



सत्यमेव जयते

**Embassy of India**

**Jakarta**

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**Press Release**

**INDIAN EMBASSY IN INDONESIA TAKES A BIG LEAP FORWARD IN  
PROMOTING BOVINE MEAT**

The Embassy of India in Jakarta, in association with the Agricultural and Processed Food Products Export Development Authority (APEDA) and the All India Meat and Livestock Exporters Association (AIMLEA), organized a 'Roadshow on Indian Bovine Meat' in Jakarta on 21 April 2016.

The event was attended by Senior Officials of the Ministry of Agriculture, Indonesian meat producers/importers associations (NAMPA, APMISO, ASPIDI, APFINDO, PPSKI, GKSI, GPMT), Indonesian Chamber of Commerce and Industry (KADIN), State Procurement/Logistics Agencies, private import houses and retailers, apart from the media.

The Ambassador of India H.E. Ms. Nengcha Lhouvum, in her opening address, said that the overall engagement between India and Indonesia remains vibrant and full of vitality of which economic and commercial cooperation occupies prominent position. Bovine meat is one of the prominent sectors which could help diversifying the exports from India that would ultimately benefit the Government and the people of Indonesia, the Ambassador added.

In his remarks at the event, the Director General of Livestock and Animal Health Dr. Muladno said that the Ministry of Agriculture had deputed a country audit team to India in September 2015, to inspect abattoirs and research institutions, which confirmed that India has excellent mechanism of meat processing and quarantine control. India has more than 50 slaughter houses which are above international standards. Based on this, the President of Indonesia H.E. Mr. Joko Widodo had signed a Decree allowing 'zone-based' meat imports in March 2016. He added that the Indonesian government is making efforts to open its market for Indian bovine meat by Ramadan period.

The Roadshow included a presentation projecting the strength of India as a consistent and quality supplier of bovine meat to Indonesia. India has a track record of 46 years in the export of de-boned and de-glanded frozen Buffalo meat to 64 countries worldwide. 100% of the meat exported from India is prepared strictly in compliance with Islamic requirements and is genuinely Halal.

India has been trying for market access for Indian bovine meat in Indonesia since 1999. With the recent decree signed by President of Indonesia allowing 'zone-based' meat imports, India is expected to get a significant share of the Indonesian meat market as the bovine meat will be very competitively priced.

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21 April 2016

