

## Study on Business Potential and Major Players of FERTILIZER Industry in Indonesia, 2017 - 2021

Fertilizer industry in the country has developed rapidly and it is supported by the rising demand for foods in the country. Large sized state-owned fertilizer companies (BUMN) have already performed consolidation by establishing a holding company namely PT Pupuk Indonesia (Persero). Indonesian government under the leadership of Jokowi – JK has kept on developing fertilizer industry to actualize national food sustainability.

Fertilizer demand in the country consists of subsidized fertilizers and non-subsidized fertilizers. The greatest fertilizers are Urea, ZK, NPK and ZA. Based on the investigation of CDMI that in the last five years (2012 – 2016) the need of fertilizers had kept on increasing. In 2012, the need of urea fertilizer reached 5.9 million tons and in 2016 it had reached 6.3 million tons. Meanwhile, the need of NPK fertilizer in 2012 amounted to 3.47 million tons and in 2016 it had reached 3.51 million tons. The increase also occurred in the need of other fertilizers such as ZA, ZK, Organic and Phosphate.

This research output also found that the demand for Tablet Completed Compound Fertilizer (PMLT) produced by private companies has also increased highly. PMLT is NPK compound base-fertilizer with additional nutrients and dosages suited to certain plants. The demand for this fertilizer is also based on the request. PMLT is a new breakthrough in fertilization technology with high efficiency containing 5 macro nutrients (N,P,K, Mg, Ca) and micro nutrients (B, Zn, Fe, Mo) and others. The largest demand for PMLT came from oil palm, coffee plantations and agriculture.

One of the largest private company producing PMLT is PT. Saraswanti Anugerah Makmur. High demand in oil palm sector has made the company to expand its production capacity. Based on the latest information that in 2016 the company operated a plant in Sampit, East Kalimantan with annual production capacity of 100 thousand tons of NPK fertilizer. Other companies are PT. Polowijo Gosari, PT. Agro Subur Bumi Lestari, PT. Saribumi Dewata Lestari, PT. Kertopaten Kencana, PT. Agrindo Hikay Indonesia, PT. Indoagro Makmur Jaya, PT. Pasirmaung Fertilizer and others.

Viewing dynamics of fertilizer industry in the country, CDMI is attracted to perform a comprehensive research and finally succeeded in publishing a research book with the title of "Study on Business Potential and Major Players of FERTILIZER Industry in Indonesia, 2017 – 2021".

This book is only available at PT. CDMI Consulting and it can directly be ordered in our marketing division with Mrs. Tina by phones: (6221) 3193-0108, 3193-0109, 3193-0070, or Fax: (6221) 3193-0102 or e-mail: marketing@cdmione.com at a price of Rp. 8,100,000.- for Indonesian Edition and Rp. 8,800,000.- for English Edition

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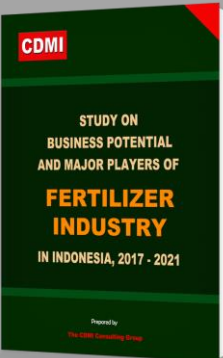
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