

R I C H N E S S I N D I V E R S I T Y

NUSATIC

ICE
BSD
BSD CITY

HALL 7 | 8 | 9 | 10

12
to
14
JUNE
2026

NUSAPET NUSAHORTI 2026



+62 857-7627-8839



www.nusatic.id



nusatic.official



nusatic2025



nusatic.official

sinarmas land
Building for a better future

NUSATIC
NUSANTARA CONVENTION EXHIBITION

NUSAPET
NUSANTARA PET SHOW

NUSAHORTIFLORA
NUSANTARA HORTIKULTURA & FLORA

ORGANIZED BY :



PT. AKUATIK FLONA
NUSANTARA KREASI

ICE INDONESIA CONVENTION EXHIBITION

ICE **NU**
BSD
BSD CITY

HALL 7|8|9|10

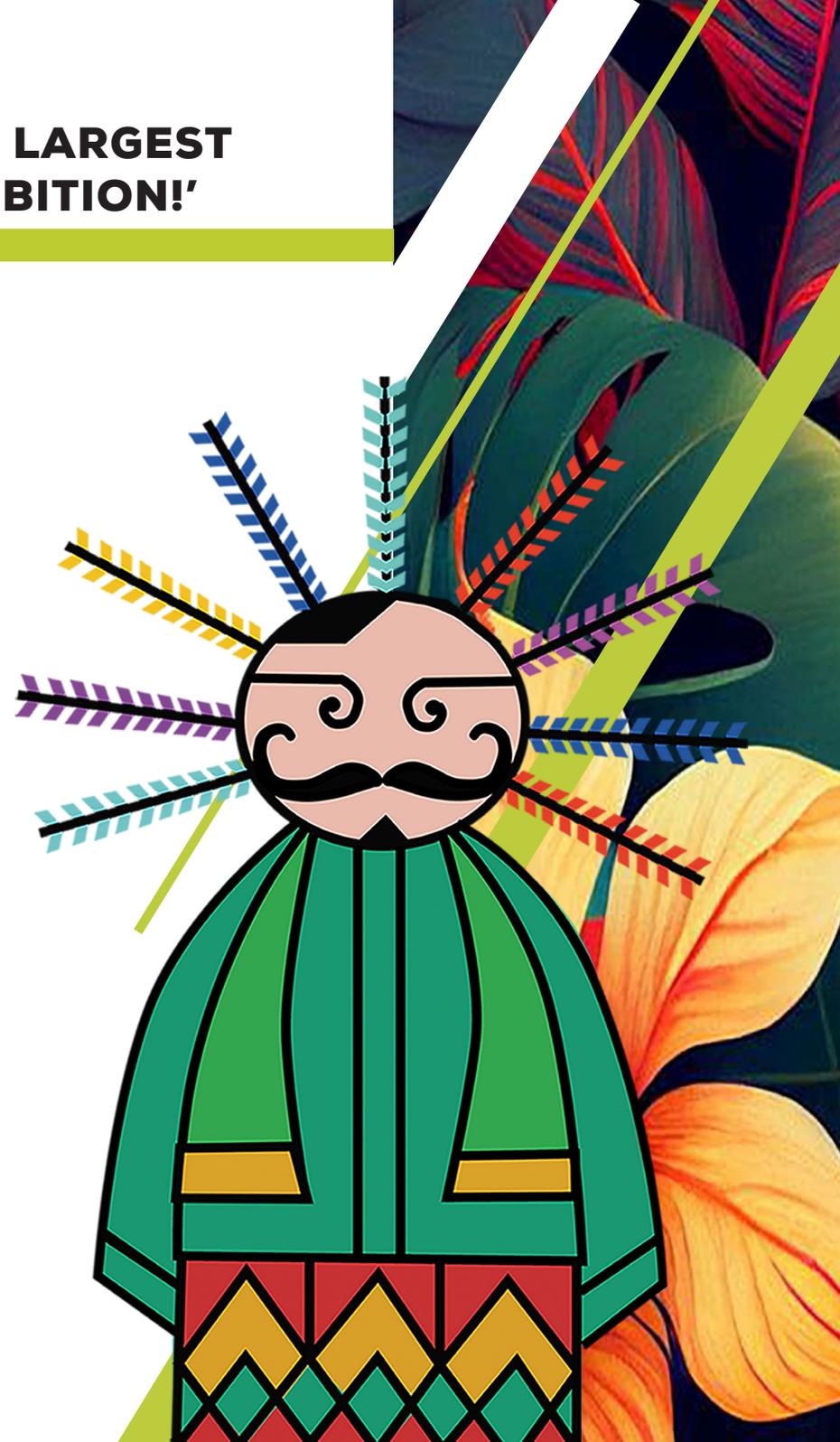
12
13
14
JUNE
2026

S
A
TIC

**NUSAPET
NUSAHORTI
2026**

**'THE WORLD'S LARGEST
AQUATIC EXHIBITION!'**

NUSATIC
NUSANTARA
AQUATIC



NUSATIC 2026

EMBRACING PROSPERITY THROUGH INDONESIA'S AQUATIC TREASURES.

3

www.nusatic.id

The name NUSATIC is a combination of two words: 'Nusantara' which refers to the entire Indonesian archipelago and 'Aquatic' which means related to water.

Nusatic is expected to become a meeting point for all local fish / aquatic plant industry players to expand to the international market.

Nusatic simultaneously facilitate all breeders, producers of goods and services related to fish/ aquatic plants and their derivative products to showcase their best in every event since 2016 to 2025.

