



**FHI**  
FOOD & HOSPITALITY  
INDONESIA

CO-LOCATED WITH:



INCORPORATING:



**22 - 25**  
**July 2025**

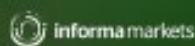
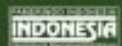
Jakarta  
International  
Expo (JIE expo)

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

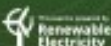
**A Sustainable Feast for the Future of  
Hospitality, Tourism and Food & Beverage**



Organized by:



Sustainable Events:



[www.foodhospitalityindonesia.com](http://www.foodhospitalityindonesia.com)

## Pre-Event Press Release

### **Food & Hospitality Indonesia (FHI) Returns in 2025, Cultivating Future in Sustainable Culinary and Hospitality Industries in Indonesia**

**Jakarta, 14 July 2025** - As the leading international trade exhibition for the hospitality, food, and beverage industry in Indonesia, **Food & Hospitality Indonesia (FHI)** will once again take place from 22–25 July 2025 at Jakarta International Expo (JIE expo), Kemayoran, Jakarta. In its 19th edition, FHI brings the theme “Cultivating Future in Sustainable Culinary and Hospitality Industry,” reflecting its longstanding commitment to hosting events that prioritize environmental sustainability, resource efficiency, and continuous industry impact in Indonesia through fresh and inspiring experiences.

For almost 30 years, FHI has always been presented as the premier and leading international trade exhibition co-located with Hotelex Indonesia, Finefood Indonesia and incorporating with Retail Indonesia, driving the advancement of the hospitality, food, and beverage sectors in Indonesia. **Juanita Soerakoesoemah, Portfolio Director FHI 2025**, emphasized FHI's consistent role over three decades as a leading business exhibition expanding its reach to support these sectors holistically to greater heights.

*“FHI serves as an integrated solution, continually guiding industry excellence by fostering connectivity across the F&B and hospitality sectors. It is trusted as a dynamic platform that drives innovation, sustainability, and industry growth in Indonesia as one of the fastest-growing markets in Southeast Asia,”* said Juanita.

Data from Indonesia's Central Statistics Agency (BPS) reports that the country's economy grew by 4.87% year-on-year in Q1-2025. The Ministry of Industry's data in Q3-2024 also highlighted robust performance in the food and beverage industry with 5.82% growth, spurred by increasing domestic and export demand and continued investment. With international tourist arrivals reaching 1.31 million in May 2025, an increase of 14.01% year-on-year, Indonesia remains an attractive and growing market for global investors and businesses despite global uncertainties. FHI 2025 is expected to create significant opportunities for global businesses to enter this lucrative market, offering unparalleled networking and engagement for global industry stakeholders.

*“FHI, having excelled and led as the premier international hospitality, food, and beverage trade exhibition in Indonesia, provides a unique gateway for global businesses to access this rapidly growing market,”* Juanita added. This year, FHI 2025 will facilitate business connections with over 700 leading manufacturers, distributors, and retailers from 35 countries including the United States, China, Canada, South Korea, Malaysia, Thailand, and more.

FHI 2025 will present **TradeUp Pavilion**, a new platform showcasing emerging local brands and growing local businesses, enabling them to reach wider markets and drive sustainable business growth. In addition, **Innovation Spotlight** is also presented to offering inspiration, business opportunities, and direct experiences through live demonstrations, interactive displays, and exclusive presentations of cutting-edge innovations and products from top F&B and hospitality brands.

Co-located with Hotelex Indonesia, FHI 2025 showcases the latest hospitality solutions, professional equipment, and smart technologies to support hotel and restaurant operations. The incorporating with Finefood Indonesia and Retail Indonesia, provides visitors with premium food and beverage inspirations and products all over the world, from artisanal ingredients to gourmet creations.

In addition to the product exhibition, one of the main attractions that continues to captivate visitors year after year is a wide range of prestigious annual competitions held by FHI in collaboration with association partners from F&B and hospitality industries. Various competition at FHI 2025 including:

- Indonesia Coffee Events (ICE) with Hometown Indonesia Latte Art Scholar competition by Specialty Coffee Association of Indonesia (SCAI),
- The 14th Salon Culinare by Association of Culinary Professionals (ACP),
- Ready-to-Drink Cocktails in a Can Competition by Indonesian Food & Beverage Executive Association (IFBEC),
- Hotelicious Thematic Bed Making Competition by BINUS Business Hotel Management sponsored by King Koil,
- Jakarta Best Sommelier Competition by Indonesia Sommelier Association (ISA).

For the first time, FHI 2025 proudly presents the 2026 World Fashion Drinks Competition (WFDC) in collaboration with Shanghai Sinoexpo Informa Markets (Hotelex Shanghai), sponsored by LMK, Senfienta, Alpine Cool, Mengniu Dairy Professionals, dan Scotsman Ice Systems (Shanghai) Co., Ltd. Following its successful debut in Shanghai on 30 March–2 April 2025, this competition offers a creative platform for Indonesia's top bartenders, beverage innovators, and mixology talents to compete for national recognition and a coveted spot in the global WFDC 2026 finals in Shanghai. With the theme “Indonesian Passion and Local Fashion,” this competition celebrates taste, design, and sustainability, transforming drinks into immersive cultural expressions from young generations.

