



Australia Awards



WOMEN //
GLOBAL BUSINESS
Indonesia

INTERNATIONAL BUSINESS READINESS FOR WOMEN IN GLOBAL BUSINESS: FOOD PRODUCTION AND PROCESSING





★ / International Business Readiness for Women in Global Business (Food Production and Processing)

The food and beverage industry has emerged as one of the most profitable industries globally with a \$100 billion in market value. In Indonesia, the sector includes industry players of all size; small, medium and large, contributing to the domestic economy. To attract more investors and compete with other South-East Asian countries, companies in Indonesia need to enhance their products, especially with the start of the ASEAN Economic Community (AEC) for free trade.

To support the Indonesian players to make an impact in the global market, Australia Awards provided scholarships for 26 women leaders in their respective industries and representatives from government as policy makers to further enhance their knowledge and skills. The course was designed to empower women leaders to take their business to the next level.

Delivered by Griffith University in Brisbane, Australia, during September 2016, the course gave participants the opportunity to boost their knowledge of legal and customs regulations in different countries, how to access capital and other operational factors, and also how to connect business to business in Indonesia and Australia. Participants went on relevant field visits to places such as Queensland Government Health and Food Science, Wandering Cooks (a facility supporting food entrepreneur), Street Food market and Indonesia Trade Promotion Centre in Sydney.

Griffith University also provided intensive mentoring for participants to work on their individual project; an opportunity to showcase their understanding of the course via a small scale project with implementation impact.



Ade Permata Surya

Hearty Foodie

Product: Fruit Strip
<http://www.heartyfoodie.com/>

Hearty Foodie is an enterprise engaged in healthy food, offering snacks which are not only satiating but also healthy as they are made from natural food ingredients. Hearty Foodie was established by two founders, Ade Permata Surya and Nur Sofia W Y, who have the same passion in food and beverages. Now these Hearty Foodie products have entered 55 retailers and supermarkets, and have received media coverage from national print and electronic media.



Testimony

“ I was very lucky and happy to be one of the participants in the Short Term Award “Women in Global Business” by Australia Awards. This event was really beyond my expectations, the knowledge I gained in Australia was very practical. It is not only in theory but all the participants were invited to go to the field every day and learned how to see the reality at the market. All activities and knowledge was useful and applicable for businesspeople like us. Especially when we learned about organic markets, commercial kitchens, knowledge about marketing, distributors, and when we learned about export and import. The most exciting part was when we met Australian buyers at the event of business matching and having dinner together. In addition to the knowledge, I got a huge opportunity for networking, met great entrepreneurs, which made me exchange ideas and receive a lot of knowledge as well as input from them. And the most unforgettable thing was that all facilities and accommodation provided during our stay really made us feel comfortable and sad when we had to leave Australia.”





Asri Meikawati Hazim (Meika)

Cokelat nDalem

Product: Chocolate

<http://cokelatndalem.com/>

The Coklat nDalem story began when Meika and her husband started their business in 2013 at their parents' house. After working for 2 years in a very small kitchen, they decided to move to a new place in Yogyakarta and set up a new store with the passion to tell people more about Indonesian chocolate. They believe that Indonesia does have a lot of flavours, herbs, spices and local ingredients that can match deliciously with chocolate.

Testimony

“ It was an honour for me to have this opportunity to join “Women in Global Business – Food Production” held by Australia Awards. The program organised by Griffith University was very wonderful with the combination of class activities and business visits. It broadened my knowledge about how to do business, especially how to prepare if we want to expand our market in Australia. One of the interesting things in class was when we had a lecture about packaging from Evolve Brand Design Agency. The speaker explained how packaging had to be developed to create a good company image and professional perception in the customer's mind. Then we can gain the trust from our customers.

Business visits also gave me some insights on how to implement systems and standard operating procedures in the company. The implementation of the course will make the company more effective and efficient in running its operational activities. And of course the enjoyable moment was when we visited Noosa Chocolate Factory. It gave me some ideas on how to develop our Cokelat nDalem in Jogjakarta, Indonesia.

