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Staatliche
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Personnel Development for the Improvement of Value Chains in the Agricultural Sector and the Food Industry”

28.10. - 01.11.2019 in Bishkek

CASE STUDY ON SMALL AND MEDIUM – SIZED BUSINESS PROMOTION IN THE AGRICULTURAL SECTOR AND IN THE FOOD PROCESSING INDUSTRY IN KAPUAS HULU DISTRICT, WEST BORNEO PROVINCE – INDONESIA

STEPHANUS MULYADI
MERANGAT FOUNDATION,
WEST BORNEO, INDONESIA



Structure

1. Explore Kapuas Hulu Regency
2. Policy: spatial panning
3. Main Products of Kapuas Hulu Regency
4. Promotion dan Marketing Strategies
5. Result

KAPUAS HULU REGENCY



UNESCO

WEST BORNEO



SENTARUM LAKE NATIONAL PARK



BETUNG KERIHUN TROPICAL RAIN FOREST NATIONAL PARK

NATURE CONSERVATION – BIOSPHERE RESERVE

KAPUAS HULU REGENCY



UNESCO

WEST BORNEO



traditional arts conservation

cultural heritage

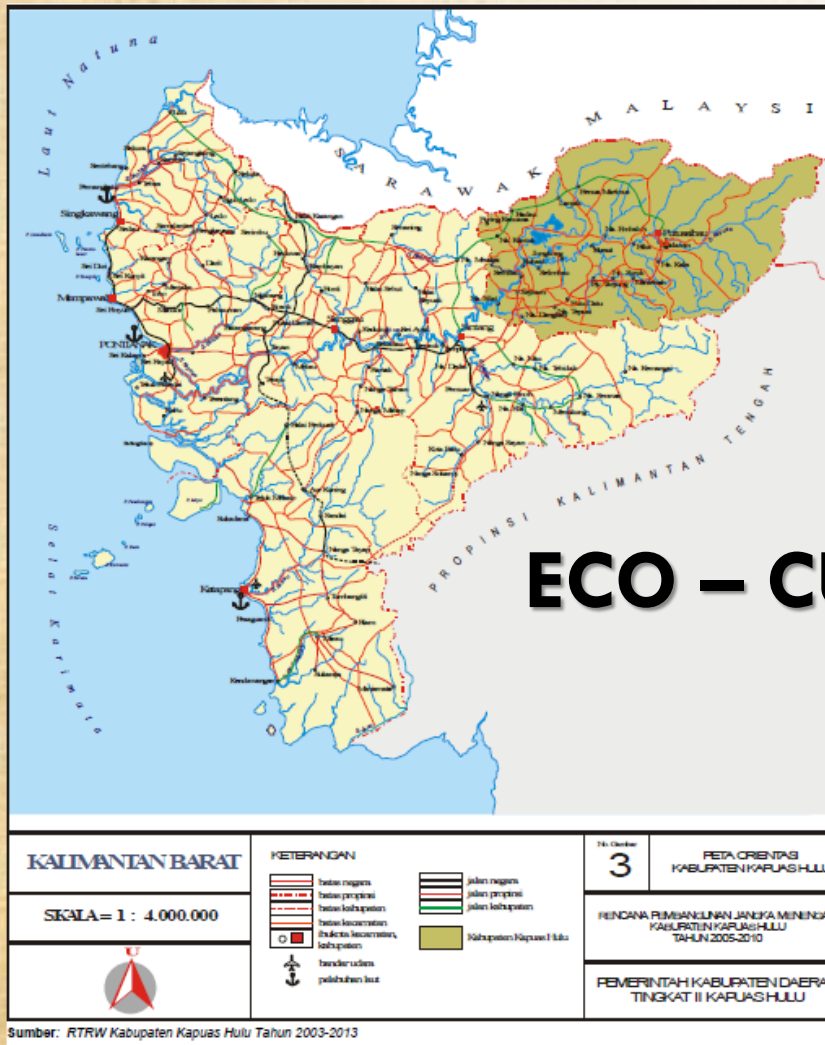
KAPUAS HULU REGENCY



UNESCO

SPATIAL PLANNING

ECO – CULTURAL TOURISM



Sumber: RTRW Kabupaten Kapuas Hulu Tahun 2003-2013



390,000 Ha flooded with water (lake)
2,594,200 Ha dryland

Land Using form total 29.842 km²
69.22% non cultivation or protected forest
22.55% non permanent cultivation
8.23% settlement, plantation (palm oil, rubber) , agriculture (rice, vegetable)



