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Report Highlights:

In 2020, U.S. agricultural exports to Indonesia totaled $3 billion, making it the 11th largest market for U.S. agricultural exports. Major exports include soybeans, wheat, cotton, milk powder, feeds and fodders, dairy, fresh fruit, and beef and beef products. These products also have the best growth potential due to insufficient local production capacity to meet the growing demand for these ingredients. Despite an often challenging and unpredictable regulatory environment, especially for those products that may compete with local products, opportunities exist for exporters to supply Indonesia's developed tourism market, growing food processing industry, and modern retail channels.

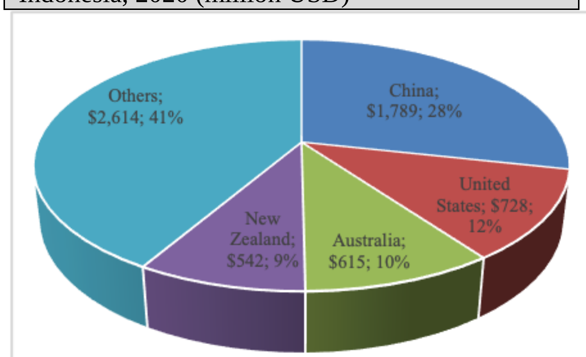
Post: Jakarta

Market Fact Sheet: Indonesia

Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 270 million in 2020. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2020, Indonesia's GDP reached $1,060 billion and GDP per capita reached $3,926 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2020, agricultural imports reached $19.4 billion, consisting of $6.3 billion of consumer-oriented products. Soybeans and wheat are the top imports from the United States. Agricultural self-sufficiency is a stated goal of the Indonesian government and is often used to justify trade barriers and restrictions.

Top Consumer – Oriented Product Suppliers to Indonesia, 2020 (million USD)



Source: TDM

Food Processing Industry

The food processing industry is comprised of approximately 7,700 large and medium-sized producers; 1.7 million are considered micro and small-scale producers. Most of the products are consumed domestically (mostly retail) and the market is considered highly competitive.

Food Retail Industry

Indonesian grocery retail sales reached $97 billion in 2020 (traditional grocery retailers held 79 percent of the market share). There are four players in the hypermarket space (Carrefour/Trans Mart, Giant, Hypermart, and Lotte Mart), and six in the supermarket segment (Alfa Midi, Hero, Superindo, Ranch Market & Farmers Market, Food Mart, The Food Hall). Major convenience stores include Indomaret and Alfamart.

Food Service Industry

The foodservice sector's total contribution to GDP totaled nearly $27 billion in 2020. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

Quick Facts for 2020

Agricultural Product Imports: $19.4 billion
U.S. Share (16%) – $3.0 billion
Consumer-Oriented Product Imports: $6.3 billion
U.S. Share (12%) – $728 million
Edible Fish & Seafood Products Imports: $388 million
U.S. Share (10%) – $39 million

Top 10 Growth Products:
Dairy products, baked goods, baby food, confectionery, processed meat & seafood, savoury snacks, sauces, dressing & condiments, sweet biscuit, snack bars & fruit snack, and ice cream & frozen dessert

Top 10 Retailers
Indomaret, Alfamart, Alfa Midi, Transmart/Carrefour, Hypermart, Superindo, Giant, Lotte Mart, Farmer's Market, Hero

GDP/Population 2020
Population (millions): 270
GDP: $1,060 Billion
GDP per capita: $3,926

Economic Growth
2020: (- 2.07%)
2019: (+ 5.02%)

Source: Indonesia Statistics, GTA and Euromonitor

Strength/Weakness/Opportunities/Challenge	
Strengths	**Weaknesses**
Large consumer base with growing incomes	Inadequate infrastructure, including ports and cold storage facilities outside of the main island of Java
Opportunities	**Challenges**
Rapid growth of the retail sector; Japanese, Korean, and Western restaurant chains; bakeries; expanding online sales platforms; and increasing export demand for processed products	Challenging business climate, and unpredictable regulatory environment; declining HRI and tourism sector due to COVID-19 travel restrictions

Contact: FAS Jakarta, Indonesia
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SECTION I. MARKET OVERVIEW

With an estimated population of 270 million in 2020, Indonesia is the fourth most populous and the largest Muslim-majority country in the world. The country is dominated by productive age (15 – 64 years) consumers, which account for 67.7 percent of the total population. These consumers are increasingly seeking new products with a focus on health and nutrition. Indonesia's middle-class is forecast to reach 135 million by 2030[1], further driving consumer demand while providing a significant opportunity for imported food and beverages.

