



✓ **MINISTRY OF MARINE AFFAIRS AND FISHERIES**
SECRETARIAT GENERAL

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กรมประมงต่างประเทศ
วันที่ 16/08/21
วันที่ 20 ส.ค. 2564
เวลา 10.00 น.

Ref. No.: B. 2002 / 11.5 / K.S. 210 / VII / 2021

Jakarta, August, 16th, 2021

Dr. Pham Quang Minh
Assistant Director/Head of Food, Agriculture and Forestry Division
ASEAN Economic Community Department
ASEAN Secretariat

Subject: **ASIA's Aquaculture Innovation Competition and**
ASEAN's Aquaculture Student Conference

กรมประมง กระทรวงเกษตรและสหกรณ์
วันที่ 17/08/21
วันที่ 20 ส.ค. 2564
เวลา 10.00 น.
ผู้อำนวยการ กษ.นวก

Dear Sir,

It would be a great honor for us in welcoming ASEAN Secretariat's involvement on "Asia's Aquaculture Innovation Competition" and "ASEAN's Aquaculture Student Conference". These two events are notable events under the reputable "Aquaculture Festival", a festival organized for more than eleven consecutive years by one of the prominent universities regarding aquaculture and agriculture studies, IPB University – Indonesia.

"Aquaculture Festival 2021" is the most prominent aquacultural student-held activity in Indonesia. The festival has planned to attract 15,000 visitors ranging from business entrepreneur, fish farming industry, aquacultural engineer, academists, to general public. The festival will be delivered into two main events, a pre-event which were held from July to August 2021, broadcasting of VlogCast Series, and main event which would be held from 4 September to 3 October 2021.

The main event will be formally opened on 4 September 2021. For the sequence of the event, E-Conference Webinars, Talkshow, and Workshop will be administered in accordance to the health protocol by utilizing hybrid meeting in September 2021. There are also some contests and competitions, for example Photos and Videos Contest, Guppy Contest, and Quick Aquascape Setting, conducted before the closing of the festival in 3 October 2021.

"Asia's Aquaculture Innovation Competition" and "ASEAN's Aquaculture Student Conference" are two notable events under the festival plan to be delivered from July 2021 to October 2021. The competition is contending scientific concept on aquaculture start-up within Asia's scale, to promote, develop and resolve renewable aquaculture solution for an objective and direct applicable implementation. After the competition, there will be a mentoring from aquaculture start-up and pitching day in front of venture capital that may gain possible funding from the sponsor. The

conference is a regional level where there will be discussion on fisheries issues primarily regarding aquaculture environment from diverse countries.

Ministry of Marine Affairs and Fisheries as an entity in managing the aquaculture in Indonesia fully supports both the competition and conference, as they may provide best alternative on applying the most affordable yet resilient solutions regarding aquaculture issues. Regarding those conditions, we sincerely hope that ASEAN Secretariat can provide assistance to circulate and disseminate information to all related focal points and stakeholders in ASEAN Member States. For more detailed information on those events, you can reach M. Syifa Fahrezi on mobile +6281383108591 and M. Roikhan on +6285791151814, or via an email to aquafest.ipb@gmail.com. We appreciate your kind attention and cooperation in facilitating the events.

Thank you, and Best wishes.



Agung Fri Prasetyo

For and on behalf of Secretary General of Ministry of Marine Affairs and Fisheries
Head of Bureau for Public Relation and Foreign Cooperation

Cc:

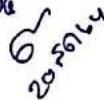
1. Secretary General of Ministry of Marine Affairs and Fisheries, Republic of Indonesia;
2. Dean of Fisheries and Marine Science, IPB University, Indonesia.

เรียน..... ธ.ค. กปต......

เพื่อโปรดพิจารณา


(นางสุนทรี แสงแสน)
หัวหน้าฝ่ายสารบรรณ

ปฏิบัติราชการแทนเลขานุการกรม
๒๐ ส.ค. ๒๕๖๔


๒๐ ส.ค. ๖๔



เรียน น.ก.พ.

