



SOVEREIGNTY PROSPERITY SUSTAINABILITY

CONTRIBUTION OF THE SMART-FISH PROGRAMME



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

ABOUT THE PROGRAMME

Indonesia's vision for development and transformation of its fisheries sector is laid out in a policy which is based on the three main pillars: Sovereignty, Prosperity and Sustainability. This constitutes the strategic framework to which SMART-Fish Indonesia contributes through its interventions.

The Programme for Increasing Trade Capacities of Selected Value Chains within the Fisheries Sector in Indonesia (2014–2019), well known as SMART-Fish Indonesia (Sustainable Market Access through Trading of Fish) aims at improving competitiveness of seaweed, pangasius and pole and line (P&L) tuna value chains through 6 main components:

1. Facilitating public-private dialogues for creating favorable policies for development of value chains and facilitating entry in global markets
2. Strengthening competitiveness of value chain actors from upstream (farmer) to downstream (processors) through better product quality, improved productivity, resources efficiency and cleaner production
3. Improving educational programme at the Jakarta Fisheries University (STP) through improving curriculum on productivity, innovation and sustainability aspects as well as strengthening linkages with industry.

4. Establishing traceability system for the value chains to enhance trust and transparency
5. Promoting certification, specifically health, safety and sustainability standards among value chain actors
6. Developing new national and export markets through fostering supplier linkages, branding and promotion

SMART-Fish Indonesia is funded by the government of Switzerland, through the State Secretariat for Economic Affairs (SECO) and jointly implemented by the United Nations Industrial Development Organization (UNIDO) and the Ministry of Marine Affairs and Fisheries (MMAF).



“SMART-Fish Indonesia has provided a significant contribution to the national fisheries sector particularly to the three selected value chains, pangasius, seaweed and P&L tuna fisheries. For the pangasius value chain for example, SMART-Fish Indonesia introduced new farming methods that improved efficiency, better meat quality and colour, and increased production. Branding “One by One” for tuna has also been successful in promoting Indonesian P&L tuna fisheries as eco-friendly, sustainable and having better fishing practices.”

Ir. Nilanto Perbowo, M.Sc.
Acting Director General of Marine and Fisheries Product Competitiveness/Secretary General of MMAF



“SMART-Fish Indonesia has made a remarkable contribution to aquaculture development (in Indonesia) in particular regarding pangasius and seaweed. Previously we had difficulties marketing our pangasius overseas. Thanks to improved quality and competitiveness of our pangasius, and in particular the branding activities we have managed to export pangasius for the first time!”

Dr. Ir. Slamet Soebjakto, M.Si.
Director General of Aquaculture of MMAF



“SMART-Fish Indonesia has revolutionized the Indonesian seafood sector. In monetary terms, it is estimated that the combined savings and income generated by the program reached up to USD 23 million annually, an impressive achievement. I would like to warmly congratulate all the people engaging with SMART-Fish Indonesia – the 6000 farmers, extension workers, feed producers, processors, micro entrepreneurs, academicians, and students who have worked together during the past 5 years to make this program a success”

HE Ambassador Kurt Kunz
Swiss Ambassador to Indonesia



“SMART-Fish Indonesia is one of UNIDO landmark projects. I believe the programme has made remarkable achievements in the field. It has also contributed to the achievements of SDGs in particular SDG1, poverty reduction, SDG 5 gender equality, and SDG9 Industrialization and innovation, SDG 14 life under water and SDG 17 through successful partnerships between private sector, government and civil society.”

