TRENDS IN THE INDONESIAN FLOUR MILLING SECTOR

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Director of PT Indofood Sukses Makmur Tbk (Bogasari Flour Mills)

AGIC Melbourne, July 31th, 2019

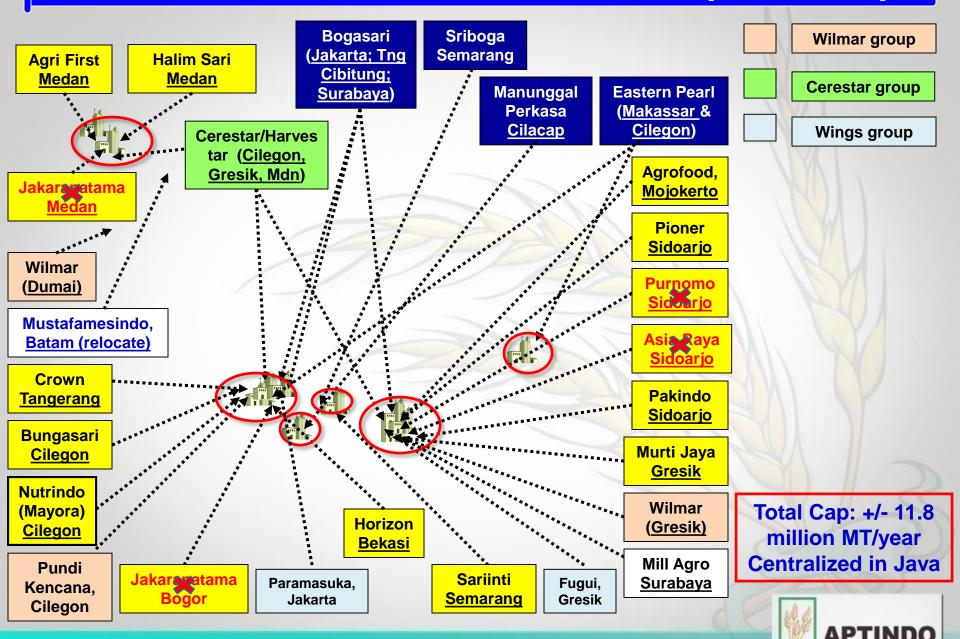


PRE & POST DEREGULATION OF INDONESIAN WHEAT FLOUR INDUSTRY — THE HISTORY

	PRE Deregulation (BULOG Era)				
SUBJECT	1970-1998	1999-2009	2010-2014	2015 - 2018	Total
Total	4	4 + 7 = 11	4 + 7 = 11		28
Location	Jakarta & Gresik (1); Surabaya (1); Makassar (1); Semarang (1); Cilacap (1); Cilegon (1)		Cilegon (3); Tangerang (2); Medan (2); Bekasi (2); Gresik(3); Sidoarjo (1); Mojokerto (1); Semarang (1)	Jakarta (1); Cilegon (1); Cilegon (-1) Tangerang (-1); Bekasi (-1); Surabaya (1);	Java: 23 Outside Java: 5 (Centralized in Java)

Total of Wheat Mill Capacity: +/- 11.8 million MT/year

INDONESIAN FLOUR MILLS LOCATION - 2019 (28 Factories)



New Flour Mills in 2019 (under construction)

PT Wilmar Nabati Indonesia

(Location: Dumai, South Sumatera)

