U.S. Embassy Amman

JORDAN EXPORTS بيت التصدير

DETAILED MARKET ENTRY STUDY

Indonesia

Southeast Asia's largest economy bought US$28.4 billion of food and agricultural products in 2024. Its imports from Jordan in those chapters came to US$0.96 million, a 0.003% share. The demand is not the problem. Access is.



US$235.1B
TOTAL GOODS IMPORTS
2024, up 5.4% on 2023

US$28.4B
FOOD & AGRICULTURE IMPORTS
HS 01–24, 2024, up 6.4%

US$359.4M
SEVEN PRIORITY LINES
2024 imports at HS6

US$0.96M
FROM JORDAN, FOOD & AGRI
2024; a 0.003% share

284.4M
POPULATION, 2025

US$1.45T
GDP, 2025

+5.11%
REAL GDP GROWTH, 2025

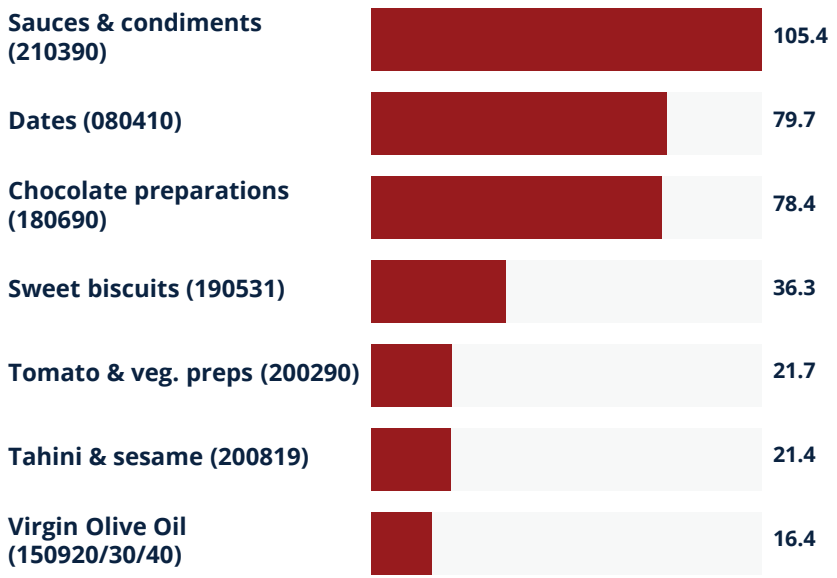
2.92%
INFLATION, DEC 2025

SECTOR OUTLOOK

Halal & processed food	Priority
Agriculture	Selective
Pharmaceuticals	Partnership only

Where the demand sits

US$ million · imports from world · 2024



Two Gates Before the Shelf

Halal certification and BPOM registration both close before a first order.

CAPITAL	Jakarta
PORT	Tanjung Priok, Jakarta
HALAL	BPJPH · required from 18 Oct 2026
REGISTER	BPOM ML, held by the importer
BLOCS	ASEAN, G20, RCEP

Who supplies the priority lines

- **Egypt** — Dates, 25.3%
- **Tunisia** — Dates, 22.1%
- **China** — Tahini 57.4%; tomato 86.0%
- **Italy** — Olive Oil, 46.6%
- **Spain** — Olive Oil, 44.7%
- **Malaysia, Thailand** — Sauces, biscuits; ATIGA

Sources: BPS-Statistics Indonesia; World Bank WDI (2025); UN Comtrade (2023–2024); ERA/JE Indonesia Market Entry Report (2026); BPJPH Decree 307/2025; INSW tariff portal (Aug 2026).

01

The demand exists; Jordan has not entered it

Indonesia bought US$28.4B of food and agriculture in 2024, and US$0.96M of it from Jordan.

02

The opening is niche, not bulk

Seven products carry Indonesian demand and a proven Jordanian export base: US$359.4M in 2024.

03

Price is closed; origin is open

Every priority line pays 5% MFN duty. ASEAN, China, India, Japan and Korea enter at 0%.

