

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

**NU
SATIC**

ICE
BSD
BSD CITY

HALL 7|8|9|10

**12
to
14
JUNE
2026**

**NUSAPET
NUSAHORTI
2026**



+62 857-7627-8839



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sinarmas land
Building for a better future

NUSATIC
NUSANTARA EXHIBITION

NUSAPET
NUSANTARA PET SHOW

NUSAHORTIFLORA
NUSANTARA HORTIKULTURA & FLORA

ORGANIZED BY :



**PT. AKUATIK FLONA
NUSANTARA KREASI**

ICE INDONESIA
CONVENTION
EXHIBITION



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

NUSATIC
NUSANTARA
AQUATIC

NUSATIC 2026

EMBRACING PROSPERITY THROUGH INDONESIA'S AQUATIC TREASURES.

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.



NUSATIC GOALS



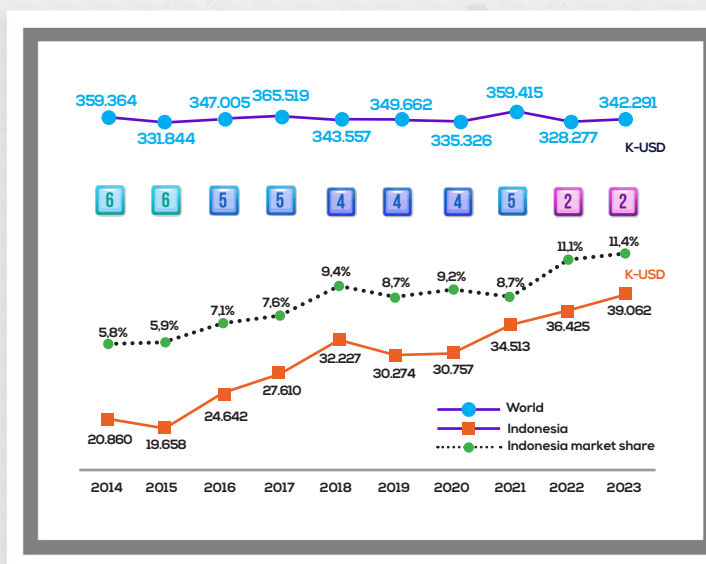
THE WORLD'S NO.1 ORNAMENTAL FISH EXPORTER

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- 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).

ORNAMENTAL FISH EXPORT AMOUNT TREND IN LAST 10 YEARS



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

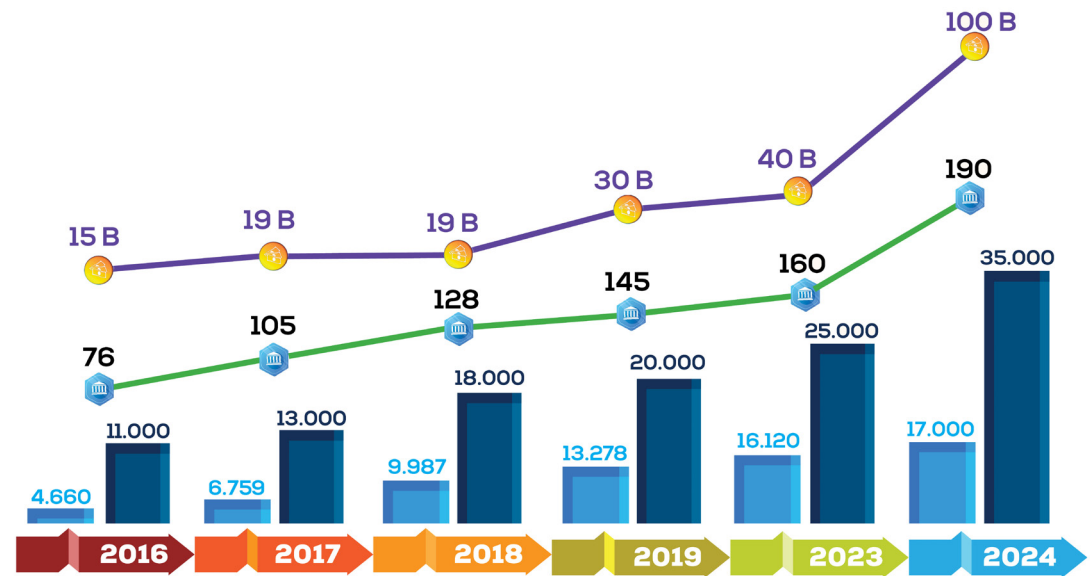


The number of visitors, tenants, ornamental fishes that participating and their valuation (IDR) in the annual Nusatic event always increased significantly from year to year (2016–2025).

