

Menteri PPN/Kepala Bappenas Kunjungi Booth Ditjend PKH Di Pertemuan Strategis Internasional BRIN

Minister of National Development Planning/Head of Bappenas Visits the Directorate General of Livestock and Animal Health Booth at BRIN International Strategic Meeting



Sapta Anggara, ST., MT
APHP Ahli Muda



Angela Sekar Prasetyani, SP
APHP Ahli Pertama

Dalam rangka mendukung transformasi industri peternakan yang berkelanjutan serta penguatan ketahanan pangan dan ekonomi, dilaksanakan The International Strategic Meeting on Sustainable Livestock Industry Transformation yang diselenggarakan oleh Badan Riset dan Inovasi Nasional (BRIN) bekerja sama dengan Food and Agriculture Organization (FAO). Kegiatan ini menghadirkan berbagai pemangku kepentingan, baik dari dalam maupun luar negeri, untuk membahas pengembangan sektor peternakan berbasis inovasi dan keberlanjutan. Sebagai bagian dari rangkaian kegiatan tersebut, diselenggarakan pameran (booth exhibition) sebagai side event yang bertujuan untuk menampilkan berbagai produk unggulan, inovasi, serta peluang investasi di sektor peternakan. Pameran ini menjadi sarana strategis untuk memperkenalkan potensi hilirisasi produk peternakan sekaligus memperkuat jejaring kerja sama antara pemerintah, pelaku usaha, dan investor.

In support of sustainable livestock industry transformation as well as strengthening food security and the economy, The International Strategic Meeting on Sustainable Livestock Industry Transformation was organized by the National Research and Innovation Agency (BRIN) in collaboration with the Food and Agriculture Organization (FAO). The event brought together various stakeholders, both domestic and international, to discuss innovation-based and sustainable livestock sector development.

As part of the event series, a booth exhibition was held as a side event aimed at showcasing leading products, innovations, and investment opportunities in the livestock sector. The exhibition served as a strategic platform to introduce the downstream potential of livestock products while strengthening collaboration networks among the government, business actors, and investors.



Ditjend PKH berpartisipasi dalam kegiatan pameran pada tanggal 26 Maret 2026 di Gedung B.J. Habibie, Jakarta. Adapun tujuan keikutsertaan dalam pameran ini adalah:

1. Mempromosikan produk unggulan hasil peternakan dan olahannya.
2. Memberikan informasi terkait peluang investasi di sektor peternakan.
3. Meningkatkan pemahaman pengunjung terhadap program strategis pemerintah di bidang peternakan.

The Directorate General of Livestock and Animal Health participated in the exhibition on March 26, 2026, at the B.J. Habibie Building, Jakarta. The objectives of participating in this exhibition included promoting superior livestock products and processed products, providing information regarding investment opportunities in the livestock sector, and increasing visitors' understanding of the government's strategic livestock programs.



Kegiatan diawali dengan pelatihan peningkatan kapasitas teknis bagi para ahli dan pembuat kebijakan dari kawasan ASEAN mengenai pedoman FAO LEAP (Livestock Environmental Assessment and Performance Partnership) terkait Sistem Bioekonomi Sirkular serta Penilaian Jasa Ekosistem dan Keanekaragaman Hayati di sektor peternakan. Kegiatan ini dirancang untuk mempertemukan para pakar global, pembuat kebijakan, dan pelaku industri dalam mengeksplorasi pendekatan inovatif berbasis sains guna mentransformasi industri peternakan, sekaligus menjawab tantangan utama terkait keberlanjutan, ketahanan iklim, dan ketahanan pangan. Selain itu, kegiatan ini juga menekankan peran sistem industri dan manufaktur berkelanjutan dalam mendorong peningkatan gizi global serta pertumbuhan ekonomi. Sebagai bagian dari rangkaian kegiatan tersebut, Direktorat Jenderal Peternakan dan Kesehatan Hewan turut berpartisipasi dalam pameran yang diselenggarakan oleh BRIN melalui penyediaan booth.