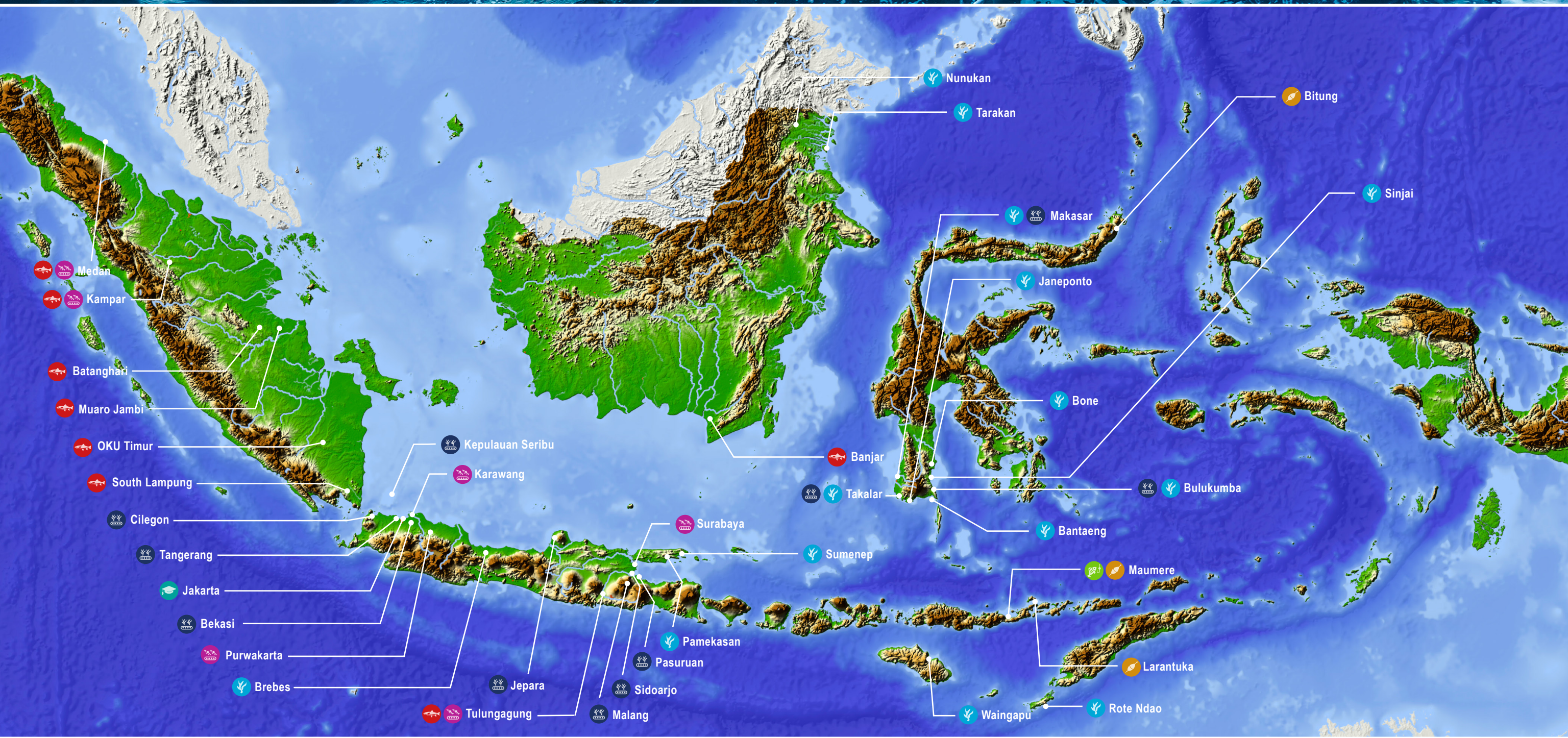
Esam Alqararah
UNIDO Representative for Indonesia & Timor Leste



“The project has been very successful and we consider our support has strengthened the trade capacity of the three Value Chains, Pangasius, Seaweed and Pole and Line Tuna. Both the quality and quantity of these products have significantly increased. The interventions in Pangasius for instance, have resulted in the opening of the possibility to export to the Middle East and hopefully beyond.”

Remy Duiven
Head of SECO in Indonesia

PROGRAMME LOCATIONS



 PANGASIUS FARMING COMMUNITY

 SEAWEED FARMING COMMUNITY

 MILK FISH BAIT FARM

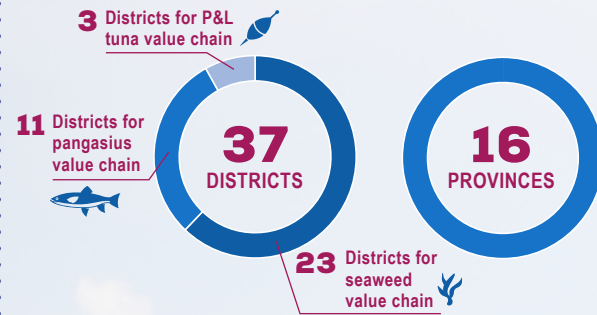
 JAKARTA FISHERIES UNIVERSITY (STP)

 PANGASIUS PROCESSOR

 SEAWEED PROCESSOR

 POLE AND LINE TUNA

SMART-FISH INDONESIA IN NUMBERS



USD 36 million

POTENTIAL SALES/YEAR

- Potential business deals in the Middle East markets for pangasius fillet from Seafex Dubai Seafood and Jeddah Exhibition
- USD 35'000 first ever export contract to Saudi targeting Pilgrimage market

USD 1.86 million

BENEFITS FROM INSPIRED APPROACH

- **397** participants from private and government sectors trained on INSPIRED approach
- **USD 910'000 / year** extra benefits for 5 companies implementing INSPIRED approach
- **USD 953'000 saving / year** (less energy, water and improved efficiency) from 4 seaweed processing plants

USD 8 million

YEAR / CONTRACT

- Contracts signed between Pangasius farmers and fillet processors, retailers and restaurant chains during pangasius business meeting jointly organized by MMAF, SMART-Fish and APCI

5'939 participants

- **145** capacity building related activities jointly organized with the programme partners (MMAF, other ministries and agencies, associations, NGOs)
- **3'994** participants from private sectors
- **1'945** participants from government sector

USD 11.8 million

INVESTMENTS

- **Pangasius farmers: USD 353'000** for implementing SOP and pond expansion
- **Processors: USD 6.9 million** (improve efficiency, new lines, new facilities)
- **Government: USD 4.4 million** (direct investment for feed machines, seeds, feed raw materials, promotion)

22 Digital platforms

- SeaweedTrace (External Traceability)
- INSPIRED Light tool (Internal traceability)
- SOPs application for seaweed farming and LCF
- Tropical Seaweed Innovation Network (TSIN)
- **3** Websites-On line marketing tools for Indonesian Pangasius, Indonesian Tuna and Indonesia Seaweed Generic Brands
- **15** Websites templates for associations members

