



2006. 3. 23.

인도네시아의 식품 바이어 정보

목차

1. 인도네시아 식품 바이어 정보

내용문의

한국보건산업진흥원 수출통상팀

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□ 인도네시아 식품 바이어 정보

○ 바이어 정보

1. Wicaksana Overseas International Tbk. PT	
담당자/ 직책	Mr. Lukman Pribadi
전화번호	(62 21) 6909244/ (62 21) 692729
팩스	(62 21)690943
홈페이지	www.wicaksana.co.id
이메일	finance@wicaksan.co.id
업종	Distributor
설립연도	196
직원 수	320
연간매출액	
취급품목	Cigarettes, Foods, Drinks, Snacks, Personal Care, Home Care and Health product
관심품목	chewing gum, instant noodles, coffee creamer
주소	Wicaksana Building, Jl. Ancol Barat VII block A-5D no.2 PademanganJakarta Utara 14430
주 거래기업	Panasonic Gobel Ind., Sara Lee Indonesia, Effem Foods Abiota, Jakarana Tama, Siantar Top Tbk., Naga Corigo Kencana
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • PT Wicaksana Overseas International, Tbk. has been established since 1964, with the company named PT Djangkar Djati in Medan. Since 1992 the company name changed to PT Wicaksana Overseas International,Tbk along with the extension of the company distribution to other areas in Indonesia like Sumatera, Java and Kalimantan. • PT Wicaksan Overseas International, Tbk. distribute its products in Indonesia and this company has many branches throughout in Indonesia. PT Wicaksana Overseas International, Tbk. is also has link to its other company in dealing with foreign distribution. • Currently, PT Wicaksana Overseas International distributes noodle products like Gaga Mie, Gaga Cup and Mie Cepe. And these noodle products varied in its flavor. 	

2. PT Citrandi	
담당자/ 직책	Mr. Arif Bukardi (Vice GM)
전화번호	(62 21) 4520 153/(62 21) 4529 016/(62 21) 4529 017
팩스	(62 21) 4520 378
홈페이지	www.wicaksana.co.id
이메일	finance@wicaksan.co.id
업종	Importer
설립연도	1980's
직원 수	
연간매출액	
취급품목	Foods, Medication products
관심품목	chewing gum, instant noodles, coffee creamer
주소	Jl. Boulevard Kelapa Gading block TB-2 no. 31-32-33 Jakarta Utara 14240
주 거래기업	PT Indofood in Tanjung Priok, Planet Hollywood
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • PT Citrandi is the medium sized company according to Mr Arif Bukardi. The founder of PT Citrandi is the person who managed the export import license for Indofood's products back in the 1980's. PT Citrandi provides the services of freight forwarder and clearing. But PT Citrandi does not act as wholesaler. PT Citrandi able to help foreign companies who willing to import the products into Indonesia in dealing with the registration with the National Agency of Drugs and Food Control. 	

3. PT SkyPutra PancaSurya

담당자/ 직책	Ms. Marliana Yosefa (GM)
전화번호	(62 21) 5523867 (62 21) 5524122
팩스	(62 21) 55791345
홈페이지	
이메일	pma@indo.net.id
업종	Distributor
설립연도	1980's
직원 수	200-300
연간매출액	
취급품목	Food, Homecare, Milk
관심품목	chewing gum, instant noodles, coffee creamer
주소	Jl. Raya Melati no. 20 B Daan Mogot km. 22, Tanah Tinggi Tangerang
주 거래기업	Unilever, Careffour
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • PT SkyPutra PancaSurya employed for about 300 employees which include 100 employees from Unilever. PT SkyPutra PancaSurya distributes many types of products like homeware, food, milk and others. All the products through PT SkyPutra PancaSurya will be distributed directly to store and vendors in Tangerang and Serang area only. PT SkyPutra PancaSurya partnered with Unilever to distribute Unilever products to stores and vendors. PT SkyPutra PancaSurya had distributed local noodle product named Salam Mie. According to Ms. Marliana Yosefa, with the increasing prices of products/services, people are looking for products with cheaper price. 	