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

NUSATIC

2016–2025
& 2026
TARGETS



Value (IDR)



Tenant



Fish/Pet



Visitor



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.

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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.



NUSATIC
SYNERGY



GOVERNMENTS
(REGULATORY &
FUNDING SUPPORT)

PRIVATE SECTOR

- BANK
- AQUATIC RELATED
PRODUCT BRANDS

COMMUNITIES

- BREEDERS
- RESELLER
- HOBBYIST

ACADEMICS

- RESEARCH
- DEPARTMENTS
- UNIVERSITIES

NUSATIC

NUSATIC SINERGIES
WITH
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

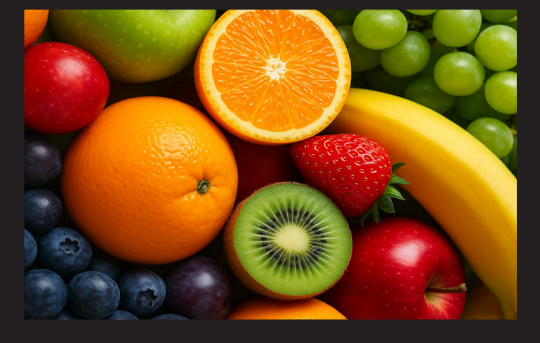
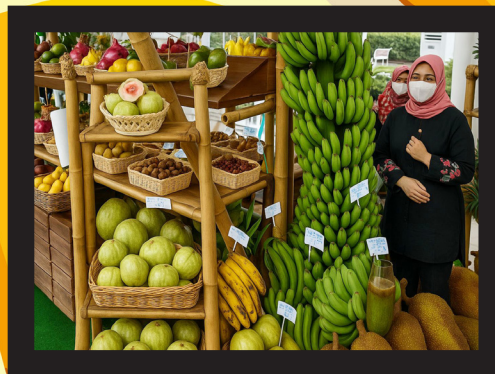
NUSANTARA HORTIKULTURA & FLORA

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.

NUSAPET
AMAZING
HOLTIKULTURA
SHOW







NUSAHORTIFLORA :

- BAZAAR HORTIKULTURA
- SHOW
- CONTEST



ACTIVITY ARRANGEMENT

JUNE 12
2026
09.00 - 22.00

**Opening Ceremony
Business Forum
Seminar & Talkshow
Judging
Exhibition, Market and
Auction
Fish Entry**

Various interesting topic presented interactively covering the best Ornamental fish.

JUNE 13
2026
09.00 - 22.00

**Judging
Seminar & Talkshow
Exhibition, Market and
Auction
Farm Visit
Awards Ceremony
Gala Dinner**

Biggest in the world, attended by tens of thousands local and international visitors.

JUNE 14
2026
09.00 - 22.00

**Closing & Awards Ceremony
(President Trophy)
Exhibition, Market and
Auction**

The President's Cup for ornamental fish as the final spectacular closing event.



NUSATIC COMMUNITIES



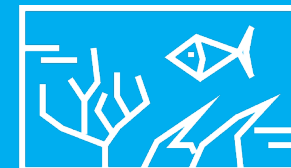




- ***NUSATIC's "motto from community by community for community" is implemented by providing major space to run competitions, exhibitions and other supporting activities.***
- ***NUSATIC always encouraged fish breeders to improve the quality of their fish and showcasing their well known commodities by 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.***

NUSATIC COMMUNITIES

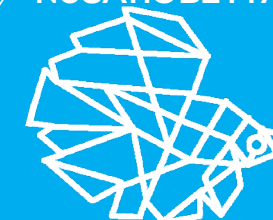
1 / NUSATIC AQUASCAPE



2 / NUSATIC AROWANA



3 / NUSATIC BETTA



4 / NUSATIC CHANNA



NUSATIC INTERNATIONAL EXHIBITION AND CONTEST 2026

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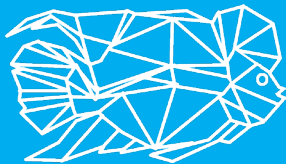
5 / NUSATIC CICHLID