”



Christiva Pawestri

PT. Kampung Kearifan Indonesia (JAVARA)

Product: Organic Product
<http://www.javara.co.id/>

JAVARA was founded by Helianti Hilman in 2008, inspired by the biodiversity of Indonesian food, indigenous wisdom, and spiritualism. JAVARA works across agricultural value chains from production to distribution in order to preserve biodiversity and bring community-based organic products to broader markets. JAVARA is now known as a leading social enterprise in Indonesia that works with over 50,000 local indigenous farmers and 2000 food artisans, selling over 600 premium artisan food products.



Testimony

“ It is such a blessing that I could join this program. Learning a lot from the experts made me have a great time and improved and enlarged my capability.

The modules were very engaging. I enjoyed the lecturer/student interaction and practical exercises; they really helped cement the new skills we were learning, ensuring they could be called upon when required in the workplace.

The facilitator was excellent at keeping the group interested. I enjoyed that there was lots of group discussion.

The course was interactive (for example, the group work), but there was also time for thinking and writing. The resources provided were good and useful for future reference.

Thanks so much for the past 16 days, It was a great course, good food and good hospitality. “



Daisy Anggraini

Denz's Food Products

Product: Traditional Lolly Ice Cream

www.denz-food.com

Denz's Es Potong is premium Indonesian lolly ice cream, made from high quality ingredients such as pure coconut milk and fresh fruits, without any preservatives. There are 10 flavours: chocolate, strawberry, durian, avocado, red bean, green bean, coconut, jackfruit, fermented black glutinous rice and sweet corn.

Testimony

“ The design of the short term course was excellent. In the morning sessions, the participants were taught about theories and best practices from professional lecturers and industry experts. In the afternoon, we visited various industry and government institutions. All of these opened up my mind and improved my understanding about how Australians do business and how the government greatly supports those businesses.

Another valuable aspect of the short term awards is the networking experience that I got from meeting, sharing and collaborating with my fellow award recipients, lecturers and staff of Griffith University as well as with other institutional representatives. All the project leaders and the lecturers were very kind to share their knowledge, experiences and advice to all participants. Overall, the design and implementation of all the course was excellent and I give this short term award a five star rating! ”



Dea Kartika Yazid Putri

PT. Bhumi Gastronomi
(Brand Churros La Fonda)

Product: Churros

<http://www.churroslafonda.com/>

PT. Bhumi Gastronomi is a company that manages the brand Churros La Fonda. The company was established in 2013 and now has 4 kiosks and cafes in Bali and Jakarta. The main product is churros, a deep fried Spanish doughnut served with sugar and dipping sauces.



Testimony

“I’m very much impressed by the creativity of the food industry in Australia. There were so many interesting moments and my favourite one was when we were walking to Wandering Cooks and stopped at a doughnut store. It was impressive how they created a doughnut brand, had a unique presentation of the doughnut, sold it for 6 AUD per piece and people were queuing for it! They could present something different to customers and they inspired me in some ways.

After the short course, I have so many ideas popping up in my head to improve my business. The connection I have with other participants is very precious. I’m planning to collaborate with Steffi to produce gluten-free churros, also with Yuki to supply me with her ice cream products and with Meika and Rizna to partner up opening churros kiosks at their establishments in Jogjakarta.

This course was very beneficial for my self improvement and the growth of my company. Thank you Australia Awards and Griffith University.”



Dewi Alima Nostalia Suseno

CV. Tiga Diva Jaya (DIV Food)

Product: Boneless milkfish

<http://tigadivajaya.blogspot.co.id/>

CV. TIGA DIVA JAYA or TDJ was founded in 2013. It is a private company that supplies various kind of boneless fish under the brand Tiga Diva or DIV Food. DIV Food has several products including frozen milkfish with no bones, ready to be made into various kinds of delicious dishes. and boneless milkfish with smoke flavour, which is very popular.

Testimony

“ I gained a lot of knowledge when participating in Australia Awards. Thanks to Allah Almighty. I still can't believe that I could step my feet on the kangaroo country. For 2 weeks, we were really given outstanding facilities by Australia Awards. I am very lucky to be able to attend this course, because I gained so many experiences and knowledge and of course this will help develop my company. ”



Erythrina Jasminta Sari W.

