



THE 2ND ASIAN AGRICULTURE & FOOD FORUM 2020

"Asian Agriculture Collaboration in Global Economic Competition"

Jakarta Convention Center, 12-14 March 2020





MESSAGE

Chairman of Indonesia Farmers Association (HKTI)



Farmers Greetings,

The opening of access of ASEAN Economic Community and the development of Industrial Revolution 4.0 have demanded the agriculture industry in South East Asia region, to unlikely collaborate in order to survive despite the change arising in business realm.

Food resilience and security is an important issue in the world, in line with the rapid growth of global population. It is a key factor for many economic activities in the world. Improvement of technology and innovation in agriculture sector will indeed create an opportunity and an advancement of agriculture productivity towards food sovereignty and state security.

With that, the Indonesian Farmer Association (HKTI) has given its support consciously and in a well-planned manner to the matter. As part of the nation's element which works in agriculture sector, HKTI always shoulders a big ambition to realize Indonesia's food sovereignty.

Indonesian Farmer Association (HKTI) will again hold the 2nd ASIAN AGRICULTURE AND FOOD FORUM 2020 (ASAFF 2020) from 12-14 March 2020 at the Jakarta Convention Center, Jakarta. Themed Asian Agriculture Collaboration in Global Economic Competition, the 2nd ASAFF 2020 intends to develop Asia's agriculture and agribusiness synergy and collaboration to contribute to Asia and Global market; to establish mutual cooperation between countries in arranging the trade in agriculture sector between Asian Countries (Cross Trading); to start up a business cooperation between companies in ASEAN in developing technology and market in Asia and globally. We invite state and business leaders in Asia to develop this activity together as an awakening moment of Asian agriculture.

Let us, the stakeholders, participate actively and be present and give a big contribution to Asia's food resilience.

We thank you for your participation and support to make ASAFF 2020 a success.

General TNI (Ret) DR Moeldoko





REMARKS

Chairman of The 2nd Asian Agriculture & Food Forum (ASAFF) 2020

May peace be upon us all.

First of all, let us voice our praise and gratitude to the graceful and bountiful Allah SWT, making the first ASAFF successfully organized in 2018, participated by 10 countries comprising 105 participants with 110 booths, and attended by 448 conference participants, 55 medias, and 10,057 visitors in 3 consecutive days, and this year, for the second time, we are able to organize The 2nd Asian Agriculture & Food Forum (ASAFF) 2020. Year 2020 is a year when the government arrives in its transition stage, and as the consequence, ASAFF 2020 refers to the vision and mission of the President-elect. Apart from that, it also takes into account the 2045 Indonesian Vision leading to a sovereign, just and prosperous Indonesia. ASAFF 2020 will also become an event to showcase the accomplishments of players in agriculture, livestock and fishery industry and how they adopt to the up-to-date technologies in the effort to welcome the 4th Industrial Revolution. This will resonate in the theme, namely “Asian Agriculture Collaboration in Global Economic Competition.”

We hope that with a preparation undertaken earlier than last year, the 2nd Asian Agriculture and Food Forum 2020 will be better organized and be beneficial especially for the stakeholders in agriculture, livestock and fishery sector and will strengthen the food resilience towards food sovereignty, especially in the Unitary State of the Republic of Indonesia.

May Allah SWT always bless our joint effort.

Dr. Muhammad Rifqinizamy Karsayuda, SH, LLM





EVENT BACKGROUND

- In this globalization era, establishing cooperation between countries is undeniably important to create mutual peace and well-being. The ongoing cooperation in many sectors does not only take place in ASEAN region, but also in Asia Pacific and in the world.
- The importance of the cooperation in economy and other sectors, especially in agriculture is a form of positive response to various challenges the world of open competition faces. This is in line with Indonesia's ambition to become the world foodshed by 2045.
- Indonesia's agriculture sector still needs to be capacitated, because it is still dominated by small-scale business with limited capital and lack of technology use.
- Indonesian Farmer Association (HKTI) realizes the importance to create a new opportunity and market, especially in Asian Region and generally in the world.
- The needs of strategies to improve market access and to increase investment for Indonesian agriculture especially in the era of Industrial Revolution 4.0.

The 2nd Asian Agriculture and Food Forum (ASAFF) 2020
12-14 Maret 2020
Jakarta Convention Center

A vessel for Indonesia's agriculture industry to expand its access and is an opportunity for it to cooperate with various parties.