The event began with technical capacity-building training for experts and policymakers from the ASEAN region regarding the FAO LEAP (Livestock Environmental Assessment and Performance Partnership) guidelines related to Circular Bioeconomy Systems, Ecosystem Services Assessment, and Biodiversity in the livestock sector. The activity was designed to bring together global experts, policymakers, and industry players to explore science-based innovative approaches in transforming the livestock industry while addressing key challenges related to sustainability, climate resilience, and food security.

In addition, the activity emphasized the role of sustainable industrial and manufacturing systems in encouraging global nutritional improvement and economic growth. As part of the event series, the Directorate General of Livestock and Animal Health also participated in the exhibition organized by BRIN through the provision of a booth.

Partisipasi dalam pameran dilaksanakan melalui penyediaan booth yang menampilkan berbagai produk unggulan hasil peternakan dan olahannya, antara lain olahan susu, olahan sarang burung walet, telur ayam, olahan daging ayam, serta produk madu. Keberagaman produk yang ditampilkan mencerminkan potensi pengembangan hilirisasi komoditas peternakan dalam meningkatkan nilai tambah dan daya saing produk. Selain sebagai media promosi, booth juga berfungsi sebagai sarana edukasi bagi pengunjung terkait ragam produk peternakan dan peluang pengembangannya.

Booth Direktorat Jenderal Peternakan dan Kesehatan Hewan juga dimanfaatkan sebagai pusat informasi dan layanan konsultasi investasi peternakan yang memberikan penjelasan kepada pengunjung mengenai peluang usaha di sektor peternakan, termasuk aspek pengembangan bisnis serta kemudahan dalam proses perizinan usaha. Informasi yang disampaikan mencakup prosedur perizinan, dukungan kebijakan, serta gambaran umum pengembangan usaha peternakan yang hulu hingga hilir. Konsultasi terkait investasi peternakan tersebut diharapkan dapat memberikan gambaran yang jelas bagi calon investor maupun pelaku usaha dalam memahami proses investasi serta potensi pengembangan usaha peternakan di Indonesia. Dengan adanya layanan konsultasi ini, booth pameran berperan sebagai media yang menjembatani kebutuhan informasi antara pemerintah dan pelaku usaha dalam rangka mendorong iklim investasi yang kondusif di sektor peternakan.

Selain itu, booth Direktorat Jenderal Peternakan dan Kesehatan Hewan turut menampilkan berbagai program strategis pemerintah, seperti Program Ayam Merah Putih dan Program Hilirisasi Industri Ayam Terintegrasi. Program-program tersebut bertujuan untuk mendorong kemandirian produksi dalam negeri, meningkatkan efisiensi rantai pasok, serta memperkuat integrasi industri peternakan. Secara keseluruhan, kegiatan pameran ini tidak hanya menjadi ajang promosi produk, tetapi juga sebagai sarana penyampaian informasi dan kebijakan terkait pengembangan sektor peternakan nasional.

The booth displayed various superior livestock products and processed products, including dairy products, edible bird's nest products, chicken eggs, processed chicken meat products, and honey products. The diversity of displayed products reflected the potential for downstream livestock commodity development in increasing added value and product competitiveness. Besides functioning as a promotional medium, the booth also served as an educational platform for visitors regarding various livestock products and their development opportunities.

The booth of the Directorate General of Livestock and Animal Health was also utilized as an information and livestock investment consultation center, providing visitors with explanations regarding business opportunities in the livestock sector, including business development aspects and ease of business licensing processes. The information delivered covered licensing procedures, policy support, and an overview of livestock business development from upstream to downstream.

The investment consultation service was expected to provide a clear understanding for prospective investors and business actors regarding investment processes and livestock business development opportunities in Indonesia. Through this consultation service, the exhibition booth played a role as a medium bridging information needs between the government and business actors in encouraging a conducive investment climate in the livestock sector.

In addition, the Directorate General of Livestock and Animal Health booth also showcased various strategic government programs, such as the Red and White Chicken Program and the Integrated Poultry Industry Downstreaming Program. These programs aim to encourage domestic production self-sufficiency, improve supply chain efficiency, and strengthen livestock industry integration. Overall, the exhibition was not only a product promotion event, but also a medium for delivering information and policies related to the development of the national livestock sector.