CV Giri Sari Food

Product: Ready-to-eat Traditional Indonesian cuisine under Pawon Selera brand
<http://www.pawonselera.com/>

Pawon Selera, a culinary brand that brings customers a taste of Indonesia's heritage, is proud to serve a variety of traditional Indonesian dishes using only the best of ingredients - natural, hand picked, and of the highest standard. The frozen products are a marriage between preserving tradition in every bite and practicality. Pawon Selera offers a wide range of different meals to choose from, allowing customers to have a tasty menu every day without hassle.



Testimony

“ I am glad that we had the opportunity to visit the factory of Creative Cuisine in Salisbury, Brisbane. Pawon Selera's products bear a resemblance to that of Creative Cuisine. I received so much feedback to improve my production quality, in terms of both processing and packaging technology. During the visit, I could finally hold physically the packaging that I had been looking for but could not find in Indonesia. I also had the opportunity to discuss food processing and packaging technology with the experts, Mr Cameron Turner from the University of Queensland and Mr David Lewis from Innovation Optimisers. When we had a chance to visit ITPC Sydney, I managed to meet Sony Trading, one of the Indonesian product importers in Australia. He gave me some helpful feedback about how to adjust my product so that it is acceptable for Australian requirements and markets. ”





Etty Wijayanti

Tiga Nona Smoked Fish

Product: Spicy shredded smoked fish (cakalang)

<https://tiganona.yukbisnis.com/>

Tiga Nona was founded at the end of 2015 in Tangerang. Our product is shredded smoked cakalang (tuna) in spicy flavour. This is a convenient and ready-to-eat food. Indonesia is an archipelagic country and we are rich of fish, but fish consumption in Indonesia is less than expected. To help the campaign for Indonesians to eat more fish, the company made a ready-to-eat food which is easy, fast and healthy. In the future, more products made from fish will be created. Currently, products of Tiga Nona Smoked fish are marketed online through social medias and a website.

Testimony

“ We are feeling so blessed to be given this precious opportunity to receive the Australia Awards Short Term Award. It was like a dream to be able to learn in a well-managed workshop held in Australia, a country with high standards in food processing. Every aspect that we saw in this country could be a very good reference for our food production. We are so happy to meet new friends from other food businesses. Personally I gathered quite a lot of practical knowledge from many of them. Most of the other businesses here already run and are well developed, so I could dig and reveal their secret key to success. For me, the best part of the Australia Award STA was the networking opportunity. Moreover, I really love the course committee who prepared everything smoothly. The accommodation is perfect, it is very strategiccally located in the city. Overall the experiences with Australia Award are remarkable and I would like to say thank you so much for giving me this award. “



Fatma Arief Fianti

Fianti Bakery n Cake

Product: Ampyang, Bread and Cake

<http://fianti-jogja.blogspot.co.id/>



Fia Bakery and Cake was started in 1998 with only a traditional product called ampyang coklat, a traditional Javanese snack using peanuts and chocolate. As the company grew, more snacks were produced such as pia, ampyang jahe (ginger ampyang), bread and cakes. The founder of Fia Bakery and Cake have received several awards from local government and women entrepreneurs association (IWAPI) and then was selected as the Chairperson of the Women Entrepreneur Association (IWAPI) Yogyakarta branch.



Testimony

“ It was an amazing time because I learned so much. It was important for me to improve my business. And I could share with my community the ideas on how to build women’s businesses. Understanding technology is important to improve food production. ”





Margaretha Chrisna Sari

Rendang Den Lapeh

Product: Beef Rendang

<http://rendangdenlapeh.com/>

Rendang Den Lapeh is a packaged rendang company in Indonesia. Using an original recipe passed down for three generations, Rendang Den Lapeh proudly promote Indonesia's culinary heritage as part of the business. Currently, the product of Rendang Den Lapeh is delivered to almost all cities in Indonesia from Aceh to Papua.

