



DEPARTEMEN PERDAGANGAN
REPUBLIK INDONESIA

Indonesian Herbal 

The Traditional Therapy



MINISTRY OF TRADE OF THE REPUBLIC OF INDONESIA

TREDA

Trade Research & Development Agency

Handbook of Commodity Profile

“ Indonesian Herbal : The Traditional Therapy ”

is developed as part of national efforts to create mutual beneficial economic cooperation and partnership between Indonesia and world communities.

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Cetakan Pertama



Introduction

The Indonesian natural environment is ripe with potentials. The vast landscape of 17,000 islands occupying more than six million squares of internationally recognizable Exclusive Economic Zone, combined with unique formative conditions offer an unparalleled breeding for one of the world's largest biologically diverse environments. It has been found that the Indonesian archipelago contains at least 30,000 species of medicinal plants.

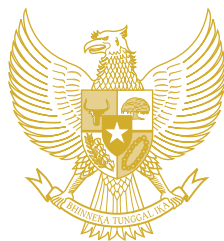
Indonesians have been using this plentiful bounty of nature in their traditional customs for a variety of cures and physical maintenance. We have also been developing various physical maintenance regimens which have survived and are developing even more today. Visitors and importers wishing to experience the potentials of what Indonesian nature and people have to offer in the area of physical maintenance will be served well by this book.

The research and development department of the Indonesian ministry of trade has prepared this booklet, to help entice the interest of potential traders and tourists towards what Indonesia's long tradition of natural beauty and spa regimens have to offer to the world. We hope that after reading this booklet the reader will be stimulated to find out more about these topics.

Muchtar

Head

Trade Research and Development Agency (TREDA)



Minister of Trade
Republic of Indonesia

Message

Indonesia occupies one of the Earth's most unique locations. Straddling two major oceans, two great continents, across more than 17,000 islands and a tropical climate, have created one of the most diverse ecosystems in the world. These unique conditions have caused Indonesia's relatively small footprint on the Earth to hold an unproportionally large set of biodiversity.

Indonesia is also home to one of the most diverse set of cultures in the world, each trying their best to adapt to a unique environment, and each, has developed a unique set of living methods and customs to deal with their conditions. It can be said that if the Earth's natural world had a medicine cabinet, then more than 10% of its contents would come from Indonesia.

Indonesian cultures have been making use of the rich medicine cabinet provided their natural habitat for a great variety of purposes. They have been adopting health care, beauty care and physical maintenance regimens which make great use of the Indonesian unique biodiversity. Today, these heritages have become the founding stones for the Indonesian natural beauty care and spa. These two industries are finding new grounds in today's nature-conscious consumer world.

This book aims to present the Indonesian natural beauty care and spa industries. Particularly in how they and ultimately, what they have to offer the the world market. I believe you will find that the world of the Indonesian natural beauty care and spa is both fascinating and full of promises. I hope that after reading this book the reader will become enticed to find out more about these modern day offsprings of Indonesia's unique culture.

Mari Elka Pangestu





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The Traditional Therapy

Naturally Beautiful[®]

The use of medicinal herbs for maintaining health also extends to other areas. Many human cultures across the world have also been utilizing natural ingredients for cosmetic and physical fitness maintenance regimens

Natural herbs have been the source of medicinal cures long before recorded history. Resourceful ancient humans experimented with what nature has to offer to cure physical ailments. Shamans collected wild berries, leaves and twigs and animal parts to concoct “potions”. Ancient Chinese and Egyptian texts described medicinal uses of various plants. Over time, people have narrowed down the plants with the desired medicinal properties. Scientists have found that over the same region and even all over the whole world people use similar species of plants for similar medicinal purposes. Some societies, such as Indian and Chinese civilizations, even developed traditional medicine systems, where herbal remedies are used therapeutically in a systematic and structured way. Humans have relied on medicinal herbs for most of their existence.

The use of medicinal herbs for maintaining health also extends to other areas. Many human cultures across the world have also been utilizing natural ingredients for cosmetic and physical fitness maintenance regimens. The use of herbs for cosmetic certainly predates the use of chemicals. Many cultures around the world adopt their knowledge of medicinal herbs, combined with a mix of cultural beliefs and symbolism, into some of the earliest forms of beauty care. Indonesia is no exception.

In Indonesia, many of this herbal knowledge were passed down from one generation to the next through oral tradition and daily rituals. Court ceremonies of the many tribal villages and kingdoms also reflect this knowledge. And in the libraries of those royal courts we can still see the manuscripts written by ancient sages and herbalists, preserving Indonesian herbal knowledge for the future generation. In Java, where imperial courts were more complex and established, and also still largely functions today, those records are studied and applied in the modern world by academics and corporations. The advance agricultural community of Java supplies much of the herbal materials for traditional and home uses as well as for raw inputs to the many modern factories of industrialized cities of Java.



As one will see throughout this book, a mix of Indonesian cultural beliefs, tradition and natural endowment has created a unique combination. The result of this unique combination can be seen in the wealth of traditional beauty care and physical maintenance regimens enjoyed and offered by Indonesians today. In Bali, where old traditions and ancient wisdoms co-exist with modern commercial enterprises and the global community, traditional herbs have found a new life. The most evident is the Balinese spa where traditional herbal medications and beauty care are applied and presented in a modern way to serve and treat people from around the globe.

Throughout this booklet, the reader will be shown a glimpse of the wealth of Indonesian natural beauty care and spa business. The original Indonesian beauty care makes extensive use of the wealth of natural ingredients offered by the country's lush tropical climate. Traditional physical maintenance regimens have also evolved and incorporate knowledge of herbal medicine and therapeutic massages to form some of the most rejuvenating and refreshing spa practices. These



practices have evolved into the modern age.

Today, as the reader will be acquainted through this booklet, the Indonesian beauty care and spa businesses have evolved into modern businesses. These businesses thrive while applying modern business, marketing and manufacturing practices, while offering natural maintenance regimens derived from wisdoms of the past. Technology and modern biology and medical practices have made their way into these businesses. The end result is an innovative industry which constantly looks for new ideas by digging into the vast cultural and natural heritage afforded by Indonesia's unique conditions and cultures. This industry offers the very best of natural goodness to the modern consumers, with guarantees of safety and efficacy afforded by the application of modern science and technology.

Herbal Medicine: Truth or Superstition?

Herbal medicinal practices have been in use long before modern medicine. In addition, its exten-

sion, cosmetic and physical maintenance regimens, have also been used long before modern times. Certainly, one may ask, since humans have long relied on the medicinal properties of herbs, and they actually work to some extent, then there must be some truth in the collective wisdom of our ancestors? What makes herbal medicine work?

Herbal medicine works mainly because they contain some chemical ingredients that interact favorably with the human body or immune systems to combat disease. It was only through the advancements of modern scientific method and the disciplines of chemistry and biology did people began to understand what make herbal remedies work. As modern sciences developed, scientists began to study the chemical compositions of traditional herbal medicines. This study, together with modern knowledge of human biology, led to the development of modern pharmaceuticals.

Despite the relentless march of modern science of medicine, herbal-based medicine and beauty care has retained its venerable place. In today's world of high tech Western medicine, natural medi-



cines have begun a comeback in recent years. In beauty care, the use of herbs and natural, organic substances are also making a huge comeback.

There are a number of reasons for this. First, there is a growing concern that over-dependence on chemical-based medication and cosmetic may (and actually does) have unwanted side effects. Secondly, herbal extracts are making a quiet entry into the pharmaceutical industry through what's called phytopharmaca: herbal extracts which have been processed through modern pharmaceutical processes into a chemical-based medicine-like packaging. They are even named with trade names which sometimes mask their herbal nature. The third reason is the rise of the food supplement segment. These are of course mostly herbal or organic based, citing ancient or traditional benefits. After all, who would want to saturate their bodily systems and faces with chemicals?

While some herbal medicines are consumed as is or with minimal processing, others are extracted for their unique chemical properties and are used as stand alone or mixed with other ingredients and turned into modern pharmaceuticals. Other herbal medicines retain their traditional roles and are consumed as is or processed traditionally prior to consumption. The fact remains: herbal medicine and herb-based medication and cosmetics are still in use today because they work.



The Indonesian Herbal Beauty Care

Out of The Tropic's Medicine Cabinet

Indonesia is home to 30,000 out of 40,000 medicinal herbal plants in the world and have developed one of the most extensive libraries of natural beauty care regimen in the world.

Merriam-Webster dictionary defines herbs as any plant or plant part which is valued for its medicinal, savory or aromatic qualities. Most herbs have been used for cooking, medicinal and even spiritual purposes. The use of plants and herbs as cosmetics and beauty maintenance regimen goes back many millennia. Many cultures throughout the world possess some tradition of uses of herbs for beauty care purposes. Indonesia is no exception. According to the Indonesian Science Board (Lembaga Ilmu Pengetahuan Indonesia / LIPI), Indonesia is home to 30,000 out of 40,000 medicinal herbal plants in the world. It is no coincidence that Indonesians have developed one of the most extensive libraries of natural beauty care regimen in the world.

Indonesia, as a country sits atop the world's largest archipelago, boasts one of the world's most diverse ecology. According to CITES (Convention on International Trade in Endangered Species), Indonesia is a country of mega biodiversity. Although covers only only 1.3% of the Earth's area, Indonesia is home to 10% of the world's plant species, 12% of its mammals, 16% of its reptilians, 17% of its birds, and 25% of its fishes. Indonesia's biodiversity is ranked 3rd after Brazil and Zaire. It is only natural that in the jungles, forests, swamps, and even gardens of ordinary Indonesians, some plant with medicinal use could grow. There may even be some plants able to cure rare diseases just waiting to be found deep in the Indonesian ecosystem. Indonesia holds the potential to contribute its immense cabinet of plant-based-medicine and cosmetics to the world.

The vast medicine cabinet that is Indonesia's tropical environment has provided plenty of materials for and has also helped in the development of a unique culture of beauty. The traditional Indonesian beauty maintenance regimen (which is more than just cosmetics as one shall soon see) centers around a number of tried and true ingredients easily found in the tropical islands of Indonesia. These ingredients are fruits, flowers and vegetables native to the region. They have been used for genera-



tions for their therapeutic and cosmetic values. Through the following section, we can see some of the examples of some herbs and their cosmetic and clinical benefits and uses.

Coconut (*Cocos nucifera* Linn.)

Chemical Contents Coconut contains glucose, sucrose, carbonic acid, enzymes, protein, calcium, phosphorus, iron, sulphur, vitamins A, B and C, and tannin. The coconut oil contains glyceride containing lauric acid, myristic acid, oleic acid, capric acid, caprylic acid, palmitic acid, stearic acid and caproic acid.

Medicinal The roots of the coconut tree may be used to help cure dysentery, cholera, diarrhea, erectile dysfunction, as a fever reducer, urine liquifier, detox and some form of birth control. The coconut flower is useful for childhood fever and tending to wounds. The coconut water and milk are useful for neutralizing toxins in food, for curing yaws, TBC and eliminating dandruff. The coconut itself may be used to cure hemorrhoids, dressing wounds, and also to ease constipation.

