



HIMPI
CULINARY
INDONESIA

PRESENTATION 2025



Hipmi Culinary Indonesia Tahun 2024



Business Trip

Forum & Class

Expo & Stasiun TV

China

Singapore

Thailand

Hongkong

Online Class

Offline Class

Investment Forum

Yummy Expo

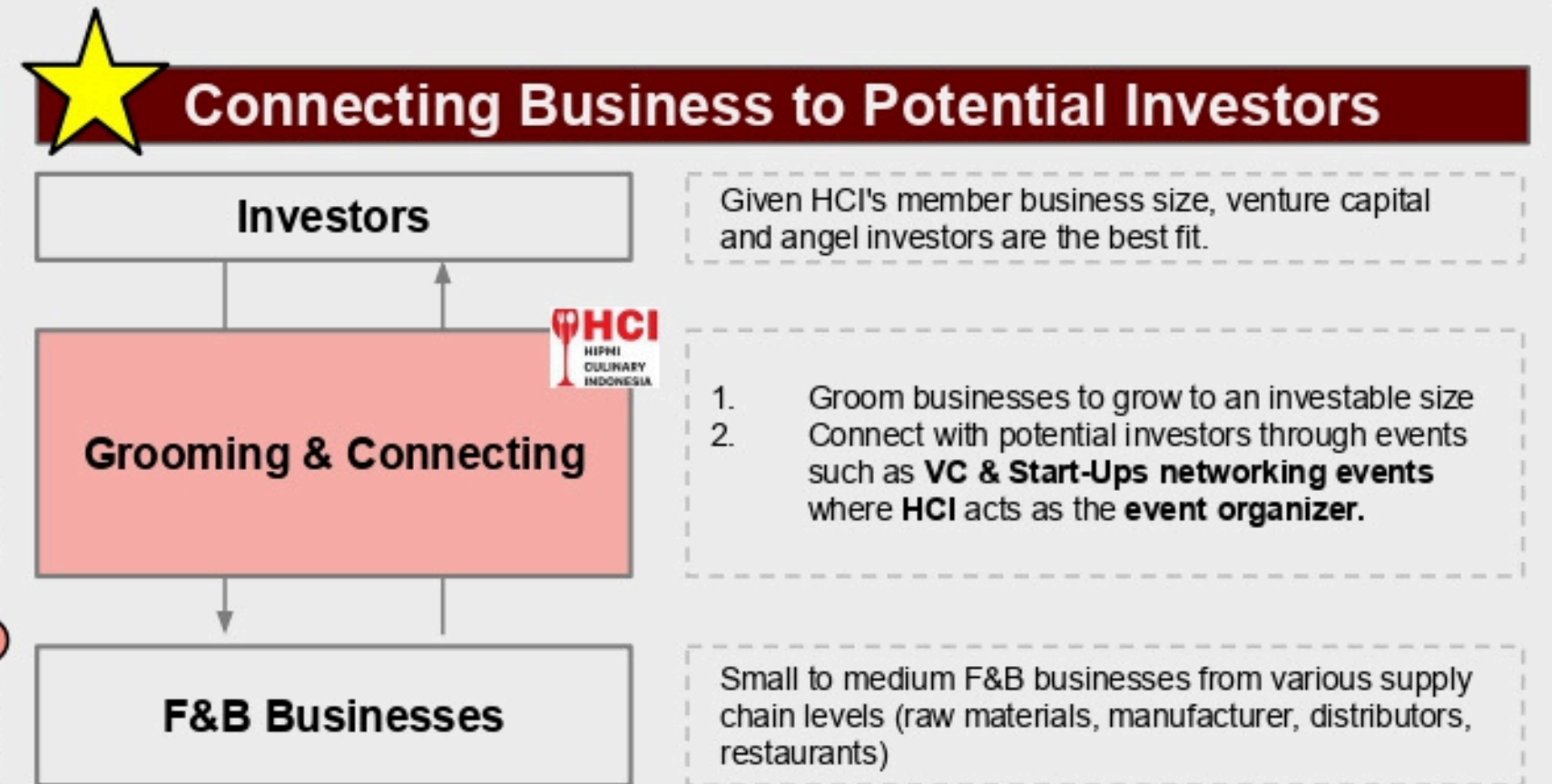
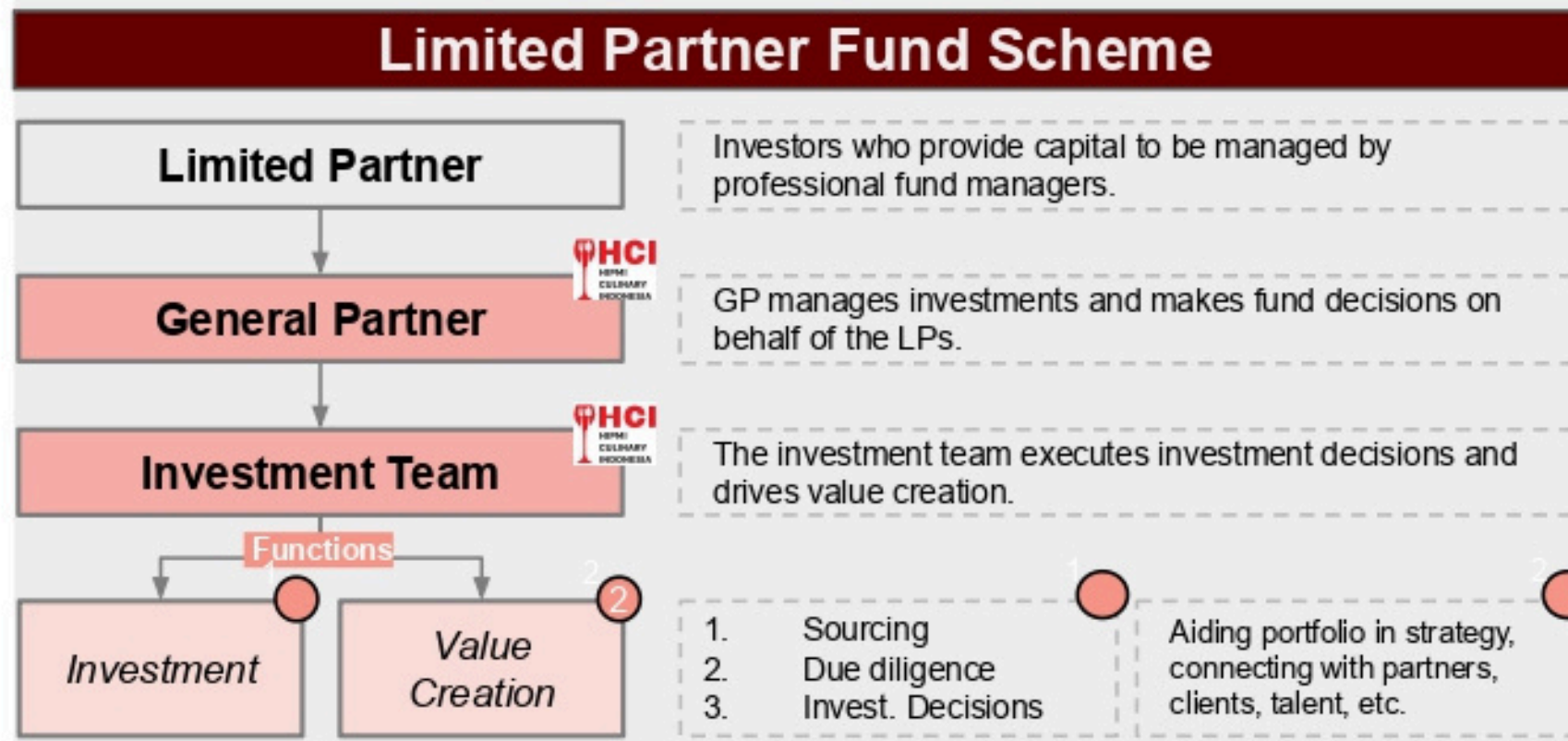
HKTDC

