

Food & Hospitality Indonesia (FHI) 2024 Successfully Attracts Over 36,000 Visitors from 55 Countries and Regions

Jakarta, August 9, 2024 - Food & Hospitality Indonesia (FHI) 2024 was successfully held at Jakarta International Expo (JIE expo) from July 23-26, 2024. This premier international trade show for the hospitality, food, and beverage industries in Indonesia was enthusiastically attended by over 36,000 visitors from 55 countries and regions including China, Malaysia, Singapore, Japan, Thailand, India, Australia, Brunei, Italy, Hong Kong, Taiwan, the Philippines, the United States, and South Korea. With more than 500 exhibiting companies, FHI 2024 facilitated 675 business connections through its Business Matching Programme.

Many companies and entrepreneurs highly appreciated FHI's transformation into Food & Hospitality Indonesia in its 18th edition this year. FHI's 29-year history in Indonesia has been expanded beyond the food and beverage (F&B) business to encompass a broader scope of the hospitality industry.

Juanita Soerakoesoemah as **Portfolio Director of FHI 2024**, stated that during the four-day exhibition, numerous interesting and attractive activities significantly impacted the food and hospitality industry's rapid growth in Indonesia. *"Aligned with the name change into Food & Hospitality Indonesia that warmly welcomed by visitors and business players, this solidifies FHI's new commitment to exclusively enhancing the hospitality and F&B sectors to a higher level, ensuring sustainable and increasingly extensive business engagements in the future,"* explained Juanita.

Numerous activities and competitions held during FHI 2024 drew visitors' attention, including the Coffee League: La Cimbali Barista Championship by the Specialty Coffee Association of Indonesia (SCAI), Hotelicious Thematic Bed Making Competition by FHI and Binus Hotel Management – BINUS Bekasi (BHM BINUS), Elderly & Diffable Pastry Competition by the Indonesia Pastry Alliance (IPA), the Indonesia Sommelier Association (ISA) Wine Master Class, U.S Beef Butchering Technique Workshop by the Association of Culinary Professionals (ACP), ACP Master Class, Lotus Culinary Studio, Industry Seminars by LPPOM MUI, BULOG, and FERMENUSA, a talk show on sustainability in the hospitality industry titled "Not Just Sustainability but Responsibility, Not Just Recycle but Regenerate," a Business Breakfast presented by Saladplate and EUROMONITOR, FHI Business Matching Programme, FHI TV Programme, and many other exciting featured events.

Coffee League: La Cimbali Barista Championship by SCAI

SCAI Chairman Daryanto Witarsa stated that this year's La Cimbali Barista Championship successfully identified champions eligible to compete at the national barista level through the annual Coffee League competition. *"Sponsored by La Cimbali, this year's Coffee League selected 13 baristas, with daily elimination rounds. The winner earns a ticket to the Indonesia Barista Championship National,"* explained Daryanto.

Until the final day of FHI 2024, the La Cimbali Barista Championship 2024 served as a proving ground for participants to achieve success through determination, hard work, and consistency. The winners

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of the competition were: Yosafat C. Gomez (1st Winner), Patrik Vinsensius, Yuda Pramono, Benedictus Giovaldo, Dicky Dwi Nugraha, and Rezza Septyana.

Elderly & Diffable Pastry Competition by IPA

According to **IPA President, Professional Chef & Lecturer Rahmat Kusnedi**, this year, IPA proudly held a thematic competition specifically for children with disabilities, elderly, and MSMEs. The participants showed great enthusiasm and excitement in the competition. *"With this year's transformation into Hospitality, the participant component has become broader, not limited to those from the hotel industry alone. This has made participants more confident and comfortable competing despite their physical and age limitations,"* said Rahmat.

