

## Visitors of IHBF Expo Jakarta are Interested in IPB Products

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IPB products which were exhibited at the Indonesia Halal Business Fair (IHBF) at the Jakarta Convention Center (JCC), Friday, 12 August 2011, have attracted thousands of visitors. At this exhibition the University displayed some of its excellent products, such as Subang Delika Pineapple, Carisya Papaya, Calina papaya, honey, rice and so on.

Pisang emas (Golden Banana) farmers from Lumajang, Mr. Kamtur Sulaeman interested in developing Delika Subang pineapple in his farm land. According to him, the sandy soil contours of his farm land are a good place to grow tropical fruits. "Yes, I want to grow the pineapple in Lumajang, hopefully such species will grow well in my farmland," he said

Kamtur is the successful banana growers who has been assisted by the BNI Bank. The Bananas he grows in Lumajang are marketed to the supermarkets and major markets as well in major cities such as Bandung, Jakarta, and Bogor.

In addition to bananas, honey products which are marketed by Serambi Botany, and produced by Madu Mutiara as the Patronage of LPPM IPB were also another attractants to visitors. Most of them purchased such honey for the prevention and treatment.

### IHBF Expo

IHBF Expo was opened by Coordinating Minister for Economic Affairs Hatta Rajasa. In his remarks he stressed that Indonesia should be the center of the world's halal. He said the market of halal products is very promising considering that the majority of the Indonesian people are Muslim.

"There are approximately 1.4 billion Muslims around the world and non-Muslim communities who prefer to take halal products. Therefore, we must respond their requests for halal products constructively to boost our economy. Indonesia should be the center of the world's halal," said Hatta. Minister Hatta Rajasa also reminded, that there must be equal standard for halal products worldwide, to avoid the doubt of the communities in choosing the halal products.

"Standards of excellence for halal products should be uniform. We should not apply different standard methods, thus the communities won't enquiry which halal standard they apply". He said. Hatta also supported the idea of establishing a Center of Kosher and Halal Science Center in various universities in Indonesia. IHBF was held at the JCC until August 14, where the visitors could find a variety of halal products, as well as attending various talk shows. (Wied).

