



ACTIVITY BRIEF

APRIL 11–14, 2019, BOSTON, UNITED STATES



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

TPSA Project Supports Indonesian Coffee Producers at the 2019 Specialty Coffee Expo

Three TPSA-supported coffee producers from the Gayo region of Sumatra continue to promote their specialty products to potential buyers, importers, and roasters from Canada and the United States.

Background

Three Indonesian coffee producers received technical support from the TPSA project to attend the Specialty Coffee Expo in Boston from April 11 to 14, 2019. An international trade show is an important opportunity for coffee producers to connect with potential foreign buyers. This was the third consecutive year that these producers have attended the Specialty Coffee Expo.

The three coffee producers in attendance were:

- Arinagata Cooperative
- Meukat Komuditi Gayo
- Orang Utan Coffee Lestari



Coffee producers at the Specialty Coffee Expo.

"The coffee show this year was a special experience for us; we had more time to meet with potential and existing buyers. Thank you TPSA for helping us organize the mission and for the technical support at the business meetings during the show. We discussed many strategic business matters, such as maintaining the quality of our fully-washed coffee and planning the production and shipping of the next harvest. Our buyers said our coffee has been well-received by their client roasters in North America."

—MR. IWANNITOSA
Meukat Komuditi Gayo

This year, the producers independently financed all costs related to the show. To support their preparation for and activities at the trade show, TPSA project coffee expert Said Fauzan Baabud travelled to Boston with the producers.

Specialty Coffee Expo Highlights

The Specialty Coffee Expo enables coffee producers to promote their products to potential buyers, importers, and roasters from Canada and the United States. The Boston event is the largest specialty coffee trade show in the world, with more than 13,000 participants in 2018.

This third year of participation at the expo gave coffee producers the opportunity to reconnect with



Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada

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existing buyers and meet potential new ones. Prior to leaving for Boston, the producers requested meetings with their existing buyers. TPSA provided technical help at these business meetings and also made introductions to potential importers during the show. In addition, TPSA facilitated meetings between Root Capital and both Arinagata Cooperative and Meukat Komuditi Gayo to review their requests for export financing loans.

"I feel more confident at this third show, since I have the learning and experience from two prior shows. I worked with TPSA to identify potential coffee importers, managed to meet most of them, and had the chance to present our coffee to them."

—ARA SIBERANI, CHAIRMAN
Arinagata Cooperative

The three TPSA-supported coffee producers shared a pavilion in the Remarkable Indonesia Coffee area with members of Indonesia's Specialty Coffee Association. Cupping sessions were conducted with other specialty coffee producers from Indonesia to allow potential buyers to experience the flavours and aromas of the brewed coffee. Sample green beans were also handed out to interested participants.

The 2019 show was special for Arinagata Cooperative because its Chairman, Ara Siberani, was selected as an ambassador representing the Southeast Asian region of the Fairtrade Network of Asia & Pacific Producers (NAPP). He received spon-



Meeting with prospective buyers.



Indonesian coffee producers hold a cupping session.

sorship from Fairtrade-NAPP to attend the expo. TPSA was also invited to share promotional material about their supported coffee producers and engage with international buyers at the Fairtrade-NAPP booth.

Key Takeaways/Conclusion

Participation in this third show boosted the confidence and skills of the TPSA-sponsored SMEs to engage with potential buyers, hopefully leading to more sales and a wider buyer network.

About the TPSA Project

TPSA is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment



opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase

trade and investment between Indonesia and Canada;

- improved understanding of regulatory rules and best practices for trade and investment.

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