

Export News

INDONESIA

INDONESIAN Tea



WHAT'S INSIDE

Indonesia's export performance increases each year. However, there are still a number of Indonesia's commodities that have not utilized the export potentials available. One of the commodities is tea. In this edition, Export News will review high quality tea from Indonesia that has opportunities to be the major player in the world.

Advisor :

Nus Nuzulia Ishak

Editor in Chief :

Ari Satria

Managing Editor :

RA. Marlana

Editor :

Sugiarti

Writer :

Roesfitawati

Design :

Dewi

Editorial Addresses :

**DIRECTORATE GENERAL OF
NATIONAL EXPORT DEVELOPMENT**

Ministry of Trade of The Republic of Indonesia

Jl. Ml. Ridwan Rais No. 5

Jakarta 10110 – Indonesia

Phone : +62 21 3858171

Fax : +62 21 23528652

Email : csc@kemendag.go.id

Website : <http://djpen.kemendag.go.id>

Published by :

**DIRECTORATE GENERAL OF
NATIONAL EXPORT DEVELOPMENT**

Ministry of Trade of The Republic of Indonesia

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Dear Valued Readers,

The second month in 2015 has just begun. We wish that a lot of new international trade agreements will be or, even better, have been signed. The Directorate General of National Export Development (DGNED), the Ministry of Trade of the Republic of Indonesia, expects immense progress will take place in global trade activities to generate better welfare for all the people in the world.

In this February edition of Export News, the DGNED presents Indonesian tea products as one of the country's prospective export commodities. In fact, Indonesia is one of the world's Top 10 tea producers. However, Indonesian tea products have yet to be widely known since they are mostly exported in bulk form. Therefore, the bulletin's February edition is disseminating the potentials of Indonesia's premium tea. Eventually, the exports of bulk tea can be reduced and are replaced with exports of packaged tea and Ready-to-Drink (RTD) tea.

However, the existence of mainstream sector in Indonesian tea industry is also important to maintain the availability of raw tea material. In other words, the productions of packaged tea and RTD tea can be carried out sustainably by integrating downstream and mainstream sectors. Thus, the government of Indonesia underpins the establishment and revitalization of tea plantations as well as encourages the development of premium tea end-products.

The efforts taken by all stakeholders – which include the government, farmers and manufacturers – have been well received with the appointment of Bandung to host some international events related to tea. The events were the Intergovernmental Group (IGG) on Tea and Asia Africa Tea Gathering which took place in November 2014.

Shortly, Indonesian tea has been acknowledged as high quality products but have yet have to optimize their export potentials. In order to gain success as exporters in a highly competitive market, there are a lot of works to be undertaken by the DGNED and other stakeholders. Therefore, the DGNED establishes cooperation with various tea associations to improve product quality and elevate tea exporters' business skills.

Readers who are interested to know more about Indonesian tea products, and hopefully strike a trade deal beneficial for all parties, can read articles on this edition of Export News. As usual, we have included a list of tea exporters and producers so that readers can establish direct contact for mutual benefits.

Thank You

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hot issue

BANDUNG International Tea Convention 2014

Negara Kanaan named as the Best Indonesian Tea Supplier

As one of the world's Top 10 tea suppliers, Indonesia has a large number of tea plantations. Local farmers own 46% of the total area while private companies manage 25% and the remaining is controlled by state plantation firm PT Perkebunan Negara (PTPN).



One of Indonesian private tea plantations is Negara Kanaan, which supplied tea to the International Tea Conference, held in Bandung in November 2014. Negara Kanaan's tea was acknowledged as Indonesia's best tea. The company's workers pick tea leaves in a group of 25 workers. They work from 7 a.m. to 2 p.m. Each worker is able to pick some 40-50 kilograms of tea leaves in a day. Negara Kanaan 28-hectare plantation produces some 36 tons of tea leaves per month.

Negara Kanaan is one of plantations under the management of PT KBP Chakra, formerly known as Dewata tea plantation. Other tea plantations managed by PT KBP Chakra are Megawati, Gunung Kencana and Kabawetan. The company produces some 12,000 tons of tea leaves annually. Some 85% of the product is exported, mostly to European countries. The company exports only its best quality teas, such as "Chakra Silver Tips" white tea and "Dragon Tea" label for oolong tea, to giant tea companies in Europe.

