Nusa Food Fair and Domestic Products Exhibition in Lampung: Local Products and Food is Leader of Home Country

Bandar Lampung, 2 Mei 2014 – The Ministry of Trade organized the 9th Nusa Food Fair (PPN) and 4th Regional Domestic Products Exhibition (PPDNR) on 2-5 May 2014 in Bandar Lampung, Lampung. This annual event is an opportunity to showcase food products from all over the archipelago by Small and Medium Enterprises (SMEs). It also promotes the potential of top domestic culinary, as well as increases domestic consumption of potential product that are high quality and competitive.

“PPN and PPDNR aim to develop and enhance both the natural and human resources in regions that have not been able to process their produce optimally. This event is expected to boost the regional economy, maximize the potential of the domestic market, foster the spirit of entrepreneurship with the emergence of new and capable entrepreneurs, as well as create new jobs,” said Vice Trade Minister Bayu Krisnamurthi at PPN and PPDNR opening ceremony today (Friday, 2/5).

This exhibition serves to foster good competition for SMEs, as well as a means of establishing a local trade mission in order to establish connectivity, networking, and sales transactions of SME products between provinces (regional). In addition, to implement Minister of Trade Decree No. 70 of 2013 on Guidelines for Planning and Development of Traditional Markets, Shopping Centers, and Modern Stores, a assessment of potential SME products is performed by assessors/merchandisers from several modern retailers, such as Carrefour, Alfamart, Indomaret, Hypermart and Giant.

Furthermore, the Director General of Domestic Trade, Srie Agustina, explained that the SME participants who participated in this exhibition totaled to 100 SMEs, which consisted of 50 SMEs for PPN and 50 SMEs for PPDNR. This event was participated by 12 provinces, namely South Sulawesi, Central Sulawesi, Gorontalo, West Sumatra, Central Java, East Java, Bali, Yogyakarta, NTT, Jakarta, Maluku, West Kalimantan, as well as SME participants from the districts/cities of the host region, Lampung. “Nusa Food Fair will feature 50 booths consisting of 25 booths for 12 provinces and 25 booths for the host districts/cities in Lampung. Meanwhile, the Regional Domestic Products Exhibition will also feature 50 booths consisting of 25 booths for 12 provinces and 25 booths for the host districts/cities in Lampung,” said Director General of PDN.

This exhibition will feature thematic booths intended to promote the originality of Lampung food and domestic products already marketed internationally. Products showcased include fresh fish and processed seafood, as well as locally made clothing products, which are marketed both locally and internationally, such as Adidas shoes and Polygon bicycles.
For supporting activities during the exhibitions, a Local Food and Beverage Specialty Cooking Contest that seeks to develop the potential of the area, especially the diverse tastes of the archipelago, and encourage the development of national culinary products. The competition was participated by Team Executor of PKK Lampung and several participant districts with a total of 13 teams.

In addition, to further encourage potential partnerships between modern retail and SMEs, a Trade Forum will be arranged on May 3, 2014 at the Sheraton Hotel, Bandar Lampung. A Trade Forum is a means of connecting businesses from other provinces (East Java, West Kalimantan and West Sumatra) with local businesses (Bandar Lampung and surrounding areas). Through this Trade Forum, it is expected that trade relations will develop between participants and networking will improve new cross-regional marketing in order to generate domestic transactions.

On the same occasion, the Vice Trade Minister symbolically presented facility assistance for businesses to two street vendors (PKL) representatives in the form of 50 push carts and 100 tents to the Lampung Provincial Government to be handed over to street vendors in Lampung. "This facility assistance program for businesses is one of the Ministry’s activities that directly contribute to the needs of SMEs and street vendors, so it is expected to increase the productivity and income of the SMEs," states the Vice Trade Minister.

"Bandar Lampung is chosen as the first location of PPN and PPDNR in 2014 partly because Lampung is the 'gateway' to the island of Sumatra. Lampung has two world-class seaports, so it is potential for the development of various types of industries that can be exported, ranging from small industries (crafts) to large industries, such as coffee, cocoa, palm oil, sugar, and shrimp farms," said the Vice Trade Minister. This is indicated by Lampung’s economic growth in 2013 at 5.97% or reaching IDR 164.39 trillion (1.8% of national GDP), higher than Indonesia's GDP of 5.78%.

PPN and PPDNR of 2014 is the beginning of a series of further exhibitions that will be held in three other cities, namely Purwokerto, Central Java (23-26 May 2014); Malang, East Java (19-22 June 2014); and as the peak event, will be the National PPN and PPDNR on 29 August - 1 September 2014 at the Monas Grounds, Jakarta.

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