

Public Lecture on Export Products of Agriculture

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The Study Program of Postharvest Technology, Graduate School, Bogor Agricultural University (IPB) held a public lecture on the topic "Export Products of Agriculture" (27/3). It invites as the resource person, Ir. Nursyamsu Mahyudin, M.Si (Managing Director of CV. Nusagiri, National Trainer at Indonesia Export Training Center, Ministry of Trade, Republic of Indonesia). This lecture was held in Room C, 3rd floor, Rectorate Wing of IPB.

In this lecture, Ir. Nursyamsu Mahyudin described a lot about the Indonesian export market, which is still focused on traditional country of destination. Thus, this needs an expansion of export destinations. He said, "Indonesia actually has some potential export products, some of which are agricultural products, including processed foods, fish and fish products, spices, leather and leather products, essential oils and medicinal plants".

Ir. Nursyamsu Mahyudin also talked about some regulations in the destination countries such as standards and certification for agricultural products. According to him, there are ten steps in starting export business. He said, "In starting export business, a prospective exporter should establish a flagship product and choose two or three destination countries, set up a catalog and brochures, have a website or blog, register the website on international business portals, optimize Search Engine Optimization (SEO) website, set up some forms of letters (contract and offers), prepare product samples, contact relevant agencies, and take the time to work on the computer at least two hours per day ". (Mtd)