Last year, the 21st FAO Intergovernmental Group (IGG) on Tea was held on November 5-7, 2014, in Bandung, West Java. As a curtain riser of the international agenda, the Bandung International Tea Convention was organized on November 3-4, 2014. This pre-event activity aimed to enhance

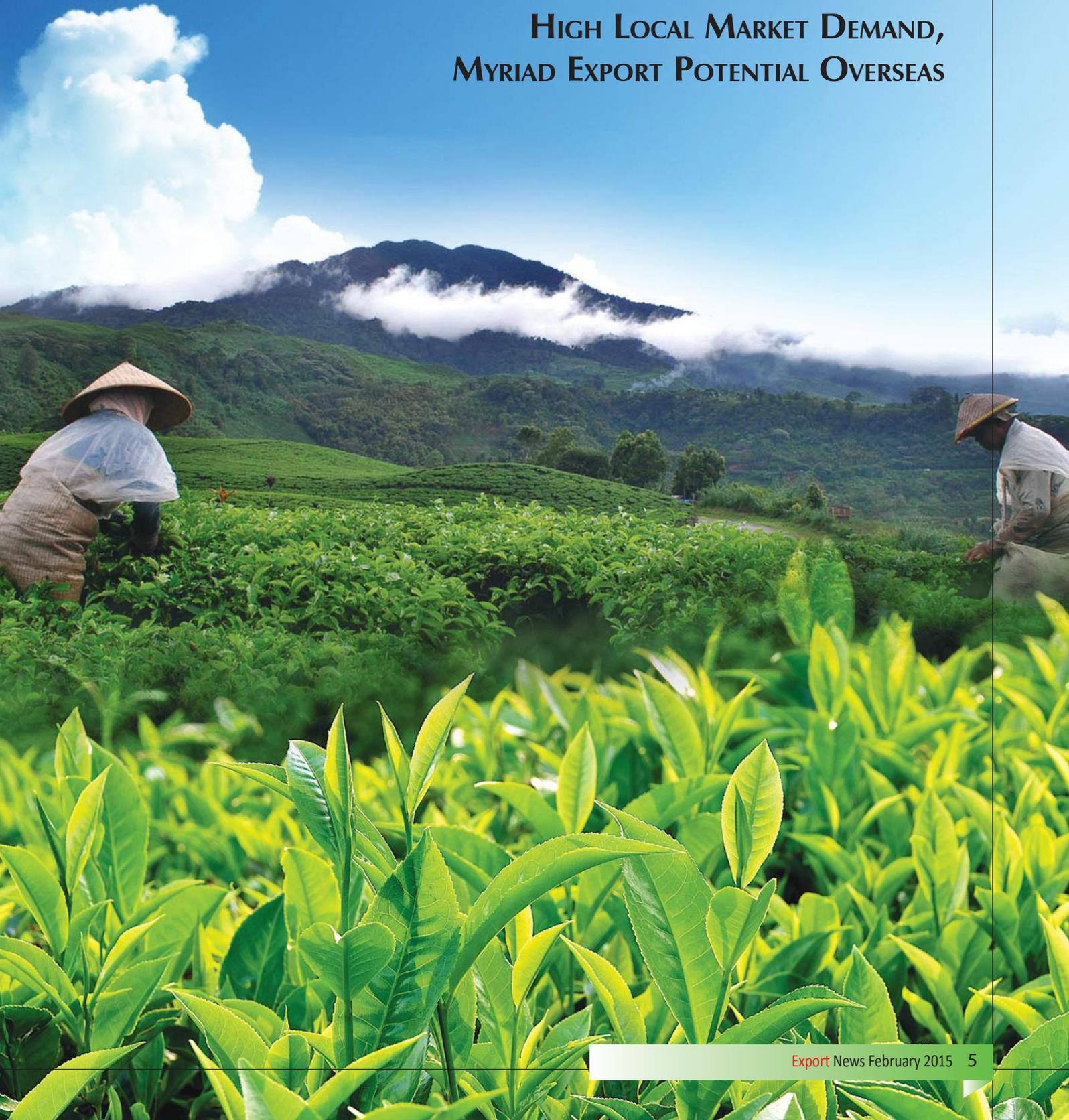
interactions between producers and consumers in Indonesia, as a venue to exchange information about updated development of tea in the world. Visitors also shared knowledge about opportunities and barriers the exporters have to deal with in the competitive global market.

Additionally, to commemorate the Afro-Asian spirit of togetherness and solidarity as signed through the 1955 Asia Africa Conference, the Asia Africa Tea Gathering was also held on November 3, 2014. A number of important persons gave their remarks in the session including representatives from India, Kenya, and England as well as chairman of the Indonesian Tea Board who is also the chairman of PT KBP Chakra.