4. PT Sarana IndoBoga Pratama

담당자/ 직책	Mr. Jo Tjongseng)
전화번호	(62) 0816873792
팩스	(62 21) 46834128
홈페이지	
이메일	Jo_tjongseng@yahoo.com
업종	Distributor
설립연도	1992
직원 수	<100
연간매출액	
취급품목	Food
관심품목	chewing gum, instant noodles, coffee creamer
주소	Kawasan Logistik Alun Indah Jl. Raya Bekasi km.23 Cakung Jakarta Timur
주 거래기업	PT.Tiga Pilar Sejahtera, Careffour
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • PT Sarana IndoBoga Pratama operates as distributor and serves for two types of market. Products that they serve are to middle up market and lower market. In distributing to the stores, PT Sarana IndoBoga Pratama distributes two traditional market and modern market. The modern market covering the supermarket over Jabotabek (Jakarta, Bogor, Tangerang, Bekasi) area and Serang area. PT Sarana IndoBoga Pratama is as well distributes products to Carrefour. According to Mr. Jo Tjongseng, the middle up market does not consider much about the price of the product but to lower market, price is crucial. As for the taste of the noodle market, chicken flavor is more favorable. Currently, PT Sarana IndoBoga Pratama distribute noodles products from PT Tiga Pilar Sejahtera, Superior (distribute directly to supermarket), Sedap Merakyat. 	

5. KABULINCO JAYA, PT.

담당자/ 직책	Mr. Hondro Widjaja (Managing Director)
전화번호	(62 21) 6611418, 6681276, 6691208
팩스	(62 21) 6620716, 6695965
홈페이지	www.kabulinco.co.id
이메일	ptkj@kabulinco.co.id
업종	Distributor; Importer
설립연도	1992
직원 수	40
연간매출액	>US\$200,000
취급품목	Flour and milk powders
관심품목	
주소	Jl. Jembatan Dua No. 11-I, Jakarta Utara 14450
주 거래기업	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> Kabulinco is major supplier of milk and cheese products, with a majority of products distributed consist of imported goods. Their imports are generally larger than exports due to overwhelming demand for their economically priced product from many groceries, supermarkets and mini markets. Their scope of target markets span nationwide and demand from their local clients and customers contribute over ¾ of their aggregate demand. They deliberately attempt to jack-up their domestic market share rather than grow internationally. Apparently, they discovered that profit margin from local could almost double their international sales. According to our investigation, Kabulinco's turnover last year in October 2004 was recorded at virtually US\$ 220,000. We viewed this company as a strong leverage for overseas brands wishing to penetrate Indonesian market due to their credibility in establishing extensive network channels across the nation. The company had been importing their coffee creamer from Thailand branded MINTANA with retail price of US\$37 (+10% VAT). 	

6. SUMATRA TOBACCO TRADING COMPANY, NV. (STTC)

담당자 / 직책	Mr. Edwin B. Purbasiboro (Director)
전화번호	(62 61) 4561015~17
팩스	(62 61) 4535842, 4524968
홈페이지	sttcmdn@idola.net.id
이메일	ptkj@kabulinco.co.id
업종	Distributor; Supplier
설립연도	1987
직원 수	150
연간매출액	>US\$550,000
취급품목	Tobacco plantation and food ingredients
관심품목	
주소	Jl. HOS. Cokroaminoto No. 11, Medan 20232
주 거래기업	

회사연혁 및 회사정보

- is actually one of the entrenched cigarette manufacturers located outside Java, headquartered in Sumatra. The factory and the company head quarter are in the city of Medan, in Sumatra. Its annual production is 14.2 billion pieces, with 5.78% market share. Its famous brands are Jet, Hero, and United. STTC's owner decides to diversify the company's business to food industry by distributing various instant food products, including Max Creamer and Indo Creamer by Incofood, which are the only two brands being stocked for non-dairy creamer.
- In terms of non-dairy creamer, STTC had not imported any creamer since they established affiliation with Incofood in distribution of Max Creamer and Indo Creamer nationwide in Indonesia. Although STTC had been involved in many international lawsuits mainly for its tobacco products, our investigation indicates they had been a loyal distributor to Incofood.

7. BRANTAS JAYA MITRATAMA, PT,

담당자/ 직책	Mr. Anton Michael B. (Director)
전화번호	(62 21) 4531982, 4584-0981
팩스	(62 21) 4584 0983
홈페이지	
이메일	Brantas-jaya@centrin.net.id
업종	Distributor; Importer
설립연도	1995
직원 수	20
연간매출액	>USD125,000
취급품목	Packaged retail food
관심품목	
주소	Jl. Kelapa Lilin Raya, Blok NB 8 / 1A Kelapa Gading Permai, Pegangsaan Dua Jakarta Utara 14250
주 거래기업	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • Mr. Anton stated that his target market is divided into 2 categories: Modern and Traditional. Modern market entails supermarkets, hypermarkets, groceries or wholesalers. Where as traditional market define street markets and 3-wheel retailers in its classification. Their highlighted clients are SOGO supermarket, CARREFOUR, HYPERMART, GIANT or Hero Supermarket. The company is currently distributing coffee-mix, including the ginseng flavor, to several their clients. He claimed that supermarkets indicate foreign candy or sweets prevailed over noodle and creamer in terms of retail sales. BRANTAS is an appointed external distributor for MIWON coffee-mix, although they favored Nestle for coffee creamer instead. Mr. Anton welcomed any Korean companies dealing in mentionedproducts to contact him directly at stipulated details for further prospecting. His main concern above all is product information on packaging for many Korean or Japanese snacks, where there is seldom translation into English or local language. He wished to address such imperative issue to any suppliers or manufacturers wishing to approach BRANTAS. 	