USD 1.5 million

ANNUAL SALES OF MICRO FAMILY BASED SEAWEED PROCESSORS

- **461** women in 9 districts trained on seaweed based food and non-food processing, SOP registration and certification
- **18** products commercially produced and sold
- **27** products obtained Halal certificate
- **8** products obtained P-IRT
- **4** brands registered at HAKI

2'134 farmers / extension officers TRAINED

- **1'389** seaweed farmers in 13 districts, 5 provinces
- **593** pangasius farmers in 7 districts, 6 provinces
- **152** extension officers in 19 districts, 11 provinces

USD 2.3 million

ADDITIONAL PROFITS TO 1'292 SOP ADOPTERS/FARMERS

- **857** seaweed farmers adopted SOP, gained additional profits USD1.98 million/year
- **435** pangasius farmers adopted SOP, gained USD 318'000/harvest
- **70** small scale feed producers using LCF method, 30% reduced feed cost

USD 9,05 million

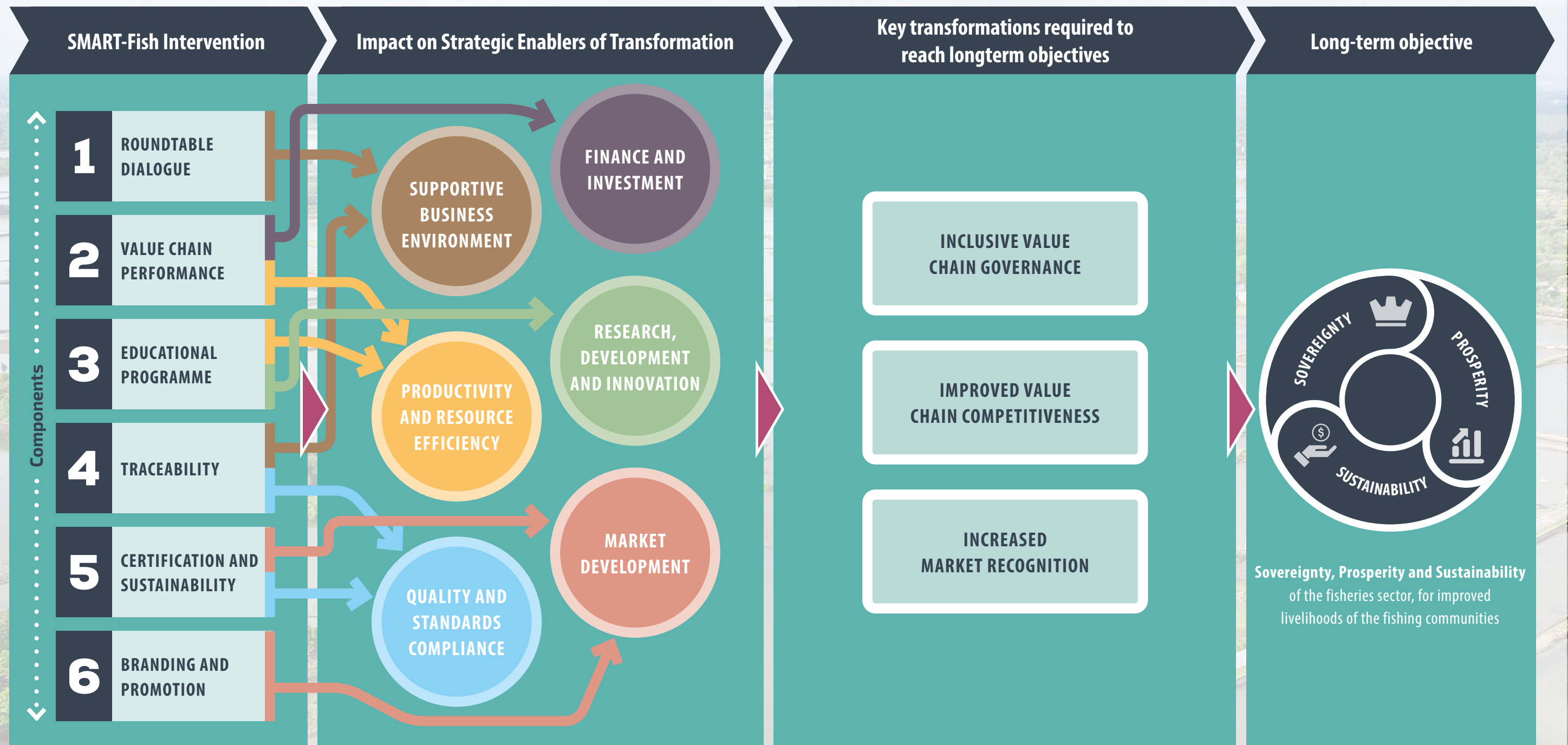
YEAR PROJECTED BENEFITS FROM UP-SCALING THEMATIC INTERNSHIP PROGRAMME AT STP

- Processing: USD 2.54 million/year
- Aquaculture: USD 1.57 million/year
- Aquatic resources: USD 4.94 million/year