6 / NUSATIC DISCUS



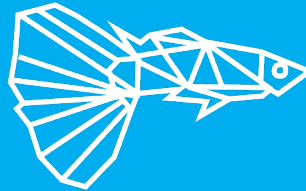
7 / NUSATIC FLOWERHORN



8 / NUSATIC GOLDFISH



9 / NUSATIC GUPPY



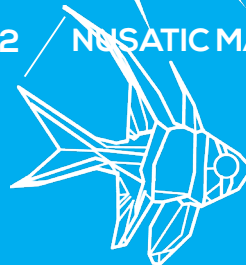
10 / NUSATIC KOI FISH



11 / NUSATIC MAANVIS



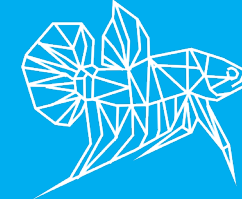
12 / NUSATIC MARINE



13 / NUSATIC PLECO



14 / NUSATIC WILD BETTA



15 / NUSATIC XIPHOPHORUS
& MOLLY



16 / NUSATIC PET





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



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NUSATIC

SPONSORSHIP

BENEFITS



SPONSORSHIP BENEFITS

25

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

Social
Media
Exposure

Exclusive
Titling

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

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

Other
Benefit

Nusatic App
& Nusatic
Website

Space

12x12 m²
8x8 m²

Logo
Placement

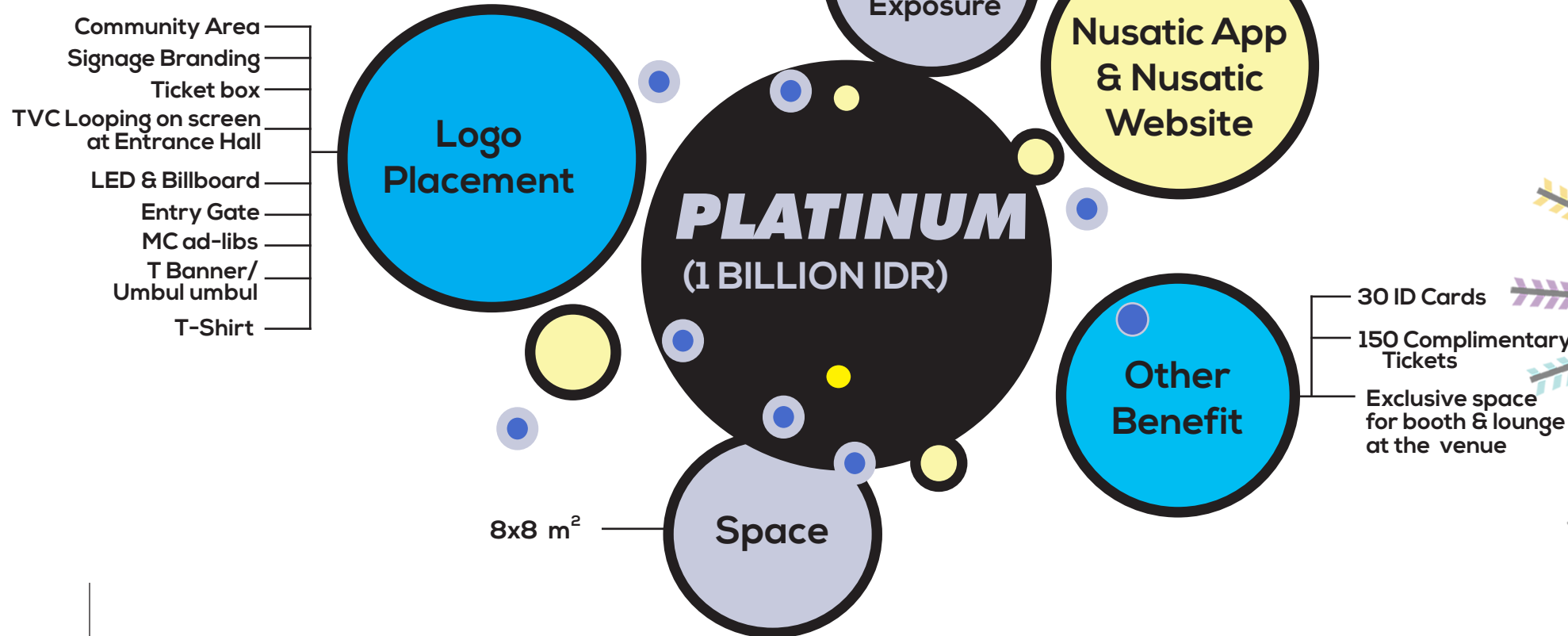
TITLING
(2 BILLION IDR)

