



FHI
FOOD & HOSPITALITY
INDONESIA

CO-LOCATED WITH:

HOTELEX
Indonesia

Finefood
Indonesia

Incorporating:

RETAIL
INDONESIA

22 - 25
July 2025

Jakarta
International
Expo (JIEXPO)

The 19th Indonesia International
Leading Hospitality, Food & Beverage
Trade Exhibition

A Sustainable Feast for the Future of
Hospitality, Tourism and Food & Beverage



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Press Release

FHI 2025 Officially Opens, Encouraging Collaboration and Sustainable Practices in Indonesia's F&B and Hospitality Industry

Jakarta, July 22nd, 2025 – Approximately 700+ leading producers, distributors, and retailers from the culinary and hospitality sectors from more than 35 countries attended and took part in **Food & Hospitality Indonesia (FHI) 2025** which was officially opened today. Co-located with Hotelex Indonesia, Finefood Indonesia, and incorporating Retail Indonesia, the 4-day event from July 22-25, 2025 at the Jakarta International Expo (JIExpo), Jakarta presents a leading trade exhibition that always encourages innovation, sustainability, and industrial progress through a dynamic, global experience for food, beverage, and hospitality industry players in Indonesia.

This year, FHI was officially opened by the **Minister of Creative Economy (Ekraf) of the Republic of Indonesia, Teuku Riefky Harsya**. According to him, FHI 2025 is not merely a showcase of the latest products and technologies, but also a strategic forum for promoting sustainable practices across the F&B and hospitality sectors. He further emphasized that FHI serves as a significant platform for industry players both local and international, to come together and collaborate. FHI 2025 presents a golden opportunity for Indonesia's creative industry to elevate its competitiveness and stand alongside other countries that are aggressively expanding into the global market.

"The food and beverage industry contributes approximately 38% to the GDP of the creative economy, with more than 11,000 businesses. Therefore, we deeply appreciate and fully support the implementation of FHI 2025, as it provides a strong push for the growth and advancement of the culinary and hospitality industries in Indonesia. Our hope is that this sector will become a key driving force for the progress of Indonesia's creative industry," said Teuku.

He further added that the added value of Indonesia's creative economy has grown by 119%, while its export value has increased by 67%. As of 2024, the sector has absorbed 26.5 million workers and is projected to create an additional 787.6 million jobs over the next five years if this growth continues. This further highlights the inclusive and sustainable growth of the F&B and hospitality industries.

In her welcoming remarks, **Juanita Soerakoesoemah, as Portfolio Director of FHI 2025**, stated that FHI is a form of support for accelerating the growth of the sustainable F&B and hospitality industry in Indonesia. *“FHI 2025 returns with the same mission, to support environmental sustainability and resource efficiency. With a long history of nearly 30 years supporting the development of the F&B and hospitality industry in Indonesia, this year's FHI continues its commitment to making a positive impact on the environment for the advancement of the hospitality industry,”* said Juanita.

Juanita also added that this is further supported by the theme of this 19th edition, ‘Cultivating Future in Sustainable Culinary and Hospitality Industry.’ Furthermore, FHI 2025 serves as a catalyst for sustainable transformation by showcasing companies and brands committed to environmentally friendly practices in the food, beverage, and hospitality sectors. More recently, FHI 2025 has also become a platform for showcasing innovative solutions, from organic products and energy efficiency to waste management.

Several leading products and brands have demonstrated a strong commitment to sustainability and will be showcased at this year's FHI, including Allana, Avani, Beragam, Botanical Essentials, Chungcheongnam-do, Delifru, Greenfields Professional, Healthy Choice, Japfa Food, Kawan Lama Solution, Interfood, Gastro, Nisuma, Danatini, Skyherb, Scent Air, Rotaryana, Tree Nut Asia, RunPack, Unox, Uqesh, USA Pulses, Vicando, Wallex, and others.

As part of its sustainability initiatives, FHI 2025 presents various eco-friendly experience zones for visitors. These include Water Refill Stations with Waterhub, supporting the #BringYourOwnTumbler campaign; a Powernap Area featuring Alga and Bobobox; and a Wellness Corner offering free massages and mental health consultations from Perfect Health and Naluri Life.