Beautycare In traditional beauty treatment, coconut oil is mixed with strips of pandanwangi (*Pandanus amaryllifolius* Linn.) leaves, orang-arang (*Eclipta alba* Hassk) leaves, and mangkokan (*Nothopanax scutellarium* Merr) leaves, and then cooked together with fragrant spices, into cem-ceman oil. This mixture, when mixed further with nutmeg (kemiri) is the traditional hair tonic (minyak cem-ceman), which is able to intensify the blackness of the hair.

Rice (*Oryza sativa*)

Chemical Contents Rice contains glucid, a number of lipid types, especially fatty acids, linoleic acid, palmitic acid, stearic acid, and vitamins B1 and B4. Rice also contains saponin, essential oils, tannin, curcumin, polyphenol and alkaloids.

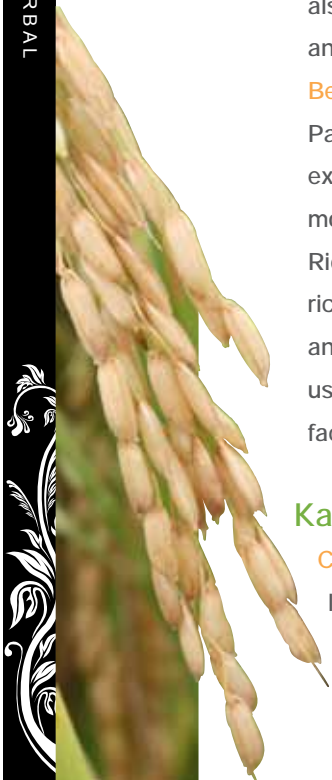
Medicinal Rice may be used to alleviate for enteritis (inflammation of the small intestine), and also as a substitute for milk given to new-born babies. Rice water may be used to cure diarrhea and to lower high blood pressure.

Beautycare Its natural property causes skin to become smooth and soft with prolonged contact. Parts of the rice grain which dissolve in fat can be used as moisturizer and softener agents. Rice extracts may also be used as shampoo for thin and damaged hair. They may also be used as moisturizing creams for use around the eyes, specifically for those with dry skin.

Rice flour may be used as one of the ingredients for softening and flexing facial skin. The mix of rice and kencur (another ingredient which shall be discussed later) and kunyit may be consumed and works as a slimming formula. Rice mixed with kencur and crushed into powder may also be used as cold facial powder suitable for facial cleansing uses, with the added benefit of softening facial skin. This in turn may be mixed with rose water to create a fragrant powder.

Kantil (*Michelia champaka*)

Chemical Contents The bark and leaves of the champaka plant contains damar, palmitin alkaloids and lantanin. The essential oil extract from champaka flowers contains phenol, isoenge-



nol, sineol, benzilaldehyde and pheniletic alcohol.

Medicinal In traditional medicine, the champaka flower is used for stomach irritation and gonorrhoea. Its bark and buds are used to reduce fever and alleviate irregular menstruation. Its flower can be used for stomach ache, and alleviating bad breath, even helping with kidney stones.

Beautycare The flower's fragrance is very strong, making it an ingredient commonly used for perfume making, or as a fragrant mixture in cosmetics.

Kenanga (*Canangium odoratum* Bail)

Chemical Contents The flower contains benzoic acid, farnesol, geraniol, linalool, benzil acetate, eugenol, safrole, cadinen, and pinen.

Beautycare The part of cananga most widely used for cosmetics is naturally its flower. It is extracted for perfumery and aroma therapy due to its highly fragrant nature. Aroma therapy regulates the adrenaline glands, and helps stimulate the feeling of calm, reduce stress level, anger and agitation. When used as soaps, cananga is effective as a balancing agent for oily and dry skins. In addition, cananga oil may be used as hair growth stimulant. For beauty maintenance purposes, cananga oil may be mixed into masque and body scrub solutions

Sirih (Betel Leaf)

Chemical Contents Sirih contains saponin, polyphenol, cadinen, carvacrol, sineol, eugenol, kariofilen, catechol, terpinen, sesquiterpen, flavonoids, alkaloids, tanin, sugar, diastatic enzyme and fatty acid.

Medicinal Its function includes as antiseptic, commonly used for curing mouth ulcer, while its juice is used as mouthwash. It is also used for dressing wounds, helping with acne, cough and toothache. Sirih also possess anti-bacterial properties on oral germs. Essential oils extracted from Sirih retards the growth of a number of germs and fungi. Traditionally it is also used for helping with epistaxis.

Beautycare It is used to remove body odor, alleviate menstrual problems. Juice obtained from by boiling Sirih leaves in water, when mixed with temu-lawak (*Curcuma xanthorrhiza* Linn.) and kunyit (*Curcuma longa* Linn.) is used as traditional vaginal wash, which helps to keep the vaginal area clean and fresh

Pandanwangi (*Pandanus amaryllifolius* Linn.)

Chemical The fragrant leaves of pandanwangi contain alkaloids, saponin, flavonoids and polyphenol.

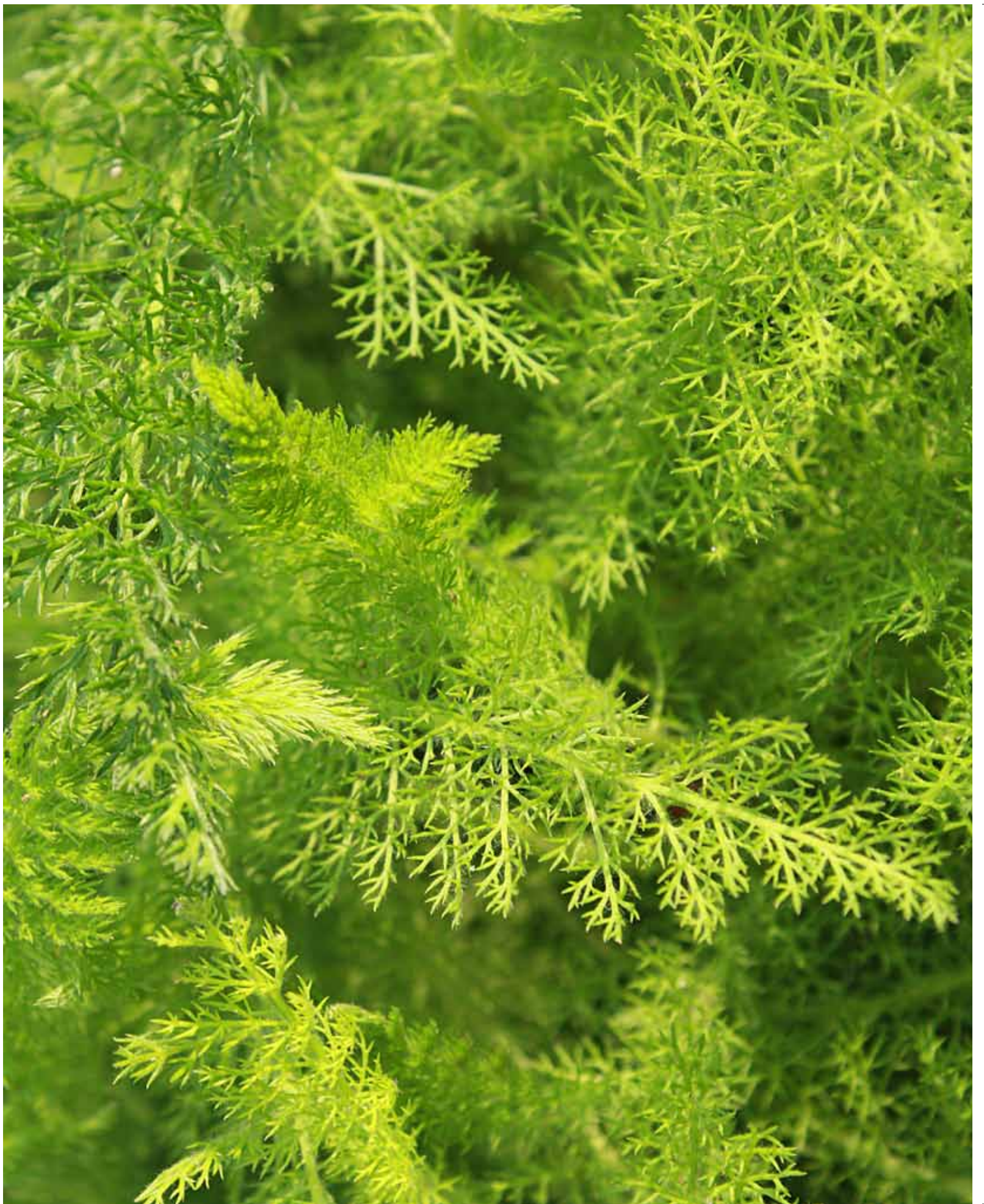
Medicinal In traditional medicine, pandanwangi is used as one of the ingredients for curing rheumatic and neuropathy.

Beautycare Its leaf is often used as fragrance agent in cosmetic solutions.

Pandan is also used as a mixture in traditional minyak cem-ceman hair tonic as mentioned ear-







lier. It is also used in beauty care as one of the ingredients in traditional body scrub, typically mixed with kunyit and rice flour.

Sugar Cane

Chemical Contents It contains glucyde, minerals such as calcium, chlorine, magnesium, phosphor, magnesium, calium, silicon and natrium. It also contains organic acids such as glycolic acid.

Medicinal It is used for coughs, while its tonic and roots are used for helping with dysentery.

Beautycare It is used as moisturizing agent and skin exfoliator, and also as an agent for imparting minerals to skin.

Asam Jawa (Tamarind)

Chemical Contents The tamarind bean contains cellulose, organic acids such as tartaric acid, citric acid, malic acid, succinic acid, lactic acid, sinamic acid, calium, bitartaric, sugar, vitamins A, B1 and C, terpenoid, and nicotinic acid.

Medicinal The tamarind is a popular spice in Indonesian culinary tradition. It is also used for making a number of traditional Indonesian candies and jams. The beans and leaves of tamarind is useful to help alleviate cough, mouth ulcer, rheumatism, reduce fever, remove acne, and dress wounds.

Beautycare In cosmetics, the tamarind extract is used as moisturizing agent in moisturizing creams. It is also used as skin exfoliator. In addition, tamarind extract may be used as a mixture in conditioners to prevent hair fall and for preventing dandruff.

Delima (Pomegranate)

Chemical Contents It contains a number of peletirin alkaloids and tanin. The skin of pomegranate contains tanin.

Medicinal Traditional medicine prescribes that water obtained from boiling pomegranate flowers may be used for helping with gingivitis. Water obtained from boiling pomegranate fruits mixed with honey is used for dysentery. The skin of the pomegranate roots may be used as vermicide, helping with diarrhea and dysentery. The pomegranate fruits meanwhile may be consumed as slimming agent and blood washer during menstruation. As a slimming solution for new birth mothers, the pomegranate fruit is boiled together with the roots of Indonesian fruit of rambutan, the fruit of langsung (duku), papaya, alang-alang roots, and manggis (mangosteen). The juice obtained from boiling these ingredients is then consumed for 40 days to help obtain a slimmer post-labor body shape

Beautycare. The extract of pomegranate skin is used as an astringent. An astringent is a chemical agent that tends to shrink or constrict body tissues. This property makes pomegranate skin extract particularly useful for facial uses, typically to reduce wrinkles. It is also typically combined



with other treatments to help with acne. Pomegranate is also commonly used as shampoo for dandruff-plagued hair.

Kencur (*Kaempferia galanga* Linn.)