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



SPONSORSHIP *BENEFITS*

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



SPONSORSHIP *BENEFITS*

27

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

Social
Media
Exposure

Nusatic App
& Nusatic
Website

Other
Benefit

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

GOLD
(500 MILLION IDR)

Space

8x8 m²

Logo
Placement

TVC Looping on screen
at Entrance Hall

LED & Billboard

Entry Gate

MC ad-libs

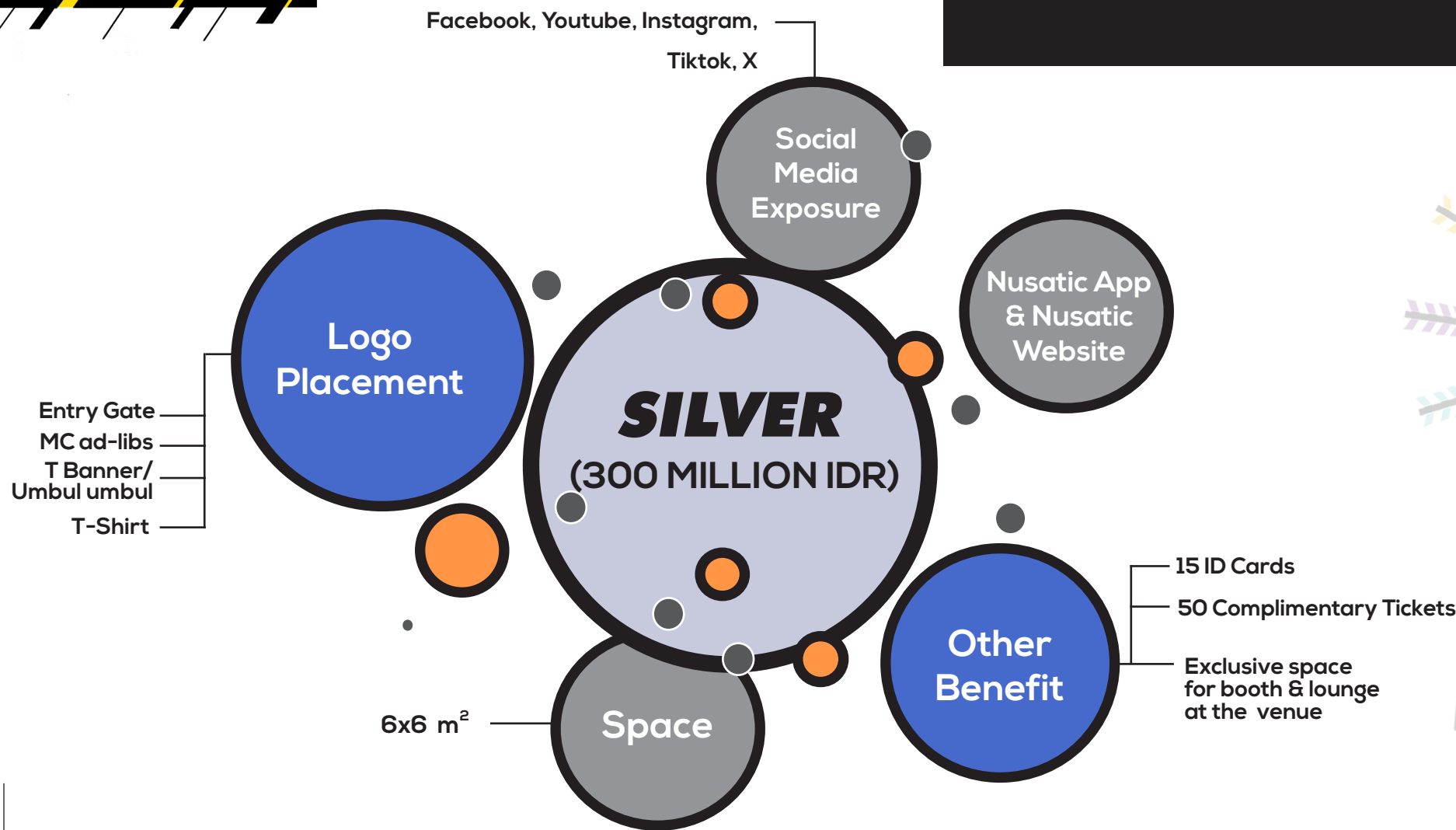
T Banner/
Umbul umbul

T-Shirt





SPONSORSHIP *BENEFITS*



SPONSORSHIP *BENEFITS*

29