Visitors can also enjoy the Light Air Zone by ScentAir and GLAM, which brings fresh mountain air to the exhibition. In Hall D1, in collaboration with Noovoleum, FHI 2025 presents a UCollect Station to collect used cooking oil for processing into environmentally friendly fuel. Visitors can use the referral code: NOOVFHI25 to participate.

Juanita also added that, as a leading international trade fair, FHI is a strategic platform for building sustainable business networks effectively and efficiently, by presenting international booth pavilions from several countries such as the United States, China, Canada, South Korea, Malaysia, and Thailand. In addition, there is a special area ‘Kaiyuan’ Plan 2025 - China Bakery & Food Pavilion which will be present for the first time at FHI 2025, showcasing innovations from more than 20 leading companies in the Chinese baking industry through live demonstrations and interactive booths.

F&B and Hospitality Competition at FHI 2025

This year, FHI 2025 also presents various prestigious events and competitions, one of which is the international beverage competition 2026 World Fashion Drinks Competition (WFDC) which is present for the first time in Indonesia. This competition is organized by Shanghai Sinoexpo Informa Markets sponsored by LMK, Senfienta, Alpine Cool, Mengniu Dairy Professionals, and Scotsman Ice Systems (Shanghai) Co., Ltd., WFDC Indonesia is also a place for professional bartenders, beverage brand representatives, baristas, culinary students, and independent

beverage creators to show off their creativity and compete for tickets to the world finals in Shanghai 2026.

Furthermore, FHI 2025 also presents a variety of competitions, including Indonesia Coffee Events (ICE) Hometown Indonesia Latte Art Scholar (HILACS25) competition run by Specialty Coffee **Association of Indonesia (SCAI)**. **According to Daryanto Witarsa, Chairman of AKSI SCAI**, this competition has previously gone through online judging. More than 80 latte artists have submitted their work to the HILACS25 online preliminary round.

“Currently, 40 participants have been selected to participate in the offline competition stage, which will take place at HILACS25 within FHI 2025. Participants will be challenged to showcase their skills in three rounds: Throwdown, Semifinal Stage Presentation and Art Bar, and Final Stage Presentation. This event will reveal potential latte art champions,” said Daryanto.

In addition to these competitions, other competitions include the 14th Salon Culinaire by Association of Culinary Professionals (ACP), Hotelicious Thematic Bed Making Competition by BINUS Business Hotel Management supported by King Koil, Jakarta Best Sommelier Competition by Indonesia Sommelier Association (ISA), and Ready-to-Drink Cocktails in a Can Competition by Indonesian Food & Beverage Executive Association (IFBEC). These competitions will highlight creativity, taste, and business acumen in one of the fastest-growing segments of the beverage industry.

This exclusive competition is proudly organized by Indonesian Food & Beverage Executive Association (IFBEC) in collaboration with FHI. **IFBEC Chairman, I Ketut Darmayasa, S.I.P, MM, CHT**, briefly explained the competition, which is an innovative platform for bartenders and mixologists to showcase their creativity in creating ready-to-drink drinks that are premium quality, yet practical and consistently tasty.

“This competition highlights the global trend where the RTD (Ready-to-Drink) concept has become a modern solution for the hotel and restaurant industry, offering signature drinks without compromising on taste or aesthetics. Approximately 20 selected teams from star-rated hotels, fine-dining restaurants, and leading beverage brands in Indonesia participated in the competition,” he explained.

The main, essential competition categories are Signature RTD Cocktails, highlighting innovative flavors and local identity, while the Low & No Alcohol RTD Cocktails category is more relevant to the trend of healthy and environmentally friendly beverages. The judging panel comprises more than five independent judges, consisting of international mixology practitioners, global brand ambassadors, and IFBEC representatives experienced in technical, taste, aesthetic, and sustainability assessments, in line with FHI 2025 mission.

