Report to Parliament
Official Trade and Investment Mission to Indonesia

by the Honourable Bill Byrne MP, Minister for Agriculture and Fisheries and Minister for Sport and Racing

9 to 13 AUGUST 2015
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### Official Party

#### Queensland Delegation Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>The Honourable Bill Byrne MP</td>
<td>Minister for Agriculture and Fisheries and Minister for Sport and Racing</td>
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<tr>
<td>Mr Elliot Stein</td>
<td>Chief of Staff, Office of the Minister for Agriculture and Fisheries and Minister for Sport and Racing</td>
</tr>
<tr>
<td>Dr Beth Woods</td>
<td>Deputy Director-General, Agriculture Department of Agriculture and Fisheries</td>
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#### Northern Territory Delegation Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Honourable Willem Westra van Holthe MLA</td>
<td>Northern Territory Deputy Chief Minister and Minister for Primary Industry and Fisheries</td>
</tr>
<tr>
<td>Mr Steven Klose</td>
<td>Chief of Staff, Office of the Honourable Willem Westra van Holthe MLA</td>
</tr>
<tr>
<td>Mr Alister Trier</td>
<td>Chief Executive Officer, Northern Territory Department of Primary Industry and Fisheries</td>
</tr>
<tr>
<td>Mr Scott Wauchope</td>
<td>Director, Market and Enterprise Development, Northern Territory Department of Primary Industry and Fisheries</td>
</tr>
<tr>
<td>Ms Jenny Hill</td>
<td>Manager, Market Development, Northern Territory Department of Primary Industry and Fisheries</td>
</tr>
<tr>
<td>Ms Tracey Hayes</td>
<td>Chief Executive Officer, Northern Territory Cattlemen’s Association</td>
</tr>
<tr>
<td>Mr Stuart Kemp</td>
<td>Chief Executive Officer, Northern Territory Livestock Exporters Association</td>
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## Official Party Program

### Program

| Sunday, 9 August 15  
| Brisbane / Singapore / Jakarta | 1430 - Depart Brisbane to Singapore with Singapore Airlines flight SQ0236 |
|  | 2050 - Arrive Changi International Airport, Singapore |
|  | 2155 - Depart Changi International Airport, Singapore for Jakarta with Singapore Airlines, flight SQ0968, with Northern Territory delegation |
|  | 2240 - Arrive Soekarno Hatta International Airport, Jakarta and transfer to the Shangri-La Hotel. |

**Accommodation:**  
Shangri-La Hotel Jakarta, Kota BNI Jl. Jend. Sudirman Kav. 1, Jakarta, 10220, Indonesia Tel: +62 21 2922 9999

| Monday, 10 August 15  
| Jakarta | 0930 - Briefing with Australian Embassy, Jakarta, Indonesia  
  **Briefing with:** Dr Justin Lee, Deputy Head of Mission and representatives from Agriculture, Austrade and Political/Economic Branch  
  **Accompanied by:** Ian Mortimer, Secretariat, Indonesia-Australia Red Meat and Cattle Partnership  
  **Address:** Australian Embassy, Jalan H.R. Rasuna Said Kav C15-16, Kuningan, Jakarta 12940 |
|  | 1100 - Meeting with Ministry of Fisheries and Maritime Affairs  
  **Meeting with:** H.E. Ms Susi Pudjiastuti, Minister of Maritime Affairs and Fisheries  
  **Accompanied by:** Mr Paul Grigson, Australian Ambassador and Head of Mission  
  **Contact:** Mr Todd Dias, First Secretary (Economic), Australian Embassy, Jakarta, Tel: +62 21 2550 5532  
  **Address:** Jl. Medan Merdeka Timur No. 16, Jakarta 10110 |
|  | 1400 – Briefing with Trade and Investment Queensland  
  **Meeting with:** Mr Afriyadi Harol, Business Development Director, Ms Irma Irsyad, Business Development Manager and Mr Kevan Dacey, ASEAN Consultant  
  **Contact:** Mr Kevan Dacey, ASEAN Consultant, Jakarta, Tel: +62 21 5790 5620  
  **Address:** Shangri-La Hotel, Kota BNI, Jl. Jend. Sudirman Kav. I Jakarta 10220 |
|  | 1800 - Industry Networking Reception  
  **Hosted by:** Mr Paul Grigson, Australian Ambassador and Head of Mission  
  **Address:** The Ambassador’s Residence, Jl. Teuku Umar No. 7, Menteng, Jakarta 10310 |
|  | 2000 - Depart Ambassador’s residence for the Shangri-La Hotel, Jakarta |
## Tuesday, 11 August 15