04

Halal is a deadline, not an advantage

Required from 18 October 2026. Two Jordanian certifiers (HCP, International Halal Center T&Q) await BPJPH assessment; none is recognized yet.

Imports

2024 values

US$235.1B Total goods imports, HS 01 to 99

US$29.72B Food, agriculture and pharmaceuticals · 12.6% of all imports

US$359.4M Seven priority products Jordan already exports · 0.15% of all imports

Dates

TOP OPPORTUNITY · NO BRAND LEADER YET

HS 080410 · fresh or dried

HS6 LINE	ID IMPORTS 2024	JO EXPORTS 2024	LEAD SUPPLIERS BY VALUE
Dates 080410	US$79.7M	US$71.9M to world	Egypt 25.3%, Tunisia 22.1%; then Saudi Arabia, UAE, Iran
Jordan's position	US$57,200 in 2024	down from US$206,620 in 2023	No brand leader; an origin contest, not a brand contest
Entry terms	5% duty for Jordan	Fresh dates exempt from VAT	16.9% of imports enter under trade deals; UAE at 0%

RECOMMENDED APPROACH

Enter through a specialty importer that holds the BPOM registration. Position premium Medjool on origin and grade, priced near packed brands, not against Egyptian and Tunisian bulk. Finish halal and BPOM first, then secure listings four to five months before Ramadan.

Levantine specialty & confectionery

NEXT OPPORTUNITIES · PREMIUM AND GIFT FORMATS

Tahini 200819 · chocolate 180690 and biscuits 190531 · Sauces 210390

HS6 LINE	ID IMPORTS 2024	JO EXPORTS 2024	SIGNAL
Tahini & sesame 200819	US$21.4M, +15.6%	US$36.1M	China holds 57.4%; no Arab-origin brand on shelf
Chocolate 180690 + biscuits 190531	US$114.7M, +8.9%	US$48.2M	Delfi and Mayora hold ~73% of chocolate by value; premium is open
Sauces & condiments 210390	US$105.4M, +12.8%	US$3.0M	Largest food line of the seven; thinnest Jordanian supply base

RECOMMENDED APPROACH

Sell through specialty importers into premium retail, where imported goods hold up to 60% of the shelf. Start with the verified leads in the report: PT Interfood Sukses Jasindo (imports in its own name and can hold the BPOM registration) and PT Pangan Lestari (foodservice), with Pandurasa Kharisma as a screened foodservice buyer; Sukanda Djaya, Indoguna and Classic Fine Foods form the wider importer tier.

WHERE CONSUMER SPEND IS MOVING

+40% Edible fruit and nuts: US$1.45B (2023) rising to US$2.03B (2025)

−37% Cereals: US$5.95B (2023) falling to US$3.75B (2025)

The rice self-sufficiency drive is pulling bulk grain imports down while consumer-facing categories grow, a shift toward the lines Jordan supplies.

WHERE JORDAN STANDS TODAY

Indonesia imported US$217.1M from Jordan in 2024, but 90% was minerals and fertilizers.

0.003%

Jordan's share of Indonesian food and agriculture imports, 2024

WATCH, NOT PRIORITY

Olive Oil imports grew 27.8% to US$16.4M, but Italy and Spain hold 91%. China holds 86% of tomato preparations. Medicines need a licensed Indonesian manufacturer, so partnership only.

Sources: ERA/JE Indonesia Market Entry Report (2026); UN Comtrade (2024); USDA FAS GAIN ID2025-0036; Euromonitor (2024); KIIs, Jul–Aug 2026. Fruit/nut and cereal changes calculated from the values shown.

Who supplies Indonesia today

Three priority lines, three competitive structures. Dates are an origin contest with no brand leader.

DATES 080410 · US$79.7M · SHARE OF IMPORT VALUE, 2024



Jordan supplied US$57,200 of that, against a US$71.9M Jordanian date export base.

