Traveler: Pornnicha Sathujarun, Project Manager, USADPLC and USDBC ASEAN Representative

Trip Itinerary:
Tuesday, 4th April: Bangkok - Jakarta, XT 251, depart 11:25 am, arrive 15:00 pm
Saturday, 8th April: Jakarta - Bangkok, QZ256, depart 13:00 pm, arrive 16:20 pm

Trip Purposes:
- To attend Food and Hotel Indonesia 2017 Show
- To hold further discussions on the 2017 GBI: New Product Development Competition for Indonesian Traditional Food Producers with U.S. cooperator and Indonesia Pastry Alliance.
- To update our key contacts on upcoming activities.
- To conduct site inspections at hotels as a possible venue for the upcoming trade mission.

Trip Schedule:

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>Tuesday, 4th April</td>
<td>11:25 am</td>
<td>Depart Bangkok for Jakarta</td>
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<td></td>
<td>16:00 pm</td>
<td>Arrive Jakarta. Check-in at Novotel Jakarta Gajah Mada Hotel.</td>
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<tr>
<td>Wednesday, 5th April</td>
<td>10:00 am</td>
<td>Meeting with FAS Jakarta Office</td>
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<td></td>
<td>13:00 pm</td>
<td>Meeting with PT. FoodIndo Dwivestamas</td>
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<td>15:30 pm</td>
<td>Meeting with Scheidegger Trading Co., Inc.</td>
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<td>Thursday, 6th April</td>
<td>13:00 pm</td>
<td>Meeting with Peka Consult and Indonesia Pastry Alliance</td>
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<td>18:00 pm</td>
<td>Attend the Dinner Reception at U.S. Ambassador’s Residence</td>
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<td>19:00 pm</td>
<td>Meeting with PT. Alamboga Internusa</td>
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<td>Friday, 7th April</td>
<td>10:00 am</td>
<td>Site inspection at Fairmont Jakarta Hotel</td>
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<td>12:30 pm</td>
<td>Site inspection at Pullman Jakarta Hotel</td>
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<td>Site inspection at Hotel Mulia Senayan</td>
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Trip Summary

Pornnicha Sathujarun, the USADPLC and USDBC Regional representative, traveled to Jakarta during April 4-8, 2017. The major objective of the trip was to attend Food & Hotel Indonesia 2017, April 5-8, 2017, at the Jakarta International Expo Kemayoran.

Visitors visited the show on Day 1
Visitors stopped by at USA pavilion

During this trip, we conducted 5 meetings with FAS Jakarta and key contacts. We discussed our upcoming activities with them and followed up on their current projects involving dry pulses and pulse ingredients. A brief summary of each meeting is provided below:

**Wednesday, 5th April**

**FAS Jakarta**

Time: 10:00 am
Location: USDA FAS Booth in the USA Pavilion

Attendees:
1. Fahwani Rangkuti, Agricultural Marketing Specialist, FAS Jakarta
2. Pornnicha Sathujarun, USADPLC Regional Representative

Last month, we discussed a possible GBI for 2018 with FAS Jakarta and U.S. cooperators. Fahwani had proposed that we put together a GBI, which would involve introducing Indonesian ingredient importers and food manufacturers who are not in a position to buy full container loads of individual U.S. ingredients to U.S. consolidators.

At the meeting, we informed Fahwani that we are currently approaching other U.S. cooperators to see if they are interested. These include Raisin Administrative Committee, Potatoes USA, California Department of Agriculture, and California Milk Advisory Board. Dennis Voboril, retired from FAS, has agreed to assist us with the arrangements and groundwork in the U.S. At this stage, it appears that the activities under this GBI may include the following.

1. Travel to the U.S. by 12 - 15 Indonesian buyers to meet one-on-one with U.S. consolidators, primarily on the West Coast.
2. Travel to an appropriate U.S. food show, such as IFT Chicago or a bakery ingredient show, and possible meetings with other consolidators there.
3. Some type of industry networking events or activities which would allow U.S. consolidators to meet U.S. suppliers of different ingredients, so that they have some contacts when they receive requests for ingredients.
We have heard that all food ingredients, loaded in the containers, have to have Phytosanitary Certificates and they need to be registered with the Indonesian government. Fahwani mentioned that for consolidating small shipments of U.S. food ingredients for Indonesia, we shouldn't be concerned too much in terms of products to be registered, since this will be between importers and suppliers. However, the importers will need to apply for an entry permit as well as other documentation. She said we should keep the project simple, focusing on the following detail.

