

## **EXECUTIVE SUMMARY**

Indonesia is the biggest producer of sea cucumbers in the world since year 2000 (source: FAO) with main export destination to China, Singapore and Taiwan, support by its geographical. Albeit become the biggest producer, Indonesian sea cucumber export market has continued to decline for these past 3 years. According to 'Smarter Global Sourcing', in the year 2018, Indonesia was listed at number 9 in the International Export market position, which driven by non-sustain stock supply and the commodity quality.

Export market of Southwest Maluku Dried Sea Cucumber to Hong Kong SAR is expected to gain profit by min 50% by producing an export quality of Dried Sea Cucumber based on its type, size, shape, and level of dryness.

Strategy Differentiation was chosen as our market competition strategy which expected to offer uniqueness to the market by providing continuous supply to the buyer with quality, size and type which meet the buyers' request, under collaboration with local fishermen and local communities to preserved the sea cucumber ecosystem and production process education.

Hong Kong is an important market for sea cucumber industry. As of presence, Hong Kong SAR still become the largest sea cucumber importer and exporter in the World, thanks to the country's flexibility of Seafood Tax Regulation, where most of imported sea cucumbers will be re-exported to various countries in the World.

Hong Kong market is hungry for dried sea cucumbers, the demand is continueto grow and higher than the supply.

Southwest Maluku Sea Sucumber is abundant and yet to be develop with appropriate quality of production process

PT MESA, a *to-be set up company*, is expected to become a company that contributes to the development of '3T' regions (Terdepan, Terluar, Tertinggal), in particular Southwest Maluku Regency, by build and develop a business of dried sea cucumber and provide education to local communities to maintain the sustainability of sea cucumbers in the ecosystem.