Amidst the pandemic, economic growth in the 3rd quarter of 2021 is recovering gradually from -3.49 percent (year-over-year) in the 3rd quarter of 2020 to 3.51 percent, driven by government stimulus and successful efforts to curb the COVID-19 pandemic[2]. Economic growth is projected at 3.2 percent in 2021 and 5.9 percent in 2022[3].

Table 1. Indonesia: Key Economic Data

	2016	2017	2018	2019	2020
Economic Growth (%)	5.0	5.1	5.2	5.0	-2.07%
GDP (billion $)	932	1,020	1,040	1,120	1,060
Inflation (%)	3.0	3.6	3.1	2.7	2
Unemployment (%)	5.6	5.5	5.3	5.2	7.1
Population (million)	258.7	261.9	265	268.1	270.2

Source: Central Bureau of Statistics, Indonesia

Indonesia's longstanding ambition for self-sufficiency in key agricultural areas remains a high priority for the government. Accordingly, many regulations issued to support the goal often create barriers for imported agricultural products, especially those which may compete with locally produced varieties. For additional information on Indonesia's trade barriers please refer to U.S. Trade Representative's National Trade Estimate on Foreign Barriers to Trade - 2021.

Table 2. Indonesia: Advantages and Challenges

Advantages	Challenges
Positive economic growth and growing GDP per capita.	Indonesia's tourism industry and foodservice sector have been negatively impacted by the pandemic, slowing demand for higher quality imported products and ingredients.
The COVID-19 pandemic has increased e-commerce transactions. Online shoppers have increased from 75 million to 85 million[4].	A growing local food movement has utilized e-commerce to offer innovative and competitive products.
Indonesia is the largest economy in Southeast Asia, with a rapidly growing middle class.	Income inequality, especially in rural areas.

[1] https://www.mckinsey.com/~/media/mckinsey/featured%20insights/asia%20pacific/the%20archipelago%20economy/mgi_unleashing_indonesia_potential_executive_summary.ashx

[2] https://ekonomi.bisnis.com/read/20211105/9/1462739/ekonomi-kuartal-iii2021-tumbuh-positif-airlangga-berkat-pengendalian-covid-19

[3] World Economic Outlook, October 2021

[4] https://jakartaglobe.id/opinion/unlocking-the-potential-of-indonesias-ecommerce-industry

Modern grocery stores are expanding to regions outside Java and other major urban areas, increasing market presence for import products.	U.S. consumer-oriented products (e.g., dairy, fresh fruit, and beef) face strong competition and tariff advantages from China, Australia, and New Zealand.
Convenience store format fastest growing modern sales channel.	A limited amount of imported packaged foods are sold through convenience stores.
The quality, variety, and production of local fresh fruits is not stable.	The GOI reviews U.S. FFPO recognition every three years. There are 28 horticultural products that must have an import recommendation from the Ministry of Agriculture (MOA) and an import permit from the Ministry of Trade (MOT) before being imported to Indonesia, often causing delays.
The food safety control system for U.S. Fresh Food of Plant Origin (FFPO) has been recognized by the Government of Indonesia (GOI). This status provides 88 U.S. horticultural products an exemption of quarantine documents: Good Agricultural Practice, Good Handling Practice, Certificate of Analysis prior to exporting to Indonesia.	
120 U.S. dairy manufacturing plants are eligible to ship to Indonesia, and new plants can apply for access.	All processed food products of animal origin must be certified halal. Import recommendations from the MOA are required to obtain a registration number from the Indonesian Food and Drug Agency (BPOM) and Import License from MOT.
U.S. food products have a reputation for quality among Indonesian consumers.	Competition and promotions from New Zealand and Australia remain strong. Food product imports from China, Malaysia and Thailand are also growing.
Indonesia does not produce sufficient quantities of beef, dairy products, tree nuts, fresh fruit and vegetables, and pet food.	

SECTION II. EXPORTER BUSINESS TIPS

Market Research

Contact information for many importers may not be available publicly. Many importers may operate multiple companies to provide easier clearance of goods through Customs. FAS Jakarta can assist exporters seeking initial market entry or information on potential buyers. U.S. Exporters also can reach out to local or regional USDA Cooperators for additional market information.