ECO – CULTURAL TOURISM

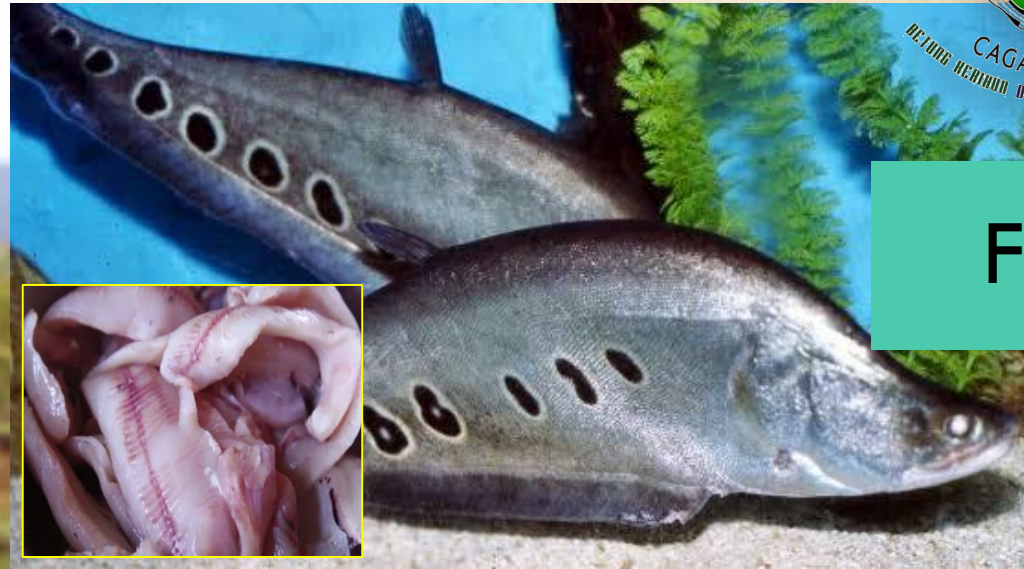
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KAPUAS HULU'S MAIN PRODUCTS (FOOD)



RICE



FISH



PALM OIL



WILD HONEY BEE

KAPUAS HULU'S MAIN PRODUCTS (OTHERS)



DEPARTEMEN Hutan dan Konservasi Lingkungan
CAGAR BIOSFER
BERSAMA SAMA MELAKUKAN BERTAMBAH MANUSIA



RUBBER



KAPUAS HULU'S MAIN PRODUCTS (OTHERS)



DEJANG BERHUBUNG DARI SENTRUM KAPUAS HULU



KRATOM
PHENOMENAL HERBS

SMALL AND MEDIUM – SIZED BUSINESS PROMOTION IN THE AGRICULTURAL SECTOR AND IN THE FOOD PROCESSING INDUSTRY



PROMOTION/MARKETING STRATEGIES

1. EVENTS

Culinary Festivals



Note: Business promotion: sales promotions to get new customers, maintain customer contact, introduce new products, sell more to existing customers and educate customers.

Culinary Festivals



Cultural Festivals



FESTIVAL DANAU SENTARUM
 "MENCEMBERIKAN ATMOSPHER EKOWISATA
 DI CAGAR BIOSFER BELUNG KERIHUN DANAU SENTARUM RAMPUNG HULU"