TRANSFORMING FISHERIES

THEORY OF CHANGE



COMPONENT 1: Roundtable Dialogue

- Tropical Seaweed Innovation Network
- Pangasius Fillet SNI
- Business linkages
- Removal of "Dory" brand name

COMPONENT 2: Value Chain Performance

- SOP better seaweed farming practices
- Pangasius Least Cost Formulation
- SOP Pangasius Feed Management
- SOP Pangasius Pond Management
- INSPIRED Approach

COMPONENT 3: Educational Programme

- Improvement of Curriculum
- Project oriented internship scheme
- University internal Quality Assurance
- iPride4Fish Centre of Excellence

COMPONENT 4: Traceability

- Seaweed external traceability platform (SeaweedTrace)
- P&L Tuna chain of custody
- Internal traceability

COMPONENT 5: Certification & Sustainability

- SME product registration and certification
- ASC/MSC standard for seaweed and pangasius
- IndoGAP benchmarked against GSSI

COMPONENT 6: Branding and Promotion

- VC brand development
- Trade promotion
- Market development and
- Supply linkages

COMPONENT 1: PUBLIC PRIVATE DIALOGUE

Addressing challenges and opportunities within the fisheries sector is only possible with a common understanding of the key problem areas and a shared vision and strategy to address them. The Round Table Public/Private Dialogues (RTD) aimed to fill this gap, and have proven to be effective and productive platforms for all stakeholders within the value chains to discuss preparing proceedings,

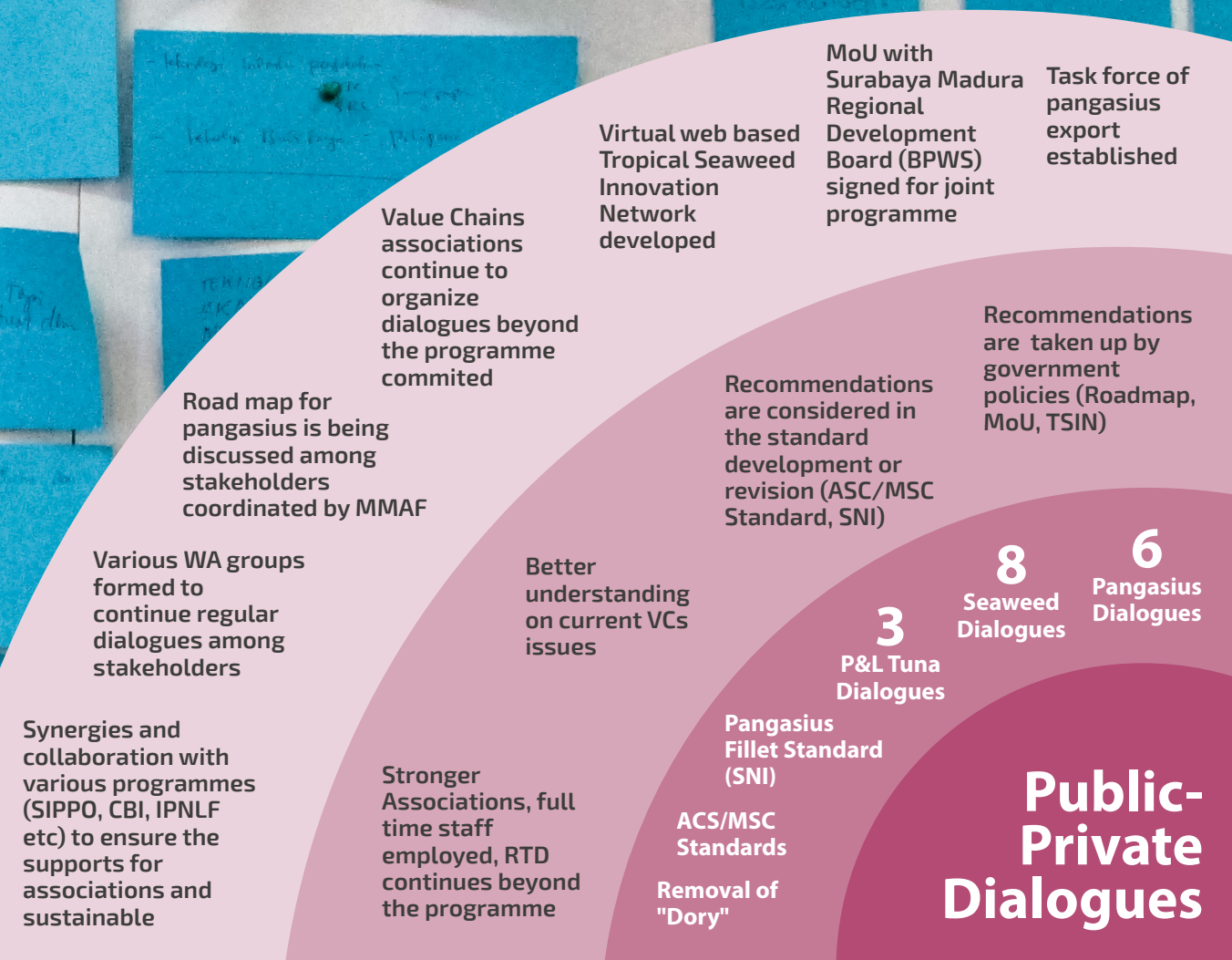
strategies, policies and emerging issues faced by the industries. All RTDs were jointly organized with the value chains associations: AP2HI (P&L tuna), ISS (Seaweed Society) and ASTRULI (Seaweed) and APCI (pangasius), where the associations fully supported by MMAF played leading roles in organizing the RTD including facilitating the discussion and preparing reports for submission to governments (MMAF).