It is critical to always conduct due diligence on importers before conducting any business, especially for first-time buyers. Indonesian Customs regulations make it very difficult to re-sell or re-export products that have arrived at Indonesian ports. Any change to the consignee will require approval from the original consignee. It is recommended that secure payment terms, such as a Letter of Credit, be used to the extent possible.

Local Business Customs

U.S. exporters should be aware of the following business culture in Indonesia:

- Business deals can take longer to confirm as buyers prefer to build a good relationship before doing business.
- Buyers may be slow to respond to e-mails, especially if they do not know the sender. Indonesians generally prefer a face-to-face meeting.
- Buyers may communicate indirectly (e.g., "yes" does not necessarily mean they agree as culturally they may prefer not to say anything negative).
- Indonesia has many different ethnic groups, but the Javanese are the largest ethnic group in the country. Ethnic Chinese Indonesians operate many businesses in Indonesia.
- The Muslim holiday of Eid-ul-Fitr is the longest annual holiday in Indonesia. During the preceding month of Ramadan, many Indonesians fast and the pace of business slows.
- It is not common to refer to someone by their first or last name. Indonesians instead often use courtesy titles such as Mr./Mrs. (Bapak/ Ibu).
- Batik is the national cloth, and many businessmen wear it as daily attire instead of a suit and tie.
- Food retailers, foodservice companies, and wholesalers do not buy directly imported products. Instead, they work either with dedicated or specialized local importers.

General Consumer Tastes and Trends

- A growing number of Japanese, Korean and Western restaurants offer high quality beef and seafood as the main course.
- Demand for premium baked goods has increased, requiring high-quality ingredients which are often imported (e.g., dairy products, dried fruits, nuts).
- Traditional and modern snack foods are popular in Indonesia and are increasingly combined with western styles by adding products such as cheese, premium beef, and dried fruits and nuts (e.g., almonds, raisins).
- Demand for healthy food is increasing, particularly among middle to upper income consumers. These consumers are well-educated and have easy access to information. Consumers are increasing concerned about food additives, high amounts of MSG, fat, sugar, salt, and preservatives in packaged food.
- Convenience stores are growing rapidly compared to other channels. These stores provide a wide range of food and beverage items e.g., ready-to-eat meals, ready-to-drink juice, coffee, milk, cheese, ice cream, confectionary products, baked goods, and packaged fresh fruit.
- Smaller package sizes are often preferred due to convenience, price considerations, and body weight concerns.
- More urban women are entering the workforce and choosing to continue working after marrying and having children. With less time available for shopping and cooking, these consumers seek time saving and convenience products such as frozen foods.
- During both Muslim and Chinese holiday seasons, consumer spending increases. The most important holiday seasons are Ramadan (the month-long Muslim fasting period in which food consumption goes up significantly), Idul Fitri (the Muslim celebration at the end of Ramadan), and Chinese New Year. Indonesians consume significantly greater

amounts of flour, sugar, eggs, baking ingredients, poultry, meats, cheeses, cakes, cookies, pastries, nuts, and fresh and dried fruits during these holidays.

Specific consumers trends for the food retail and foodservice markets can be found in the following reports: Indonesia: Retail Foods 2021 and Indonesia: Food Service - Hotel Restaurant Institutional 2021.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS / IMPORT PROCEDURES

Please see the below links for information on import procedures, regulations, tariffs, approved U.S. establishments and retail products:

- Retail Product Registration Guide for Imported Food and Beverages – This report provides information on the procedures and requirements for registering a food or beverage product for retail sale with the Indonesian Food and Drug Agency (BPOM).
- Indonesia: Food and Agricultural Import Regulations and Standards (FAIRS) Country Report 2020 - This report provides detailed information on Indonesia's regulations and standards for imported food and agricultural products.
- Indonesia: Food and Agricultural Import Regulations and Standards - Certificates 2020 – This report provides detailed information on required certificates for the importation of food and agricultural products to Indonesia.
- Tariffs and FTA Information - Based on HS Code
- List of U.S. Processed and Retail Products in Indonesia
- Guide to Re-selling Containerized Cargo After Arrival
- Approved U.S. establishments for export: Dairy Products, Meat Products, Pet Food
- U.S. Dairy Plant Registration Guidelines

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Top 5 Consumer-Oriented Products for Growth

Dairy Products

Over the past five years (2016 - 2020) demand for imported dairy products has been steadily increasing by 5 percent annually, driven by low local milk production, healthy lifestyle trends, increasing income among middle class consumers, and new product launches. Approximately 81 percent of all dairy products are imported, including skim milk powder, whey, whole milk powder, lactose, and cheese. Despite the pandemic, imported dairy products increased by 12 percent in 2021, driven by increased consumer awareness of dairy products, especially for liquid milk[5]. For further information regarding this sector please see our report on Indonesia Dairy and Product Annual 2021.

