

## Bringing Together More Than 500 Companies from 20 Countries, FHI 2024 Officially Opens with a Transformation into Food & Hospitality Indonesia

### *FHI 2024: A New Commitment to Driving Sustainable Change*

**Jakarta, 23 July 2024** - The annual international trade exhibition for the most comprehensive food and beverage (F&B), hospitality, and tourism industries in Indonesia, now transformed into **Food & Hospitality Indonesia (FHI)**, is officially opened on **July 23-26, 2024**, at the **Jakarta International Expo (JIExpo)**. The event was enthusiastically welcomed by thousands of prospective visitors, ranging from business operators to professionals, who had pre-registered to establish business connections with more than 500 companies from 20 countries and 7 country pavilions, including those from the United States, China, India, Malaysia, Germany, the Republic of Korea, and Thailand.

The transformation of Food & Hospitality Indonesia for its 18th edition this year marks the celebration of FHI's long history of over 29 years in Indonesia. FHI is committed to delivering an annual exhibition, consistently held in 2022, 2023, and now returning in 2024, to continuously elevate the development of the hospitality and F&B sectors to new heights. The exhibition, held co-located with Hotelex Indonesia, Finefood Indonesia, and incorporating Retail Indonesia, offers a dynamic, world-class experience for the F&B and hospitality industries, aimed at fostering business connections and advancing the national industry.

**Juanita Soerakoesoemah** as **Portfolio Director**, stated that the transformation of Food & Hospitality Indonesia is aimed at further expanding the hospitality business in Indonesia. *"FHI is reinforcing its commitment to continue contributing to the growth of the F&B and hospitality sectors through the transformation of Food & Hospitality Indonesia. This change reflects FHI's renewed commitment, presenting it exclusively as the ideal platform for professionals and industry players to build sustainable business networks for a thriving future,"* Juanita explained during the opening day of Food & Hospitality Indonesia 2024.

Juanita also explained that FHI 2024, with its new change, promises a more impactful experience for F&B industry professionals, while also showcasing the latest trends in the food service and hospitality sectors within the HORECA industry. This enables visitors to easily explore a wide range of exclusive offers from 1,000 brands across various product categories, including food, meat, frozen foods, beverages, coffee and tea, as well as other hospitality and food service products. Among the thousands of brands exhibited are Sukanda Jaya, Karunia Sukses Gemilang, Interfood Sukses Jasindo, Gonusa, Santino, Ikons Furniture, Fukumi, Sanwoo Electronics, Unox Professionals, Sango and many more.

It is hoped that revenue in the F&B sector will achieve a compound annual growth rate (CAGR) of 10.79% from 2021 to 2025, resulting in a projected market volume of USD 4.346 billion by 2025. This positions Indonesia, with its growing and profitable economic potential, as a global market with extraordinary growth and development prospects in the future.

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*“The presence of FHI 2024 also supports the government’s strategic plan to realize Indonesia 4.0, which paves the way for a prosperous future for the country. Additionally, Bank Indonesia projects solid national economic acceleration, with growth estimated to reach 4.7% to 5.5% in 2024,”* added Juanita.

In 2024, FHI once again offers a variety of unique and diverse activities, including pastry cooking competitions, coffee competitions, and bed-making competition, organized in collaboration with leading national associations such as Indonesia Pastry Alliance (IPA) and the Specialty Coffee Association of Indonesia (SCAI). These competitions feature Liga Kopi: Indonesia Barista Championship (IBC) by SCAI, Hotelicious Thematic Bed Making Competition by FHI and Binus Hotel Management – BINUS Bekasi (BHM BINUS), and the Elderly & Diffable Pastry Competition by IPA.

**The Chairman of SCAI, Daryanto Witarsa**, stated that this year SCAI once again has the opportunity to host Liga Kopi: Indonesia Barista Championship 2024, an annual program of SCAI that allows any city or region to apply to be a host. Liga Kopi serves as the initial selection stage for barista competitions leading to the national competition.

*“This year, 13 participants in the Barista category, who have been rigorously screened, will compete. We also hope that this annual competition will attract new competitors and engage the community in ongoing collaboration,”* said Daryanto. He further hopes that the transformation of FHI from Hotel to Hospitality will further expand collaborations and contribute to the development of a much better F&B industry in the future.

