



A THRIVING HUB FOR YOUR BUSINESS

Indonesia's Leading International Trade Exhibition
for Hospitality, Food & Beverage Industry



21-24
September 2021

www.foodhotelindonesia.com

FHI VirtualHub, the Biggest F&B and Hospitality Exhibition in Indonesia, Officially Open

Jakarta, 21 September 2021 – The Food and Hotel Indonesia (FHI) is officially open, 21-24 September 2021. Concept is based on a virtual exhibition (VirtualHub), where more than 50 companies from the hospitality and food & beverage (F&B) industries are participating in this biennial event held by PT Pamerindo Indonesia.

Juanita Soerakoesoemah, Event Director of the FHI VirtualHub 2021, stated that she was pleased with VirtualHub 2021. She believes this is the right event to bring together the business players and consumers amid the social activity restrictions due to the pandemic.

“This is a great momentum to bring together the business players, who want to rise after the pandemic, through a virtual exhibition that can help maintain business relations and open new opportunities,” she stated. She also mentioned that in the 15 times FHI had been held, this was the first time it was done virtually.

According to Juanita, the FHI VirtualHub is the platform to keep business players in touch with each other and form connections, thus moving us forward in the roadmap of *Making Indonesia 4.0*, in line with the Indonesian government's goal. “The VirtualHub is an acceleration in the F&B industry, aligned with the roadmap of *Making Indonesia 4.0*,” she stated.

The F&B industry is one of the priority sectors or key sectors that are fostered in the *Making Indonesia 4.0* program, as the sector has proven capable of consistently and significantly contributing to the gross domestic product (GDP) of the non-oil-&-gas industries.

Juanita added that through the FHI VirtualHub, the business players could expand their target market, open opportunities, and gain new experience in maintaining business relations virtually through the Virtual Business Matching Programme. This program has a feature with artificial intelligence (AI), which can accurately provide the exhibitors with their desired recommendations based on data and interest analyses.



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Presenting various up-to-date insights

The FHI VirtualHub 2021 also presents various seminars with prominent experts in their fields through the *Hospitality, F&B Hub Week* program. This program is the vessel wherein the business players can interact and discuss ideas, trends, and knowledge about the hospitality and F&B business. On the first day, the following participants will present their topics:

- The Indonesian Ulema Council Food and Drug Analysis Agency (LPPOM MUI) will speak regarding “Food Fraud Prevention, from Distribution Permits to Halal Label”;
- The Association of Indonesia Speciality Tea (AISTea), regarding “Wonder of Tea by Othniel”, to promote the young generation’s interest in Indonesian tea;
- The Association of Culinary Professionals (ACP), regarding “How to Become a Champion at Cooking Competition?”, and;
- The Swiss Education Group (SEG), regarding “The world of Chocolate Art”.

Upon a different occasion, through an Exhibitor Seminar session, KUPU Indonesia will present a webinar with the theme of “Managing Work Labour in an Uncertain Situation: Pandemic Covid-19 as A Game Changer”, which will elaborate on various ideas of solutions by providing alternative platforms for businesses and human resource, especially in the hospitality industry.

As proof of the FHI’s commitment to supporting the *Making Indonesia 4.0* program, Saladplate Indonesia exists as Indonesia’s first B2B (business to business) marketplace that focuses on hotel and F&B products. Saladplate Indonesia also encourages the digitalization transformation of the F&B and hospitality industries, thus increasing their competitiveness in reaching the potential global market.

For more information regarding the FHI VirtualHub 2021, please access the website: <https://www.foodhotelindonesia.com/>. Various other interesting topics will be presented throughout the four days of the FHI VirtualHub until 24 September. Find out more about the agenda of the *Hospitality, F&B Hub Week* through this link: <https://www.foodhotelindonesia.com/hospitality-fb-hub-week/>. To register as a visitor, please access the official website of FHI VirtualHub 2021: <https://www.foodhotelindonesia.com/fhi-virtualhub-2021/>.



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About PT Pamerindo Indonesia

PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia, established with the sole purpose of organising specialised trade exhibitions for the Indonesian market. The company has grown considerably and now regularly organises over 20 trade exhibitions in the following sectors: Baby & Maternity, Beauty, Building & Construction, Electric & Power, Food & Hotel, Laboratory, Manufacturing, Mining, Plastics & Rubber, Oil & Gas sectors. Since its inception PT Pamerindo Indonesia has organised over 200 international trade exhibitions in Jakarta, Surabaya, and Bali.

PT Pamerindo Indonesia is part of Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.pamerindo.com & www.informamarkets.com.

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