Chemical Contents This plant contains essential oils of borneol, methyl-p-kumarin acid, ethyl ester out of cinnamin, pendentadecan and cinnamin aldehyde.

Medicinal Kencur is used in many energy drinks. It is also used as an ingredient in facial cold powder, which is used effectively as sunscreen. It is also consumed as a body slimming medication.

Kunyit (*Curcuma domestica* Val)

Chemical Contents The Kunyit rhizome (horizontal stem of a plant, commonly mistaken as roots) contains essential oils, curcumin, damar, gum, starch, fat, protein, calcium, phosphor, iron and vitamin C.

Medicinal It is a common traditional medicine. It is used to alleviate stomach ulcer, abscess and rheumatism. It may also be used for stopping hemorrhage, seizure, itchiness and also to cure gingivitis. Kunyit is highly effective to cure irregular menstruation due to its blood thinning property.

Beautycare. It has been used traditionally as an ingredient in body masque used to soften the skin, and also as body slimming solution.

Ginger (*Zingiber officinale* Rosc.)

Chemical Contents Ginger contains essential oils (Zingiberol, zingiron, zingiberin, borneol, kamfer, sineol, felandren), starch, damar, organic acids, oleoresin, Vitamins A, B1 and C. Ginger also contains zingiberen, gingerol and singeron.

Medicinal It is traditionally used for stimulating mucuous membranes which makes it effective as appetite enhancer and also for the digestive system. Ginger may be used externally as salve/liniment to help with rheumatism. It is also used to cure headache and colic.

Beautycare. Ginger's essential oils are used for their antioxidant and antiseptic properties.

Other fruits and organic/herb based ingredients

In addition to the above, there is a great variety of plants, fruits and other produces of nature originating from Indonesia's tropical environment which are beneficial both medicinally and also cosmetically. The number of these other ingredients is just too numerous for the scope and purposes of this book. Consider for example avocado. Avocado is traditionally used as skin softener and as a masque during facial treatments. Another example is bengkuang (*Pachyrhizus erosus*), a highly effective skin exfoliator. Cucumber and carrots are examples of vegetables used as traditional skin moisturizer. There is also a great number of flowers used for floral baths and facial cleanser and fresheners. These are just some examples of the range of natural beauty care regimens known traditionally to Indonesia's ancestors.





Indonesian Spa: Tradition Meets Hospitality And Tropical Nature's Goodness

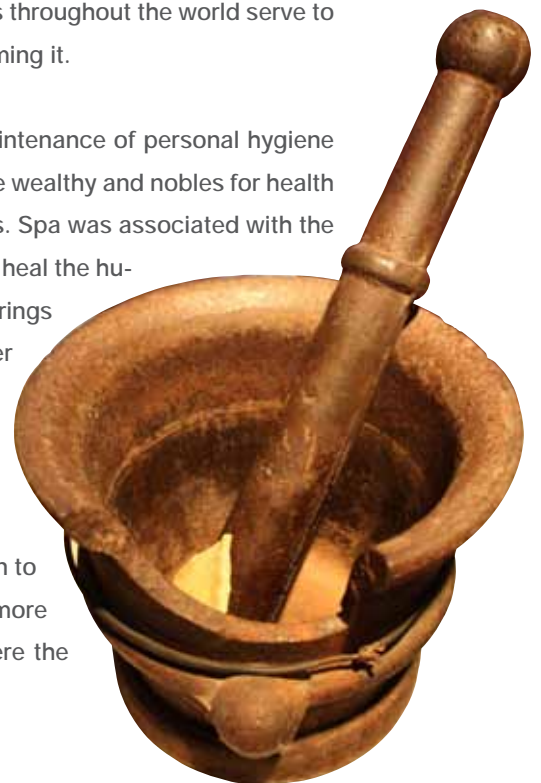
The spa industry in Indonesia descended directly from the country's herbal medicine and beauty care tradition. The rich herbs, flowers and plants used in the Indonesian beauty care tradition have been adapted for use in the burgeoning spa industry.

Water: The Source of Life and the Healer of Ills

The term spa is associated with water treatment. Water has always been viewed as the source of life by virtually all cultures throughout the world. Being a source of life, it is also logically viewed as a cure for many of life's ills. Holy or special waters in many cultures throughout the world serve to impart certain qualities to the person bathing, doused with or consuming it.

In the ancient times, very few people bathe regularly and the maintenance of personal hygiene was not considered vital to health. In those days, spas are used by the wealthy and nobles for health maintenance purposes as well as for recreational and relaxation ones. Spa was associated with the use of water treatment or water-based activities to comfort relax and heal the human body. In its early days spa treatments are restricted to water springs with special properties. These properties included natural hot water springs, sulphuric/mineral water springs and other natural springs which were thought to provide health benefits to the person bathing in their water.

As society, sciences, and technology develop, more people began to pay more attention to their personal hygiene. Bathing was becoming more acceptable practice by the 19th century, especially in the West where the



typically cold weather discourages frequent bathing. In effect, this has made spas to become even more popular due to the services they provide. Many of today's spas combine elements of water treatments with herbal, aroma therapy and massage treatments to create a soothing experience for its customers. Spas have become the modern day recreational facility that many people enjoy.

Indonesian Spa: Healing and Relaxation through Traditional Means

As evident by the rich amount of rituals and ceremonies involving water, it is no coincidence that the Indonesian culture also uses water for healing purposes. In fact, in many indigenous Indonesian cultures water is thought as the cleanser and healer of the body. In some cultures, water is used as mediums through which healing powers may be imparted or transferred. Shamans and medicine men in Indonesian cultures routinely use water as healing agents through the incantation of mantras and the infusion of herbs or other "healing" materials. In the Balinese culture, where the religion of Hindu is very closely tied to the people's everyday lives, the practice of healing and health treatments with water.

Stone carvings in the ancient temples of Borobudur and Prambanan give us a view of life more than one thousand years ago where water, bath, massage, and herbal medicine are involved. Serat Centhini, an old Javanese manuscript, recorded that the people of Majapahit and Medang, two kingdoms that existed and rule large parts of South East Asia in the period from 8th to 16th century, were channeling hot mineral water to be used in baths. Historic royal baths existed throughout Indonesia. The most famous are Taman Sari in Yogyakarta, built in the 18th century, and Tirta Gangga water garden in Bali.

With such a rich tradition of bathing rituals and a heritage of physical maintenance, it is no wonder that Indonesians also develop spa practices combining the elements of

Indonesian nature, culture, tradition and hospitality. Many Indonesian spas today combine the practices of Indonesian traditional herbal remedies, massages, and water-based treatments. Traditional herbs are used for many purposes in the massage and particularly in spas that provide services in the beauty care area. The soothing tropical fruits, ointments and other herbs provide traditional body rejuvenating ingredients and beauty treatments. In addition, traditional massages served with typical Indonesian hospitality provide a relaxing experience to the clients while energizing their body and soul. There is a great number of traditional Indonesian massage techniques designed to relieve the stresses of a body undergoing the rigors of a modern life.



Some spas also provide treatments for certain occasions such as pre-wedding spas, spa for intimate body parts and many other forms of spa focusing on the cleansing, purifying, and most importantly relaxing the human body.

The most popular and world-renown form of Indonesian spa is the Balinese Spa. This traditional form of Indonesian spa has been adopted into many spas around the world as it provides the most complete form of bodily relaxation and rejuvenation methods. The Balinese spa arises from the Balinese culture in the world-famous Indonesian island of Bali. Balinese culture is heavily influenced by the Hindu religion which was spread from India into this tropical paradise. With local adaptations, the Balinese emerged with a unique culture that values above all, balance and harmony as the ultimate goal in human life. Living in harmony with the laws of the universe is of paramount concern to the islanders' culture. As a result, they have developed a holistic health maintenance regimen that caters to the mind and body of the people while, not surprisingly, being highly refreshing and rejuvenating.

The Balinese spa is the finest example of Indonesian hospitality and natural relaxation regimen. It is well-renown throughout the world. Many spas outside Indonesia today provide "Balinese" spas as one of their service offerings. The essential characteristic of the Balinese Spa is its unique combination of water treatment, massage and herbal ingredients to provide a highly rejuvenating and relaxing experience for the customers. The Balinese Spa draws heavily upon traditional practices of healing and herbal medicine. These practices in turn have also been modified to suit the needs of a client's modern day life. A range of therapies have been devised drawing from traditional practices.

An important element of any spa treatment is the use of various oils, herbs and concoctions to aid in the rejuvenation and healing processes. The use of coconut oil and floral substances is paramount in the world of Indonesian, and especially Balinese spa treatment methods. The oil gives lubrication necessary to facilitate the massage, whilst also warming the body. The type of oil used is usually of the essential oil type and are 100% natural. Consider for example the typical concoctions for muscle-relaxing Balinese massage oils. The muscle relaxing massage relaxes the tension and stresses in the client's body. Coconut oil is a typical primary ingredient. Oils extracted from other





types of plants and vegetables are typically mixed into the coconut oil in a rather small proportion. These proportions may be increased to increase the potency of the massage oil.

The use of herbal ingredients is abundant in the practice of Indonesian traditional spa. Consider for example, the use of ground herbs in the form of powders and scrubs for use in these treatments. These are made entirely of natural herbs. Ground herbs made into powder and mixed with water or oils are used as masques (boreh in Indonesian Balinese, or more commonly lulur, from Indonesian Javanese) or as body wraps, and are applied to the skin or face. They are used to cover the skin for a period of time during which they work to cool, open up pores and revitalize the skin and body of its wearer. There are a number of fruit and vegetable herb types traditionally used for this purpose. Cucumber is a common ingredient in many of these traditional masques. Cucumber works well as a cooling and revitalizing agent. It is especially effective for rejuvenating skin damage due to sun over-exposure.

The use of natural ingredients also extends to the face cleansing regimens (known as facials). Facials are commonly provided in traditional Indonesian spas (particularly those specializing in pampering their clients) as complement to massage sessions. Here traditional herb-based face cleansing formula is applied.

Whilst oils, fruits and powders provide mediums facilitating massage and spa treatments, flowers on the other hand exude a pleasing smell and helps set the mood to relaxation. Floral essences, or even flower petals, are essential in traditional Indonesian baths. In addition, some traditional medicine may also prescribe that flowers be consumed for certain beauty-care related benefits. In this case our example of Bali is no exception. Consider for example the typical floral bath in a traditional Balinese spa: Rose petals (10g), Cananga flowers (10g), Frangipani flowers (10g), Cempaka flowers (10g), add water as needed. In addition to floral baths, a combination of flower and herbs may also be used in a highly relaxing bath.

Floral and herbal baths pamper the spa's clients with a relaxing, cleansing, fragrant bath filled with exotic materials. These baths are highly stimulating and help relieve the body's stresses, es-



pecially when combined with massages, facials and other traditional herbal therapies. In addition to baths, floral ingredients as mentioned may also be consumed as per traditional medicine. Consider for example this recipe for a Balinese pre-wedding herbal drink: *Pluchea indica* leaves (15g), *Gotu cola* (*Centella asiatica*, 15g), Frangipani flowers (15g), *Cananga* flowers (15g) and Cempaka flowers (5g). The leaves are chopped up roughly. Prepare 1.3L of boiling water and let it simmer at low heat for around 15 minutes. The flowers are then added and left to cool by adding the leaves and flowers. The concoction is then ready for drinking. It is believed to purify the body and prevents body odors.