[5] January – October, full 2021 calendar year trade data will be available in February 2022

Beef
Imported beef declined 15 percent in 2020 due to lower demand from the foodservice industry. However, in 2021 imports gradually increased and are expected to reach over 230,000 metric tons (MT) by the end of year, supported by the lifting of dining restrictions due to improved Covid-19 pandemic numbers. U.S. beef exports, which reached $74 million (19,527 MT) in 2020, are projected to increase by about 30 percent in 2022. The Government of Indonesia's (GOI) efforts to stabilize beef stocks and prices are also expected to lead to increased beef imports. In addition to Indian buffalo beef, in 2019 the GOI started procuring Brazilian beef to fulfil domestic demand. As a result, as of October 2021 the GOI's market share is 38 percent of total beef imports to Indonesia. This government procurement is carried out by several State-Owned Enterprises: BULOG, Berdikari and Perusahaan Perdagangan Indonesia.

Fresh Fruits
Although Indonesia produces a diverse range of tropical fruits, demand for imported fresh fruits continues to increase. In 2020, Indonesia imported $1.2 billion of fresh fruits. Apples, pears, grapes, and citrus (mandarins, oranges, and lemons) accounted for 92 percent of total import volume. Other popular imported fruits include kiwis, plums, and tropical fruits (longan). Imported fresh fruits can be widely found in supermarkets and hypermarkets and are also available in convenience stores in the form of on-the-go packaging.

Snack Foods
Modern retailers report strong demand for snack foods at locations across the country. Sales of imported packaged food products are mostly sold though supermarkets or hypermarkets. Although registration requirements for retail packaged products can be burdensome, exporters who find the right importing partner are often rewarded with limited competition from similar product categories. Snacking is very popular in Indonesian culture, and the current expansion of upper-middle and premium supermarkets such as Ranch Market, Farmers Market, Grand Lucky, Kem Chicks, and AEON is creating more opportunity to introduce and sell imported snack products to Indonesian shoppers.

Processed Vegetables
French fries or frozen potatoes are one of the main processed vegetable products imported to Indonesia. Imports of French fries are mostly from Belgium, with a market share of 35 percent ($24 million), followed by the United States with 34 percent ($23 million), and the Netherlands with 21 percent ($14 million). Most locally produced potatoes are intended for use as vegetables (mainly as ingredients for Indonesian dishes) and for the production of potato chips. Indonesia has not yet developed potato varieties suitable for French fries. Other popular imported processed vegetables include cassava starch, dried onion, and potato starch.

Other Primary Ingredients
Primary ingredients such as wheat, soybean, corn, and refined sugar are in high demand and frequently imported. Local production of those products is not sufficient to fulfil industry needs, and products such as wheat are not produced domestically. Production of wheat flour-based food is supplied entirely by wheat imports.

Market Sector Structure and COVID-19 Impacts

Despite the negative impact of the Covid-19 pandemic on consumer spending on food and beverage products, Indonesian households are projected to continue spending the lion's share of their income on food and non-alcoholic beverages (ranking first in Southeast Asia)[6] due to a growing middle class, the rise in urbanization, and the country's economic growth.

