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THE GEOGRAPHICAL INDICATIONS PRODUCT OF BALINESE AMED SALT ATTRACTS THE PRIVATE SECTOR

JAKARTA: Indonesia's geographical indication products are now increasingly diverse and its marketing has risen due to the private company PT Mata Gunung Altazor is known to have submitted application under the terms of Intellectual Property and Geographical Indication laws.

The application has been submitted to the Directorate of Trademark and Geographical Indications of the Directorate General of Intellectual Property of the Ministry of Law and Human Rights recently and is still under processed for approval.

Bali Amed Salt will become an additional item fulfilling the criteria of Geographical Indication. That so far has included coffee, rice, white paper, weaving as well as many other specific Balinese products in this long list.

The request for Geographical Indication applications is aver increasing all so do to the role of the Indonesian government, particularly the Directorate General of Intellectual Property of the Ministry of Law and Human Rights that has actively campaigned the importance of Geographical Indication to several regents having the potential thereto.

In accordance to official data of the Directorate General of Trademark and Geographical Indications, has listed that Bali Amed Salt has actually been known as a good quality salt, since the Kingdom of Karangasem around year 1578.

For which the people of Amed were requested by the ruling king to provide salt for which then salt production where was most distributed a widely spread in various areas.

At present it is only produced in the areas of Banjar Dinas Amed and Banjar Dinas Lebah in a land of 10 Ha, village of Purwakerthi, district of Karang Asem, Bali.

The salt has special characteristics and high-quality due to its carefully conducted process of enriching the black beach sand through the continued of fresh seawater until sanded is richly saturated which is then extracted into Amed Salt.

Most of the salt production in Indonesia is made by the drying and crystallization of seawater on the ground, whereas factored Amed Salt in the black sand is extracted as a solution and is allowed to be crystalized and dried out in hollowed open palm tree logs that are already several decades old.

The produced Amed salt has a white colour, with small and medium sized crystals, easily breaks down in the mouth and gives a salty taste that is easily lost without excessive bitter taste.

Amed Salt is currently produced in the form of 2 (two) types of products, that is Salt and Salt Flower (Fleur de sel). Salt is obtained at the bottom of the Tinjungan (cone-shaped tool made of bamboo), while Salt Flower (Fleur de Sel) is obtained at the surface of the water in the Tinjungan.

Salt Flower (Fleur de Sel) production is very limited, only about 10% of the total Amed Salt products. Salt flower is highly needed by the Amed people for cooking and various other activities including for making herbal medicine and religious offerings. In addition, the product is also a souvenir for domestic and foreign tourists who come to Amed.

The problems faced by Amed Salt today are product counterfeiting, the low price of Amed Salt that is received by salt farmers and the availability of land that can be used to make salt. These conditions are causing a decline in salt making interest and Amed Salt production decreases.

To revive the Amed Salt manufacturing business, prevent counterfeiting, preserve the cultural wealth and traditional knowledge of making Amed Salt, and to be able to increase the economic value of Amed Salt in order to increase the income and welfare of Amed Salt farmers, an institution of Amed Salt business actors was formed under the name of The Society for the Protection of Geographical Indication of Bali Amed Salt (MPIG).

If the company gets a permit to use Bali Amed Salt geographical indication product, it is hoped that the marketing reach of the product will be wider, so that the local people expectations to get a better income from farming the Bali Amed Salt will be achieved more quickly.

The Society for the Protection of Geographical Indication of Garam Amed Bali (MPIG) is proud to be working with PT Mata Gunung Altazor in marketing these products, and they hope that PT Mata Gunung Altazor is able to develop the



marketing of the product as this would lead them to derive more of the salt production of MPIG members of Bali Amed Salt.