VIRGIN Olive Oil 150920 / 150930 / 150940 · US$16.4M · 2024



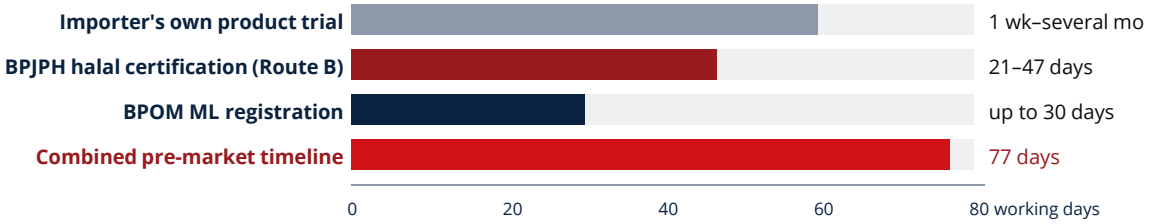
TAHINI & SESAME PREPARATIONS 200819 · US$21.4M · 2024



Olive Oil: Jordan pays the same 5% as Italy and Spain, until the EU–Indonesia agreement takes effect. Tahini: the leading suppliers enter duty-free, so the opening is specialty, not bulk.

Certification, not tariff, is the barrier

Compliance takes longer than the time left before the halal mandate. Working days before a first shipment:



The sequence that works: the manufacturer opens BPJPH certification on SIHALAL from Jordan while the importer runs its product trial. BPOM registration and Indonesian-language labeling follow in the importer's name.

Two Jordanian halal bodies (HCP and International Halal Center T&Q) await BPJPH assessment. Until one is recognized, Jordan cannot use the fast route Saudi, Emirati and Turkish exporters use. Getting them recognized is the highest-value step open to JE.

What a shipment pays

Every priority line pays 5% duty. ASEAN members, China, India, Japan and Korea pay nothing on most of the same lines; Jordan has no trade agreement.

Customs duty (MFN) A real cost; build it into the price	5%
Import VAT (PPN) Recoverable by a VAT-registered importer	eff. 11%
Article 22 income tax With / without importer ID (API); offsets income tax	2.5% / 7.5%
Fresh dates Exempt as basic-need goods	No VAT

No excise or anti-dumping duty applies. Only the 5% duty adds to landed cost. Confirm the eight-digit code on INSW before quoting.

WHO JORDAN COMPETES WITH

Delfi Ltd	about 38% of chocolate by value
Mayora Indah	about 35%; sets the mass price floor
Kalbe, Dexa, Sanbe	domestic pharma; likeliest partners

WHAT IMPORTERS EXPECT FROM A NEW SUPPLIER

- Samples first. No BPOM registration is filed for a product the importer has not tested.
- A complete origin file: Certificate of Free Sale from the JFDA, certificates of analysis, GMP or HACCP.
- A landed-cost quotation into Tanjung Priok, not FOB Aqaba, and cash before delivery on the first orders.

RISKS TO MANAGE FROM DAY ONE

Certification slip. File BPJPH at least 60 working days before shipment; book nothing until the certificate number is issued.
Importer lock-in. The BPOM ML number belongs to the filer; a transfer to a second importer takes two to four months.
Routing. No direct sailing from Aqaba. Cost the lane as two legs plus a hub call.

"Honestly, I never heard any Jordanian food and beverage products in Indonesia. Saudi Arabia and Turkey are the typical countries of origin for Middle Eastern F&B products."

SS1 IMPORTER AND BUYER, FOOD AND BEVERAGE · KII, INDONESIA, JULY 2026

5% MFN DUTY, EVERY PRIORITY LINE

77 days PRE-MARKET COMPLIANCE

18 Oct 2026 HALAL COMPLIANCE REQUIRED

Sources: INSW tariff portal (Aug 2026); PMK 50/2026, 131/2024, 51/2025; PP 49/2022; PP 42/2024; BPOM Reg. 23/2023; BPJPH; UN Comtrade (2024); KIIs, Jul 2026. Decree 307/2025 enforcement is suspended; 18 Oct 2026 is used as the planning date.

Indonesia rewards certification over price

Buyers check documents before they check price. Start certification now: halal becomes mandatory on 18 October 2026, and the first shipment will land after that date.

FIRST MILESTONE

A trial consignment landed, registered and tested with an Indonesian importer ahead of the Ramadan buying season.