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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)

Space

3x6 m²

Logo
Placement

MC ad-libs
T Banner/
Umbul umbul





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>

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>



GALA DINNER



NUSATIC FARM VISIT

33

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Exclusive FARM Visit 2026



JUNE 13, 2026
WHOLEDAY
ADMISSION FEE
US\$ 50 per person

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

SCAN ME TO REGISTER

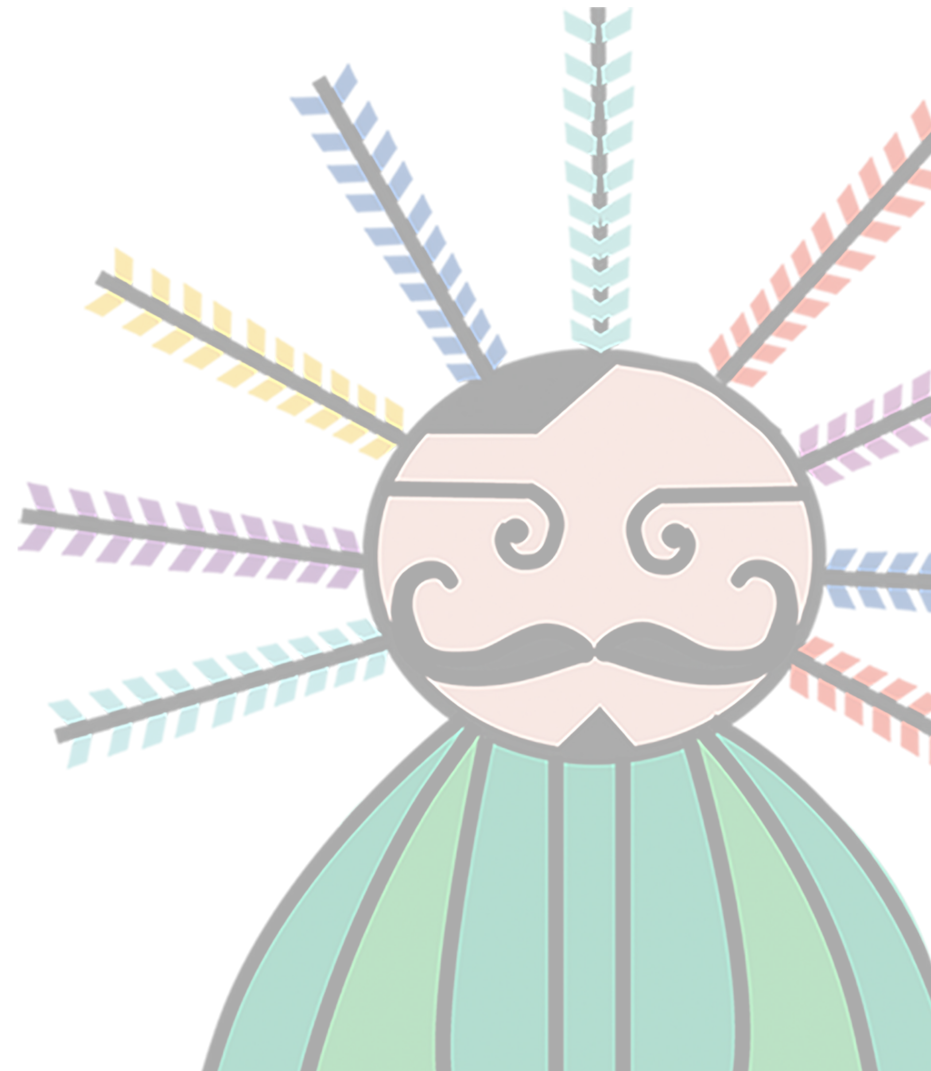


RSVP :
JOTY ATMAJAJA - -62 857-0621-2496
NIWIE - -62 856-9350-8288

LIMITED SEAT !!!