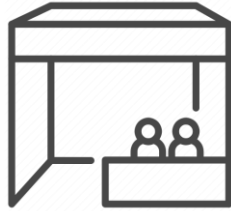
Wadah bagi industri pertanian Indonesia untuk memperluas akses dan kesempatan bekerjasama dengan berbagai pihak.



ASAFF 2018 FACTS AND FIGURES



15 participating
countries



105 exhibitors
and 110 booths



448
conference
participants



55 medias



10,057 visitors



THEME & OBJECTIVES

“Asian Agriculture Collaboration in Global Economic Competition”

- DEVELOPING SYNERGY AND COLLABORATION OF ASIAN AGRICULTURE AND AGROBUSINESS TO MEET ASIAN AND GLOBAL MARKETS
MEMBANGUN SINERGI DAN KOLABORASI PERTANIAN DAN AGROBISNIS ASIA UNTUK MEMENUHI PASAR ASIA DAN GLOBAL
- ESTABLISHING COOPERATION BETWEEN ASIAN COUNTRIES IN ARRANGEMENTS OF BENEFITING CROSS TRADING AGRICULTURAL SECTORS
MENJALIN KERJASAMA ANTARNEGARA DALAM PENGATURAN PERDAGANGAN SEKTOR PERTANIAN ANTARNEGARA ASIA (*CROSS TRADING*) YANG SALING MENGUNTUNGKAN
- PIONEERING BUSINESS COOPERATION BETWEEN ASIAN COMPANIES IN DEVELOPING TECHNOLOGY, PRODUCTS IN ASIA & GLOBAL MARKETS
MERINTIS KERJASAMA BISNIS ANTARA PERUSAHAAN DI ASEAN DALAM PENGEMBANGAN TEKNOLOGI, PRODUK, DAN PASAR DI ASIA & GLOBAL



TARGET PARTICIPANT COUNTRIES-REGIONS

10.000 participants/visitor and 200 exhibitors from 18 Asian Countries and Regions are expected join the event.

Kegiatan ini akan menghadirkan 10.000 orang peserta/pengunjung dan 200 peserta pameran dari 18 negara.



Bahrain



Bangladesh



China



Philippines



India



Indonesia



Iran



Japan



South
Korea



Kuwait



Malaysia



Myanmar



Qatar



Singapore



Thailand



United
Arab
Emirates



Vietnam



Taiwan



TARGET PARTICIPANTS (NATIONAL)

HKTI

DPN HKTI dan HKTI Province
(34 provinces)

OTHERS

- Agro Tourism
- Bank Daerah

GOVERNMENT INSTITUTION

- Kemenko Perekonomian RI
- Kemenko Maritim RI
- Kementerian Pertanian RI
- Kementerian Luar Negeri RI
- Kementerian Perdagangan RI
- Kementerian Perindustrian RI
- Kementerian Kelautan dan Perikanan RI
- Kementerian Kehutanan & Lingkungan Hidup
- Badan Restorasi Gambut
- Badan Perencanaan Pembangunan Nasional
- Kantor Staf Presiden
- Etc

STATE OWNED ENTERPRISE (BUMN)

- PT Pupuk Indonesia
- PT Perkebunan Nusantara
- PT Pelindo I - IV
- PT Sang Hyang Seri
- PT Perusahaan Perdagangan Indonesia
- PT Perusahaan Perikanan Indonesia
- PT Pertani
- Perum Perhutani
- Perum Bulog
- Bank BRI
- Bank Mandiri
- Bank BTN
- Bank BNI
- Askrindo
- Jamkrindo
- PT Jasa Marga
- PT RNI
- PT Bukit Asam
- PT PGN
- PT PLN
- PT Berdikari
- Etc



TARGET PARTICIPANTS (NATIONAL)

PRIVATE SECTOR

- Charoen Pokhpand
- FKS Multi Agro
- PT Djarum
- Sinar Mas Group
- Indofood Group
- Raja Garuda Emas Group
- Astra Group
- Mayapada Group
- Wilmar Group
- Wings Food
- PT Firman Indonesia
- PT Jangkar Nusantara Megah
- PT Olam Indonesia
- PT Yanmar Indonesia
- PT Jamu Jago
- PT Jamu Air Mancur
- PT Sido Muncul
- Perusahaan Alat & Mesin Pertanian
- Perusahaan penerbangan
- Perusahaan Start Up
- Etc