Table 3. Indonesia: Total Consumer Expenditure on Food and Beverages (2018 – 2020)

($ million)	2018		2019		2020	
	Value	%	Value	%	Value	%
Food	179,047.4	94%	195,495.1	94%	189,599.2	94%
Bread and Cereals	42,040.6	22%	45,010.7	22%	43,474.1	21%
Meat	14,449.2	8%	16,099.8	8%	16,161.3	8%
Fish and Seafood	27,228.3	14%	29,940.4	14%	28,973.7	14%
Milk, Cheese and Eggs	20,221.6	11%	22,206.0	11%	21,640.4	11%
Oils and Fats	8,496.1	4%	9,039.3	4%	8,980.0	4%
Fruit	17,891.2	9%	19,858.6	10%	18,829.9	9%
Vegetables	35,535.1	19%	38,810.8	19%	37,349.9	18%
Sugar and Confectionery	7,001.1	4%	7,709.8	4%	7,528.0	4%
Other Food	6,184.2	3%	6,819.7	3%	6,661.9	3%
Non-Alcoholic Beverages	10,778.8	6%	11,758.5	6%	11,355.6	6%
Coffee, Tea and Cocoa	4,321.3	2%	4,713.7	2%	4,554.0	2%
Mineral Waters, Soft Drinks, Fruit and Vegetable Juices	6,457.5	3%	7,044.8	3%	6,801.6	3%
Alcoholic Beverages	1,054.7	1%	1,296.6	1%	1,275.3	1%
Spirits	101.8	0.1%	121.2	0%	118.1	0.1%
Wine	99.1	0.1%	114.3	0%	114.8	0.1%
Beer	853.8	0.4%	1061	1%	1042.4	0.5%
Total	190,880.9	100%	208,550.2	100%	202,230.1	100%

Source: Euromonitor

Retail Sector

There are now over 38,000 modern grocery stores in Indonesia, with total sales for that sector reaching $20 billion[7] in 2020. Convenience stores have contributed to the growth in sales of packaged food in Indonesia, as store expansions to rural areas have created opportunities to sell more packaged products across the country. Comparatively, the growth of supermarkets and hypermarkets has been slow, with total stores reaching only 1,794[8]. For additional information, please see: Indonesia: Retail Foods Update 2021. The Covid-19 pandemic has negatively impacted several modern grocery stores, including retailer Hero Group which posted a sales decline of 33 percent in 2020. The company closed all its Giant supermarket outlets in July 2021. Other retailers such as Matahari Putra Prima (brand owner of Hyfresh, Foodmart, and Primo Supermarket) reported a 2020 sales decline of 22 percent. However, sales for modern grocery companies such as Supra Boga Lestari (brand owner of Ranch Market and Farmers Market),

[6] Euromonitor: PEST Analysis - Indonesia
[7] Based on Euromonitor data 2021
[8] Based on Euromonitor data 2021

which specializes in high quality fresh products, increased by 26 percent due to store expansions and efficiencies.

Food Processing Sector

In 2020, the retail sales value of packaged foods reached $34.2 billion[9]. Indofood, Mayora Indah, Garuda Food Group, and Wings Group are a few of the largest food processors in Indonesia, producing a variety of products such as snack foods, noodles, dairy products, and beverages. According to the Ministry of Industry, approximately 62 percent of the ingredients for the food and beverage industry are imported. The government plans to reduce import needs by imposing requirements on manufacturers to increase the composition of local ingredients to 60 percent, but they are likely to face challenges.[10] Please see the Food Processing Ingredients 2021 report for further information. Food processors faced challenges in 2020 due to restricted operational activities at retail channels and lower demand from hotels and restaurants. This situation has led to a sales decline for most large food processors, including Mayora Indah and Garuda Food Group.

Foodservice Sector

The Indonesian foodservice industry is valued at $24.3 billion, the largest in Southeast Asia. Currently, Indonesia's coronavirus restrictions are gradually being lifted, and restaurants sales are expected to rebound. Prior to the pandemic, dining out was the predominant social activity, leading to restaurant expansion, especially in Jakarta and other cities such as Bandung, Surabaya, Bali, and Yogyakarta. Since the government eased its Covid-19 mobility restrictions, Indonesians have begun to flock back to restaurants, malls, and cafes, which provides a great opportunity for U.S. exporters of food ingredients and consumer-oriented products to increase sales in Indonesia. Products such as meats (red meats, processed meats), seafood, condiments, fresh fruits, and other consumer-oriented products are in high demand from hotels and restaurants. They utilize these products to offer a wider variety of international cuisine to local consumers as well as international visitors. Please see the Indonesia: Foodservice - Hotel Restaurant Institutional 2021 report for further information.