ICE NU
 BSD BSD CITY

HALL 7|8|9|10

12 NUSAPET
 13 NUSAHORTI
 14
 JUNE 2026

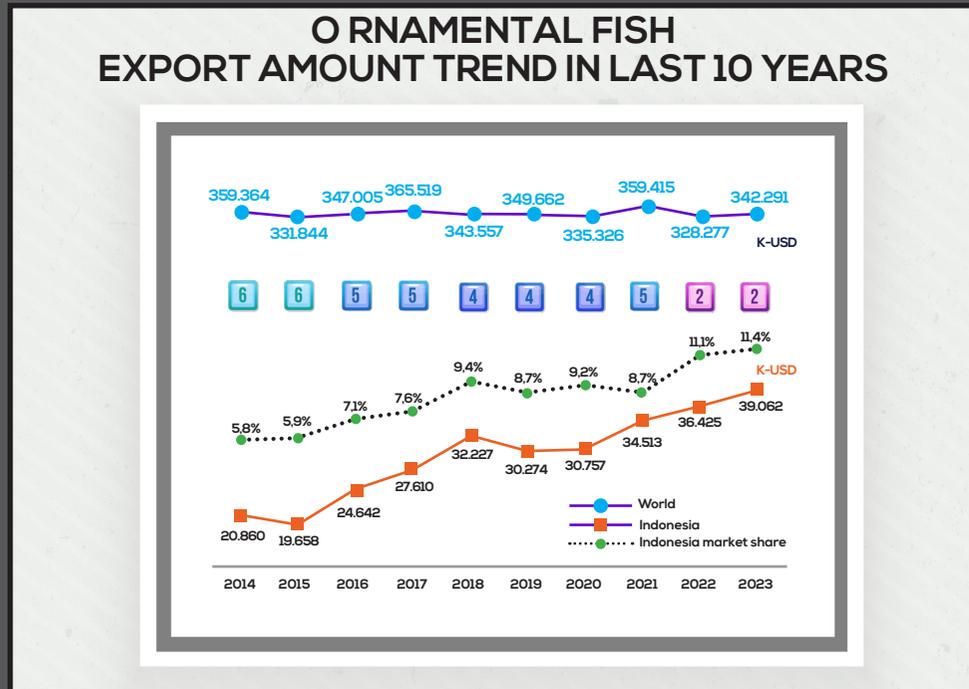
NUSATIC GOALS



THE WORLD'S NO.1 ORNAMENTAL FISH EXPORTER

- Our main goal is to make Indonesia become *The World's no.1 Ornamental Fishes Exporter*.
- This ultimate goal will be achieved by promoting ornamental fishes and all derived products publicly to new entrants and investors.
- *Indonesia* is currently the second largest ornamental fish exporter in the world after *Japan*.
- The value of ornamental fish exports in 2023 reached 39.06 million US dollars or grew by 7.2 percent compared to 2022 which was recorded at 36.43 million US dollars, with a market share of 11.1 percent. Meanwhile, *Japan*, which is in the first position, has a market share of 13.9 percent in 2023 (KKP 2023).

This graphic shows positive trend of Indonesia's ornamental fish export in last 10 years. This increase in export volume was followed by an increase in market share and Indonesia's ranking as the world's largest ornamental fish exporter (ITC 2023).



Indonesia's ornamental fish export trend in last 10 years (source: ITC 2023)

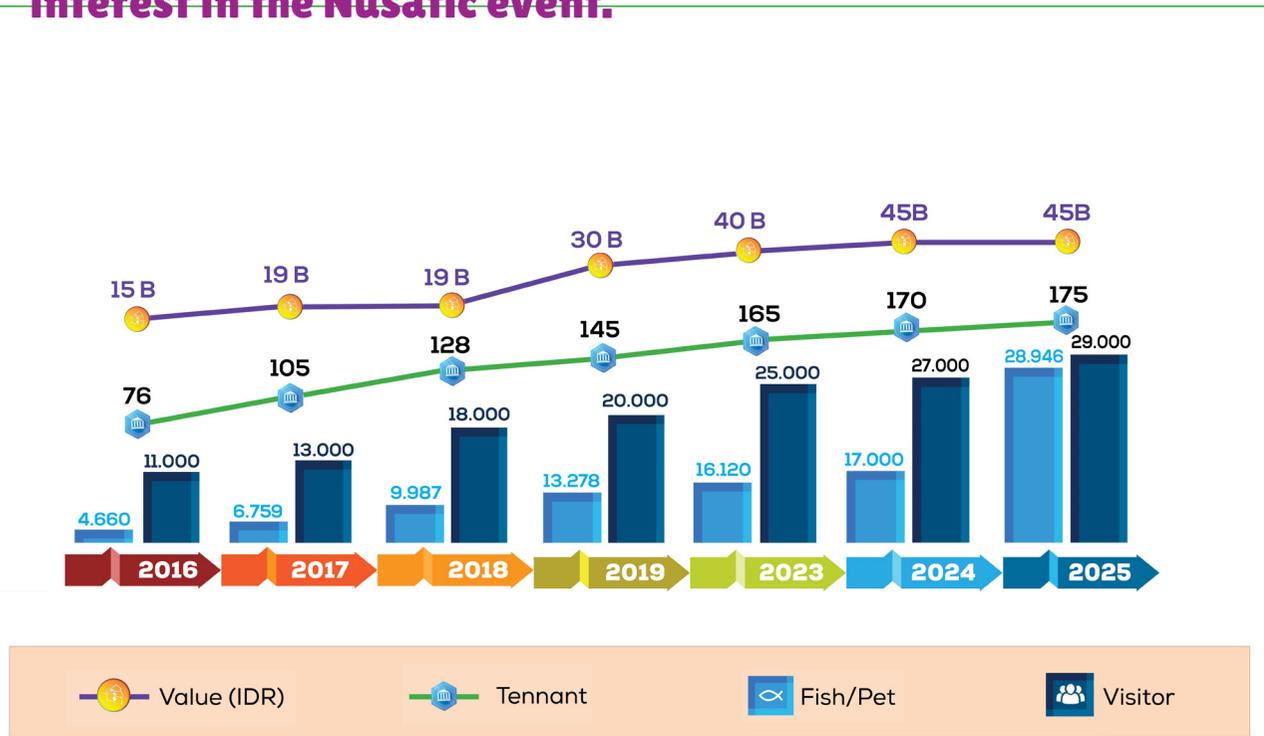


The number of visitors, tenants, ornamental fishes that participating and their valuation (IDR) in the annual Nusatic event always increased significantly from year to year (2016–2025).