01 Appoint an Importer of Record (IOR)

Shortlist three to five specialty importers. The importer holds the NIB, the license and the BPOM ML number, so this is the least reversible decision.

START IN MONTH 1 · CRITICAL PATH

02 Halal certification

The manufacturer files on SIHALAL, not the importer, because the audit covers the plant. Assemble the JFDA free sale certificate, certificates of analysis, and GMP or HACCP.

MONTHS 1–3

03 Complete the importer's product trial successfully

Send samples. No registration is filed for a product the importer has not tested. Use JE matchmaking to open the conversation.

MONTHS 2–4

04 File BPOM, settle the code

Registration in the importer's name, with Indonesian-language label artwork in the same file. Obtain a binding PKSI ruling from Customs.

MONTHS 3–6

05 Ship, then convert

First consignment through the chosen importer on cash before delivery. Track sell-through, then negotiate a supply agreement and 30-to-60-day terms.

MONTHS 6–12

OPPORTUNITY	ACTION NOW	EXPECTED OUTCOME	BARRIER TO CLEAR
Dates (080410) **Top opportunity**	Quote premium Medjool landed into Tanjung Priok, four to five months ahead of Ramadan.	A branded position in a US$79.7M category with no brand leader.	Dried dates are in scope under Decree 307/2025, enforcement pending; confirm VAT at classification.
Tahini, chocolate & biscuits **Next opportunity**	Offer specification and samples to the specialty importer tier; lead with premium and gift formats.	The premium end of US$21.4M tahini and US$114.7M confectionery, where no Arab-origin brand holds shelf.	China holds 57.4% of tahini under preference; Delfi and Mayora hold most of chocolate.
Medicaments (300490) **Partnership only**	Take a licensing or contract-manufacturing proposal to Kalbe, Dexa and Sanbe.	A route into a US$580.7M import line that direct export cannot reach.	Only a licensed Indonesian manufacturer can register medicines.

Who to contact first

VALIDATED LEADS · JULY–AUGUST 2026

CV Tiga Putra	●●●	Food distribution, Sukabumi. Asked for Jordanian product information; wants simple terms, competitive pricing and quality. Approach with an importing partner.
PT Interfood Sukses Jasindo	●●○	Halal food importer, Jakarta. Can hold the BPOM registration. Wants trend-aligned confectionery in a full variant range; send samples.
PT Pangan Lestari	●●○	HORECA foodservice, Jakarta. Interested in dates, Olive Oil and herb supplements; lead with authentic, exclusive lines.
PT Semesta Sakti Maju	●●○	Retail FMCG distribution, Jakarta. Selects on social exposure, packaging, price and certification; expects promotional support.

Business leads are in the report with all contacts.

Plan travel around four dates

15–19 Mar 2027	**Gulfood**, Dubai. JEA national pavilion; meet Indonesian and Singaporean buyers without flying to Asia.
Expected Sep 2027	**MIHAS and Halal Indo**, Kuala Lumpur and ICE BSD. One KL–Jakarta trip: halal credentials plus buyer meetings.
Expected Oct 2027	**Indonesia International Hospital Expo**, ICE BSD. Where to appoint the licensed pharma distributor a foreign supplier needs.
Expected Nov 2027	**SIAL InterFOOD**, JIExpo Jakarta. B2B matchmaking where distribution deals get signed.

SUPPORT AVAILABLE

Contact Jordan Exports first. Where JE organizes a pavilion, participation goes through JE; otherwise, JE refers firms to the organizing body (for exhibiting). JE can pre-book buyer meetings.

Certification decides who gets a first order. Start it now.

US$359.4M
imported across the seven priority lines in 2024, in categories Jordan already exports.

18 Oct 2026
halal compliance required for imported food. Jordanian certificates do not register.

0.003%
Jordan's share of Indonesian food and agriculture imports. The demand exists.

Sources: ERA/JE Indonesia Market Entry Report (2026); KIIs, Jul–Aug 2026; event organizer websites (Oct 2026); UN Comtrade (2024). Prepared for Jordan Exports under ERA, funded by the U.S. Embassy in Amman.