



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**



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Press Release

Supporting the Sustainable Hospitality and F&B Industries, Food & Hospitality Indonesia 2025 Attracted 41,000 Visitors from 48 Countries and Regions

Jakarta, August 6, 2025 - Food & Hospitality Indonesia (FHI) 2025 was successfully held at the Jakarta International Expo (JIE expo) Kemayoran. The exhibition, which ran from July 22-25, 2025, attracted 41,368 visitors from 48 countries and regions. It also attracted more than 700 exhibiting companies from 35 countries operating in the hospitality and food and beverage (F&B) industries.

The exhibition, co-located with Hotelex Indonesia, Finefood Indonesia, and incorporating Retail Indonesia in its 19th edition, was officially opened by **the Minister of Creative Economy (Ekraf), Teuku Riefky Harsya**. In his opening remarks, he expressed that FHI 2025 could serve as an annual platform for showcasing sustainable hospitality, food, and beverage industries. He also conveyed his hopes that the hospitality and F&B sectors will continue to integrate sustainability principles to strengthen the creative industry ecosystem in the future.

"FHI 2025 is expected to create a positive impact on Indonesia's creative industry, enabling its products to become more competitive in the global market. This exhibition can serve as a bridge for Indonesian industry players to expand their reach into international markets," said Teuku Riefky during the opening ceremony of FHI 2025 on Tuesday, July 22.

Moreover, he noted that this is supported by statistical data showing that the hospitality and F&B industries contribute around 38% of the creative economy's GDP, with over 11,000 businesses involved. Therefore, he hopes this annual exhibition will continue to drive the growth and advancement of Indonesia's culinary and hospitality industries.

Juanita Soerakoesoemah, Portfolio Director of FHI 2025, explained that FHI 2025 was successfully held and aligned with FHI's mission over the years, which is to continuously support the sustainable acceleration of the hospitality and F&B industries. *"These sustainability*

practices are fully supported by all partner associations, as well as professional and industry communities, who share the same focus on creating a positive impact for the continuity and advancement of these sectors,” Juanita stated.

Juanita also mentioned that compared to the previous year, FHI 2025 recorded a significant increase in visitor numbers. This indicates that FHI consistently succeeds each year in facilitating business connections both domestically and internationally, particularly through the support of the FHI Business Matching Programme platform.

“Throughout the exhibition, more than 1,100 business meetings took place among various businesses in the hospitality and F&B industries, greatly assisting visitors and customers in holding private business meetings with exhibiting companies,” added Juanita.

FHI 2025 also successfully presented a variety of featured events held in collaboration with association partners and professional industry communities, ranging from competitions, workshops, industry and sustainability seminars to other engaging activities. This series of featured events provided visitors and business players with opportunities to learn directly from experts while building valuable connections with industry professionals.

F&B and Hospitality Competitions at FHI 2025

The 14th Salon Culinaire Competition

At FHI 2025, the Association of Culinary Professionals (ACP), endorsed by World Chef, presented this prestigious annual competition, which this year featured an exclusive invitation-only format. Aimed at promoting culinary excellence, developing the potential of young chefs, and strengthening collaboration between the food and hospitality industries, the competition featured 10 top culinary teams from Indonesia, Singapore, Malaysia, and Taiwan.

Salon Culinaire 2025 was divided into three main categories: the Asian Gourmet Competition, Pastry LIVE, and Display Competition. In the Asian Gourmet Competition (Junior Team), the top three winners were UOW Malaysia KDU Penang University College, Malaysia (1st Place), Taiwan Junior Chefs Association (2nd Place), and Akademi Tata Boga Bandung, Indonesia (3rd Place). For the Professional Team category, the winners were SATS Culinary Professionals, Singapore (1st Place), PT. Antarakata Group, Semarang, Indonesia (2nd Place), and Penang Chef Association, Malaysia (3rd Place). In the Pastry LIVE and Display Competition categories, Gold Medals were awarded to Richard Soetrisno in the Payson Breton – Assorted Butter Cookie class, Olivia Kristal in the Embassy Artisan Chocolate class, and Gary Tan & Larissa Yuanita Putri in the Embassy Artisan Chocolate class.

Indonesia Coffee Events – Hometown Indonesia Latte Art Scholars Competition

This year, Indonesia Coffee Events is also returning to present the prestigious competition held annually by the **Specialty Coffee Association of Indonesia (SCAI)**. **Daryanto Witarsa, Chairman of AKSI SCAI**, revealed that the participants went through three rounds: the

Throwdown Round, the Semifinal Stage Presentation & Art Bar, and the Final Stage Presentation. From these rounds, six finalists were selected: Linda Rusli, Indra Budiman, Renauldy Darma Wijaya, Irvine Kaori, Iko Nillu, and Mefiboset Dion. However, the final winner was Linda Rusli, with a score of 458.5 points.

“Linda’s perseverance ultimately led her to win the 2025 Hometown Indonesia Latte Art Scholar Competition (HILAC) championship. As the winner, she automatically earned a Golden Ticket to compete in the Indonesia Latte Art Competition 2026. HILAC itself is a remarkable collaboration between AKSI-SCAI and Hometown Dairy,” said Daryanto.