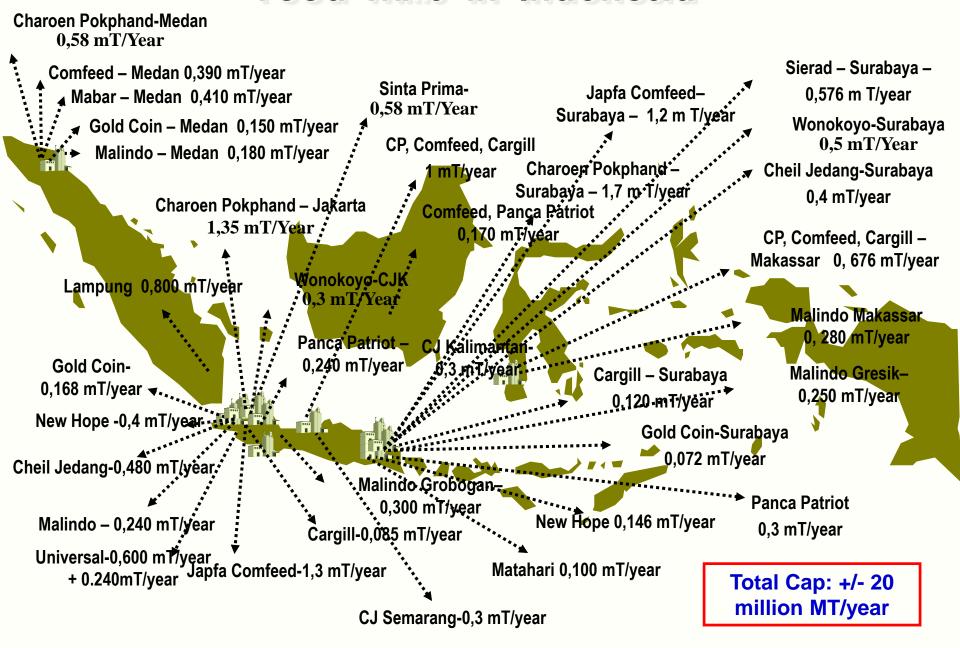
(Location: Gresik, East Java)

 PT Bungasari Flour Mills (Location: Cilegon, West Java)

 PT Indofood Sukses Makmur Tbk., Bogasari Division (Location: Cibitung, West Java)



Feed Mills in Indonesia



INDONESIAN WHEAT FLOUR CONSUMPTION



INDONESIAN WHEAT FLOUR CONSUMPTION, 2014-2018

YEAR	20	15	20	16	20	17	20	18	1/20)19
SUBJECT	000 MT	%	000 MT	%	000 MT	%	000 MT	%	000 MT	%
DOMESTIC SUPPLY	5,455	99.5	5,841	98.9	6,275	99.9	6,519	99.9	3,272	99.97
IMPORTS	27	0.5	64	1.1	8.5	0.1	2.3	0.04	1.1	0.03
Total	5,482	100	5,905	100	6,283	100	6,522	100	3,273	100
Wheat Equivalent	7,2	13	7,7	69	8,0	56	8,3	61	4,1	97
GROWTH	- 2.6	60%	7.7	2%	6.4	1%	3.7	9%	1.0	6%)

Indonesian Wheat Flour Consumption:

2018: 6.5 MMT, Wheat grain equivalent 8.36 MMT

SMI/2019: 3.27 MMT, Wheat grain equivalent 4.20 MMT



Price Comparison

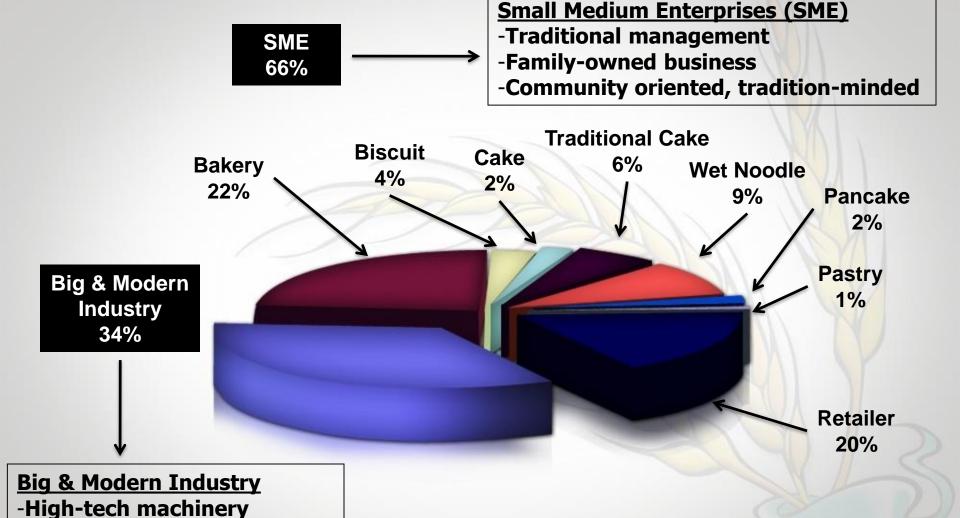








END USED PROFILE OF WHEAT FLOUR



-Professional management

-Publicly-listed company



CUSTOMER JOURNEY

bogasari



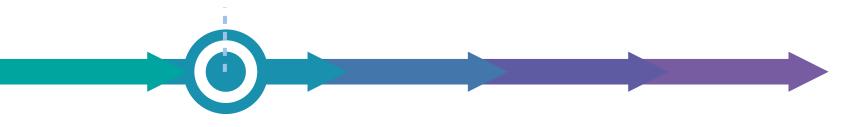
House Hold / Hobby





Baking at home, for family and hobby

Home Order



Additional income for house wife, taking order by phone, limited community, non routine order.



Micro SME / Seasonal



- Routine order and start having family-employee(s)
- Festive moments, ie Eid Mubarak, New Year, Christmas additional income
- No distribution network



SME Small – Medium - Big



The business grows – New Business model with more professional management, more employees.



Modern Industry



Big capacity

Modern machinery, Technology and Management











No	Factor	Micro SME	Artisan/ Boutique	Traditional	Modern
1	Size	Small	Small	Medium, Big	Big
2	Profile User	Gen X, Y, Millenials	Gen Y, Millenials	Gen X, Y	Gen X, Y
3	Management Style	Low	Good	Low	Good
	Branding	N/A	Own Brands	No Brand	Own Brands
	Marketing Strategy	Low	Good	Low	Good
	Distribution Network	Around community	On line	Good	Strongth
	Product Presentation	Good	Super	Low	Good
	Employee	Family member	DIY, Family	Non Family	Professional
4	Reason of Business	Hobby, Support Family	Hobby	Income for Living	Growing
5	Moments	Seasonal	Continue	Continue	Continue



- Seasonal : Lebaran, Christmas
- Household helping family's economy
- Hobbyist
- No Employee, Family members only
- Get the order from their owned closed community only
- No Distribution Network



ARTISAN / **BOUTIQUE**

- Size : Silver
- Millennials
- Newly set up company
- Individual or partnership own

- Good Marketing Strategy
- Online Distribution
- Good management
- Highly awareness for end product presentation (Visual Aspect)

TINTINRAYNER FOLLOWER 650K

SWEETOTREATS FOLLOWER 11K

CAKEKEKINIAN FOLLOWER 679K









TRADITIONAL

- Low Financial Support
- Size : Silver, Gold, Platinum
- Gen X, Y
- From Generation to Generation
- Simple Management Style
- Family Style Business
- No Marketing Strategy
- No Distribution Network
- Low Awareness for end product presentation









MODERN

- Size : Mostly Gold, Platinum
- Gen X, Y
- Good Management
- Good Marketing
- Own Customer Network
- Company
- Standard end Product Presentation