Rendang Den Lapeh has also been purchase by customers to be taken abroad to London, Tokyo, Melbourne and Seoul, among others. It's also a favourite meal for mountaineers, and have gone as high as the Mount Everest, the highest mountain in the world, with climbers.

Testimony

“ Warm Brisbane, a pleasant town, Australian citizens with all their hospitality. Griffith University is a campus to always be remembered. The best lecturers gave materials with sincerity and loyalty in performing their duties. Thank you for all. Class sessions, workshop sessions, business visit sessions, shopping sessions - everything was fun. The short course materials can be applied in businesses. The experience of meeting business friends, seeing firsthand the business in Australia, seeing the markets directly, all knowledge and experiences were valuable. Thank you Australia Awards. Hopefully www.rendangdenlapeh.com will continue to grow and develop. ”



Maria Stephanie

Letusee

Product: Packaged Food and Beverages
(healthy and natural food)

<https://www.instagram.com/letusee.yk/>



Letusee started as a salad and sandwich warung (stall) in 2012. We specialise in healthy and natural food, sourcing our ingredients mainly from the local area (Yogyakarta and nearby), from farmers, artisans or producers. In addition to producing ready-to-eat foods in our restaurant, Letusee also produce packaged foods and beverages such as homemade salad dressings, kombucha, water kefir/tibicos, whole sorghum grains and a variety of flours made from local carbohydrate sources (grains, tubers, fruits).



Testimony

“ For me the sessions I found very interesting and very useful for improving my products were the ones that talked about branding and labelling - i.e. sessions conducted by Ms. Renee Weaver, Ms. Maria Dharmesti, Dr. Sangeeta Prakash, Mr. Cameron Turner. I am confident that my products are unique and have big potential but the brand is very weak. So I have strong hopes that the knowledge I’ve gained from the aforementioned sessions can be applied to my products to help create a stronger brand. ”





Marizna

Bakpiapia Djogdja (CV. Zoehada Pangan Kreatif)

Product: Bakpia

www.bakpiapia.com

Bakpiapia is a home industry established in June 2004 in Yogyakarta. Our snack was introduced to the public through meetings, gatherings, and family events. Then, by word of mouth, it became known for a distinctive crunchy taste, more filling and crispy skin. The home industry has developed quite rapidly and now has 7 stores in Yogyakarta. Bakpiapia produces "more bakpia than the original", with more than 10 variants. Bakpiapia presents in unique packaging and will continue to innovate to always be "More than the Original".

Testimony

“The whole activity was really interesting and I gained a lot of knowledge, ideas and opportunities to implement business development plan in Indonesia, or in Australia, if I got some local partners there. I really want to participate in the next various programs of Australia Short Term Award, to keep elaborating various knowledge and relevant ideas between Indonesia and Australia, along with its real business execution.”



Ni Nyoman Kertawidyawati

PT Hatten Bali

Product: Wine

<http://www.hattenwines.com/>

Hatten Bali has produced Balinese wine for 22 years and developed by producing Australian wine in Bali. Achieving the big vision of making wine in Bali using local grapes requires determination as there are many challenges such as viticulture, the complexity of the wine making process, Indonesian legislation for alcoholic beverages and competition with other imported wines. The demand for wine is high particularly from the tourism and hospitality businesses in Bali and Indonesia.



Testimony

“ My favourite session was with Dr Katherine Hunt. The way she presented business and marketing plans was really enjoyable and made it look very easy to be applied. Noosa Chocolate Factory, Sirromet Winery was very interesting to visit. I saw how they developed the tour and customers' experiences. Wandering Cooks was a really interesting project that we visited and gave me good ideas on how to work in the field.

The whole team from Australian Awards were really attentive to ensure that all of us were in good condition and got the best out of all sessions, thank you so much for that, I really appreciate it. ”





Nilamsari

Kebab Turki Baba Rafi

Product: Kebab

<http://babarafi.com/>

Kebab Turki Baba Rafi is one of the subsidiaries of PT Baba Rafi Indonesia established in 2003. With its original tasting kebabs, it now has 1500 outlets in 9 countries (Indonesia, Malaysia, Philippines, China, Netherlands, Singapore, Brunei Darussalam, Sri Lanka and Bangladesh) within 13 years of development. Lines of awards prove that now Kebab Turki Baba Rafi is no longer a local business but has transformed into an international business.