มนตรีกระทรวง

กรมการกงสุล ๒๓.๘.๖๔

(นายพลพิศศิลป์ สุวรรณชัย)
ผู้อำนวยการกองประมงต่างประเทศ

เรียน คุณศิริลักษณ์, คุณกอรอน
เพื่อแจ้งให้ทราบ

วันที่ 24.๘.๖๔

นางสาวศิริลักษณ์ รัตนศิลป์ ณ กุ๊กซี่
นักวิชาการประมงชำนาญการ

• ๓๐๓ ในสถานกงสุลต่าง ๆ
และองค์การระหว่างประเทศ

AQUAFEST HIMAKUA FPIK IPB

AQUACULTURE FESTIVAL 2021

Aquaculture Festival is the largest aquaculture student event in Indonesia, which has been held consecutively by Himakua FPIK IPB since 2010.



04 SEP - 03 OCT, 2021

RAISER CIBINONG

IICC BOGOR

For more information about the event or sponsorships, please visit our media social [@aquafest.ipb](https://www.instagram.com/aquafest.ipb)

LEMBAR PENGESAHAN

PROPOSAL KEGIATAN
AQUACULTURE FESTIVAL 2021
FAKULTAS PERIKANAN DAN ILMU KELAUTAN
INSTITUT PERTANIAN BOGOR
PERIODE 2020/2021

Hormat Kami,
Ketua Himakua FPIK IPB
2020/2021



Muhammad Roikhan Amanullah
NIM. C14180121

Menyetujui,
Wakil Dekan Akademik dan
Kemahasiswaan FPIK IPB



Dr. Ir. Neviaty Putri Zamani, M.Sc
NIP. 19641014 198893 2 001

Menyetujui,
Ketua Departemen
Budidaya Perairan FPIK IPB



Prof. Dr. Ir. Muhammad Agus Supravudi, M.Si
NIP. 19650418 199103 1 003

Mengetahui,
Direktur Kemahasiswaan dan
Pengembangan Karir IPB



Dr. Alim Setiawan Slamet, S.TP, MSi
NIP. 19820227200912 1 001

Our Keynote Speaker

WISHLIST



Ir. Sakti Wahyu Trenggono, M. M.
Minister of Marine Affairs and Fisheries



Dr. H. Sandiaga Salahuddin Uno.
B.B.A., M.B.A.
Minister of Tourism and Creative Economy



Dr. Ir. Slamet Soebjakto, M.Si
Functional Officer of Fisheries
Supervisory Master Expert



Dr. TB. Haeru Rahayu, A.Pi., M.Sc.
Directorate General of Aquaculture of the Ministry of Marine Affairs and Fisheries



Ir. Artati Widiarti, MA
Directorate General of Product Competitiveness (PDSPKP)



Antam Novambar
Secretary General of the Ministry of Marine Affairs and Fisheries



Dr. Bima Arya Sugiarto, S.Hum., M.A.
Mayor of Bogor



Prof. Dr. Arif Satria, S.P., M.Si.
Rector of IPB University



ABOUT US

Preface

Aquaculture Festival is the largest aquaculture student event in Indonesia, which has been held consecutively by Himakua FPIK IPB since 2010.