FLOUR CATEGORY AMONG SME



Indonesian Millennials

INDONESIAN MILLENIALS PROFILE

1980

36YRS 16_{VPS}

MID LEVEL FIRST-MANAGEMENT JOBBERS

UNIVERSITY HIGH-

STUDENTS SCHOOLERS

INDONESIANMILLENNIALS

Size of Each Generation & Age Group as of 2018



Traditionalist: 70 years and above

Pop: 10,027,200



Baby Boomers: 51 - 69 Years Old

Pop: 45,864,700



Generation X: 37 - 50 Years Old

Pop: 57,811,500



Generation Y: 16 - 36 Years Old

Pop: 64,900,400



Generation Z: Up to 16 Years Old

Pop: 88,308,100

Millennials are Gen Y AND Z = 153 Million

THEY ARE NOW DOMINATING THE **POPULATION PYRAMID**

75+

70-74

65-69

60-64

55-59

50-54

45-49

40-44

35-39

30-34

25-29

20-24

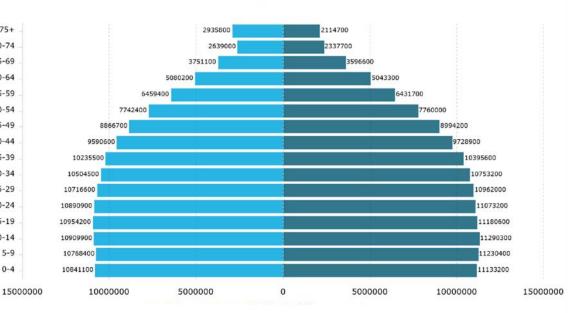
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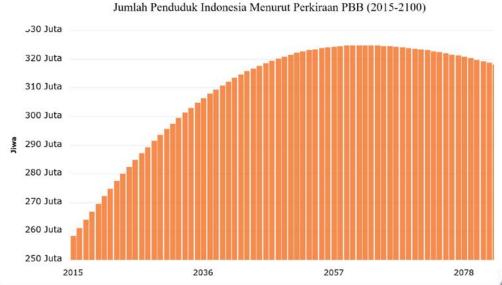
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Indonesia has one of the world's youngest demographic profiles -60% of the population is below 30; the age where big chunks of Millenials are.







THEY ARE SLOWLY CATCHING UP WITH GEN X IN BUYING POWER

2015 \$38.2 Billion TOTAL YEARLY INCOME OF INDONESIAN MILLENIALS *VISA Research on Indonesian Millennials 2014

2020

THEY ARE PREDICTED TO DRIVE THE NATIONAL ECONOMY IN LESS THAN 5 YEARS.

The New Consumerism: I buy Experience not Product

- Success for millenials is not owning possessions but about Life Experience
- 78% of Millennial spend to buy new experience: travel, concerts, participating in sports events



To enhance experience, restaurants offer different set of menu, different concept of design, ambience and service style



^{*}Images Courtesy of Google

INDONESIAN WHEAT GRAIN IMPORT & WHEAT FLOUR IMPORT



INDONESIAN WHEAT GRAIN IMPORTS Period: 2016 – 2019 (Jan – May)

No	COUNTRY OF ORIGIN	2017	2018	2019 (Jan -	May)	19 vs 18
NO	COOMINION	MT	MT	MT	%	(yoy)
1	ARGENTINA	152,312	677,953	1,608,649	32.5%	137.3%
2	CANADA	1,686,052	1,973,706	1,181,014	23.9%	69.7%
3	UKRAINE	1,984,999	2,419,769	578,219	11.7%	73.6%
4	AUSTRALIA	5,103,677	2,419,709	390,226	7.9%	-67.7%
5	UNITED STATES	1,150,145	904,174	511,745	10.4%	1 5.8%
6	RUSSIA FEDERATION	1,222,026	1,228,320	278,074	5.6%	-24.9%
7	MOLDOVA, REPUBLIC OF	63,792	57,271	67,572	1.4%	165.8%
8	Others	71,132	415,398	326,934	6.6%	195.8%
	TOTAL	11,434,134	10,096,299	4,942,434	100%	27.9%

Country of Origin: Argentina, Canada, Ukraine & Australia



INDONESIAN WHEAT FLOUR IMPORTS (HS 1101.00.11 - FOOD)

No	COUNTRY OF ORIGIN	TOTA	TOTAL 2019 (Jan-May)			
INO	COUNTRY OF ORIGIN	QTY (MT)	CIF (USD)	%		
1	SINGAPORE	540	307,098	53.3%		
2	JAPAN	345	257,627	34.1%		
3	TURKEY	88	26,250	8.6%		
4	INDONESIA	40	19,800	3.9%		
	TOTAL 2019	1,012	610,775	100%		
	TOTAL 2018	782	504,781	1		
	2019 VS 2018 (yoy)	29.4%	21.0%			

Country of Origin: Singapore & Japan (Japanese Flour/special flour)