Testimony

“ I am very lucky to have participated in the Australia Awards Indonesia program of Women in Food in Brisbane. The 2.5 weeks were really insightful. In Griffith University and Queensland University, we learned about packaging, labelling and franchising. Everything was so helpful and applicable to my business especially for international expansion. ”



Nurfina Aznam

An Nuur Herbal Indonesia

Product: Herbal Medicines

<https://annuurherbalindonesia.wordpress.com/>

An Nuur Herbal Indonesia has been established since 1999. Research results for the Dissertation (S3) at the Vrije Universiteit Amsterdam revealed that Curcumin (the active ingredient in turmeric) and curcumin derivative compounds synthesised have high anti-inflammatory activity. Research results show that white turmeric can be used as medication for cancer, inflammation, hepatotoxicity, haemorrhoids, allergies, asthma and inhibit the aging process. Currently, these products have reached 37 items in the form of powder, instant, and capsules. Consumers of An Nuur Herbal are not only from Indonesia but also Finland, USA, France and Netherlands.



Testimony

“ The materials given during the workshop in Australia in theory and company visits were highly beneficial for the development of our company. The theories are Analysing the business and trade environment - drivers that enable and constrain business growth (Dr. Lanita Winata); Development of Business and Marketing Plans (Dr Ben Mullen, Dr Lanita Winata); Accessing finance and capital for international growth of your business (Dr Katherine Hunt); Branding and marketing strategy for the international market: packaging solutions for target export markets (Dr Lanita Winata); Cross-cultural management and its impact in international business (Dr Lanita Winata); Competitor and product analyses undertaken when developing new food products (Mr Cameron Turner & Dr Angela Hirst). ”





Peni Hedi Purwanti

Prima Diet Catering and Nutrizima Healthy Food

Product: Custom made catering (healthy catering)

PrimaDiet is a catering company founded in 1999 by Dr Peni Hedi, a general practitioner and Master in Public Health specialising in nutrition. PrimaDiet prioritises good, nutritious and balanced food and personal service. The catering service is tailored in accordance with individual needs, based on age, weight, height, nutrient status and with attention to personal tastes, lifestyle and health targets. Nutrition-trained staff assist consumers with everything related to their diet and the personal service arrangement.

Testimony

“ A very impressive short course about management and operating more professionally in the food industry. The benefits are highly relevant for implementation.

I suggest perhaps it's better to make groups based on the types of business and business interest.

It's also good to make groupings based on the business levels of the participants so the materials given really match with each participant, providing that the participants varied from new businesspeople, to those with several years of experience in starting business and those with long-term experience in business.”



Prasetyanti

Ministry of Cooperative and SMEs

Product: Developing Cooperatives and small and medium enterprises.

The Business Mentoring Section at Deputy of Restructuring Business, Ministry for Cooperatives and Small Medium Business Enterprises is responsible for formulating business policy; coordinating, synchronizing and developing business strategy; mapping business condition; enhancing business opportunity and protection as well as implementing policies for cooperatives and small medium business enterprises.



Testimony

“ The course was an excellent educational opportunity in which I got a lot of new knowledge. All materials were very useful for improving performance in the workplace. The combination of the scope and depth of this course helped me to understand the material better after taking this course. There were lots of topics that I didn't know anything about, very technical with many tremendous examples. I really liked all the methods, pictures, charts, they will be useful references.

It was amazing, inspiring and instructive.

I was impressed by the visit to Queensland Government Health and Food Precinct. The Queensland government provides many things to start-up businesses, for example RnD, production, promotion until marketing. It was amazing and inspiring for me that I could sell the idea to my government, to help start up businesses.

