

**FHI**  
FOOD & HOSPITALITY  
INDONESIA

CO-LOCATED WITH:



incorporating:



**22 - 25 July 2025**

Jakarta International Expo (JIEXPO)

The 19<sup>th</sup> Indonesia International  
Leading Hospitality, Food and Beverage Trade Exhibition



BOOK YOUR SPACE!



**Cultivating Future in  
Sustainable Culinary and Hospitality**

Organised by:



Sustainable Events:



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Food & Hospitality Indonesia

Food & Hospitality Series\_ID

# CULTIVATING FUTURE IN SUSTAINABLE CULINARY AND HOSPITALITY

## Food & Hospitality Indonesia 2025: Over Three Decades of Excellence



Food & Hospitality Indonesia (FHI) proudly returns for its 19th edition from July 22-25, 2025. This prestigious event has been a cornerstone of Indonesia's food, beverage and hospitality industries for over three decades. This year's theme, "Cultivating Future in Sustainable Culinary and Hospitality," underscores our dedication to promoting sustainable practices within the food, beverage, and hospitality sectors.

Food & Hospitality Indonesia 2025 will be co-located with Hotelex Indonesia and Finefood Indonesia, alongside Retail Indonesia. This co-location offers a holistic view of the industry, providing access to a wide array of products, services, and solutions that cater to the evolving demands of the market.

Our theme, "Cultivating Future in Sustainable Culinary and Hospitality," aligns with the current trends in sustainability. Explore how the industry is adopting practices such as upcycling food waste, integrating plant-based menu options, and implementing green building practices in hospitality.

These trends are not only eco-friendly but also resonate with the growing consumer demand for sustainability.

In addition, The Hotel, Restaurant, and Café (HoReCa) sector is also embracing sustainability trends like never before. From biodegradable packaging and energy-efficient kitchen appliances to the use of locally-sourced, organic ingredients, FHI 2025 will showcase cutting-edge solutions that are setting new standards. Engage with thought leaders and innovators who are driving these changes and learn how to implement them in your business.

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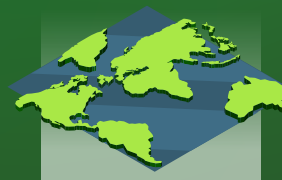
## FHI 2024 Facts & Figures



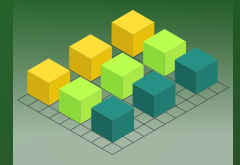
**36,000+**  
Trade Visitors  
from **56**  
Countries / Regions



**509** Exhibiting  
Companies  
from **20**  
Countries / Region



**7** International  
Pavilions  
China, Germany, India,  
Malaysia, South Korea,  
Thailand and United States



**19,000+ m<sup>2</sup>**  
Exhibiting Space

## FHI Business Matching Programme



**675**  
Business Matching  
Occurred



**239**  
Active  
Leading Buyers



**113**  
Active Participating  
Exhibitors

# TAPPING INTO INDONESIA'S VIBRANT BUSINESS POTENTIAL

As the fourth most populous country in the world with a population of over 283 million and the largest economy in Southeast Asia, Indonesia presents a vast and lucrative market for businesses operating in this dynamic sector. With a population of over 283 million people and a rapidly expanding middle class, the country offers significant potential for both local and international businesses. Indonesia's foodservice and hospitality industry has experienced significant growth in recent years, fueled by a rapidly expanding middle class, urbanisation, and evolving consumer preferences.

## MARKET SIZE AND GROWTH

### TOURIST ARRIVALS



- Tourism contributes over **2%** of Indonesia's GDP.
- Economic contribution to reach \$124 billion by 2028, a **91.84%** increase from 2024.
- Indonesia aims for 17 million international tourists with a minimum spend of **\$250** per day.
- By the end of 2024, Indonesia's tourism sector is expected to contribute over **IDR 1,131 trillion** to the economy, a **12.3%** increase from 2023 and **7.7%** higher than 2019.
- The travel and tourism market is projected to generate **\$8.32 billion** in revenue by 2024.
- Domestic tourism spending is expected to reach **IDR 344 trillion**, while international visitor spending will increase to **IDR 291 trillion** (around **\$19.1 billion**).
- By 2034, tourism is predicted to contribute nearly **IDR 1,828 trillion** annually, making up **5.3%** of Indonesia's economy.

