


**COMPANY PROFILE**  
PT. HASUMA JAYA ABADI

[www.nusarempa.com](http://www.nusarempa.com)



# NUSA REMPA

Rooted in Farmer Prosperity,  
Cultivated for Global Excellence.





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WAYS TO REACH US



# WHAT WE DO



OVERVIEW OF THE  
BRIEF



## CORE MEMBER



**DANIEL ANGGAKUSUMA**

Founder, Sourcing and  
Procurement Director



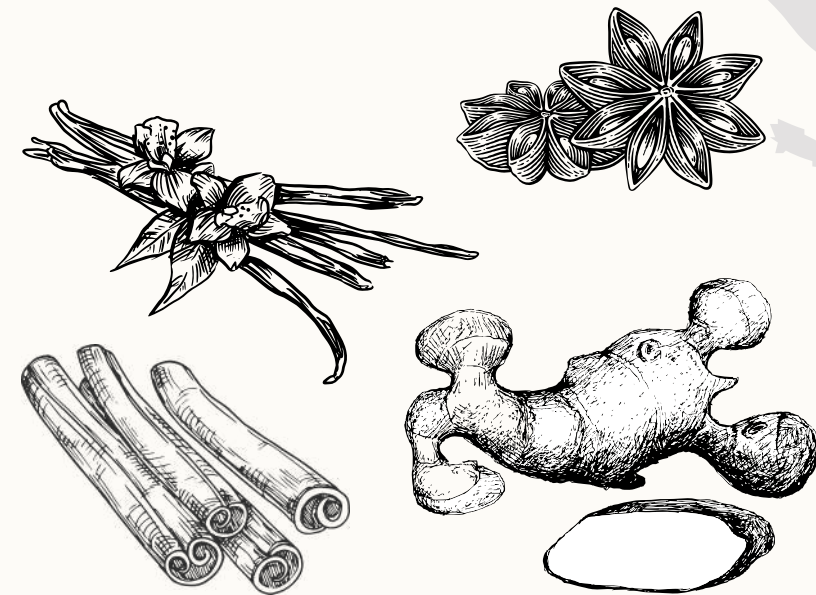
**JASON FERDINAND**

Co-Founder, Marketing & Business  
Development Director



# WHAT WE DO

Since our inception in 2022, we have served as a vital link between Indonesia's rich agricultural heritage and the global market. With four years of dedicated experience, we specialize in the ethical sourcing and export of premium spices, agricultural derivatives, and industrial commodities. Our operations span the diverse landscapes of Sumatra, Borneo, and Sulawesi, allowing us to deliver high-quality, traceable products to partners in Kyrgyzstan, India, Singapore, the Maldives, and beyond.



At our core, we believe that quality is more than a product—it is a promise. From our meticulous sourcing process to the final delivery at your facility, we remain dedicated to transparency, ethical integrity, and operational excellence. We invite you to partner with us as we continue to scale our impact and bring the very best of Indonesia to the world stage.



Our business is built upon the "Prosperity Loop," a commitment to ensuring that both our farmers and our customers thrive. By providing our regional partners with the training and tools to meet international quality standards, we not only secure the finest spices for our clients but also foster sustainable economic growth within our sourcing communities. This human-centric approach, combined with our logistics expertise, has fueled our consistent 20% monthly growth and established us as a trusted, reliable partner for the food, beverage, and perfumery industries.

ABOUT US



# NR PHILOSOPHY, CORE VALUES & DIRECTIONS



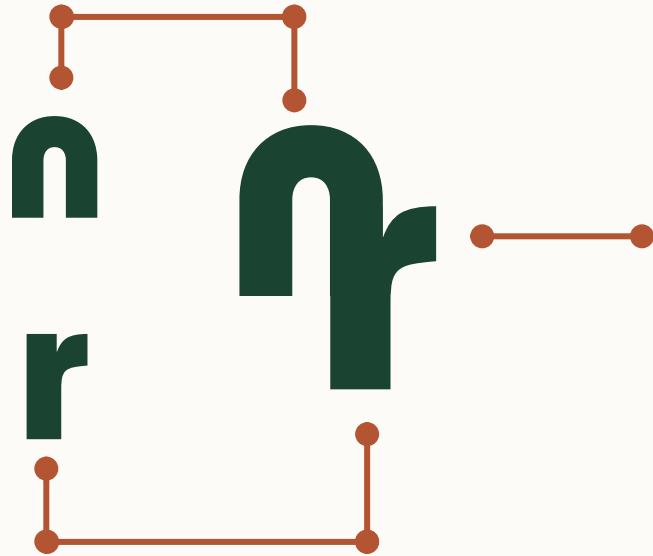
# NR PHILOSOPHY, CORE VALUES & DIRECTIONS

The word 'N' stands for 'NUSA' has a very unique curvature that depict how leaves sprout down to earth.