17
Roundtables

6
Pangasius

8
Seaweed

3
P&L Tuna



COMPONENT 2: VALUE CHAIN PERFORMANCE

Inefficient farming and processing practices along the three target value chains had resulted in low productivity, varying and low quality of products and a limited capacity of the industry to ensure compliance with market requirements and seize market opportunities. Through an in-depth assessment of such inefficiencies, the Programme developed best practices for various actors and through a participatory approach disseminated the new skills and techniques among target producer communities.



SEAWEED

Run by local farmer groups, the introduction of SMART-Fish Indonesia farming methodology through seaweed demo farms have shown very encouraging results in terms of improvement in productivity and the quality of the harvest. This provides better profits to the farmers as a result of higher production, better quality and lower production costs.

33
districts

1067 > **857**
farmers/extension services trained adopted SOPs

USD 1.98 million
additional profit for seaweed farmers

397 > **4**
persons trained in INSPIRED processing companies implemented

USD 1.86 million
benefits and savings

78 > **Aquaculture**
internship projects USD 1.5 million benefits
Fish processing
USD 2.5 million benefits
Aquatic resources
USD 4.9 million benefits



“

Before SMART-Fish Indonesia, our farming practices resulted in uncertain harvests. SMART-Fish Indonesia introduced new practices increasing the seedlings distance from 15cm to 20cm, and as a result our harvest has increased. The programme also taught us on (improving) the quality of seaweed such as uniform length and texture, and using drying racks or nets instead of the ground. These measures have improved the quality of the (dried) seaweed that benefits not only farmers but also buyers.

”

Abdul Kadir Dg. Naga
Head of Makio Dalle Cooperative



Seaweed

SOPs endorsed by MMAF and mobile applications launched in 2018 used for Up-scaling in new locations

Demo farm lessons learned taken up by local and central government and other organizations programme planning

Seaweed Demo Farms

- 857 farmers adopted the SOPs
- 17 – 61% production increase
- 20-30% cost reduction
- 20-50% Increase profit (av.35%); Gross profit IDR 76.3 billion/year (USD 5.1 million); contribution of SMART-Fish (35%); USD 1.8 million
- Better quality: higher yield (1-2%) and gel strength

Training on INSPIRED for master trainers of Valcapfish Center and iPride4Fish at STP, and SMART-Fish partners

Technical assistance for value addition for seaweed products as direct food

Pilot Project Orientated Internship Scheme in STP

Seaweed farming pilot demos farms based on SOP

Seaweed Based Food Products Training and Certifications

- 18 products are commercially produced by trainees
- 8 Seaweed products obtained P-IRT and 27 products received Halal certificates
- Total sales value of the 20 products certified is around IDR 18 billion/year (USD 1.5 million)
- 4 Brand marks have been registered with HAKI (Intellectual Property)

Linkages established with University and other relevant government institutions for up-scaling and sustainability

INSPIRED Approach

- Continuous improvement team established within the company
- Productivity Improvement up to 10% (reduced water, energy, loss and increased yield)
- Investment made by processors partners: IDR 50 billion in 2017 (USD3.7 million) and IDR 35 billion (USD 2.2 million in 2018)

152 extension workers trained (for seaweed and pangasius)

“ The benefits from SMART-Fish Indonesia have been great; after implementing SMART-Fish SOPs our production has increased, as have cost savings through reduced bamboo usage. Before I produced 800kg per harvest and now I can harvest 1 tonne of seaweed and of a much better quality. ”

Abu Harto
Seaweed farmer
from Sumenep



“ Before, using our farming method, in one line we harvested maximum 45 kg of wet seaweed. With SMART-Fish Indonesia method (SOP), where the distance between seedling is 20 Cm with 100 gr seed per point, the harvest increase to 60-100 Kg per rope/line. SMART-Fish Indonesia also teaches us for post-harvest such drying method, that improve the quality of the dried seaweed, hence buyers/exporters are interested in buying seaweed from farmers here ”

Andi Zubair
The head of Juku Ejaya Seaweed Farmers Group, Bonto Bahari, Bulukumba, South Sulawesi



PANGASIOUS

The introduction of Least Cost Formulation (LCF) feed and good aquaculture practices (GAP) for farmed pangasius have resulted in higher production, a better feed conversion ratio and better quality of fish. At the processing level, adoption of SOP by pangasius fillet producers resulted in higher productivity and additional profits.

11 **7**

districts

provinces

593 **435**

farmers trained

farmers adopted

USD 318,000

increased profit per harvest

70 **30%**

small feed producers adopted LCF

reduction in production cost

2 **USD 50,000**

companies adopted INSPIRED increased profit per year

“

SMART-Fish Indonesia has introduced better ways of producing self-made feed (pakan mandiri) through the LCF method using locally available raw materials. SMART-Fish Indonesia also helped us in water quality management; how to regularly measure ammonia and oxygen levels in the pond to produce a better quality of fish which is brighter and less muddy in odor.

