



MINISTRY OF TRADE
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39th
Exhibition | Seminar | Business Matching | Trade Mission

10 October 2024



Day 2, 10 October 2024

TRADE EXPO INDONESIA 2024

“Indonesia has currently shown significant progress in implementing Halal Product Assurance, and on the international stage, its SGIE ranking has improved, particularly in the halal food and beverage sector”

- Minister of Religious Affairs, Yaqut C. Qoumas.



@tei.2024



Trade Expo Indonesia

www.tradexpoindonesia.com

Ministry of Trade Supports Export-Ready Halal MSMEs



The hustle and bustle inside the MUI Booth area in Hall 1 ICE BSD

President Joko Widodo urged business leaders to capitalize on the global economy's still-recovering dynamics to penetrate the global market more aggressively by marketing Indonesia's outstanding products. He emphasized that the world had not entirely recovered. The world economy continues to develop moderately, in the range of 2.6-27%. Inflation continues to afflict many countries. Global inflation is estimated to be around 5.9%, while conventional and trade conflicts continue, forcing governments to implement trade restrictions.

This was conveyed in his keynote speech at the inauguration of the 39th Trade Expo Indonesia (TEI) 2024, Wednesday, October 9, 2024 at the Indonesia Convention Exhibition (ICE) BSD City Tangerang Banten. The President symbolically inaugurated the event by playing the angklung musical instrument together with Coordinating Minister for Maritime & Investment Affairs Luhut Binsar Pandjaitan, Minister of Trade Zulkifli Hasan, Minister of Investment Roslan Roeslani, and Acting Governor of Banten Al Muktabar. "And we as a country with large resources, with the

fourth largest population in the world, 280 million people must be able to market our products so that we are able to dominate the domestic market and also continue to expand widely in foreign markets," said the President. The President believes that in the midst of challenging global economic conditions there are opportunities.

"When many countries impose restrictions due to trade wars, in my opinion, there are opportunities. When many countries experience high inflation, in my opinion, there are also opportunities. Therefore, I welcome the 39th Trade Expo Indonesia as the largest export product exhibition in Indonesia which is carried out offline and virtually to market our superior products to the world market," he concluded.

The opening ceremony of TEI 2024 was also more memorable than the previous edition because it was attended by ministers who served under President Joko Widodo's two terms, including former Trade Ministers Rachmat Gobel and Agus Suparmanto.

Technology-Based Halal Ecosystem Development in the Global Market



Minister of Religion officially opens conference

Entering its latest edition, The 3rd H2O Conference was held at TEI 2024, carrying the theme “Halal Traceability in the Global Supply Chain: Technology Innovations.” H2O serves as a broad collaboration platform for stakeholders, focusing on both technology development and sharia implementation to build a global halal ecosystem that is transparent, secure, and efficient for the benefit of all humankind. Minister of Religious Affairs Yaqut Cholil Qoumas highlighted Indonesia’s achievement in improving its ranking in the State of the Global Islamic Economy (SGIE) report, particularly in the halal food and beverage sector. This improvement is driven by the rising quality and quantity of halal products produced in Indonesia. He emphasized that this achievement is the result of strong commitment from various parties in developing and utilizing technology to enhance the competitiveness of Indonesian halal products in the international market.

The Ministry of Religious Affairs, through the Halal Product Assurance Agency (BPJPH), is committed to continuously developing technology to realize halal product traceability, particularly by utilizing blockchain technology. This technology allows information regarding the production and distribution process of halal products to be traced transparently, making it easier for consumers to verify the halal status of the products they consume. During the Opening Ceremony of Halal Expo 2024, Muhammad Aqil Irham, Head of BPJPH, invited all stakeholders and halal agencies from abroad to unite and actively participate in achieving traceability in

the global supply chain. He stated that international collaboration is crucial to ensure that the benefits of halal products are experienced by all people, regardless of geographical location or cultural differences.

Furthermore, the Head of BPJPH noted that digitalization and technological innovation are strategically important in improving halal product assurance, both in terms of quality and quantity. Since 2019, BPJPH has issued more than 5.3 million halal product certificates, a growth of 687% compared to 668,615 certificates in 2019. In terms of quality, the certification process has been accelerated from 352 days to only 11 days for regular certification and 8 days for the self-declared track.

One of the key agendas at Halal Expo 2024 was the signing of Mutual Recognition Agreements (MRA) by 53 leaders of halal agencies from 24 countries. This agreement aims to reduce trade barriers that countries have faced regarding halal certification. With the MRA in place, halal products certified in one country will be recognized in other countries, facilitating the export of goods and services.