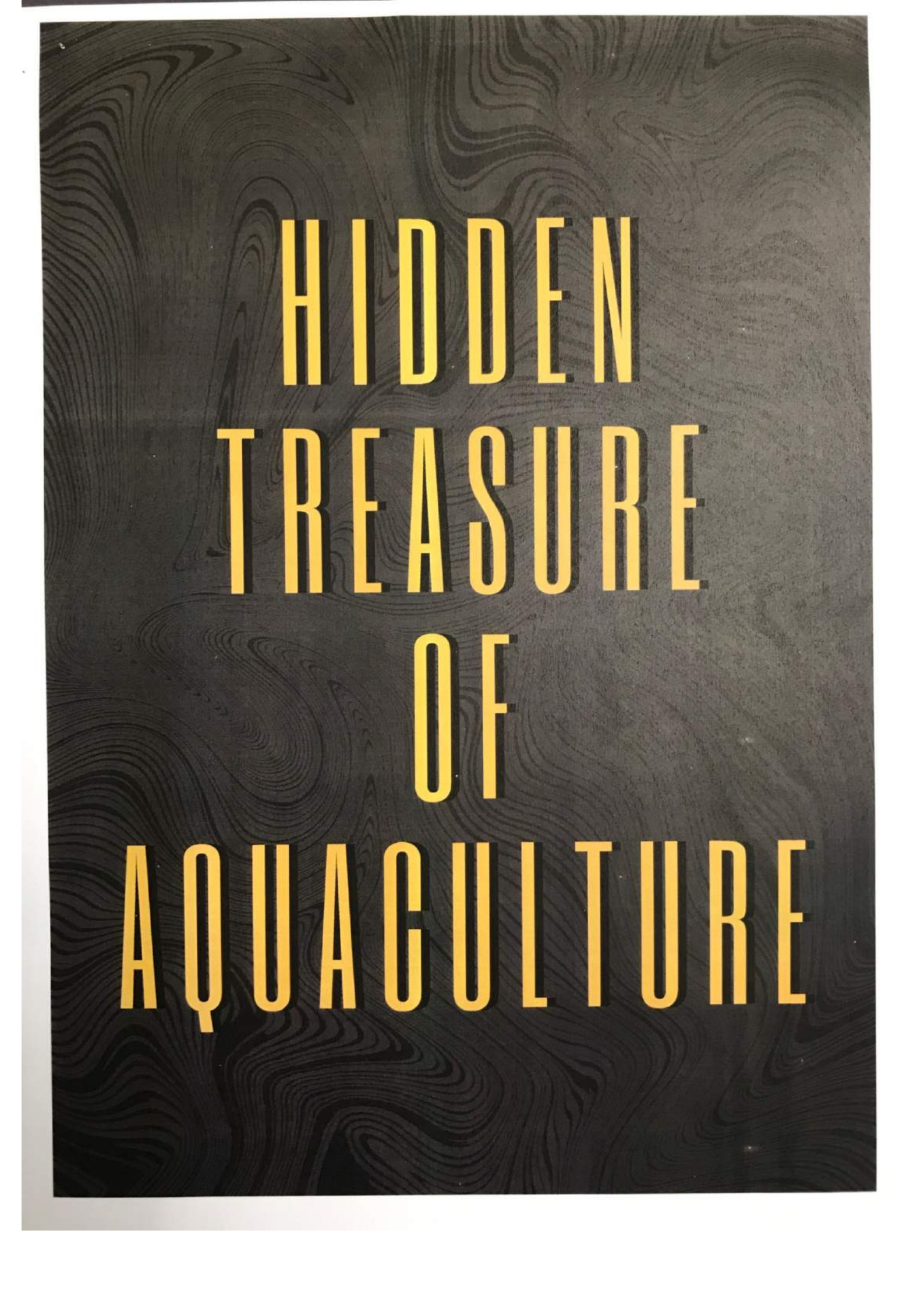
The series of activities for Aquafest 2021 consist of *Webinars, Talkshows, Workshops, Aquaculture Student Conference, Aquaculture Innovation Competition, Quick Setting Aquascape, Guppy Contest, Betta Contest & Auction, Vlogcast Series, and Aquaculture Virtual Expo and Game*

Goals

The goals of Aquafest 2021 are to educate and increase public interest in aquaculture products through technology-based activities that are packaged creatively

Time & Place

September 4th - October 3rd 2021
Raiser Cibinong, IPB International Convention Center and
Zoom Meeting