”

Supangat

Pangasius Farmer from Tulungagung who applies LCF for making feeds



Pangasius

Training in INSPIRED for master trainers of Valcapfish Center and iPride4Fish at STP, and SMART-Fish partners

Pilot Project Orientated Internship scheme in STP

Pangasius farming pilot demo farms based on SOP for GAP and LCF

Pangasius Demo Farms

- Yield Increased by 1%
- 435 farmers implement /adopt SOP of GAP
- Increased productivity 5-10%
- feed efficiency improve by 5-10%
- Better quality of fish: white/pinkish colour, no muddy smell meat, higher price by 10%, fit to processor requirement
- LCF: 70 small scale feed producers implement LCF method, higher profit by IDR

650,000-750,000/ton harvest,
• Investment: Private investment IDR 8.5 billion (USD582 million) for new ponds/expansion; MMAF/DKP investment: IDR 1.3 billion (USD 93 million) for feed machines, raw materials, seeds

- Continuous improvement team established and trained within partner companies
- Productivity improvement as results of pilot internship (reduce reject fish, yield increase 1-2%)

INSPIRED Approach

UNIDO facilitates relevant networking for iPRIDE4fish (links with the Institute of Productivity (UK) and Asian Productivity Organization (Japan) established).

Special task force called Technical Working Group on Productivity/Kaizen is formed under STP to implement and up-scale productivity modules within and outside STP

SOP (module and report standard) for internship developed; more students carry out their internships on productivity improvement progress

Productivity/Kaizen approach being taught in post graduate programme

INSPIRED tool is available for use for other companies

The SOPs endorsed by MMAF and Apps were launched in 2018 and used for up-scaling in new locations

Pangasius has become one of the 5 main priority products of the MMAF

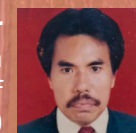
“ SMART-Fish Indonesia SOPs have helped extension officers to provide better aquaculture services; feed formulation knowledge has improved through the introduction of LCF and also in terms of the quality requirements for the processing industry. ”

Sigit Yupurwo Athwiyi, S. Pi
Coordinator of Extension officers in Tulungagung



“ The Main challenge in the Pangasius industry is inefficiency and the low quality of raw material (for processing). SMART-Fish Indonesia has helped to solve these issues by introducing the use of probiotics to improve pond water quality and self-made feed (LCF). With the SMART-Fish Indonesia interventions, Pangasius farmers have therefore seen reduced production costs and improved quality, which has strengthened the competitiveness of the sector. Branding has also helped the industry to enter into international markets. ”

Azam Bahur
Secretary General of Catfish Entrepreneurs Association of Indonesia (APCI)



“

In the Batanghari district, high fish mortality, slow growth, poor flavor and high feed wastage were typical. Following SMART-Fish Indonesia's introduction of pro-biotic use, and LCF these problems are now a thing of the past. We plan to up-scale these SMART-Fish techniques to other farmers in the district.

”

Sofyan

The Head of Fisheries Division of the Food and Fisheries Department of Batanghari District Jambi



“

With SMART-Fish Indonesia guidance we now know better practices for water quality management, for example when we need to replace the water in the ponds. The use of pro-biotic has especially helped; now we can go twice as long between water changes which of course reduces costs. The cost of production has also been reduced by the LCF. As a result the fish is healthier, grows quicker, and has a better meat quality without the undesired muddy odor.

”

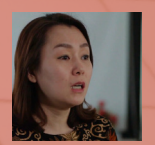
Hindun Rohimah
Pangasius farmer in Tulungagung





“ There has been an increase of yield 1% as a result of the SMART-Fish Indonesia programme. This means the cost of raw material is lower; with the quantity of production at our plant, this has reduced production costs significantly. We have experienced continuous improvement under SMART-Fish Indonesia that will help us compete with our neighbors. ”

Suryani Huang
Director Seafood PT.
Expravet Nasuba,
Medan



P&L TUNA

Local fishermen typically operate from small vessels. They experience high costs and an inconsistent availability of wild bait which is a main source of low productivity. This problem also affects the processing industry through unreliability of supply. To address

this issue, the Programme in collaboration with the AP2HI investigated the economic viability of milkfish as an alternative farmed bait for P&L tuna. The Upscaling of milkfish farms in the two regions of Bitung and Maumere is expected to enhance the catch rate of small vessels, improve sustainability of bait fisheries and improve consistency of supply for the processing industry

5

tuna processing companies adopted INSPIRED

2

milkfish farms to produce bait as alternative to live bait

Investment made by two companies in Bitung and Maumere for up scaling milkfish farming for bait

Internal traceability, higher productivity in 5 Tuna processing companies

5 Tuna companies member of AP2HI are implementing INSPIRED for internal traceability

AP2HI committed to continue promoting INSPIRED approach in tuna processing companies

Milkfish farming and its utilization for live bait in Bitung has improved (survival rate increase 40%)

SOP for farmed milk-fish as alternative to live bait for P&L tuna

Improvements in catch rate by using optimum combination of live and farmed bait

Reduced use of live bait, higher sustainability

Pole and Line Tuna



COMPONENT 3: EDUCATION PROGRAMME

Improving competitiveness and ensuring readiness of the industry to meet current and future challenges would not be possible without a skilled and resourceful labor force. Identifying this need, the Programme in collaboration with Jakarta Fisheries University (STP) embarked on a journey to improve its support to the sector.