1. Send out invitations to targeted participants, based in Java and outer Islands, including bakery ingredient importers and food manufacturers. Then, ask if they are interested.
2. Develop the list of product interests, which should include retail products.
3. Have Dennis set up the meetings for participants to meet up with both consolidators and suppliers/exporters.
4. Visit food processing facilities and well as IFT show.
5. Follow up and work with the participants on the results obtained from the trip.

**PT. FoodIndo Dwivestamas**

*Time: 13:00 pm*

*Location: PT. FoodIndo Dwivestamas Booth at Food and Hotel Indonesia 2017 Show*

**Attendees:**
1. Tjia Mei Liang, President Director, PT. FoodIndo Dwivestamas
2. Pornnicha Sathujarun, USADPLC Regional Representative

We stopped by the PT. FoodIndo Dwivestamas booth, a major food service importer based in Indonesia. In late 2015, we were working with them on a new project, producing U.S. pulse-based products in brine, utilizing U.S. garbanzos/chickpeas, navy, and black beans. In addition, they were experimenting with U.S. great northern beans in tomato sauce for baked beans as well as a red bean topping. At the show, they displayed and sampled red bean topping, utilizing dark red kidney beans and white beans in tomato sauce. Please see below.

Liang revealed that they have been supplying these products to restaurants. At this stage, they are using local pulses due to the small volume demanded. However, if they see a potential and receive a good response from the customers, then they will start importing the products themselves. We also took this opportunity to discuss with them our upcoming activities. Liang showed strong interest, especially for the trade mission and the technical seminar.
Scheidegger Trading Co., Inc.
Time: 15:30 pm
Location: Scheidegger Trading Booth in the USA Pavilion

Attendees:
1. Lance Wiley, Business Development Manager – Middle East, Scheidegger Trading
2. Pornnicha Sathujarun, USADPLC Regional Representative

Scheidegger Trading is an export trading, marketing company offering dry/frozen U.S. retail/foodservice products including, but not limited to natural and healthy snacks, dried fruits and nuts, bakery ingredients, non-alcoholic beverages, wine, and private label. It services include shipping/consolidation expertise as well as assisting with marketing support and new product development/trends.

We informed Mr. Wiley that we are putting together a possible GBI for 2018, which would involve introducing Indonesian ingredient importers and food manufacturers, who are not in a position to buy full container loads of individual U.S. ingredients, to U.S. consolidators. We asked his opinion on how difficult it would be to put together a container of ingredients as well as obtain the appropriate documents and products.

Lance revealed that this proposal is a great idea. Even though his colleague handles U.S. pulses, he mentioned that the most challenging part would be the price, since they would have to consolidate multiple ingredients from different areas. His concern is that local importers who import consolidated containers may find it too difficult to compete on price with other importers who can buy full container loads. Scheidegger is willing to offer a price with less profit to develop a relationship with potential buyers, he added. The issue of sending samples to Indonesia is very difficult. For the documents requested by the GOI, he will work directly with importers. However, he has heard that Malaysia and Indonesia request a halal certificate, which means U.S. exporters will need to submit the document for each item and could spend around $2,000, or even more, to work on this process.
Thursday, 6th April

Peka Consult and Indonesia Pastry Alliance (IPA)
Time: 13:00 pm
Location: Potatoes USA Booth in the USA Pavilion

Attendees:
1. Leonard Tjahjadi, Peka Consult, Inc., Indonesia
2. Rahmat Kusnedi, President, Indonesia Pastry Alliance
3. Pornnicha Sathujarun, USADPLC Regional Representative

Leonard introduced Rahmat Kusnedi, President of Indonesia Pastry Alliance (IPA) to us and briefed us about IPA’s programs and activities. Later on, we informed IPA that we are currently working on the Project: New Product Development Competition for Indonesian Traditional Food Producers. We discussed the possibility for IPA to assist us in implementing the project. IPA stated that they are pleased to work with us on this project. For the technical seminar in each city, he suggested that we should invite 2016 Oleh-Oleh participants, IPA members, and others who are interested to take part. However, there might be a challenge if we want to organize an Oleh-Oleh competition in each city, since it will be difficult to source the needed equipment. However, most IPA members will be attending the SIAL InterFood Show, 22-25 November at Jakarta International Expo. At the event, bakery ingredient equipment will be provided for participants in competitions. Therefore, he suggested that we consider conducting the competition in conjunction with the show and to bring the finalists to Jakarta.