ASSOCIATION & COMMUNITY

- KADIN
- HIPMI
- Forum & Komunitas Pertanian Indonesia
- AESBI (Asosiasi Exportir Sayuran dan Buah-Buahan Indonesia)
- ALSINTANI (Association of Indonesian Agriculture Machinery)
- APB (Asosiasi Pemasaran Bersama Perkebunan)
- APBIRI (Asosiasi Pengusaha Budidaya dan Industri Rumput Laut Indonesia)
- ASKINDO (Asosiasi Kakao Indonesia)
- ARLI (Asosiasi Rumput Laut Indonesia)
- GAPKI (Gabungan Pengusaha Kelapa Sawit Indonesia)
- Etc

UNIVERSITY

- Institut Pertanian Bogor (IPB)
- Institut Teknologi Bandung (ITB)
- Universitas Gajah Mada (UGM)
- Universitas Padjadjaran (Unpad)
- Universitas Indonesia (UI)
- Universitas Diponegoro (UNDIP)
- Universitas Airlangga (UNAIR)
- Universitas Jendral Sudirman
- Universitas Pasundan
- Universitas Sebelas Maret
- Universitas Udayana
- Etc

PROGRAM



PROGRAM





PROGRAM

CONFERENCE

Insights from the regulator and key players in Agriculture industry.

EXHIBITION

Discover various agricultural products, inventions and technologies in 3 days exhibition.

MILLENNIAL AGRIBUSINESS FORUM

Discussion and sharing session among millennial farmers and younger generation.

BUSINESS MATCHING & NETWORKING

To connect with the industry players and find your business opportunities.

FOOD FESTIVAL

Taste the authenticity from Indonesian and other Asian countries food and beverages experts

PROGRAM

MILLENNIAL AGRIBUSINESS FORUM

1. Opportunities and Challenges of Agriculture Industry Revolution
2. Digital Technology for Agriculture Supply Chain Ecosystem
3. Integrated Financial Technology for Financing and Digital Marketplace
4. Agricultural Markets: How Do Young Farmers Operates Locally but Market Globally?
5. Agritech Startup: The Future of Indonesian Agriculture

BUSINESS NETWORKING

1. Business Matching
2. Business Presentation
3. Networking Lounge

CONFERENCE

KEYNOTE SESSIONS

1. Building Synergy and Agricultural Collaboration in Asia
2. Indonesia toward National Self-Sufficient and Producer of Agriculture in Asia

AGRICULTURE SESSION

Asian Government Collaboration for Better Farmers Welfare

BUSINESS SESSION

Uniqueness of Asian Agriculture to Improve Competitiveness in Global Market

SMART FARMING SESSION

Smart Farming 4.0: Technology Application to Increase Agriculture Productivity

EXHIBITION

Agriculture | Palm Oil | Industry |
International & Banking | Coffee & Spices |
Technology & Machinery | Livestock & Fishery

FOOD FESTIVAL

ASIAN FOOD FESTIVAL



CONFERENCE

KEYNOTE SESSIONS

Building Synergy and Agricultural Collaboration in Asia

Speaker: Chairman of Indonesian Farmers Association

Indonesia toward National Self-Sufficient and Producer of Agriculture in Asia

Speaker: Minister of Agriculture of the Republic of Indonesia

CONFERENCE

AGRICULTURE SESSION

Asian Government Collaboration for Better Farmers Welfare

BUSINESS SESSION

Uniqueness of Asian Agriculture to Improve Competitiveness in Global Market

SMART FARMING SESSION

Smart Farming 4.0: Technology Application to Increase Agriculture Productivity





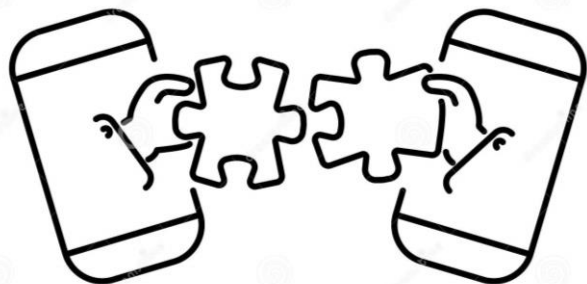
MILLENNIAL AGRIBUSINESS FORUM

1. Opportunities and Challenges of Agriculture Industry Revolution
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5. Agritech Startup: The Future of Indonesian Agriculture