The selection of Bandung to host a number of prestigious events on tea products indicates that Indonesia has been marked as one of the world's outstanding tea suppliers. By carefully considering this fact, the Directorate General of National Export Development, the Ministry of Trade of Republic of Indonesia, commits to encourage tea farmers and manufactures to increase their capability in producing premium tea products for affluent consumers in the world market. Hence, the performance of Indonesian tea export can be improved.

INDONESIAN TEA COMMODITY

**HIGH LOCAL MARKET DEMAND,
MYRIAD EXPORT POTENTIAL OVERSEAS**



Industry and Culture

In Indonesia, tea is a cultural beverage so the position of this sector is very strategic in domestic market. Tea is a popular beverage among Indonesians due to its long existence being first introduced in 1684. Tea products have a product share of 30% in the local drinks industry. The domestic tea industry keeps growing being spurred by high demand from local residents.

With scientific name of *Camellia Sinensis*, this plantation product gets 95% of local market penetration. It could be assumed that almost every Indonesian has at least once consumed tea. Tea industry has a sustainable development generated mainly by consumptions in the teenagers and highly active youth population demographic groups. On the other side, tea industry absorbs a large number of workforce. In 1999, there was approximately 300,000 workers being employed in this sector.

From the environmental perspective, tea production and conservation also supports the efforts to preserve water and land. The majority of tea plantations, estimated at 78%, are located in West Java and the remainings are located in Central Java, East Java and South Sumatera. However, tea revitalization programs are not only carried out in West Java.

With a large area of tea plantations, Indonesia is

ranked the 8th as the world's top tea producers in 2013. However, Indonesian tea has yet to be widely known abroad because most of Indonesian tea is exported in bulk form. In 2013, Indonesia exported tea commodities worth US\$157.5 million. While during January to October 2014, the value was US\$ 114.23 million. The export consisted of black tea and green tea, either fermented or not fermented.

The primary export destinations of Indonesian tea in 2014 were Malaysia, Russian Federation, Pakistan, Australia, the United States of America, China, Germany, the United of Arab Emirates, the United Kingdom and Poland.

Meanwhile, in Indonesia also imported US\$29.34 worth of tea products in 2013. Subsequently, from January to October 2014, the value was only US\$ 20.24 million. The countries as the most suppliers were Viet Nam, Kenya, India, Islamic Republic of Iran, Sri Lanka, China, the United Kingdom, Japan, Argentina and Taiwan (Province of China). In comparison to other tea exporting countries in the world, Indonesia is positioned at the rank of 9th after Viet Nam.

A number of researches have proven that the quality of Indonesian tea is one of the best products in the global market. It has wonderful color, strong flavor, good taste and will be nice to be mixed with other

INDONESIAN EXPORT OF TEA JAN – OCT 2014 (US\$ 000)	
World	114,233
Malaysia	15,444
Russian Federation	15,000
Pakistan	13,023
Australia	7,518
United States of America	6,352
China	6,119
Germany	5,874
United Arab Emirates	5,129
United Kingdom	4,718
Poland	4,432

INDONESIAN IMPORT OF TEA JAN – OCT 2014 (US\$ 000)	
World	20,241
Viet Nam	5.149
Kenya	4.356
India	2.364
Iran (Islamic Republic of)	2.273
Sri Lanka	2.031
China	759
United Kingdom	595
Japan	567
Argentina	544
Taiwan, Province of China	404

Source: Central Board of Statistics, prepared by DGNED

ingredients. Unfortunately, most of Indonesian tea is distributed overseas in bulk form to be packaged or labeled with foreign brands, and re-exported to many other countries.

Therefore, in line with growing Indonesian tea industry, the involved stakeholders attempt to expand local and global markets by creating packaged tea and Ready-to Drink (RDT) tea products. The strategy to develop local tea industry is also conducted by improving the packaging designs, logo and brands. The government of Indonesia also provides incentives for companies which can enhance their downstream sectors.

In addition to the offered incentives, the strategy to boost tea sector in Indonesia also comprise several efforts which include implementation of Good Manufacturing Practices (GMP) in tea industry; the implementation of Indonesian National Standards (SNI) for four types of tea which are distinguished by processing methods: oolong tea, white tea, green tea and black tea; the revitalization of machinery to process tea; and encourage home industries or small medium enterprises (SMEs) operating in tea processing to establish cooperation and partnerships with giant tea players.

To embody the last effort in the strategy, Directorate General of National Export Development (DGNED) underpins the endeavor of the Association of Sustainable Agrocommodities Producers (Aspatari) to build tea factories in Indonesia. The selected major tea producing areas are West Java and

Central Java. The Teh Iroet tea factory is the first of 20 factories to be build in both provinces as planned by Aspatari and supported by DGNED and Business Watch Indonesia. The establishment of these tea factories is the realization of their commitment to support local tea farmers.