### 0850 - Meeting with Coordinating Minister for Economic Affairs
**Meeting with:** H.E. Mr Sofyan Djalil, Coordinating Minister for Economic Affairs  
**Accompanied by:** Mr Paul Grigson, Australian Ambassador and Head of Mission  
**Contact:** Mr Todd Dias, First Secretary (Economic), Australian Embassy, Jakarta, Tel: +62 21 2550 5532  
**Address:** Jl. Lapangan Banteng Timur No. 2-4, Jakarta 10710

### 0915 - Depart from Shangri-La Hotel to PT. Tanjung Unggul Mandiri (TUM) Feedlot  
**Contact:** Dr Helen Fadma, Livestock Services Manager, MLA, Indonesia, Tel: +62 811 97 83224  
**Address:** Jl. Tanjung Burung, Ds Kdg. Genteng Rt. 0006/03 No. 33, Kecamatan Teluk Naga, Tangerang, Banten

### 1430 - Meeting with Ministry of Trade  
**Meeting with:** H.E. Mr Rachmat Gobel, Minister of Trade  
**Accompanied by:** Mr Bachrul Chairi, Director General for International Trade Cooperation and Mr Chris Canter, Deputy Chairman for Trade and International Relations, Indonesia Chamber of Commerce  
**Contact:** Mr Todd Dias, First Secretary (Economic), Australian Embassy, Jakarta, Tel: +62 21 2550 5532  
**Address:** Jl. Lapangan Banteng Timur No. 2-4, Jakarta 10710

### 1700 - Arrive at Shangri-La Hotel, Jakarta

### 1900 - Ministerial Dinner (Investment opportunities in Northern Australia)  
**Hosted by:** Mr Paul Grigson, Australian Ambassador, Head of Mission  
**Attendance:** Ministers, Chief of Staff’s, DG and CEO and 6-8 Indonesian agribusiness companies (refer guest list)  
**Address:** Ambassador’s Residence, Jl. Teuku Umar No. 7, Menteng, Jakarta 10310