DEADLINE FOR RESERVATION
JUNE 10, 2026

WWW.NUSATIC.ID



ICE NU
BSD
BSD CITY

HALL 7|8|9|10

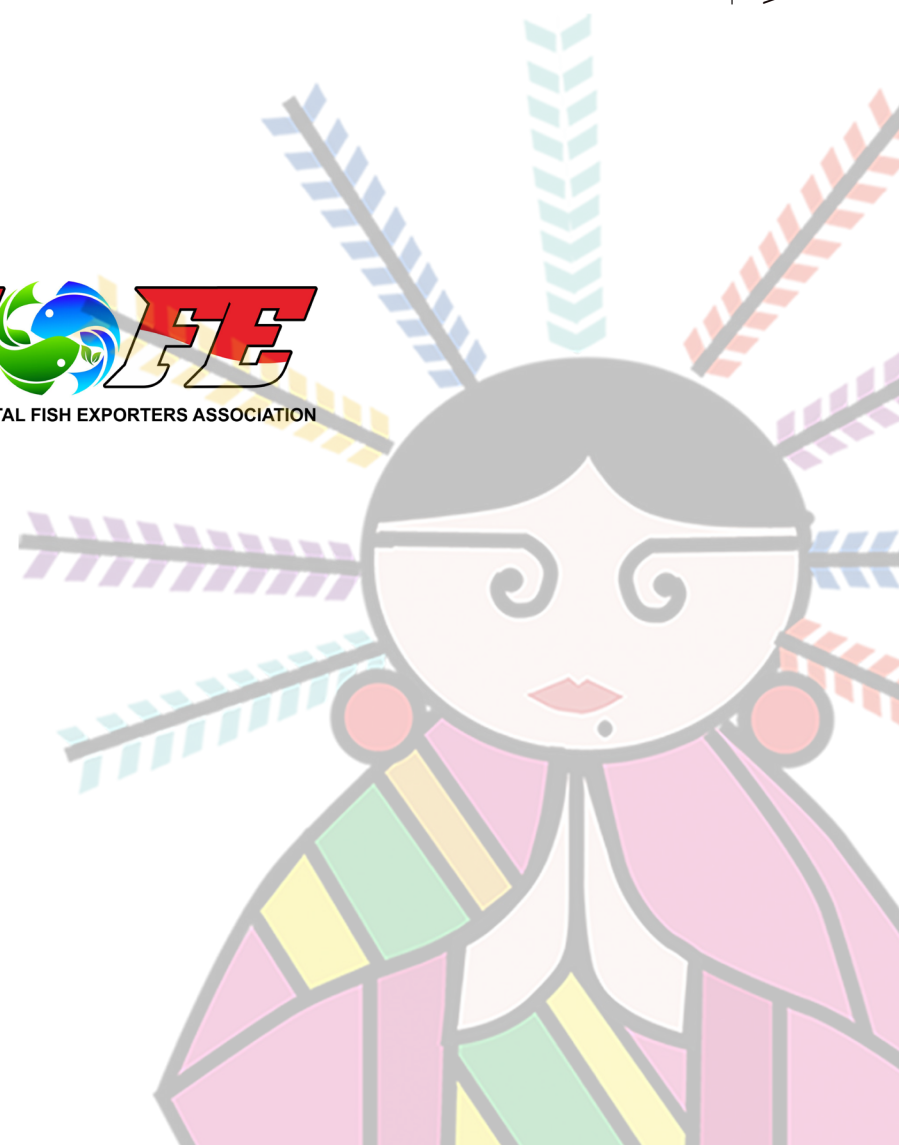
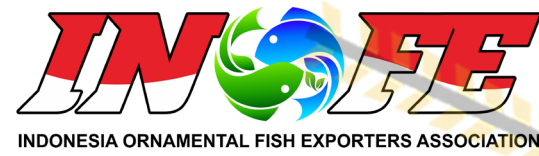
SAT
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12
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JULI
2026