INDONESIAN EXPORT OF: WHEAT FLOUR; BY PRPODUCT & WHEAT FLOUR BASED PRODUCTS



INDONESIAN WHEAT FLOUR EXPORTS (HS code 1101.00.11 & 1101.00.19) Period: 2017-2018

No	COUNTRY OF DESTINATION	TINATION 2017			8
No	COUNTRY OF DESTINATION	MT	000 USD	MT	000 USD
1	EAST TIMOR	17,262	7,406	17,296	7,293
2	PHILIPPINES	29,488	10,049	12,505	4,170
3	PAPUA NEW GUINEA	14,995	3,178	9,908	4,096
4	KOREA, REPUBLIC OF	3,800	1,545	3,535	1,470
5	MYANMAR	14,192	5,660	3,013	888
6	SINGAPORE	1,331	539	<mark>2,21</mark> 3	654
7	MALAYSIA	1,890	729	461	174
8	VIET NAM	6,572	1,976	0	0
9	Others	1,937	1,136	1,671	643
	TOTAL	91,467	32,217	50,602	19,388

Primary Destinations 2017-2018: EAST TIMOR, PHILIPINNES, PNG, & KOREA

INDONESIAN WHEAT FLOUR EXPORTS (HS code 1101.00.11 & 1101.00.19) Period: 2019

No	COUNTRY OF DESTINATION	TOTA	<mark>L 2019 (Jan-M</mark>	ay)
NO	COUNTRY OF DESTINATION	QTY (MT)	FOB (USD)	%
1	EAST TIMOR	7,113	3,079,232	52.0%
2	PAPUA NEW GUINEA	2,857	1,222,541	20.9%
3	SINGAPORE	811	323,767	5.9%
4	AUSTRALIA	559	237,996	4.1%
5	PHILIPPINES	480	223,862	3.5%
6	VIET NAM	460	190,767	3.4%
7	KOREA, REPUBLIC OF	355	164,571	2.6%
8	HONG KONG	183	97,026	1.3%
9	VANUATU	239	96,335	1.7%
10	BRUNEI DARUSSALAM	132	69,331	1.0%
11	SOLOMON ISLANDS	166	<mark>66,</mark> 790	1.2%
12	THAILAND	100	50,835	0.7%
13	MALAYSIA	119	43,944	0.9%
14	TAIWAN	50	27,027	0.4%
15	OTHERS	55	26,583	0.4%
	TOTAL 2019	13,678	5,920,605	100%
	TOTAL 2018	25,784	9,835,032	
	2019 VS 2018 (yoy)	-46.9%	-39.8%	

Primary Destinations: EAST TIMOR, PNG, SINGAPORE, AUSTRALIA, PHILIPINNES & VIETNAM Compared to 2018 (yoy), wheat flour export value down by 39.8 %

Source: BPS (Central Bureau of Statistic Indonesia)

INDONESIAN BY PRODUCT EXPORTS: 2017 – 2019 (Jan-May) (HS Code 2302.30.10)

	0 (()	20	17	20	18	2019(Ja	n-May)	19 vs 18 (yoy)
No	Country of Destination	MT	(000USD)	MT	(000USD)	MT	(000USD)	(000USD)
1	THAILAND	7,150	1,151	22,400	3,935	37,075	7,166	#DIV/0!
2	PHILIPPINES	7,952	1,285	17,356	3,181	24,732	4,794	335.2%
3	KOREA, REPUBLIC OF	66,000	10,376	46,596	7,961	19,198	3,667	-36.4%
4	VIET NAM	312,465	51,895	126,959	21,654	24,122	4,316	-70.0%
5	JAPAN	8,262	1,394	17,189	3,040	8,144	1,560	2.9%
6	CHINA	25,969	4,894	96,490	20,203	14,848	2,988	-70.8%
7	SAUDI ARABIA	44,000	6,899	69,500	10,969	0	0	- 100.0%
8	OTHERS	184	68	2,000	778	233	5 6	503.0%
	Total	471,981	77,962	398,489	71,721	128,351	24,546	-40.4%

Primary Destinations: Thailand, Philippines, South Korea, Vietnam Compared to 2018 (yoy), by product export value down by 40.4%