[9] Based on Euromonitor data 2021

[10] https://www.kompas.id/baca/ekonomi/2020/11/21/subtitusi-impor-mesti-dimulai-dengan-membangunhulu/

SECTION V. AGRICULTURAL AND FOOD IMPORTS

In 2020, the U.S. remained Indonesia's largest supplier of agricultural products, exporting nearly $3 billion of products. Despite the economy contracting by just over two percent in 2020, Indonesia continues to offer significant market potential for U.S. suppliers of food and ingredients. The domestic food manufacturing industry is growing, driven by growing middle and upper-income consumption, which constitutes 82 percent of national food consumption. Indonesia currently imports 62 percent of the raw materials needed for this growing food industry. The market presents significant opportunities for a range of U.S. agricultural products, including consumer-oriented products such as fresh fruit, dairy, nuts, and beef and beef products.

Table 4. Indonesia: Agricultural Imports

Indonesia Imports ($ thousands)	Imports from the World					Imports from the United States					U.S. Market Share				
	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
Consumer Oriented- Agricultural Total	5,333	6,130	6,715	7,170	6,676	508	523	553	683	762	9.5%	8.5%	8.2%	9.5%	11.4%
Dairy products	1,104	1,317	1,371	1,552	1,611	148	158	179	252	377	13.4%	12.0%	13.0%	16.3%	23.4%
Soup & other food preparations	418	425	511	504	509	77	82	91	91	95	18.4%	19.4%	17.8%	18.1%	18.7%
Fresh fruit	783	1,101	1,202	1,368	1,154	125	100	90	100	84	15.9%	9.1%	7.5%	7.3%	7.3%
Beef & beef products	569	586	725	851	718	38	56	52	86	74	6.7%	9.6%	7.2%	10.1%	10.3%
Processed vegetables	369	284	355	371	260	42	46	48	61	46	11.5%	16.3%	13.6%	16.5%	17.6%
Seafood products	363	401	411	414	388	33	35	41	36	39	9.1%	8.8%	10.0%	8.8%	10.0%
Tree nuts	38	50	52	56	41	11	9	12	16	12	29.7%	18.0%	23.1%	28.3%	28.6%
Processed fruit	90	121	139	135	137	11	13	15	15	11	11.9%	10.8%	11.0%	11.0%	8.2%
Non-alcoholic bev. (ex. juices, coffee, tea)	93	84	112	105	88	0	1	1	2	5	0.3%	0.7%	0.7%	1.7%	5.3%
Dog & cat food	61	80	93	95	120	6	5	5	4	4	9.8%	6.7%	4.9%	4.7%	3.1%
Condiments & sauces	66	89	97	100	90	2	4	3	4	3	3.5%	4.5%	3.5%	3.7%	3.3%
Bakery goods, cereals, & pasta	136	161	192	193	167	2	2	2	2	3	1.1%	1.4%	0.8%	1.0%	1.7%
Tea	49	44	52	64	46	0	0	1	2	3	0.7%	0.4%	2.5%	3.0%	6.1%
Fruit & vegetable juices	29	25	22	25	25	3	3	3	2	3	11.0%	11.4%	11.4%	9.4%	11.1%
Coffee, roasted and extracts	79	107	160	114	93	1	2	2	2	1	1.7%	1.7%	1.4%	1.8%	1.5%
Pork & pork products	4	3	9	4	8	4	1	2	2	1	88.4%	52.4%	24.8%	47.4%	14.4%
Chocolate & cocoa products	166	160	178	191	145	2	1	2	2	1	1.0%	0.6%	1.2%	1.2%	0.5%
Fresh vegetables	571	687	590	626	690	1	1	1	0	1	0.1%	0.1%	0.1%	0.0%	0.1%
Wine & related products	7	14	19	15	5	0	1	1	1	0	3.3%	5.9%	4.4%	6.8%	8.2%
Chewing gum & candy	50	58	59	64	60	0	0	0	0	0	0.7%	0.2%	0.6%	0.6%	0.6%
Meat products nesoi	24	17	15	17	11	0	0	0	0	0	0.7%	0.9%	2.3%	1.6%	2.2%
Distilled spirits	11	13	19	11	5	1	1	1	1	0	5.1%	5.5%	7.2%	9.5%	3.3%
Beer	1	2	3	2	0	0	0	0	0	0	6.3%	3.7%	1.1%	5.4%	4.7%
Other Consumer-Oriented Products	252	303	328	294	306	13	4	2	4	4	5.3%	1.3%	0.6%	1.2%	1.5%
Agricultural Products Total	17,484	19,100	21,687	20,148	19,408	2,677	3,209	3,389	3,164	3,011	15.3%	16.8%	15.6%	15.7%	15.5%
Agricultural & Related Total	18,178	19,900	22,563	21,103	20,146	2,766	3,298	3,493	3,250	3,089	15.2%	16.6%	15.5%	15.4%	15.3%

Source: Trade Data Monitor

Best High-value, Consumer-Oriented Product Prospects Categories

Dairy products, fresh fruits, meat products, confectionery products, baked products, snacks, beverages, health and functional food and beverages, dried fruits, and nuts.