We care for our farmers. They're the driving force of our business. We want our farmers to thrive, because we value them as much as we value the growth of Indonesia's spices to the world.

The word 'R' stands for 'Rempa' derived from the word Rempah (Spice). The hook right tip of the 'r' opens a gateway to new possibilities.

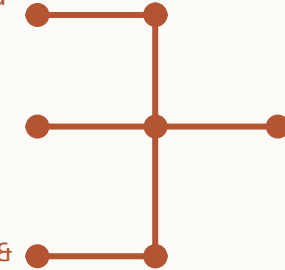
We believe that our local spices has so much potential. The world should know of our spices. Local and international supply chain can uplift those changes.



The multifaceted networks of local and international partners. **THE REAL GROWTH & POSSIBILITIES.**

**THIS IS US.** The bridge between our community and the world, where the real change happens.

**THE SPICES, THE FARMERS, THE LAND.** The prime movers of our spice & agriculture industry



**A TRIPARTITE.** Working towards one promising synergy, one connecting streamline of agriculture prosperity.

## BRAND PHILOSOPHY



# NR PHILOSOPHY, CORE VALUES & DIRECTIONS

To be the bridge that connects the world to the authentic heart of Indonesian spices, fostering a future where global trade is transparent, sustainable, and mutually prosperous.

## VISION

## MISSION

Our mission is to simplify global spice sourcing by delivering unmatched traceability and consistent quality. We are committed to empowering our partner farmers, securing supply chain stability for our clients, and ensuring that every batch we export meets the highest international standards with integrity and care.



# NR PHILOSOPHY, CORE VALUES & DIRECTIONS

## TRUST

We offer 100% downstream traceability. Every shipment can be tracked directly back to the specific Indonesian farmer cooperative or plantation where it was grown, providing an unbendable, auditable ethical paper trail.

We ensure our partnering farmers receive fair, sustainable pricing to uplift local communities.

## RELIABILITY

In international trade, predictability is currency. We secure your production lines by offering stable volume capacities and guaranteed year-round supply, completely independent of open-market panic.

Timely logistics, consistent supply volumes, and transparent communication.

## QUALITY ASSURANCE

We enforce strict international standards (such as HACCP and ISO alignment) directly at the origin. Our spices undergo rigorous testing for moisture levels, volatile oil content, and purity before ever leaving Indonesian ports.

From farm to freight, every batch undergoes rigorous quality checks to meet global food safety and perfumery standards.

## ACCESIBILITY

We strip the complexity out of global sourcing. Through streamlined customs processing, transparent B2B communication, flexible tier systems, and long-term price-lock arrangements, we make premium spices frictionless to acquire.

Seamless import/export processing, making premium Indonesian spices accessible to B2B clients worldwide at competitive rates.

## OUR CORE VALUES



# NR PHILOSOPHY, CORE VALUES & DIRECTIONS

## THE "TWO ENDS OF THE ROPE" APPROACH

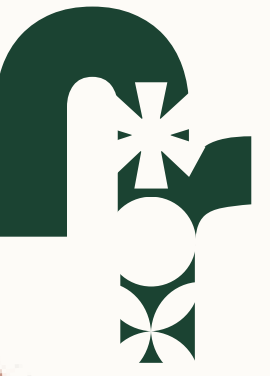


**For the Farmers:** We skip exploitative middlemen. By partnering directly with local farmers and providing fair wages, agricultural education, and long-term contracts, we uplift entire rural communities.



**For the Customers:** Because our farmers are well-compensated and respected, they put meticulous care into the harvest. This direct loop guarantees you receive fresher, more potent spices with a completely ethical paper trail.

DIRECTIONS



# GLOBAL SPICE MARKET REALITY





# GLOBAL SPICE MARKET REALITY

Nusa Rempa stands firm in bridging and solving the gap between **Indonesian agricultural potential** and the **critical demands of international procurement.**



But first, we must understand the reality of our local and global spice market.



# GLOBAL SPICE MARKET REALITY

The global spices and seasonings market is projected to reach \$30.98 billion in 2026, growing at a robust 8.3% CAGR

However, the industry is currently defined by a **major paradox**:

Rising consumer demand for "clean label" and **ethical transparency** vs. Persistent **supply chain inefficiencies**.



- The Global Reality: Today's procurement managers are not just buying ingredients; they are buying **risk mitigation**. With 31% of spice trade facing quality/standardization issues, buyers are moving away from traditional, opaque "middlemen-heavy" models toward **direct-sourcing partnerships** that **guarantee traceability**.
- The Indonesia Opportunity: While Indonesia is a global leader in spices like nutmeg, cinnamon, and cloves, its export potential is often **throttled by Sanitary and Phytosanitary (SPS) barriers** and **fragmented supply chains**. Our business acts as the essential "**bridge**," transforming raw potential into market-ready, high-compliance products.