BUSINESS MATCHING
& NETWORKING



Business Matching
Opportunities



Business
Presentation



Networking Lounge

BUSINESS MATCHING & NETWORKING



AGRICULTURE



PALM & OIL



COFFEE & SPICES



INDUSTRY

EXPO ON AGRICULTURE

e x h i b i t i o n z o n e

INTERNATIONAL
& BANKING



LIVESTOCK
& FISHERY



TECHNOLOGY
& MACHINERY





FOOD FESTIVAL

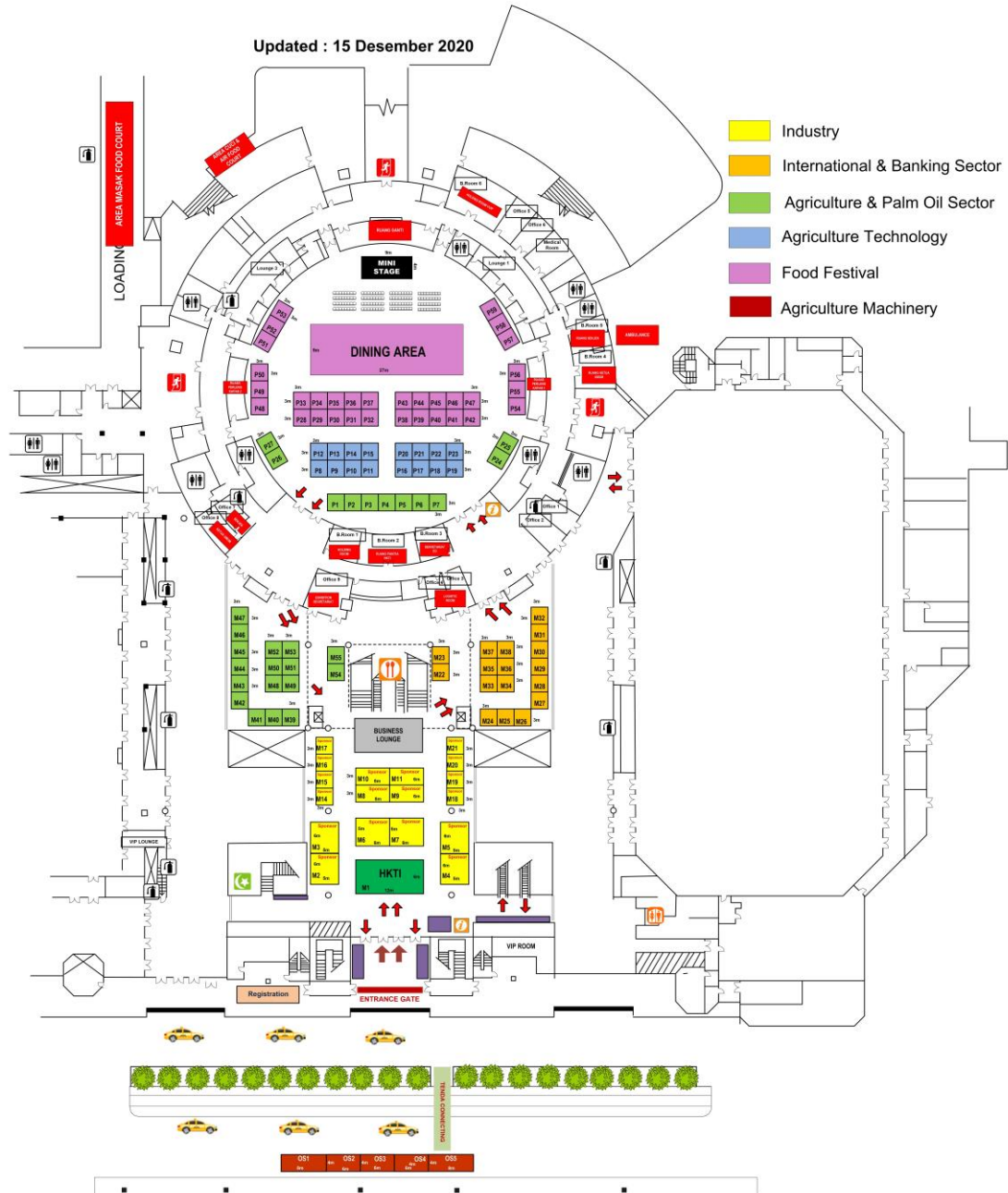


FLOOR PLAN

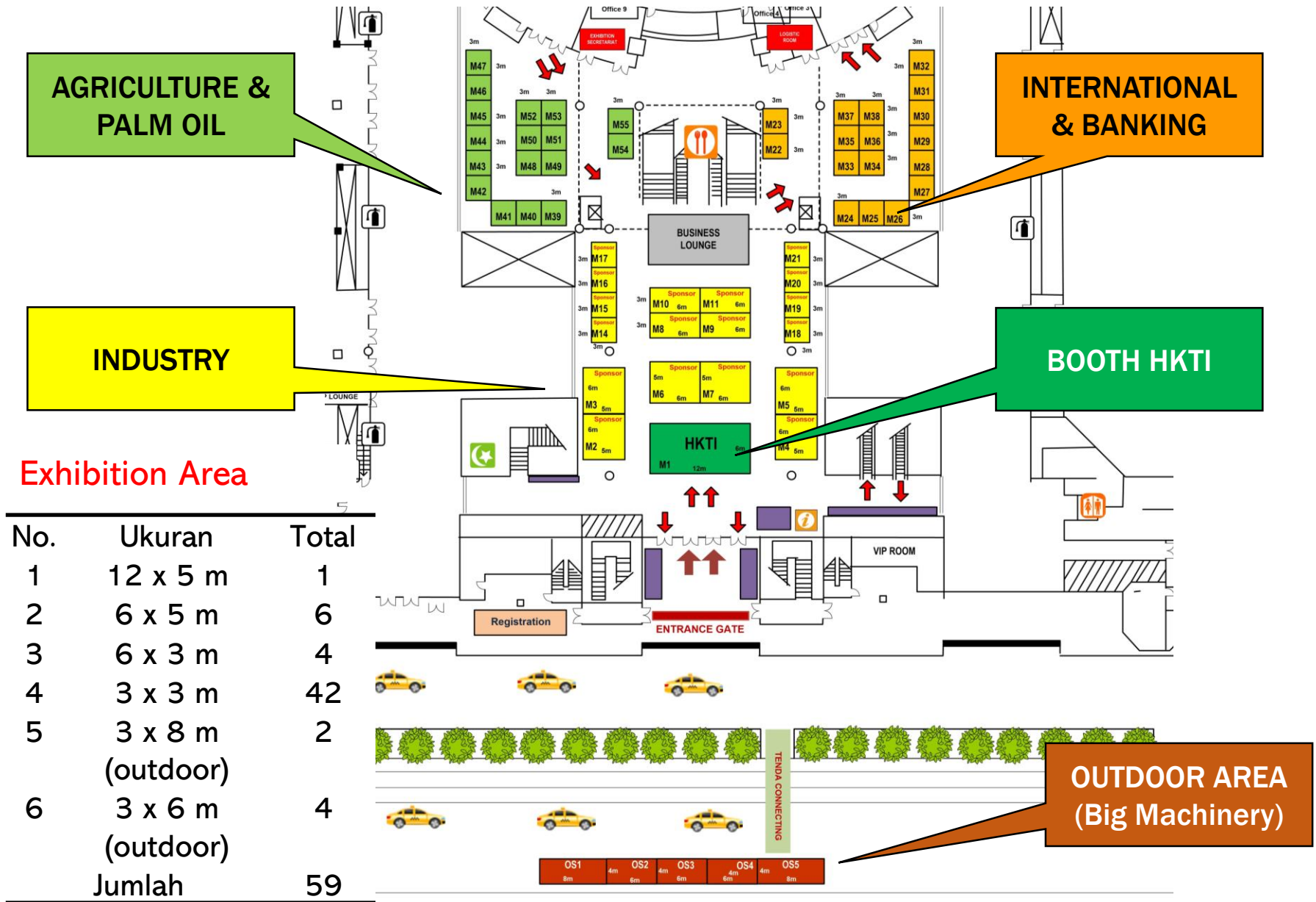
Main Lobby

Updated : 15 Desember 2020

-  Industry Sector
-  International & Banking Sector
-  Agriculture & Palm Oil Sector
-  Agriculture Technology
-  Food Festival
-  Agriculture Machinery (Outdoor area)

