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TRADE EXPO INDONESIA 2024

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Trade Expo Indonesia

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Primaniyarta Award

for 4 Export Support Regional Heads



Regional Heads of Primaniyarta Winners Take Photos with the President, Ministers, and Other Winners

The Primaniyarta Award for the category of Export Support Regional Heads 2024 has been awarded to four regional heads who have been recognized for their export support through their regional regulations (Perda) that have encouraged exporters over the past three years (2022-2024). These policies have played a role in efforts to increase exports at both the regional and national levels. The awards are presented to provincial heads (Governors) and district/city heads (Regents or Mayors).

The winners, who received their awards directly from Minister of Trade Zulkifli Hasan and were witnessed by President Joko Widodo, are:

1. Governor of the Special Capital Region of Jakarta
2. Regent of Berau - East Kalimantan
3. Regent of Banyuwangi - East Java
4. Mayor of Surakarta - Central Java

Pemkab Berau in East Kalimantan is the only local government from Kalimantan to win the Primaniyarta Award 2024 in the category of Export Support Regional Heads, while the other three regional heads are from the island of Java.

The export commodity trend from Berau has shown a continuous increase over the past three years. In addition to the export of natural resource commodities, including mineral resources and palm oil, fishery and plantation products have also expanded to several countries. Meanwhile, Banyuwangi has successfully increased its canned tuna exports, including to Canada, while the City of Surakarta has boosted its exports of various consumer goods. The export performance of DKI Jakarta Province has also shown a positive trend, with the largest increases seen in copper-based products and other processed industrial goods.

Market Penetration in East Africa: A Huge Potential for Indonesian Entrepreneurs



Seminar Exploring Business Opportunity In Kenya, Uganda, Democrate Republic Congo, and Somalia

Under the leadership of Indonesia's Ambassador in Nairobi, strong efforts are being made to strengthen the ties between Indonesian businesses and these countries. The economic forum held aims to foster closer interactions and explore mutually beneficial trade opportunities.

One of the key points emphasized was the importance of active collaboration from both sides. As the saying goes, "It takes two to tango," trade relationships cannot be built unilaterally. Both countries must get to know each other to create synergy and a strong

foundation. This is an opportunity for Indonesian businesses to better understand the potential markets in East Africa, which are rich in natural resources and boast rapidly growing markets.

In recent years, trade between Indonesia and Kenya has shown a significant upward trend, particularly during the COVID-19 pandemic. Despite challenges such as temporary export regulations, trade volumes remained stable with an annual average of USD 500 million. This demonstrates the vast opportunities available for Indonesian entrepreneurs to

explore in this region.

With government support and a conducive investment climate, the time is right for Indonesia to focus more on East Africa. The region's tremendous potential in agriculture, energy, manufacturing, as well as technology and tourism sectors, makes it an attractive investment destination. This cooperation will not only bring financial benefits but also pave the way for innovation exchange and joint development.

BPDPKS Encourages Expansion of Palm Oil Market Through TEI 2024



BPDPKS Booth in Hall 2

In an effort to expand the reach of Indonesia's palm oil market, the Palm Oil Plantation Fund Management Agency (BPDPKS) views the Trade Expo Indonesia (TEI) as a highly strategic platform. "The Trade Expo is the right platform to broaden the export

market for palm oil products and their derivatives. We have set up a booth, organized talk show sessions, and taken advantage of business matching facilities," said Aida Fitria, Head of the Community and Civil Society Division. BPDPKS aims to raise global

awareness of Indonesia's palm oil derivative products. "We hope that more people will become familiar with palm oil derivative products, including MSME palm oil products, and that business transactions will be generated through business matching," she emphasized. Moreover, this Trade Expo is an important event to introduce more local palm oil products and open opportunities for international cooperation.

Specifically at Trade Expo 2024, BPDPKS held a talk show session themed "Opportunities and Challenges of the Palm Oil Industry in the International Market." This talk show was attended by representatives from Indonesian trade and served as a crucial forum to discuss market opportunities, regulatory challenges, and the potential growth of the palm oil industry in global markets.

BPDPKS also plays a vital role in supporting the Indonesian government's negotiations on palm oil trade regulations in bilateral and multilateral forums. "We provide support for the Government of Indonesia's negotiations on regulations that hinder palm oil trade, through the Ministry of Trade. In addition, we actively participate in the Trade Expo and international palm oil business forums to promote Indonesian palm oil and run positive campaigns for palm oil," she said. Furthermore, scholarship programs and training initiatives remain a key focus to improve human resource quality in the palm oil sector.

Primaduta Award to 5 Foreign Representatives Supporting Exports



The Primaduta winners in the front row with President Joko Widodo

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The five ambassadors are:

1. Santo Darmosumarto – Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to the Kingdom of Cambodia
2. Ina Hagniningtyas Krisnamurthi – Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to the Republic of India, also accredited to the Kingdom of Bhutan
3. Siswo Pramono – Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to Australia, also accredited to the Republic of Vanuatu
4. Abdul Aziz Ahmad – Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to the Kingdom of Saudi Arabia
5. Heri Akhmadi – Ambassador Extraordinary and

Plenipotentiary of the Republic of Indonesia to Japan, also accredited to the Federated States of Micronesia.

