**ILDEX Indonesia 2017: Internationalizing the Livestock Market**

**in the one of the fastest growing countries in Asia**

Bangkok – Jakarta: For decades, Indonesia is considered as the largest economy in Southeast Asia.  The middle class is set to become a prominent force in the country. This is due to not only to their huge demographic, but also to their strong income growth prospects. Investors will find in Indonesia the ideal balance between booming demand for livestock products and an abundance of agricultural and natural resources. As Southeast Asia’s largest country (and the world’s fourth most populous at about 250 million people), Indonesia has witnessed a major boom in demand for livestock products such as red meat, milk, eggs and beef and cattle. Which the Indonesian Ministry of Agriculture is more focused on strengthening at the moment.

"This effort is the government’s commitment in pursuing self-sufficiency of cattle production, targeted by **Indonesian President Joko Widodo**, to be reached in 2026. This effort is also to realize an independent country in terms of the fulfillment of livestock products, and at the same time, to improve the welfare of farmers," said the Minister of Agriculture. The Minister of Trade also stated that Indonesia should be self-sufficient on livestock and be able to export these products. "The welfare of farmers is rising, and the poverty rate is decreasing. That is the government’s target," he said.

VNU Exhibitions Asia Pacific (VNUEAP) and Federasi Masyarakat Perunggasan Indonesia (FMPI) together announced investment platform entitled, **“ILDEX Indonesia 2017”**. It is the third edition of its kind focusing on International Livestock, Dairy, Meat Processing and Aquaculture Exposition. It will take place at the **Jakarta International Expo (JIExpo) in Hall D1 & D2, Jakarta, Indonesia on 18-20 October 2017**.

More than 8,000 trade visitors are expected to participate and interact with 250 international brands. The show will feature three industry zones which include: Feed and Animal Health; Feed Milling and Farm Equipment; and Genetic, Breeding and Processing. The exhibition will also present two country pavilions (China and South Korea) and a special pavilion for Pet food.

**Mrs. Panadda Atthakowit**, Head of Competence Center Livestock of VNUEAP said that, “Indonesia represents 40% of ASEAN’s total population and middle-income economies. It also represents a growing domestic and regional consumer base. With a professional and Industry partner, FMPI, we are strongly confident that we can offer the qualified market place that may create value and business opportunities for today’s livestock market. At ILDEX Indonesia, visitors will be able to meet many top companies such as Big Dutchman, Charoen Pokphand Indonesia, Japfa, Famsum,. Cheil Jedang Corporation, Elanco, Emtech and King Techina.”

ILDEX Indonesia 2017 will once again feature a long list of supporters from the Indonesian government and local associations including Department of Animal Husbandry (DISPET JABAR), Department of Marine, Agriculture and Food Security (DKI), Faculty of Animal Science, Bogor Agriculture University (FAPET IPB), Faculty of Veterinary Medicine, Bogor Agricultural University (FKH IPB), Federation of Indonesia Poultry Society, Indonesia Layer Farmer Association (PPN), Indonesia Poultry Farmer Association (GOPAN), Indonesia Poultry Farmer Association and Information Centre (PINSAR), Indonesia Poultry Veterinarian Association (ADHPI), Indonesian Association of Veterinary Public Health (ASKESMAVETI), Indonesian Feed mills Association (GPMT), especially from Ministry of Agriculture, Republic of Indonesia and more.

**Deddy Kusmanagandi**, Chairman of Indonesian Poultry Industry Association *(ADHPI)* shared that “ILDEX Indonesia is an event the Indonesia people waiting for. We inform our members and farmers in our Association to come to this event because this is the right platform where we will meet top quality exhibitors and buyers.”

In the previous editions of ILDEX Indonesia, 94% of visitors gave positive feedback and recommended this show to their friends and colleagues. More than 88% were satisfied quality of trade visitor and they intend to visit ILDEX Indonesia again.

**Edy Purwoko**, country manager of PT.Ceva Animal Health Indonesia said that “The quality of the visitors is very good. It exceeded my expectation and Indonesia is one of the largest countries which we will continue to invest in next edition. Next year, I think the number of participants will grow significantly and even better so I’d like to invite everyone to come to ILDEX Indonesia 2017.”

Visitor can also find more information by visiting [www.ildex-indonesia.com](http://www.ildex-indonesia.com). We encourage companies related to livestock, dairy, meat processing, aquaculture industry a to be part of this event to be able to introduce your brand to worldwide and be recognize in Asia region. Contact to our Sales Department via +662 670 0900 or email ildex@vnuexhibitionsap.com (International sale support)

ILDEX Indonesia 2017” which will take place at Jakarta International Expo (JIExpo) in Hall D1 & D2, Jakarta, Indonesia from 18-20 October 2017.

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