Visitors to FHI 2025 can also interact and learn directly with global experts and professionals through “Kaiyuan” Plan 2025 – China Bakery & Food Pavilion that will make its debut at FHI 2025, showcasing innovations from over 20 leading Chinese baking companies through live demonstrations and interactive booths. A variety of workshops will also be presented, including the Wine Master Class by ISA, Interior Design Clinic by Rukita, Gelato Workshop by Gastro Gizi Sarana, and Art Workshop with Natural Pigments by Rekalagam, along with a series of industry seminars.

Several industry seminars including the ASEAN American Epicurean Table Seminar by the 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 Dewan Kopi Indonesia; Halal Certification and Hygiene Standards Seminar by LPPOM; as well as Bulog Seminar. To strengthen business networks in the sectors, FHI 2025 also presents networking sessions such as FHI Business Matching Program, Redbull Party Truck, and Lalamove Recharge Station as well as various other interesting events.

Furthermore, **Leonarita Hutama, Marketing Communication Manager FHI 2025**, emphasized that when it comes to the global trend towards sustainability, FHI remains firmly committed to promoting this movement within the industry by organizing events that focus on sustainable development, environmentally responsible event management, and the promotion of social responsibility.

*“Therefore, FHI 2025 also brings together companies and brands that are dedicated to sustainability in these sectors, showcasing eco-friendly products and innovations such as organic materials, energy*

*efficiency, sustainable packaging, and waste reduction. With a strong commitment to providing an environmentally friendly platform that drives positive change, FHI consistently upholds the principles of sustainability, making it a core value embedded in every aspect of the event,”* said Leonarita.

In line with this commitment, FHI 2025 will feature a variety of sustainability programs, including Better Stands for eco-friendly booths, Net Zero Carbon 2030, and Social Inclusion initiatives in collaboration with Kopi Kamu and the Parents Association for Children with Down Syndrome (POTADS), which provides creative opportunities for baristas with Down syndrome. To commemorate Disability Awareness Month, in collaboration with POTADS, FHI 2025 will host the Purple Picnic on the second day of the exhibition, on 23 July 2025. This initiative reflects a shared commitment to disability inclusion and community solidarity, aligning with Informa Markets' global efforts to promote awareness and diversity in the workplace and beyond.

A variety of sustainability initiatives are being introduced by FHI in collaboration with Rekalagam, transforming exhibition waste into educational materials for local communities. Another initiative involves processing food waste into animal feed and compost to support the circular economy in partnership with Magalarva. Event waste is also being recycled into hospitality products such as aprons and bags through a collaboration with 4GoodThings, while comprehensive waste management and transparent environmental footprint reduction reporting are carried out together with Rekosistem.

The event will also feature a series of seminars on sustainability, including Sustainable Water Solutions for the Future of HORECA by Waterhub, a seminar session by POTADS, Beyond the Fryer: UCO and Renewable Energy Innovation in Hotels & Restaurants by Noovoleum, and a discussion on Sustainable Innovation in Hospitality presented by Sentian, Evolve, and MVB under the themes of “Built for Efficiency” and “Who Pays the Climate Price?.” In addition, Magalarva will host seminars titled “Sustainability for Businesses: It’s More Than Just Plastic” and “Ecosystem of Value,” highlighting the importance of sustainable practices across industries.

In addition, a variety of facilities will be available at FHI 2025 to offer visitors a direct sustainability experience, including Water Refill Stations by Waterhub, located throughout the exhibition area, including the halls and foyer, to support the #BringYourOwnTumbler campaign aimed at reducing single-use plastic bottle waste. The Powernap Area by Alga and Bobobox in Hall B2 provides a comfortable space for visitors to rest or take a short nap between sessions and meetings.

FHI 2025 provides Wellness Corner in Hall B2 offers a quiet space for relaxation and well-being, featuring complimentary massages from Perfect Health and mental health consultations with professional experts from Naluri Life. Meanwhile, the Light Air Zone by ScentAir allows visitors to enjoy the sensation of fresh mountain air right in the middle of the exhibition, thanks to the innovative air purification technology from GLAM available in Hall A1.

At UCollect Station by Noovoleum, visitors of FHI 2025 are encouraged to bring used cooking oil, which will be collected and processed into eco-friendly biofuel to be donated to social organizations. Visitors can contribute to this sustainability program by using referral code: NOOVFHI25 at Hall D1.

FHI 2025 promises to be a transformative platform that not only showcases the best of the hospitality, food, and beverage industries but also leads the way in driving the growth of a more sustainable industry. Join us in this mission to build a more sustainable and prosperous future for Indonesia’s hospitality and F&B sectors in support of realizing Indonesia 4.0.

Get full access to the four-day FHI 2025 exhibition for free by pre-registering before July 18, 2025, at <https://bit.ly/fhiprereg2025>. For comprehensive information about the participating companies, products, and brands at FHI 2025, visit <https://bit.ly/fhids2025> dan <https://bit.ly/saladplatefhi2025>. For further details, please visit [www.foodhospitalityindonesia.com](http://www.foodhospitalityindonesia.com) and follow FHI’s official social media

channels on Instagram @foodhospitalityindonesia\_fhi, Facebook and LinkedIn Food & Hospitality Indonesia, and 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.

PT Pamerindo Indonesia is part of Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.pamerindo.com](http://www.pamerindo.com) & [www.informamarkets.com](http://www.informamarkets.com).