

Study on Business Opportunity of COCOA & COFFEE Industry in Indonesia, 2015 – 2019

Indonesia is known as the third largest cocoa producing country in the world after Ivory Coast and Ghana. In Asia scope, Indonesia is in the first position as a cocoa producer with production of approximately 450,000 tons of cocoa per annum, followed by Papua New Guinea with production of less than 50,000 tons per annum. Based on a research of CDMI that the opportunity of Indonesia to arrogate the markets in Asia and in the world is widely opened, since several cocoa producing countries such as Vietnam, Malaysia and Philippines have lower production capacity than Indonesia's. Also, cocoa area width of Indonesia has kept on increasing and presently it reaches 1.4 million hectares. The width of Indonesian cocoa areas will rise in the future.

Indonesia under the leadership of President Joko Widodo has targeted to be the largest cocoa producer in the world in upcoming three years. In 2016 the government will prepare a fund of Rp. 1.2 trillion to rehabilitate and to maintain cocoa plantations in Indonesia. Meanwhile, foreign investment has lustrously entered into this sector. In 2014, CARGILL Group has finished the construction of its cocoa processing plant in Gresik, East Java with an investment of US\$ 100 million. This step is followed by OLAM International Limited of Singapore which will construct a cocoa plant with an investment of US\$ 61 million and two companies of Malaysia namely JB Cacao and ASIA Cacao with investment of respectively US\$ 20 million and US\$ 30 million.

Similar to cocoa, Indonesia is also recognized as the third largest coffee producing country after Brazil and Vietnam. Indonesian coffee production reaches 685,000 tons per annum on the average and it is still far if compared with that of Brazil reaching 2.9 million per annum and Vietnam of 1.2 million tons per annum. The competition of three countries to arrogate world coffee markets keeps continuing. Certainly, Indonesia's coffee has superiority since it has been popular due to its special taste and flavor.

Great potential in both industries makes CDMI to be attracted to carry out a deeper research for three months and finally succeeded in publishing a study book with the title "Study on Business Opportunity of COCOA & COFFEE Industry in Indonesia, 2015 – 2019"

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