



Australia Awards

Australia Awards Short Course

International business readiness – a course for women-led MSMEs in the food sector (IA-CEPA)



The participants of the International business readiness – a course for women-led MSMEs in the food sector (IA-CEPA) Short Course attending the post-course.

Course Highlights:

- Pre-Course online workshop from 8th - 10th February 2021
- Eight week online short course from 28th September - 17th November 2021
- Post-Course workshop from 17th - 18th February 2022

The purpose of this course was to improve the business readiness of Indonesian women-led MSMEs in the food sector, to expand their operations overseas, particularly to Australia or in partnership with Australian businesses to third markets, through the sharing of best practice in the sector, benchmarking international business operations and corporate management and analysing consumer trends, target markets and entry strategies. The course also aimed to inform the participants about business opportunities under IA-CEPA, the advantages associated with an increased application of technology and how to make the most of international business linkages.

The Short Course saw 25 Indonesian female entrepreneurs from women-led MSME in the food sector come together online from across Indonesia. The course enabled participants to develop relationships with experts in their field, network with fellow participants and learn from guest speakers and mentors through presentations, tours and interviews.

Leading the course was Dr Katherine Hunt and Dr Ben Mullen with support from mentors Associate Professor Robin Roberts and The Honourable Paul Lucas.



Session Highlights and Site Visits

Due to the constraints related to the COVID-19 pandemic site visits and interviews were experienced virtually. Participants were taken on tours of various business and facilities involved in the international food market. This included businesses and organisations such as:

- Port of Brisbane
- Biosecurity Queensland, Department of Agriculture and Fisheries
- Coles - Leading Australian supermarket
- Pennisi Cuisine - International food distributor
- Sendok Garpu Indonesian Restaurant
- snapfresh - Food production facility



The Honourable Paul Lucas giving the participants a tour of one of Australia's leading supermarkets Coles.

Participant Projects

Course participants were required to prepare Award Projects based on the learning outcomes. These projects were continuously reviewed and discussed with their group mentor throughout the course. Projects included:

- Development New Brand Design and Packaging of Premium Rice at two SMEs of Central Java
- Market Opportunity Analysis and Customer Behavior of Netisane Cascara Tea & Beverage
- How to export chocolate spreads and chocolate bars to Australia
- Fermented New Trend Snack Project



Participants engaging in conversation virtually with guest speaker Antonius Auwyang, CEO of Sony Trading.

Pre-Course Workshops

The pre-course workshop took place online between 8th - 10th February 2021. The pre-course was presented by the course leaders and mentors and was designed to introduce the program objectives and expectations to the participants as well as provide them with an overview of the main topics.

Post-Course Workshops

The post-course workshop was held in Bogor, Indonesia between 17th - 18th October 2021. The post-course provided a final opportunity for participants to clarify and content covered during the course and hone their presentation skills. The participants gave a formal presentation of their Award Projects, providing an opportunity for peer feedback and potential collaboration.

Testimonies

"This program has broadened my view toward food business comprehensively. It is more than producing food and selling the products but as a manufacturer we will have to think about being environmentally friendly, sustainability, empowering society especially women."

Ifa Ayu Muzdalifah
Mina Food

"As a person my mindset has changed. At the beginning of the course I was unconfident with my business profile but then now I am so much energized to follow up my project plan."

Chinta Imbran
La Brulerie Jogja

For further info about the program, please contact:

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