



PT. SAFELINE INDONESIA

COMPANY PROFILE



Helda's



The History- at a glance

- Helda's Brand is Manage by PT. Safeline Indonesia that established since the year of 2005 in Bekasi
- The first step that taken to build the company is by retailing in the shop and malls, it kept growing until now, it had become the supplier for several places such as; Giant, Hypermart, Foodmart, Seven Eleven, UKM Gallery SME Tower and until now still constantly supplied to Cimory and PT. Gelael Supermarket.
- PT Safeline Indonesia successfully develop business in snack products and obtain the trust of some of the leading supermarkets in Indonesia it is shown in a good relationship with PT. Gelael Supermarket since Oct 31st 2017 until Now.

Helda's snack food is also marketed and monitored by PT. Safeline Indonesia Helda snack product not just best in quality but also safe to be consume its all proven by the certificate of halal and certificate of health that we obtain.





Successfull market

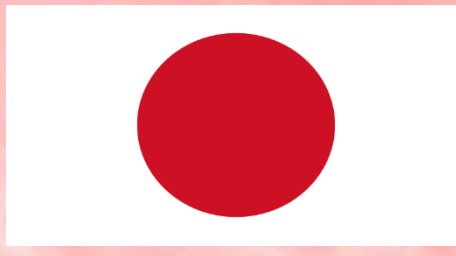
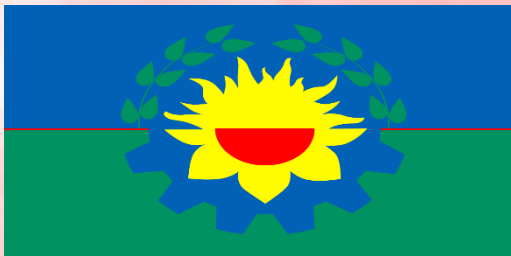
- With **strong networks, reliable product quality** and **extensive relationships**, now PT.Safeline Indonesia has succesfully marketed the products of Helda's Snack in many major cities around Indonesia such as Jabodetabek, Lampung, Batam, Menado, Makasar, Gorontalo, Timika, Jayapura and many more.





Exporting product

- Since the year of 2006 PT Safeline Indonesia has been exporting products of **Helda's Snack** on an ongoing basis to many foreign country such as **Canada, Singapore, Australia, Japan, Ukraine, Buenos Aires** and many more.





Helda Snack Food specialty



- **Helda's Snack** is an Indonesian home industries, which are specialized in snack food business, with high standart of quality control and good services.
- Its also carrying a mission to **introducing Indonesian best snacks cullinary** to the **world wide**, to sharing its taste its culture and its traditional ingredients too.





The production

Capability of producing on our factory is minimum **300 ton per year**, we always maintain the quality of our snacks, and we use high quality packaging to ensure that our snacks delivered to the customer in **perfect condition and hygienic**.



Cooking process



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Packaging process



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Storing



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Delivery



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Time and term for producing

The term of producing for a new customer for us is after the first time order it **would take about 1 month** for the time of producing, packaging and delivering

But for the next order and it become a **continued order** the time of producing would be shorter

Its just take **couple days to produce**,package and delivering



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Helda Snack Food product

- **Helda's Snack** has a lot of variety food from several place in Indonesia, all the food is produce with traditional recipe from its origin and also have some improvement in additional taste such as cheese, barbeque sauce, chilli, etc.
- for now we have **100 kind of various** product that will kept increasing from other traditional place arround indonesia and abroad.





PENGANUGERAHAN SMESCO AWARD 2017



Penganugerahan Smesco Award, 09 Desember 2017, "Inspiring Business Entrepreneur" dalam Kategori Entrepreneur Inspiratif Berorientasi Ekspor. Penghargaan diberikan oleh Menteri Koperasi dan UKM, Bpk. AAGN Puspayoga, Gd. Smesco Indonesia, Jl. Jend. Gatot Subroto, Jakarta Selatan





The Event and Promotions

Since 2006 started to develop the business international by participated in exhibitions held in foreign country such as **Canada, Singapore, India, Japan, Jeddah, Dubai, Kuala Lumpur, Taipei, Brunei, Armenia, Hongkong, Seoul Korea, London UK, Penang Malaysia.**



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TLM FOOD & BEVERAGE EXPO, 13-15 DECEMBER 2019, SINGAPORE WITH NAFED MINISTRY OF TRADE



from the right to the left : Mr. Ngurah Swajaya Ambassador of the Embassy Republic Indonesia in Singapore, Mrs. Helda, spouse of the Ambassador, Mrs. Novi kepala Balai Besar Pendidikan dan Pelatihan Ekspor Indonesia, Ditjen Pengembangan Ekspor Nasional Kementerian Perdagangan, Mr. Rukmaksono Trade Attache Singapore, spouse of the Trade Attache of Singapore, Mrs. Katrinah Delisi



from left to right; Mrs. Katrin Delisi, Mr. Rukmaksono Trade Attache Singapore, Mrs. Helda, Ms. Tiffany Feng Managing Director MBA ACTA Singapore, Mr. David Seragih AIA Singapore, Mr. Stephanus Titus Widjaya founder BISA (Business Indonesia Singapore Association)