The above examples are but a glimpse of physical treatments frequently found in traditional Indonesian spas that are taken directly from the nation's cultural heritage. There many more recipes prescribed by Indonesian traditional medicine that have survived and found their ways into modern spa treatment.

The Indonesian natural beauty care industry is the direct progenitor of the Indonesian natural spa industry. In general, the Indonesian spa industry takes direct benefit from the heritage that the natural beauty care industry. Much of the maintenance regimens and treatments are taken directly from the ones known to the natural beauty care industry. The spa industry in Indonesia is varied in its breadth of services offered. The most popular recently are those providing health spa treatment services. This type of spas is seeing double-digit growth in recent years thanks to a resurgence of "go natural" preference in beauty and physical treatment. The best and most well equipped spas in Indonesia can be found in Jakarta and Bali. Jakarta, with its high income population and a well-developed infrastructure provides an excellent environment for these spa services to thrive. Bali, with its high class international hotels and an international clientele also boast some of the best spas in Indonesia (in the world even). The tourist paradise of Bali offers some of the best spa facilities for its visitors to unwind and enjoy the very best of the Indonesian spa experience.





The Indonesian Natural Beauty Care and Spa Industries

The combination of traditional knowledge, readily available supply, and a market which traditionally appreciates the benefits of natural ingredients, serve as a powerful stimulus for the development of a nature-based beauty care industry

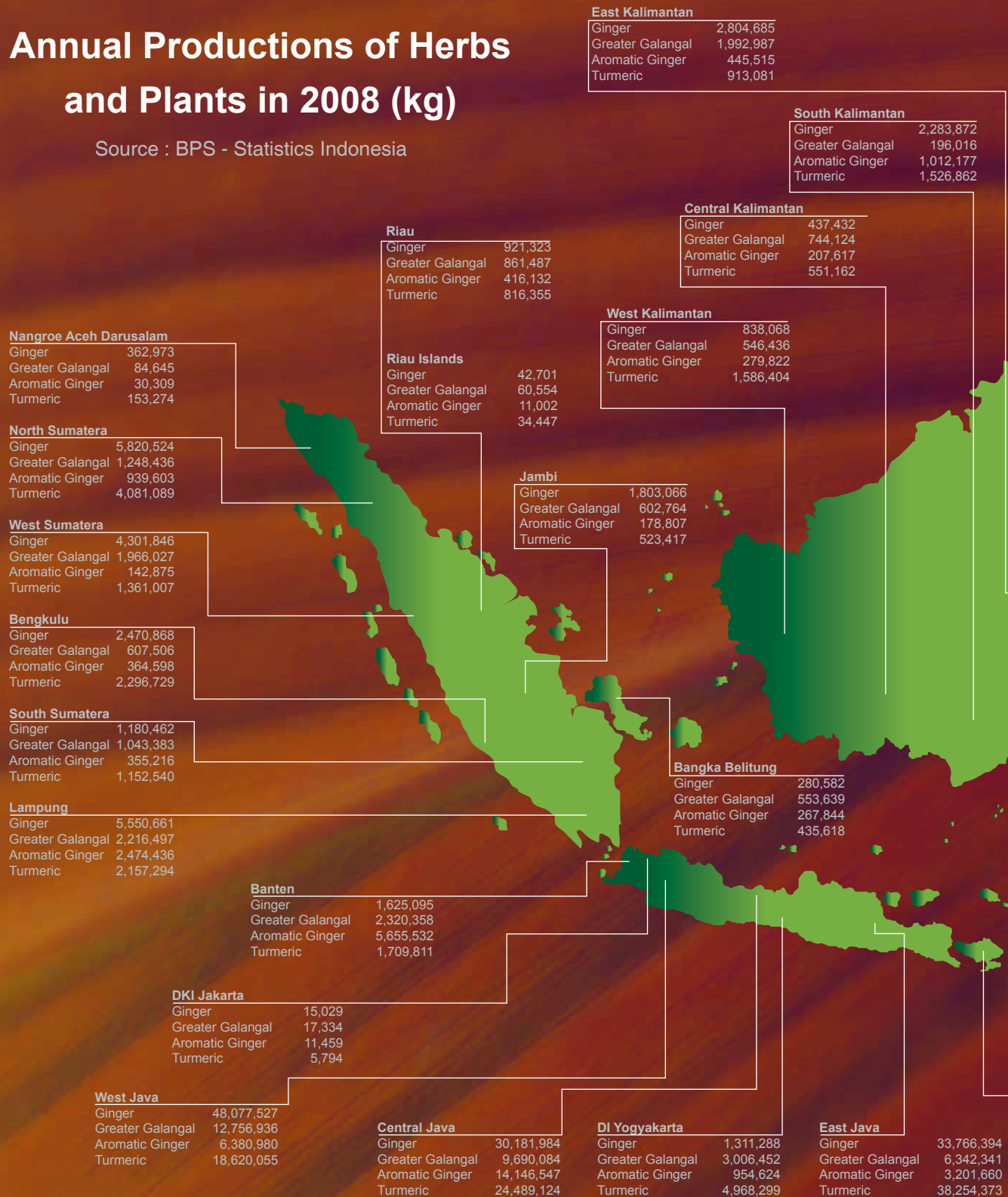
Natural beauty care refers to the use of natural or natural active, primary ingredients in a product intended to maintain, enhance or restore specific properties of the human skin or hair. The Indonesian beauty care industry benefits heavily from the traditional knowledge and wisdom of the efficacy of natural ingredients. The combination of traditional knowledge, readily available supply, and a market which traditionally appreciates the benefits of natural ingredients, serve as a powerful stimulus for the development of a mostly-nature-based beauty care industry. Today these are enjoying phenomenal growth thanks to the booming natural beauty care business in general. Not only are natural beauty products friendlier to the environment, they are most certainly friendly to our human organic skins and bodies.

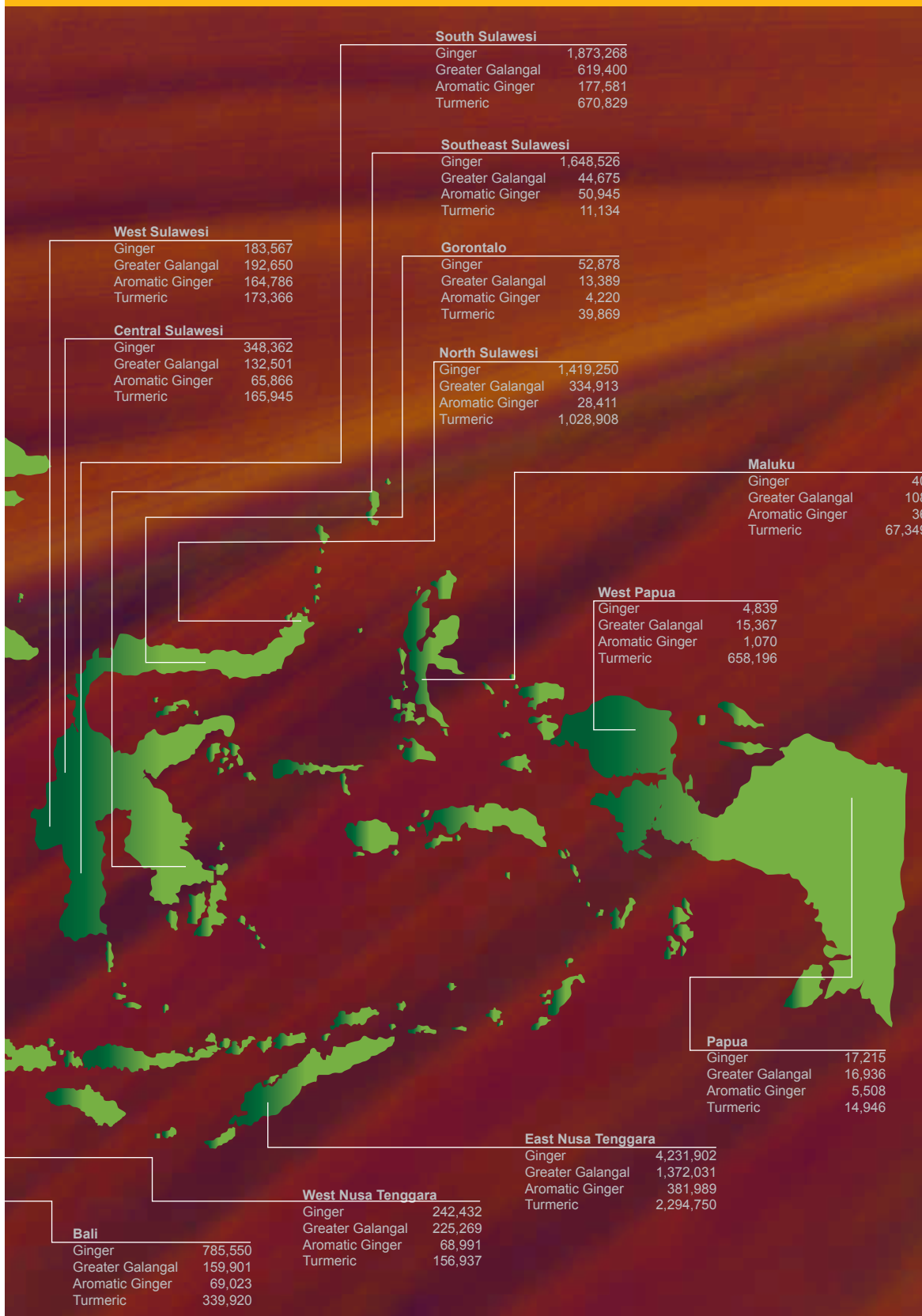
The Indonesian beauty care industry's products today are predominantly natural-products-based. The produces used in their products come from various parts of the Indonesian archipelago. These are however, mostly concentrated in the island of Java. The fertile soil of Java, the most fertile of Indonesia's major islands, makes this island into one of the production centers of herbal medicine and natural beauty care ingredients in the country. Java is also the agriculture center of the country, again owing to its exceptionally fertile soil. About two-third of medicinal herbs in Indonesia are planted and produced in Java. In the following map, annual production of medicinal herbs—ginger, aromatic ginger, greater galangal, turmeric—is presented.



Annual Productions of Herbs and Plants in 2008 (kg)

Source : BPS - Statistics Indonesia





Central Java Province is the bread (or rather, rice) basket of Indonesia. It is one of, if not THE most fertile province in the country. Natural herb production centers include Tawangmangu highland areas, Boyolali and Nogosari areas. Central Java is also the site of some of the nation's largest manufacturer of traditional tonics (jamus). Semarang, the provincial capital Central Java, is the headquarter of a number of prominent Indonesian herbal tonic manufacturers. Solo, another city in the Central Java Province and the capital of an ancient Javanese kingdom, is one of the most prolific sources of Javanese traditional medicine and beauty care practices.

Jakarta and its surrounding areas hold a large number of natural beauty care industry and spas, owing to its status as the economic and industrial center of the country. In Jakarta, spas can be found in almost every major hotel and also spread across the breadth of the city and metropolitan area of Jakarta. Here one can find every type of Indonesian spas, with a broad range of services. A number of prominent Indonesian beauty care manufacturer such as Martha Tilaar and Mustika Ratu, and even Unilever's Citra has been operating a number of beauty-care related spas in Jakarta. These spas also offer physical/wellness-related services in addition to beauty/appearance treatments. Some of the upscale spas in Jakarta can be found in the wealthy areas of southern and central Jakarta.