INDONESIAN WHEAT FLOUR BASED PRODUCTS EXPORTS **Period: 2018 - 2019 (Jan-May)**

			20	18	2019 (J	an-May)	2018(Jan-May) (
No	HS CODE	WHEAT FLOUR BASED PRODUCTS	QTY, MT	VALUE (000 USD)	QTY, MT	VALUE (000 USD)	QTY, MT	VALUE (000 USD)
1	19053220	Wafers	136,080	307,153	27,793	62,424	53,126	121,462
2	19023040	Oth instant noodles, stuffed, whether or not cooked	132,568	207,188	24,740	43,031	51,498	84,314
3	19053110	Sweet biscuits, not containing cocoa	50,872	177,637	12,316	34,501	16,339	5 <mark>1,</mark> 513
4	19053120	Sweet biscuits, containing cocoa	41,499	79,993	16,262	30,133	17,464	32,759
5	19059010	Unsweetened teething biscuits	12,231	24,516	3,597	7,139	4,482	9,492
6	19023090	Transparent vermicelli, stuffed, whether or not coo	13,116	21,189	3,239	6,949	4,839	10,441
7	19059090	9090 oth baker wares		26,835	3,150	6,250	4,239	11,750
8	19021990	Pasta, whether or not cooked or stuffed or otherwise	6,858	7,720	3,219	3,358	3,319	3,780
9	19059080	Other crisp savoury food products	3,326	7,076	1,020	2,405	1,285	2,999
10	19059030	Cakes	830	2,638	750	2,403	310	914
11	19053210	Waffles	1,052	3,306	430	1,420	0	0
12	19051000	Crispbread	1,016	2,073	310	684	263	615
13	19054090	Rusk, toasted bread & sim toasted product, contain	412	985	270	638	100	252
14	19059020	Oth unsweetened biscuits	1,356	1,687	470	630	452	546
15	19054010	Rusk, toasted bread & sim toasted product, not co	29	78	212	520	21	63
16	19059040	Pastries	716	994	101	256	366	531

871,352 Primary Destinations: China, Malaysia, Philippines, Myanmar, Vietnam, Australia, Japan, Thailand, USA, East Timor, Hongkong, Singapore. Compared to 2018, Wheat Flour Based product export down 38.8%

TOTAL

19021100 Pasta, whether or not cooked or stuffed or otherwis

19059070 Communion wafers, sealing wafers, rice paper and

19022030 | Pasta, Stuffed with fish, crustaceans or molluscs

19022010 Pasta, Stuffed with meat or meat offal



2019 vs 2018 %

VALUE

-48.6%

-49.0% -33.0%

-8.0%

-24.8%

-33.4%

-46.8%

-11.2%

-19.8%

163.0%

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11.2%

152.9%

15.3%

731.3%

-51.8%

107.5%

222.4%

-100.0%

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-38.8%

QTY

-47.7%

-52.0%

-24.6% -6.9%

-19.7%

-33.1%

-25.7%

-3.0%

-20.7%

141.9%

#DIV/0!

18.0%

170.4%

917.9%

-72.3%

132.4%

281.4%

-100.0%

#DIV/0!

-38.0%

331,562

3.9%

196

69

154

14

411.712

114

97.998

147

13

202.898

49

10

158,164

EXPORT VALUE OF WHEAT FLOUR, BY PRODUCTS & WHEAT FLOUR BASED PRODUCTS, 2010 –2019

	Expor	Export Value in .000 USD FOB						
Year	Wheat Flour	Wheat Flour Based Product	By Products	Total (000 USD)	Growth, yoy (%)			
2010	18,703	329,159	71,660	419,522	<u>-</u>			
2011	18,296	416,077	71,043	505,416	20.5%			
2012	26,297	441,871	88,055	556,223	10.1%			
2013	37,063	513,128	105,762	655,953	17.9%			
2014	39,952	605,683	109,907	755,542	15.2%			
2015	35,290	608,117	92,972	736,379	-2.5%			
2016	26,315	700,535	98,228	825,078	12.0%			
2017	32,217	811,240	77,962	921,418	1 <mark>71</mark> .6%			
2018	20,312	871,352	71,721	963,385	4. 6%			
2019 (Jan-May)	5,921	202,898	24,546	233,365	-31.2%			
2019 vs 2018 (yoy)	-39.8%	-29.6%	-40.4%	-31.2%	1 3			