**HIDDEN
TREASURE
OF
AQUACULTURE**

15,000 VISITORS

20%

ENTREPRENEURS

20%

AQUACULTURISTS

30%

**PRACTITIONERS
& TECHNICIANS**

20%

**HOBBIES &
ACADEMICS**

10%

**GENERAL
PUBLIC**

CONTENT

P R E E V E N T

JULY - AUGUST
VLOGCAST SERIES

M A I N E V E N T

04 SEPTEMBER
OPENING AQUAFEST 2021
VIRTUAL EXPO AND GAME

04 & 18 SEPTEMBER
E- CONFERENCE WEBINAR

05 & 18 SEPTEMBER
E- CONFERENCE TALKSHOW

19 SEPTEMBER
E- CONFERENCE WORKSHOP

JULY - OCTOBER
AQUACULTURE STUDENT
CONFERENCE

JULY - OCTOBER
AQUACULTURE INNOVATION
COMPETITION

26 SEPTEMBER
GUPPY CONTEST

25-26 SEPTEMBER
PHOTO CONTEST & VIDEO CONTEST

26 SEPTEMBER
QUICK SETTING AQUASCAPE

03 OCTOBER
CLOSING AQUAFEST 2021



you can tap this link <https://youtu.be/hjw7ITKGkrQ>

VLOGCAST SERIES

Activities to introduce aquaculture in general through short videos making that are packaged in an interesting way with various influencers. This activity is carried out as a pre-event for Aquafest 2021 and are held in series.

TARGET

5000 VIEWS



you can tap this link <https://youtu.be/6e2zDOcXdWI>

WEBINAR



THEME	DATE	PARTICIPANTS
THEME 1 NATURAL FEED <i>Natural feeds for increasing the productivity of sustainable aquaculture</i>	SATURDAY, 4 SEPTEMBER 2021	600
THEME 2 SHRIMP HEALTH <i>Exterminating Vibriosis in Shrimp ponds</i>	SATURDAY, 18 SEPTEMBER 2021	600



you can tap this link <https://youtu.be/j3iv1Blqlio>

TALKSHOW



THEME	DATE	PARTICIPANTS
THEME 1 EXPORT OF ORNAMENTAL FISH <i>Success in ornamental fish farming? It's Time to Export!</i>	SUNDAY, 05 SEPTEMBER 2021	600
THEME 2 FISH COMMODITY <i>Success Tips for Achieving Highly Profitable Fish Commodity Business</i>	SATURDAY, 18 SEPTEMBER 2021	600



you can tap this link <https://youtu.be/PIXyzP4wG-k>

WORKSHOP

THEME	DATE	PARTICIPANTS
MARINESCAPE <i>Learn and build a beautiful marinescape</i>	SUNDAY, 19 SEPTEMBER 2021	600

OUR WISHLIST & PARTNERSHIP :



01



AQUACULTURE STUDENT CONFERENCE

Aquaculture Student Conference is an international student-level conference event held on an ASEAN regional scale to discuss relevant aquaculture issues from various countries

Target : 30 Participants

02



AQUACULTURE INNOVATION COMPETITION

Aquaculture Innovation Competition is a start up ideas making competition specialized in the field of aquaculture with the aim of introducing, developing, and providing renewable aquaculture practical solutions that can be applied directly and objectively. This activity will also facilitate assistance from the incubator for the winners

Target : 75 Teams

03

GUPPY CONTEST



Guppy Contest is an activity to introduce the beauty of guppy ornamental fish which is carried out in various categories. During the contest, the fish will be exhibited to the public

Target : 1000 Entries

04

PHOTO CONTEST AND VIDEO CONTEST



Koki photo contest and Channa video contest was conducted to introduce to the general public about the diversity of the two types of ornamental fish. The form of activity is held full online through social media so that it can be accessed by everyone without knowing the limits of space and time. This Photo and Video Contest will be in collaboration with the ornamental fish community and KKP

Target :

- **Photo Contest : 300 Participants**
- **Auction : 200 Participants**

05

QUICK SETTING AQUASCAPE



Quick Setting Aquascape is a contest to introduce the art of aquaculture through making aquascapes directly with the aim of increasing the creativity of people from all walks of life. The aquascapes that have been made by the participants will be exhibited during the event