### 2100 - Depart Ambassador’s residence for the Shangri-La Hotel, Jakarta

## Wednesday, 12 August 15

### 0730 – Meeting with Global Compliance  
**Meeting with:** Mr Brian Scott, President Director and Mr Rachmad Widiyarto, Director  
**Address:** Shangri-La Hotel Jakarta, Kota BNI Jl. Jend. Sudirman Kav. 1, Jakarta, 10220, Indonesia Tel: +62 21 2922 9999
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>0900</td>
<td>Meeting with Meat and Livestock Australia</td>
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<tr>
<td></td>
<td><strong>Meeting with:</strong> Dr Valeska Valeska, Country Manager – Indonesia, MLA and Dr Helen Fadma, Livestock Services Manager, MLA</td>
</tr>
<tr>
<td></td>
<td><strong>Contact:</strong> Dr Fadma, Tel: +62 811 97 83224</td>
</tr>
<tr>
<td></td>
<td><strong>Address:</strong> Shangri-La Hotel Jakarta, Kota BNI Jl. Jend. Sudirman Kav. 1, Jakarta, 10220, Indonesia Tel: +62 21 2922 9999</td>
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<tr>
<td>1030</td>
<td>Briefing with Australian Embassy, Jakarta, Indonesia</td>
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<td><strong>Note:</strong> Briefing with: Mr Dean Merrilees, Minister Counsellor (Agriculture)</td>
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<tr>
<td></td>
<td><strong>Accompanied by:</strong> Ian Mortimor, Secretariat, Indonesia-Australia Red Meat and Cattle Partnership</td>
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<tr>
<td></td>
<td><strong>Contact:</strong> Mr Todd Dias, First Secretary (Economic), Australian Embassy, Jakarta, Tel: +62 21 2550 5532</td>
</tr>
<tr>
<td></td>
<td><strong>Address:</strong> Australian Embassy, Jalan H.R. Rasuna Said Kav C15-16, Kuningan, Jakarta 12940</td>
</tr>
<tr>
<td>1400</td>
<td>Queensland delegation depart Shangri-La Hotel and hotel transfer to the Soekarno Hatta International Airport, Jakarta</td>
</tr>
<tr>
<td>1700</td>
<td>Queensland delegation depart Soekarno Hatta International Airport, Jakarta with Singapore Airlines, flight SQ0961</td>
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<tr>
<td>1935</td>
<td>Queensland delegation arrive Changi International Airport, Singapore</td>
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<tr>
<td>2115</td>
<td>Depart Changi International Airport to Brisbane with Singapore Airlines, flight SQ0235 (Minister and Chief of Staff)</td>
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**Thursday, 13 August 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>0045</td>
<td>Depart Changi International Airport to Brisbane with Singapore Airlines, flight SQ0255 (Deputy Director-General)</td>
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<tr>
<td>0705</td>
<td>Arrive Brisbane International Airport (Minister and Chief of Staff)</td>
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<tr>
<td>1035</td>
<td>Arrive Brisbane International Airport (Deputy Director-General)</td>
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Trade Missions – General Objectives

- The Government’s Food and Fibre Plan calls for three government-sponsored outward bound trade missions to be conducted annually to increase exports of Queensland agriculture and food products.
- Rising incomes and increasing consumer demand across Asia present exceptional export opportunities for Queensland’s food and fibre producers. Queensland’s long-standing relationship with Asia remains one of the State’s most important features.
- Targeted trade missions provide a practical and cost effective method of strengthening Queensland’s existing international trading relationships and establishing new business opportunities to support the State’s future economic growth.
- Queensland Government led trade missions demonstrate to overseas buyers that food and fibre export market development has strong Government support and ongoing commitment.
- Targeted planning and coordination of industry and business participation in the conduct of such trade missions helps to ensure positive outcomes and increased exports of Queensland food and fibre products.
- Supporting existing markets and developing new overseas markets for Queensland producers enhances job creation prospects across the State’s food and agribusiness sector.

Mission to Indonesia - Specific Objectives

Indonesia is a significant market for Queensland agricultural and food products, most notably beef and live cattle exports. Indonesia was Queensland’s largest market for live animal exports in 2013-14, valued at $96 million and our seventh largest import market for Queensland beef products, valued at over $58 million in 2013-14. Indonesia is also a major market for Queensland wheat, sugar and horticultural products.

The intended objectives from this mission were to:

- strengthen Queensland’s trade and investment relationship with Indonesia, in partnership with the Northern Territory Government
- progress beef industry development, trade and market access issues across the northern Australian beef industry
- promote Queensland’s capabilities and expertise in the agribusiness, infrastructure and services sectors and the State’s ability to supply a range of premium quality agri-food products to meet growing demand from Indonesia; and
- promote Queensland’s agribusiness sector as an attractive destination for Indonesian investment.
Australian Embassy Briefing

Date: Monday, 10 August 2015

Attendees:

Official party

Dr Justin Lee  
Deputy Head of Mission, Australian Embassy, Jakarta

Mr Kym Hewitt  
Minister Commercial, Senior Trade Commissioner, Australian Trade Commission

Ms Laura Timmins  
Counsellor (Agriculture), Australian Department of Agriculture

Ms Edwina Stevens  
Economic Counsellor, Australian Embassy Jakarta

Mr Brett Armstrong  
Economic Counsellor, Australian Embassy Jakarta

Meeting Summary

• Senior Embassy staff provided a briefing on current market intelligence and prospects for northern Australian agricultural products and services in Indonesia.

