



2009.12.11.

# 인도네시아 식품 바이어정보

목차

## 1. 인도네시아 식품 바이어저울

내용문의

한국보건산업진흥원 국제의료협력팀

(02-2194-7453, hahj100@khidi.or.kr)

## □ 인도네시아의 식품분야 바이어정보

1. Koin Bumi,PT	
담당자 / 직책	Mr. Kim Jong Hun / Director Mr. Nahrawi / Marketing Manager
전화번호	62-21-722-2214
팩스	62-21-725-7834
웹사이트	www.mugunghwa.net
이메일	kimjhnick@yahoo.co.kr
업종	Importer, retailer
설립연도	1989
직원 수	Approximately 200
연간 매출액	N/A
취급 품목	Korean food and beverages products
관심 품목	Korean food mix, canned food, frozen food, instant noodle
주소	Jl. Senayan No.43 Block S, Kebayoran Baru, Jakarta Selatan 12180 Indonesia
주거래 기업	Mu Gung Hwa Supermarket
공장 및 제조업체	N/A
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Koin Bumi is the name of the korean company established in Indonesia dealing with food and beverages, and other businesses such as ticketing services. Mu gung hwa is the name of the supermarket selling korean food and beverages. the supermarkets are located in Jakarta on several locations such as Block S in South Jakarta and kelapa Gading in North Jakarta. The supermarket is the biggest one in Indonesia.</li> <li>• PT. Koin Bumi is currently the distributor of Samyang's instant noodle products to Giant Supermarket, the second biggest supermarket chain in Indonesia after Carrefour.</li> <li>• KOTRA Jakarta contacted Mr. Jong and told him if he is interested in Korean Instant noodle products, and according to him, he is interested and always looking to add instant noodle product range to its supermarkets. Mr. Jong told KOTRA that Mr. Awi can also be contacted regarding this matter.</li> <li>• PT. Koin Bumi attended a Korean company's food exhibition in Jakarta on February 2008 organized by KOTRA. Any product brochures, specifications, company profile and contact can be sent to Mr. Jong or Mr. Awi.</li> </ul>	

2. Hero Supermarket, PT	
담당자 / 직책	Ms. Tetti Caroline /Import Manager
전화번호	62-21-8378-8388 #8172
팩스	62-21-831-9255
웹사이트	www.hero.co.id
이메일	tetti_karolin@hero.co.id
업종	Importer, distributor, retailer
설립연도	October 5, 2008
직원 수	10,500
연간 매출액	N/A
취급 품목	Food and beverages, consumer goods
관심 품목	Food and beverages
주소	Jl. Jend. Gatot Subroto No. 117-A Kav. 64 Jakarta Selatan 12870 Indonesia
주거래 기업	N/A
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Hero Supermarket is one of the Supermarket chains in Indonesia selling both locally manufactured and imported products. Hero supermarket has locations through out the country's big cities and is affiliated to companies in Singapore and Hong Kong..</li> <li>• Hero's total 300 outlets retail both food and non-food merchandise including wide range of fresh foods, groceries and personal products. It operates supermarkets, hypermarkets, pharmacy, health and beauty stores, and mini market under the brands Hero, Giant, Guardian, Starmart, Shop, Inc, and Mitra.</li> <li>• The company has both local flavor and international flavor instant noodles. Thailand, instant noodle flavor are sold in Hero store along with Indonesian noodle products. Korean products have not been sold there yet.</li> <li>• KOTRA contacted Ms. Caroline, Hero's import manager and asked her if her company is interested in new products. She said that if Korean instant noodle producers or other food and beverage producers want to introduce their products, to consult with Ms. Tetti Karolin or send the product specification, brochures, catalogs to her email address.</li> </ul>	

