

Trade Mission: Taste Remarkable Indonesia!

**The Right Moment for Indonesian Food and Beverage Products in the U.S
Market**

Washington D.C., 20 March 2014 – The Ministry of Trade of the Republic of Indonesia will conduct a special Trade Mission to promote food products and beverages to New York City, New York on March 28th 2014 to the 1st of April 2014. The products that will be promoted and showcased include coffee, tea, herbal drinks, honey, chili sauce, spices, coconut milk and water, fruit extracts, coconut juice, cooking oil, sugar and sweets, along with environmentally friendly food packaging.

There are 13 companies that will be participating in the trade mission led by the Deputy Minister of Trade, Bayu Kirsnamurthi, they are: PT. Aimfood, PT. Aksara Kencana Putra, PT. Aneka Coffee Industry, PT. Anggana Catur Prima, PT. Cocomas Indonesia, PT. Fruiting Indonesia, PT. Niramas Utama (INACO), PT. Quintino's Djava, PT. Ragam Jasa Indah (Rajahe), PT. Sungai Budi, PT. Tiga Pilar Sejahtera Food Tbk, PT. Tri Rahardjo (Javaplant), and PT. Tirta Marta.

“This year is the right moment for Indonesian food products to enter the U.S Market as the U.S consumer now wants to return to organic, healthy and culinary food that is not pre-made and ready to eat because the U.S consumer wants to try something new. This trend is sustainable for product development which is known in Indonesia, but not in the U.S market. Therefore, the promotion of products in the food and beverage needs to be pushed forward,” said Made Marthini, Trade Attaché at the Indonesian Embassy in Washington D.C.

The Commercial Attaché's office along with ITPC Chicago and Los Angeles, as well as the Consulate General of New York, will organize various activities that will maximize the Trade Mission. On March 31st, 2013, a mini expo will be held to showcase the best products of the trade mission participants, one on one business meetings matching with the theme “Taste Remarkable Indonesia” will also be held by buyers, importers, distributors, and agents in the U.S. The culinary expertise of Chef Yono will also be experienced using products from the trade mission participants. The attending companies were briefed on the procedure for imports of food and beverage products in the U.S by Sugi Suherman, a speaker and customs broker in the U.S. Participants will also be given training on effective marketing and promotions in the U.S through the marketing company MarqEnergie

In addition, participants will also make a visit to a number of retail stores which have varying consumer demographics. The stores that will be visited include: Whole Foods, Dean & DeLuca, Fairway, Giant, and several Asian ethnic groceries and other stores. In this visit, the trade mission participants will see

firsthand what kind of products may enter the U.S market as well as the type of labeling, packaging, and nutrient information within the food or beverage product.

The participants will also be invited to discuss with the management of several retail stores to determine the various market opportunities in food and beverage products in the U.S, as well as how to penetrate retail store chains in the U.S.

Meetings of the Vice Trade Minister

During the business trip to the United States, Vice Trade Minister Krisnamurthi will also conduct several meetings with large companies in the food and beverage industry to increase exports of food and beverage products from Indonesia into the U.S. In addition, the Vice Trade Minister will also hold a dialogue with businesses that import Indonesian products to ensure market access is maintained and to bring a closer relation to Indonesia.

In addition to New York City, the vice Trade Minister will also engage in a business trip to Los Angeles, California to conduct a meeting with the Indonesia America Business Council (IABC), importers of food and beverage products, as well as wood products and seafood. The business trip to L.A will take place from April 4th to April 5th, 2014. This is one of a series of business trips and trade missions leading to Canada where Indonesia will attend the SIAL Exhibition in the city of Montreal, Canada and the Trade Mission to Vancouver.

For further information on the trade mission to New York as well as the products on display, please visit: <http://tasteremarkableindonesia.com/>

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Source: Indonesian Trade Attaché of DC, ITPC Chicago and Los Angeles