Seatoday

IDN Media



There are 2 types of investment scheme:



Case Study: Cool Japan Fund



Strategic effort by the Japanese government to promote Japanese culture and products worldwide. The culture being promoted includes anime, manga, cuisine, etc.

Limited Partners

Operates under public-private partnership

JP Gov.
AUM ~\$700 mn

SMBC, etc.
20+ JP Corporates
AUM ~\$70 mn

Portfolio Company

JUMP START
F&B vending machine start-ups

4Ps
Jap. cuisine chains in Vietnam & Cambodia

Value Creation

- Introducing businesses to potential clients, vendors, and partners.
- Enhancing credibility to improve access to credit.
- Supporting digital transformation in pricing, costs, and procurement.
- Facilitating synergies between Cool Japan's portfolio companies.
- Assisting in developing mid-term business plans and improving accounting management, including consolidated financial statements and management reporting.

Case Study: Food Start Up Indonesia



Food Start Up Indonesia (FSI)

Launched by Kemenparekraf in 2020, supports Indonesia's F&B startups with networking, mentoring, and investment opportunities.



Initiatives

- Seminar for culinary entrepreneurs featuring industry-leading experts.
- Pitching Forum mentoring to train selected entrepreneurs in presenting their business models to investors.
- Final Pitch and Networking Night to connect culinary entrepreneurs with potential investors.
- Opportunity to access investment capital of up to 16.5 million USD from related investors.

Similar to what HCI has done through its partnership with Foundry (the education arm of Kejora Capital).

★ More Feasible for HCI



... also can provide **comprehensive support** from grooming to investor connections and post-investment value creation

Key Criteria for Investment Readiness *(not-exhaustive)*

Finding Product Market Fit	Supply Chain Capability
Proven Business Model	Achieved Notable Traction
Clear Future Business Plan	Have Healthy Margins
Strong Founder Background	Proper Financial Recording

Recommended Execution Flow for Investment



Typical Pain Points of F&B Businesses					Non-Exhaustive	Suitable Initiatives	
Business stage	Training needs						
Ideation	Regulatory 1	Business Model 2	Business Basics (pricing, finance, supply chain, etc.) 3	Networks to Partners (suppliers, clients, etc.) 4			Ad Hocs Workshops
Early Stage	Regulatory (BPOM, Halal Certificate, Tax, etc.) 1	Achieving Product Market Fit (how to pivot and cater to the market needs) 2	Lack of Awareness and Access to Capital for Scaling (investment or loan) 3	Networks to Partners (suppliers, clients, etc.) 4			Bootcamps (series of workshops)
Growth Stage	Operational Challenges (product quality at scale, bottlenecks, etc.) 1	How to Scale (robust system, talents recruitment, supply chain capacity, etc.) 2	Lacks of Capital to Scale (needs investment / loan) 3	Networks to Partners (suppliers, clients, etc.) 4			Networking & Sharing Session
Late Stage	Operational Challenges (product quality at scale, bottlenecks, etc.) 1	Brand Sustainability (maintaining market share & awareness) 2	Continuous Innovation & Differentiation 3	Cost Optimization 4			Consultation Clinics / Mentoring

Case Study

OSMEP
Government agencies under the Thailand ministry of industry leads the formulation of policies and strategies to promote SMEs, offering financial support, training, and consultancy.

Initiatives	SME One Center of e-Learning and articles	SME Coach Provide specialized coaches for free consultation to help SMEs
	ASEAN Academy Provides online training to scale internationally to ASEAN	SME Scoring MSME Growth Potential and Opportunity Assessment Form

Networking & Partnership Model: facilitating end-to-end stakeholder connections to accelerate member business growth



Case study from existing events		Business matching from Vietnam and Ethiopia to help entering their market		Held from May 2024-2025 from Wed-Sun in Seoul, Korea
	27 countries attended the event as exhibitor, opening new business opportunities	Over 13 seminars and workshops , a chance to showcase members' business		15 curated food trucks and music festival to attract local and international tourists.
	Over 88,000 local visitors and more than 6,000 international visitors attended the event.	Supported by 12 associations and some of them held a gathering during the event		Promoting Seoul as a culinary destination.

Sustainability support: proactively contribute in raising sustainability awareness, sustainability practice in business research

Category	Collaboration Project	Mechanism
Awareness campaign	TV show, Green Forum, and Policy paper	Business sustainability knowledge for members including building capacity for SMEs to adapt to climate change impact, co-inclusive practices and featured partnerships aimed at enhancing sustainability in SME operations, and circular economy framework
Business process	Business framework proposal from government	Circular economy framework



Ministry of Industry has proposed the circular economy framework

1. Manufacturing/Production - by promoting circular product design and efficient production
2. Consumption - by encouraging reduction, reuse, and use-if-necessary concepts;
3. Waste Management - by improving waste management procedures
4. Use of second-cycle raw materials and efficient Recycling processes.