Dinner, USA Meat Barbeque Trade Reception

We were invited to the “Dinner, USA Meat Barbeque Trade Reception” which was organized and sponsored by U.S. Meat Export Federation. The dinner reception was held at U.S. Ambassador’s Residence from 18:00-20:00 pm. Attendees were U.S. Ambassador, Counselor for Economic Affairs, FAS Jakarta office, U.S. cooperators, importers of U.S. food ingredients, chefs from leading hotels, and trade key contacts. Some images taken during the reception are provided below.
PT. Alamboga Internusa
Time: 19:00 pm
Location: U.S. Ambassador's Residence

Attendees: 1. Fornida Agustina, Purchasing Manager, PT. Alamboga Internusa
2. Anny, Sales Representative in Jakarta Office of PT. Alamboga Internusa
3. Pornnicha Sathujarun, USADPLC and USDBC Regional Representative

During the dinner reception at the U.S. Ambassador’s Residence, we met with Fornida Agustina, Purchasing Manager of PT. Alamboga Internusa and her sales representative in their Jakarta office. Image of group photo is provided below.

We learned that they have purchased around 24 MT of whole chickpeas/garbanzo beans from a U.S. supplier and the shipment will sent from the U.S. this month. They also placed a 2nd order of a consolidated shipment of U.S. green split peas, yellow split peas, and other dry beans from another U.S. supplier. They will sell these to the restaurants. In addition, they are currently working on new packaging and are still interested to add the USADPLC and USDBC logos on the packaging. We also took this opportunity to update them on our upcoming activities.

Friday, 7th April

We visited 4 hotels, including Fairmont, Pullman, Hotel Mulia Senayan, and JS Luwansa as a possible venue for the trade mission. At this stage, we are looking for the following details:

1. Room arrangement:
   Number of rooms: 10-12 standard rooms
   Check-in: Sunday, 30th July 2017, Check-out: Wednesday, 2nd August 2017

2. Meeting package:
   - a small meeting room for 10-12 pax on July 31st in the afternoon
   - a seminar room for 100-130 pax on August 1st in the morning (Half day meeting packaging including seminar equipment’s, 2 coffee breaks, and lunch)
   - a small meeting room for one-on-one meeting in the afternoon
Hotel representatives will submit us the hotel fact sheet, lay out, and quotation for our further consideration. Key contacts and pictures of each hotel are found below.

**Fairmont Jakarta Hotel**

Time: 10:00 am  
Location: Fairmont Jakarta, Jalan Asia Afrika No. 8 Gelora Bung Karno, Senayan Jakarta  
Attendees:  
1. Lisa Meriana, Senior Sales Manager, Fairmont Jakarta  
2. Asri Kustari, Catering & Conference Services Executive, Fairmont Jakarta  
3. Pornnicha Sathujarun, USADPLC and USDBC Regional Representative
Pullman Jakarta Hotel
Time: 12:30 pm
Location: Pullman Jakarta Hotel, JL. M.H. Thamrin 59 - Jakarta
Attendees:
1. Hendra Mike Rony, Catering Sales Manager, Pullman Jakarta Hotel
2. Pornnicha Sathujarun, USADPLC and USDBC Regional Representative
Hotel Mulia Senayan-Jakarta
Time: 14:00 pm
Location: Hotel Mulia, Jl. Asia Afrika, Senayan Jakarta
Attendees:
1. Adri Fadrian, Director of Sales – Corporate, Hotel Mulia Sanayan-Jakarta
2. Pornnicha Sathujarun, USADPLC and USDBC Regional Representative

Private meeting and dinner room

Breakfast area

Refreshment/Lunch break area

Technical seminar room

B2B meeting room

Guest room
JS Luwansa Hotel and Convention Center
Time: 16:00 pm
Location: JS Luwansa Hotel, JL. H.R. Rasuna Said Kav. C-22 Jakarta
Attendees:
1. S. Hassan Assegaf, Sales Manager – MICE, JS Luwansa Hotel
2. Pornnicha Sathujarun, USADPLC and USDBC Regional Representative

Entrance/Lobby area

Breakfast area

Refreshment/Lunch break area

Technical seminar room

B2B meeting room

Guest room
**Trip Recommendations:**

During this trip, we followed up on projects involving U.S. dry pulses and pulse ingredients as well as updated our key contacts on the upcoming activities. The meeting with the President of Indonesia Pastry Alliance was very useful, especially for the Oleh-Oleh competition part. We will discuss the issues mentioned by the President with other U.S. cooperators. Site inspection of hotels also gave us an opportunity to identify two hotels we could use as venue for the trade mission. Attending the Food and Hotel Indonesia Show also created a good opportunity for us to follow up with existing customers and experienced latest products and services for the flourishing Indonesian market.

**Industry Contacts:**

Embassy of the United States of America, U.S. Department of Agriculture

**Foreign Agricultural Service (FAS)**
Fahwani Rangkuti, Agricultural Marketing Specialist, FAS Jakarta
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