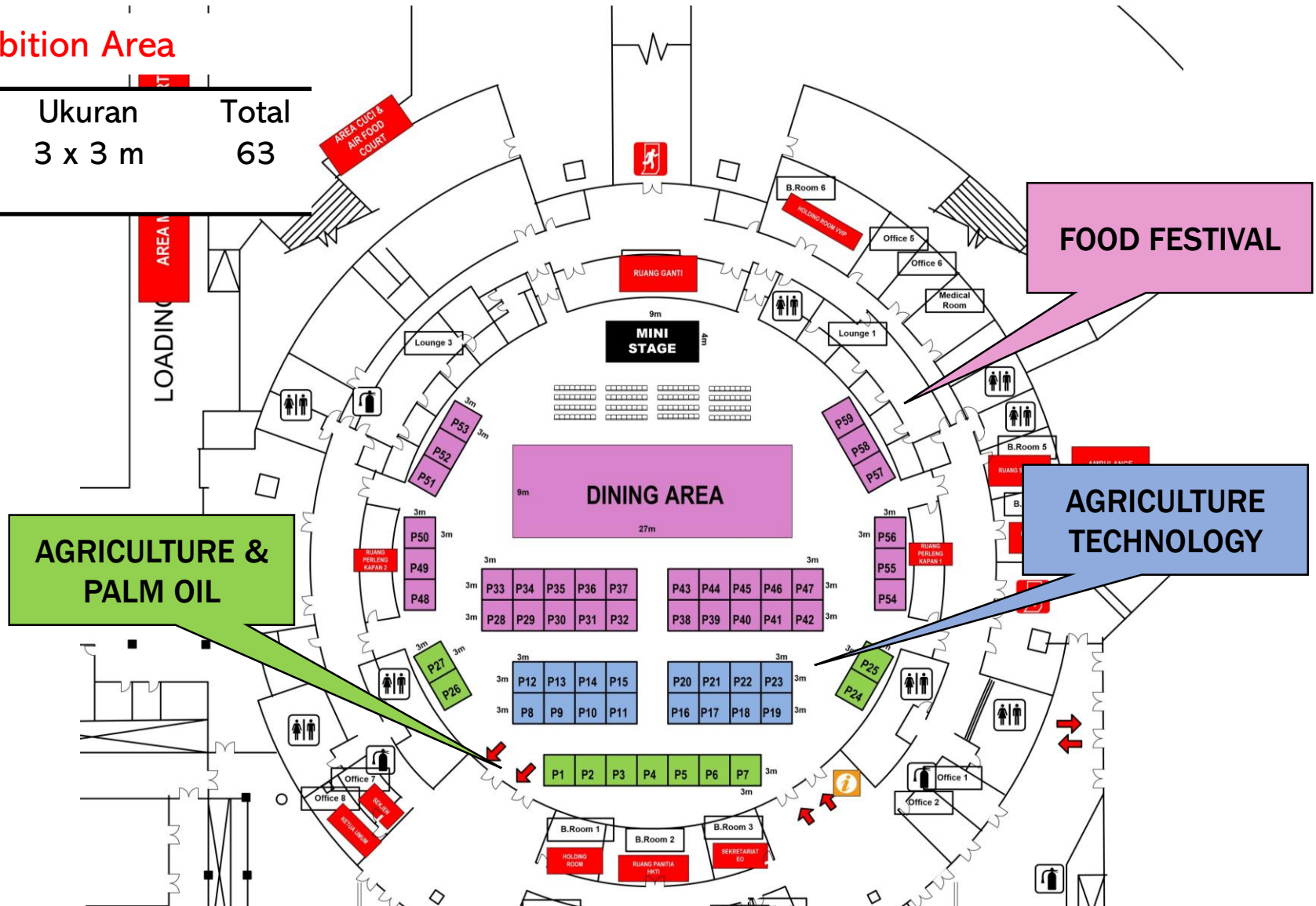


FLOOR PLAN – MAIN LOBBY AREA

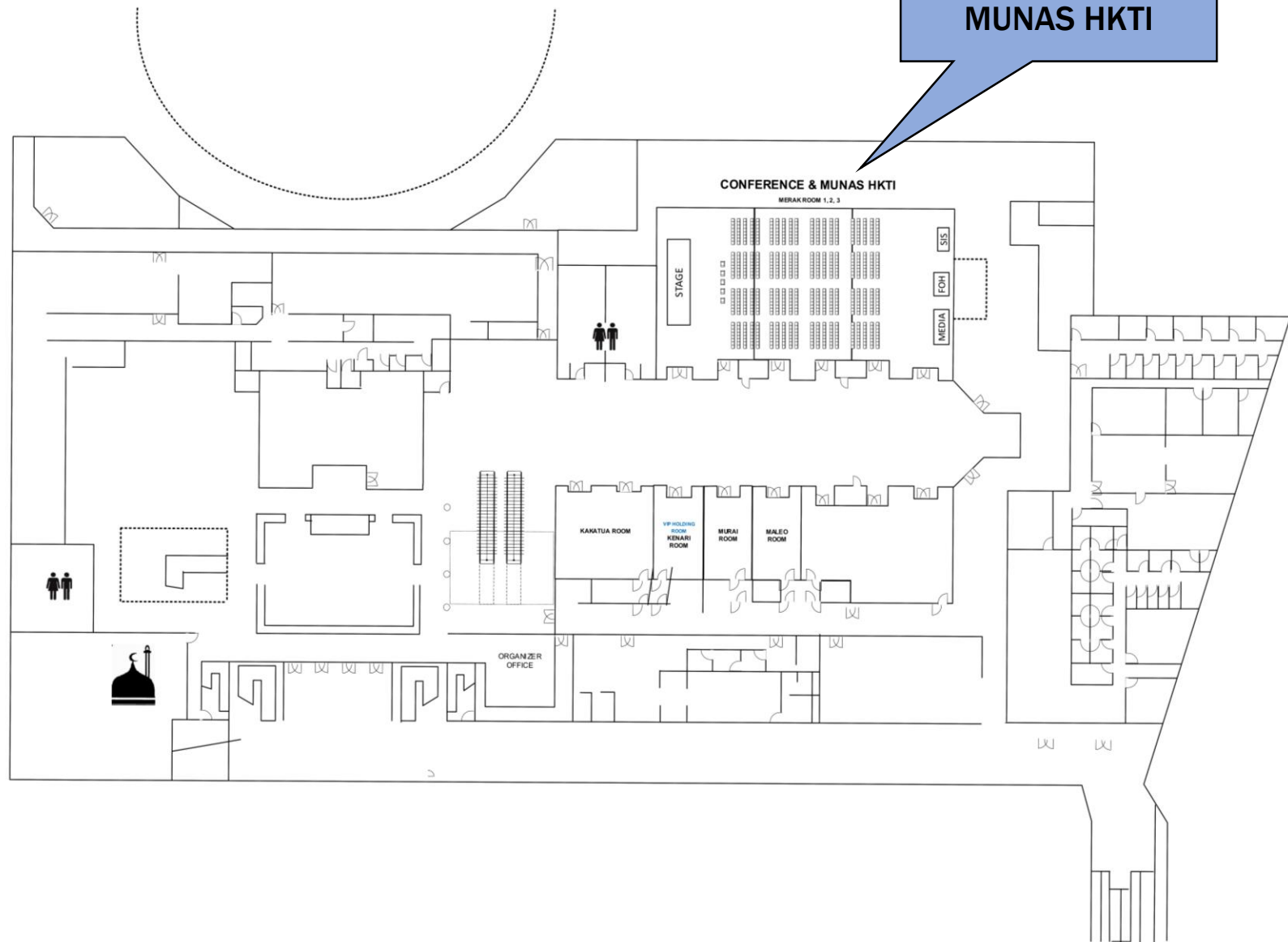


12

No.	Ukuran	Total
1	3 x 3 m	63



FLOOR PLAN – LOWER LOBBY





PROFILE

EXHIBITOR

Sapling & Seed Nursery

Organic Agriculture

Greenhouse and Its Technologies

Agriculture Machinery

Fertilizers, Pesticides & Agrochemicals

Pharmaceuticals & Medicines

Food Processing & Packaging

Intelligent Agriculture

Agriculture Transport & Logistics Experts

Inspection/Certification

Herbs & Spices

VISITOR

Farmers, Nursery Garden, Plant Factory Owners

Agribusiness Investors & Entrepreneurs

Food/Meat Processing Manufacturers

Agriculture Cooperation Association Members

Vegetable, Food Home Delivery

Consultancy, Research Institute Technicians

Government and Non-government Officials

Retails, Supermarket, Chain Store & Online Buyers

End Customers

Academician and students

EXHIBITION RATE

NO	AREA	Raw Space (Lahan Saja) (+ VAT / PPN)	Standard Booth (+ VAT / PPN)
1	Main Lobby & Plenary Hall - Exhibition	Rp. 18.000.000,- 9 sqm (3x3 m)	Rp. 22.500.000,- 9 sqm (3x3 m)