8. INDOMARCO ADI PRIMA, PT.	
담당자/ 직책	Mr. Jimmy Otmo (Product Manager) Mr. Yudhiyanto (Chief Operational Officer) Mr. Hendro Gunarto (Director)
전화번호	(62 21) 6909400 (ext.200); 5228822 (ext. 310)
팩스	(62 21) 6909379, 6926302
홈페이지	www.indomarco.co.id
이메일	Jimmy-dotmo@indomarco.co.id
업종	Distributor
설립연도	1985
직원 수	75
연간매출액	~US\$40 million (Indofood Group)
취급품목	Supermarket merchandises
관심품목	
주소	Jl. Ancol Barat I/9-10 Ancol, Jakarta Utara 14430
주 거래기업	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • This company is a subsidiary of Indofood Group, an internationally formidable instant food (noodle) manufacturer. The company owns IndoMaret, a mini-market at national scales, with establishment of over 80 stores nationwide. For products similar to coffee creamer, they had been distributing dairy products of any forms labeled with their own brand. For instant noodles, they had been distributing all brands produced by Indofood, and Chup-a-Chup brand for lollipop. Mr. Jimmy stated that product proposal and catalogue for prospective products are generally forwarded to him, which he will pass to his direct superior, Mr. Yudhiyanto, for evaluation among board of management. 	

9. WICAKSANA OVERSEAS INTERNATIONAL Tbk., PT.	
담당자/ 직책	Mr. Yudhiyanto (Chief Operational Officer)
전화번호	(62 21) 6927293, 6909244
팩스	(62 21) 6927766, 6927768
홈페이지	www.wicaksana.co.id
이메일	mulyono@wicaksana.co.id
업종	Agent; Distributor
설립연도	1964
직원 수	3400
연간매출액	>US\$ 350,000
취급품목	Supermarket merchandises
관심품목	
주소	Gedung WicaksanaJl. Ancol Barat VII Blok A 5D No.2Jakarta 14430
주 거래기업	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • This company is one of the leading distributors for supermarket merchandises in the entire Indonesia's regions. Its business partners are giant wholesalers or groceries like CARREFOUR, CLUBSTORE, GIANTS and MAKRO. The company had placed self-produced products on top of other brands in their portfolio. They have GAGA brand for instant noodle, but had been importing from Japan for Udon noodles in air vacuumed packaging. They are currently reviewing proposals lodged by several manufacturers of Biscuits, Candy and Health Supplements. Thus far, ginseng energy drink is the only product they had imported from Korea, with sales channel spanning from Karaoke clubs to the prestigious SOGO supermarket in Plaza Indonesia. Mr. Mulyono concerned on overrating expectation from foreign suppliers over minimum order volume that may hinder interest from his decision-maker. Often they encounter foreign brands that demand 1 container load for initial order, and Mr. Mulyono witnessed negotiation endeavors collapsed over such restricted condition. He expects Korean suppliers and manufacturers to support their marketing efforts rather than enforcing mounting sales at initial entry phase. 	

10. TIGARAKSA SATRIA, PT.

담당자/ 직책	Mr. Jimmy Otmo (Product Manager) Mr. Yudhiyanto (Chief Operational Officer) Mr. Hendro Gunarto (Director)
전화번호	(62 21) 6909400 (ext.200); 5228822 (ext. 310)
팩스	(62 21) 6909379, 6926302
홈페이지	www.indomarco.co.id
이메일	Jimmy-dotmo@indomarco.co.id
업종	Distributor
설립연도	1985
직원 수	75
연간매출액	~US\$40 million (Indofood Group)
취급품목	Supermarket merchandises
관심품목	
주소	Jl. Ancol Barat I/9-10 Ancol, Jakarta Utara 14430
주 거래기업	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • This company is a subsidiary of Indofood Group, an internationally formidable instant food (noodle) manufacturer. The company owns IndoMaret, a mini-market at national scales, with establishment of over 80 stores nationwide. For products similar to coffee creamer, they had been distributing dairy products of any forms labeled with their own brand. For instant noodles, they had been distributing all brands produced by Indofood, and Chup-a-Chup brand for lollipop. Mr. Jimmy stated that product proposal and catalogue for prospective products are generally forwarded to him, which he will pass to his direct superior, Mr. Yudhiyanto, for evaluation among board of management. 	