wonderful indonesia

25-27 OKTOBER 2019
 Lokasi: Ekowisata Rumpu Batu
 KALIBUNGAN, SERANG

Iva Lola
 Artis Diskota
 27 Oktober 2019

• DANAU SENTARUM CRUISE 25 - 27 Oktober 2019	• PANEHAN PERahu PASTORAL 25 - 27 Oktober 2019	• PERAWI SIRIANG TRADISIONAL 25-27 Oktober 2019	• BERSEPELA DI JANTUNG BOKRO III 5-7 Desember 2019
• PENTAS SENI & NYANYAN RAKYAT 25 - 27 Oktober 2019	• LOHSA GLAMORAN TRADISIONAL 25 - 27 Oktober 2019	• LOHSA MASAK TRADISIONAL 14-15 September 2019	• CROSS TRIKOR 28 Oktober 2019
• KARNIVAL BUDAYA 28 Oktober 2019	• ARWANA BAND 25 Oktober 2019	• KONTES ARWANA SUPER RIG 5 - 7 Juli 2019	• FESTIVAL MINUM MADU 22 Oktober 2019

FORCLIME PC giz Dampn

Facebook: festivaldanausentarum, Instagram: festivaldanausentarum, Email: festivaldanausentarum@gmail.com, Website: festivaldanausentarum.go.id

wonderful indonesia

FESTIVAL DANAU SENTARUM
 25-28 Oktober 2018

Dimeriahkan:

Arwana Band Ferry Sapek

Chea Youbi
 Artis Ibukota

Arwana Band Ferry Sapek

DanauSentarumFest, FestivalDanauSentarum, festivaldanausentarum@gmail.com

Harvest Festivals Gawai Dayak

SMALL AND MEDIUM – SIZED BUSINESS PROMOTION IN THE AGRICULTURAL SECTOR AND IN THE FOOD PROCESSING INDUSTRY



STRATEGIES

2. IMPROVEMENT OF PRODUCT QUALITY



SMALL AND MEDIUM – SIZED BUSINESS PROMOTION IN THE AGRICULTURAL SECTOR AND IN THE FOOD PROCESSING INDUSTRY

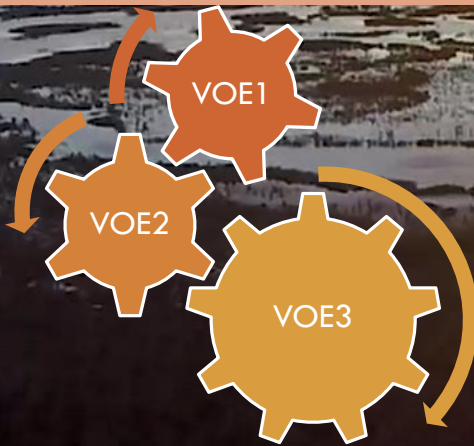


STRATEGIES

3. Village-Owned Enterprises (VOE) as agent of Districts SMR Business marketing and promotion



SURPLUS SHARING



Kapuas Hulu Regency

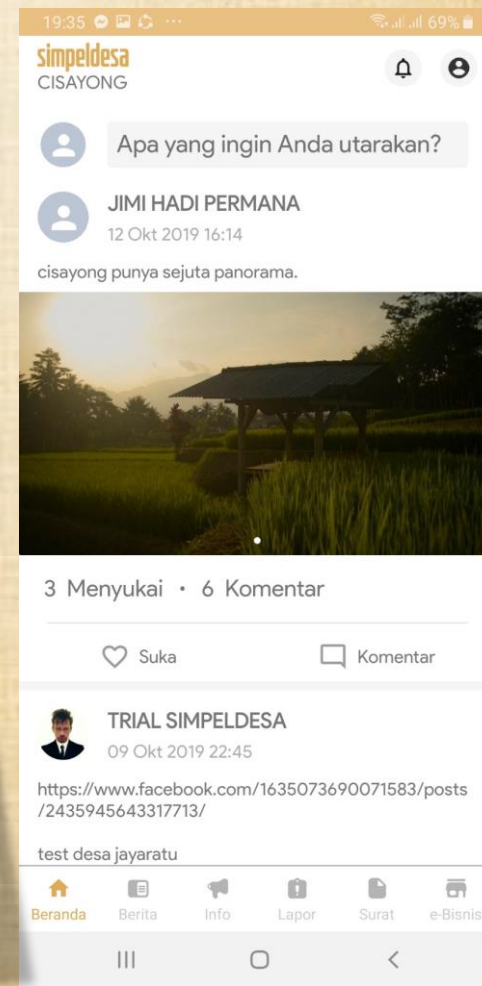
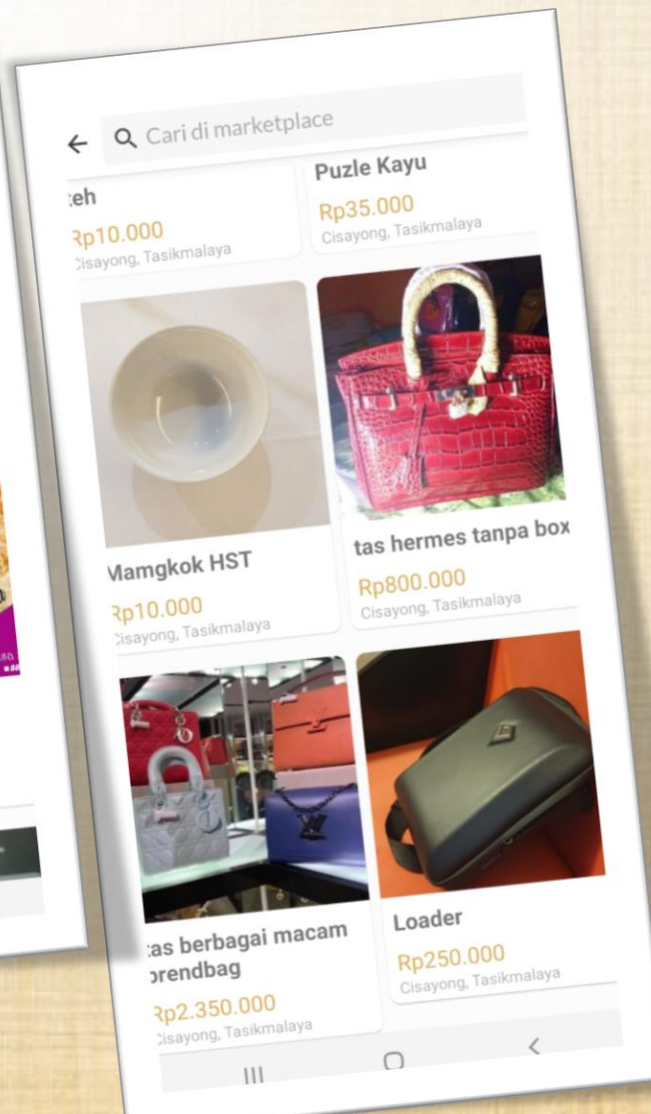
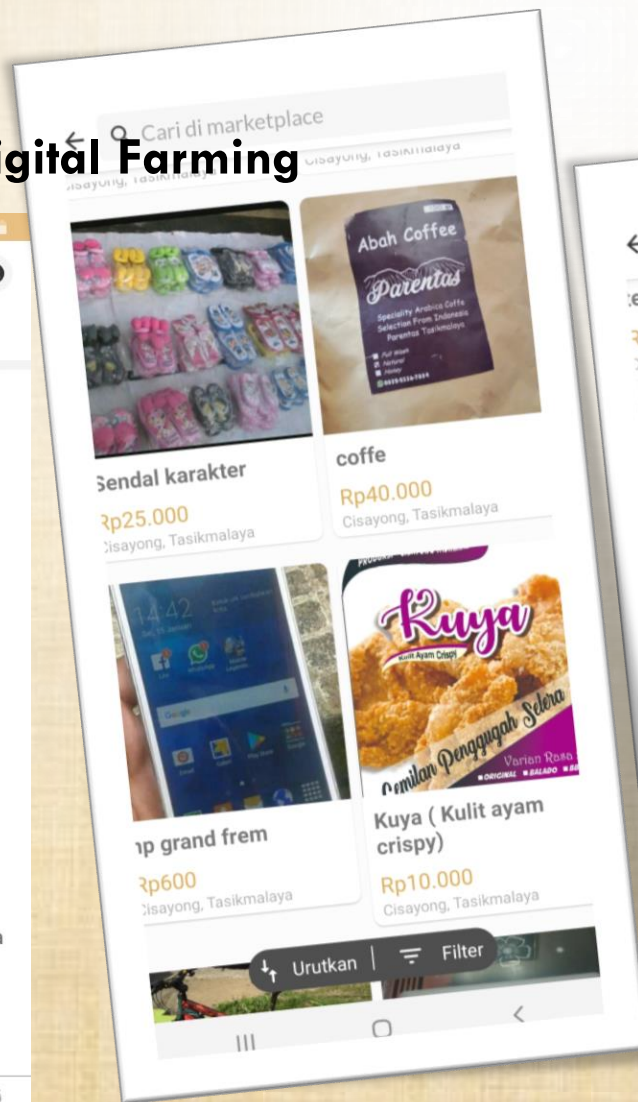
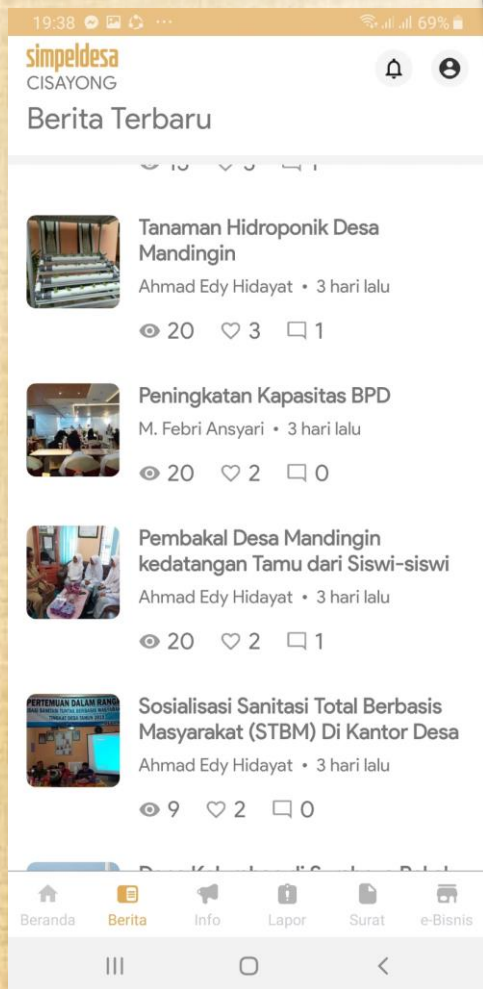
23 sub districts - 278 Villages – 268 VOEs