• We discussed the implications of the Indonesian Government’s agricultural policy, which was introduced in 2011 with the aim of boosting production and achieving self-sufficiency in agricultural products, including beef and rice. This resulted in Indonesia reducing its quota of live cattle imports to 50,000 in the third quarter of 2015 and this has placed upwards pressure on beef availability and prices.

• Discussion also focused on Indonesia’s plans to diversify the countries from which it sources live cattle and the implications for northern Australian exporters. Indonesia was Queensland’s largest market for live animal exports in 2013-14, valued at $96 million.

• In addition, we spoke of the potential to strengthen our partnerships in agricultural education projects, for example, through the Queensland Agricultural Training Colleges and/or research and development projects through the Australian Centre for International Agricultural Research (ACIAR).

• Dr Lee advised of the planned trade mission to Indonesia by the Honourable Andrew Robb MP, Federal Minister for Trade and Investment in November 2015 and that the Queensland Government has been invited to participate in this mission.
Meeting with Ministry of Fisheries and Maritime Affairs

Date: Monday, 10 August 2015

Attendees:

Official party

Ms Susi Pudjiastuti  
Minister of Marine Affairs and Fisheries, Republic of Indonesia

Mr Sjarief Widjaja  
Secretary General, Ministry of Marine Affairs and Fisheries

Mr Narmoko Prasmadji  
Head of Fish Quarantine and Inspection Agency

Meeting Summary

- This meeting provided an opportunity to engage with my Indonesian counterpart to discuss matters of mutual interest and benefit relating to fisheries and aquaculture development.

- I shared information about Queensland fisheries and the Queensland Government’s policy focus on the Great Barrier Reef. I outlined the review of fisheries management in Queensland that my department has recently undertaken to deliver a better system for the State's commercial, recreational and Indigenous fishers.

- We discussed the potential for Indonesia and Queensland to partner on projects relating to sustainable fisheries, coral reef protection and management and illegal, unregulated and unreported (IUU) fishing and I was informed of the Indonesian Minister’s interest in increasing investment in aquaculture, ship building and cold chains.

- We spoke of the opportunity to increase fresh fish imports from Indonesia to Queensland. This could increase the volumes of incoming freight through regional airports (for example Cairns or Wellcamp) and increase backloading opportunities for fresh product to Indonesia. I have asked my department to explore this opportunity and for its possible inclusion on the agenda for Minister Robb’s November 2015 trade mission to Indonesia.

- I welcomed the opportunity to host the Indonesian Minister of Marine Affairs and Fisheries and her staff should they visit Queensland in the future.
Meeting with Trade and Investment Queensland – Jakarta

Date: Monday, 10 August 2015

Attendees:

Official Party

Mr Kevan Dacey  ASEAN Consultant, Trade and Investment Queensland

Mr Afriyadi Harol  Business Development Director, Trade and Investment Queensland

Ms Irma Irsyad  Business Development Manager, Trade and Investment Queensland

Meeting summary

• This meeting provided an opportunity to meet with Trade and Investment Queensland (TIQ) representatives from the Jakarta office and share information on market intelligence and current activities, including research and development partnerships.
Industry Networking Reception

Date: Monday, 10 August 2015

Attendees:

Official party

Mr Paul Grigson Australian Ambassador to Indonesia

Senior Indonesian Government officials and food industry representatives

Function Summary

- This function was hosted by Mr Paul Grigson, Australian Ambassador to Indonesia and provided an opportunity to develop and strengthen relationships with senior Government officials and industry and business representatives from the Indonesian agri-food industry.

