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FLAVOR OF ESSENTIAL OILS



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Message from the Editor's Desk

An essential oil is a concentrated, hydrophobic liquid containing volatile aromatic compounds from plants. It is produced by distillation. Other extraction process to obtain aromatic plant compounds includes expression, or solvent extraction. Essential oils are used in perfumery, aromatherapy, cosmetics, incense, for flavoring food and drink, and to a lesser extent, in medicine and household cleaning products. They are valuable commodities to the fragrance and flavorant industries.

This time, we put one of the medical herb industries that inherits expertise and know-how of blending various medical plants into Jamu (medical herb), which is known as Nyonya Meneer. Nyonya Meneer who was born in 1895 in Sidoarjo, East Java, spearheaded the traditional Jamu production. Public starts to know Nyonya Meneer existence. The first step to maintain public trust to the Nyonya Meneer made medical herbs is by attaching picture and identity of Nyonya Meneer at every product packings. Hence, people are quick to know and differentiate from the other products. It means Nyonya Meneer is committed and responsible for all products it makes. Thanks to her husband and family's motivation, the original Javanese medical herb with 'Nyonya Meneer' brand was born in 1919 in Semarang, Central Java.

Next to it, we also put Jamu Puspo as the famous brand used abroad. Jamu Puspo Internusa is the herbal branch of the Puspa Group, headquartered in Indonesia. The Puspa Group has been working with the pharmaceutical industry for the last 40 years with total revenues in 2004 reaching over US\$22 Million and employing over 1,000. With many costumers abroad, we see a great future in Jamu Puspo's development.

It's the middle of the year, the right time to look at our achievements within the year so far. Yet, the Indonesian exports are still growing; we still try our best to get the world's market. Happy reading!

FLAVOR OF ESSENTIAL OILS

An essential oil is a concentrated, hydrophobic liquid containing volatile aromatic compounds from plants. It is produced by distillation. Other extraction process to obtain aromatic plant compounds includes expression, or solvent extraction.

Essential oils are used in perfumery, aromatherapy, cosmetics, incense, for flavoring food and drink, and to a lesser extent, in medicine and household cleaning products. They are valuable commodities to the fragrance and flavorant industries.

Essential oil is also known as volatile oil and ethereal oil. It may

also be referred to as "oil of" the raw plant material from which it was extracted, such as clove oil. The term essential is intended to indicate that the oil is the plant's fragrant essence from which it is extracted and not in more common sense of being indispensable. It is not to be confused with essential fatty acids.





Medical use of vegetable oils has a long and distinguished history. Many oils that are used medicinally are essential oils, which are distilled rather than pressed or otherwise extracted. Medical properties claimed by those who sell medicinal oils vary from skin treatments to remedies for cancer, and are often based on historical use of these oils for these purposes. Such claims are now subject to regulation in most countries,

and have grown correspondingly more vague, to stay within these regulations. Interest in such uses of essential oils has enjoyed a revival in recent decades, with the popularity of aromatherapy, in which oils are heated and volatilized.

Essential oils are odorous products obtained from natural raw materials such as leaves, fruits, roots and wood of many seasonal or perennial plants. They are generally of complex composition and contain alcohols, aldehydes, ketones, phenols, esters, ethers, and turpenes in varying

