Indonesian Low Calorie Drink Enters African Market

**Jakarta, 23 June 2016** – Low calorie health drinks and instant food and beverage products from Indonesia was the center of attention at the Africa’s Big Seven (AB7) held on 19-21 June 2016 in Johannesburg, South Africa.

A number of potential buyers have expressed their interest in bringing these products to the South African market to distribute throughout the African continent. Indonesia’s participation in the AB7 is one of Indonesia’s efforts to increase exports and penetrate the South African market as a non-traditional market.

“South Africa plays an important role as the gateway for Indonesian export products into other African countries such as Botswana, Lesotho, and Swaziland,” explain the Head of the Indonesian Trade Promotion Center (ITPC) Johannesburg, Pontas Tobing.

Pontas added that the enthusiasm of the people of South Africa for Indonesian food and beverage products is quite high. This can be seen from the high demand for high quality food and beverage products that meet health standards.

The AB7 is the most prestigious consumer goods exhibition in Africa. This year, the AB7 is taken part by 72 countries with 13 thousand buyers in food and beverage, agrifood, food and beverage technology, interbake, retail products, and food business. Indonesia’s participation was the initiative of the ITPC Johannesburg collaborating with the Indonesian Food and Beverage Association (Gabungan Pengusaha Makanan dan Minuman Seluruh Indonesia/GAPMMI)

The Indonesian pavilion was officially opened by the Indonesian Ambassador to South Africa, Suprapto Martosoetomo. “Although South Africa’s economic growth is relatively low, Indonesia must be more aggressive in seizing the African market and competing with other ASEAN countries,” said Suprapto.

Indonesia is featuring 8 (eight) companies at the AB7 this year, namely PT Lautan Natural Krimerindo (dairy creamer), PT Mayora Indah (coffee), PT Sinar Sosro, PT Kalbe International (coconut derivative products and food supplements), PT Nutrifood Indonesia (low calorie health drinks), PT Asia Pacific Fortuna Sari (cleaning tissue for health), PT Indofood Sukses Makmur and PT Tiga Pilar Sejahtera Food (instant noodles and seasonings).
Pontas added that the ITPC Johannesburg also collaborated with the Indonesian Consulate General in Cape Town to hold a business matching between Indonesian participants with the Chamber of Commerce and Industry of Cape Town to explore business potential in the southern region of South Africa.

**USD 205.11 Million Export Value**

The trade balance between Indonesia and South Africa in the April 2016 period was recorded as a USD 121.72 million surplus, down 23.37% compared to the same period in 2015, which had recorded USD 158.85 million. Meanwhile, Indonesia’s export value to South Africa was recorded at USD 205.11 million with Indonesian imports from South Africa recorded at USD 83.39 million in the same period.

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*Source: Indonesian Trade Promotion Center Johannesburg*

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