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Foreign Agricultural Service Jakarta
U.S. Embassy
Jl. Medan Merdeka Selatan 5 Jakarta
Web: www.usdaindoneisa.org
E-mail: AgJakarta@fas.usda.gov
Tel: +62 21 50831162

Food Standard and Registration
The National Agency for Drug
And Food Control (BPOM)
Web: www.pom.go.id
Tel: +62 21 4244691 / 42883309 / 42883462
Call Center: 1500533

Indonesian Food & Beverage Association
Web: www.gapmmi.or.id
Email: gapmi@cbn.net.id
Tel: +62 21 29517511

Indonesian Fruit & Vegetables Exporters & Importers Association
Email: info@aseibssindo.org
Tel: +62 21 72800343

Association of Indonesian Meat Importers
Email: asp_1984@cbn.net.id
Tel: +62 21 3454509

National Meat Processor Association
Web: www.nampa_ind.com
Email: nampa@napa-ind.com, skrt_nampa@yahoo.com
Tel: +62 21 7248455, 92907948

Dairy and Meat Approval
Directorate General of Livestock
and Animal Health Services
Web: www.ditjennak.pertanian.go.id
Tel: +62 21 7815780

Animal/Plant Quarantine and Inspection
Indonesian Agricultural Quarantine Agency
Web: www.karantina.pertanian.go.id
Tel: +62 21 7816480 - 84, 7806482

U.S Cooperators and MAP Participants
U.S. Cooperators and MAP

Calendar of Upcoming Trade Shows in Indonesia

Name of Event	Location	Industry Theme	Dates of Event	Website
INDO LIVESTOCK 2022	Balai Sidang Jakarta Convention Center	Indonesia's No. 1 Livestock, Feed, Dairy and Fisheries Industry Show	July 6 - 8, 2022	Organizer: Napindo Media Ashatama E-mail: contact@merebo.com https://indolivestock.merebo.com/
FOOD, HOTEL & INDONESIA 2022	Jakarta International Expo, Indonesia	The 16th Indonesia's Leading Trade International Exhibition for Food, Beverage & Hospitality Industry	July 26 - 29, 2022	Organizer: Informa and Pamerindo Indonesia E-mail: wiwiek@pamerindo.com/ informamaerkets@informa.com www.foodhotelindonesia.com
HOTELEXPO INDONESIA 2022	Jakarta International Expo (JIEXPO)	Hotelexpo Indonesia and Specialty Food Indonesia covers the latest trend and innovation in hospitality and culinary sector.	July 27 – 29, 2022	Organizer: Informa and Pamerindo Indonesia E-mail: wiwiek@pamerindo.com/ informamaerkets@informa.com www.foodhotelindonesia.com
FOOD INGREDIENT ASIA - INDONESIA 2022 *USDA-Endorsed Show	Jakarta International Expo (JIEXPO)	The only exhibition that unites the growing ASEAN food ingredients community in one place. The location alternates with Bangkok. The fair encompasses all ingredients.	September 7 – 9, 2022	Organizer: Pamerindo Indonesia E-mail: wiwiek@pamerindo.com/ informamarkets@informa.com https://www.figlobal.com/asia-indonesia/en/home.html
FOOD, HOTEL & TOURISM BALI 2022	Bali International Convention Center	The11th International Exhibition for Equipment, Food, Beverages and Services to Support Indonesia’s Tourism and Hospitality Industries.	September 22 - 24, 2022	Organizer: Pamerindo Indonesia E-mail: wiwiek@pamerindo.com www.fhtbali.com
SIAL Interfood 2021*	Jakarta International Expo (JIEXPO)	Dedicated B2B Platform for the Indonesia and ASEAN Food & Beverage Industry	November 9 - 12, 2022	Organizer: Krista Exhibitions E-mail: info@kristamedia.com www.sialinterfood.com

Attachments:

No Attachments