



# 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

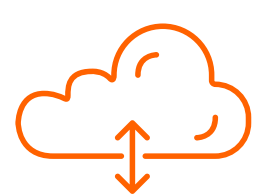


## Success has its challenges

- 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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