This indicates a positive trend of public interest in the Nusatic event.

NUSATIC

2016-2025 & 2026 TARGETS





NUSATIC 2026 TARGET

**TO HAVE
50.000 VISITORS,
240 TENANTS AND
20.000 FISH**



50.000 VISITORS



240 TENANTS



20.000 FISH





NUSATIC 2025

REVEALING Indonesia's Hidden Aquatic Beauty.

NUSATIC 2026

EMBRACING Prosperity Through Indonesia's Aquatic Treasures.



NUSATIC 2027

EXPANDING Markets for the Stunning Indonesia's Aquatic Commodities.



NUSATIC TRILOGY





NUSATIC 2026:

EMBRACING PROSPERITY THROUGH INDONESIA'S AQUATIC TREASURES.

Nusatic 2026: 'Embracing Prosperity Through Indonesia's Aquatic Treasures' will be held on June 12-14, 2026, at Halls 7-10 ICE BSD, Tangerang, Banten, Indonesia.

This year's theme is a call to action for all players in the Indonesian fish and ornamental plant industry to not just showcase, but to fully embrace and harness the nation's aquatic wealth. Our focus is on transforming this potential into sustainable and tangible prosperity for the entire industry supply chain, from upstream to downstream.

Nusatic 2026 is here to materialize this vision through a variety of international-scale activities such as exhibitions, seminars, conferences, and contests, all designed to foster business opportunities and knowledge exchange.

The success of this event hinges on strong support and collaboration from all relevant parties, both government and private sector.

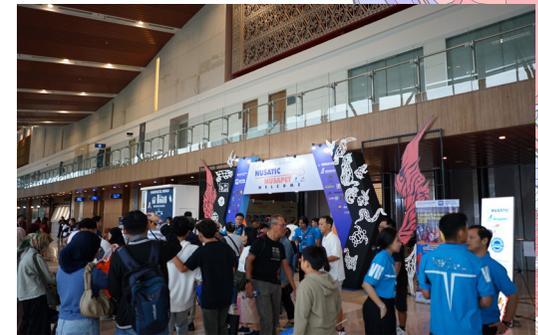
The effective synergy between the private sector and the government in organizing Nusatic 2026 'Embracing Prosperity Through Indonesia's Aquatic Treasures' is expected to be a catalyst for economic growth, particularly in the creative economy. This initiative will empower more MSMEs to grow, thrive, and enhance their competitiveness on the global stage, riding the wave of shared prosperity.

ICE **NU**
BSD
BSD CITY

HALL 7|8|9|10

SATIC 12
13
14
JUNE
2026

**NUSAPET
NUSAHORTI
2026**



NUSATIC
SYNERGY





GOVERNMENTS
(REGULATORY & FUNDING SUPPORT)

PRIVATE SECTOR
- *BANK*
- *AQUATIC RELATED PRODUCT BRANDS*

COMMUNITIES
- *BREEDERS*
- *RESELLER*
- *HOBBYIST*

ACADEMICS
- *RESEARCH*
- *DEPARTMENTS*
- *UNIVERSITIES*



NUSATIC SINERGIES
WITH
X COMMUNITIES
X GOVERNMENTS
X ACADEMICS
X PRIVATE SECTORS



NUSAPET

NUSANTARA PET SHOW

SINCE 2023, NUSATIC TOOK THE INITIATIVE TO COLLABORATE WITH PERKIN AS THE BIGGEST PET ASSOCIATION IN INDONESIA AND OTHER PET COMMUNITIES IN ORGANIZING NUSAPET 2025.

DRIVEN BY A COMMON PROBLEM IN THE HOBBY BUSINESS SECTOR, OFTEN UNDERESTIMATED DUE TO THE VOLUME OF BUSINESS THAT IS MINOR COMPARED TO THE FOOD SECTOR IN EACH DIVISION RESPONSIBLE FOR IT, THE PET HOBBY BUSINESS IS CONSIDERED TO HAVE SO MUCH ECONOMIC POTENTIAL THAT HAS NOT BEEN MAXIMIZED BY THE PLAYERS INSIDE.

ACCOMPANIED WITH THE GOVERNMENT'S ATTENTION AND SUPPORT, THE PET INDUSTRY CAN ACHIEVE THEIR GREATER POTENTIAL IN PROVIDING EXTENSIVE EMPLOYMENT THROUGH CREATIVE ECONOMIC ACTIVITIES THAT ARE BORN FROM MORE GROWING UMKMS.



NUSAPET

AMAZING PET SHOW



The opportunity to create cross-selling¹³ between aquatic hobbies and other pets that can stimulate new markets is very potential and promising.

The organization of Nusatic X Nusapet 2025 is expected to present a new dynamic of the two pet-hobby components that are expected to support each other because they have a potential market that overlaps, namely pet-lovers.





NUSAHORTIFLORA

NUSANTARA HORTIKULTURA & FLORA

STARTING IN 2026, NUSATIC HAS TAKEN THE INITIATIVE TO COLLABORATE WITH THE DIRECTORATE GENERAL OF HORTICULTURE AT THE MINISTRY OF AGRICULTURE AND TRUBUS, A LEADING AGRICULTURAL MAGAZINE, ALONG WITH VARIOUS PLANT ENTHUSIAST COMMUNITIES TO ORGANIZE NUSAHORTI 2026.

DRIVEN BY A COMMON PROBLEM IN THE HORTICULTURE HOBBY AND BUSINESS SECTOR, WHICH IS OFTEN OVERLOOKED, THE BUSINESS OF CULTIVATING PLANTS, FRUITS, AND FLOWERS IS ACTUALLY BELIEVED TO POSSESS IMMENSE ECONOMIC POTENTIAL THAT HAS NOT BEEN FULLY MAXIMIZED BY ITS PLAYERS.