NUSAPET
NUSAHORTI
2026

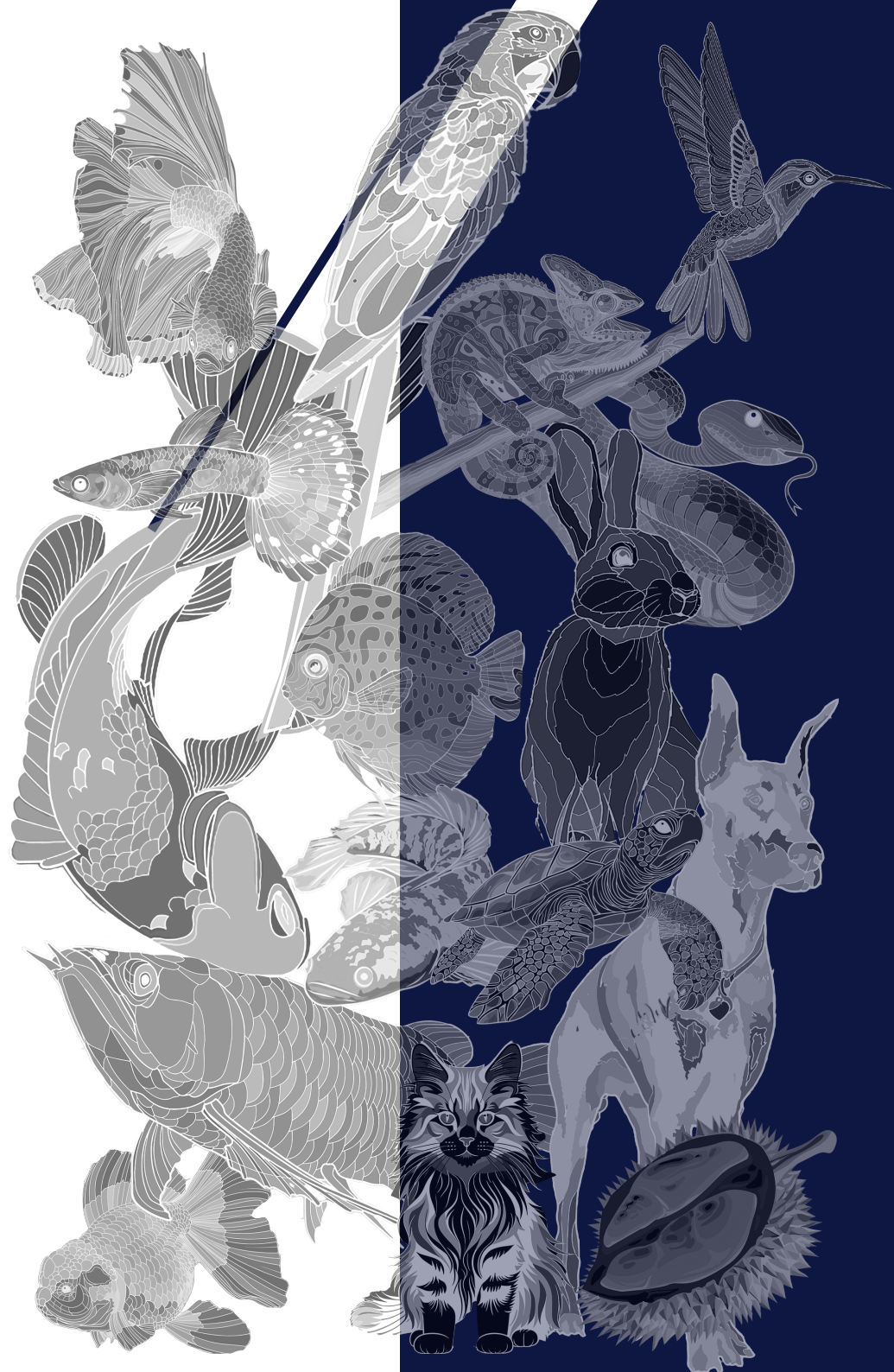
SUPPORT







CONTACT
FOR MORE
INFORMATIONS



FOR MORE INFORMATIONS :