3. Alison Agung, PT	
담당자 / 직책	Merry Tandiono / Director
전화번호	62-21-629-4630
팩스	62-21-629-6170
웹사이트	www.aafood.com
이메일	alison@aafood.com
업종	Importer and Distributor
설립연도	1973
직원 수	Approximately 25
취급 품목	Food and beverage products
관심 품목	snacks, beverages (ginseng
주소	Jl. Mangga Besar 1/16/1-F Jakarta barat 11180 Indonesia
주거래 기업	Cosmetic & Health Products
공장 및 제조업체	N/A (sole importer and distributor)
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Allison Agung is the importer and distributor of beverages originally such as products of Martinelli's, Everfresh, Cyprina, Replai, Eva, Khao Yung, Ginseng product of Won Ki Sam and Sb.</li> <li>• According to Ms. Merry, the company now also distributes food products in addition to its beverage products. The company's instant noodle product is from Thailand which introduces Tom Yum flavor which is produced by Yum Yum company in Thailand.</li> <li>• The company has 4 types of noodle flavor; Tom yum shrimp (60 gr), Tom yum kung creamy (70 gr), Tom yum smoked fish (70 gr), fried Tom yum (70 gr). Other products are imported from Japan, Korea, Taiwan, Spain and many more.</li> <li>• According to Ms. Merry, the company imports and distributes their products solely without distributors or subsidiaries. Korean food and beverage products can send their product brochures, flyers, and company profiles to her email address. She said that her company is always interested in cooperating with foreign food producers wishing to promote their products in Indonesian markets.</li> <li>• PT. Alison Agung has representative in food shows in: <ol style="list-style-type: none"> <li>1. Food Marketing Institute, Chicago, Illinois</li> <li>2. Food and Hotel Asia, Singapore</li> <li>3. Thaifex &amp; Halfex, Bangkok, Thailand</li> <li>4. Anuga Food Show, Cologne, Germany</li> </ol> </li> </ul>	

4. Jico Agung, PT	
담당자 / 직책	Mr. Muda / Marketing Manager
전화번호	62-21-489-2908
팩스	62-21-470-4280
웹사이트	www.jicoagung.co.id
이메일	muda@jicoagung.co.id
업종	Importer, manufacturer, distributor
설립연도	1970's (exact year is unknown)
직원 수	100
취급 품목	consumer goods, foods ingredients
관심 품목	Spices, ingredients, foods and
주소	Jl. Perintis Kemerdekaan No. 1-3, Pulogadung Jakarta Timur 13260, Indonesia
주거래기업	
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Jico Agung is the distributor of food ingredients manufactured by PT. Miwon Indonesia and other manufacturers. Miwon is a famous brand for MSG products in Indonesia. MSG products is used for cooking such as fried rice, chicken curry, soup, and etc as an additive. Its products are distributed to supermarkets, restaurants, hotels, mini markets, and other retail markets.</li> <li>• The company also distributes imported products from Korea such as flour mix, tempura, dried food and vegetable (seaweed), Korean packaged ingredients and mixes, Korean sauces (Barbecue sauce, soy bean paste, gravy, and other type of sauces.</li> <li>• KOTRA contacted Mr. Muda, PT. Jico's marketing manager. according to him, the company is dealing with a lot of food items from Korea, but he said, if Korean food producers want to expand to Indonesia with their products, the company's wide open for cooperation.</li> <li>• Korean food and beverage producers can send any brochures, product specification and contact information to Mr. Muda's Email address. He will study the prospect first before deciding on which instant noodle products can be imported from Korea.</li> </ul>	

5. Promexx I nti Corporatama, PT	
담당자 / 직책	Ms. Retno Sulistyaningsih / Marketing Department Mr. Ferdinand Utama / Product Development Manager
전화번호	62-21-630-5133
팩스	62-21-630-5404
웹사이트	www.promexx.co.id
이메일	marketing2@promexx.co.id retno_marketing@promexx.co.id
업종	Importer and distributor
설립연도	1993
직원 수	100
취급 품목	Snacks, food and beverages
관심 품목	Oyster sauce
주소	Jl. KH Hasyim Ashari No. 29 A Jakarta Pusat Indonesia
주거래기업	
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• KOTRA contacted Ms. Retno and asked her if her company is interested in Korean food and beverage products especially instant noodle. according to her, the company is always interested in diversifying its products, especially that the company currently doesn't import any products from Korea.</li> <li>• Company's main item is oyster sauce, according to Ms. Retno. Other products include snacks, candy, jelly, etc. Several products are imported from Australia such as candy and jelly, and from china is the oyster sauce. She expresses her interest in Korean instant noodle products but added that she is not the one in charge of developing new products.</li> <li>• According to Ms. Retno, the company handles its own import and distribution for Jakarta area and has subsidiary company for distribution outside Jakarta. Currently, the company's distribution stretches outside Java across Indonesia.</li> <li>• Ms. Retno said that Korea Instan noodle producers can send the product brochures, specifications, and profile to Mr. Ferdinand's email address. He is in charge of developing the company's new products and will study the products first before deciding to import.</li> </ul>	

