

Chapter 6 : Conclusion

Indonesia's edible bird's nest (EBN) industry exemplifies how natural comparative advantage, reinforced by strategic trade partnerships, can establish a country as a dominant player in a specialized, high-value market. From 2012 to 2023, Indonesia achieved significant growth in EBN exports to China, marked by increasing volumes, rising FOB values, and strong competitiveness indicators such as the Revealed Comparative Advantage (RCA), Market Share (MS), and Trade Competitiveness Index (TC). The industry's recovery from early regulatory challenges to record-breaking export performance underscores its resilience and the expanding global demand for EBN.

Porter's Diamond Model highlights that Indonesia's leadership in the EBN trade stems from favorable **Factor Conditions**, particularly its tropical geography, which provides an ideal habitat for swiftlets, and is further reinforced by China's robust **Demand Conditions**, where EBN is prized as a luxury health product. However, opportunities remain to enhance **Related and Supporting Industries** and **Firm Strategy**, particularly in value-added processing, technological adoption, and brand development.

While Indonesia has sustained export growth through improved traceability, regulatory compliance, and infrastructure investment, the declining average price per kilogram suggests increasing market competition. To secure long-term competitiveness, Indonesia must shift from being a raw commodity supplier to a value-added exporter. Key strategies include expanding domestic processing capabilities, developing a strong national brand, fostering vertical integration, and promoting sustainable harvesting practices. By addressing these areas, Indonesia can solidify its position as the global leader in the EBN trade while mitigating risks associated with overreliance on a single market and environmental pressures.

