Indonesian Environmentally Friendly Products Receive a Positive Welcome in European Market

Basel, February 26th 2013 – “The 2013 MUBA Exhibition is a promotional event which was first done by the Ministry of Trade to penetrate one of the non-traditional markets in Europe, Switzerland. During this opportunity, the participants can interact and find out directly the needs wanted by the people of Switzerland and the countries surrounding it,” said the Director General of National Export Development of The Ministry of Trade, Gusmardi Bustami.

One of the participants of the exhibition from Indonesia, PT. Tirta Marta, a company producing environmentally friendly products (made from tapioca/cassava as raw materials), received a positive response from visitors of the exhibition. A product known by the name Ecoplas is reusable and will degrade in 6 weeks underground (depending on the activities of micro-organisms underground). The application of this product can be for a variety of things such as a Doggie waste bag and a reusable bag.

PT. Tirta Marta gained a potential distributor which viewed the Ecoplas for the Madagascar, German, and Swiss market because the potential of the bio degradable plastic market is still very lucrative, and the people of Europe are beginning to be concerned with the environment and aware of environmentally friendly products. Besides that, Ecoplas also received the Fair For Life certificate from IMO, which is based in
Switzerland. “This adds trust in Indonesian products, where Ecoplas, aside from being environmentally friendly also has a social impact, because for every 200 tonnes of Ecoplas that needs to be produced; 2,000 cassava farmers and household industries will be employed,” said the Director General of National Export Development.

Besides the Ecoplas, several other products also received a positive response from Swiss and German buyers, among other things, outdoor furniture, chef hats/toques, cotton hats, cake cases, lurik (striated) weavings, handicrafts and jewellerys.

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