



PRIMERA OPTIMA

Company Profile
2024

“Where Quality Meets Sustainability”

About Us

PT. Primera Optima Sejahtera is a food commodity trading company established in 2022. We aim to be a leading and trusted world-class company in fishery and agro products, serving both domestic and export markets. Our comprehensive business model spans from marine, agro products sourcing, aquaculture, and plantation.

Vision

To become a world-class, leading, and trusted company in the trade of premium-quality food commodities, including fishery and agro product.

Mission

1 To provide high-quality products across various sectors, ensuring they meet and exceed international standards.

2 To contribute to the growth and sustainable development of Indonesia's natural resource, fostering economic prosperity, and enhancing the livelihoods of local communities, including farmers, fishermen, and artisans.



Value Chain



Utilizing standarized fishing and farming methods to ensure the best products, sustainably harvested from the rich Indonesia resources.

Fishery & Agro Products

We have established partnerships with local fishermen and farmers who are committed to sustainable practices. Our fish are harvested from the biodiverse waters of Eastern Indonesia, while our vanilla, cloves, and premium cassava flour are carefully sourced from the fertile regions of West Java, Central Java, and North Sulawesi. This approach ensures both environmental preservation and the delivery of high-quality products

Trading

Our distribution network spans global markets, handling both sea-caught and farmed fish alongside premium agro products. With reliable logistics, we ensure timely delivery and consistent quality, solidifying our reputation as a trusted supplier in the fisheries and agriculture sectors.

Processing

Our international standard facility in Gorontalo, North Sulawesi, and Maluku specialize in processing premium whole round fish, and products like fillets, and steaks. Simultaneously, our facilities in Central Java, West Java, and North Sulawesi focus on refining agro product such as vanilla beans, cloves, and premium cassava flour, ensuring top-tier quality across all sectors.



Value Proposition

PT. Primera Optima Sejahtera's core value are centred around providing top-quality fishery and agro products that is sustainably sourced and processed in Indonesia as one of the biggest producer of high quality fish and agriculture in the world



- 1. Top Quality:** At PT. Primera Optima Sejahtera, we offer premium fishery products and high-quality agro products such as vanilla beans, premium cassava flour, and cloves. By controlling the entire value chain, from capture to processing and distribution, we guarantee that all our products meet international standards for quality and safety.
- 2. Sustainable Practices:** Our commitment extends to both the sea and land. We implement sustainable fishing techniques and promote responsible farming practices, ensuring the long-term viability of marine and agricultural ecosystems, while supporting local fishermen and farmers.
- 3. Standardized Processing Facilities:** Our processing facilities in North Sulawesi; Maluku; Gorontalo; East Java; Central Java; West Java, are equipped with standardized facility and strict quality controls. These standards are maintained consistently to deliver fresh fish and carefully processed agro products, all adhering to global certification standards.



**YELLOW FIN TUNA
WHOLE ROUND**
HS CODE 03034200



**YELLOW FIN TUNA
POCKET, STEAK & LOIN**
HS CODE 03034200



**SKIPJACK
TUNA**
HS CODE 03034300



**MILK
FISH**
HS CODE 03038990



BARAMUNDI
HS CODE 03036900



**RED SNAPPER
WHOLE ROUND**
HS CODE 03038918



**RED SNAPPER
FILLET**
HS CODE 03038918

*We also have other fish such as, Mackarel Scad, Mahi-Mahi, Lizard fish, Croaker, and Ribbon fish

PT. PRIMERA OPTIMA SEJAHTERA **OUR PRODUCT**



FISHERY PRODUCT

At PT Primera Optima Sejahtera, we source our premium fishery products from the rich waters of Eastern Indonesia. Our fishermen follow generations-old traditions, ensuring the freshest catch by dawn.

We prioritize sustainability and community empowerment, with women leading in fish processing, maintaining global quality standards. Through advanced training, they gain financial independence and strengthen their communities.

Our facilities in Gorontalo, North Sulawesi, East Java, and Maluku ensure each product retains its natural freshness, whether whole fish or portion cuts. With streamlined exports and compliance with global standards, PT Primera Optima Sejahtera is your trusted partner for sustainably sourced seafood and farm fish.





Grade A Gourmet
Size: min 15 cm up
Moisture: 25% - 40% (Planifolia)
20% - 30% (Tahitensis)

Vanilla
Planifolia & Tahitensis
HS CODE 0905000

Grade B
Size: min 12 cm up
Moisture: max 25% (Planifolia)
max 10-20% (Tahitensis)



Clove

HS CODE 09071000

Product Specification: AB 6 Clove
Form: Whole Clove



Mocaf
(Modified Cassava Flour)
HS CODE 11062000

Premium Cassava Flour
Form: Powder

PT. PRIMERA OPTIMA SEJAHTERA OUR PRODUCT

AGRO PRODUCT

At PT Primera Optima Sejahtera, we cultivate premium Planifolia vanilla beans, cloves, and process cassava flour in the fertile lands of West Java, North Sulawesi, and Central Java. Our farmers work with dedication, ensuring the highest quality crops.

Our commitment to sustainability supports both the environment and local communities, empowering women in processing and management roles. These women now play a vital part in delivering Indonesia's finest agro products to global markets.

With advanced processing facilities and sustainable practices, we ensure each product meets international standards. Backed by Indonesia's stable regulations, PT Primera Optima Sejahtera is your trusted partner for premium, sustainably sourced agro products.



BEST PARTNER FOR YOU BUSINESS

Let's Make a Deal!

Our Office

PT. Primera Optima Sejahtera, Bintaro Business Centre, Jln. RC Veteran Raya no 1-i,
Bintaro, Kec. Pesangrahan, South Jakarta, Jakarta, 12330, Indonesia

Contact Detail

- Email : primera_admin@primeraoptima.com
- Phone : +62 8156125870
- Website : www.primeraoptima.com

Scan to Access Our Website
<https://www.primeraoptima.com>