VINASME collaborate with Vietnam News Agency's Television to make TV Show:

1. Business dialogue (law, regulation, community, integration and development).
2. **Light up dreams (promote CSR as a bridge for businesses to contribute to the community)**



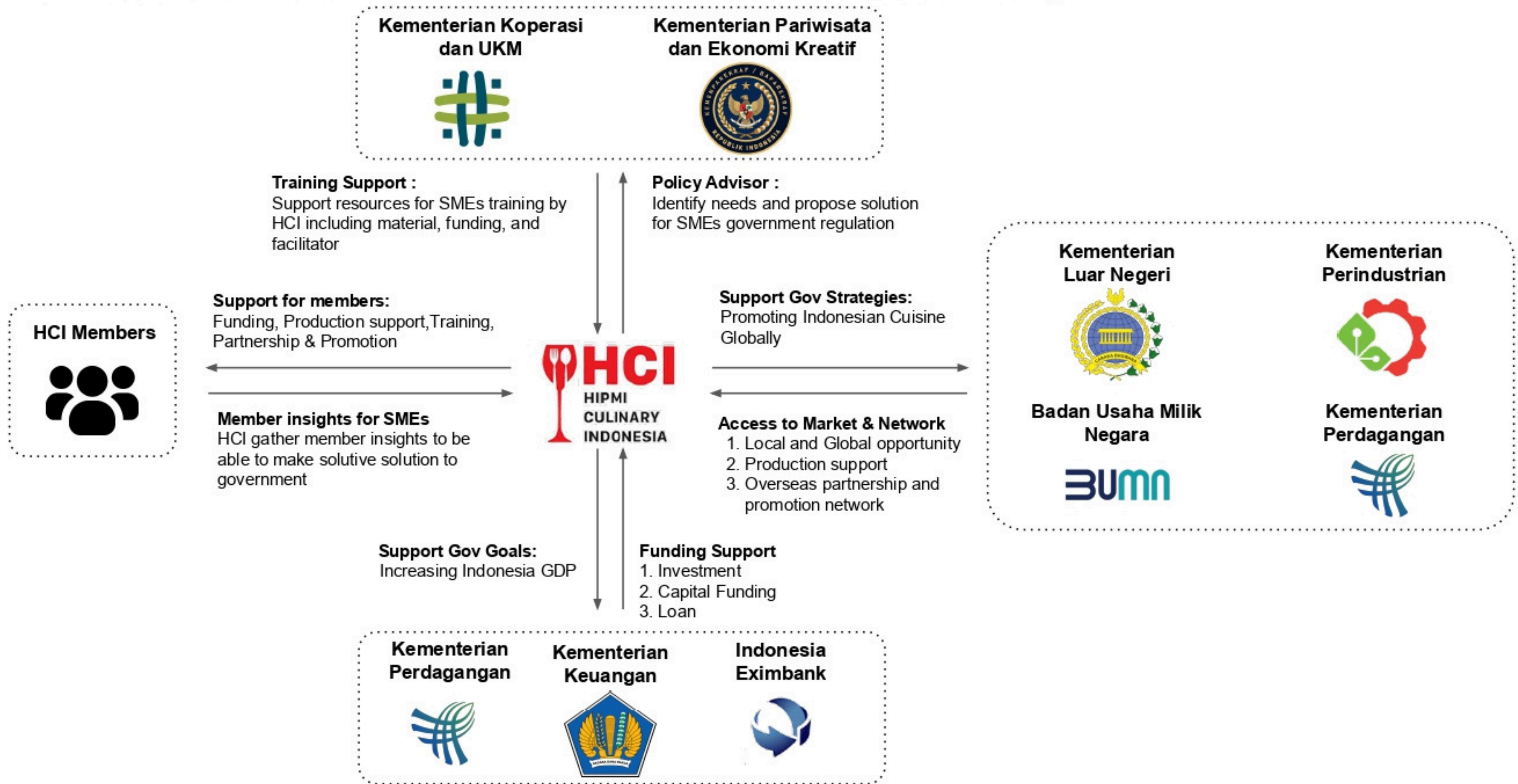
Opportunities for government collaboration to be unlocked: **SME Development Facilitator, Strategic Planning Partner, and SMEs’ Overseas Relations**