Director General of National Export Development, Nus Nuzulia Ishak, accompanies former Vice Minister of Trade, Bayu Krisnamurthi, in inaugurating the “Teh Iroet” tea factory in Cisaat village, Garut, in West Java

With collaborations between small and big tea industries, it is expected the upstream and downstream tea sectors will run more sustainably. Thus, the availability of raw tea can be maintained and the creation of premium tea products can also be continuously developed. In regard to the vision of elevating the pride of local tea products, the government of Indonesia has set a target to make tea as a high-class beverage and part of Indonesian lifestyle in which tea is not perceived as a daily drink only.

Moreover, there is also an opportunity to include tea as one of healthy drinks. To achieve the visions, the government of Indonesia and related associations are making the efforts to carry out effective promotion activities in both local and international markets. Eventually, the exports of bulk tea from Indonesia can be reduced or even terminated.



Packaged Tea



Packaged tea is divided into two types: dip tea and brewed tea. Packaged tea is likely to be consumed individually or in a group such as family, among friends or with colleagues at the office. There are many kinds of packaged tea in Indonesia such as black tea, green tea and slimming tea.

These types of packaged tea target different consumer groups. While black tea is commonly drunk for relaxation, green tea is chosen by people who believe it can improve their health. For more specific purpose, slimming tea is created for persons, mostly women, who wish to reduce their weights. In short, tea manufacturers must be able to grab market potentials provided by identifying the tastes of certain consumer groups.

The industry of packaged tea in Indonesia shows a positive trend. Nowadays, there is an increasing number of packaged tea producers which means that Indonesia has huge potentials to penetrate premium tea markets abroad. Hence, the government of Indonesia, in cooperation with related associations, are disseminating global tea standards in order to boost Indonesia's export performance.

The recent and actual global standards are gathered from meetings between the governments of Indonesia and other countries. Since European

market provides larger opportunities for Indonesian tea export, one of the meetings was held in Hamburg, Germany. The Director General of National Export Development, accompanied by the Director of Market Development and Export Information, Indonesian Trade Attaché in Berlin and Deputy Director of Indonesian Trade Promotion Centre in Hamburg, visited Eurofins Laboratory in Hamburg. The laboratory is appointed to conduct standardization tests for imported tea in European countries, including tea from Indonesia.

During their visit in December 2014, the Indonesian delegation conveyed the issues faced by Indonesian tea exporters who have to send tea samples before exporting to Europe. This stage is time consuming and raises additional charges. Therefore, the DGNED initiated the possibility to establish cooperation with Eurofins Laboratory to undertake the test in a laboratory in Indonesia.

In addition, the Indonesian officials also met head of the Import Promotion Desk (IPD) in Bonn, Dr. Julia Hoffmann. The meeting was carried out to discuss the implementation of an agreement between the DGNED and IPD. The content of the agreement, which was signed in October 2014, is to undertake information exchange and export promotion in Europe.

Ready-to-Drink (RTD) Tea

Even though most of local tea is recently exported in bulk, the Indonesian Ready-to-Drink (RTD) tea industry is also growing, spurred by increasing demand by young population as the primary consumers. The youngsters are busy people who have a lot of activities. Thus, they do not have much time to prepare their tea for consumption.

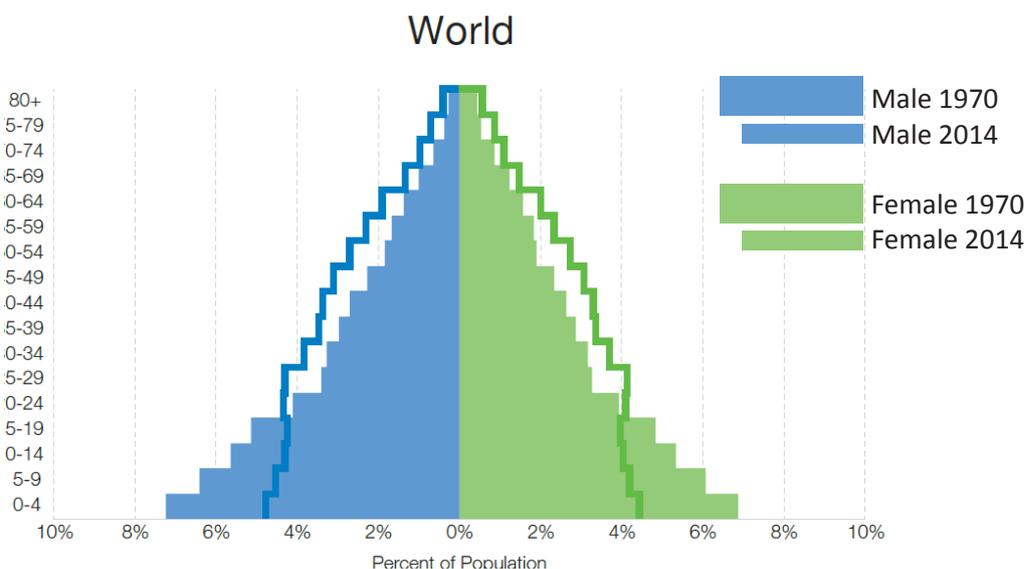
The domestic market potentials are niche markets. Furthermore, the potentials are also available in global markets. This can be analyzed from the data of the Population Reference Bureau 2014. The data exhibits the number of young residents is higher than the older ones. It means the number of productive and active people is bigger than seniors or adolescence.