2	Outdoor Area - Exhibition (Big Size Machinery)	Rp. 36.000.000,- 24 sqm (3x8 m) Rp. 27.000.000,- 18 sqm (3x6 m)	Rp. 48.000.000,- 24 sqm (3x8 m) Rp. 36.000.000,- 18 sqm (3x6 m)



BOOTH FACILITIES

Main Lobby & Plenary Hall (3x3 m):

- 1 unit standard booth (3x3 m)
- Flooring finishing carpet
- 1 unit table (meja)
- 2 unit chairs (kursi)
- 1 unit fascia name (nama perusahaan)
- Electricity 2 Amp (440 watt)
- 1 unit trash bin (tempat sampah)
- 2 ID Exhibitors (Peserta Pameran)

Outdoor Area :

- 1 unit tent (tenda) sized 3x8 m or 3x6 m
- Carpet
- 1 unit tables (meja)
- 2 unit chairs (kursi)
- 1 unit fascia name (nama perusahaan)
- Electricity 2 Amp (440 watt)
- 1 unit trash bin (tempat sampah)
- 4 ID Exhibitors (Peserta Pameran)





CONCEPT

ASIAN FOOD FESTIVAL

Combining legendary culinary from Asian countries, especially various regions in Indonesia.

Spices used in these legendary culinary are highlight of the food festival

Mengkombinasikan kuliner unggulan legendaris dari masing-masing negara Asia, terutama berbagai daerah di Indonesia. Bumbu & rempah yang digunakan pada makanan yang ditampilkan menjadi daya tarik tersendiri bagi festival makanan ini.

INDONESIAN FOOD

1. Ayam Tangkap Aceh