- I delivered a five minute address to the guests who attended. In my speech I
  - emphasised the value that Queensland places on its trading partnership with Indonesia, particularly for the live cattle market;
  - highlighted Queensland’s world-class agricultural products and our ability to meet Indonesia’s growing demand for beef, fruit, vegetables and seafood; and
  - conveyed that the Queensland Government welcomes international investment and the opportunity to strengthen our trade and investment partnership with Indonesia for the benefit of both countries.
Meeting with Coordinating Minister for Economic Affairs

Date: Tuesday, 11 August 2015

Attendees:

Official Party

H.E. Dr Sofyan Djalil Coordinating Minister for Economic Affairs

Mr Paul Grigson Australian Ambassador and Head of Mission

Meeting summary

• This meeting provided the opportunity to meet with Indonesia’s Coordinating Minister for Economic Affairs to discuss matters of mutual interest.

• Minister Djalil reiterated Indonesia’s aspirations towards greater food self-sufficiency and less reliance on imports in the longer term.

• We discussed the complementarity of Australian breeding expertise and Indonesian cattle fattening and considered opportunities for northern Australia to support Indonesia in developing a healthy domestic cattle industry through sharing breeding expertise, services and technology.
Site Visit to PT. Tanjung Unggul Mandiri (TUM) Feedlot

Date: Tuesday, 11 August 2015

Attendees:

Official party

Mr Buntoro Hasan  President Director, PT Tanjung Unggul Mandiri
Mr Daryl Hasan  General Manager, PT Tanjung Unggul Mandiri
Mr Wilson Hasan

Site visit summary

- This visit provided the opportunity to view the operations of a major Indonesian feedlot that sources Australian cattle.
- Mr Hasan provided an informative overview of the feedlot operations and outlined future plans for expansion to support Indonesian market needs.
- Mr Hasan expressed the view that there may be a 2.9 million head shortage annually by 2024 despite efforts to increase the domestic herd. The large number of small-hold farmers and the declining number of cattle farmers in key breeding areas is contributing to this shortfall.
- I thanked Mr Hasan for the opportunity to visit the feedlot and have asked my department to consider inviting Mr Hasan to make a presentation to the Queensland beef industry.
Meeting with Ministry of Trade

Date: Tuesday, 11 August 2015

Attendees:

Official party

Mr Rachmat Gobel  Minister of Trade, Republic of Indonesia
Mr Bachrul Chairi  Director General for International Trade Cooperation
Mr Chris Kanter  Senior Advisor, Ministry of Trade and Deputy Chairman for Trade and International Relations, Indonesian Chamber of Commerce and Industry

Meeting Summary

• This meeting provided the opportunity to discuss trade matters and opportunities with the Indonesian Ministry of Trade.

• We spoke of the significant local interest in Australian cattle imports and discussed opportunities for northern Australian beef producers to support Indonesia’s goals to build the nation’s domestic cattle herd and become self-sufficient in beef production in the future.

• We had a productive discussion about the prospects of stabilising quota requirements for Indonesian beef imports in the long-term and opportunities to positively promote Indonesian exports in Australia.

• The Minister advised that he may seek permission to travel to Australia in the near future.
Ministerial Dinner

Date: Tuesday, 11 August 2015

Attendees:

Official party

VIP Attendees

Mr Paul Grigson  Australian Ambassador to Indonesia
Mr Irwan Tirtariyadi  President Director, PT Central Proteina Prima Tbk
Mr Jimmy Halim  President Director, PT Kemang Food Industries
Ms Dayu Ariasintawati  Director, PT Great Giant Livestock
Mr Suseno Hadi  Commercial Director, PT Kelola Mina Laut
Mr Achmad Fadhiel  Chief Financial Officer, PT Pupuk Indonesia
Mr Rudy Chen  Finance Director, PT Astra Agro Lestari Tbk

Function summary

• The official party attended a dinner to promote investment opportunities in northern Australia. The dinner was hosted by Mr Paul Grigson, Australian Ambassador to Indonesia.