NUSAHORTI
AMAZING
HOLTIKULTURA
SHOW





ICE **NU**
 BSD
 BSD CITY

12
 13
 14
 JUNE
 2026

HAAL 7|8|9|10

SAT
TIC

NUSAPET
NUSAHORTI
2026



ACTIVITY
 ARRANGEMENT

ICE NU
BSD
BSD CITY

HALI 7|8|9|10

12
13
14
JUNE
2026

NUSAPET
NUSAHORTI
2026

SATIC



NUSATIC
COMMUNITIES



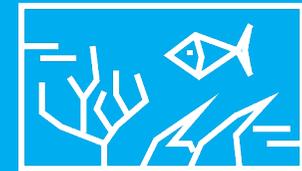




NUSATIC COMMUNITIES

- ***NUSATIC's "motto from community by community for community" is implemented by providing major space to run competitions, exhibitions and other supporting activities.***
- ***NUSATIC always encouraged fish breeders to improve the quality of their fish and showcasing their well known commodities by regularly hosting international competition and exhibition.***
- ***This international competition and exhibition will attract people to keep various types of ornamental fish.***
- ***We also support local breeders to participate in this exhibition by giving them special 'farm/breeder' rate.***

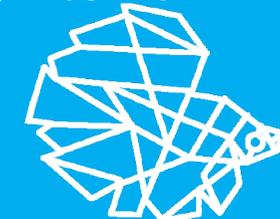
1 / NUSATIC AQUASCAPE



2 / NUSATIC AROWANA



3 / NUSATIC BETTA



4 / NUSATIC CHANNA



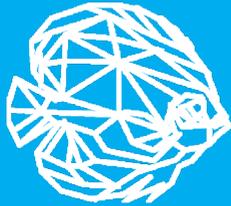
NUSATIC INTERNATIONAL EXHIBITION AND CONTEST 2026

21

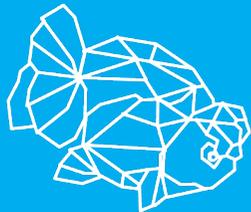
5 / NUSATIC CICHLID



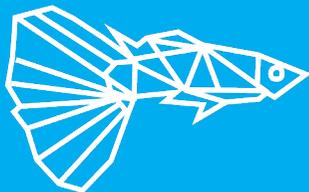
6 / NUSATIC DISCUS



7 / NUSATIC GOLDFISH



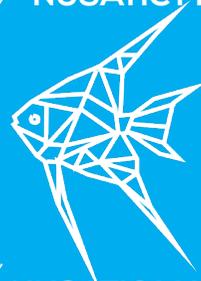
8 / NUSATIC GUPPY



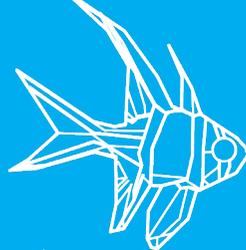
9 / NUSATIC KOI FISH



10 / NUSATIC MAANVIS



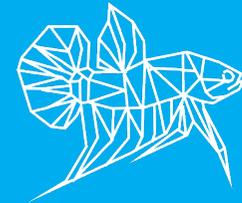
11 / NUSATIC MARINE



12 / NUSATIC PLECO



13 / NUSATIC WILD BETTA



14 / NUSATIC XIPHOPHORUS
& MOLLY



15 / NUSATIC PET



16 / NUSAHORTIFLORA





LOCATION	PRICE (IDR)	INFO
D = 3X3M	24.750.000	BOOTH R8
C = 6X3M	49.500.000	BOOTH R8 / CUSTOMIZE SPACE
B = 6X6M	99.000.000	CUSTOMIZE SPACE
A = 8X8M	176.000.000	CUSTOMIZE SPACE

ADDITIONAL INFO

1. The cost of the stand is only valid during the duration of the exhibition.
2. Specification BOOTH R8 :
 - a) 1 unit table system
 - b) 2 folding chairs
 - c) 1 extension cord (2 outlets)
 - d) 1 standard lamp
 - e) Standard exterior fascia name and number

PRICE LIST & LAYOUT

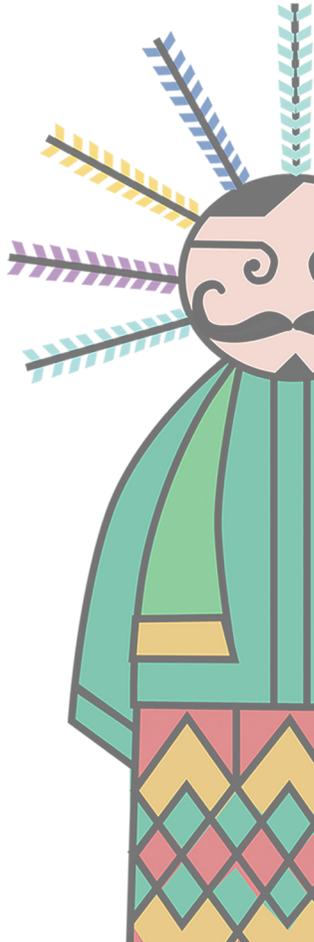


EVENT FLOORPLAN

23

www.nusatic.id





NUSATIC SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS

25

www.nusatic.id

Facebook, Youtube, Instagram,
Tiktok, X
Social media content - 4

- ID Card
- ID Lanyard
- Aquarium Equipment
- Community Area
- Signage Branding
- Ticket box
- TVC Looping on screen at Entrance Hall
- LED & Billboard
- Entry Gate
- MC ad-libs
- T Banner/ Umbul umbul
- T-Shirt

Logo Placement

Social Media Exposure

Exclusive Titling

- Presentation by Sponsor
- Logo Placement at Wall of Fame
- Logo Placement at partition for Main stage

TITLING
(2 BILLION IDR)

