

Azelis strengthens its position in Indonesian food market

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Azelis, a leading distributor of specialty chemicals and food ingredients, is thrilled to announce that it has signed an agreement to acquire the distribution assets of the Indonesian company PT Primaditha Jaya Mandiri (‘Primaditha’), specialized in import and distribution of food ingredients for processed meat, beverage and savory segments in greater Jakarta area of Indonesia.



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Highlights & rationale

- The acquisition of Primaditha will enhance the position of Azelis in the Indonesian food market and will provide a platform for accelerated growth in this industry.
- Being part of Azelis, Primaditha will benefit from an increased geographic market coverage in Indonesia.
- Indonesia’s food and beverage segment is driven by the growing purchasing power and increasing access to premium products in the country, making it a strategic market for Azelis.
- The transaction, consistent with Azelis’ corporate strategy of complementing organic growth with strategic acquisitions, is expected to be completed within the next two months.

Established in 2008, Primaditha is a privately owned company. Its employees will become part of the Azelis team. Mrs.

Helianti, one of Primaditha’s current owners and directors, will be appointed Head of Business Development, Food & Health for Azelis Indonesia, while the other owner and director, Mrs. Woro Setyaningtyas, will become Senior Sales Manager, Food & Health.

Laurent Nataf, CEO & President, Azelis Asia Pacific, comments, "With its 264 Million inhabitants – which makes it the 4th most populous country in the world – and its young workforce, Indonesia has been both a key strategic country and a strongly growing market for Azelis over the last couple of years. Azelis Indonesia has enjoyed a steady growth since its inception in 2017 and has grown to become one of the main international players in the Indonesian distribution industry. Food and nutrition has been our focus for the country and the addition of Primaditha's strong principal and customer network will strengthen our operations in Indonesia."

Helianti, Director at Primaditha, adds, "We have built good commercial presence in the market and a solid customer base, but the strong formulation and application support that Azelis can offer will bring a lot of added value in our offering to the market. We are particularly excited about the fact that our customers will leverage the food lab of Azelis Indonesia. We will benefit from Azelis' strong international infrastructure and access to additional customers and suppliers. In short, we see many growth synergies and we are confident that we are entering a thriving new chapter in the history of our company."

Antonius Prihantono, Managing Director Azelis Indonesia, comments, "We are very excited about the addition of Primaditha to our team. Combined organization will be strongly positioned in the market, with an excellent sales force and supporting resources to better service new mandates. Furthermore, we believe that this acquisition will bring abundance of cross-selling opportunities to expand business with our existing long-standing and trusted partners, and it will also strengthen the relationships with key selected principals in the region."

With 20 food and nutrition application labs across the world, out of which five in Asia Pacific, Azelis' focus and dedication clearly lies in being an innovative service provider to its customers and principals. This vision of creating innovation through formulation has brought Azelis great recognition of the market. For more information on the innovation awards won by Azelis, please visit the Awards section on Azelis' website.

The acquisition of Primaditha illustrates the support provided by EQT since the initial acquisition of Azelis. EQT is confident that the expanded range of services and global reach provided by this acquisition will continue to bring benefits to customers and principals of the combined group.