The growing number of young population illustrates market potentials for RTD tea. Therefore, the government of Indonesia encourages Indonesian tea manufacturers to take the available niche market opportunities. The DGNEC commits to bring forward the export performance of Indonesian tea, more importantly the premium tea, both packaged tea and RTD tea which have added values. The prices of packaged tea and RTD tea are higher than the price of bulk tea. The higher prices are gained



from added values in term of brands and packaging designs.

The process of making RTD uses tea extract as the raw material. Therefore, it is also important for the government of Indonesia to enhance the development of tea extraction industry. The effort to lift the tea industry must begin from upstream to downstream. By building more RTD companies, it is expected that in the future Indonesia will be recognized as the country of premium tea products with prominent brands being exported globally.



LIST OF EXPORTERS

ANUGRAH TIARA MUSTIKA

Jl. Karbela Barat No. 9, Setiabudi, South Jakarta
Phone : (62-21) 5263914, 5263915, 5263916, 70252107
Fax : (62-21) 5263020
Email : marketing@tehhitamindtea.com
Website : <http://www.tehhitamindtea.com>
Product : *Black Tea*

GUNUNG SLAMAT

Jl. Agung Timur IV Blok O No. 2
Kav. 18-19 Sunter Podomoro, North Jakarta 14350
Phone : (62-21) 6512323, 6512277, 6505106, 6505271
Fax : (62-21) 6511951
Email : info@gunungslamat.com
Website : <http://www.gunungslamat.com>
Product : *black Tea, green Tea*

GUNUNG SUBUR

Jl. Raya Jaten Km 9 Karanganyar, Surakarta,
Central Java 57731, Indonesia
Phone : (62-271) 825341 (Hunting), 825342, 827931
Fax : (62-271) 821142
Email : djenggot@indo.net.id
Website : <http://www.gunungsubur.co.id>
Product : *tea, green Tea*

MEDIABETEA INDONESIA

Komplek Mutiara Taman Palem Blok C19 No. 89,
Jl. Raya Kapuk Kamal Outer Ringroad Cengkareng,
West Jakarta 11730, Indonesia
Phone : (62-21) 54356010, 5450465
Fax : (62-21) 54356033, 54391021
Email : info@mediabetea-indonesia.com
Website : <http://www.mediabetea-indonesia.com>
Product : *herbal Product, tea*

NITTOH MALINO TEH

Jl. Gunung Latimojong No. 247
Makassar, South Sulawesi 90141, Indonesia
Phone : (62-411) 322055, 313679, 317841, 327444, 310435, 3
Fax : (62-411) 313679, 326054
Email : info@malino-tea.com
Product : *black tea, green tea*

PAGILARAN

Jl. Faridan M. Noto No. 11, Yogyakarta 55224
Phone : (62-274) 561392, 419794, 561393
Fax : (62-274) 540628
Email : g_larcomerce@yahoo.co.id, pagilaran@telkom.net
Product : *green tea, black tea*

PERKEBUNAN TAMBI

Jl. T. Jogonegoro 39, Wonosobo – Central Java
Phone : (62-286) 321077, 321088
Fax : (62-286) 321203, 321092
Email : tambi@indosat.net.id
Product : *black tea*

ROSEMARITHA

Jl. Sersan Bajuri No. 35, Bandung,
West Java 40154, Indonesia
Phone : (62-22) 2010532
Fax : (62-22) 2011484
Email : harost@bdg.centrin.net.id
Website : <http://rosemaritha.blogspot.com>
Product : *spices, green tea*

SARIWANGI AEA

Jl. Mercedes Benz No. 288, Cicadas,
Gunung Putri, Bogor, West Java 16964, Indonesia
Phone : (62-21) 8672486, 8672487, 8677757, 8677761
Fax : (62-21) 8677761, 8672485
Email : moseleysimatupang@yahoo.com,
export@sariwangi-aea.co.id
Website : <http://www.sariwangi-aea.co.id>
Product : *tea, black tea*