The signing of the MRA is expected to accelerate the trade of halal products, especially for countries that are major export destinations. It is hoped that the MRA will reduce the costs and time spent on re-certification processes, while also improving the efficiency of the global supply chain for halal products.

Bank Mandiri Facilitates MSME Exports at TEI 2024



The lively atmosphere of the first day of TEI

Bank Mandiri, as one of Indonesia's State-Owned Enterprises (BUMN), consistently supports economic development and entrepreneurship in Indonesia through Trade Expo Indonesia (TEI) 2024. This annual event, organized by the Ministry of Trade, aims to promote Indonesia's leading products and services to the international market. Bank Mandiri's involvement in TEI 2024 reflects the company's commitment to contributing to national economic growth and supporting Micro, Small, and Medium Enterprises (MSMEs) as vital pillars of economic development.

Bank Mandiri is also involving selected entrepreneurs and MSMEs fostered through its Corporate Social Responsibility (CSR) programs, such as Wirausaha Muda Mandiri (Young Mandiri

Entrepreneurs) and Rumah BUMN (State-Owned Enterprises' Houses), in activities like business matching, business counseling, international seminars, and buyers' night. Additionally, Bank Mandiri is providing booths for these MSMEs at Hall 3A (Food, Beverages & Agriculture category) and Hall 8 (Home Living category). Furthermore, Bank Mandiri's support for TEI 2024 includes preparation and event execution, which encompasses a series of roadshows to seven cities to provide exhibitors and visitors with insights and education.

Bank Mandiri is committed to offering innovative and efficient banking services and solutions to help businesses navigate the increasingly competitive global market through Kopra by Mandiri. Kopra by Mandiri now features a personalized management

dashboard that can be tailored to business needs, along with various digital transaction features that support clients' export-related transactions. Bank Mandiri also provides a range of services and financing schemes to support every stage of exporter activities, including LC receipt services, guarantee issuance, export transaction payment monitoring, and export financing. All of these services can be accessed via Kopra by Mandiri.

Bank Mandiri also facilitates the financing ecosystem for exporters, both domestically and internationally, through Kopra Value Chain. For foreign exchange services, exporters are further supported by e-FX services on Kopra by Mandiri, which allows businesses to easily sell or buy foreign currencies.

Coffee Market Opportunities in the United Arab Emirates



Coffee Export Opportunity Business Forum

The opportunity to export coffee to the United Arab Emirates (UAE) market is wide open, although it remains a challenging market due to increasing competition, as the region is constantly targeted by coffee businesses from various coffee-producing countries. This was stated by Widy Haryono, Head of the Indonesia Trade Promotion Center (ITPC) Dubai, during the Business Forum at TEI 2024. He also mentioned that ITPC continues to encourage local buyers in the

region to increase their purchases and promote Indonesian coffee. Among the buyers are Faqih from India and Mansyur Ahmad from the UAE, both of whom are active coffee business players promoting Indonesian coffee.

ITPC Dubai was officially established in 1985 within the United Arab Emirates. ITPC verifies importing companies or buyers in the UAE and exporting companies or suppliers in Indonesia for legal documents such as trade

licenses and conducts direct field verification. The UAE is a highly potential coffee market due to its high per capita income and a population of only 12.5 million, most of whom reside in Abu Dhabi.

Globally, Indonesia plays an active role as a coffee exporter. Indonesia's total coffee production reached 754.7 thousand metric tons, with an export value of USD 929.3 million in 2022. The UAE coffee market is expected to grow by 2.3% during the 2024-2029 period, indicating great potential for Indonesian coffee exports.

Coffee consumers in the Gulf countries have tripled over the past decade, with the specialty coffee trend becoming increasingly popular in the UAE. Consumers are drawn to unique and high-quality coffee varieties, widely available in specialty coffee shops. For Indonesian coffee, the Robusta variety is more favored in this region, while Arabica receives less attention, particularly in the Saudi Arabian market.

Many companies in the UAE have established coffee roasting facilities in Dubai. They import raw coffee beans directly from producers and then export processed coffee beans to the Middle East, as well as parts of Asia and Europe. The presence of these facilities further facilitates the export of Indonesian coffee to global markets.