• The function provided the opportunity to engage with decision makers from Indonesian agribusiness firms across the beef and seafood supply chain and promote the high quality of Queensland agricultural products.

• I delivered a short welcome address to guests. In my speech I:
  • acknowledged the valuable trade and investment partnership between Indonesia and Queensland;
  • welcomed opportunities to work together to further strengthen agricultural and economic growth; and
  • outlined the Queensland Government’s response to the Australian Government’s White Paper proposal to support northern Australia beef industry investment and growth.
Meeting with Global Compliance

Date: Wednesday, 12 August 2015

Attendees:

Official party

Mr Brian Scott President Director, Global Compliance
Mr Rachmad Widiyarto Director, Global Compliance

Meeting summary

- The official party met with Global Compliance, an Indonesian-based surveillance systems company that specialises in identifying and tracking animals to slaughter. The company has headquarters in Australia and Indonesia.

- Mr Scott gave an informative presentation on the development of the company’s Track and Trace “Big Brother” data management system which enables livestock exporters and traders to track and trace cattle distribution in the supply chain and identify and manage associated risks. The system has been developed to complement and improve compliance with the Exporter Supply Chain Assurance System.

- Global Compliance is currently active in Indonesia and Vietnam and is focused on servicing the Asian beef industry. We discussed the potential to expand applications into the food safety, dairy and horticulture industries.

- Mr Scott welcomed the opportunity to provide an update on technology and product developments should the Queensland Government visit Indonesia in the future.
Meeting with Meat and Livestock Australia

Date: Wednesday, 12 August 2015

Attendees:

Dr Beth Woods  
Deputy Director-General Agriculture, Department of Agriculture and Fisheries

Dr Valeska Valeska  
Country Manager Indonesia, Meat and Livestock Australia

Meeting summary

- Meat and Livestock Australia (MLA) provided a briefing on the opportunities for Australian beef supply to Indonesia and MLA activities.

- Australia remains the dominant supplier of beef to Indonesia. For 2015, it is anticipated that Australian live cattle imports will account for 42 per cent of Indonesia’s beef requirements, with 48 per cent to be supported from domestic herds and 10 per cent from other countries.

- From January 2015 to June 2015 Australia accounted for 81 per cent of Indonesia’s imported beef market share and 68 per cent of the beef offal market. However, there is expected to be a substantial reduction in this intake due to the ban on the import of offal.

- It was noted that while there are opportunities for Australia arising from rising disposable incomes and growing meat consumption, these opportunities will be heavily influenced by trade regulations.

- MLA provided an update on their priorities and activities including the Red Meat and Cattle Partnership, market access and research and development, training and extension seminars and breeding assistance programs.
Australian Embassy Briefing

Date:       Wednesday, 12 August 2015

Attendees:

Mr Elliot Stein  Chief of Staff, Office of the Minister for Agriculture and Fisheries and Minister for Sport and Racing

Dr Beth Woods  Deputy Director-General Agriculture, Department of Agriculture and Fisheries

Mr Dean Merrilees  Minister Counsellor (Agriculture), Embassy of Australia Jakarta

Mr Ian Mortimer  Australian Department of Agriculture

Meeting Summary

• Queensland Government representatives met with senior staff from the Australian Embassy for a final briefing at the conclusion of the trade mission.

• This meeting provided an opportunity to convey the outcomes of key ministerial meetings and to exchange information on key learnings and future opportunities, particularly for the beef trade. In addition, the Embassy was able to advise on recent changes to ministerial positions within the Indonesian Government.