TEH SEPEDA BALAP

Jl. Patriot Kraton, Sokranding Baru
Pekalongan, Central Java 51117, Indonesia
Phone : (62-285) 433370, 431132, 7903311
Fax : (62-285) 422313
Email : jrahardjo@cbn.net.id, teh_sepedabalap@plasa.com
Product : *tea, coffee*



Australia (Canberra)

8, Darwin Avenue, Yarralumia
Canberra, ACT 2600
Phone : (+61-2) - 62508600, 62508654
Fax : (+61-2) - 62730757, 62736017
Email : atdag-aus@kemendag.go.id
Website : www.kbri-canberra.org.au

Belgium (Brussels)

Boulevard de la Woluwe 38, 1200 Brussels
Phone : (+322) - 7550120
Fax : (+322) - 7728190
Email : atdag-blx@kemendag.go.id;
primebxl@skynet.be
Website : www.embassyofindonesia.eu

Canada (Ottawa)

55 Parkdale Avenue, Ottawa Ontario, K1Y 1E5
Phone : (+1-613) - 7241100 ext. 306
Fax : (+1-613) - 7241105, 7244959
Email : atdag-can@kemendag.go.id;
ottawa-kbri@kemlu.go.id
Website : www.indonesia-ottawa.org

China (Beijing)

Indonesian Embassy Dongzhimenwai Dajie
No. 4 Chaoyang District
Phone : (+00861) - 65324748, 3811340842
Fax : (+00861) - 65325368
Email : atdag-chn@kemendag.go.id
Website : -

Denmark (Copenhagen)

Oerehoej Alle 1, DK 2900 Hellerup
Phone : (+45) - 39624422
Fax : (+45) - 39624483
Email : atdag-dnk@kemendag.go.id;
atdag@kbricph.dk
Website : -

Egypt (Cairo)

Embassy of the Republic of Indonesia
13 Aisha El-Taimourea St, Garden City
Phone : (+20-2) - 7944698
Fax : (+20-2) - 7962495
Email : atdag-egy@kemendag.go.id
Website : -

France (Paris)

47-49, rue Cortambert 75116 Paris
Indonesian Mission to the European Union
Boulevard
Phone : (+33-1) - 45030760 ext. 418,
45044872
Fax : (+33-1) - 45045032
Email : atdag-fra@kemendag.go.id
Website : -

Germany (Berlin)

c/o Embassy of the Republic of Indonesia
Lehrter Straße 16-1710557 Berlin
Phone : (+49-30) - 47807142
Fax : (+49-30) - 44737142, 47807290
Email : atdag-deu@kemendag.go.id;
trade@indonesian-embassy.de
Website : www.indonesian-embassy.de

India (New Delhi)

Embassy of the Republic of Indonesia 50-A
Kautilya Marg Chanakyapuri 110021

Phone : (+91-11) - 26114100
Fax : (+91-11) - 26885460
Email : atdag-ind@kemendag.go.id;
atdag.newdelhi@yahoo.com
Website : -

Italy (Rome)

Indonesian Embassy Via Campania 53-55
Rome 00187
Phone : (+39-06) - 42009101
Fax : (+39-06) - 4880280
Email : atdag-ita@kemendag.go.id;
indorom@indonesianembassy.it
Website : -

Japan (Tokyo)

Indonesian Embassy 5-2-9, Higashi Gotanda
Shinagawa-ku Tokyo 141-0002
Phone : (+81-3) - 34414201 ext. 321
Fax : (+81-3) - 34471697
Email : atdag-jpn@kemendag.go.id;
trade@kbritokyo.jp
Website : www.shoumubu.kbri.jp

Malaysia (Kuala Lumpur)

Indonesian Embassy No. 233
Jalan Tun Razak 50400
Phone : (+603) - 21164000, 21164067
Fax : (+603) - 21167908, 21448407
Email : atdag-mys@kemendag.go.id;
atdagkbrinkl@gmail.com
Website : www.kbrikualalumpur.org

Netherlands (Den Haag)

Tobias Asserlaan 82517 KC Den Haag
Phone : (+86-10) - 65325486/87/88
ext. 3014/3017/3030
Fax : (+86-10) - 65325368, 65325783
Email : atdag-nld@kemendag.go.id;
atdag@indonesia.nl
Website : -

Philippines (Manila)

Indonesian Embassy 185 Salcedo Street,
Legaspi Village Makati City
Phone : (+632) - 8925061/68
Fax : (+632) - 8925878, 8674192
Email : atdag-phl@kemendag.go.id
Website : -

