

Nothing fishy about it: Aquazone Indonesia's success story



They say when a passion becomes a business, it is bound to succeed. This was certainly true for aquarist Hartono Kintadjaja, a fish lover turned entrepreneur. Here's the story of Hartono and his Indonesia-based business, Aquazone Indonesia.



For the love of fish

- Hartono Kintadjaja always had a love for ornamental fish
- This led to his passion of bringing Indonesia's rich biodiversity to the world
- Hartono combined his two passions into a business: Aquazone Indonesia
- Aquazone Indonesia started by breeding Cichlids, freshwater ornamental fish from Africa

The growth story: Aquazone Indonesia's global story

- In 2006, Hartono began shipping his healthy, happy fish overseas
- What started as a passion to share Indonesia's rich diversity, has evolved
 - ◆ Aquazone Indonesia now manages more than 2,500 aquariums, and more than 500 fish varieties
 - ◆ The company exports worldwide, to more than 40 countries



Success has its challenges

- As an exporter of live fish, Hartono has to ensure delivery within 48 hours
- Aquazone Indonesia needed to transport its fish in their original happy, healthy state
- The fish packaging comprises water and oxygen, and transporting needs utmost care in that area as well

A trusted logistics provider

Aquazone Indonesia chose FedEx for a number of reasons such as:



Ease of transactions. E.g. **Electronic Trade Documents** eliminate the need to print custom documents manually



Professionalism, courteousness and timeliness of the staff



Speed of delivery



The path ahead

- Aquazone Indonesia has recently started exporting freshwater lobster under the label Mr Cray Indonesia
- The business brings Papua, Indonesia's wild lobsters to the world
- Together with reliable partners, Aquazone Indonesia aims to keep expanding its business to wider waters

Hartono advises other businesses to keep doing what they love, work honestly, and find trustworthy partners to grow with.

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