Target : 50 Participants


01

AQUACULTURE VIRTUAL EXPO



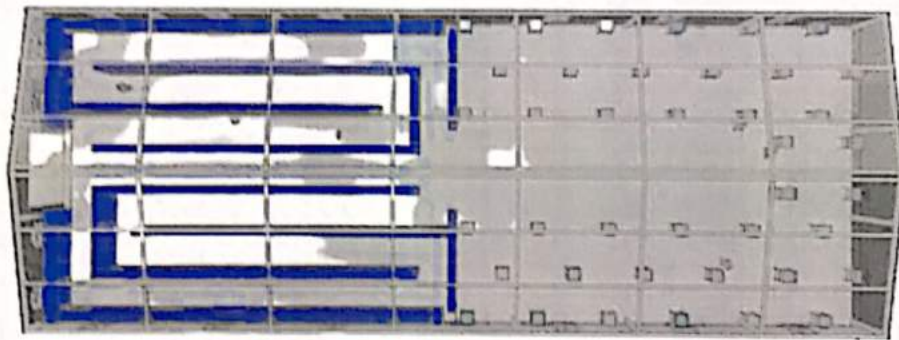
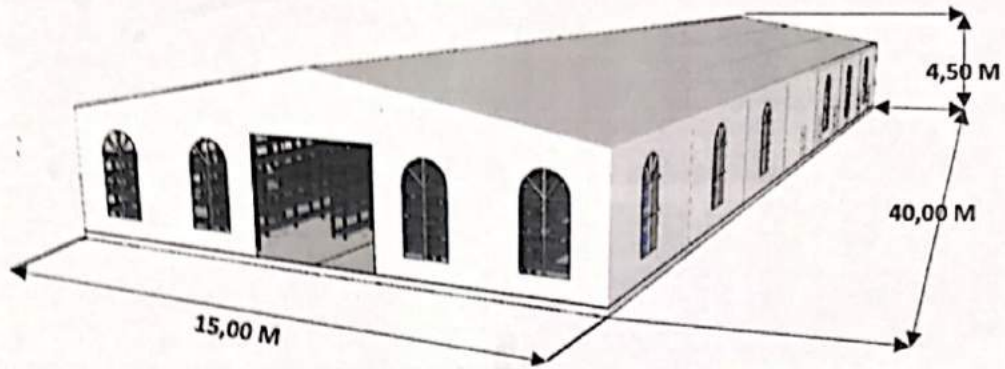
The Aquafest 2021 exhibition is presented virtually with 360° experience. The Aquaculture virtual expo display will give the sensation of attending the booth directly and provide access for visitors to directly connect to the website or connect and interacting with people in the booth

Target : 7500 Participants

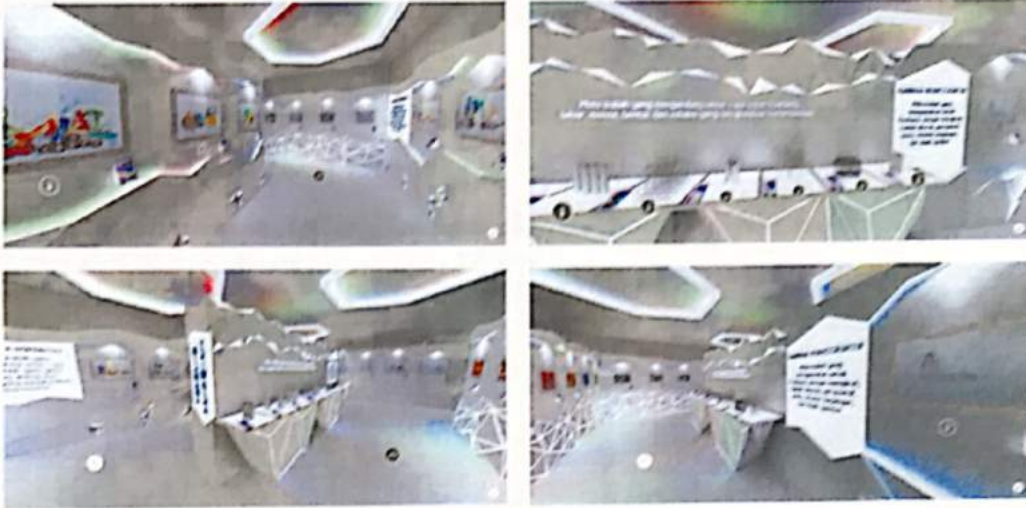


**CONTENT
LAYOUT
AQUAFEST
2021**

AQUASCAPE VENUE



VIRTUAL EXPO LAYOUT



360°
virtual



reference :

- [Indonesia Knowledge Forum 2020 Virtual Exhibition](https://killiamorta2919.com/360-virtual/)
- <https://killiamorta2919.com/360-virtual/>



VIRTUAL EXPO VENUE LAYOUT



DIAMOND BOOTH

Size 6x2 Meters

WHAT WILL YOU GET?