LIST OF ESSENTIAL OILS OBTAINED FROM WILD OR CULTIVATED PLANTS OF FOREST ORIGIN

S. No.	Product	Botanical source	Main origin
1	Amyris	<i>Amyris balsamifera</i>	Haiti
2	Anise/star anise	<i>Pimpinella anisum</i>	Spain, Soviet Union, Poland
3	Anise, star	<i>Anisum verum</i>	China, Vietnam
4	Bay/laurel leaf	<i>Pimenta racemosa/Laurus nobilis</i>	Dominica, Turkey, Italy, Cote d'Ivoire
5	Cabreuva	<i>Myrocarpus frondosus</i>	Brazil
6	Caraway seed	<i>Carum carvi</i>	Many Asian, Western Europe and North African Countries, USA
7	Cedarwood	<i>Cedrus spp./Juniperus spp.</i>	India, Sri Lanka, Guatemala, USA, China, Kenya
8	Cinnamon/Cassia	<i>Cinnamomum verum/C. cassia</i>	Sri Lanka (Cinnamon), China (Cassia)
9	Citronella	<i>Cymbopogon spp.</i>	Indonesia, China, Sri Lanka, India, Taiwan, Guatemala
10	Davana	<i>Artemisia spp.</i>	India, Pakistan
11	Eucalyptus	<i>Eucalyptus spp.</i>	China, Portugal, Spain, South Africa, Brazil, Australia
12	Lavender	<i>Lavendula spp.</i>	France, Italy, Spain, Hungary.
13	Lemon grass	<i>Cymbopogon flexuosus</i>	India, Guatemala, China
14	Litsea	<i>Litsea cubeba</i>	China
15	Muhuhu	<i>Brachyleana hutchinsii</i>	Tanzania U.R.
16	Nutmeg/mace	<i>Myristica fragrans</i>	Indonesia, Grenada, Sri Lanka
17	Palmarosa	<i>Cymbopogon martini</i>	India
18	Patchouli	<i>Pogostemon cablin</i>	Indonesia, China
19	Pimento (Allspice)	<i>Pimenta dioica</i>	Jamaica, USA
20	Rosewood	<i>Aniba rosaeodora</i>	Brazil, Peru
21	Sandalwood	<i>Santalum album</i>	India, Indonesia
22	Sassafras	<i>Ocotea pretiosa</i>	Brazil
23	Tagetes	<i>Tagetes glandulifera</i>	East and Southern Africa
24	Thyme	<i>Thymus vulgaris</i>	Spain
25	Vetiver	<i>Vetiveria zizanioides</i>	Haiti, Indonesia, China, Reunion
26	Ylang-ylang	<i>Cananga odorata</i>	Comoros, Madagascar, Indonesia

Source: ITC



proportions. An estimated 3,000 essential oils are known of which approximately 300 are of commercial importance. The majority of them are obtained from agricultural plants, but some 26 essential oils are collected in commercial quantities from wild sources.

On account of their aroma and highly volatile nature, essential oils have been traditionally used as basic raw materials in perfumes and flavouring. They are used in the preparation of beverages, medicines, and personal care and household products such as cosmetics, toiletries and cleaning preparations. They are also used in antiseptics, deodorants, disinfectants and in flavoring of foods and beverages.

Current market information on essential oils is regularly published in the Public Ledger, Chemical Marketing Reporter and Cosmetic World News. The Economic and Social Commission for Asia and the Pacific (UN/ESCAP) also supplies price information on essential oils. A time series data covering price information of important essential

oils in three major markets, namely, EC, USA and Japan has recently been published by ITC.

World trade structure for essential oils and oleoresins is described in the ITC market study on essential oils and oleoresins published in 1986. Dealers/merchants purchase the products in producing countries from the producers/collectors and export them to the processing or compounding houses or sometimes directly to the end-product manufacturers in importing countries. From the processing or compounding houses the products reach finally to the end-product manufacturers. The number of intermediaries is declining and there is an increase in direct trading between the producers or exporters and processors or end-users. Also, some countries such as Singapore, Hong Kong and the Netherlands regularly import more than they consume and conduct re-export trade with or without processing. For most essential oils, trading may take place on the futures or spot market.

Numerous bodies existed which monitor product quality and

trading procedures and draw up specifications for individual products. The most widely recognized standards for essential oils and spices are those set by International Organization for Standards (ISO). The standards have also been established by various national pharmacopoeias. The general interests of traders and users are served by trade associations such as Flavor and Extract Manufacturers Association (FEMA) in the USA. International Federation



LIST OF IMPORTERS OF ESSENTIAL OILS FROM INDONESIA

NO.	COUNTRY	EXPORT VALUE (IN US\$ 000)			
		Jan-Feb2006	2005	2004	2003
1.	Singapore	4,690	34,101	25,157	21,847
2.	Thailand	4,350	25,838	20,326	13,529
3.	United Arab Emirates	3,435	21,049	16,216	13,912
4.	Malaysia	4,377	18,114	22,461	21,589
5.	United States	2,607	16,796	11,735	14,180
6.	Philippines	1,574	13,514	18,285	14,108
7.	Japan	1,483	10,705	12,008	5,531
8.	Vietnam	1,059	7,931	5,874	4,591
9.	Netherlands	1,421	6,130	1,715	1,192
10.	France	1,000	6,127	7,104	4,252

Source: Central Board of Statistics



of Essential oils and Aroma Traders (IFEAT) based in Geneva monitors toxicological and other hazardous aspects.

The United States is the largest importer of sandalwood oil, taking an annual average of 25-30 tones. Western Europe is also a significant importer and there are substantial markets in Asia. With the release of a synthetic substitute of sandalwood oil in 1970s under the trade name "Sandala", natural oil lost its market in low-priced and utility formulations, but it still holds its market in high grade perfumery.

