

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 :



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 be held in conjunction with Hotelex Indonesia and Specialty Food Indonesia.

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 SALADPLATE INDONESIA X FOOD MARKET HUB



Global B2B Marketplace in Indonesia for sourcing Hospitality, Food & Beverage Products

As part of Saladplate.com, Saladplate Indonesia is an integrated online sourcing platform focusing on Indonesia hospitality, food and beverages industry to connect both local buyers and suppliers making the entire sourcing easy and direct.

WHY SALADPLATE INDONESIA?



Showcasing
more than
60 product
categories



Reach over
20,000 local
Indonesia
buyers



Cover all hospitality,
food & beverage line of
business including retails,
restaurants & bars, etc..

To help suppliers and buyers connect more easily, Saladplate Indonesia has partnership with Food Market Hub to provide buyers with an Online Shopping Platform. Buyers can now order and receive products directly through Food Market Hub in Indonesia - with the confidence they are dealing with trustworthy suppliers. All products are ready to be shipped anytime with quick and easy delivery because there is no cross-border shipping required.

OUR SOLUTIONS

1 Digital Product Showroom. Mobile responsive online showroom 24/7 Connect with new customers online Brand exposure.

2 Reach out our Trade Lead Buyers. Provide a direct channel for introducing your product to the buyers who list down their specific requirements.

3 Analytics and Reporting Real-time product performance reports Better insights and forecasting.

4 Reach out Saladplate.co.id buyers for Lead Generation. Saladplate Indonesia offers a comprehensive set of marketing services to help customer generating awareness with millions engaged decision makers across Food and Hospitality sector in Asia.

FOR SUPPLIERS

Promote brands and products directly to the foodservice buyers in Indonesia with an ability to receive direct orders from them

Benefits we are bringing through this partnership

FOR BUYERS

Simplify every step from product discovery to the transaction. Empower buyers to easily track and manage supply orders, inventory, and costs

EXPANDED BUSINESS OPPORTUNITIES



- Expand your business to local Foodservice Outlets and merchants

PREMIUM BRANDING & ADDITIONAL EXPOSURE TO LOCAL BUYERS



- A name of "Premium vendor verified by Saladplate"
- Additional storefront at Food Market Hub
- Listed on FMH Marketplace

STREAMLINED ORDER MANAGEMENT



- Digitized order management system
- Auto-generated Purchase Order & Easy procurement solution for your clients

EXHIBIT PACKAGES

BOOTH STAND

OPTION 1

Space Only

IDR 5.550.000,- 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


IDR 6.550.000,- 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.



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 Food & Hotel Indonesia

 Food & Hospitality Series_ID

Sales Enquiry



INDONESIA

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