1. Total export 2018 : 963.4 million USD;

2. Total export Jan – May 2019 : 233.4 million USD (down by 31.2% vs 2018 yoy)



CONCLUSION:

- 1. Flour Mill Industries growth since 1998:
 - 1970 1998 (Bulog Era) : 4 Flour Mills
 - in 2017 (post deregulation): 28 Flour Mills (will be 31 factories in 2020) (centralized in Java, 23 flour mills)
 - Total Wheat Milling Capacity: 11.8 Million MT
- 2. Indonesian Wheat Flour Consumption:
 - 2018: 6.52 MMT, <u>rise by 3.79%</u> (Wheat equivalent : 8.36 MMT)
 - S1-2019: 3.27 MMT, <u>rise by 1.06%</u> (Wheat equivalent : 4.2 MMT)
- 3. Export value in 2018:
 - wheat flour: 19.4 mio USD (down by 39.8% compared to 2017)
 - wheat flour based products: 871.4 mio USD (rise by 7.4% compared to 2017)
 - by products export: 19.4 mio USD (down by 39.8% compared to 2017)

(Total export value 2018: 963.4 mio USD, rise by 4.6% compared to 2017.)

- 4. Export value in 2019 (Jan May):
 - wheat flour: 5.9 mio USD (down by 39.8% compared to 2018, yoy)
 - by products export: 24.5 mio USD (down by 40.4% compared to 2018, yoy)
 - wheat flour based products: 331.5 mio USD (down by 38.8% compared to 2018, yoy)

(Total export value S1-2019: 233.4 mio USD, down by 21.2% compared to 2018 yoy)

THANK YOU



IA - CEPA



Indonesia will be the world's fifthlargest economy by 2030, and IA-CEPA ensures that Australia is well-placed to deepen economic cooperation and share in Indonesia's growth.





Australia – Key Outcome

Goods:

Duty free Import permit Trade facilitation Non tariff measures

	Produ	ıct	Treatment at entry into force	Longer term outcome	
7		Live male cattle	Duty free (from 5% tariff) access for 575,000 cattle in year one	4% annual growth in volume reaching 700,000 by year 6. A review for subsequent increases	
	Frozen beef Tariff cut to 2.5% (from 5%) and access unlimited volume		Tariff cut to 2.5% (from 5%) and access for unlimited volume	Elimination of tariff after 5 years	
4	Ŷ	Sheep meat	Tariff cut to 2.5% (from 5%) and guaranteed access for unlimited volume	Elimination of tariff after 5 years	
Ì	- 00000	Feed grains	Duty free access for 500,000 tonnes in year one	5% annual growth in volume thereafter	
	\$ \$\tau_{1}\tau_{1}\tau_{2}\ta	Sugar	Locked in 2017 "early outcome" of reduction of tariff to 5%	Ongoing	
	3	Dairy	Elimination or reduction of tariffs across a number of dairy lines	Removal of all remaining tariffs on dairy lines	
6		Citrus	Citrus	Mandarins – tariff cut to 10% (from 25%) for 7,500 tonnes per year	Tariff reduced to 0% over 20 years. Duty free access for unlimited volume thereafter.
			Oranges – duty free access for 10,000 tonnes in year one.	5% annual growth in volume thereafter	
			Lemons – duty free access for 5,000 tonnes in year one	2.5% annual growth in volume thereafter	
	, ela .		Potatoes – tariff cut to 10% (from 25%) for 10,000 tonnes per year for five years	After five years, 5% tariff for 12,500 tonnes per year 2.5% annual growth in volume thereafter	
**	- Can	Vegetables	Carrots – tariff cut to 10% (from 25%) for 5,000 tonnes per year	Tariff progressively reduced to 0% over 15 years. Unlimited volume permitted at 0 tariff after that	
ć	200	Hot and cold rolled steel coil	Duty free access (from between 2.5% to 11.25%) for 250,000 tonnes in year one	5% annual growth in volume thereafter	
	Cu	Copper cathodes	Tariff eliminated		