Other Benefit

- 50 ID Cards
- 250 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

Space

12x12 m²
8x8 m²

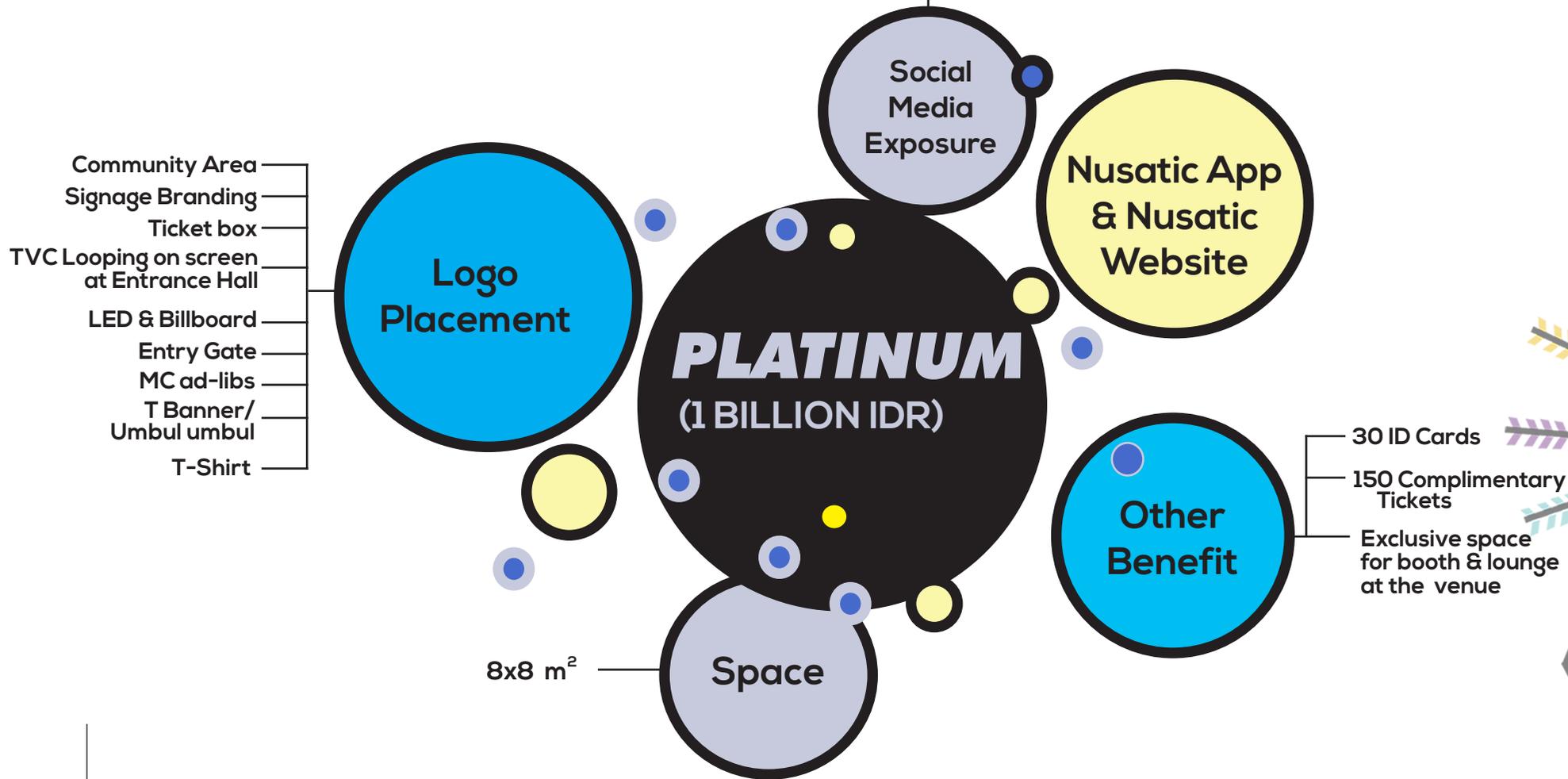
Nusatic App & Nusatic Website





SPONSORSHIP BENEFITS

Facebook, Youtube, Instagram,
Tiktok, X
Social Media Content - 2



SPONSORSHIP BENEFITS

27

www.nusatic.id

Facebook, Youtube, Instagram,
Tiktok, X
Social Media Content - 1

Social
Media
Exposure

Nusatic App
& Nusatic
Website

GOLD
(500 MILLION IDR)

Other
Benefit

- 20 ID Cards
- 75 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

Space

8x8 m²

Logo
Placement

TVC Looping on screen
at Entrance Hall

LED & Billboard

Entry Gate

MC ad-libs

T Banner/
Umbul umbul

T-Shirt





SPONSORSHIP BENEFITS

Facebook, Youtube, Instagram, Tiktok, X

Social Media Exposure

Nusatic App & Nusatic Website

Logo Placement

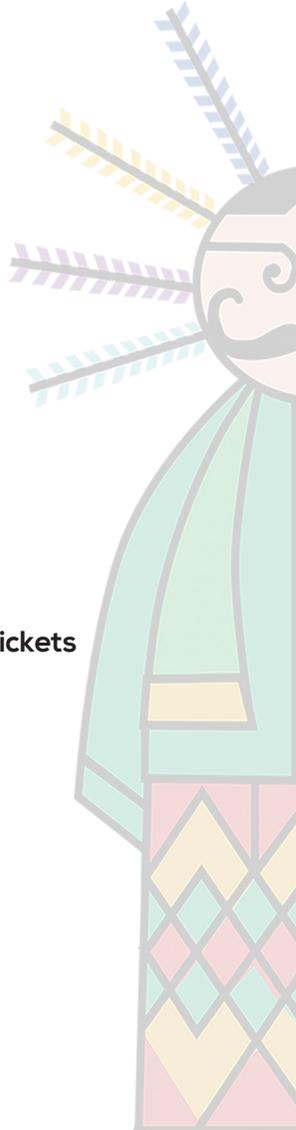
SILVER
(300 MILLION IDR)

- Entry Gate
- MC ad-libs
- T Banner/ Umbul umbul
- T-Shirt

Other Benefit

- 15 ID Cards
- 50 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

6x6 m² Space



SPONSORSHIP BENEFITS

29

www.nusatic.id

Facebook, Youtube, Instagram,
Tiktok, X

Social
Media
Exposure

Nusatic App
& Nusatic
Website

Other
Benefit

- 10 ID Cards
- 20 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

BRONZE
(200 MILLION IDR)