Martha Tilaar, Mustika Ratu, Unilever, and many other beauty care corporations have their headquarters and also research and production facilities in this area. The city is also the place of many education institutions supplying talented manpower for the industry. An important one is Bogor Institute of Agriculture, the country's leading university in the related field of agriculture and biological sciences. Bogor Botanical Garden, the largest in the country, is located nearby.



The highlands of West Java Province have been the ideal grounds for growing various medicinal herbs. These are concentrated in the Bandung Area, Garut, Sukabumi and Tasikmalaya highlands. While in East Java, the production areas include Malang and Banyuwangi areas. Other major herbal and natural ingredient production base in Indonesia include the provinces of Lampung, North and West Sumatera in the island of Sumatera, the island province of Nusa Tenggara and the special administrative Province of Yogyakarta.

Bali is a spa hotspot. Out of more than 1,000 registered spa businesses in Indonesia as of the writing of this book, 600 of them, a majority, are located in Bali. In 2009, a magazine based in Berlin, Germany, "Senses", named Bali as Best Spa Tourism Destination in the World 2009. Owing to the

island's tourist mecca status, the spa industry in Bali has developed to provide the very best of Indonesian spa experience. In addition, Balinese culture, as the reader can further read in this booklet, has a long, deeply rooted tradition of wellness maintenance practices that are easily adaptable into modern spa practices. Balinese spas are best known for their holistic, head-to-toe care packages offered to their clients. Some of these spas pamper their clients not only in luxurious premises and the world-famous Balinese spa regiment, they also provide world-class high tech water treatment facilities.

Spas in Bali can be found dotting the tourist areas along the popular beaches of Sanur, Kuta, Legian, Jimbaran and Nusa Dua. In contrast, the highlands of Bali offer serenity and tranquility away from the tourist hotspots of the beaches. There are a number of Bali's premier spas located in these areas, particularly in the Ubud highland area. Balinese spas offer some of the best experiences of an Indonesian spa. Further, due to their extensive contact with foreign clientele, Balinese spas have introduced the uniquely Balinese brand of spa treatment to the world. In fact, some of these have opened branches, or at the very least, provide therapists for spa venues all over the world. Each of them, of course, brings their own unique brand of Balinese spa. In addition, methods and ingredients of Balinese spa have also been widely copied and offered outside of Indonesia.

According to the spa industry market intelligence service, Intelligent Spas, the number of Indonesian spas grew by 160% during the period of 2003-2008. The Indonesian spa industry is split about evenly between hotel/resorts/retreats facilities and day spas. This indicates a strong leaning of the industry towards catering to foreign clientele, and also exporting the Indonesian spa experience in the process. In addition to the spas, Indonesia with its wealth of natural resources and floras, is also a supplier of spa-related ingredients. This is especially true in certain types of essential oils. The Indonesian spa industry is growing rapidly. Supported by a wealth of traditional knowledge, a supportive population, and a well-established tourism industry, the Indonesian spa industry is well positioned to constantly innovate, serve and rejuvenate the world's tired masses.

Traditional Wisdom in the Modern Age

The wealth of traditional regimens has an enduring influence on the Indonesian cosmetic and beauty care industry today. With the booming market of natural, organic based cosmetics in the West, and elsewhere, these ancient traditions and nature's offerings have regained their place in the modern world. Further researches are also being done in the field of organic cosmetics. A number of Indonesian organic and traditional-based cosmetic manufacturers have developed methods of researching indigenous knowledge, combined with modern knowledge derived from literatures, trade conferences and exhibitions, considerations from raw materials and natural resources research and availability, and last but not least, analysis of market trends and properties. These methods have created a highly innovative local cosmetic industry which caters to the needs of the modern con-



sumers with ideas from the past, combined with the latest in manufacturing capabilities and scientific examination. The abundance of raw materials, natural resources, and wealth of biodiversity and traditional wisdom provide an endless supply of ideas and potentials to the Indonesian natural beauty care industry. Below are some examples of modern products based on traditional herbs:

1. Herbal feminine tissues. These are tissues for cleansing a woman's private parts. Taking the traditional and proven effectiveness of betel leaf's antiseptic properties. The betel leaf is also quite fragrant.
2. Herbal body scrubs. They typically are made from herbs that are traditionally believed, and clinically proven, to possess skin softening, cleansing, moisturizing and deodorizing properties. One example is a packaged product made from extracts of vetiver roots, areca seeds, curcuma and sandalwood.
3. Shampoos, conditioners and hair tonics. Shampoos are mainly made from extracts of the aloe vera, which has the efficacy of maintaining healthy and strong hair. There are also shampoos made from carrot extract, merang mushroom extract (*Volvariella volvacea*), which are traditionally and clinically proven to provide hair maintenance benefits. Some conditioners are made from extracts of Mangkokan leafs (*Nothopanax scutellarium* Men.) which have the efficacy of moisturizing and fostering hair growth.
4. Packaged traditional solutions and tonics. There are various forms of these include dried herbs and there are also packaged products for special needs (e.g. post-motherhood packets, slimming packets and fertility packets. These are made from extracts of traditionally and clinically proven formulas.

Safety and Efficacy: Traditional Medicine Put to the Tests of the Modern World

In addition to research and development of new product ideas, Indonesian traditional beauty care products of today resulting from these R&D efforts must also live up to scientific examination. The general guideline of beauty care product development postulates that these products must be proven as effective and safe for human consumption. Safety and efficacy factors of a new product must be tested scientifically with a proven standardized procedure. The products based on Indonesian traditional wisdom must pass these tests in order to become acceptable to the modern world.

Good Manufacturing Practices: Ensuring Safety, Efficacy and Marketability

Good manufacturing practices are essential in today's highly competitive and quality-conscious market. A product simply will not sell in the world marketplace when marketed as "ancient" or "traditional" cures. Good manufacturing practices refer to a set of internationally recognized standards of manufacturing which ensures end products that are of high quality according to its designs and intended uses. Indonesian manufacturing practices for cosmetics and beauty care products follow

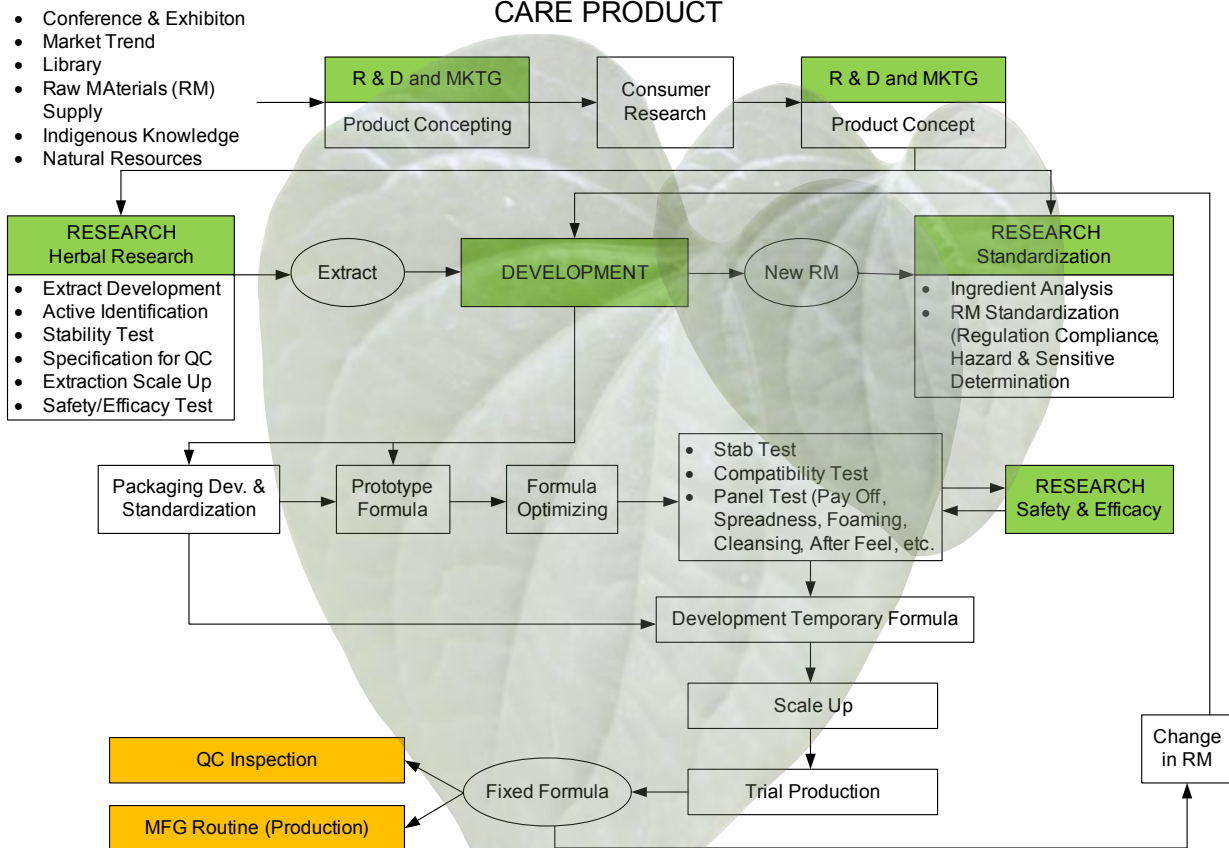


ASEAN's (Association of South East Asian Nations, of which Indonesia is a member) guidelines. This guideline is in turn has been derived from globally accepted standards of cosmetic good manufacturing practices.

The ASEAN's good manufacturing practices concern a number of essential standards. These include: the establishment of a Quality Management System to control and maintain quality, Personnel Standards (which includes organization, qualification and responsibilities, making sure that quality control and production are separate arms headed by different persons in the organization), Standards of Premises (avoiding contamination, environmental damages and work safety, and concerns good factory layout to support a good manufacturing practice), Standard of Equipment (concerning safety and environmental awareness), Standard of Sanitation and Hygiene, Standard of Production Procedures, Standard of Quality Control, Standard of Documentation, Internal Audits, Standards of Storage and Storage Procedures, Standards of Contract Manufacturing and Analysis, Standards in Handling Complaints, and Standards for Product Recalls.