*ResearchAndMarkets (May 2026), "Spices and Seasonings Market Global Report 2026."*



# WHY DO WE STEP IN?





# WHY DO WE STEP IN?



Our portfolio is not built on happenstance; it is engineered to serve the **most rigorous demands of the global market**. We specialize in **multiple categories** that define Indonesia's unique contribution to the world's flavor and fragrance supply chain.

We treat these products as solutions to your supply chain challenges, ensuring that every shipment delivers **maximum potency, ethical compliance, and predictable value**



We specialize in exporting a diverse range and wide variety of Indonesia's leading agricultural and plantation products, including **spices, nuts, coffee, palm oil, palm kernel shells, coconut derivatives, and many other natural commodities**.

Indonesia's fertile land and tropical climate enable the production of high-quality products that are widely recognized in global markets. Through **strong partnerships with local farmers and suppliers**, we are committed to delivering reliable products with **consistent quality and professional export services**.

Our goal is to connect **Indonesia's rich natural resources** with **international market opportunities** while building long-term business partnerships.



# WHY DO WE STEP IN?

## How We Balance Both Ends of the Rope:

Traditional supply chains involve up to five layers of middlemen, which **dilutes product quality, delays logistics, and strips local farmers of fair earnings.**

By building a direct bridge from Indonesian soil to global ports, we flatten the supply chain. We **reinvest a premium into our partner farmers'** welfare, providing them with predictable, dignified family incomes and advanced agricultural education. In return, these farmers provide us with first-priority access to their absolute finest harvests.

## The Result for Our Customers:

You receive **higher-potency, fresher, and completely traceable spices** at highly competitive, long-term stable prices. You get to **scale your business with premium ingredients** while claiming a genuinely ethical, sustainable narrative for your own brand.



# SUPPLY CHAIN

By flattening the supply chain, we create value that traditional agriculture business model have to pivot or undo in order to maintain prosperity for all hands.

Feature	Traditional Model	Direct-Source Model
Supply Chain	3-5 layers of middlemen	Direct from farmer cooperatives
Farmer Welfare	Low margin; high uncertainty	Fair-pricing; long-term contract stability
Quality Control	Reactive (testing at arrival)	Proactive (standards implemented at farm)
Traceability	Fragmented; often impossible	100% auditable farm-to-shipment

The "Two-End" Prosperity Loop



# WHY DO WE STEP IN?

## COCONUT DERIVATIVES

### COCOPEAT: THE SUSTAINABLE GROWTH CATALYST

Cocopeat is a versatile growing medium derived from coconut husks. It is widely used for its excellent water retention, aeration, and ability to improve soil structure. Cocopeat is ideal for horticulture, hydroponics, and as a peat moss alternative. It's an eco-friendly option that supports sustainable agriculture.



### COCONUT HUSK: THE BIO-COMPOSITE

Coconut Husks, are mainly used to produce coir, a durable fiber ideal for making ropes, mats, and brushes. Additionally, coconut husks can be turned into eco-friendly products like biodegradable planting pots and soil conditioners.



### COPRA: THE HIGH-YIELD INDUSTRIAL STANDARD

Coconut copra is the dried kernel of the coconut, essential in the production of coconut oil. It is a vital agricultural product in tropical regions, where coconuts are abundant. This versatile product is used in various industries, including food, cosmetics, and pharmaceuticals, due to its rich oil content and nutritional benefits. Copra is typically prepared by sun-drying coconut flesh, which preserves its quality and extends shelf life



### COCONUT OIL: THE PURE-ORIGIN ESSENTIAL

Coconut oil is a versatile product ideal for culinary and cosmetic uses, offering a rich aroma and smooth texture. It enhances dishes with a tropical flavor and serves as a nourishing moisturizer and hair conditioner in cosmetics. We provide high-quality, reliable coconut oil to meet business needs.





# WHY DO WE STEP IN?

## SPICES & FUNCTIONAL INGREDIENTS

### NUTMEG & MACE : THE PREMIUM STANDARD

"Indonesia controls over 84% of the global export market for mace. When you source from us, you aren't just buying a spice; you are sourcing from the global origin. Our advanced solar-drying technology prevents the fungal contamination common in traditional open-air drying, ensuring you receive the highest essential oil concentration for your high-end culinary and cosmetic formulations."



### CLOVES: CRITICAL FOR PERFUMERY & PHARMA

"For the perfumery and pharmaceutical sectors, purity is non-negotiable. With global demand for natural eugenol surging, we guarantee that our cloves stay strictly under 12% moisture—the international threshold that prevents transit mold. You receive a shipment that is ready for immediate processing, with zero downtime for quality rejection."

