

Coffee is the second largest traded commodity (after oil) in the world. Estimated demand of coffee will increase every year. On 2016, according to the latest coffee statistic from the International Coffee Organization (ICO), there are about 1.4 billion cups of coffee a day worldwide that consumed. With so many needs of coffee each day, than the demand of coffee each day will soar. Than the coffee producing country will be affected by both the increase in demand for coffees worldwide.

In 2015, Indonesia has exported 6.390.000 sacks (each sacks contained of 60 kg) coffee. That makes Indonesia the 4th biggest country that export coffee in all over the world. The number one still held by Brazil for 31.890.000 sacks of coffee exported.

The list of Coffee export can see in the table below.

World coffee export (HS 0901)

No	Country	Value in 2015
1	Brazil	31,890,000
2	Viet Nam	21,500,000
3	Columbia	11,910,000
4	Indonesia	6,390,000
5	India	3,600,000

Source: statista.com

As a leading grower and lover of coffee, Indonesians are blessed with varieties of unique and tasty coffees. The speciality coffee industry was created on the basis of uniqueness. Generally, Indonesia's speciality coffee has a full body and relatively low addictivity. Each region is known for a typical cupping profile, although there is a great deal of diversity within region. The Specialty coffee Association of Indonesia lists these following traits:

- ☛ **Sumatera** – intense flavor, with cocoa, earth & tobacco (Mandheling Coffee & Gayo Coffee)
- ☛ **Java** – good, heavy body, with lasting finish & herbaceous notes (Java Coffee),
- ☛ **Bali** – Sweeter than other Indonesian coffee, with nut and citrus notes (Bali Coffee),
- ☛ **Sulawesi** – good sweetened and body, with warm spice notes (Toraja Coffee & Kalosi Coffee),
- ☛ **Flores** – Heavy body, sweetened, chocolate, and tobacco notes (Flores Coffee & Sumbawa Coffee),
- ☛ **Papua** – heavy body, chocolate, earth, an spicy finish (Papua Coffee)

USA is the biggest Indonesia's export destination. Based on table below, South Korea is in the 22th position for export with US\$ 10.814 million.



Indonesia's Exports for Coffee (HS 0901)

Unit: US Dollar Thousand

No	Country	Value in 2015
	WORLD	1,197,733
1	United States of America	281,159
2	Japan	104,962
3	Germany	88,424
4	Malaysia	70,809
5	Italy	84,005
	
22	South Korea	10,814

Source: trademap.org

Korea's coffee industry has doubled over the past five years, seeing an explosion in both import and consumption, that makes Korea to its place as 11th largest coffee market in the world. South Koreans are now amongst the top global consumers of coffee, and the country is home to over 12,300 coffee shops.

South Korea's Import for Coffee Year to Year (HS 0901)

Unit: US Dollar Thousand

Year	Unit
2016	562,774
2015	547,054
2014	527,287
2013	415,475
2012	477,235

Source: trademap.org

Coffee in South Korea mostly come from Brazil. Based on the rising demand for coffee in South Korea, that making South Korea became one of target import coffee market, and Indonesia will try to increase export coffee to South Korea. The table below will inform South Korean coffee imported commodities.

South Korea's Import for Coffee

Unit: US Dollar Thousand

No	Country	Value in 2016
	WORLD	562,774
1	Brazil	83,133
2	Colombia	82,250
3	United State of America	61,179
4	Vietnam	53,794
5	Ethiopia	42,863
	
12	Indonesia	11,394

Source: trademap.com