2. Arsik Ikan Mas, Telur Tebu Sumatera Utara
3. Hidangan Kapau Minangkabau
4. Pempek & aneka hidangan Palembang
5. Soto Betawi
6. Asinan & rujak Betawi
7. Nasi Uduk Betawi
8. Nasi Goreng Kambing
9. Nasi Liwet Jawa Barat
10. Empal Gentong Cirebon
11. Soto Bayumas
12. Gudeg Jogja



INDONESIAN FOOD

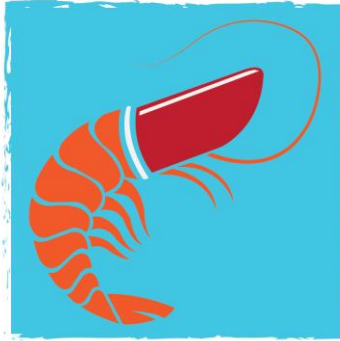
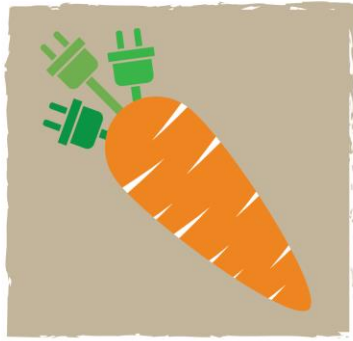
13. Mendoan
14. Tongseng Solo
15. Soto Kudus
16. Soto Lamongan
17. Nasi Krawu Gresik
18. Pecel Kediri
19. Bebek Madura
20. Ayam Taliwang
21. Soto Banjar & aneka makanan Banjar
22. Coto Makassar
23. Bakso Sumsum
24. Pisang Goreng & Tahu Slawi



ASIAN FOOD

1. Dim Sum (China)
2. Tom Yum (Thailand)
3. Pho (Vietnam)
4. Bak Kut Teh (Singapore)
5. Adobo (Philippines)
6. Ambuyat (Brunei Darussalam)
7. Fish Amok (Kamboja)
8. Bibimbab (Korea)
9. Ramen (Japan)
10. Nasi lemak (Malaysia)
11. Chicken tandoori (India)





Himpunan Kerukunan Tani Indonesia
DPN HKTI - Gedung Arsip, Lantai 2
Kementerian Pertanian Republik Indonesia
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Jakarta 12550, Indonesia

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