6. Wicaksana Overseas, PT	
담당자 / 직책	Mr. Eka Hadi /Director
전화번호	62-21-690-9244 62-21-692-7293
팩스	62-21-690-9436 62-21-690-9435
웹사이트	www.wicaksana.co.id
이메일	ekahadi@wicaksana.co.id
업종	Importer, trader, exporter and distributor
설립연도	January 19, 1973
직원 수	약 3900명
연간 매출액	
취급 품목	Consumer goods (cigarette, snacks, beverages, instant noodle, etc)
관심 품목	Snacks, foods, beverages, cigarettes, instant noodles.
주소	Jl. Ancol Barat VII Block A-5/D No. 2 Jakarta 14430 Indonesia
주거래 기업	PT. Jakaranatama Food Industry
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Wicaksana overseas is a publicly listed company acting as the importer, distributor, and trader of consumer goods in Indonesia. Its products range from cosmetics, medicines, foods, cooking oil, disposable lighter, instant noodle, milk powder, beverages, and more.</li> <li>• In Indonesia, the company was the distributor of cigarette (Lucky Strike) in Indonesia. with this experience and its wide distribution networks of consumer goods, the company is very successful in the distribution of imported, as well as local manufactured goods. It was also the distributor of PT. Jakaranatama for instant noodle brand, Gaga, in Indonesia.</li> <li>• The company's history began in 1964 in Medan when it was established as PT. Djangkar Jati as the importer and trader of consumer goods. Now with employee turnover of 3900, the company has several branch offices in Semarang and Surabaya and is considered to be one of the largest consumer trading good companies in Indonesia.</li> <li>• KOTRA spoke with Mr. Eka Hadi, the company's director and informed him about Korea's food and beverage producers to expand to Indonesia, and if any business meeting or cooperation related matter, Mr. Eka can be the person in Charge.</li> </ul>	

7. Pandurasa Kharisma, PT	
담당자 / 직책	Mr. Roland Santoso / Director
전화번호	62-21-650-5335
팩스	62-21-650-5329
웹사이트	www.pandurasa.co.id
이메일	pandukha@cbn.net.id
업종	Importer, distributor, trader
설립연도	1993 년
직원 수	Approximately 200
연간 매출액	
취급 품목	Food and beverages, snacks, candy, milk, confectionary
관심 품목	Food and beverage
주소	Jl. Indokarya II Block G-5, Sunter Agung Podomoro Jakarta Utara 14350 Indonesia
주거래 기업	
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Pandurasa is the distributor of food and beverage products in Indonesia. according to Mr. Ivan, the company's marketing manager, most of the products they import is from USA, Canada, Australia, New Zealand, Singapore, Malaysia, and etc. It has not involved in any trade business with any Korean company, yet.</li> <li>• The company's wide distribution networks include hypermarkets, supermarkets, mini markets, wholesalers, retail markets, restaurants, cafes, hotels, hospitals, and airline catering.</li> <li>• Some of the company's food products are Camridge (Malaysia), Famous Amos (USA), Sunshine (USA), Munchys (Malaysia), Murray Sugar Free (USA), Keebler (USA), and Casa Fiesta (Mexico, USA). Among other products are confectionery, oils, beverages, and chocolate products.</li> <li>• According to the director of the company, Mr. Roland Santoso, when it comes to the instant noodle products, he wants to distribute known brands from reputable companies because these products can compete and have brand names among its consumers. This is to compete with other distributors of imported instant noodle products.</li> <li>• Mr. Roland added that if any potential business cooperation occurs, he is the one in charge and can be contacted. Please send him the Korean company profile, product introduction, specification and brochures. He will have to study the products first before making further decision.</li> </ul>	