1. Company name
2. Poster
3. Sales / Website Links
4. Logo
5. Video
6. Live Chat
7. Catalog

VIRTUAL EXPO VENUE LAYOUT



PLATINUM BOOTH

Size 4x2 Meters

WHAT WILL YOU GET?

1. Company name
2. Video
3. Live Chat
4. Sales / Website Links
5. Poster
6. Logo

VENUE VIRTUAL EXPO LAYOUT



GOLD BOOTH

Size 4x2 Meters

WHAT WILL YOU GET?

1. Company name
2. Video
3. Sales / Website Links
4. Poster
5. Logo

VENUE VIRTUAL EXPO LAYOUT



RUBY BOOTH

Size 3x2 Meters

WHAT WILL YOU GET?

1. Logo
2. Company name
3. Poster
4. Video
5. Sales / Website Links

VENUE VIRTUAL EXPO LAYOUT



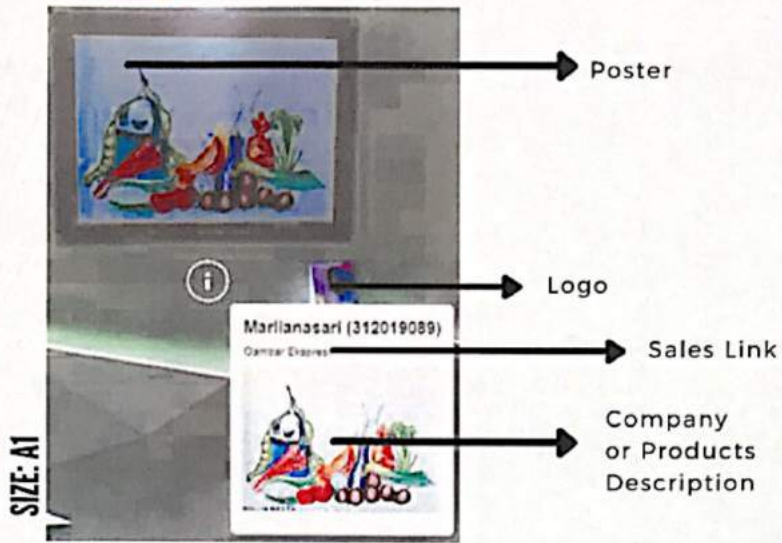
SILVER BOOTH

Size 3x2 Meters

WHAT WILL YOU GET?

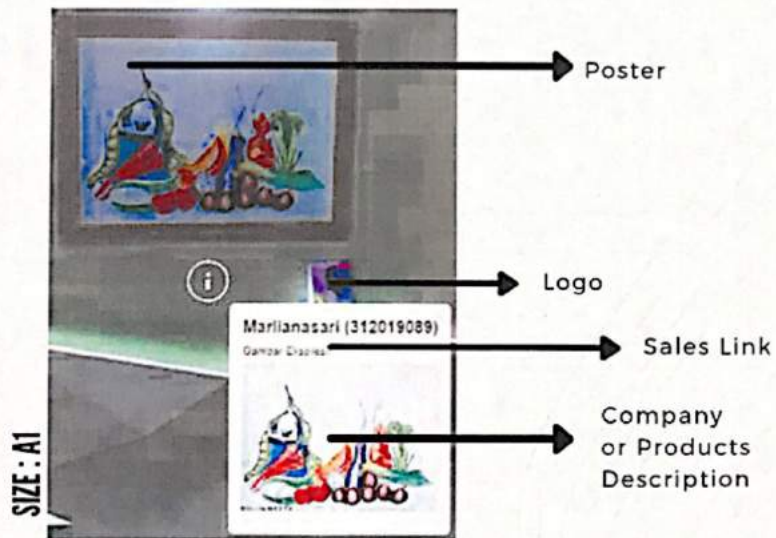
1. Logo
2. Company name
3. Poster
4. Video