I was also impressed by The Wandering Cooks, the sharing kitchen that provided the resources needed to get a business off the ground, such as licensed commercial kitchens, storage space, guarantee that the products meet food criteria and are safe to eat. That place is appropriate to be applied in Indonesia to help small-medium business enterprises. ”



Riezka Rahmatiana

CV Ezka Giga Pratama
(Pisang Ijo justmine)

Product: Pisang Ijo Justmine

<http://pisangijo.com/>

Just Mine Pisang Ijo is a traditional food business from Makassar which is gaining public recognition. Under the management of CV. Ezka Giga Pratama, Just Mine Pisang Ijo is managed with the spirit of integrity and endless innovation. Within 5 years of development, it has established 280 outlets. Lines of awards prove the success of this brand. Just Mine Pisang Ijo has a vision of expanding to become an international business, not only a local one.

Testimony

“ It was very interesting and helpful to join the Australia Awards Short Course program. I learned a lot from this program, from branding, marketing strategy, food technology, distribution, legality, up to technical costing in business implementation.

Networking sessions with some local businesspeople in Australia and Indonesian entrepreneurs opened my mind to more opportunities for my business in the future. ”



Rita Suryaningsih

CV Monity Jaya Bersama

Product: Sarabba Sukmajahe

(Traditional Beverage from Makassar)

<http://sarabbakhasmakassar.blogspot.co.id/>



CV. Monity Jaya Bersama is a small-scale industry engaged in processing traditional foods and beverages from South Sulawesi. It was established in 2008 in Bekasi, and located and operated at Makassar from 2012. One of the company's missions is to produce and introduce more foods from Makassar, especially Sarabba products with the brand of Sukmajahe, so it becomes the main souvenir from Makassar besides non-food products.



Testimony

“ In this short course, almost all materials were very useful and inspiring for me to run my business. And there were some materials which were very impressive and really inspired me and gave very useful input for my future business, such as the industrial visit to Creative Cuisine in Salisbury and Wandering Cooks. This activity provided input as well as a comparison on how the production system was well-managed and well-organised, and gave positive effects in the form of a spirit booster to develop my business later. In addition to that, in the networking event session, we could directly deal with consumers, whether they were a businessperson or purely as consumers. I got very valuable input from them, and potential for cooperation which can facilitate our process to enter the Australian market in the future.

The first time Mr Cameron tried the product his response was very positive! He also gave input regarding the composition and ideal packaging form according to the view of Australians. It was very meaningful and memorable for me. As a suggestion for this event in the future, the time allocated could be longer and the invitation could be for more people and if necessary, local media could also be involved. “



Ruth Evelin Pasaribu

Ministry of Trade

Product: Formulate and Regulate Policies

The Ministry of Trade (Kementerian Perdagangan) is a ministry of the Government of Indonesia that directs the formulation, determination and implementation of policies related to the development of trade and industry in Indonesia. In performing its duties, the Ministry of Trade supervises the management of property and wealth of the country, and implements technical guidance and technical activities at the national level.

Testimony

“ I found the short course interesting and fascinating, in particular it was well-prepared and perfectly run with exciting, stimulating and informative programs. Of all the programs, the most interesting sessions for me were industry and institutional visits because through these challenging personal experiences, I learned more about what is going on in the food production and processing food industries and also what changes have been taken and gradually developed in the field. For example, most food producers in Australia are aware of the need to manufacture healthy and nutritious food. It is as a result of the changing perception and thinking of consumers in Australia where they tend to prefer healthy food with no preservatives, and mostly favour gluten-free food and consider the environment in making those products. This knowledge and information will be a valuable aspect for me as a government official in Indonesia.

I, as part of the government that provides policy and regulation, am able to experience and absorb what people and business need in regards to doing business locally and internationally. I can use this information and knowledge for myself as well as transfer it to my colleagues in my unit in the Directorate of Bilateral Negotiation. By having this fascinating knowledge, hopefully it can contribute to the expanding close relations between Indonesia and Australia. Thus, Indonesia as a trade partner of Australia (one of the big markets for Indonesia) can try to suit its food standards and preferences with Australian consumers' needs and lifestyle.