8. Fun rice Indonesia, PT	
담당자 / 직책	Mr. Ve Gustian / Director
전화번호	62-21-633-4601
팩스	62-21-633-2775
이메일	vegustian@funrice.com
홈페이지	www.funrice.com
업종	Importer and distributor of specialty foods
설립연도	1970's (exact year is unknown)
직원 수	약 25명
취급 품목	Specialty foods and beverages
관심 품목	Rice related products (from Korea, Japan, China)
주소	Jl.
주거래 기업	N/A
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Funrice Indonesia is the distributor and importer of specialty foods products from Japan, Korea, China, India, Italy, and many more countries. Its products are distributed to specialty restaurants in upscale Jakarta market and other cities in Indonesia.</li> <li>• The company is involved in a lot of businesses and try to expand more into specialty foods industry by introducing new products to Indonesian market.</li> <li>• According to Mr. Ve Gustian, the company's director, his company's main products are rice related products from Korea, Japan, and china. He added that Korean rice products such as noodle, snacks, and etc can be introduced to him.</li> <li>• Please send products specification, brochures, information, and the Korean food and beverage producers profile to Mr. Ve Gustian. He welcomes all potential business cooperation.</li> </ul>	

9. Citra Nusa Insan Cemerlang, PT	
담당자 / 직책	Mr. Yungkim / Business Development Manager
전화번호	62-21-580-7575 62-21-580-9855
팩스	62-21-580-6565 62-21-580-5656
이메일	info@cni.co.id
홈페이지	yungkim@cni.co.id
업종	Distributor
설립연도	1986
직원 수	150
취급 품목	Consumer goods
관심 품목	Consumer goods, healthy beverages and healthy foods, supplements
주소	Graha CNI, Green Garden Complex Block A-8 No. 1 Jl. Arteri Kedoya, Kedoya Jakarta Barat 11520 Indonesia
주거래 기업	PT. Hygena Cipta Dinamika Sarana
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Citra Nusa Insan Cemerlang Indonesia (CNI) is one of the earlier Multi-Level-Marketing company indonesia along with AMWAY, K-Link, and Etc. The company is involved in the distribution of consumer goods and has a wide distribution network in Indonesia covering almost all cities and regions.</li> <li>• PT. CNI started with selling Sun-chlorella product in the earlier day of their establishment and then expanded to a more wider product types. Now the company is a success MLM in Indonesia.</li> <li>• Instant noodle is also being sold in CNI under CNI brand. It's called Mie Sehat Sehati. it comes in two types; fried and soup. PT. CNI's target market is educated and middle to upper class consumers.</li> <li>• Korean instant noodle products and other food and beverage products can be sold in this company's store targetting middle and upper class buyers. please send email or fax the proposal directed to Mr. Yungkim.</li> </ul>	

10. Mitra Bersaudara, PT	
담당자 / 직책	Mr. Abdullah Djafar /Director Mr. Maman Jasmani /Operation Manager Ms. Nuryati Rahman /Marketing Manager
전화번호	62-21-801-3333
팩스	62-21-801-3434
홈페이지	www.mitrabersaudara.com
이메일	contact@mitrabersaudara.com import@mitrabersaudara.com
업종	Importer and distributor
설립연도	2002
직원 수	Approx. 30
연간 매출액	N/A
취급 품목	Food and beverages, consumer goods
관심 품목	consumer goods
주소	Jl. Dewi Sartike No. 239A, Jakarta Timur 13630 Indonesia
주거래 기업	N/A
공장 및 제조업체	
<p>회사연혁 및 회사정보</p> <ul style="list-style-type: none"> <li>• PT. Mitra Bersaudara is a distributor of food and beverages imported from several countries. The company's main distributors include supermarkets, hypermarkets, traditional markets and other smaller retail markets.</li> <li>• The company visited KOTRA exhibition in February 2008 for food and beverages. Their representatives showed interest in Korean products during the event.</li> <li>• KOTRA contacted Mr. Maman Jasmani and asked him about the potential business cooperation with Korean food and beverage producers specialized in instant noodle. He said that Korean companies can send email about product specification, brochures and catalogs. He will study the prospect before making any decision.</li> </ul>	