### TURMERIC & GINGER: THE "FUNCTIONAL" POWERHOUSES

"Driven by the 'functional food' trend, turmeric and ginger are seeing the fastest growth rates in our export portfolio. As global health-conscious consumers demand clean-label products, we provide peace of mind: our pesticide-minimized and organic-compliant sourcing gives you an auditable ethical story that you can confidently share with your own end-consumers."



### CINNAMON (CASSIA): THE VOLATILITY HEDGE

"The market for Korintje cinnamon is subject to significant seasonal price spikes. Our direct-contracting model with plantation farmers allows us to bypass the volatile spot market. We provide you with long-term, locked-in pricing, turning your raw material costs from a liability into a stable, predictable budget line."

### VANILI: THE GOLD STANDARD OF NATURAL AROMA

Vanilla is one of the world's most labor-intensive crops. We bridge the gap by working with smallholders to ensure correct pod maturity, providing a high-vanillin content extract that is essential for the high-end fragrance and baking industries.



### COCOA: THE MASTER-FERMENTATION CHOICE

"We focus on high-fermentation consistency. For luxury chocolatiers, the bean's flavor profile depends on controlled drying and fermentation—our rigorous process guarantees the complex aroma profiles your premium chocolate bars demand."



# WHY DO WE STEP IN?

## BEANS

### BETEL NUT: THE STANDARD OF CONSISTENT POTENCY

The regional demand for high-quality betel nut is expanding. We implement strict grading by size and maturity, ensuring our distributors receive products with consistent alkaloid content—critical for meeting the quality benchmarks of international manufacturing markets.



### COFFEE BEANS: THE VOLCANIC SINGLE-ORIGIN ADVANTAGE

Indonesia is synonymous with unique volcanic soil profiles. Our beans are sourced from high-altitude estates, offering distinct flavor notes that command a premium in the 'Specialty Coffee' sector, where consumers pay 20-30% more for traceability and unique origin stories.



### PEPPER: THE ESSENTIAL BENCHMARK

"Global trade records show pepper remains the most frequently traded spice globally. However, consistency is the industry's greatest challenge. By applying mechanical grading for density and piperine content, we offer a standardized potency that removes the guesswork from your production line—ensuring your final product tastes identical in every single batch."



## INDUSTRIAL COMMODITY

### CIGARETTES (TOBACCO/CLOVE): THE CRAFT BLENDING AUTHORITY

Indonesia's unique 'Kretek' style is a specialized segment of the global tobacco market. We supply high-grade, sun-cured tobacco and premium cloves, offering manufacturers a reliable supply of the specific aroma-profiles needed for these high-margin, complex blends.





# WHY DO WE STEP IN?

## For FnB & Restaurants

We provide consistent flavor profiles. By controlling the drying and sorting process at the origin, Nusa Rempa eliminates batch-to-batch inconsistency, ensuring a restaurant's signature dish tastes identical every time.

## For Industrial & Distributors

We offer border-ready compliance. By meeting international quality standards at the origin, we reduce the risk of shipment rejection at customs —the single biggest "hidden cost" in global spice trading.

## For Perfumery/Pharma

We ensure maximum volatile oil content. By using modern drying/storage technologies, you protect the delicate compounds that give spices their aroma and medicinal value.





# GOOD BUSINESS & CHANGES CAN COME





# GOOD BUSINESS & CHANGES CAN COME

At our core, we believe that international trade should never be a zero-sum game. A global brand does not have to choose between flawless supply chain efficiency and ethical responsibility. We have proven that when you protect and empower the source, the destination thrives.

When you secure your supply from our business in Indonesia, you aren't just purchasing premium commodities; you are investing in a partnership engineered for your long-term growth and satisfaction.





# GOOD BUSINESS & CHANGES CAN COME

## Uninterrupted Production & Peace of Mind

Imagine a supply chain completely insulated from open-market panic and unpredictable price spikes. Through our direct-contracting model and strict quality controls, you can realistically count on stable, locked-in pricing and uniform product grading month after month. Your production lines run seamlessly, and your final products remain consistently excellent.

## Mutual Growth & Lasting Impact

As your business scales and thrives on premium, high-yield Indonesian produce, a profound change happens at the source. The farming families who meticulously harvest your ingredients earn a dignified, predictable income. This prosperity loop ensures they pour maximum care into every future crop, guaranteeing that the quality of your supply grows even stronger year after year.



## A Story That Sells

Picture your brand standing out in a crowded market. By partnering with us, you gain 100% downstream traceability. You can proudly show your customers an auditable, ethical journey—from the volcanic soils of Indonesia straight to their hands.





# GOOD BUSINESS & CHANGES CAN COME

We make premium global sourcing frictionless, reliable, and accessible. Let us handle the complexities of the Indonesian archipelago while you enjoy a stable, growing, and deeply satisfying supply chain.

Good business, and lasting change, starts right here.



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