### HOTEL INDUSTRY



- The hotel industry is the largest segment, expected to reach **\$4.63 billion** by 2024.
- Hotel demand is growing due to Indonesia's tourism boom and cultural richness.
- The number of hotel users is expected to reach **48.18 million** by 2029.
- Hotel user penetration is projected to grow from **9.6%** in 2024 to **16.6%** by 2029.
- By 2029, **80%** of hotel revenue is expected to come from online sales.

### FOOD INDUSTRY



- Indonesia's food market is expected to reach **\$250.20 billion** in 2024, growing at **6.02%** per year until 2029. The market volume is projected to hit 120 billion kilograms by 2029, with **3.5%** growth in 2025.
- Each person is expected to consume about **372.20 kilograms** of food in 2024.
- The largest segment is Bread & Cereal Products, projected to be worth **\$51.99 billion** in 2024.
- The plant-based food and beverages market is valued at **\$990 billion** in 2024, with growth to **\$998 billion** by 2029 at a rate of **10.44%**.

### BEVERAGE INDUSTRY



- The beverages market is expected to generate **\$2.1 billion** in 2024, growing at **12%** per year and reaching **\$3.7 billion** by 2029.
- The number of users is expected to increase to **39.9 million** by 2029, with user penetration rising from **9.5%** in 2024 to **14%** in 2029.
- In the alcoholic drinks market, at-home sales (from supermarkets) are projected to bring in **\$1.96 billion**, while out-of-home sales (from restaurants and bars) will add **\$890 million** in 2024, for a total of **\$2.86 billion**.
- On average, each person is expected to consume **1.25 liters** of alcoholic drinks at home in 2024.

### FOODSERVICE MARKET INDUSTRY



- Indonesia's foodservice market is expected to grow from **\$55.25 billion** in 2024 to **\$103.76 billion** by 2029, with an annual growth rate (CAGR) of **13.43%**.
- Full-service restaurants (FSRs) are the largest segment and are expected to grow at a rate of **13.95%** by 2029.
- Cloud kitchens are also growing quickly, with a projected growth rate of **13.49%** by 2029.
- Quick service restaurants (QSRs) are the second-largest segment, expected to grow at **5.49%** by 2029.

### SUSTAINABILITY ADOPTION



- In The Business Industry Indonesian hospitality industry adopts eco-friendly practices.
- Eco-certifications like EarthCheck and Green Globe are prevalent.
- Energy conservation measures, LED lighting, and renewable energy sources implemented.
- Water management strategies, waste reduction, and single-use plastics reduction are common.
- Emphasis on local sourcing, community engagement, biodiversity conservation, and sustainable transportation.
- Carbon offsetting and phasing out of single-use plastics showcase commitment to sustainability.

\*The data has been gathered from various sources.

# WHY EXHIBIT AT FOOD & HOSPITALITY INDONESIA?

Food & Hospitality Indonesia (FHI) 2024 is a prime opportunity for businesses in the hospitality, food, and beverage industries. Here's why your business should take part as an exhibitor at this key event:



## Market Expansion

FHI is a renowned international trade exhibition that serves as a gateway for businesses to broaden your company market presence. With attendees from more than 50 countries and regions, it opens doors to the global market.



## Networking Opportunities

FHI gathers industry experts, manufacturers, distributors, and retailers from across the globe. By exhibiting, you have the chance to connect with top industry leaders, creating valuable relationships and exploring potential partnerships.



## Product Showcase and Demonstration

FHI 2025 is the perfect platform to launch and present your food, beverage and hospitality products to a diverse, highly interested audience. Whether you're a manufacturer, distributor, or retailer, FHI gives you unparalleled exposure to your ideal market.