Logo
Placement

MC ad-libs
T Banner/
Umbul umbul

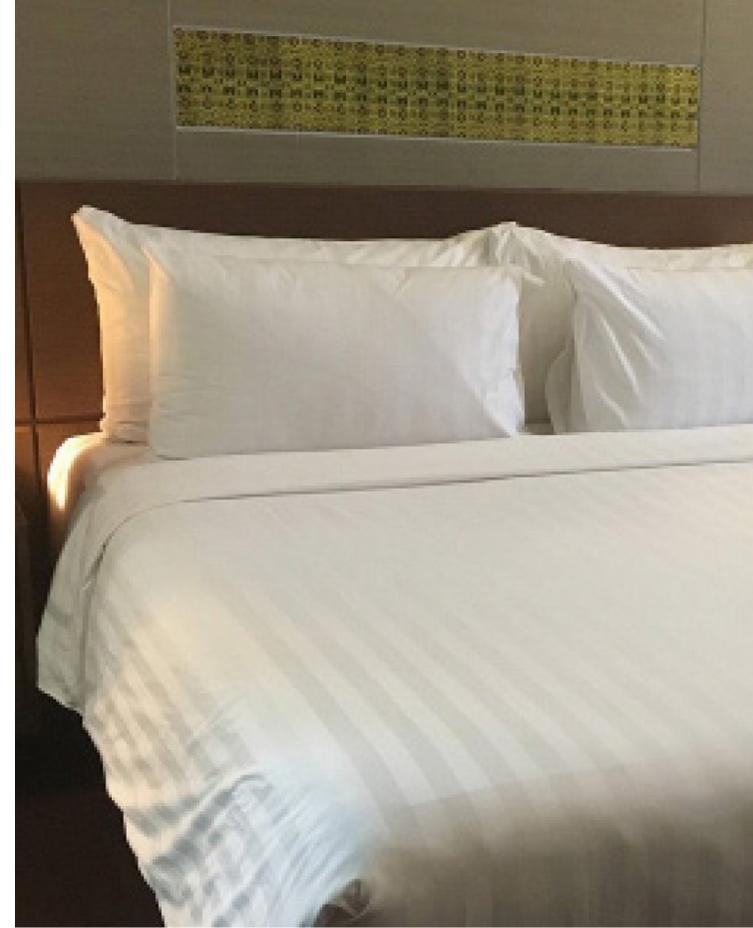
3x6 m²

Space





HOTELS NEAR
**INDONESIA
CONVENTION
EXHIBITION
(ICE BSD)**
BSD CITY



HOSPITALITY
HOSPITALITY



HOTEL SANTIKA PREMIERE ICE BSD CITY

Jl. BSD Grand Boulevard, Pagedangan, Kec.
Pagedangan, Kabupaten Tangerang, Banten 15339
Phone: (+6221) 80634899
<https://www.mysantika.com/indonesia/tangerang/hotel-santika-premiere-ice-bsd-city>

31

www.nusatic.id

MERCURE TANGERANG BSD CITY

Address: Cbd 55, Jl. Edutown Kavling Lot li No.8,
Pagedangan, Tangerang Regency, Banten 15339
Phone : (+6221) 50898440
<https://all.accor.com/hotel/A6P9/index.id.shtml>

IBIS STYLES SERPONG BSD CITY

Address: Kavling Taman Kota Barat Lot No.II/9, BSD
City, Kec. Cisauk, Kabupaten Tangerang, Banten 15345
Phone : (+6221) 50977677
<https://all.accor.com/hotel/B281/index.en.shtml>

HOTEL SANTIKA BSD CITY - SERPONG

Address: Teraskota Entertainment Center, CBD Lot,
Jl. Pahlawan Seribu VII B, Lengkong Gudang, Kec.
Serpong, Kota Tangerang Selatan, Banten 15311
Phone : (+6221) 22235999
<https://www.mysantika.com/indonesia/tangerang-selatan/hotel-santika-bsd-city-serpong>

ICE NU
BSD
BSD CITY

HALL 7|8|9|10

12
13
14
JUNE
2026

NUSAPET
NUSAHORTI
2026

SATIC

GALA
DINNER



NUSATIC FARM VISIT

33

www.nusatic.id



**NU
SATIC**

**NUSAPET
MUSANORTI
2026**

Exclusive FARM Visit 2026







JUNE 13, 2026

WHOLEDAY

SCHEDULE

07.00 - 08.00 AM	Participant gather in front of Shantika Premier ICE BSD
08.00 - 08.20 AM	Bus departure to Discus Farm
08.20 - 09.00 AM	Visit Discus Farm
09.00 - 09.45 AM	Bus departure to Marine Farm
09.45 - 10.30 AM	Visit Marine Farm
10.30 - 11.45 AM	Bus departure to Arowana Farm
11.45 AM - 12.15 PM	Visit Arowana Farm
12.15 - 12.45 PM	Lunch
12.45 - 02.15 PM	Bus departure to Kol Farm
02.15 - 03.00 PM	Visit Kol Farm
03.00 - 04.30 PM	Back to Shantika Premier ICE BSD

ADMISSION FEE
US\$ 50 per person

*Transportation to the farms
and lunch box included*

SCAN ME
TO REGISTER



LIMITED SEAT !!!