Collaboration Project	Mechanism
SME Development Facilitator	As a facilitator for Training - work with Ministry of Planning and Investment Businesses nationwide will have access to free and quality courses with a clear roadmap and development stages. about business concept, business establishment, operations, growth, mature/stable development, and stock listing.
Strategic Planning Partner	Assist the government in writing the law based on SMEs’ needs will supporting SMEs in their business implementation
SMEs’ Overseas Relations	As a connector of Vietnamese’s business in thailand - work with Ministry of Foreign Affairs . Promoting Hanoi SMES and investment and business potential.















- **Gov partner:** Ministry of Investment and Planning
- **One stop learning platform:** www.smelearning.vn
- **Target audience:** 1.5 M business nationwide from 2024-2035
- **Total course:** 1000 courses by 2025, 5000 courses by 2035

- Approximately 1,000 small and medium-sized businesses setup
- Targeting bilateral trade of US\$25 billion by 2025
- Total 20 cooperation deals including garments, tourism-hospitality, and high-tech agriculture.



Deep Dive into Best Practices of the Makan Bergizi Gratis Program Across the World: **Indonesia's Program Targets the Largest Scale** with Nationwide Coverage

	 Indonesia	 Finland	 Sweden	 New Zealand	 South Korea	 India
Program Name	Makan Bergizi Gratis	Finland's National School Meal Programme	N/A	Ka Ora, Ka Ako	N/A	PM POSHAN
Year Started	2024	1940	1945	2019	1953	1995
Target	Pre-primary to secondary	Pre-primary to upper secondary	Primary to secondary	Students in about 40% of New Zealand	Primary to upper secondary	Lower primary & upper primary
# of students	~48 M students	900k students	~1.3M meals served	235k Students	5.61M students	N/A
1 Meals	Lunch	Lunch and snack	Lunch	Lunch	Lunch or breakfast	Lunch or breakfast
2 Budget per Meals	Rp 15,000	EUR 2.5	SEK 10-14	NZD 3	KRW 3K - 6K	INR 5 - 8
3 Private Collaboration						
Key takeaways	<ol style="list-style-type: none"> Sweden and New Zealand focus on providing lunch to students, nutrition and student well-being as key priorities. With a budget of Rp 15,000 per meal, Indonesia delivers meals at a far lower cost compared to countries like Finland (~Rp 50,000 per meal), showcasing a focus on affordability. Best practices highlight strong private sector collaboration, approach across all countries to ensure program success. 					



Deep Dive into Indonesia's Makan Bergizi Gratis Program: Private Sector Involvement is Still Needed to Achieve Nationwide Reach especially to become the suppliers, kitchen operators, and vendor aggregators

Prabowo Urged to Involve Cross-Sector Collaboration for Sustainable Food Security

Kamis, 14 November 2024 - 10:58 WIB
Doleh : Putri Lenggo Geni C G. Rabbani Al Faridzi



Mentan Amran dampingi Presiden Prabowo ke Pertanian Merauke
Sumber : Kementerian

Indonesia's free meals plan in the spotlight as Prabowo readies for office

By Dewi Kumilawati
October 18, 2024 12:56 AM GMT+7 · Updated 2 months ago



The laborer's daughter and aspiring doctor is among thousands receiving a mid-day meal as part of a pilot program in West Java.

“This program is not only about nutrition but also about dignity and opportunity for our future generation”
- **Prabowo Subianto**

Makan Bergizi Gratis Public Involvement

Role	Policy Maker, Budget Allocator, Quality Overseer
------	--




Makan Bergizi Gratis Private Involvement

Role	Suppliers	Logistics Providers	Tech Enablers	Kitchen Operators	Aggregators
Private Involvement	Work with vendors and producers to deliver meals.	Distribute meals from hubs to schools or kitchens.	Support systems for monitoring, safety, and reporting.	Prepare meals through central or community kitchens.	Connect government, suppliers, logistics, and communities.
Status	Partially Needed	Partially Needed	Fulfilled	Partially Needed	Partially Needed
Potential Roles for HCI	Address gaps in affordability and supply, esp. in rural areas.			Expand kitchen infrastructure in underserved areas.	Strengthen coordination for nationwide scalability.

