SIPPO in Indonesia

Indonesia has the potential resources to tap into Switzerland and EU markets, especially in regards to natural ingredients, technical wood, and fish and seafood products. However, Indonesian exporters need more support to improve their export capacity to these markets. Given this fact, SIPPO has been actively addressing European market challenges for Indonesian enterprises to open new business opportunities. By the end of 2023, SIPPO will support 155 SMEs to deliver high-quality trade promotion services to their members.

Natural Ingredients

Indonesia is abundant with fertile land and is a natural playground for the cultivation of a wide variety of agricultural products. Global market demand for nutmeg, cloves, pepper, and other timber and non-timber products is high. The production of natural ingredients is the pride of Indonesia’s people, and its potential is still ready to be exploited.

Technical Wood

The global demand for technical wood products is rising, driven by the preference of two growing tree species, namely the use of natural resources to help meet the growing demand for biodiversity and the promotion of forest conservation. Indonesian wood products are used for furniture, flooring, decorative, and other purposes.

Fish and Seafood

Indonesia is one of the most important fishing nations in the world. The nation has vast untapped potential, with fisheries and aquaculture sectors providing a huge market for fish, shrimp, and other marine products. Indonesia is a major exporter of shrimp, prawns, and other seafood products.

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Trade Promotion through Business Support Organizations

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