Russia Federation (Moscow)

Indonesian Embassy Apt. 76, Entr. 3
Korovyval 7 Moscow 119049
Phone : (+7-495) - 2383014
Fax : (+7-495) - 2385281
Email : atdag-rus@kemendag.go.id
Website : -

Saudi Arabia (Riyadh)

Indonesian Embassy Riyadh Diplomatic
Quarter P.O. Box 94343m Riyadh 11693
Phone : (+966-11) - 4882800, 4882131 ext.120
Fax : (+966-11) - 4882966
Email : atdag-sau@kemendag.go.id
Website : -

Singapore

Embassy of the Republic of Indonesia
7 Chatsworth Road Singapore 249761
Phone : (+65) - 67375420

Fax : (+65) - 67352027
Email : atdag-sgp@kemendag.go.id
Website : -

South Korea (Seoul)

Indonesian Embassy, 380 Yoidaebang-ro
Yeongdeungpo-gu Seoul 150-895
Phone : (+82-2) - 7835675/7
Fax : (+82-2) - 7837750
Email : atdag-kor@kemendag.go.id
Website : -

Spain (Madrid)

Indonesian Embassy 65, Calle de Agastia
28043 Madrid
Phone : (+34) - 914130294 ext. 223
Fax : (+34) - 91413899
Email : atdag-esp@kemendag.go.id
Website : -

Switzerland (Geneva)

Indonesia Permanent Mission - Rue de Saint
Jean 30 Geneva 1203
Phone : (+41-22) - 9401736
Fax : (+41-22) - 9401734
Email : -
Website : www.mission-indonesia.org

Thailand (Bangkok)

Indonesian Embassy, 600-602 Petchburi Road,
Rajthevi, Phayathai Bangkok - Thailand 10400
Phone : (+66-2) - 2523135/40 ext. 123
Fax : (+66-2) - 2551264, 2551267
Email : atdag-tha@kemendag.go.id;
atdag.bkk@gmail.com
Website : www.kemlu.go.id/bangkok

United Kingdom (London)

Embassy of Republic of Indonesia 38
Grosvenor Square London W1K 2HW
Phone : (+44-20) - 74997661, 72909620
Fax : (+44-20) - 74957022
Email : atdag-gbr@kemendag.go.id
Website : -

United States of America (Washington DC)

2020 Massachusetts Avenue, NW
Washington DC 20036
Phone : (+1-202) - 7755350, 7755200
Fax : (+1-202) - 7755354
Email : atdag-usa@kemendag.go.id
Website : www.inatrade-use.org

KDEI (Taipei)

Indonesian Economic and Trade Office to Taipei
Twinhead Bld 6F No.550 RuiGoang Road, eihu
District Taipei 114, Taiwan ROC
Phone : (+886-2) - 87526170 ext. 34
Fax : (+886-2) - 87523170
Email : kakdei-twn@kemendag.go.id;
dagkdei-twn@kemendag.go.id
Website : www.kdei-taipei.org

Commercial Consul (Hongkong)

Indonesian General Consulate 127 - 129
Leighton Road, Causeway Bay
Phone : (+852) - 36510201
Fax : (+852) - 28950139
Email : kondag-hkg@kemendag.go.id
Website : -

WORLD WIDE

Indonesian Trade Promotion Center (ITPC)

BARCELONA

Calle Aribau 250, B.I. 08006 Spain
Phone : (+34) -934144662
Fax : (+34) -934164188
Email : info@itpcbcn.com
Website : www.itpcbcn.com

BUDAPEST

Bajcsy-Zsilinszky ut.12, 1st floor, 101
Budapest 1051
Phone : (+36-1) - 3176382
Fax : (+36-1) - 2660572
Email : inatrade@itpc-bud.hu;
itpc-hun@kemendag.go.id
Website : www.itpc-bud.hu

BUSAN

#103, Korea Express Building, 1211-1 Choryang
Dong Dong-gu, Busan 601-010
Phone : (+82-51) - 4411708
Fax : (+82-51) - 4411629
Email : itpc-kor@kemendag.go.id
Website : www.itpc-busan.com

CHENNAI

3rd floor, Ispahani Center, 123/124,
Nungambakkam High Road Chennai 600034
Phone : (+91-44) - 42089196
Fax : (+91-44) - 42089197
Email : itpc.chennai@kemendag.go.id;
itpcchennai@yahoo.com
Website : http://itpcchennai.com