CREATION & DEVELOPMENT OF A NEW BEAUTY CARE PRODUCT





The Government and the Development of Indonesian Natural Beauty Care And Spa Industries

The Indonesian natural beauty care and spa industries today are experiencing an exciting time. These industries sport double-digit growth. By 2010, they are expected to reach US\$ 1 billion of revenues in domestic market

Role of the Government in the Indonesian Natural Beauty Care and Spa Industries

In Indonesia, the beauty care and spa industries are closely interrelated. The spa industry historically started as an outgrowth of the beauty care industry. This is made possible due to the wealth of physical maintenance regimens which have been long-used in the beauty care industry, that are closely related to spa services. Although there are exceptions, these two industries remain very closely intertwined. Many Indonesian beauty care producers for example, also offer “beauty houses” and spas, both of which basically provide beauty-related spa services, while may also provide some health-related ones. The Indonesian government supports these industries through setting out supportive policies and enacting a number of government programs. A summary of these functions are as follows:

Setting of Industry Standards

The beauty care and spa industry in Indonesia are regulated by the government. At least four departments and a government agency oversee these industries. These are (along with their



roles):

- Department of Health: Standard on Spa Service, this is locally referred to as Regulation of the Minister of Health No. 1205/MENKES/PER/X/2004. This regulation also divides spa into Health Spa (included here are day spa, resort spa, mineral spring spa, destination spa, cruise ship spa, club spa, home spa, connoisseur spa, and resident spa) which serve promotive and preventive treatment and Medical Spa, that emphasize on the rehabilitative aspect.
- Department of Labor: Beauty care and spa worker competence/skill set standard, through the Standar Kompetensi Kerja Nasional Indonesia (Indonesian National Standard of Job Competence, local acronym SKKNI). This skill standard concerns the needed knowledge, skill and attitude sets that every worker in these industries must possess.
- Department of Education: Setting the standards on the curriculum and competence level of beauty care and spa vocational schools.
- Department of Culture and Tourism: Setting the standards on spa venues' physical facilities, management and promotional partnerships.

Regulation, Supervision and Enforcement

Currently there are two laws governing the beauty care and spa industries, and industries in general in Indonesia. These are Law No. 23 of 1992 concerning Health, and Law No. 8 of 1999 concerning Consumer Protection. First line supervision of adherence to these two laws in Indonesia is performed by the Badan Pengawas Obat dan Makanan (local acronym BPOM, translated as The National Agency of Drug and Food Control). This agency supervises the quality and safety of food and drugs, including those used as cosmetics and beauty care, including spa products. This agency also maintains a database on known Indonesian herbal medicine. This agency is also responsible for setting standards of manufacturing practice.

Research and Development

Setting up of herbal medicine research facilities. The latest of these facilities is the Balai Besar Penelitian dan Pengembangan Tanaman Obat dan Obat Tradisional (Research and Development



Institute for Medicinal Plants and Traditional Medicine), an institute operating under the Department of Health. The institute's main facility is located in the mountain city of Tawangmangu, in the Province of Central Java. This facility boasts 2 hectares of medicinal plant library garden and 14 hectares of research garden. This facility is also equipped with a traditional medicine mini-museum, a herbarium, a scientific tour facility/medicinal plant showcase, and a laboratory for herbal medicine research and development. In addition to conducting research, the institute also supplies many of Indonesia's prominent herbal medicine, beauty care and spa industry players with herbal products.



The Indonesian Department of Agriculture also operates its own research agencies, these are notably Balai Penelitian Tanaman Obat dan Aromatik (The Indonesian Medicinal and Aromatic Crops Research Institute / IMACRI, local acronym BALITTRO) and the Balai Penelitian Tanaman Rempah dan Aneka Tanaman Industri (Indonesian Spice and Industrial Crops Research Institute/ local acronym BALITTRI).

These agencies work to advance the field of Indonesian herbal industry, and also to empower local farmers in developing a herbal medicine-based agriculture.

Educational Programs

The government owned University of Indonesia in 2009 opened the first Master's program for Indonesian Herbal Medicine. The program offers concentrations in herbal medicine, clinical herbs and Indonesian aesthetic. The program was developed in partnership with a prominent Indonesian herbal beauty care manufacturer.

Promotional Efforts.

The Indonesian government through its various agencies and departments organize various trade shows, trade missions and trade promotions. The chief promoter of Indonesian non-oil-and-gas products export is the National Agency for Export Development (NAFED / Badan Pengembangan Ekspor Nasional). This agency works under the Department of Trade of the Republic of Indonesia. NAFED promotes Indonesian products through various means. These include trade shows and exhibitions. It also possesses an online web site showcasing Indonesian products on the Internet, at www.nafedve.com. The Indonesian government's Department of Industry also hosts trade shows, some of which show Indonesian natural beauty care and spa products. Indonesian annual trade shows organized by various government agencies include: Pameran Produk Budaya Indonesia (Indonesian Cultural Products Expo), Pameran Produk Indonesia (Indonesian Products Expo) and many more.





Indonesian Beauty Care in World Trade

Some of Indonesia's beauty care products are quite widely exported. Its export value in 2008 is quite sizeable at US\$ 368 million for Essential Oils, perfumes, cosmetics and toiletries.

Top importers of Indonesian Essential Oils, Perfumes, Cosmetics and Toiletries

HS 33

(in Thousands US\$)

No.	Importers	Exported Value in 2004	Exported Value in 2005	Exported Value in 2006	Exported Value in 2007	Exported Value in 2008
1	'Singapore	25,157	34,101	32,107	45,601	52,209
2	'Thailand	20,326	25,838	28,945	35,255	36,494
3	'United Arab Emirates	16,216	21,049	19,048	20,250	32,489
4	'United States of America	11,735	16,796	16,758	21,281	31,929
5	'Malaysia	22,461	18,114	25,360	25,708	28,423
6	'Philippines	18,285	13,514	10,896	14,446	18,007
7	'Hong Kong (SARC)	4,607	4,200	6,399	9,252	17,851
8	'Netherlands	1,715	6,130	4,785	5,684	16,100
9	'India	2,752	3,871	5,576	7,659	14,688
10	'Japan	12,008	10,705	9,158	16,133	14,459
11	'France	7,123	6,129	7,685	10,835	14,391
12	'Switzerland	2,292	2,615	3,910	12,801	11,314
13	'Viet Nam	5,874	7,931	6,990	8,145	10,019
14	'Germany	3,330	2,418	2,173	6,205	9,950
15	'United Kingdom	2,877	3,976	4,620	4,968	8,173
16	'Chinese Taipei	4,079	3,155	3,232	5,189	5,397
17	'China	5,215	3,626	2,927	4,727	4,976
18	'Nigeria	1,156	288	288	1,486	3,287
19	'Pakistan	1,958	2,351	2,814	2,803	3,229
20	'Spain	2,155	2,703	2,812	2,590	3,014
	'World	189,486	206,892	215,561	286,427	368,481

Source: ITC/Trademap

Meanwhile, top importers for the said product in the world are as follows:

**Top World Importers for
Essential oils, perfumes, cosmetics, toileteries**

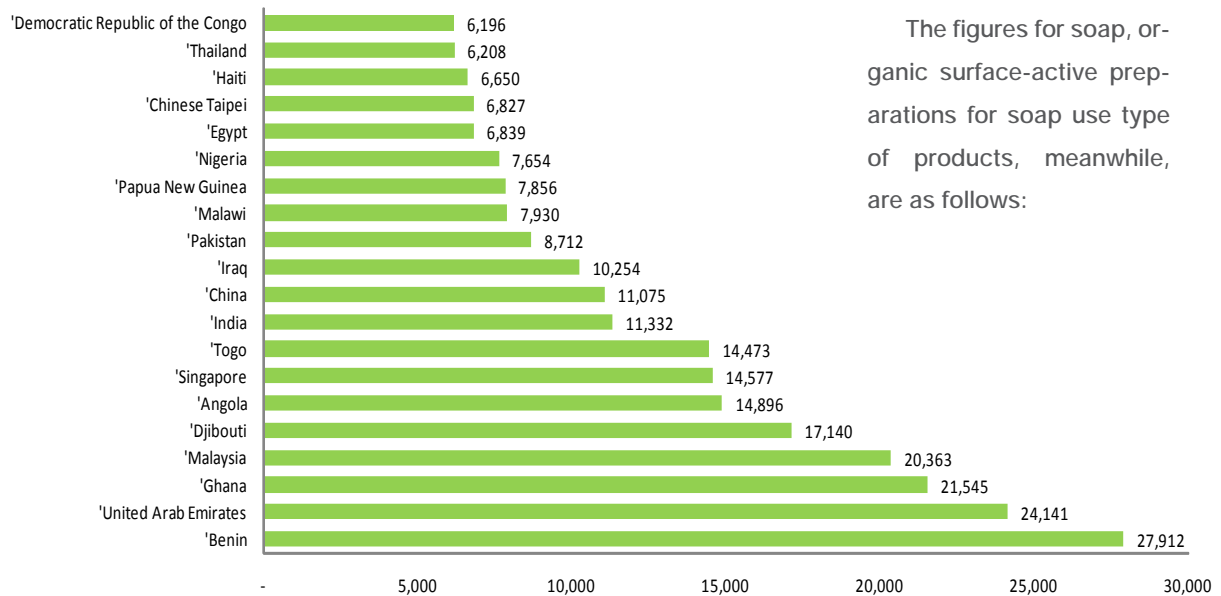
HS 33
(in Thousands US\$)

No.	Importers	Exported Value in 2004	Exported Value in 2005	Exported Value in 2006	Exported Value in 2007	Exported Value in 2008
1	'United States of America	5,988,936	6,875,344	7,161,178	7,691,684	8,270,993
2	'Germany	3,479,233	4,151,180	4,351,678	4,934,778	5,516,533
3	'United Kingdom	4,222,543	4,377,743	4,756,443	5,369,242	5,379,916
4	'France	3,332,970	3,517,667	3,910,496	4,510,494	4,999,340
5	'Spain	2,212,424	2,299,814	2,377,942	2,707,185	3,356,400
6	'Italy	2,358,359	2,519,379	2,590,147	2,985,078	3,242,368
7	'Russian Federation	1,206,301	1,418,707	1,784,717	2,496,261	3,022,837
8	'Canada	1,792,872	1,921,428	2,125,208	2,373,096	2,543,639
9	'Japan	2,120,146	2,121,028	2,001,004	2,162,046	2,351,804
10	'Netherlands	1,541,153	1,560,601	1,798,898	2,059,367	2,299,510
11	'Belgium	1,299,895	1,372,929	1,511,290	1,909,432	2,141,215
12	'United Arab Emirates	817,429	955,321	1,109,588	1,431,102	1,738,860
13	'Singapore	1,025,418	1,162,020	1,303,314	1,543,232	1,733,187
14	'Hong Kong (SARC)	1,120,244	1,138,827	1,264,348	1,499,753	1,729,769
15	'Poland	757,080	798,967	923,841	1,367,520	1,662,349
	'World	56,789,184	62,375,597	68,348,247	79,859,864	89,451,919

Source: ITC/Trademap

Top importers of Indonesian Made Soap ; Organic surface-active preparations for soap use products

HS 3401



The figures for soap, organic surface-active preparations for soap use type of products, meanwhile, are as follows:

Source: ITC/Trademap





Meanwhile, top importers for the said product in the world are as follows:

