



PIDIE JAYA



Area Extent : 1,073.6 km²
 Total Population : 142,811 people
 Total District : 8 districts

Districts in Pidie Jaya regency :

- | | |
|----------------|-----------------|
| 1. Bandar Baru | 5. Meureudu |
| 2. Bandar Dua | 6. Panteraja |
| 3. Jangka Buya | 7. Trienggadeng |
| 4. Meurah Dua | 8. Ulim |

Pidie Jaya Regency is newly-split regency from separation of Pidie Regency. Pidie Jaya Regency directly border with its mother regency,



Pidie Regency and Bireun Regency. The biggest Pidie Jaya Regency's income is fishery and plantation, especially chocolate. As with other chocolate producing areas like Pidie and North Aceh, Pidie Jaya's chocolate is still less qualified as premium.

Natural Potential Agriculture

Rice, Corn, peanut, soy bean, water melon, chili.

Plantation

Chocolate, coffee, coconut, areca nut.

Investment opportunity is still broadly opened in plantation sector, especially chocolate. Because chocolate so far sold is in grain and mostly still unfermented, then business opportunity in chocolate fermentation would be interesting.

Other business opportunity is chocolate processing. With more than 3,000 tons per year of chocolate delivered out of Pidie and Pidie Jaya Regency, chocolate value-added creation will raise margin rate that will not only make investor profit, but also for chocolate farmers themselves.

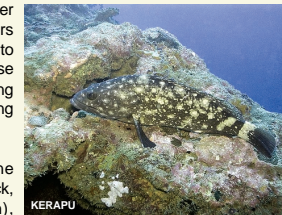
Pandanus Handcrafting (Seuke)
 Pandanus handcrafting or in Aceh term called as "Seuke" is one of local traditional plaited work. Various articles produced by pandanus plait are among others various bag, mat and so on.



Fishery

As with other regencies laid on Aceh's western and eastern coastal areas, Pidie Jaya is leading marine fish producer. The fishing boat

pier lies in Mereudu. Pidie Jaya's fishermen are associated under traditional organization called as Panglima Laut. It is a fishermen's organization having been existed since hundreds of year ago. The organization functions not only to guarantee justice among fishermen, but also to arrange boat pier sites, to help the members suffered by disasters, even to make offshore rescue in case of fishermen's boat breaking down or other trouble during in fishing activity.



Pidie Jaya's main marine catch products are skipjack, tuna (yellow or blue fin), grouper etc.

INVESTMENT OPPORTUNITY

As with Pidie, Pidie Jaya Regency is also chocolate product center. However, unfortunately, chocolate produced by Pidie Jaya's farmers are also sold without fermentation process that making its selling price relatively low. Whereas in fact, chocolates economic value could be jacked up not only by fermentation process, but further, is in chocolate processing itself, either in the form of butter or powder, to be further marketed to food companies producing chocolate bar domiciled in Jakarta and its surrounding. In many tourism destination objects like Penang, Malaysia, chocolate houses becomes tourism's reliable object. Tourist could not only buy fresh chocolate, but also watch chocolate processing attraction, from chocolate powder up to ready-to consume bar of chocolate. This opportunity should be utilized by investors in Pidie Jaya Regency.

* Table Data Source : Aceh Dalam Angka 2008

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