Level of Support needed Low High



Deep dive into best practice of program makan bergizi gratis (MBG) across the world: Aggregator, Supplier, and Facilitator Partnership Scheme Across Countries

	International Benchmark	MBG Program	Key Challenge	Opportunity for HCI
Aggregators	<p>Direct applications through the program's website foster operational efficiency by seamlessly leveraging private sector capabilities and resources.</p> 	<p>UMKM, cooperatives, and other organizations can register directly via bgn.go.id. ✓</p>	<p>Qualified UMKM need provide samples during selection and prepare upfront funds due to reimbursement payment.</p>	<p>Support UMKM in Meeting Standards</p>
Suppliers	<p>Utilizing locally sourced ingredients for the meals program, supports local farmers and strengthens regional agriculture.</p> 	<p>Relies on locally sourced ingredients by engaging cooperatives, as suppliers to fulfill the program's needs. ✓</p>	<p>1,332 cooperatives supply MBG kitchens, but sales priority for members limits.</p>	<p>Enable Market Access for Local Farmers</p>
Facilitator	<p>Free meals are prepared in centralized kitchens and directly in school kitchens, ensure better reach, distribution, and food quality.</p> 	<p>Kitchen development is divided into three categories: central kitchens, pesantren kitchens, and remote areas. ✓</p>	<p>As of January 2025, 190 kitchens were built by larger businesses (CV/PT).</p>	<p>Assist UMKM with Kitchen Costs</p>



Makan Bergizi Gratis Recommendations

Public - Private Partnership Model to be provided by HCI

HCI as Aggregator

HCI acts as a **connector** between the government and food vendors.



Aligned with **HCI as Aggregator**, HCI can act as a connector, ensuring UMKM understand and meet program qualifications like food quality, legal, and financial requirements.

HCI as Supplier

HCI provides **raw materials** for food preparation in the program.



Aligned with **HCI as Supplier**, HCI can coordinate and facilitate raw material distribution, ensuring non-cooperative farmers have access to MBG's market opportunities.

HCI as Facilitator

HCI helps to establish and manage **kitchen facilities** in areas where they are needed.



Aligned with **HCI as Facilitator**, HCI can help establish and manage kitchen facilities, reducing the financial burden on UMKM through community collaboration and shared resources.

Valued Application Aspects



Based on our analysis, we have evaluated HCI's potential roles:

Aspect	HCI as Aggregator	HCI as Supplier	HCI as Facilitator
Member Capability	High (Strong SME network)	Moderate (Limited sourcing)	Moderate (Limited kitchen expertise)
Operational Feasibility	Moderate (Scaling needed)	Moderate (Logistic gap)	Low (Infrastructure funding gap)
Access to Government	Moderate (Existing partnerships)	Moderated (Approval needed)	Low (Permits required)

Key Takeaway

- **HCI as Aggregator:** Ideal if HCI has strong government ties and access to SMEs for vendor coordination.
- **HCI as Supplier:** Works well with a large B2B food network but requires logistics support.



Program Recommendation Prioritization



Focus first on the business grooming & preparation for funding (pre - investment programs)

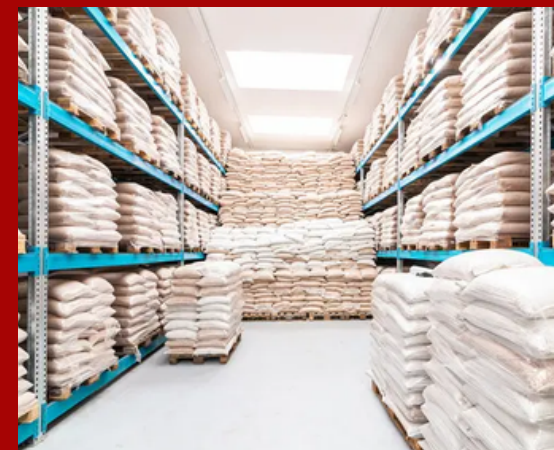
Example :
Building Culinary Founders Club and make a more collaboration



Focus on small/ medium business training



Focus on collaborations with supplier (raw material)



Focus on MBG Programme for Supporting Government



Business Trip

- Milan, Itali
- Hongkong
- Tokyo, Jepang



THANK YOU



HPCI

**HIPMI
CULINARY
INDONESIA**