Although about 300 species of Eucalyptus have been shown to contain volatile oils in their leaves, only a few are important as far as commercial production of essential oils is concerned. The oils of these species are classified in trade in three broad types according to their composition and main end-use: medicinal (cineole-rich), perfumery (citronellal) and industrial (rich in phellandrene and piperitone). The distinction is not hard and fast and all the three types of oils, for example, could be used in perfumery.

In Indonesia, the biggest

importers are from Singapore, Thailand, United Arab Emirates, Malaysia, United States, Philippines, Japan, Vietnam, Netherlands and France. The total importers of essential oils from Indonesia are around 180 countries and the total import in 2005 is US\$ 206,892,000 (based on HS No. 3301-3307). With the import trends ranging from 49.14 to 1.57 percents, it shows a promising prospect in the future. Indonesia as an agriculture country has plenty of benefits to sector, since Indonesia does not have to import from another country to produce the essential oil.

The price for essential oils in Indonesia varies from year to year. Oils of vetiver, whether or not terpeneless was averagely priced US\$ 25.49/tonne. The prices were fluctuated; in 2005 it was US\$ 20.81/tonne, in 2004 it was US\$ 43.33/tonne, and in 2003 it was US\$ 31.18/tonne. The demand for it still high, though the prices were ups-and-downs. For this commodity (HS 330126), the prices in Switzerland and France were the highest. Like in 2006, the prices were



US\$ 43.35/tonne in France and US\$ 39.74/tonne in Switzerland. It shows the great appreciation of Europe's market to Indonesian product.

With the increasing trend for preference of natural products, demand for natural fragrances and flavorings continues to grow, despite the fact that a considerable part of market is being currently

shared by synthetic substitutes. These substitutes have advantages of lower production costs, stable pricing and regular supply. In view of the growing pressure faced by many natural essential oils from cheaper synthetics, importance of maintaining regularity of supplies and quality can hardly be over emphasized.



NYONYA MENEER

Maintain Public Trust in Jamu From Time to Time



The various plants growing at the Indonesian soils are of a biological diversity. Since a long time ago, plants have affected the life given the fact that people are dependent upon nature in a bid to meet their needs. Not only do they produce foods, but also products useful for health and beauty treatments. The ancestors made use of leaves, roots and tubers to maintain health and heal numerous illnesses. With the blends of traditional medical plants known as Jamu (medical herbs), they provided facial and body beauty treatments.

History of "Nyonya Meneer"

One of the medical herb industries that inherits expertise and know-how of blending various medical plants into Jamu (medical herb) is Nyonya

Meneer. Nyonya Meneer who was born in 1895 in Sidoarjo, East Java, spearheaded the traditional Jamu production.

When pregnant, her mother was craving for 'menir', finely ground grain of rice. When born, the baby girl was named after 'menir'. While at time of her birth under the Dutch colony, the 'Menir' spelling was then adjusted to Dutch 'Meneer'.

Entering her adulthood, Nyonya Meneer married to a man from Semarang who later on brought her to Semarang. The medical herb business came to rise unintentionally. It was her husband who suffered from illness. He was not recovered even various medication efforts had been made. Finally, Nyonya Meneer gave home-made medical herb treatment that she blended and her

husband got better. Nyonya Meneer's expertise in blending medical herbs was inherited from her mother. The first medical herb that Nyonya Meneer produces are Jamu Jampi Usus, which heals dysentery.

Public starts to know Nyonya Meneer existence. The first step to maintain public trust to the Nyonya Meneer made medical herbs is by attaching picture and identity of Nyonya Meneer at every product packings. Hence, people are quick to know and differentiate from the other products. It means Nyonya Meneer is committed and responsible for all products it makes. Thanks to her husband and family's motivation, the original Javanese medical herb with 'Nyonya Meneer' brand was born in 1919 in Semarang, Central Java.

To supply raw materials, the management of PT Nyonya Meneer under leadership of DR. Charles Saerang takes strategic steps. The farmers and land owners are persuaded to cultivate spices needed for medical herb production. As a result, there is mutual benefit cooperation in place. PT Nyonya Meneer has never had high quality of raw material shortages while farmers are happy, as their corps is no longer to fall at the hands of brokers or middlemen.

In the marketing, the company has taken modern steps including Public Relations involvement and modern promotion. At present, with 3,000s employees in both factories (on Jl.

Raden Patah and Kaligawe) as well as the opening overseas market, not only does PT Nyonya Meneer succeed to the medical herb value but answer the need of medical herbs and natural healthy life "Back To Nature" as well.

Marketing development

The following step is to open medical herb's outlets across the country from outlet/medical herb stores/kiosks in Jakarta and to continue to set up outlets in other cities which are Nyonya Meneer's agency.