Through collaboration with the University of Tasmania (UTas) Australia the programme helped STP to improve its curriculum by integrating sustainability, innovation and productivity throughout syllabus. The Programme also supported internship for STP students to improve their skill and knowledge and work experience,

hence increasing their employability; strengthen linkages between STP and seafood industry; and build STP's reputation as centre for productivity and innovation in the fisheries sector. The first pilot internship was successfully carried out from February May 2018 for 18 students and then was up-scaled to 50 students for 2018/2019.

iPRIDE4fish has also established linkages with the National Productivity Organization (NPO) and Asian Productivity Organization (APO) as well as exploring collaboration with various fisheries organizations overseas to ensure the centre's sustainability and future as a centre of excellence for fisheries productivity.

Industry received the potential benefit from the new problem solving approach of internships and has welcomed the approach for future internships, to improve employability of the graduates

MMAF has agreed to up-scale and finance the problem solving internship programme for STP and for other fisheries polytechnics

MoU signed between UTas and STP on April 2019 for continuous collaboration

SIP has been merged into the existing curriculum of the undergraduate programme studies at STP

Research capacities of STP staff improved, 5 articles published in international scientific journal

QA system documentation is satisfactory

Pilot problem solving approach internship program with 68 students have improved linkages with industry; Increased demand from the industry for STP intern; Increased employability of graduates

SIP has become new subject at STP Post Graduate Programme

Developed internal quality system, developed research skills among STP teaching staff

Industry placement of students

STP syllabus in New Curriculum 2019 are integrated with SIP components

STP curriculum strengthened in respect of sustainability, innovation and productivity (SIP)

115 Semester Study Plans (SSP) prepared by STP (70% of the total subject); 92 SSPs reviewed by AMSAT International (56%); 55 SSPs reviewed by UTas (34%)

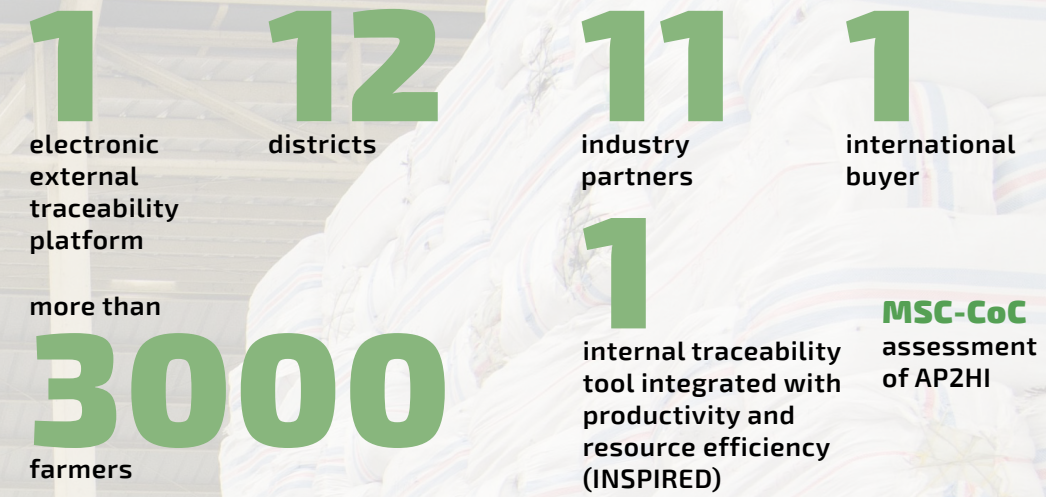
Establish co-operation with foreign universities

Education Programme

COMPONENT 4: VALUE CHAIN TRACEABILITY

To comply with seafood safety and sustainability requirements, it is necessary to establish traceability from farm to fork. It also implies that processing enterprises are required to ensure traceability of raw materials along their processing operations. In response to this need, the Programme introduced the INSPIRED Tool for internal traceability and SeaweedTrace for external traceability for seaweed value chain. The INSPIRED Tool —

combining productivity, resource efficiency and internal traceability— has been piloted with 3 seaweed and 5 tuna companies. SeaweedTrace has been piloted with 8 local seaweed companies and 1 international seaweed buyer involving more than 3000 seaweed farmers in major farming areas in Indonesia. The SeaweedTrace will run on a commercial basis to ensure its sustainability.



AP2HI has hired a traceability manager to help INSPIRED Light tools implementation among the members

Good take up by companies on the INSPIRED light tool for small tuna companies members to meet MSC CoC traceability standard

Recommendation to comply MSC CoC has been established and taken up by AP2HI for its members

7 Training workshops on INSPIRED approach, 13 in plant training workshops on INSPIRED Light Tool

Strong interest from piloted companies of SeaweedTrace to continue using the platform with a business agreement with service provider

MSC Chain of Custody (CoC) assessment in the P&L value chain

Design and pilot implementation of Good Traceability Practices (GTP)

SeaweedTrace established and tested by PT. Koltiva involving 11 companies and over 3000 farmers.

