



# SMART-Fish II (Sustainable Market Access through Responsible Trading of Fish in Indonesia II)

Country/region  
Indonesia

Executing agency  
United Nations Industrial Development Organisation (UNIDO)

Project duration  
2019-2022

Total budget  
EUR  
1,539,000

SECO contribution  
EUR  
1,539,000



*A seaweed farmer in South Sulawesi assisted by SMART-Fish showing his seaweed*

## Rationale

The fisheries and seafood sector constitutes an important pillar of the Indonesian economy through export revenues, income generation, and employment. Contribution of the fisheries sector to the national GDP has grown in the past decade. While the sector's growth rate has been consistently exceeding the GDP growth rate, the share of fisheries products in the overall export from Indonesia is not more than 2%.

Against this background, SMART-Fish (2013-2019) project was conceptualized, which aimed at strengthening pangasius, seaweed and pole-and-line tuna value chains within the Indonesian fisheries export sector. SMART-Fish supported the sector to increase value of exports through providing advice to the government on enacting policies for creating favourable framework conditions for exports,

improving competitiveness of products in terms of price and quality, enhancing compliance with international market requirements and facilitating entry into global value chains.

SMART-Fish II is the continuation of SMART-Fish. It is a country project within the Global Quality and Standards Programme (GQSP). Continuing on the work of Phase I, Phase II intends to contribute to better market access for Indonesian aquaculture products by increasing Indonesia's capacities to comply with internationally recognized quality standards, contributing to increased recognition of the quality and compliance of Indonesian selected aquaculture and seaweed products to international markets and buyer standard requirements.

### **Objectives and activities**

SMART-Fish II will look at systematic approach to strengthen the quality and standards compliance capacity to facilitate market access for SMEs in the fisheries sector.

The expected impact of the programme is to improve the competitiveness of the selected Indonesian aquaculture and seaweed products. This will be pursued through three outcomes, by responding to the main compliance challenges:

- Outcome 1: Technical competence and sustainability of National Quality Infrastructure enhanced
- Outcome 2: Compliance of fisheries aquaculture and seaweed producers enhanced
- Outcome 3: Quality awareness enhanced and reflected in conducive policies.

Five value chains to be supported have been identified: seaweed, shrimp, pangasius, milkfish and catfish. Twenty six districts in eight provinces have been identified as the main locations for implementing the programme. The districts are the main production areas of the selected value chains.

### **Governance Structure**

Strategic management is the responsibility of a Steering Committee (SC), which includes UNIDO, Ministry of Marine Affairs and Fisheries (MMAF), National Standardization Agency (BSN) and SECO. SC convenes semi-annually and is responsible to take all strategic decisions, for instance changes to programme component or budget, approval of implementation and financial reports, and changes of key beneficiaries.

### **Results to Date**

A concept note for policy reform on Quality and Safety Assurance System for fisheries have been submitted to the MMAF. In addition, ten (10) Standard Operating Procedures (SOPs) are at the final stage of discussion before being piloted at the selected districts. Various quality, safety and standards capacity building activities have taken place attended by more than 7,000 participants from the MMAF, provincial and district fisheries office, BSN and private sectors.