

HYBRID
EDITION

in conjunction with



26 - 29 JULY 2022

JAKARTA INTERNATIONAL EXPO (JIEXPO)

THE 16TH INDONESIA INTERNATIONAL
LEADING HOSPITALITY, FOOD
& BEVERAGE TRADE EXHIBITION

incorporating

A PAMERINDO INDONESIA TRADE EVENT



Organised by :



informa markets
Hospitality, Food & Beverage

www.foodhotelindonesia.com

CONNECT TO ACCELERATE SUSTAINABLE GROWTH IN HOSPITALITY, FOOD & BEVERAGE SECTOR WITH INNOVATION TOWARDS THE GLOBAL MARKET

Food & Hotel Indonesia (FHI) 2022 returns for its 16th edition. Indonesia's leading comprehensive hospitality, food & beverage international exhibition for over 28 years. This year FHI will feature an innovative hybrid event format for the first time that integrates the esteem of physical event with the limitless potential of the digital world.

Due to the global pandemic in 2021, FHI was held virtually for the first time, featuring four components – digital product showcase and B2B marketplace for sourcing products and services, business matching programme for connecting with new and existing partners, and insights from the industry experts into one virtual business platform, FHI VirtualHub. In line with the advancement of technology to offer a virtual engagement and networking platform, as another channel of communication to reach the right partner is essential to making sure that a business can truly reach its true potential. It will raise the bar on event experience, offering more valuable networking opportunities and desirable quality sourcing options to all customers and buyers. FHI gives international companies an undisputed entry point into this thriving and lucrative market.

Providing unprecedented access to top culinary and hospitality manufacturers, distributors, and retailers. All attendees will have the chance to learn with the best players in the industry, while networking with the world's best industry professionals through various events and features. FHI has become the spearhead for companies that are looking to expand their market reach across worldwide borders. FHI will continue and support to accelerate a sustainable business growth to help the sectors shine globally and making Indonesia 4.0 towards 2030.



INDONESIA PROMISING INDUSTRY BUSINESS OPPORTUNITY

Food & Beverage is one of The Key Sectors to Back Up Making Indonesia 4.0
Indonesia is a country of enormous economic potential. The Indonesian government has designed a roadmap to implement several strategies in jumpstarting the nation's development by formulating Making Indonesia 4.0. The aim is to boost Indonesia's competitiveness in the Fourth Industrial Revolution (4IR). The food and beverage category is a big on employment and the most significant contributor (34%) to GDP in the manufacturing sector in the second quarter of 2019.

Indonesia has a great demographic bonus; with 71% of its population still in the productive age bracket, making it a lucrative and strategic partner for global countries

The food and beverage industry were one of the most significant sectors that helped national manufacturing exports to skyrocket in the first six months of 2021. The food and beverage industry attracted investment of Rp36.6 trillion — Rp14.7 trillion in domestic investment (PMDN) and Rp21.9 trillion in foreign investment (PMA) — in the first half of 2021 amid the pandemic.

Revenue in the Food & Beverages segment is projected to reach US\$2,884m in 2021.

In the Food & Beverages segment, the number of users is expected to amount to 74.8m users by 2025. User penetration will be 15.8% in 2021 and is expected to hit 26.0% by 2025.

In the Food & Beverages segment, 99% of total market revenue will be generated through online sales by 2023.

Indonesia foodservice market is forecasted to grow at a CAGR of 7.06% during the forecast period (2019 - 2024).

Hotel and airline bookings in 1Q2021 have recorded exponential growth for several Indonesian OTAs, compared to the same period in 2020, triggered likely by the combination of travel confidence campaigning and sales promotions. One of Indonesia's OTA big player reported that airline ticket purchases in 1Q2021 had skyrocketed by 331 per cent while hotel bookings rose 321 per cent over the same period.

Optimistic outlook the prospects for Indonesia's hospitality sector. The occurrence of new hotel openings in Indonesia indicates that demands and opportunities in the market.

Indonesia is home to the world's fourth largest internet users (185 million) and its e-commerce market is the largest in Southeast Asia.

According to Bank Indonesia, the country shows a positive growth trend, aiming for a steady >5% bump in the next five years.

The World Economic Forum (WEF) projected Indonesia's digital economy to reach 10% even amid the pandemic, heading toward USD124 billion by 2025 — a nearly 200% rise from USD44 billion in 2020.

The country's e-commerce sector is projected to grow by 39% (USD25 billion) by end of 2021.

FHI Covers Various Product Categories



BAKERY, PASTRY
& GELATO



COFFEE & TEA



FOOD & BEVERAGE



FOODSERVICE
& HOSPITALITY
EQUIPMENT



HOSPITALITY DESIGN
& SUPPLIES



HOSPITALITY
TECHNOLOGY



WINE, SPIRITS
& ALCOHOLIC DRINKS

EMPOWER MEANINGFUL VAST ENCOUNTERS ACROSS HOSPITALITY, FOOD & BEVERAGE BUSINESS PLAYERS THROUGH HYBRID INNOVATION

Hybrid event innovation are combining the physical and virtual event have become a popular way to increase participation. A hybrid event gives you the best of both worlds—the benefits of a virtual event and an in-person event.