## Brand Exposure

Enhance your brand's visibility by showcasing your products or services to a large international audience, significantly boosting brand recognition and awareness worldwide.



## Market Research and Competitor Analysis

Gather direct feedback from trade visitors on your products, services, and industry trends, while gaining valuable insights into your competitors' offerings and marketing strategies. This firsthand knowledge can be instrumental in refining your business approach and staying ahead of the competition.

## EXHIBITORS' MAIN PRODUCT CATEGORIES



FOOD & BEVERAGE



BAKERY, PASTRY & GELATO



DAIRY



FOOD INGREDIENTS



FROZEN FOOD



HALAL



VEGAN



NATURAL & ORGANICS



MEAT



SEAFOOD



PROCESSED FOOD



SNACKS & CONFECTIONERY



COFFEE & TEA



DRINKS



BEER



WINES, SPIRITS & ALCOHOLIC DRINKS



FOODSERVICE EQUIPMENT



FOODSERVICE & TECHNOLOGY



HOSPITALITY DESIGN & SUPPLIES



HOSPITALITY TECHNOLOGY

## TRADE VISITOR PROFILE

Architects  
Associations / Institutions  
Bakers  
Bar Owners & Managers  
Baristas  
Buying Agents  
Catering Service  
Consultants & Kitchen Planners  
Chefs  
Clubs, Restaurants & Resorts  
Confectioners  
Construction Trade / Real Estate  
Cruise And Travel

Distributors  
Food & Beverage Managers  
Franchisers & Franchisees  
Furniture Designers / Industrial Designers  
Government & Trade Associations  
Government / Public Sectors  
Hotels / Resorts  
Hotel Owners & Managers  
Importers / Exporters  
Industrial & Travel Catering  
Industrial, Craft & In-Store Bakers  
Interior Designers  
International Chain Stores / Departmental

Stores  
Manufacturers  
Material Suppliers  
Media  
Online Shops  
Pâtisseries  
Quick Service Restaurants  
Restaurants / Caterings  
Restaurant Owners & Managers  
Retailers  
Sommeliers  
Supermarket / Hypermarkets / Grocery  
Wholesalers / Distributors

and much more!

# FEATURED EVENTS

During Food & Hospitality Indonesia, a wide range of featured events covering various industry-relevant topics will take place. These include prestigious international and national events such as The Salon Culinare, Pastry Competition, Coffee Competition, Wine Masterclass, Gelato Workshop, as well as industry seminars and networking sessions. These events attract thousands of industry leaders, providing excellent opportunities for engagement and collaboration. Exhibitors can enhance their product visibility by sponsoring these featured events.

## Food Industry Programme



## Networking Programme



## Beverage Industry Programme



and much more!

# SUSTAINABILITY IS US – LET'S MAKE THE DIFFERENCE!

## OUR APPROACH TO SUSTAINABLE

For over a decade, Informa has focused on sustainability in areas where we can make the most significant contribution to the economy, society and the environment. This includes consideration of our operations, our content and the communities in which we work. We firmly believe that integrating sustainability into everything we do is vital to our ability to create long-term value for all our stakeholders whether they are investors, customers, colleagues or others.

## HOW IS FHI SUSTAINABLE?



Our event is powered by renewable energy making the electricity usage carbon neutral



We are carefully designing our feature areas to minimise the level of waste generated



We facilitate the discussion and knowledge on sustainability. Visit our website for more details



Partner with a different organisation for sustainability business



We upcycle and repurpose exhibition materials into creative interior design by collaborating with a local agency



Working with suppliers to focus on environmental impact



Promote reused items to participants eg. reused bottle, reused bag, reused pallet



Catering fresh and locally-sourced food & beverages



We encourage visitors to hand in your lanyard for reuse



Digital adoption to reduce paper

# WHAT IS BETTER STANDS?



## Better Stands

Moving away from disposable stands *together*

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**By moving away from the use of disposable stands we will improve the ease, safety and sustainability of the exhibitor experience at events.**

We would like you to join us moving towards the future of events. You can find more information about our sustainability efforts, including our latest sustainability reports through [www.informa.com/sustainability](http://www.informa.com/sustainability).