EARLY RESERVATION IS
HIGHLY RECOMMENDED

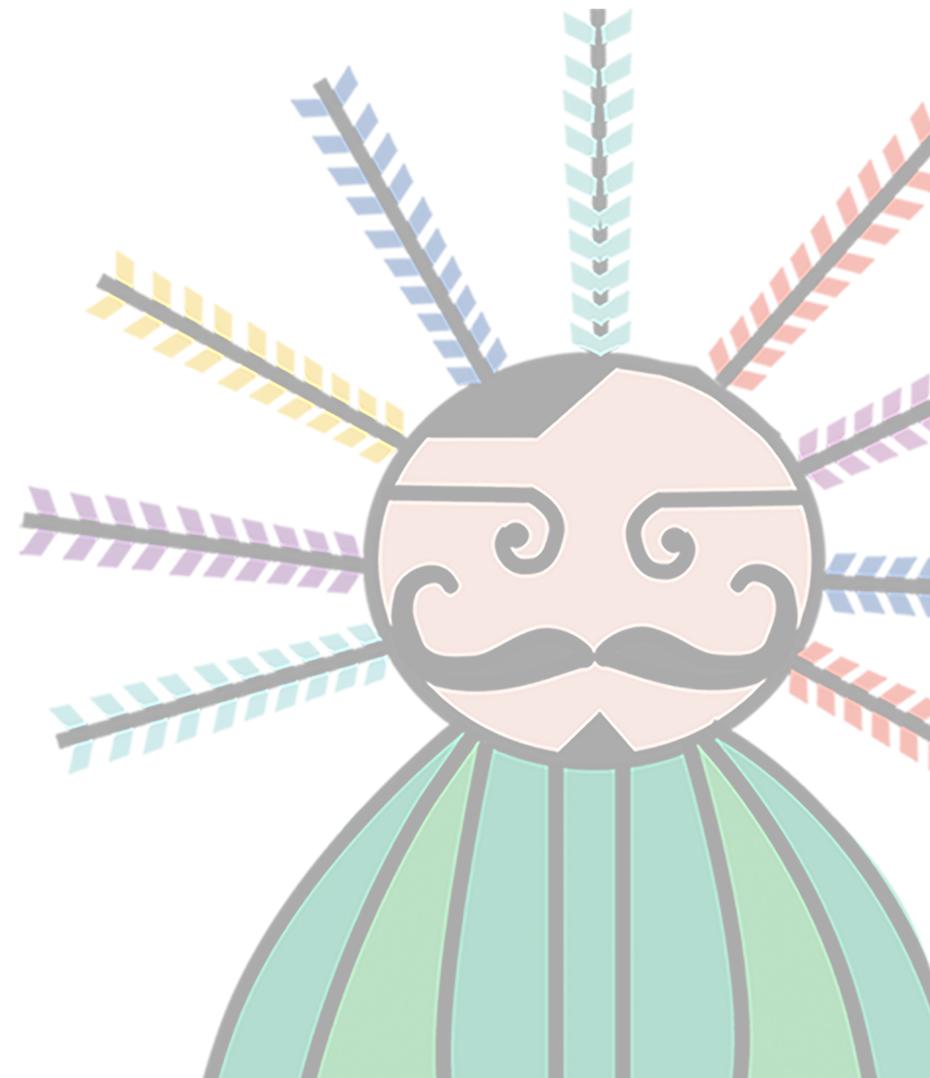
DEADLINE FOR RESERVATION
JUNE 10, 2026

RSVP :

JOTY ATMAJAJA - -62 857-0621-2496

WIWIE - -62 856-9350-8288

WWW.NUSATIC.ID



ICE NU
BSD
BSD CITY

HALL 7|8|9|10

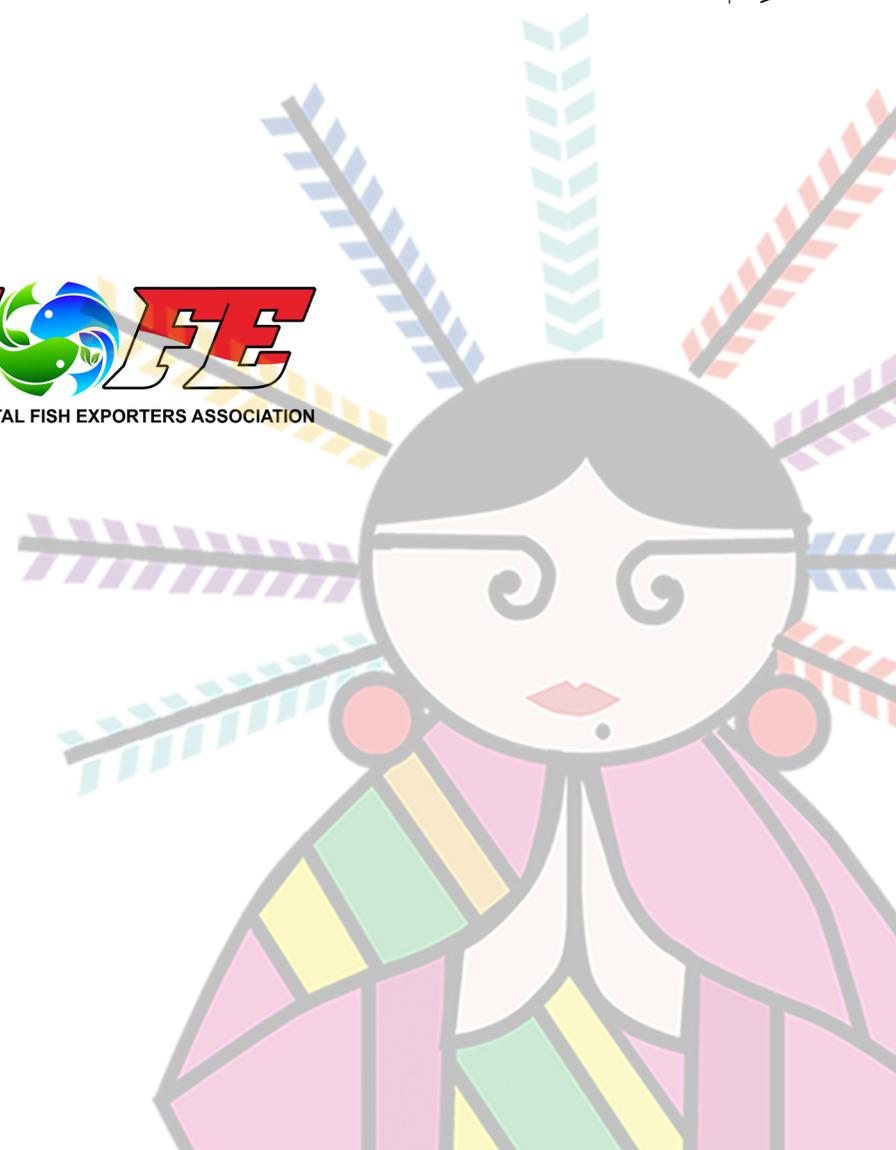
SATIS TIC

12
13
14
JUNE
2026

NUSAPET
NUSAHORTI
2026

SUPPORT







CONTACT
FOR MORE
INFORMATIONS

FOR MORE INFORMATIONS :