DIAMOND PARTITIONS

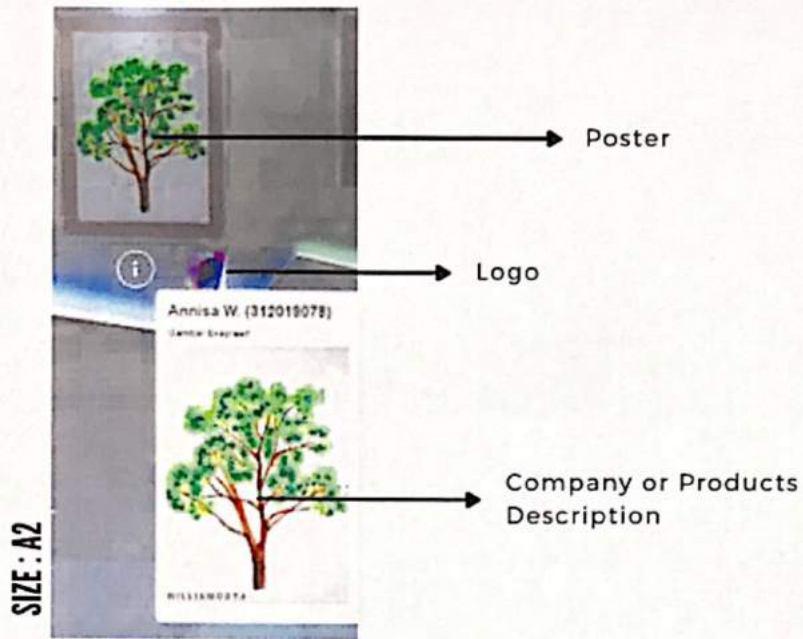


PLATINUM PARTITIONS

Note : The difference with the diamond partition is the position

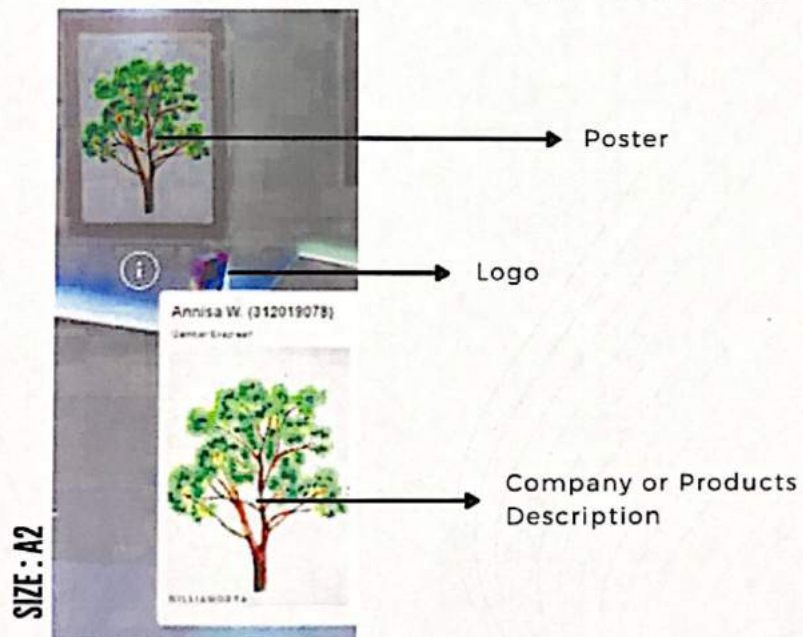


GOLD PARTITIONS

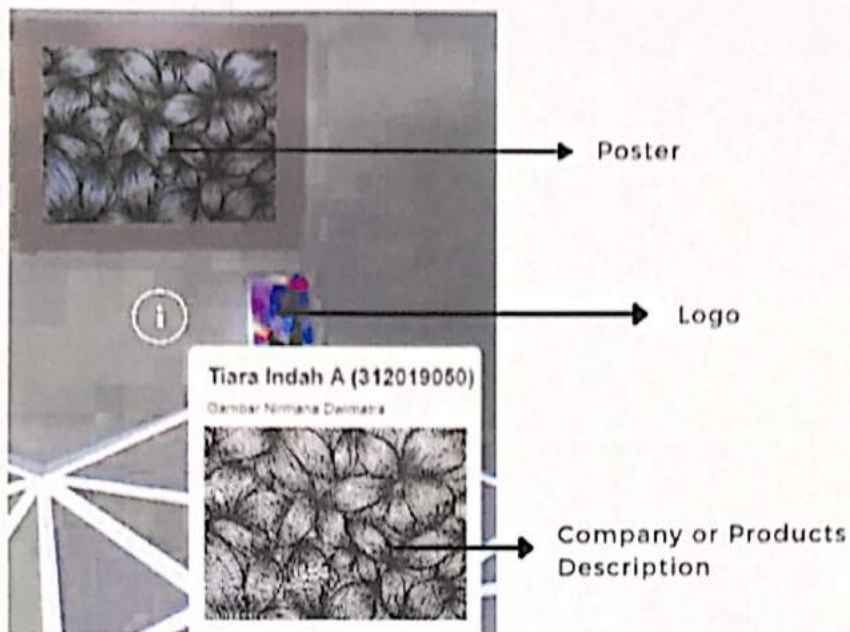


RUBY PARTITIONS

Note : The difference with the gold partition is the position

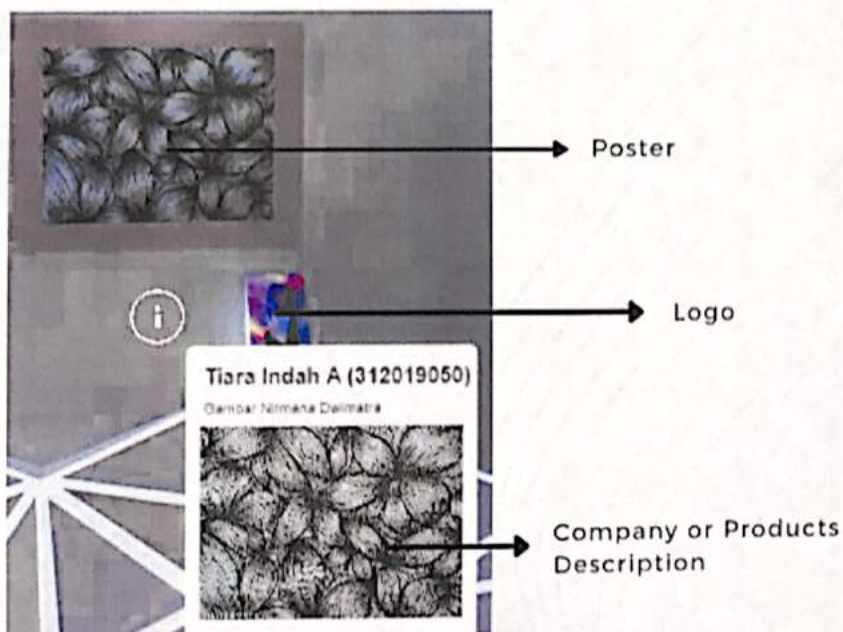


SILVER PARTITIONS



BRONZE PARTITIONS

Note : The difference with the silver partition is the position



PREVIOUS SPONSOR & MEDIA PARTNER



Let's talk!



aquafest.ipb@gmail.com



M Syifa Fahrezi (081383108591)
Dito Naufal (085780535720)



Aquaculture Festival



[@Aquafest.ipb](https://www.instagram.com/Aquafest.ipb)



[@Aquafest.ipb](https://twitter.com/Aquafest.ipb)



[Aquafest IPB](https://www.youtube.com/AquafestIPB)