Various Industry and Sustainability Seminars

There are also a variety of engaging workshops, such as Wine Master Class by ISA, Interior Design Clinic by Rukita, Gelato Workshop by Gastro Gizi Sarana, and one of the highlights is Art Workshop with Natural Pigments by Rekalagam, which will explore sustainable creativity firsthand in an eco-friendly workshop at FHI 2025. In the Rekalagam workshop, participants will be taught how to transform waste into stunning works of art by creating home decor using natural pigments from everyday organic materials. Guided by environmentally conscious

artists, participants will learn natural dyeing techniques, color mixing, and eco-conscious design, and take-home unique creations.

Leonarita Hutama, Marketing Communications Manager FHI 2025, also added that these various exciting competitions and activities presented at FHI 2025 are expected to support the advancement of the national industry. *“FHI is not only present as an industrial product exhibition, but also as a learning tool for business players and activists in this industry. FHI 2025 also features various industry seminars and sustainability seminars that are expected to support sustainable business acceleration,”* said Leonarita.

Leona mentioned several industry seminars by associations and other institutions in the sector, such as ASEAN American Epicurean Table Seminar by U.S. Meat Export Federation; Global Beverage Services Solution Provider by Damin; Business Breakfast by Saladplate and Global Data; Timeless Craft - Sustainable Future by Alga and Wisewool; The Importance of the Media Industry in HORECA by Epicure; Coffee Talk by Indonesian Coffee Council; Halal Certification and Hygiene Standards Seminar by LPPOM; and Bulog Seminar.

Furthermore, FHI 2025 also presented various sustainability seminars with interesting topics such as Sustainable Water Solutions for the Future of HORECA by Waterhub; a Seminar Session by the Association of Parents of Children with Down Syndrome (POTADS); Beyond the Fryer: UCO and Renewable Energy Innovation in Hotels & Restaurants by Noovoleum; Sustainable Innovation in Hospitality with Sentian, Evolve, and MVB under the titles ‘Built for Efficiency’ and ‘Who Pays the Climate Price?’ and ‘Sustainability for Businesses: It’s More Than Just Plastic’ and ‘Ecosystem of Value’ by Magalarva. Furthermore, FHI itself provides access to business networking through FHI Business Matching Program, FHI TV Program, Red Bull Party Truck, and Lalamove Recharge Station, among many other exciting events.

In closing, Juanita also added that digitalization is a driving force that will increase productivity and help Indonesia achieve high-income status by 2045. *“FHI is accelerating the sustainable growth of the Indonesian F&B industry within the 'Indonesia 4.0' framework through the FHI Digital Showroom, powered by Saladplate, to showcase the supply of F&B and hospitality products that can open opportunities for expansion into the global market,”* Juanita explained.

FHI has consistently been a leading trade exhibition, continually expanding its scope to support the hospitality, food, and beverage sector to a higher level. FHI also continues to support the development of the industry in this sector, which is in line with Indonesia's economic growth, which is projected to be in the range of 4.7% to 5.2% in 2025.

By the opening day, FHI 2025 had been inundated with thousands of visitors who had pre-registered online for free entry throughout the four-day exhibition. The number of visitors is expected to continue to increase considering that on-site registration for walk-in visitors will remain open until the last day of the exhibition on July 25. Prospective FHI 2025 visitors only need to register for IDR150,000,- in front of the entrance of JIEXPO Hall. Further information can be accessed through <https://www.foodhospitalityindonesia.com/> and FHI's official social media on Instagram @foodhospitalityindonesia_fhi, Facebook and LinkedIn Food & Hospitality Indonesia, as well as the YouTube channel Food & Hospitality Series_ID.

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About PT Pamerindo Indonesia

PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia, established with the sole purpose of organising specialised trade exhibitions for the Indonesian market. The company has grown considerably and now regularly organises over 20 trade exhibitions in the following sectors: Baby & Maternity, Beauty, Building & Construction, Electric & Power, Food & Hotel, Laboratory, Manufacturing, Mining, Plastics & Rubber, Oil & Gas sectors. Since its inception PT Pamerindo Indonesia has organised over 200 international trade exhibitions in Jakarta, Surabaya, and Bali.

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