The four-day competition produced many winning groups in various categories, including:

- Traditional Snack Tower Category: Asri Purwayanti, Susmiyati, Asri Purwayanti
- Inclusive/Disability Cupcake Category: Syifa Camila R. & Putu Vania
- Pound Cake Category: Yhansen Onikawa & Muhammad Haykal
- Traditional Snack Hampers Category: Rahayu Mega Sari & Isni Hastari

Hotelicious Thematic Bed Making Competition by FHI and BHM BINUS

Bed making competitions are common in the hospitality industry, but according to **BINUS Bekasi Hotel & Management Business Lecturer Agung Gita Subakti**, the Hotelicious Thematic Bed Making competition held at FHI 2024 offered a unique opportunity for a broader range of participants, including high school and vocational school students and professionals in the housekeeping field.

"This competition required participants to make a bed in a short time. In addition to neatness, technique and aesthetics were also evaluated by the judges. The thematic bed making theme was chosen to assess participants' creativity and the strength of their thematic implementation," said Agung.

With 25 participants from various vocational tourism schools, the winners were:

- Gold Award: Desta Adjie N. (SMKN 3 Bekasi)
- Silver Award: M. Saputra (SMK Pariwisata Citayam)
- Bronze Award: Dwi Maulana Khafi (SMK Pariwisata Citayam)
- Honorable Award: Selpi Larasati (SMK PGRI 2 Cibinong)

Industry Seminar: BULOG's Future Challenges in Food Stability

As the largest source of calories for the Indonesian people, rice ranks second after vegetables in terms of total consumption volume of all food types. This makes BULOG have an important role in forming an integrated food ecosystem operating from upstream to downstream. All these efforts must align with government assignments and the general public's needs.

In line with this, **BULOG Business Director Febby Novita** stated in an industry seminar at FHI 2024 that BULOG faces a significant challenge in ensuring future food security. *"Additionally, BULOG has an important role in increasing food production, partly by developing good agricultural practices in food commodity cultivation, modern food processing systems, managing Government Food Reserves (CPP), commercial products, and distributing them,"* she explained.

Talkshow “Not Just Sustainability but Responsibility, Not Just Recycle but Regenerate”

Sustainability is one of FHI's commitments as a sustainable event part of Informa Markets, focusing on sustainable development, environmentally responsible event management, and promoting social responsibility. Sustainability itself comes from the Latin word 'sustinere,' which literally means to maintain. This, according to **MVB Indonesia Chairman Alistair Speirs**, is a practice and policy of the government and the business world in supporting the preservation of natural resources.

"This maintenance process can eventually become a sense of responsibility in all business aspects, so hospitality and restaurant business actors need to discuss their responsibility towards the planet by giving back rights to the surrounding environment through regeneration and addressing waste, which until now still needs to be adequately addressed in the hospitality business industry worldwide, especially in Indonesia," he explained.

Industry Seminar: U.S Beef Butchering Technique Workshop by ACP

Another interesting activity at FHI 2024 was the U.S. beef workshop by ACP. Sponsored by the state of Nebraska and the U.S. Meat Export Federation (USMEF), this event featured expert demonstrations on the best meat-cutting techniques from several top beef-producing countries.

One of the speakers, **Professor Emeritus of Animal Science at the University of Nebraska, Dr. Chris R. Calkins**, explained in detail how to produce high-quality beef, one of which is by providing special feed with clear nutritional standards. He also discussed how the meat-cutting process could affect the taste and quality of the beef.

Marketing Communication Manager FHI 2024, Leonarita Hutama, hopes that the entire series of events at FHI 2024, held co-located with Hotelex Indonesia, Finefood Indonesia, and incorporating Retail Indonesia, will elevate the F&B and hospitality sectors to a higher level. *"We hope all featured events and activities during FHI 2024 will provide impactful experiences for industry players,"* she said.

Leona added that FHI 2024's transformation into Food & Hospitality Indonesia is expected to be a symbol of excellence in the related sectors, driving industry advancement. *"Pamerindo Indonesia's commitment to continue supporting future business growth will continue with the 19th edition of Food & Hospitality Indonesia, scheduled for July 22-25, 2025, at JIEXPO, with the theme 'Cultivating Future in Sustainable Culinary and Hospitality,'"* she concluded.

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