SUGIARTO BUDIONO

 +62 813-5338-6740

HENDRA GUNADI

 +62 811-846-075

DJOHAN TJIPTADI

 +62 816-818-121

JOTY ATMADAJAJA

 +62 857-0621-2496

WIWI TARMINI

 +62 856-9350-8288

TEGUH MINARNO WIJAYA

 +62 878-8110-0389

TRI PUJAYANTO

 +62 857-7627-8839

ANTONY STEFIN

 +62 858-1124-5928

FERRY LUHUR

 +62 821-1286-9007

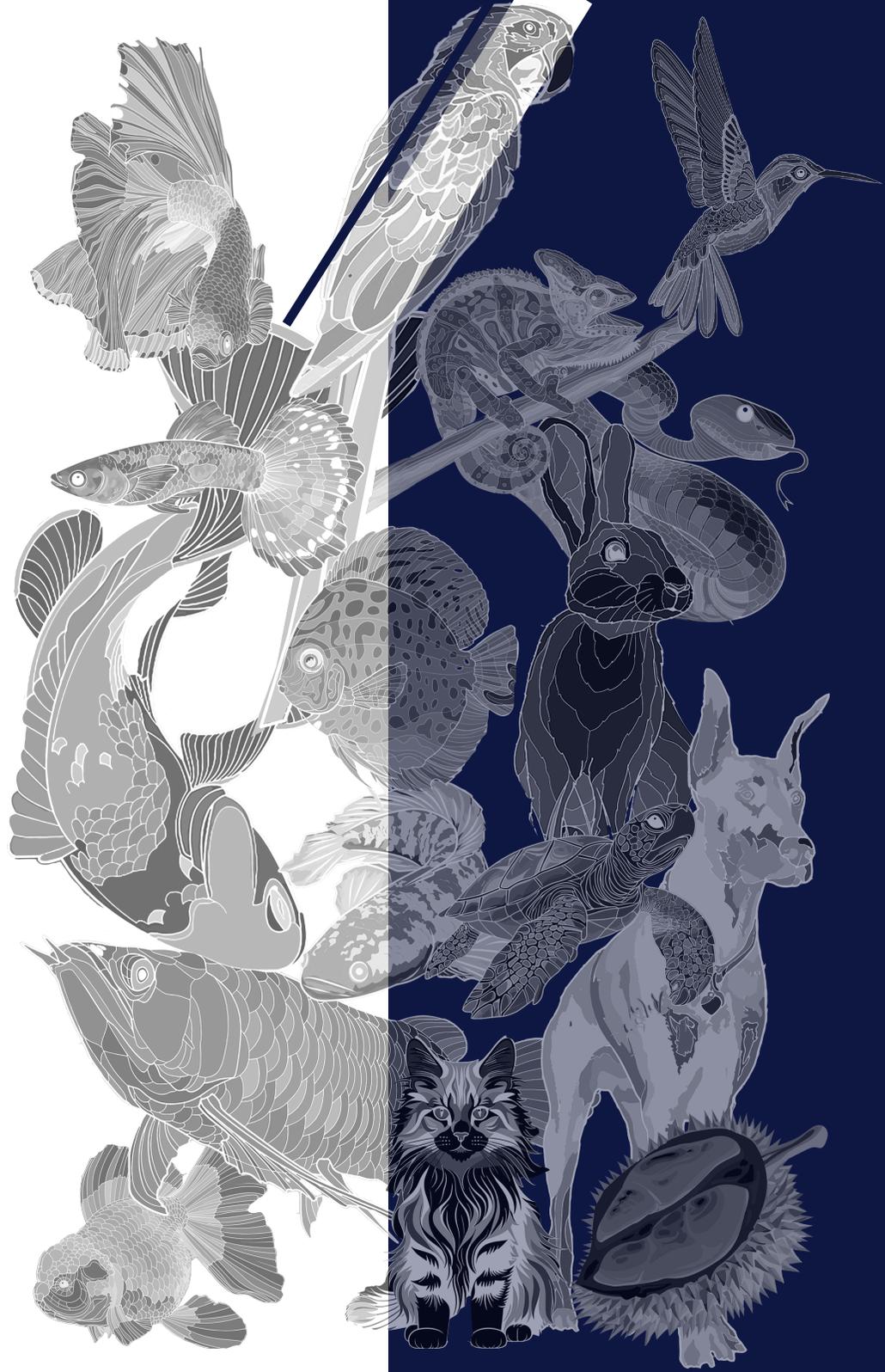
ICE **NU**
 BSD
 BSD CITY

HALL 7|8|9|10

12 NUSAPET
 13 NUSAHORTI
 14
 2026

JUNE
 2026

SAT



THANK YOU
 THANK
 YOU



NUSATIC - PT AKUATIK FLONA NUSANTARA KREASI

JI RE Martadinata 12 i - j Jakarta 14420
Telp.(WA) 0857 7627 8839 - 0856 9350 8288
e-Mail : admnusatic@gmail.com

www.nusatic.id

R I C H N E S S I N D I V E R S I T Y

NUSATIC

ICE
BSD
BSD CITY

HALL 7 | 8 | 9 | 10

12
to
14
JUNE
2026

NUSAPET NUSAHORTI 2026



+62 857-7627-8839



www.nusatic.id



nusatic.official



nusatic2025



nusatic.official

ORGANIZED BY :