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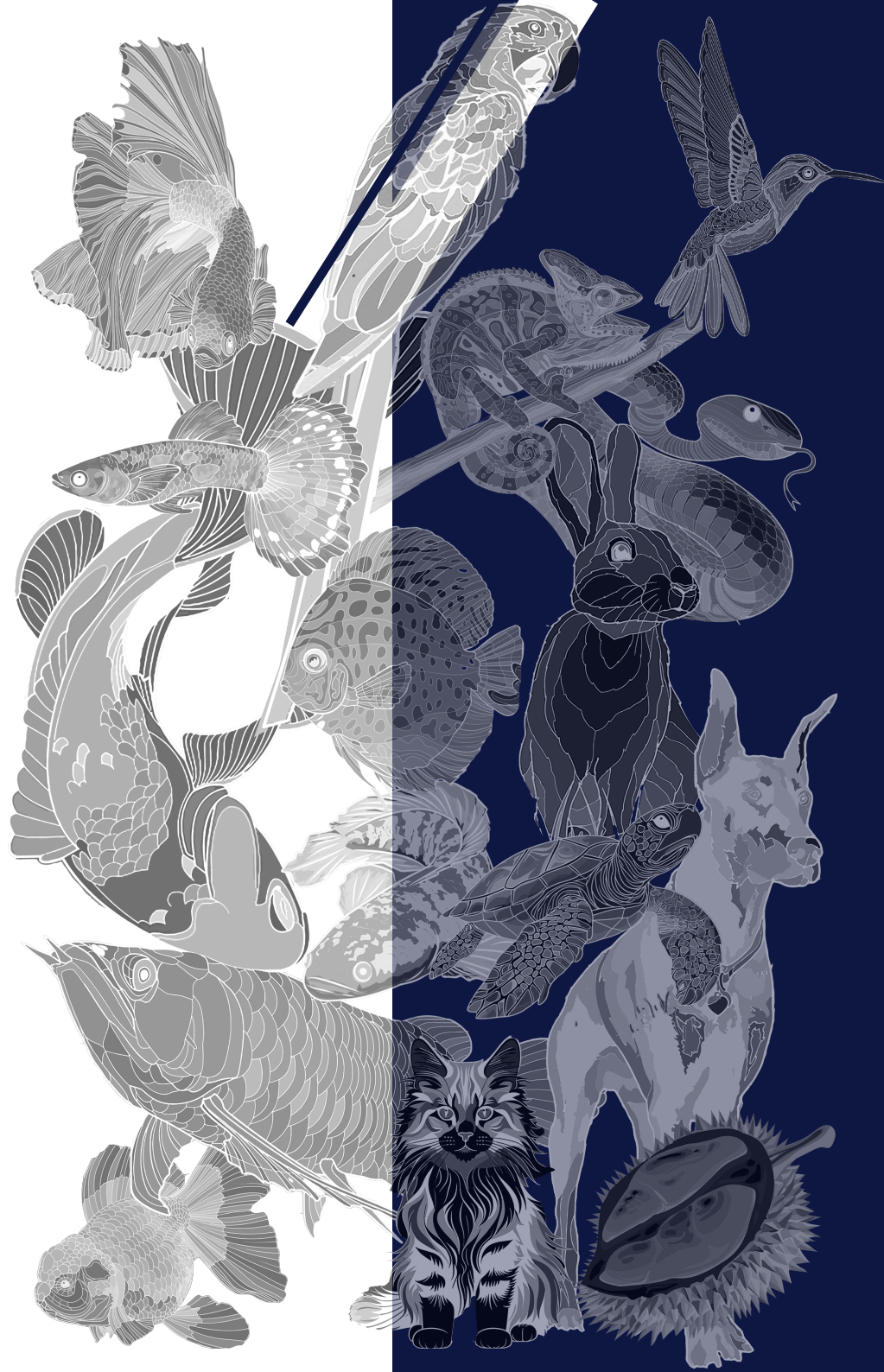
ANTONY STEFIN



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THANK YOU
THANK
YOU





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Telp.(WA) 0857 7627 8839 - 0856 9350 8288
e-Mail : admnusatic@gmail.com

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

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SATIC**

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Building for a better future

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 **ICE**
INDONESIA
CONVENTION
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