The 3rd Indonesian Coffee Festival:
Indonesia Determined to be World Coffee Center

Jakarta, 14 August 2014 – The Indonesian Ministry of Trade intends to make Indonesia the world coffee center. Besides Robusta and Arabica, which is already world renowned, Indonesia has an opportunity to be the world’s new reference for coffee through its Kopi Luwak (Civet Coffee) and Kopi Tubruk, an Indonesian-style coffee where coarse coffee grounds are boiled along with solid sugar. This strong determination will be realized at the 3rd Indonesian Coffee Festival in Prama Sanur Beach, Bali, on 17-19 October 2014.

“Consumers and entrepreneurs of the international coffee industry will be invited on a coffee adventure by enjoying a taste of Indonesian coffee and exploring business cooperation,” explained the Indonesian Vice Minister of Trade, Bayu Krisnamurthi, at the press launching of ICF in Jakarta, today (14/8).

The Vice Trade Minister hopes that world coffee players will make the annual ICF as an important agenda among all the international coffee festivals held each year. “The ICF needs to be recorded as an international event for Indonesian coffee. All the stakeholders really want to realize Indonesia’s strong intent to be the world coffee center at this event,” he asserted. It’s no wonder that since its launch in 2012, this year’s ICF is touted to be even more special and spectacular than the ones previously held, both in terms of the holding of the event itself and its business networking.

The Ministry of Trade will not be alone in this event. The Ministry of Tourism and Creative Economy, the Ministry of Agriculture, the Ministry of Industry and a number of coffee associations are also actively participating in this big event. The Specialty Coffee Association of Indonesia (Asosiasi Kopi Spesial Indonesia/AKSI), Association of Indonesia Coffee Exporters (Asosiasi Eksporit Kopi Indonesia/AEKI), Indonesian Coffee Exporters Association (Gabungan Eksportir Kopi Indonesia/GAEKI), Indonesian Civet Coffee Farmers Association, the ASEAN Secretariat, the Specialty Coffee Association of Europe, Mark Plus Inc., the Mayor of Denpasar, the Sanur Foundation (Yayasan Sanur), and the Bali Tourism Board are also on board.

“We’d like to raise the dignity of Indonesian coffee farmers in the international scene. I appreciate all those who have gotten involved in making this event a success,” said the Vice Trade Minister.

They’re not kidding around, the ICF is targeted to attract 100 major international coffee buyers from countries including the United States (US), Germany, France, Japan, Italy, Spain, Canada, Belgium, the United Kingdom, and the Netherlands. The number of participants has also increased
this year with more than 50 domestic and foreign exhibitors and 7,500 domestic and foreign visitors.

The participants of the festival comprise plantations, roasters, brewers, coffee machines, coffee utensils, coffee bar, and coffee merchandising. For who love the world of beauty, the ICF will feature a coffee spa as an alternative. The event will be enlivened by art performances, business matching sessions, coffee auctions, roasting workshops, brewing workshops, a café, a coffee bar, and visits to a coffee plantation in Kintamani.

As the future coffee center of the world, producers and the domestic coffee industry should seriously organize everything. This festival is also hoped to become an important event for the relations of all the domestic stakeholders.

The Head of the Public Relations Center, Ani Mulyati, said explained that ICF would like to establish a mutually beneficial business relationship for the coffee industry from top to bottom, namely the farmers, the traders, the producers, and also exporters and importers of coffee. “In the end, this relationship will add value to Indonesian coffee and increase the welfare of domestic coffee entrepreneurs,” explained Ani.

The development of coffee consumption also continues to widen in line with the change in lifestyle. Enjoying coffee is no longer dominated by people drinking in people’s coffee stalls. The middle class up continuous to grow and with it the number of people enjoying coffee in cafes. “This has caused an increase in the domestic consumption of coffee by 6%-8% annually,” said Ani.

Currently, the domestic coffee consumption is predicted to reach 300,000 tonnes per year. This is a huge opportunity for domestic consumers to focus on developing the local market. According to the International Coffee Organization (ICO), coffee consumption has increased twice as fast in both exporting and importing countries such as the US and Italy. Coffee farmers in exporting countries continue to try to meet the skyrocketing demands in both the domestic and foreign market. According to analysts, this will prompt an increase for coffee beans at the futures market by about 75%.

“A festival like this is a great momentum for Indonesian coffee practitioners to synergize in order to ensure the success and enhance the domestic coffee industry in the future,” said Ani.

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