As representatives of the Indonesian government abroad, these ambassadors are expected to actively implement their commitment to promoting Indonesian exports through concrete cooperation with buyers or importers of Indonesian products and services in their respective accredited countries. Additionally, the ambassadors foster diaspora communities in their accreditation regions.

The representatives of the Republic of Indonesia abroad, who actively engage in activities and efforts to facilitate the entry of Indonesian products into their accredited countries, play a crucial role in encouraging the realization of Indonesian product imports. This aligns with economic diplomacy policies that promote increased exports, investment, and international trade. Investments coming into Indonesia will bring in new capital to support development financing, create numerous job opportunities, and enhance state revenue to achieve sustainable development.

Innovation and Sustainable Exports of Bio Farma



Bio Farma Booth in Hall 7

As a loyal exhibitor at Trade Expo Indonesia, PT Bio Farma (Persero), the parent holding company of state-owned pharmaceutical enterprises, is actively promoting export-worthy products, which are an essential part of its corporate roadmap. With a target to expand its export market, Bio Farma develops new products in accordance with the BPOM standards and the U.S. Food and Drug Administration (US FDA) standards.

It is no surprise that Bio Farma has won the 2024 Primaniyarta Award in the Sustainable Exporter category, showcasing its consistency in maintaining sustainable export markets, thus making this award a historic achievement. This recognition symbolizes acknowledgment

of the company's tangible contributions through ongoing efforts aligned with the Global Reporting Initiative (GRI) Standard.

As the parent company of the national pharmaceutical holding, Bio Farma continues to establish its reputation as "the biggest and leading vaccine manufacturer in Southeast Asia" in the global market. The Primaniyarta Award in the Sustainable Exporter category further reinforces its role in enhancing the national economy while upholding social and environmental responsibilities.

Bio Farma is also well-known for its flagship product, the nOPV2 (Novel Oral Poliomyelitis Vaccine), which plays a crucial role in global health. In addition to its health impact, Bio Farma contributes

significantly to environmental sustainability. The packaging for the nOPV2 vaccine has received ecolabel certification from the Eco-Label Verification Institute of the Pulp and Paper Testing Agency, thanks to its remarkable achievements in reducing energy consumption by 82.88%, solid waste by 84.54%, and liquid waste by 78.09%. This underscores Bio Farma's commitment to minimizing environmental impact throughout its production processes.

The trust and recognition from the government have spurred an increase in Bio Farma's vaccine production capacity, reaching 3.5 billion doses per year. This capacity is sufficient to meet both domestic and global vaccine needs.

Gallery



The guests of honor are conducting the Opening Ceremony session of TEI 2024



Minister of Trade and MoU signatories



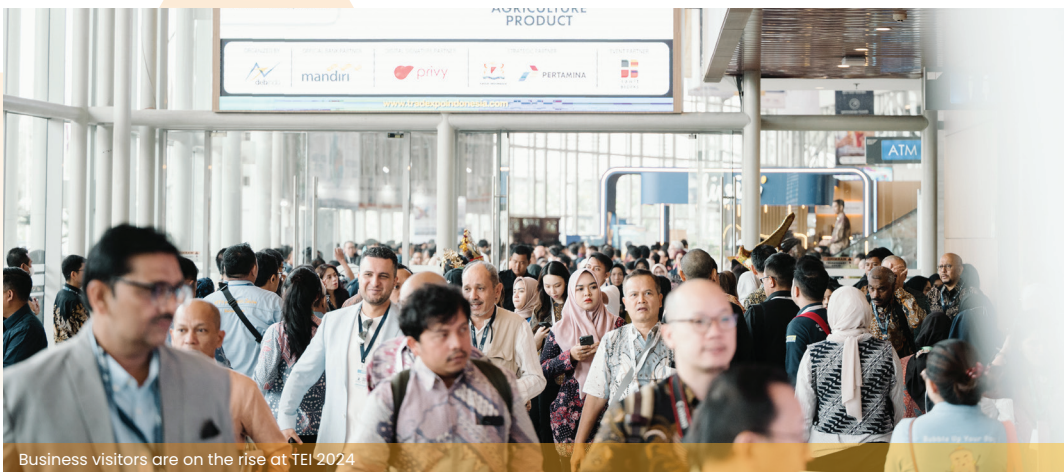
The signing of the MoU shows the results of the agreement



Buyer and seller interaction



Discussion atmosphere during the business forum



Business visitors are on the rise at TEI 2024

Event Schedule

Saturday, 12 October 2024

10.00 – 12.00
The Best of Indonesia and Australia: Navigating Australia's Biosecurity Import Regulations (Atdag Canberra)
 Nusantara 3

10.00 – 12.00
Select USA Program with Indonesia Companies (Atdag Washington DC)
 Nusantara 2

10.00 – 12.00
Strategy and Opportunities for Indonesian Food and Beverage Products to Penetrate the United States Market (US Embassy in Indonesia)
 Nusantara 2

10.00 – 12.00
Entering the Export Market Through Amazon (Atdag Manila, 1 Export)
 Garuda 5A

10.00 – 12.00
Exporting Innovation: The Case of High-Value Products Made in Indonesia (ITPC Barcelona)
 Garuda Main Hall 2

15.00 – 17.00
Press Conference & Closing Ceremony of The 39th Trade Expo Indonesia (Exhibitor Award & TEI Journalist Award)
 Nusantara 1A

For complete schedule, please visit www.tradexpoindonesia.com

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