Top World Importers for Soap, organic surface-active preparations for soap use

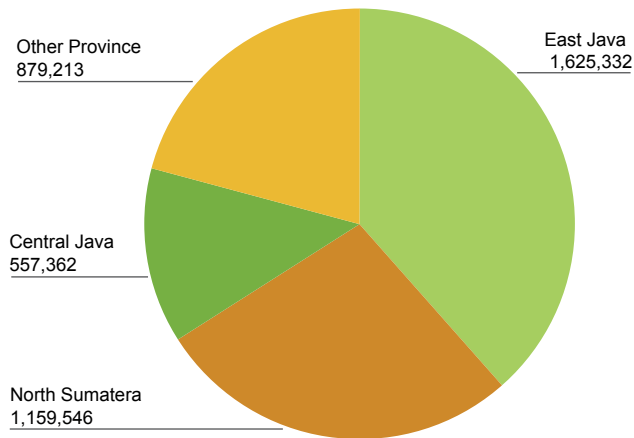
HS 3401

No.	Importers	Exported Value in 2004	Exported Value in 2005	Exported Value in 2006	Exported Value in 2007	Exported Value in 2008
1	'United States of America	451,013	499,023	553,693	571,212	563,885
2	'United Kingdom	348,298	350,465	428,998	469,735	553,994
3	'France	211,820	207,425	348,388	399,914	464,636
4	'Germany	243,659	300,225	314,743	360,820	416,883
5	'Canada	200,077	226,688	271,082	312,929	348,421
6	'Russian Federation	69,495	106,547	132,826	178,731	241,168
7	'Japan	138,778	140,928	151,144	172,092	219,358
8	'Belgium	134,062	161,139	203,811	218,483	209,139
9	'Netherlands	95,440	106,560	134,311	151,524	154,019
10	'Italy	87,585	95,571	105,259	123,224	147,462
11	'Spain	81,988	70,851	93,510	105,507	138,428
12	'Poland	47,493	51,002	60,317	93,367	134,401
13	'United Arab Emirates	55,304	63,174	81,564	91,475	129,248
14	'Australia	64,846	77,003	90,870	111,475	122,723
15	'Austria	56,783	69,391	71,904	97,630	121,483
16	'Greece	34,512	38,816	51,518	59,395	115,668
17	'Ireland	65,226	58,933	69,333	91,781	104,154
18	'Iraq	63,438	52,487	102,383	45,673	99,649
19	'Switzerland	43,961	44,031	61,573	79,987	94,033
20	'Mexico	62,339	87,939	87,971	83,624	89,089
	'World	4,107,058	4,593,331	5,372,917	6,225,154	7,421,425

Source: ITC/Trademap

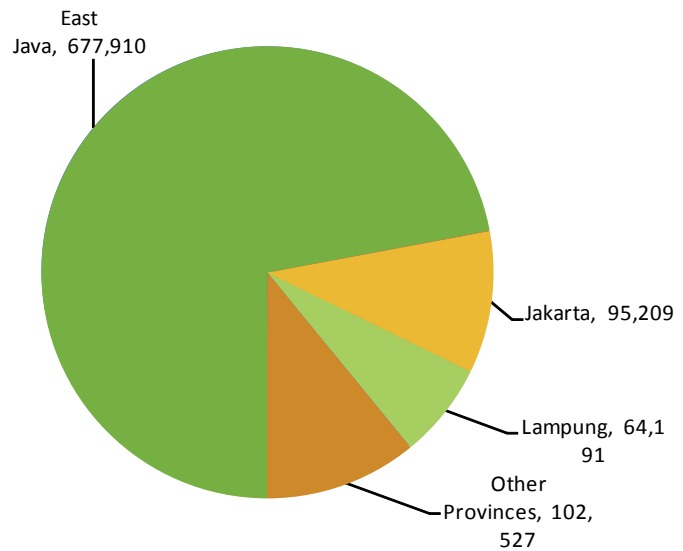


Export by Province 2008 in US\$



HS 091010	GINGER
East Java	1,625,332
North Sumatera	1,159,546
Central Java	557,362
Other Province	879,213
TOTAL	4,221,453

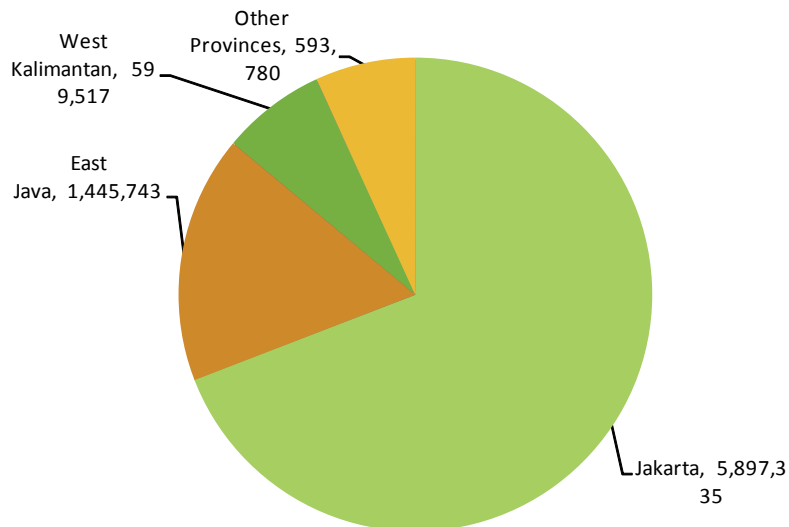
Source: BPS-Statistic Indonesia



HS 091030 TUMERIC (CURCUMA)

East Java	677,910
Jakarta	95,209
Lampung	64,191
Other Provinces	102,527
TOTAL	939,837

Source: BPS-Statistic Indonesia



HS 121190 PLANTS AND PARTS OF PLANTS (INCLUDING SEEDS AND FRUITS), USED PRIMARILY IN PERFUMERY, PHARMACY OR FOR INSECTICIDES, ETC., FRESH OR DRIED, ETC., NESOI

Jakarta	5,897,335
East Java	1,445,743
West Kalimantan	599,517
Other Provinces	593,780
TOTAL	8,536,375

Source: BPS-Statistic Indonesia



**TOP Exporting Provinces for
3301291100
Pharmaceutical grade of lemon grass of citronela, cinnamon, ginger, cardamon**

No. PROVINCE	Value 2004	Value 2005	Value 2006	Value 2007	Value 2008
1 D K I JAKARTA	383,366	155,007	36,903	113,833	65,317
2 NORTH SUMATERA	493,693	405,395	114,484	122,690	43,688
3 WEST SUMATERA	136,862	233,952	-	10,000	12,520
4 R I A U	3,480	99	-	-	-
5 B A L I	-	6	-	2,000	-

Source: BPS-Statistic Indonesia

**TOP Exporting Provinces for
3301299100
Oth pharmaceutical grade of lemon grass of citronella, cinnamon, ginger**

No. PROVINCE	Value 2004	Value 2005	Value 2006	Value 2007	Value 2008
1 NORTH SUMATERA	-	-	364,537	341,700	347,237
2 CENTRAL JAVA	-	-	360,932	500,045	119,735
3 WEST SUMATERA	-	-	204,980	254,754	53,340
4 D K I JAKARTA	-	-	11,805	4,527	2,710
5 R I A U	-	-	-	100	-

Source: BPS-Statistic Indonesia

**TOP Exporting Provinces for
3301299900
Oth essential oils-oth than pharmaceutical grade**

No. PROVINCE	Value 2004	Value 2005	Value 2006	Value 2007	Value 2008
1 NORTH SUMATERA	1,944,870	2,199,788	1,284,773	1,422,366	712,532
2 CENTRAL SULAWESI	-	-	34,400	68,800	17,200
3 D K I JAKARTA	576,603	583,487	99,314	65,652	15,152
4 EAST JAVA	3,351	730	139	7,577	3,687
5 CENTRAL JAVA	69,200	5,041	969	8,263	-

Source: BPS-Statistic Indonesia





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commerce@indonesia-ottawa.org
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Hellerup, Copenhagen, Denmark
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F: (45) - 39624483
atdag-dnk@depdag.go.id

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Indonesian Embassy
13, Aisha EL Temoria St. Garden City
P.O. BOX 1661 Cairo, Egypt
T: (20-2) - 7944698, 7947200/9
F: (20-2) - 7962495
atdag-egy@depdag.go.id

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Paris, France 75116
T: (33-1) - 450302760 ext. 418, 45044872
F: (33-1) - 45045032
atdag-fra@depdag.go.id

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Indonesian Embassy
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D-10557 Berlin, Germany 10557
T: (49-30) - 4780700
F: (49-30) - 47807209
atdag-deu@depdag.go.id

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Indonesian Embassy
50-A Chanakyapuri
New Delhi, India 110021
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(09-111) - 6885460, 6886763
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T: (81-3) - 34414201, 34470596
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atdag-jpn@depdag.go.id
www.indonesian_embassy.or.jp

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Kuala Lumpur, Malaysia 50400
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F: (60-3) - 21167908, 21448407
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www.kbrikl.org.my

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Indonesian Embassy
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The Hague, Netherlands 2517 KC
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Riyadh, Saudi Arabia 11693
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F: (966-1) - 4882966
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kakdei-twn@depdag.go.id
http://kdei-taipei.org



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CV. DENARA DUTA MANDIRI

Address : Jl. Gunung Gede No. 98
(Selatan), Denpasar-80117,
BALI – INDONESIA
Telp : (0361) 482797
Fax : (0361) 482797
E-mail : denara@indo.net.id
Website : <http://denarabali.blogspot.com>
Product : Body scrub, natul soap
C.P. : Made Diksa Wimona
HP. 0811388356

UD. GLOBAL MULTI TRAD

Address : Jl. Lasmana Gg. Karna No.10D
Kuta-Bali
Product : Spa products
C.P. : Ibu Teguh
HP. 0811813585
E-mail : global-multi-tarding@yahoo.com

PT. JAMU-JAMU INTERNASIONAL

Address : Jl. Dyanapura, Gg. Bunga-
bunga Kecil No. 6 Seminyak Bali 80361
Telp : (0361) 732935
Fax : (0361) 732934
E-mail : jamujamu@induat.net.id
Website : www.jamujamu.com
Product : Spa products
C.P. : Feny Sri Sulistiawati
HP. 0818353627

KEDATEN

Address : Melikan Kidul Klodran Bantul
Telp : (0274) 367155
Fax : (0274) 367155
E-mail : khatulistiwa-9@yahoo.com
Product : Spa products
C.P. : Wisnu Sanjaya
HP. 0817260084

PT. POPPY DHARSONO

Address : Jl. Bumi No. 50 South Jakarta
Telp : (021) 7231715
Fax : (021) 7248056
E-mail : www.poppydharsono.cosm@yahoo.co.id
C.P. : > Poppy Dhasono
HP. 085888643471
>Adriaty Kuswanto
HP. 08551028449

CV. WAHYU ASTRINDO

Address : Jl. Kandang Sari Blok O No. 1,
Surabaya
Telp : (031) 8419457
Fax : (031) 8419457
E-mail : hedysuherman@yahoo.com
Product : Essential oils
C.P. : Hedy Suherman
HP. 08123014351

NYONYA MENEER

Address : Jl. Raya Kaligawe Km.4
Semarang 50118 – Indonesia
Telp : (62-24) 6582529, 6583088,
Fax : (62-24) 6583088
C.P. : > Emi Puji Setiati
HP. 081326033100
> Risa
HP. 085640312831

PT. MARTINA BERTO

Address : Jl. Pulokambing II No. 2,
Kawasan Industri Pulogadung
Telp : (62-21) 4603717
Fax : (62-21) 46826316
E-mail : nsbarwa@martinaberto.co.id
Website : www.marthatilaar.com
C.P. : Nuning S. Barwa

PT. JAMU JAGO

Address : Jl. kimangun Sarkoro 106
Semarang
Telp : 024 354 3800
Fax : 024 354 7938

