

On November 3 2023, the Assistant Deputy for Horticultural Agribusiness Development from the Indonesian Coordinating Ministry for the Economy, invited ASBINDO to discuss plans for preparing the Indonesian Floriculture Grand Design. At the meeting, apart from the ASBINDO Management and members, there were also representatives from the Indonesian Chamber of Commerce and Industry (KADIN), the Indonesian Floriculture Association (PFI), the National Research and Innovation Agency (BRIN) and the Center for Tropical Horticulture Studies (PKHT) IPB University.

The purpose of this meeting is to 1) gather various perspectives and experiences from stakeholders related to floriculture, 2) sharpen understanding of the current conditions and future potential of the floriculture industry, 3) discuss the main issues, opportunities and obstacles faced by the floriculture industry and 4) formulate recommendations and strategic steps to prepare the Indonesian Floriculture Grand Design.

ANALISIS SWOT PENGEMBANGAN FLORIKULTURA

Kementerian Koordinator Bidang Perekonomian
Republik Indonesia
"Ekonomi Unggul, Indonesia Maju"

Strength

- Lokasi Geografis
- Keanekaragaman Flora : SDG (plasma nutfah) nasional berlimpah
- Asosiasi pelaku usaha dengan jaringan internasional

Weakness

- Kompetensi SDM
- Investasi rendah
- R & D terbatas
- Sistem informasi produksi dan pasar belum terintegrasi
- Biaya logistic tinggi

Opportunities

- Pasar domestic dan internasional sangat terbuka
- Adanya pariwisata, pesta, seremonial
- Perubahan gaya hidup (green lifestyle)
- Industri kreatif semakin berkembang
- Penggunaan teknologi digital semakin luas

Threats

- Kompetisi dan pertumbuhan florikultura negara lain
- Free Trade Area
- Sanitary and Phytosanitary (SPS) dan Non Tarriff Barrier
- Climate Change

Sumber : BRIN, 2022 diolah

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