



Activity report

LEP EXPO 2022

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1. Abstract

The LEP Expo 2022 (Indonesia Red Meat & Cattle Industry Products and Services) is the fourth LEP Expo event held by the Livestock Export Program (LEP) Indonesia that aims to allow Indonesia's ruminant industry in general and cattle industry in specific, to gain a better understanding of products and services available, and to obtain holistic updates about recent industry research and market trends. The event would lead to better-informed choices to improve animal welfare and supply chain efficiencies within their production systems.

Twenty-two companies participated in LEP EXPO 2022, and 13 speakers presented different topics at the conference. Special guest, Hermawan Kartajaya from Mark Plus Inc., presented about Marketing "Rediscovering Growth: Meat & Livestock Industry." Another topic is the exhibitors presenting new technology as an option, especially for improving the Feedlot, and some exhibitors focused on presenting Lumpy Skin Diseases (LSD) and Foot and Mouth Diseases (FMD). The total number of visitors for two days are 1200 onsite and online persons during LEP EXPO 2022.

The exhibitors from animal health, animal nutrition, assurance service, feed additive, and equipment for feedlot and abattoir. New technology and equipment were met in the LEP EXPO 2022, which can improve productivity, supply chain efficiency, and better market access for sustainability and profitability in the trade.

2. Background

The LEP Expo 2022 (Indonesia Red Meat & Cattle Industry Products and Services) is the fourth LEP Expo event held by the Livestock Export Program (LEP) Indonesia that aims to allow Indonesia's ruminant industry in general and cattle industry in specific, to gain a better understanding of products and services available, and to obtain holistic updates about recent industry research and market trends. The event would lead to better-informed choices to improve animal welfare and supply chain efficiencies within their production systems.

The Indonesian livestock industry remains one of the key contributors to Indonesia's economic growth. Despite recent challenges such as growing urbanization, land shortage, and competition, the sector is steadily growing and adapting to modern, more efficient ways of production. 2019 marks the Indonesia government's under President Joko "Jokowi" second term, the commitment to increasing cattle and beef production towards 2045 self-sufficiency goal. And as such, 2020 will be an important year for the realization of breeding programs and import requirements, infrastructure improvements (e.g., cattle vessels, port, and other infrastructure), and the management of stable supply in the face of increased demand for beef and other animal protein. The Expo would present a good opportunity for livestock producers, traders, importers, and exporters to meet and discuss market conditions and determine the way forward for better and safer trade.

In the last four years since LEP EXPO 2018, there have been many developments in the cattle industry, both in policy and research & development to support the sector. Such information will be presented in an informative and comprehensive format to achieve an understanding of the real conditions in the field and what industry can do to meet the challenges and capitalize on the opportunities effectively. Through a series of presentations by various experts in the conference session at LEP EXPO 2022, the information will be delivered well and on target. Topics to be covered in the conference session include animal health and welfare improvement in Indonesia, current Research, Development and Extension results that can help the industry to increase productivity

and supply chain efficiency; global market trends and updates; key market issues, activities, and trade partnership collaboration between Indonesia and Australia.

Through the trade stands that will be filled by representatives from around 20 companies, these would support their marketing channels in connecting with potential customers in Indonesia. In the current dynamic and challenging economic situation, companies need to adopt an effective and efficient marketing strategy. In LEP EXPO 2022, companies can show their products and establish networking with potential customers.

3. Objectives

- The event aims to allow the red meat and cattle industry in Indonesia to gain a better understanding of products and services available to them, allowing for more informed choices to improve animal welfare and supply chain efficiencies within their production systems.
- It facilitates business matchmaking between livestock producers, exporters-importers, animal products suppliers, potential customers, and business in general.
- To provide services to the industry regarding improving productivity, supply chain efficiency, and better market access for sustainability and profitability in the trade.
- To deliver the latest information available about the industry to stakeholders and the public worldwide.

4. Itinerary

The LEP EXPO 2022 was held on 9 and 10 June 2022, in Royal Ballroom The Springs Club Summarecon Serpong. Different topics are presented every day at the conference room. For details, the agenda of conference bellow.