PT. MUSTIKA RATU

Address : Mustika Ratu Center
Jl. Gatot Subroto Kav. 74-75
Jakarta 12870
Telp : 6221 830 6754-59
Faxq : 6221 830 6753
web : www.mustika-ratu.co.id
email : dept_export@mustika-ratu.co.id

PT. MAHKOTADEWA INDONESIA

Address : Jl. Gaharu AA1 Rawabadak
Utara, Jakarta Utara 14230
Telp : 021 439 12313, 4302762
Fax : 021 439 38420
Email : sales@mahkotadewa.com

BALI TANGI

Address : Jl. Kebo Iwa 168, Denpasar,
Bali, Indonesia
Telp : 62 361 415486
Fax : 62 361 415941
Product : Spa products

PT SIDO JODO

Address : Ds. Tegal Sari RT 01/22 No.
23, Mojokerto
Telp : 62 321 322 783
Fax : 62 321 392 617
Website : www.sidojodo.com
E-mail : marketing@sidojodo.com
Product : Herbal

CAKRAWALA PERSADA

Address : Jl. Gubeng Kertajaya 13 Raya
No. 23, Surabaya
Telp : 62 31 503 1743
Fax : 62 31 503 1743
E-mail : info@ecraftindo.com
Product : Aromatherapy & spa products

PT. LIZA HERBAL INTERNATIONAL

Address : Jl. Arzimar III No. 43 Bogor
Telp : 62 251 349831
Fax : 62 251 350056
Website : www.lizaherbal.com
Product : Herbal capsules, herbal tea

COCINDO

Address : Srengseng, South Jakarta.
Telp : 0856 92570870
Product : Soaps, herbal body scrubs

VICO COLLECTION

Address : Jogonalan Lor RT 04, Kasi-
han, Bantul
Telp : 62 274 371813
E-mail : vico-collection@telkom.net
Product : Spa products

CV KELAPA MAS

Address : Daratan II, Minggir, Sleman,
Yogyakarta
Telp : 62 274 749 4241
Fax : 62 274 887 261
Product : VCO, VCO soaps, massage
oils, essential oils

CV PPKT

Address : Nitikan Baru 9, Yogyakarta, DI
Yogyakarta
Telp : 62 274 372376
Fax : 62 274 372376
E-mail : toni_repindo@yahoo.com
Product : Virgin, natural cosmetics

PT MAHARANI ALTOMARIS SARINA

Address : Bagong Ginayan IV/2 Surabaya
Telp : 62 31 501 7518
Fax : 62 31 505 2332
E-mail : sari.natural@yahoo.com
Product : Spa soap & feminine wash

RATU JAVA

Address : Jl. Permadi MG 2 No. 1586 B,
Yogyakarta
Telp : 62 274 326 2166
E-mail : helta_yogya@yahoo.com
Product : Spa service



CV HELTA

Address : Yogyakarta
 Telp : 62 274 650 0193
 Product : Essential oils, herbs

PT BIOBALI INTERNATIONAL

Address : Jl. Banjar Semar No. 23A
 Kerobokan, Kuta, Bali
 Telp : 62 361 742 2435
 Product : Vegetable oils, natural cosmetics

PT ANANTA BALI AROMATIC

Address : Jl. Pulau Morotai No. 80
 Sanglah Bali
 Telp : 62 361 245668
 Fax : 62 361 245668
 Product : Aromatic

SWARNA JAVANESE HERBAL

Address : Jl. Kopen No. 15 Sleman,
 Yogyakarta
 Telp : 62 274 881 261
 Fax : 62 274 881 261
 Product : Herbal tea

VITAHER

Address : Jl. Jagalan No. 30, Semarang,
 Central Java Province
 Telp : 62 24 3548605
 Fax : 62 24 3518772
 E-mail : dewrina@yahoo.com
 Product : Sap product & raw material
 herbs

BALI ALUS

Address : Jl. Wibisana Barat No. 100
 Denpasar
 Telp : 62 361 8568768
 Fax : 62 361 425214
 Website : www.balialus.com
 E-mail : info@balialus.com
 Product : Spa equipment, herbal aro
 matherapy

ALTARA

Address : Jl. Nangka 33 Denpasar Bali
 Telp : 62 361 242030
 Fax : 62 361 242039
 Website : www.altarospa.com
 Product : Spa service

PT TRIMATARI BIO PERSADA RECO

Address : Kerobokan, Denpasar
 Telp : 62 361 7494300
 Fax : 62 361 736888
 Website : www.cocona-vco.com
 Product : VCO, spa products

HERBA BAGOES

Address : Jl. Letjen Sutoyo 65 Malang,
 East Java Province
 Telp : 62 341 491170
 Fax : 62 341 491170
 Website : www.herbalsehatalami.com/
 lamandel.blogspot
 Product : VCO, extracts/essential oils

ESSENTIALS SPA PRODUCTS

E-mail : info@essentialspaproducts.
 com
 Telp : 62 361 732687
 Fax : 62 361 734197
 Product : Spa products

BIMASENA SPA AT DHARMAWANGSA

Address : Jl. Dharmawangsa Raya No.
 21 Kebayoran Baru, Jakarta
 Telp : 021-752 8668
 Fax : 021-723 6193

AMOARAS SPA

Address : Jl. Laksamana 57, Oberoi
 Seminyal, Bali
 Telp : 0361-734 260

BIWANA SPA

At ASTON BALI RESORT & SPA
 Address : Jl. Prata No. 68 X
 Tanjung Benoa, Kuta 80363

CIATER SPA RESORT

Address : Jl. Raya Ciater, Subang, Jawa
 Barat
 Telp : 0260-470 351
 Fax : 0260-470 333

JAVANA SOLACE DAY SPA

Address : Bisnis Kemang Building II
 Jl. Kemang Raya No. 2,
 Jakarta Selatan
 Telp : 021- 7198327-28

MAYA UBUD RESORT & SPA

Address : Jl. Gunung Sari Peliatan
 PO.BOX 1001 Ubud Bali
 Telp : 0361-977 888
 Fax : 0361-977 555
 web : www.mayaubud.com

NOVUS RESORT & SPA

Address : Jl. Sindanglaya Raya No. 180
 Puncak, Jawa Barat
 Telp : 0263-511 335 / 515 698
 Fax : 0263-512 785

QUANTUM ATHLETIC

Address : Jl. H.R Rasuna Said Kav. 1
 Menara imperium 7th Floor
 Kuningan, Jakarta 12950
 Telp : 021-835 3977

REMPAH TRADITIONAL BODY TREATMENT

Address : Jl. Terogong raya No. 38
 Pondok indah, Jakarta Selatan
 Telp : 021-750 1296

THE TREE SPA

Address : Holiday Inn Resort Batam
 Waterboom City, Batam,
 Indonesia
 Telp : 0778-381 333

ANAHATA

Address : fX lifestyle X'nter f5,
 Jl. Jend. Sudirman, Jakarta
 Telp : +6221 25554055
 Fax : +6221 25554011
 Website : www.anahatawellness.com

THE DARMAWANGSA JAKARTA

Address : Jl. Brawijaya Raya No. 26 JKT
 12160
 Telp : 021-725 8181
 Fax : 021-725 8383

WAROENG JAMU SPA

Address : Hotel TUGU, bali
 Jl. Pantai Balu Bolong, Canggu Bali
 Telp : 0361-731 701
 web : www.tuguhotels.com

SWARGA SPA

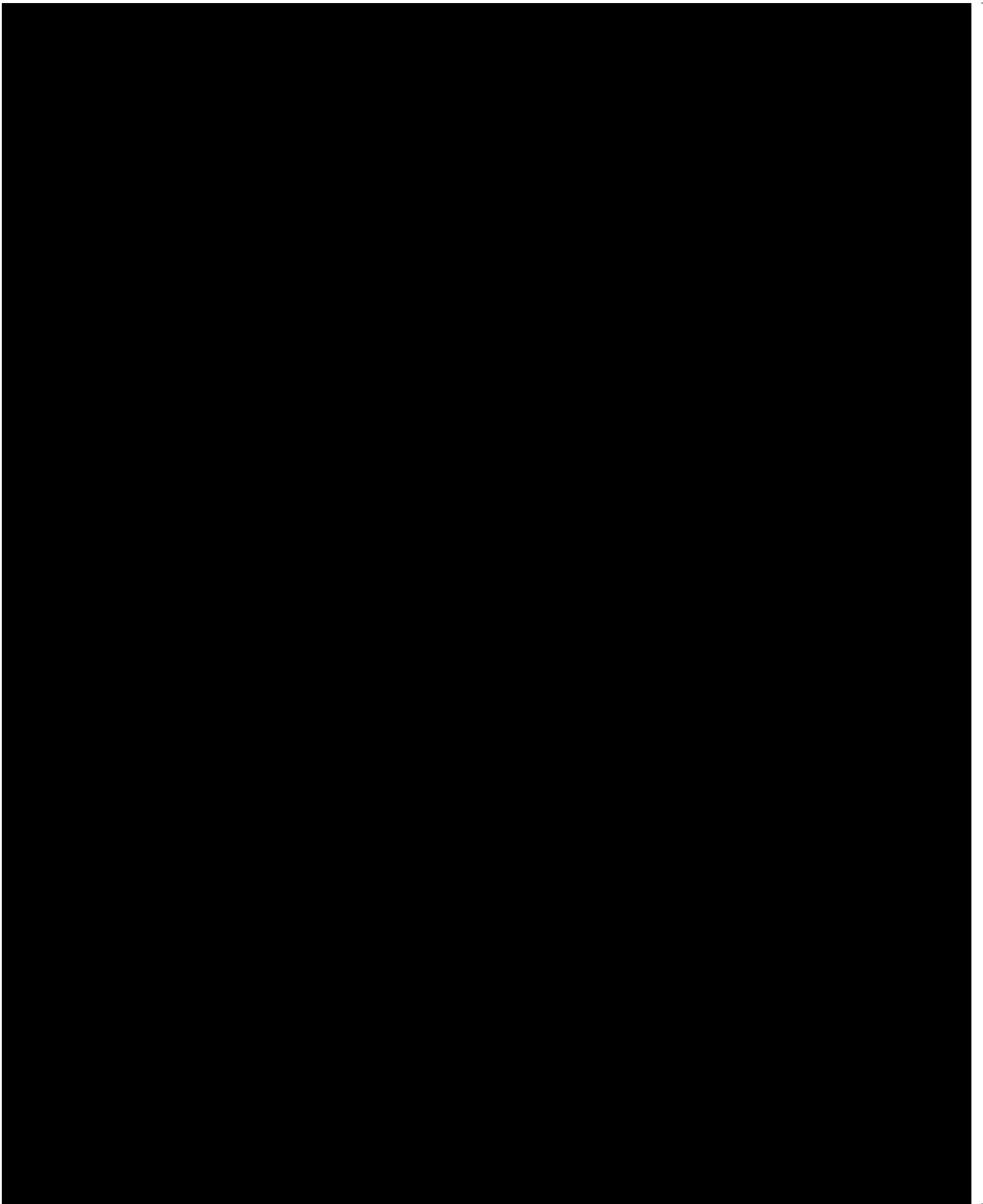
Address : Komplek Apartemen Taman
 Rasuna Tower 3, Lt 5 TK.01
 Rasuna Said Jakarta Selatan
 Telp : 021-9393 416
 Fax : 021- 9392 542

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