”



Suci Senanti

PT. Saka poros kartaredjasa

Product: Canned food

<http://www.warungbuageng.com/>

Warung Bu Ageng was established in 2011 serving Kutai and Javanese dishes illustrating the owner's background. The meals presented are: Sambal Kutai, Esem Penggeng, Baceman Kambing, Lidah Masak Semur, Lele Njingkrung, Sayur Lodeh, Paru Masak Ketumbar, Terik Daging, Ayam Nylekit, Oseng Mercon, Tempe Garit, Duren Mlekeh, Es Kopyor Durian and more. Four of these are available in cans: Sambal Kutai, Terik Daging, Oseng Mercon DOR and Ayam Nylekit. It is expected that in future the canned food is available in supermarkets in Indonesia.



Testimony

“ It was a great experience to join this program along with many women who fight for their businesses. They have their own ways to make their businesses stronger and bigger but they still care about one another. It felt like I had so many mothers and sisters when I was in Brisbane. They are my new family. ”





Susi Wijaya

UD Segar Harum / Kopi Sidikalang

Product: Coffee

www.kopisidikalang.com

UD SEGAR HARUM is a home industry established in 1945 in Binjai, a small town 20 km away from Medan, North Sumatra. UD SEGAR HARUM traditionally processes Sidikalang coffee - starting from the selection of coffee beans, roasting, to grinding. What makes this traditionally processed coffee different from industrially processed coffee lies in the human touch - the touch of the human hand and heart. Coffee from UD SEGAR HARUM is processed with heart, passion, and commitment to producing high-quality ground coffee.

Testimony

“ For me, the Australia Awards short term course was an eye-opening program because I could get to know more about the habits and taste preferences in Australia, how to run a business in Australia, and hopefully it can be a initial step on my product being exported to Australia. This program was also more practical because I not only learned about theories but also practices. I also felt lucky that I could directly meet businesspeople in Australia. ”



Sutinah

PT Kemenangan Segar Aroma

Product: Minuman Sari Buah (Fruit juice beverage)

<https://www.facebook.com/KemenanganSegarAroma/>

PT. Kemenangan Segar Aroma was established in 2010 in Tangerang, and is a distributor subsidiary of PT. Kemenangan Group, established since 2005. PT. Kemenangan Segar Aroma produces fruit juice drinks in a variety of packaging, with the trademark of Yohoo. Products include Yohoo Es Bantal with blackcurrant, strawberry, soursop, honey mango, sweet orange flavours; Yohoo Jus with orange grape, mango flavours; Yohoo Ice Cup with mango, grape, and mandarin orange flavour.



Testimony

“ I am grateful I could join the Australia Awards Short Course because I learned about Australian culture and habits as well as about the management of food industries. I also learned a lot about packaging and still had some time to go exploring in Brisbane and Sydney during the 2 week-course. Moreover, I am proud to be a representative of people with disabilities in the short course. ”





Claudia Syanni Latif

Marguerite Nougat

Product: Nougat, Cookies

<http://nougatworld.com/>

Marguerite Nougat was founded in 2011 by a couple of architects who love to eat healthy and delicious food. The products are made from premium ingredients, combined to make the tastiest of each kind and presented in a very delicate fashion. Some products use only organic palm sugar and no chemical ingredients are involved. The selection ranges from nougat, cookies, spreads, cakes and energy bars.

There are a selection of 15 flavours for nougat available. Apart from nougat, there is also a selection of healthy spreads for toast or cakes. The healthy cakes use low flour and low sugar, some fruitcakes don't even use sugar in the filling as the sweetness comes from the fruit itself. All products are registered with the health department of Indonesia and halal-certified by MUI.