The market development is not only expansion in the local market but international market as well. In coincidence with soaring market demand, Nyonya Meneer has started expansion since 1980s. Jamu Cap Potret Nyonya Meneer up to now is one of the Javanese Indonesia's biggest and oldest medical herb producers. Through its development, PT Nyonya Meneer produces as many as 254 items of medical herbs in all shapes: powder, pill, capsule, oil and cream in which 70% are specifically produced for woman and the remaining 30% for health.

Despite product development by appointing agencies, the company considers commitment to develop the NYONYA MENEER brand is more crucial. Accordingly, not only it is the products which are known, but also its name or brand. Since 2000, the company is serious to develop the brand name "MENEER" through numerous strategies.

Bid to Make Overseas Market Expansion

One of the strategies is to create new products such as RHEUMANEER, DIABMENEER, SERBAT MENEER, MENEER CAFÉ. MENEER CAFÉ itself is a breakthrough that the company takes to the modern market. It is expected with MENEER CAFÉ, modern society who do not know medical herbs or know nothing over tradition of medical herb drinking, could accept MENEER in a more modern packing.



Our brand achievement overseas at present is still far from satisfying criteria. However, with company's strong commitment, we believe we are able to give the best for Nyonya Meneer consumers. The powerful energy and clear vision make us sure to take step and give services to the consumers.

In the brand development of export products, Nyonya Meneer has appointed agencies for medical herb products, registered products in the export destination country, put promotion in some media and opened Franchising Outlet Meneer Café in some countries. In addition, the step is also backed up with various promotions among others: direct promotion through exhibition, publication, electronic and print media as well as indirect promotion through website, and correspondence to the trading companies.

International acknowledgment

To increase and develop the market, with its creativity and ability PT Nyonya Meneer takes effort to change the challenges into opportunities, making PT Nyonya Meneer is always motivated in all sectors.

It is no surprise, however, that with existence and consistence, PT Nyonya Meneer has received certificate and awards of Superbrands 2003/2004 on February 2004. Superbrands is

given to selected brands and figure behind the success of brand. PT Nyonya Meneer is appreciated to be one of the selected companies through its products acknowledged internationally.

Superbrands is given by panel of jury comprising experts in brandings to brand with standard of nomination as: market domination, product durability, product's good will as well as customer satisfaction.

With Superbrands, the company always puts priority to the technology. One of its proofs, PT Nyonya Meneer has developed a sophisticated laboratory with the support of professionals. In cooperation with one of universities in Yogyakarta, the company has even succeeded to launch a rheumatism suppressant product called as Rheumaneer without side effect at stomach. (WD).

PT NYONYA MENEER

Plaza Lippo 8th Floor, Jl. Jendral Sudirman Kav.25 Jakarta 12920, INDONESIA

Telp. +62-21-5267955 (Hunting),
Fax. +62-21-5268040

JAMU PUSPO

An international integrated pharmaceutical industry in the region

Founded in 1960 with the name of PT Pradja Pharmaceutical Laboratories, which is currently known as PT Prafa occupies a 350 sq. meters land with 20 employees. Tjipto Pusposuharto who is a founder of Prafa, is also one of the founders of PT Meiji Indonesia, a Indonesia-Japan joint venture company with Meiji Seika Kaisha-Japan. It was officially founded in 1974.

To help support the products distribution of PT Prafa, the management set up PT Pradja Farma Hoslab in 1979, a company entity as a distributor and established PT Puspa Eka Pradiantara as a holding company. In addition, a year later, the management formed PT Dipa Pharmalab Intersains as an import division distributing and marketing imported pharmaceutical products.

In 1996, PT Prafa and PT Pradja

Farma Hoslab were united into Darya Varia Plc., At that time, Prafa is one of the Indonesia's five biggest pharmaceutical companies.

To improve the product distribution, the management set up PT Bumi Puspa Ceremai in 1997, that is tasked to distribute products to the customers. The following year, PT Pharmasi Binangkit was formed to support the manufacturing facilities of the pharmaceutical products.

In 2001, the management founded PT Jamu Puspo, a manufacturing and marketing medicinal products of herbal basis.

PT Jamu Puspo Internusa produces morinda with all its virtues in view of the fact that the human being's needs are available around us, including on how to keep the body fit and keep free from diseases. Our ancestors have benefited various numbers of traditional medicines and are passed on from one generation to generation. Unfortunately, the age development has sparked us to forget inheritance and choose modern one instead.

Having been successful in producing and marketing the herbal products at the domestic market, PT

Jamu Puspo has made a penetration at the international market. It is difficult, but it does not mean it is impossible to make a foreign market penetration. One of its proofs of market penetration in the Middle East and Africa is PACEKAP products are popular there. PACEKAP is drink and medicine made up of extract containing Noni Fructus or known as a Latin name *Morinda Citrifolia*.

