



DEWAN PIMPINAN PUSAT
PERHIMPUNAN ANGGREK INDONESIA (PAI)

Sekretariat DPP PAI :
Direktorat Budidaya Tanaman Hias
Direktorat Jenderal Hortikultura
Jalan AUP No. 3 Pasarminggu
Jakarta Selatan 12520

Telp.: (021) 7892205, 78842941
Fax : (021) 7892205, 78842941

Ref. No. : 019/VIII/Set.DPP PAI/2008

Jakarta, September 4th, 2008

His Excellency Mr. Akrasid Amatayakul
The Ambassador of the Kingdom of THAILAND
Jakarta

Dear Ambassador Amatayakul,

In conjunction with Asian Beach Games, the Indonesian Orchid Society (PAI) and the Indonesian Olympic Committee (KOI) will organize "Indonesia Orchid Show 2008" which will be held in Denpasar, Bali, on October 18 - 26, 2008.

In this regard, I am writing you to invite the Orchid Society in your country to take part in this event. I believe this show would provide a wonderful opportunity in promoting the beauty of orchids from your country more extensively. This Orchid Show will be attended by members of Orchid Society from different parts of Indonesia.

For this purpose, I would kindly request your favor to encourage the Orchid Society in your country to participate in the above mentioned show.

Thank you very much for your assistance and I am looking forward to receiving your kind response.

For further information please contact:

Ms. Sri Sulihanti
The Secretary of Indonesian Orchid Society
Jl. Ragunan 29A, Pasar Minggu, Jakarta Selatan
Phone : (021) 7892205
Fax. : (021) 7892205
HP : 08161945395
Email : sslhnt@yahoo.com or dpp_pai@yahoo.com

Sincerely Yours,

Mrs. Mufidah Jusuf Kalla
President of the Indonesian Orchid Society

INDONESIAN ORCHID SHOW

(IOS) 2008

Denpasar, Bali: 18-26 October 2008

BACKGROUND:

Orchids are one of the most beautiful decorating flowers and it is also traded internationally. The world wide demand for orchids is immense, especially from United States, Asia and Europe. Unfortunately, Indonesia only contributes a small portion to this world wide demand.

Indonesia has plenty of genetic resources. For example, about 20% or 5,000 species of the world's orchids are actually grown in Indonesia. Whether it is pure breed or hybrid orchids, many farmers are very fond of Indonesian orchids. In fact, many worlds' famous hybrid orchids are being crossbred by indigenous Indonesian orchids. Despite the fact that there are many cross-breeds that are both great quality and beautiful are from Indonesia, however, these species are not well-known and are not developed by the orchid's community. There are about 111,000 orchid hybrids listed in the Royal Horticultural Society in England, but only a handful is of Indonesian hybrids.

We can see this issue as a challenge and an opportunity that must be dealt with hard work, involving the cooperation of many institutes, both governmental and non governmental. The development of new hybrids is the utmost important aspect in expanding the orchid industry and it must be maintained at all time. With comprehensive management, followed by a great promotion campaign, we can be optimistic in aligning our orchids with those of our neighboring countries.

In an effort to expand the national orchid industry, the Indonesian Orchid Organization (Perhimpunan Anggrek Indonesia, PAI) in cooperation with the Indonesian Olympic Committee (Komite Olimpiade Indonesia, KOI) will be creating the Indonesian Orchid Show (IOS 2008) which will be made in attendance with the First Asian Beach Games 2008. This kind of international event could be considered a very great and strategic opportunity to promote and to lift up the cultures, tourism and the other wealths of this country. In accordance to this, orchids are among our wealth that is priceless which must be cultivated and optimally used and in the end must be protected for the sake of this country.

THEME

To Raise the Potential of Local Cross-bred Orchids to Support the National Orchid Industry

PURPOSE

The Indonesian Orchid Show 2008 was created to:

- a. Expand the potentials of local cross-breeding orchids in the effort to empower the national orchids industry.

- b. Exhibit the latest technology in producing Indonesian orchids, and also creating direct market transactions for the products.
- c. Give a facility to all the stakeholders who are in the national orchid development industry.
- d. To raise public appreciation to the orchids and other decorating flowers and later expanding the local floricultural industry.

TIME AND PLACE

"Indonesian Orchid Show 2008" will be held in the Lila Buana sports hall at Denpasar, Bali at Saturday, 18th to Sunday, 26th of October 2008.

EVENTS

Opening Ceremony (Sunday, 19th October 2008)

The Indonesian Orchid Show 2008" will planned to be officially opened at 19th October 2008, by Madam Hj. Mufidah Jusuf Kalla, as the head of DPP PAI.

IOS 2008 Events

- a. ^{malayalam} Exhibition (19-22 October 2008)

The exhibition will include many varieties of orchids and other decorating flowers to exhibit the latest trends in Indonesian orchid's production

- b. ^{punjab} Convention (18-26 October 2008)

The convention is open for orchid, other decorating flowers, fruit in pots, fertilizers and insecticides, souvenir products, food and beverages and other various products industrialists as stands are still available.

- c. Workshop (20 October 2008)

The "Indonesia Orchid Show 2008" will include two workshops about cross-breeding orchid's techniques and orchid contest jury techniques.

- d. Courses on breeding and taking care of orchids (18-19 October 2008)

This course will be held free of charge and is open to the public.

- e. Orchid cross-breeding and species contest (Saturday, 18 October 2008)

Will be attended by hobbyists, orchid lovers, collectors, and orchid practitioners with independent jury.

- f. Orchid pictures coloring contest (25th October 2008)

Contestants are elementary and kindergarten schools around Bali which will be asked to attend the occasion during the event with the effort to cultivate their love for Indonesian orchids. The event will be held in conjunction with art departments.

g. Orchid Photography Contest (18-26 October 2008)

The photos that will be contested are the ones taking pictures of the orchids around the exhibition.

h. Appreciation night (19th October 2008)

As an addition, there will be an "Orchid Award Night" that will be held at the "Art Center" in Denpasar, Bali.

EVENT SUPPORTERS

The event supporters will include the Indonesian Agricultural Department, DPD PAI and DPC PAI all throughout Indonesia, Agricultural organizations throughout Indonesia, orchid and other decorating flower planters and business people, business people in the agricultural sector, fertilizer business people, food / beverages industry people, orchid and other decorating flowers lovers and hobbyists.

SECRETARIAT

THE IOS 2008 SECRETARIAT

- The Hanurata Graha Building Fifth Floor

Jl. Kebon Sirih Raya no. 67-69 Jakarta Pusat

Telp / Fax: 021-391-7449

Contact Person: Ira Noer (cell phone: 081510770378)

Email: dpp_pai@yahoo.com

- The Agricultural Department Bali Sector

Jl. WR Supratman 71, Denpasar

Telp: (0361) 228716

Fax: (0361) 231967