



Success story

Sustained export promotion: Coconut sugar from Java

“When we entered the export market with coconut sugar we had collaborations with 100 small farmers – today it is already over 300,” says Amir Sudjono, founder of the company PT Coco Sugar Indonesia with headquarters in Purwokerto on the island of Java. The Indonesian firm has been participating in the export promotion programme of the Import Promotion Desk since 2015 and has in that time developed to become an international producer and exporter.



Well prepared for the EU market

The success story of Coco Sugar began in 2015 when support from the Import Promotion Desk (IPD) enabled the Indonesian exporter to visit BIOFACH 2015 in Nuremberg, the world's leading exhibition for organic foods. Here the IPD arranged B2B meetings for the exporter with traders from Germany. In order to ensure successful market introduction of the Coco Sugar products in Germany and Europe, the IPD then provided the exporter with comprehensive advice. In the course of IPD workshops on quality management and export marketing the Indonesian firm acquired appropriate knowledge of the requirements, demand trends and certification standards applicable on the EU market. In addition Coco Sugar was specifically prepared for participation in trade fairs intended to facilitate access to the EU market for the exporter.



In October 2015 Coco Sugar then presented for the first time on the Indonesian stand at the food exhibition Anuga, the leading trade fair for foodstuffs and luxury food products. The IPD ensured ideal matchmaking by identifying potential trading partners in advance, arranging B2B meetings at the exhibition with German and European importers and accompanying the negotiations. After this successful exhibition debut, during which the IPD was able to facilitate numerous trade contacts for the Indonesian firm, Coco Sugar took part in the BIOFACH 2016 in Nuremberg as an exhibitor on the IPD stand. The IPD advised the company to participate since this leading exhibition for organic products is the ideal venue to establish contacts with leading importers of organic foodstuffs. In this sector in particular, Coco Sugar offers a range of products which fulfils the high quality standards of the EU.

Certified quality products

The key to market success for the Indonesian firm was above all its willingness to invest in quality management and to focus its export business on the demand for certified organic products. “It is very important to us that the products are organic and free from preservatives”, stresses Amir Sudjono.



Increasing demand for alternative organic products

Several internationally recognised quality seals such as ORGANIC, VEGAN, FDA, PALEO and NON-GMO certify the quality of the products. This year Coco Sugar has also received FSSC 22000 certification; throughout the certification process the IPD was constantly on hand to offer advice. FSSC 22000 covers the most important requirements of many international trading chains and is a globally recognised quality seal for food safety. The coconut sugar from Coco Sugar conforms to EU market requirements for organic and fair trade products.

The IPD's support has paid off. Coco Sugar has been able to gain a secure foothold in the market and establish promising business contacts. These include the importer KULAU GmbH, a start-up company in Berlin specialising in the import of organically farmed coconut products.

In Germany coconut sugar with organic certification is a rare and valuable commodity. Compared to other varieties of palm sugar, coconut sugar contains more minerals and antioxidants and has a lower glycaemic index. Coconut sugar has a distinctive caramel taste and is less sweet than conventional sugar. These types of natural sugars are particularly attractive to the German and European markets because health-conscious consumers prefer organic and authentic food ingredients and deliberately avoid synthetically produced industrial sugar. "In order to be able to satisfy this growing demand for alternative organic products like coconut sugar, German traders are dependent on imports. And, as with all organic products, they expect premium quality. We help the exporter adapt their products to these exacting requirements and so prepare them for the European market", explains Judith Emmerling, IPD specialist in Sourcing & Purchasing.

The example of the Indonesian exporter Coco Sugar shows how companies in the IPD's partner countries benefit from sustained export support. The promotion of exports encourages economic development, creates jobs and contributes to more added value from the marketing of organically farmed products. The IPD helps companies establish their organic products on the EU market and creates a framework for transparent and reliable cooperation with German traders.

"Our cooperation with the IPD has enabled our export business to expand", says Amir Sudjono. "We are confident that by our third year of cooperation we will be able to increase our collaboration with more than 1,000 coconut farmers." By 2018 Coco Sugar wants to triple exports of coconut sugar to Germany and Europe.

Information about Coco Sugar Indonesia: www.cocosugar.com



Amir Sudjono
COCO SUGAR

»Coconut cultivation is an important source of income for communities in rural areas of Indonesia,« explains Amir Sudjono. "Our cooperation with the IPD has enabled us to establish contracts with a lot more farmers, and the increase in exports has also created new jobs. It's important to us to make organic farming more attractive and enable farmers to improve their income through fair trade, because then investment in efficient value chains pays off for all producer groups.«

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