CHICAGO

670 N Clark St, 1st floor Chicago, IL 60654
Phone : (+312) - 6402463
Fax : (+312) - 6402648
Email : itpc.chicago@itpcchicago.com;
itpc-chicago@kemendag.go.id
Website : www.itpcchicago.com

DUBAI

Al Masraf Tower, 4th floor, #403 Baniyas Street,
Deira P.O. Box 41664
Phone : (+9-714) - 2278544
Fax : (+9-714) - 2278545
Email : itpcdxb@emirates.net.ae
Website : http://itpcdubai.com

HAMBURG

Glockengiesserwall 17, 20095 Hamburg
Phone : (+49-40) - 33313280/1
Fax : (+49-40) - 33313282
Email : info@itpchamburg.de;
itpc-deu@kemendag.go.id
Website : www.itpchamburg.de

JEDDAH

Consulate General of the Republic of Indonesia
Jeddah Al-Mualifin street, Al-Rehab District/s,
P.O. Box 1021411
Phone : (+966-12) - 6711271
Fax : (+966-12) - 6730205
Email : itpc-jed09@gmail.com;
itpc-sau@kemendag.go.id

JOHANNESBURG

7th floor The Forum, 2 Maude Street, Sandown
Sandton - Republic of South Africa 2146
Phone : (+27-11) - 8846240
Fax : (+27-11) - 8846242
Email : itpc@itpcjohannesburg.com;
itpc@itpcjhb.co.za
Website : www.itpcjohannesburg.com

LAGOS

5th, Anifowoshe Street Victoria Island
Phone : (+234-1) - 4619864/65/62
Fax : (+234-1) - 2613301
Email : itpclagos@yahoo.co.id;
itpc-nga@kemendag.go.id
Website : www.itpclagos.com

LOS ANGELES

3457 Wilshire Blvd, Suite 101 CA 90010
Phone : (+213) - 3877041
Fax : (+213) - 3877047
Email : itpcla@sbcglobal.net;
itpc-usa@kemendag.go.id
Website : www.itpcla.com

LYON

L'Europeen, 19 Bld Eugene Deruelle 69003
France
Phone : (+33-4) - 78606278
Fax : (+33-4) - 78606314
Email : itpc.lyon@gmail.com;
itpc-fra@kemendag.go.id
Website : www.itpclyon.fr

MEXICO CITY

Centit Plaza Arquimedes, A.C Arquimedes
No. 130, Office 105
Col Polanco Deleg Miguel Hidalgo, C.P 11570
Phone : (+52-55) -50836055/67
Fax : (+52-55) -50836056
Email : itpc.mexicocity@yahoo.com;
itpc-mex@kemendag.go.id
Website : www.itpcmexicocity.mx

MILAN

Via Vittor Pisani 8-6 floor, 20124
Phone : (+39-02) - 36598182
Fax : (+39-02) - 36598191
Email : itpcmilan@live.it;
itpc-ita@kemendag.go.id
Website : www.itpc-milan.com

OSAKA

Matsushita IMP Building 2F, 1-3-7, Shiromi,
Chuo-ku Osaka 540-6302
Phone : (+06) - 69473555
Fax : (+06) -69473556
Email : itpc.osaka@kemendag.go.id;
itpc-jpn@kemendag.go.id
Website : www.itpc.or.jp

SANTIAGO

Nueva Tajamar 481, Torre Sur, Oficina 706,
Las Condes
Phone : (+562) - 4410494
Fax : (+562) - 4410495
Email : itpc@itpcsantiago.cl;
itpc-chl@kemendag.go.id
Website : www.itpcsantiago.cl

SAO PAULO

Edificio Park Lane, Alameda Santos
No. 1787- Conj. 111-110 Andar Cerqueira
Cesar - CEP.01419-002
Phone : (+55-11) -32630472, 35411413
Fax : (+55-11) - 32538126
Email : itpcsp@itpcsp.org;
itpc-bra@kemendag.go.id
Website : www.itpc-sp.org

SYDNEY

Level 2, 60 Pitt Street - Sydney,
New South Wales 2000
Phone : (+61-2) -92528783
Fax : (+61-2) - 92528784
Email : trade@itpcsydney.com;
itpc-aus@kemendag.go.id
Website : www.itpcsydney.com

VANCOUVER

Georgia Business Center, 1300-1500 West
Georgia Street Vancouver, British Columbia,
Canada V6G 2Z6
Phone : (+1-604) -6966322
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Email : tradexpoinonesia@kemendag.go.id

www.tradexpoinonesia.com

CSC DGNED

Customer Service Center

Directorate General of National Export Development | Ministry of Trade of The Republic of Indonesia

csc@kemendag.go.id

csc kemendag

@csckemendag

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