Testimony

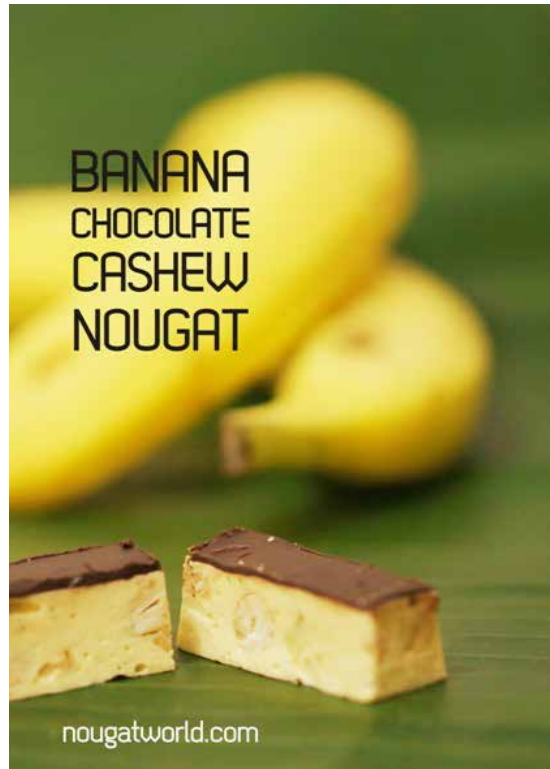
“ This is really a wonderful, fruitful experience to me. I've been running my business for 5 years and from all workshops I have attended, this is the most packed and useful for entrepreneurs especially in Food and Beverage sector. I really liked the class presented by Dr. Katherine Hunt. Now I know how to access finance and capital, and to create a system in the company to make it work more effectively and efficiently. I learned more about financial assessment and how to present the business in front of the investors and I learned a lot about the food supply chain in Australia. I also liked the lessons by CEO Perkii. The online marketing campaign is very interesting and I will implement it in my company.

The visit to Wandering Cooks helped us to see the possibility of collaboration in Australia, producing some of the products in Brisbane and selling the products there. The visit to Creative Cuisine was also very useful. I learned the implementation of HACCP in small scale industry.

After finishing, I listed a lot of things to improve inside my small company. We would implement all the changes step by step and I believe the changes will help us grow bigger.

Overall, it was an amazing program, short, intense and life-changing!

I am so honoured to be in the program. Thank you so much!



Yanty Melianty

PT MagFood Inovasi Pangan

Product: Food seasoning with custom concept

<http://www.magfood.com/>

PT MagFood Inovasi Pangan was established in February 2001 by an Indonesian woman entrepreneur, Yanty Melianty Isa, who has experience in handling various multinational companies in the field of food seasoning and product development. PT MagFood Inovasi Pangan formulates and develops recipes for flavours and latest trends as well as high quality to compete with other multinational companies engaged in food seasoning in the form of powder, sauce, pasta and others. The scope of business: Food seasoning (customised concept for B2B), Amazy Resto franchise opportunity, Business development, Workshops for food and beverage business, Research and development



Testimony

“ It was really an amazing program designed for women entrepreneurs in food businesses. Not only did I learn about the concepts but also directly met and learned from successful food entrepreneurs and went on field visits related with our business. It was all about “seeing is believing” and “personal touch” learning experiences. The most important thing was all areas that we visited were related to SME businesses. That inspired me to have better vision for my business development and to scale up the business in the near future. Thank you very much to Australia Awards for the best ever program. ”





Yuki Rahmayanti

Sweet Sundae Ice Cream

Product: Ice Cream
<https://www.facebook.com/Sweet-sundae-ice-cream-174302779335078/>

Sweet Sundae Ice Cream is a milk-processing company in which the milk is taken from local farmers in Kaliurang, near Yogyakarta, and its surrounds. The end product is ice cream that is unique since it can be customized and made into different flavours to suit customer's taste. The advantage of the product is that all products contain no artificial sweeteners, chemical dyes, and preservatives, so the products are safe for consumption by kids and pregnant women. Sweet Sundae marketing process is using distributors who are mostly women who are based in the home and become distributors to earn their own incomes.

Testimony

“ It was like having a new family with the course participants. We interacted every day for 2 weeks and we adjusted to different kinds of characters and individuals. The course material was an eye opener, showing me that things that I thought had been good and perfect in my business were indeed still lacking and there are lots of things to improve. The industry visits sparked some ideas for innovations for my business. I also got answers to many questions related to challenges in my business from the industry visits and sharing session between the participants and instructors.

This Short Course is very helpful that until now I still can't move on. For all Australia Awards team, I express my endless gratitude. Thank you for the incredible facilities, and I hope Australia Awards continues to shine and be more successful, Aameen. ”