Australia – Key Outcome

Services & Investments:

Level of Ownership Treatment of Services Digital Trade

	Control	Manufactured of the death of a modern and a
	Sector	New level of binding for market access
Ť	Work training	Australian ownership up to 67% for supplying certain technical and vocational training
	University education	Automatically locks in future liberalisation for Australian universities setting up in Indonesia – Indonesia intends to open its higher education sector further in the future
000	Mining and related services	Australian ownership up to 67% of contract mining services and mine site preparation services
	Hospitals and in-hospital pathology, paramedic and specialist medical and dental clinics	Australian ownership up to 67% of large hospitals and, within large hospitals, up to 67 per cent of pathology, paramedic and medical and dental specialist clinic services. No geographic limitations
Ť	Aged care services	Australian ownership up to 67% of aged care facilities
	Telecommunications	Australian ownership up to 67% of telecommunications
A	Tourism	100% Australian ownership for 3, 4 and 5 star hotels and resorts, no geographical limits; 67% Australian ownership of most other accommodation, restaurants, cafes and bars, as well as tour operator services and tourism consultancy services; 51% marinas.
- 0-0 -	Professional services	Australian ownership up to 67% of architectural, urban planning and most engineering and surveying services
塩	Construction services	Australians ownership up to 67 % most construction-related work
*	Energy	Indonesia committed to allow Australian ownership up to: 95% of power plants (more than 10 megawatts) 75% of oil and gas platform construction 67% for electrical power construction, installation, operation and maintenance 55% for electrical power installation constructions. 51% of geothermal power plants (10 megawatts or less); geothermal surveying, drilling and operations; and offshore oil and gas drilling
~	Wastewater management	Australians ownership up to 67% of wastewater management
CIT	Transport	Australian ownership up to 67% for highways, bridges, tunnel concessions and parking services and 51% for operation of railways



Indonesia – Key Outcome

Goods:

Free Tariffs – imports into Australia Origin Electric Motor Vehicles

Services & Investment

Public health & education Social services Culture & broadcasting Indigenous policy Maritime transport

Skills Package

Skill Exchange, 6 months, work training Work & holiday visas

GOODS

Building on the ASEAN-Australia-New Zealand Free Trade Agreement, Australia will immediately eliminate all remaining tariffs on Indonesian imports into Australia.

In response to a specific Indonesian request, Australia has provided the most liberal origin requirements for Indonesian electric motor vehicles of any Australian trade agreement.

SERVICES AND INVESTMENT

Australia's services and investment commitments in IA-CEPA lock in Australia's existing open policy settings, similar to those in other trade agreements. These commitments include exceptions that preserve policy flexibility in sensitive areas such as:

- · public health and education
- · social services
- culture and broadcasting
- indigenous policy
- maritime transport.

Australia's open investment settings will be set out in IA-CEPA, encouraging further investment from Indonesia. Indonesian investment in Australia will be subject to Australia's foreign investment policy, including screening by the Foreign Investment Review Board.

SKILLS PACKAGE

As part of an overall skills package, Australia and Indonesia have agreed to a reciprocal Skills Exchange, allowing professionals from both countries to gain 5 months experience in the other's market.

Australia has also committed to allow a certain number of Indonesians (200) to engage in 6 month work training opportunities in Australia – this will help build the capacity of Indonesia's workforce in key sectors, including those of interest to Australian investors.

Indonesia will also receive an increase in the number of Australian work and holiday visas (from 1000 today to 4100 in year one, growing to 5000 over six years). This will provide useful work experience for young Indonesians as well as assist regional Australia to meet seasonal labour requirements.

ECONOMIC COOPERATION

IA-CEPA includes a framework for trade and investment-related cooperation through a jointly-funded work program. The joint work program will support technical assistance and capacity building activities across a range of traderelated areas to strengthen commercial links and help stimulate two-way investment.

Economic Cooperation

Jointly-funded work program