In 2004, it launched "Noni Tea" to the United Arab Emirate (UAE) and other countries in the middle eastern regions with coordination with one the traders in the UAE. Noni Tea is export re-branding from the original brand PACE TEA. It also penetrated to the neighboring countries.

Thanks to promotion in the international market, its participation in the "Indonesia Solo Exhibition", (ISE) Sharjah 2005 in the UAE where 2,800 overseas businessmen paid a visit to the expo, had led to secure business contract worth US\$ 336,500,00 with the annual export sale target to 50 million sachet. "It is a pride for us and people of Indonesia marketing



products with material, packaging, and brand of Indonesian origins in the Middle East. They pay a large attention to the herbal products. Jamu Puspo has taken part in the Internationally reputed exhibitions in UAE and Iran where the company received positive responses."

Jamu Puspo has vision to become an integrated international pharmaceutical industry. Its corporate mission is to boost the quality of health through innovation, quality and partnership.

To realize its mission and launch an aggressive marketing, it has formed one of the clubs Diabetic Health Club (KSD) for those diabetic sufferers under the auspice of PT Jamu Puspo Internusa. For the first year, it has set a target to grab 10,000 members of diabetic sufferers. The club is a community for diabetic sufferers with the aim to give information and service to the public on the disease. It is also company's commitments to provide health to the public through herbal medicines, especially for diabetes.

Herbal products produced by Jamu Puspo; Pancekap with serial of Pancekap Forte, Pancekap Hirc, Pancekap Hiten, Pancekap Kolest and Pancekap Diabest, Pro-De Em with serial of Pro-Deem, Pro-Murat, Pro-Lestor and Pro-Tense, Xenin, Esinaga, Hepace, Exxxo, Pacetea, Caldizin, Manisee and Slimmifit.

All products have their virtues as solution to various illnesses and body treatments among others:

- **Diabetes Mellitus** a chronic illness caused by dysfunction of insulin hormone in the body which leads to glucose pile up in the blood that attacks vital organs as eye retina, kidney, heart, and liver.
- **High Blood Pressure** Reduce instability of blood pressure and increase pressure to a normal level in every blood artery. According to World Health Organization (WHO), one with average blood pressure below 140/90mm Hg level, has a high

blood pressure.

- **Uric Acid**

The illness is known as Arthritis Gout, a pain attacking joint and tendon caused uric acid in the body forming crystal clod in the joint and tendon in the body.

- **Cholesterol**

Able to reduce cholesterol contain in the blood. The normal level of cholesterol is useful to the cell partition, steroid hormone, and gall acid.

- **Menopause**

Menopause happens to woman. It is when ovary produces no longer estrogen and progesterone hormones. Failure to produce estrogen and progesterone is when it has some ovum. At the phase, ovary is weak in responding hormone gland, stimulating hormone bladder (FSH), hormone and at least producing estrogen. At the condition, there is a diagnose with menopause.

- **Osteoporosis**

Reducing solidness and quality of bones have a chance to weaken skeleton and high risk to the bone fracture.

Despite prevention and medicinal treatment to the illnesses, other Jamu Puspo products are useful to the body treatment and boost the body stamina. Its functions among others are as:

- **Body slimming**

People want to look fit and healthy. Over the last 20 years, fat for adult has been on increase in the USA and other countries; it is not limited to adults.

- **Body stamina enhancing**

Emotion and Stress could reduce body's immunity. Body's immunity system is to protect body from



bacterial and virus attacks, which are dangerous to health.

- **Man Vitality**

Man always wants to keep his peak performance in every activity at home and office as well as other important activities.

The company has commitment to present high quality products through facilities built more than four decades by outstanding and experienced experts.

Located in Majalengka, West Java, a two-hour kilometer drive from capital city of Jakarta, the company has 40 Ha strategic plantations in the four main areas to meet the needs of materials. The company has herbal extract facilities and Certificate Pharmaceutical Facilities as well to obtain the freshness of herbal products.

**PT JAMU PUSPO
INTERNUSA**

Jl. Taman Tanah Abang 3/25
Jakarta 10160 Indonesia
Phone : + 62 (21) 344-0725
Fax : + 62 (21) 380-9110

Jl. Kebon Jeruk Raya no.66
Jakarta 11530 Indonesia
Phone : + 62 (21) 535-0535

FACTORY

Jl. Raya Kasokadel Km.5 no.1226
Majalengka 45453 Indonesia
Phone : + 62 (233) 661-082