Date & Time	Agenda	Remarks
Thursday, 9 June 2022		
09.00-15.00	Registration for Visitors	Committee
Lily Room – Exhibition		
10.00-16.00	Exhibition	Exhibitors
Jasmine Room – Conference		
09.00-09.15	Opening Performance	MC AGRIA SWARA
09.15-10.00	Opening Remarks	ALEC/LIVECORP AUSTRALIAN GOVERNMENT INDONESIAN GOVERNMENT
10.00-10.30	VIP Tour	VIP Guests
10.30-11.30	Lumpy Skin Disease – Foot Mouth Disease Updates	Dr. drh. NURYANI ZAINUDDIN, M.Si Director of Animal Health MINISTRY OF AGRICULTURE, REPUBLIC OF INDONESIA Drh. YULI SETIARINI PANCAWATI, M.Si PT. INTERVET INDONESIA – MSD ANIMAL HEALTH
11.30-12.30	Marketing Strategy: Consumer 4.0 “Rediscovering Growth: Meat and Livestock Industry”	HERMAWAN KARTAJAYA Founder & Chairman MARKPLUS INC.
12.30-13.30	Break Lunch & Sponsor Videos	Committee
13.30-14.00	Asuransi Usaha Ternak Sapi (AUTS)	ZAINUL MUQOROBIN

		PT. ASURANSI JASINDO
14.00-15.00	Market Outlook and Cattle Projection 2022	RIPLEY ATKINSON Market Information Analyst MEAT & LIVESTOCK AUSTRALIA
15.00-16.00	Moving The Supply Chain: Traditional vs Modern Market (Lamb & Beef)	HANDI AULIA NURRAHMAN PT. BERKAH CITRA AGRO NURYANTO PT. AGRO INVESTAMA JIMMY HALIM PT. PRAMANA AUSTINDO MAHARDIKA
Friday, 10 June 2022		
09.00-15.00	Registration for Visitors	Committee
Lily Room – Exhibition		
09.30-16.00	Exhibition	Exhibitors
Jasmine room – Conference		
09.00-09.30	BEC Feed Solutions for Optimizing Ruminant Health and Production Performance	BUDIMAN SAFARI Ruminant Specialist PT. BEC Feed Solutions Indonesia
09.30-10.30	Five Pillars in FMD Disease Control	ANNISA OCTA Ruminant Specialist PT. NUTRICELL PACIFIC
10.30-11.30	NutriOpt On-Site Advisor (NoA), an Advance Solution Technology of Feed Analysis to Optimize Ruminant Business	SUHARTONO NutriOpt Specialist and Technical Service PT. TROUW NUTRITION INDONESIA
11.30-13.00	Break Lunch & Sponsor Videos	Committee
13.30-14.30	Supporting SISKI Adoption and Expansion among Commercial Oil Palm Producers and Small-holder Farmers	Prof. Dr. Ir. TJEPPY SOEDJANA, MSc – Strategic Adviser SSP WAHYU DARSONO – PT. SISKI Project Leader CUT DARA PERMATASARI – ASG Program Manager IA-RED MEAT CATTLE PARTNERSHIP
14.30-16.00	Feedlot Management and Profitability (Refreshment)	SUHAIL BASYMELEH Sales Manager PT. BEHN MEYER CHEMICALS
16.00-Finish	LEP Barbeque Session	Launching by DAVID BEATTY

5. Results

22 companies are involved in LEP EXPO 2022. 13 speakers presented different topics at the conference. Special guest, Hermawan Kartajaya from Mark Plus Inc., presented about Marketing “Rediscovering Growth: Meat & Livestock Industry.” Another topic is the exhibitors presenting new technology as an option, especially for improving the Feedlot, and some exhibitors focused on presenting Lumpy Skin Diseases (LSD) and Foot and Mouth Diseases (FMD). At the exhibitor area, visitors can visit 22 companies and deeply discuss exhibitor products or services to support or improve their businesses. The Grand Launching of the Daging Sapi Kita program was held on the second day afternoon. Total visitors for 2 days are 1200 onsite and online persons during LEP EXPO 2022.

6. Impact of Activity and Evaluation

During LEP EXPO 2022 many stakeholders from the cattle industry came to LEP EXPO 2022. The visitors are from Exporters, Importers, Feedlots, and Abattoirs. All stakeholders can easily meet their clients or come meet with new clients or suppliers. The exhibitors from animal health, animal nutrition, assurance service, feed additive, and equipment for feedlots and abattoirs. New technology and equipment were met in the LEP EXPO 2022, which can improve productivity, supply chain efficiency, and better market access for sustainability and profitability in the trade.

7. Future recommendations

In the future, we should bring more new technology, new techniques, or new equipment to the LEP EXPO 2022 to increase the effectiveness and efficiency of the feedlots and abattoirs.

8. Appendix



Choir for Opening Ceremony



Opening Ceremony



VIP Tour



Exhibition area



Exhibition area



Exhibition area



Conference Room



Performing from Hermawan Kartajaya



DSK Launching



DSK Launching



DSK Launching