AJCEP Seminar :

Golden Opportunity for Indonesian Fishery Products in Global Market



Seminar The AJCEP Rules of Origin (ROO) and Product Specific Rules (PSR) for Indonesia Fisheries Sectors

International trade is becoming an increasingly crucial driver of economic growth, especially through cooperation agreements like the ASEAN-Japan Comprehensive Economic Partnership (AJCEP). This agreement offers a wide range of benefits to exporters in ASEAN countries, including Indonesia. One of the key advantages of AJCEP is the elimination of tariffs, or zero tariffs, on specific products, making seafood exports to Japan more competitive. Bona Kusuma, Trade Negotiator from Indonesia's Ministry of Trade, explained that AJCEP's product-specific rules simplify export requirements, enabling exporters to maximize the benefits of the agreement.

The adoption of the Marine Eco Label is becoming more significant in the seafood industry as a form of environmental certification. Mugiho Ataka, a Marine Eco Label judge from Japan, noted that the label not only boosts brand reliability and image but also allows products to be sold at premium prices. This label helps Indonesian seafood products gain easier entry into international markets, especially in Japan, where consumers demand high standards of sustainability and freshness.

Under AJCEP, ASEAN seafood exports to Japan also benefit from reduced or eliminated tariffs, directly lowering export costs. Products like shrimp, squid, tuna, and crab from ASEAN countries can more

easily compete in the Japanese market due to their improved price competitiveness. Additionally, streamlined export procedures and more efficient logistics ensure the timely delivery of fresh seafood without compromising quality—a crucial factor for Japanese consumers, who prioritize high-quality products.

PT Suri Tani Pemuka, a subsidiary of JAPFA focused on integrated aquaculture in Indonesia, is a prime example of how local companies can leverage AJCEP and high standards to expand into international markets. With a strong emphasis on hygiene, safety, and product standardization, the company ensures that its products meet the strict demands of Japanese consumers. They also capitalize on the Marine Eco Label certification to boost competitiveness and broaden access to global markets that increasingly prioritize sustainability.

In conclusion, AJCEP and the Marine Eco Label present significant opportunities for Indonesian seafood businesses to compete on a global scale, particularly in Japan. By eliminating tariffs and simplifying export processes, Indonesian seafood products can become more competitive while gaining added value through sustainability efforts. As a result, Indonesia's seafood sector holds tremendous potential for continued growth and stronger positioning in the international market.

Ministry of Trade and Pertamina

in Synergy for Bringing MSMEs to the Global Market



Pertamina's fostered partner pavilion

Pertamina MSME development initiative continues to produce exceptional products with high export potential. The primary concentration is on the food and beverage industry, where commodities like coffee, honey, and organic sugar are staples. Furthermore, Pertamina is entering the fashion industry with all-size products that cater to international consumers, such as sarongs and mukenas that do not require specific sizes.

Another emerging invention is pet-friendly home decor, which is becoming a popular trend in the global market. Pet beds and specific house decorations for animals are currently in high demand among international consumers, and Pertamina sees significant chances to expand this market.

However, there are challenges in penetrating the export market. Pertamina needs to map products according to the interests and needs of export destination countries. For example, one of Pertamina's MSMEs managed to get an order from a distributor in Malaysia after participating in an international trade show. This demand shows an increasing trend in the need for Indonesian MSME products in the global market.

The Ministry of Trade plays a key role in promoting exports. The partnership developed through various training, such as product design and export strategies, has substantially aided Pertamina-assisted MSMEs in understanding how to enter the international market. Pertamina believes that the Ministry's support, particularly in mentorship and capacity building, would continue so that Indonesian MSMEs can compete more effectively in the global market.

With the collaboration of Pertamina, the Ministry of Trade, and the nurtured MSMEs, it is predicted that more local products would enter the international market, bringing Indonesia's brand to the world trade stage.

Event Schedule

Friday, 11 October 2024

08.00 – 15.30

Business

Counseling Asia I

Garuda 6A

–

08.30 – 15.30

Business

Counseling Asia II

Garuda 6B

–

08.30 – 15.30

Business

Counseling Amerika

Garuda 7A

–

08.30 – 15.30

Business

Counseling Eropa I

Garuda 7B

–

08.30 – 15.30

Business

Counseling Eropa

II, Afrika, dan Timur

Tengah

Garuda 8A

–

09.00 – 17.00

Strengthening

Cooperation

Between D-8

Member Countries

to Pursue World

Economic Growth

(KADIN)

Garuda Main Hall 1

–

13.30 – 15.00

The Urgency of

Food Safety System

in Food Business

Operators in

Meeting Global

Market Challenges

(FoodStandards

Consl.id)

Garuda 5A

–

14.00 – 17.00

Indonesia – Nigeria

& Chad Business

Forum (ITPC Lagos –

KBRI Abuja)

Nusantara 1A

For complete schedule, please visit
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