SMALL AND MEDIUM – SIZED BUSINESS PROMOTION IN THE AGRICULTURAL SECTOR AND IN THE FOOD PROCESSING INDUSTRY



STRATEGIES

4. Agri-Startup Business and Digital Farming

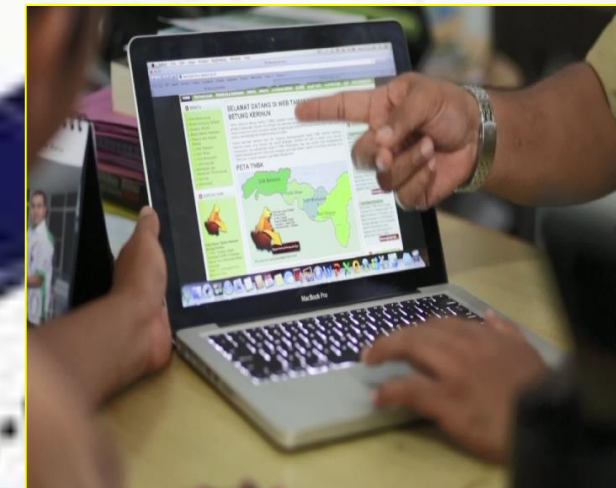


Since 2019 supported by Sky toll – Palapa Ring – Digital Economic

Proyek Palapa Ring

STRATEGIES

Digital economy is a transaction or market that take places in the internet world





RESULT

After 4 years:

- Village products are sold at good price (28%)
- Welfare of the village community increased (76%) ** Kratom
- The transaction process for village products is faster (42%)
- Village Development Index grow up (30%)

THANK YOU