Design and pilot implementation of value chain traceability (SeaweedTrace)

INSPIRED Tool web based application is developed and piloted at PT. Agarindo

Value Chain Traceability

Integrate traceability into the INSPIRED tool (productivity, RECP and traceability)

INSPIRED Light Tool has been piloted in 4 tuna companies in Bitung and Lantaruka

AP2HI staff have been trained in INSPIRED tools and able to up-scale



COMPONENT 5: VALUE CHAIN SUPPORTING ECO-LABEL CERTIFICATION SUSTAINABILITY

SMART-Fish Indonesia has involved various initiatives to support market driven eco-label and sustainability:

- Support in the establishment of the ASC/MSD seaweed standards which became effective in March 2018. An awareness seminar on the standards was held in early August 2018 jointly organized by the Programme, WWF Indonesia and ASC/MSD.
- The Programme continues supporting concerted efforts by various programmes for MSC certification for P&L tuna in Indonesia.

- The Programme supports the establishment of ASEAN Tuna Eco-Label Scheme (ATEL)
- Supports development of IndoGAP including bridging with Global Sustainable Seafood Initiatives (GSSI)
- An International Symposium on Sustainability jointly organized with ISEAL on 3 May 2017 in Jakarta.

20

Coordination meetings for P&L tuna MSC certification and ASC/MSD seaweed standard, pre assessment for IndoGAP

USD 1.5 million
worth of seaweed based product sales

39
products obtained certificate by seaweed processor micro-enterprises

Awareness among seaweed players on sustainability is growing

Investment made by two companies in Bitung and Maumere for up scaling milkfish farming for bait

Development of national pangasius fillet standard (SNI)

Chain of custody traceability among AP2HI members improved to obtain MSC CoC certification

Indonesia's stakeholders input on the exemption of micro and small scale seaweed farming are accommodated into the ASC-MSD seaweed

ASC-MSD standards for seaweed launched

Promoting sustainable and traceable P&L caught tuna and Seaweed

Awareness raising seminar on eco label certification

The recommendation from the GSSI benchmarking taken up by MMAF programme

Full assessment for MSC Fisheries certification for P&L tuna is scheduled to be carried out in July 2019

GSSI Benchmarking exercise to improve/strengthen IndoGAP

Milkfish farming and its utilization for live bait in Bitung has improved (survival rate increase 40%)

Sustainability and Eco-labelling

Up scaling farmed milkfish as live bait for P&L

COMPONENT 6: VALUE CHAIN PROMOTION AND BRANDING

The main focus of the programme component is the development of common brands for Indonesia seaweed, pangasius and P&L tuna value chains; supporting associations at national and international exhibitions; and business meeting/linkages.

The generic brands developed are owned and managed by associations: ASTRULI (Seaweed), AP2HI (P&L tuna) and APCI (Pangasius) to promote the advantages of Indonesian products in the global markets.

172_t first exports of pangasius steaks to Saudi Arabia

3 value chain brands

3 value chain promotional websites

15 association member websites

US\$8 million/year contract signed between Pangasius farmers and fillet processors, retailers and restaurant chain during pangasius business meeting jointly organized by MMAF, SMART-Fish Indonesia and APCI



Branding and promotion strategies for 3 value chains to be used as a guideline for national promotion and marketing strategies by MMAF

Brand manual for 3 value chains to be used by associations

3 generic brand are professionally managed by full time staffs/ executive secretary of AP2HI, ASTRULI and APCI

AP2HI established its Marketing Communication based as a results of the capacity building provided by the SMART-Fish expert

Indonesia P&L tuna, pangasius, seaweed position and the global market and potential target markets for exports have been identified

Branding ad promotion strategies develop for ASTRULI, APCI, and AP2HI

3 generic brand developed "Indonesian Pangasius", "Indonesian Tuna", and "Indonesia Seaweed" and launched at international and national exhibition

3 Websites for AP2HI, ASTRULI and APCI establish and 15 websites of their members improved (www.indonesianpangasius.com) (www.indonesiaseaweed.com) (www.Indonesiantuna.com)

Market Research

Establishment of generic branding for selected value chains

Capacity-building for export promotion bodies, chambers, associations

49 potential buyers for Indonesian pangasius identified from SEAFEX Dubai Show

200 tons of first export of Pangasius to Saudi realized end of May 2019

Support associations to prepare for participation in trade fares

Organize joint promotion activities with other programmes

6 potential buyers from Saudi Arabia identified and approached

USD 8 million contracts signed between Pangasius farmers and fillet processors, retailers and restaurant chain

Provide technical assistance to help potential pangasius farming/processing for export

Promotion and Branding

“ SMART-Fish Indonesia helps us to improve efficiency in the production process and many of our (ASTRULLI) members have reaped the benefits of the knowledge obtained from the programmes consultant/experts. SMART-Fish Indonesia also helps in the generic branding development for INDONESIA SEAWEED, that stimulates unity among seaweed producers (exporters) to penetrate overseas markets. ”

McDonny Watanagasan
Chairman of the Asosiasi Industri Rumput Laut Indonesia (ASTRULI)





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