

Building Cocoa Research Center, BKPM Appreciates Mondelez

Jakarta, 10 October, 2020 - The snack industry company, Mondelez International, is back expanding in Indonesia. Mondelez International inaugurated the Mondelez Cocoa Research Center, Pasuruan Cocoa Technical Center (PCTC) on Wednesday (7/10), and attended virtually by the Deputy for Investment Promotion of Indonesia Investment Coordinating Board (BKPM) Ikmal Lukman.

Mondelez's expansion is the 12th Mondelez International Technical Center in the world with an investment value of USD13 million (IDR 192.5 billion). In his remarks, Ikmal expressed his appreciation to Mondelez for its contribution to the people and economy of Indonesia.

"We greatly appreciate the establishment of this research and development center, because I believe this investment shows Mondelez's trust in Indonesia. Amid the COVID-19 pandemic, this business expansion is good news for us. It's like finding an oasis in the desert," said Ikmal.

As of 1994, Mondelez International, formerly known as Kraft Foods, is a company from the United States that has invested more than IDR 1 trillion and employs more than 1,500 Indonesian workers. Currently, Mondelez International already has 2 factories in Cikarang and Bandung, as well as 1 Co-Manufacturing in Gresik.

One of Mondelez International's factories in Cikarang, is a world-class biscuit production center with export destinations including Asia, the Middle East, Australia, and New Zealand. This investment in the form of research and development facilities not only provides added economic value, but also provides educational added value to cocoa farmers to practice effective, innovative, and environmentally friendly agriculture.

"BKPM will fully support the company until it is completed. This is an example of a sustainable investment that provides added value to the society. Not only employment but also improving the ability of local cocoa farmers make their crops more quality and environmentally friendly," added Ikmal.

According to Executive Vice President and President of Asia, Middle East and Africa Mondelēz Internasional Maurizio Brusadelli, a global cocoa plant research center in Pasuruan, East Java was opened to address the challenges of cocoa farming productivity in Indonesia. The average yield per hectare in Indonesia is still lower than the global average.

"Cocoa is the main ingredient for chocolate whose demand continues to increase. Mondelez International is determined to meet consumer demand in the right way, by contributing to creating a sustainable cocoa sector," said Maurizio Brusadelli.

The Pasuruan Cocoa Technical Center (PCTC) is supported by a complete, state-of-the-art facility that is part of the Mondelez International research center network in various regions around the world. PCTC combines laboratory-supported research and development facilities and a post-harvest area with world-class agronomic experimental facilities equipped with a five-hectare nursery and planting module, where scientists can research the most optimal ways of cocoa cultivation.

BKPM believes the PCTC establishment is the right step to develop Indonesia's potential as the 6th largest cocoa producer in the world. Mondelez International's investment also improves the quality of life of more than 43,000 cocoa farmers in Indonesia who are members of the Cocoa Life program, a farmer empowerment program from Mondelez International.