Branding Indonesian Pangasius: Potential contracts for US$ 36 million from Dubai and Jeddah

Big smiles were seen on the faces of the Indonesian Catfish Entrepreneurs Association (APCI) representatives following the recent SeaFex 2018 Expos in Dubai and Indonesia. The launch of the new brand "Indonesian Pangasius" at SeaFex was very well received by the international business community with buyers from Middle Eastern and Asian countries. More than 45 prospective buyers were registered for meetings and business transactions. The majority of the buyers were from the United Arab Emirates and Saudi Arabia, accounting for more than 55% of the business contacts. Altogether, the business potential reached more than 10 million USD/year. The Indonesia Expo in Jeddah, supported by MMAF and SMART-Fish Programme, APCI saw meetings with 19 potential buyers from Saudi and follow up business meetings with 6 highly potential...
potential buyers were held; supplier express a demand of fillet and portion steak of over 875 tons/month valued at around USD 26 million/year. From the discussions with buyers, it was identified that the buyers were happy that Indonesia provided an alternative source of pangasius to the market, especially since many countries face challenges with importing from Vietnam. Indonesian Pangasius is a breath of fresh air buyers claim. Mr Samiono a Pangasius processor participating at SEAFEX stated: “With this great interest shown in Indonesian sourced pangasius, the next step will be to convert the business contacts, ship the first containers and prepare for the next event in the Middle East region to consolidate and further grow the market there”.

The Indonesian Pangasius brand was relaunched at SIAL Interfood, Jakarta on 21 November by the Director General of Product Competitiveness of MMAF, Mr. Rifky Effendi Hardiyanto. During the launch, Mr. Rifky emphasized that “branding is important to introduce the Indonesian pangasius to the world market and to increase its export”. Currently Indonesia pangasius production is around 450,000 tons and the government has targeted to increase this further to 1 million tons in the next three years.

“Branding is important to introduce the Indonesian pangasius to the world market and to increase its export”.

Indonesian Pangasius team in the closing day of SEAFEX 2018, Dubai
World’s Largest Producer of Tropical Seaweeds Hydrocolloids at SIAL InterFood 2018

The Indonesia Seaweed Industry Association (ASTRULI), the umbrella for the Indonesia seaweed industry, has launched the brand “Indonesia Seaweed” at the SIAL InterFood expo in Jakarta on 23 November 2018.

The Participation at SIAL InterFood and the launch of the Indonesian Seaweed brand is the starting point of opening up larger international markets for Indonesian High-Quality Hydrocolloids. ASTRULI, together with the leading Indonesian seaweed processors as their members, are ready to present themselves to the world. When asked why Indonesian Seaweed is branded as “Natural Binding Solutions to the World”, McDonny the Chairman of ASTRULI explains: “There are numerous reasons why we consider Indonesian seaweed as natural binding solutions to the world. The buyers will get the product straight from the source of 75% of global tropical seaweed production. And, moreover, Indonesia have Internationally operating processors who provide high quality hydrocolloids Agar and (semi) refined carrageenan. Compliance with International food safety standards, enhanced product traceability, a low carbon footprint due to short supply chains and last but not least, the price stability and social responsibility to the farmers farmers and local communities makes this an attractive offer.

Innovation on Hydrocolloids, its Challenges and Opportunities

ASTRULI and SMART-Fish Programme jointly organized the 5th Public-Private Round Table Discussion (RTD) on Global Market Trends for Hydrocolloids, R&D, and Innovation on Tropical Seaweed on 17 October. CEO and Founder of IMR International Mr. Dennis Seisun joined from the USA. The RTD objectives established a constructive dialogue between the government and businesses to discuss the global trends, threats and opportunities of the global hydrocolloids markets.

The RTD also discussed the importance of R&D and innovation in improving competitiveness of the seaweed industry in Indonesia. SMART-Fish presented the results of R&D seaweed centre mapping in Indonesia towards the establishment of the Tropical Seaweed Innovation Network (TSIN). A Series of coordination meeting were held with the Coordinating Ministry of Maritime Affairs and the Ministry of Research, Technology and Higher Education on TSIN.
Centre of Excellence for Productivity and Innovation

Institute for Productivity, Research and Innovation for Fisheries (iPRISE4fish) has been established at Jakarta Fisheries University (STP) which was officially launched at SIAL InterFood 2018 in Jakarta on 22 November 2018. Supported by SMART-Fish Programme, iPRISE4fish has established strong links with Asian Productivity Organization (APO) and National Productivity Organization (NPO) under the Ministry of Labour as well with Institute of Productivity (IoP) UK. In conjunction with the launching of iPRISE4fish, poster competition was organized at the SIAL and participated 18 STP students. Three international judges reviewed the posters were Prof. Mike Dillon of IoP (UK), Mr. Mark Boulter, the President of International Association of Fish Inspectors (Australia) and Richard Grice of Nebula Consulting (UK).

Top picture: Official launch of iPRISE4Fish in SIAL InterFood

Below picture: Workshop in MMAF

The best poster was selected and to be presented during the World Seafood Congress in Penang Malaysia in September 2019.

Trends and Opportunities in Aquaculture sector

The Ministry of Marine Affairs and Fisheries (MMAF) and SMART-Fish Programme jointly organized a workshop on Global Trends in Aquaculture and Opportunities for Indonesia on 18 December, 2018. Attended by officials from MMAF, Ministry of Industry and fisheries associations (AP5I, APCI, AP2HI, and ASTRULI), SMART-Fish consultants Mr. Alons van Duijenbode and Elske Muis from Globally Cool Netherlands, presented detailed analysis on global aquaculture production trends, major growth areas and species and identified opportunities for Indonesia. MMAF is in the process of establishing a Master Plan for Aquaculture Development for 2020-2024 and 5 species have been given high priorities, namely shrimp, pangasius, seaweed, milkfish and walking catfish (Clarias). Indonesia is targeting an additional USD 1 billion extra value from shrimp export over the next three years.