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Singapore

with NAFED Ministry of Trade

**TLM FOOD & BEVERAGE EXPO, 13-15
DECEMBER 2019**



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Singapore with NAFED Ministry of Trade

**RI - SING 50, Design Bazaar
3 - 5 November 2017**

**ASIA PACIFIC FOOD EXPO
17 - 20 November 2017**



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Indonesian Weekend

Potters Field Park, London, 22-23 Juli 2017

with Nafed Ministry of Trade



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- Investment Forum and Business Matching in Penang, Malaysia, 17 Mei 2017 with BKPM Jakarta & KJRI Penang
- Kedah HALALFEST 2017 in Sungai Petani, Kedah, Malaysia, 18-21 Mei 2017, with BKPM Jakarta & KJRI Penang





International Food & Drink Event (IFE), 19-22 Maret 2017, Excel London United Kingdom with NAFED Ministry of Trade



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HKTDC Food Expo, 13-15 August 2015

Hongkong Convention & Exhibition Centre (HKCEC)

Wan Chai Hongkong with NAFED Ministry of Trade



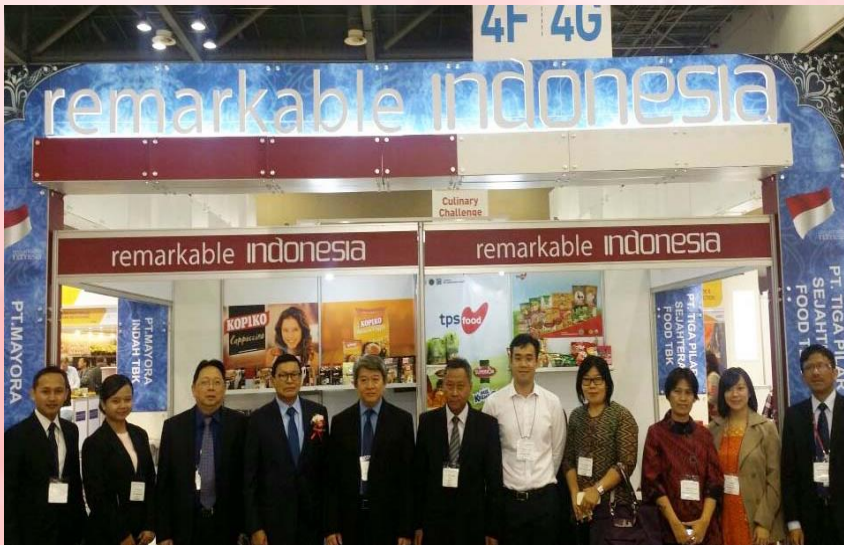
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Seoul Food & Hotel 2015, 12-15 May 2015

Kintex (Korea International Exhibition Center)

with Embassy of The Republic Indonesia Seoul Korea



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HKTD Food Expo, 14-16 August 2014

Hongkong Convention & Exhibition Centre (HKCEC)

Wan Chai Hongkong with Ministry of Industry



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Window to Indonesia, 13-15 June 2014

Yerevan Expo, 3H Hokabyan Str Yerevan 0033, Armenia
with Embassy of the Republic of Indonesia in Kyiv, Ukraine



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Asean Year Costumer Fair

Bridex Hall, Jerudong, Brunei, 21-25 August 2013
with Direktorat Jenderal Pengembangan Ekspor Nasional (DJPEN)



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Food Taipei, 26-29 June 2013

with Direktorat Jenderal Pengembangan Ekspor Nasional (DJPEN) and Kantor Dagang Ekonomi Indonesia (KDEI)



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Kuala Lumpur, Malaysia

MIHAS (International Halal Showcase), 3-6 April 2013
with Kementrian Koperasi



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Dubai

Sweet & Snack Exhibition, 25-27 Oktober 2011
with Departemen Perindustrian



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Singapore

1. Asia Pacific Food Expo, 14-18 November 2008, with NAFED Ministry of Trade
2. Asia Pacific Food Expo, 20-24 November 2009, with NAFED Ministry of Trade
3. Asean Food Delight Spring, 26-28 February 2010, with NAFED Ministry of Trade
4. Halal Food Exhibition, 17-19 March 2011, with NAFED Ministry of Trade
5. Halal Food Exhibition, 16-18 March 2012, with NAFED Ministry of Trade
6. Asia Pacific Food Expo, 15-19 November 2012
7. Halal International, 29 November - 02 December 2012
8. Halal International, 31 October – 3 November 2013, with NAFED Ministry of Trade
9. Halal International, 26 - 29 March 2015, with NAFED Ministry of Trade



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Jeddah

Food, Hotel and Propac Exhibition, 14-21 May 2010, with BKPM Jakarta



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Japan

Foodex Japan, 3-6 March 2009, Makuhari Messe Chiba Japan with ITPC
Osaka Japan.

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India

Matchmaking in New Delhi, India, 15-19 May 2008
with BKPM Jakarta.



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Canada

Matchmaking in Toronto, Canada, 19-20 December 2005
with BKPM Jakarta.



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Thank you
for your time

Helda's Snack Food Indonesia – PT. Safeline Indonesia

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