## SUSTAINABILITY IS PART OF WHO WE ARE

### WHAT IS FASTERFORWARD?



FasterForward is Informa's approach to sustainable business.

Our aim is to become an ever more sustainable, positive impact business. Through the FasterForward programme, we are embedding sustainability into everything we do and seizing opportunities from helping our customers and markets do the same.

FasterForward is a structured three-part programme with ambitious commitments and a wide range of activities, covering Informa's business operations, our brands and products and our broader community impact.



### FASTER TO ZERO

Under the Faster to Zero pillar, we are moving faster to become a zero waste and net zero carbon business. To help meet the urgent challenges of a changing world, this means taking accelerated steps to reduce our carbon and waste footprint with the aim of becoming a zero waste and net zero carbon business by 2030. Wherever we can, we are also actively helping our partners, customers and wider markets to achieve the same.



### SUSTAINABILITY INSIDE

All across Informa, our brands and products connect people with knowledge. Our greatest impact on the world is through the specialist content and expert connections we deliver, and under the Sustainability Inside pillar, we are embedding sustainability inside every one of our brands. Whether it's through content, events, intelligence, research or training, Sustainability Inside helps our customers accelerate their own sustainable development, creating growth opportunities for our brands and supporting.



### IMPACT MULTIPLIER

Under FasterForward, the Impact Multiplier pillar is about the positive impact we create when we can improve access to our specialist knowledge, help people connect more efficiently and invest in our communities.

Through the content we provide, we can help connect and inform those who struggle to access specialist knowledge and professional networks. When they connect at our events and online, we can help customers be even smarter and more efficient with their time and travel.

Where we work in a specialist or local community, we can partner with them and invest in ways that help them succeed and create more positive impacts in turn.

# OUR DIGITAL DELIGHT

## Go Beyond the Exhibition — Make Your Brand Thrive Digitally with FHI!

Your brand deserves more than just a presence at the exhibition—it's about growing in the digital age. FHI's Digital Delight gives you access to a world of opportunities. Reach new markets, connect with the right audiences, and boost your visibility by leveraging our extensive industry networks and database. This platform is tailored to extend your impact far beyond the event, giving your brand the exposure it truly deserves.

### 1. WEBSITE ADS

- a. Homepage Banner
- b. Sub-page Banner
- c. Registration Page Banner

### 2. NEWSLETTER

- a. Banner Ads
- b. Product Review
- c. Emailer Campaign

### 3. DIGITAL SHOWROOM

- a. Banner Ads
- b. Priority Placement

### 4. SOCIAL MEDIA

- a. Feed Post
- b. Story Post
- c. Carousel Post
- d. Reels / Feed Video Post

### 5. ONLINE EXHIBITOR DIRECTORY

- a. Saladplate

### 6. VIDEO CONTENT

- a. FHI TV Programme (Product Showcase)

## OUR OBJECTIVES



**UNLOCK** your digital potential and build your products' digital DNA, ahead of your competitors.



**CONNECT** with your target market in any kinds of circumstances.



**DELIVER** business leads to your door.

## EXHIBIT PACKAGE

### Option 1:

### RAW SPACE



**IDR 6,280,000 per sqm\* (min. 36 sqm)**

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

### Option 2:

### SHELL SCHEME



**IDR 7,300,000 per sqm\* (min. 9 - 35 sqm)**

Provides a complete stand that includes space rental, walls, carpet, fascia, lighting, and an inclusive range of furniture and display aids. Additional and specialized furniture can be ordered separately.

### Additional to Option 1 or 2:

## BETTER STANDS PACKAGE

**IDR 1,200,000 per sqm\***

The Better Stands booth package is an additional package that includes a certificate for Bronze, Silver, and Gold booths, free EDM promotion, Instagram posts, and 13A/1 Ph electricity. Pamerindo partners with a waste management company to recycle booth materials.



PACKAGE

**A**



PACKAGE

**B**



PACKAGE

**C**

\*Price excludes 11% VAT

### Sales Enquiries

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