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



21-24
September 2021

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FHI VirtualHub 2021 Officially Closed, 1,629 Visitors Recorded

Jakarta, 4 October 2021 — The Food and Hotel Indonesia (FHI) 2021 exhibition was officially closed on 24 September 2021. The four-day exhibition, presenting the virtual exhibition (VirtualHub) concept, successfully recorded 1,629 total attendees and gathered 55 hospitality and F&B brands to join and engage in business.

The FHI VirtualHub 2021 Event Director, Juanita Soerakoesoemah, stated that the exhibition, held during 21–24 September 2021, recorded more than 160 business meetings concluded virtually and 1,725 network contacts made.

Despite the ongoing social restriction, the number of companies that joined as exhibitors showed great enthusiasm for the exhibition. Furthermore, it facilitated more than 1,300 networking discussions.

“FHI VirtualHub successfully created opportunities for the attendees to broaden their horizons with the best practitioners in their respective field, while at the same time, expanded their business networking through the Business Matching Program,” Juanita stated.

She also elaborated that in the 15 times the FHI was held, this was the first that was conducted virtually. The FHI VirtualHub 2021 went beyond holding online business meetings, as it also had the Hospitality, F&B Hub Week webinar program as a comprehensive vessel for the business players to interact with each other and share ideas, trends, and hotel and F&B business knowledge with trusted speakers in their respective field.

“The webinar program during the 4-day FHI VirtualHub 2021 had 1,500 attendees for the event session,” she declared.

Juanita added that PT Pamerindo, the organizer of the FHI VirtualHub 2021, aims for the business players to be able to conduct business meetings amid the pandemic and create opportunities by expanding their experience through virtual business networking.

Aligned with that goal, PT Aromaduta Rasaprima, a Bali-based food processing company, agreed to be one of the exhibitors at the FHI VirtualHub 2021. Astawa, the company's Marketing Manager, stated that one of the reasons why his company joined was the chance to broaden their connections to gain more cooperation with their brand. “Besides, more people will then know and trust our brand even further,” said Astawa.

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Another positive feedback came from Lianny Wangsanata, the Customer Relationship Management Manager of PT Sango Ceramics Indonesia, a Semarang-based manufacturer of fine china, porcelain, and bone china tableware collections; the company was among the exhibitors in the FHI VirtualHub 2021. Lianny believed that companies exhibited at the FHI VirtualHub 2021 so that their products gained more exposure to their target market, especially during the pandemic.

“We hope to cultivate our networking and gain higher revenues. We were pleasantly surprised as we managed to obtain some good prospects through the FHI VirtualHub 2021,” she elaborated.

The F&B industry is one of the priority or key sectors to be developed in the Making Indonesia 4.0 program, as the sector has been proven able to consistently and significantly contribute to the nation's non-O&G GDP (gross domestic product).

Based on the Ministry of Industry data, amid the COVID-19 pandemic, the F&B industry still recorded positive growth of 2.95% in quarter-II-2021 and contributed 6.66% to the national GDP. Meanwhile, according to a NielsenIQ survey, Indonesia's consumer spending contribution for F&B alone reached 22% in quarter-I-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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