11. Nirwana Lestari, PT.	
담당자/ 직책	Mrs. Elly (Product Manager)
전화번호	(62 21) 820 4054
팩스	(62 21) 820 4056
홈페이지	www.nirwanalestari.com
이메일	elly@nirwanalestari.com
업종	Distributor
설립연도	
직원 수	300
연간매출액	
취급품목	Chocolate powder and Confectionary
관심품목	
주소	Jl. Raya Naragong Km. 7Bekasi Barat 17117, West Java
주 거래기업	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> Nirwana Lestari is a member of the Petra Foods Group, a Singapore public listed company, and one of the major manufacturers and suppliers of cocoa ingredients in the world. And leader in manufacturing and distribution of branded consumer products including chocolate confectionery in Asia. Its' services are marketing, warehousing, and distribution. The representative of Nirwana Lestari, Mrs. Elly, describes briefly that as an importer company, they are open to become a distributor for both chewing gum and candy, which is related with their current major product distribution, chocolate. <p>Nirwana Lestari is currently distributing several global brands, namely Fisherman's Friend, Toblerone, Tabasco, Lea & Perrins, Loacker, Ritter Sport, and Meiji. Its biggest clients are from German and UK. This company is also responsible for the development of several Indonesian brands, namely Silver Queen, Delfi, and Selamat biscuits.</p>	

12. Savoury, PD.

담당자/ 직책	Geoff B. Tang (Director) Mr. Bambang (Assit. Sales Manager)
전화번호	(62 31) 843 5249 (62 31) 843 7372
팩스	(62 31) 842 0766
홈페이지	
이메일	savoury@sby.centrin.net.id
업종	
설립연도	100 (estimated)
직원 수	
연간매출액	
취급품목	Chocolate, biscuit, and confectionary items.
관심품목	
주소	Jl. Raya Jemur Sari no.15Surabaya 60237, East Java
주 거래기업	

회사연혁 및 회사정보

- Savoury, which conducts distributing and trading activities, is one of the distributors of Ceres Chocolate, an Indonesian product, Toblerone from America, and several other biscuit brands. Its main distribution channels are focused on Eastern part of Java and Bali. Currently, Savoury has several foreign partners outside Indonesia, which mainly deals with chocolate and biscuits products. However, there are also an offering coming from a Chinese Candy Producer.
- Mr. Bambang claimed that brands coming from foreign producers are more attractive than domestic brands, because of their image. Indonesian consumers would prefer selecting foreign brands than local brands. Furthermore, Asian brands outside Indonesia, are preferable than the Western brands. This means that Savoury has more tendency to accept brands from Asian countries. Mr. Bambang also mentioned that Savoury also have distribution connection outside their focus, the eastern part of Java and Bali. Therefore, there are also possibilities for the producer to expand their distribution channels outside Java and Bali by using Savoury. For further information or negotiation, Savoury is willing to accept brochure and other means of information.

13. Interfood Global Marketing, PT.	
담당자/ 직책	Mr. K. A. Harinatha Reddy; Mr. Martin
전화번호	(62 21) 540 6930
팩스	(62 21) 619 0806
홈페이지	
이메일	harimta@yahoo.com
업종	
설립연도	1990
직원 수	100 (estimated)
연간매출액	
취급품목	Chocolate wafer; Biscuit; Candy
관심품목	
주소	Jl. Daan Mogot Km. 13, North Jakarta 11048
주 거래기업	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> • As a supplier, PT Interfood Global Marketing has very extensive distribution coverage in almost every part of Indonesia. Currently, as Mr. Martin, the Marketing Manager, describe, Interfood has no business relationship with foreign countries. However, they did establish several foreign relationships in the past, although never with Korean companies. Its current activity deals with supplying chocolate wafer under a national brand "Top" and "Benson" candy. • Mr. Martin declared that the company will soon establish foreign relationship again, and for this reason, he is very much interested to have more information about foreign products as well as the producers. As a Marketing Manager, he is willing to accept brochure and other means of information, or a contact number for further information. Furthermore, the company is interested to deal with Korean producers, especially if the price matches its preferences. 	