Food & Hotel Indonesia is presenting the 1st Hybrid Edition for Hospitality, Food & Beverage in Indonesia. This hybrid edition offers an interactive platform to connect and engage exhibitors and buyers to form a purposeful business networking.

Generate leads and engagement experience bringing together the best of both worlds

FHI gives you a journey experience hybrid event form



Allow visitors who could not attend in person to participate in the online event, with ability to connect the physical.



Seamless networking opportunities to find the right business partner



Stay connected wherever you are through interactive engagement features, such as business matchmaking, product showcase and live event programme



Accommodate to the challenges due to travel restrictions and safety considerations.



Get the best of both physical and virtual experiences



A cost-saving online platform for new joiners (exhibitors & visitors) who could make assessment for future participation in physical event. Provide options for exhibitors to choose on either participate in physical or online, or both - hybrid.



Increase the brand visibility



Significant reduction in cost



Data-driven lead tracking and capturing.



Convenience time and place



Face-to-face communication and gain new networking directly



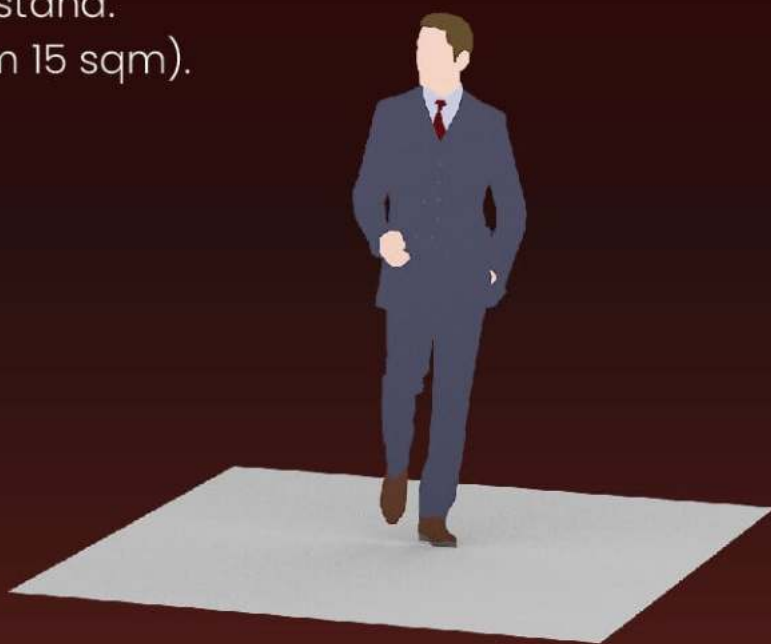
OPTION 1

Space Only

USD 415,- per sqm

Floor space rental only. Ideal for exhibitors who want to build their own stand.

*(Minimum 15 sqm).



OPTION 2

Exhibiting Made Easy Packages

USD 490,- per sqm

This option provides a complete stand includes space rental, walls, carpet, fascia, lighting and inclusive range of furniture and display aids which increase according to the size of your stand. Additional and specialist furniture can be ordered separately. *Minimum stand size 9sqm - 21sqm.



OPTION 1

Individual (6sqm)

USD 4,500

- Stand build 6sqm (inclusive 1 table, 1 chair, 1 showcase, electricity 2 Amp/ 1 Phase)
- 1 laptop
- 1 staff/ interpreter
- Onsite video calling
- Digital Catalogue (Saladplate) Virtual
- Business Matching



OPTION 2

National Group Package (36sqm)

USD 27,000

- Stand Build- 36 sqm for 6 companies (inclusive stand build, desk, chair, wifi, showcase, laptop, booth staff)
- Digital Catalogue (Saladplate)
- On-site video calling



OPTION 3

Digital Showcase

USD 1,500

- Company Profile
- 1 FHI Meeting Platform
- 3 of Product Showroom Image
- Brand Listing
- Live Chat



Follow Us: #FHI #foodhotelindonesia

@foodhotelindonesia_fhi @foodhotelindo Food & Hotel Indonesia Food & Hospitality Series_ID

Sales Enquiry



INDONESIA

Wiwiek Roberto

Menara Jamsostek Menara Utara
Lantai 12, unit TA-12-04
Jl. Jendral Gatot Subroto No. 38
Jakarta 12710, Indonesia

+62 21 2525 320
+62 21 2525 032 / 018
wiwiek@pamerindo.com
www.pamerindo.com



informa markets
Hospitality, Food & Beverage

WORLDWIDE

Fionna Murray

240 Blackfriars Road,
London SE1 8BF
United Kingdom

+44 (0) 20 7560 4309
fionna.murray@informa.com
www.informamarkets.com

ASIA

Jorinda Tan

10 Kallang Avenue
#09-15 Aperia Tower 2
Singapore 339510

+65 6233 6688
apple-isoa@informa.com
www.informamarkets.com