**Rahmat Kusnedi, President of IPA, Professional Chef, and Lecturer**, stated that this year's competition is particularly special due to its unique theme and distinguished participants. *“This year, IPA is hosting a special competition for children with disabilities and SMEs. Historically, children with disabilities have had limited opportunities to showcase their talents. We hope that FHI 2024, as a prominent event, will provide them with a platform and further elevate their profiles,”* he explained.

According to Rahmat, the special competition will include more live cooking segments, allowing participants to work directly in front of the judges, who can then assess their skills firsthand. The participants will come from various categories, including vocational high school students, university students, individuals with disabilities, the elderly, and SMEs affiliated with IPA.

The dynamic nature of the F&B world prompts IPA to create more opportunities for children with special needs and the elderly. *“Additionally, with the name changed into Food & Hospitality Indonesia, opportunities are even more expansive, particularly for SMEs, restaurants, catering services, and more. This broadens the scope beyond just the tourism and hospitality industries,”* added Rahmat.

At FHI 2024, professionals and entrepreneurs in the hospitality and F&B sectors will have the opportunity to engage directly in events that offer valuable insights through a range of engaging workshops. These include the US Beef Butchering Technique Workshop by the Association of Culinary Professionals (ACP), ACP Masterclass, Lotus Culinary Studio, and a Wine Masterclass by the Indonesia Sommelier Association (ISA). Additionally, attendees can enhance their knowledge of the latest trends through seminars featuring industry leaders in F&B, as well as hospitality. Notable events include Industry Seminar by LPPOM MUI, BULOG, and FERMENUSA, Sustainable Hospitality Talk Show titled 'Not Just Sustainability but Responsibility, Not Just Recycle but Regenerate,' Saladplate

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presents Business Breakfast by Euromonitor, FHI Business Matching Programme, FHI TV Programme, and many other exciting activities.

*“FHI 2024 remains committed to integrating Sustainability through measurable initiatives, recognizing environmental impacts, and striving to maximize sustainability. FHI also aims to encourage public environmental awareness by engaging environmentally conscious audiences and inspiring eco-friendly choices,”* Juanita continued.

This is achieved through collaboration with sustainable organizations and companies to reflect a commitment to environmental management. To this end, FHI has partnered with NGOs focused on Sustainability and environmental protection to advocate for Sustainability through strategic collaborations with organizations committed to positive change.

Through strategic collaboration, FHI has partnered with Yayasan Cheshire Indonesia to conduct vocational training programs for both men and women, particularly those with mobility disabilities. Training in skills such as woodworking and handcrafting (sewing skills), as well as additional skills like computer use and English, is provided to help them achieve greater financial independence.

*“To promote Sustainability, FHI 2024 is taking specific steps to implement recycling methods and repurpose unused items into new, functional products. FHI is implementing Better Stands program from Informa Markets, which aims to eliminate single-use stands and replace them with reusable structures. Additionally, FHI will donate banner waste for recycling into bags, in collaboration with STUFFO,”* Juanita concluded.

FHI 2024 encourages visitors and exhibitors to bring their own drink bottles through the 'Bring Your Own Tumbler' campaign, in collaboration with Pureve, which will provide refill stations throughout the exhibition area. This initiative aims to minimize plastic bottle waste and support Sustainability efforts.

Through its focus on Sustainability, FHI 2024 aims to accelerate sustainable growth within the F&B and hospitality industries in Indonesia. Coupled with digitalization, which serves as a key driver to boost productivity and help Indonesia achieve high-income status by 2045, FHI is leveraging the 'Indonesia 4.0' framework. The exhibition, supported by Saladplate, features a digital directory showcasing national F&B and hospitality products, which can open opportunities for expansion into global markets.

On the opening day, FHI 2024 targets over 30,000 visitors during the four-day exhibition, with thousands of prospective attendees having already pre-registered online for free entry valued at Rp 150,000. The number of visitors is expected to continue increasing as on-site registration for walk-in visitors will remain open until the last day of the exhibition on July 26, 2024, at the exhibition venue, JIEXPO Hall A & D. For more information, please visit <https://www.foodhospitalityindonesia.com/> or follow FHI's official social media accounts on Instagram @foodhospitalityindonesia\_fhi, Facebook, LinkedIn at Food & Hospitality Indonesia, and YouTube at Food & Hospitality Series\_ID.

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