Ready-To-Drink Cocktails in a Can Competition

Moving slightly to beverage competitions, this year the Indonesian Food & Beverage Executive Association (IFBEC) also enlivened the event by holding a Ready-To-Drink Cocktails in a Can Competition sponsored by Blue Agave Vibe. **IFBEC Chairman, I Ketut Darmayasa**, explained that the competition featured two finalists selected through a rigorous three-month selection process.

“Overall, the judging panel has evaluated the selected participants according to their respective categories, namely Signature RDT Cocktails and Low & No Alcohol RDT Cocktails. In the end, two winners were chosen: William Ekaputra Mulia and Paskasius Alvino,” explained Darma.

William as the first-place winner, presented lébnäg’ Ginseng & Tonic, a ready-to-drink drink inspired by the increasingly health-conscious market trend. Meanwhile, second-place winner Vino introduced his creation, Lawas, a nutmeg-based RTD cocktail from Maluku, highlighting the distinctive flavours of Eastern Indonesia.

World Fashion Drink Competition 2025

FHI 2025 also introduced the first-ever World Fashion Drinks Competition (WFDC) in Indonesia, providing a platform for mixologists, baristas, and bartenders to showcase their skills in crafting stylish and visually captivating beverages. This year, WFDC selected three winners who earned tickets to the world finals in Shanghai 2026: Muhammad Ipal Alpikri (1st Place), William (2nd Place), and Rendy Aldino Caranza Ritonga (3rd Place).

Their creativity and artistry were highly praised and received positive feedback. Visitors expressed their hope that this competition would continue to be held at FHI annually, like other prestigious cocktail competitions. The competition was organized by Shanghai Sinoexpo Informa Markets and sponsored by LMK, Senfienta, Alpine Cool, Mengniu Dairy Professionals, and Scotsman Ice Systems (Shanghai) Co., Ltd.

In addition to the various competitions, the Indonesia Sommelier Association (ISA) also organized the Best Sommelier Competition, which crowned three winners: Kenny, Muhammad Nazmi, and Ranny Suryanty. The competition was participated in by 44 contestants from several

bars and restaurants in Jakarta and was exclusively open to official ISA members. FHI 2025 also featured the Hotelicious Thematic Bed Making Competition, held for the second time by BINUS Business Hotel Management and supported by King Koil. The competition was joined by 55 participants divided into two categories: 34 participants in the vocational school (SMK) category and 21 participants in the general category (industry and university).

A Variety of Engaging Workshops and Industry Seminars at FHI 2025

Classy Workshop, Wine Master Class by ISA

Wine Master Class has always been one of the most anticipated featured events at FHI every year. This time, **Raymond Andi B. Tambunan** led the workshop, educating participants on understanding the differences between wine, sparkling wine, and champagne. *“Coxchi Brut is described as a sparkling wine with a dry (brut) character and a well-balanced fruity taste. Prosecco, originating from Italy, offers a lighter and fresher flavour profile, often with pear and green apple aromas. Meanwhile, Freixenet, a sparkling wine from Spain known for its Cava style, is renowned for its elegant character and fine bubbles — and has recently gained popularity through its involvement as a MotoGP sponsor,”* said Raymond during the workshop.

Halal Certification Challenges and Solutions for the Food and Hospitality Industries

On the second day of FHI 2025, LPPOM MUI held an industry seminar attended by visitors and business players who were increasingly aware of the importance of halal certification for all Indonesian products, both local and international. **Ade Suherman, Halal Auditor Management Manager at LPPOM MUI**, explained that halal certification is now mandatory, as stipulated in laws and government regulations.

“This certification is not only applicable to domestic industry players but also to exporters aiming to enter the Indonesian market. The certification process involves various stakeholders, including business operators, the Halal Product Assurance Organizing Agency (BPJPH), the Indonesian Ulema Council (MUI), and Halal Inspection Bodies (LPH),” said Ade.

The seminar held during FHI 2025 was designed to assist business operators in addressing challenges within the halal certification process, from accessing information and selecting inspection bodies to receiving technical guidance. Through strategic steps such as ensuring halal-certified raw materials, maintaining production standards, and choosing competent halal service providers, halal certification is expected to become not just an administrative requirement, but also a means to enhance product competitiveness in the global market.

In addition, FHI 2025 also featured industry seminars organized by various associations and institutions, 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 the Indonesian Coffee Council; and BULOG Seminar: The Goodness of Food Quality in Every Nusantara Dish. Various business networking opportunities were also available through FHI Business Matching Programme and FHI TV Programme, along with entertainment highlights such as Lalamove *Recharge Station* and Red Bull *Party Truck*, which enlivened FHI 2025 by featuring renowned DJs.

Sustainability Seminars at FHI 2025

Who Pays the Climate Price by 4GoodThings

The waste problem remains a critical issue in Indonesia. According to **Maulina Gheananta, Co-Founder of 4GoodThings**, data shows that Indonesia produces around 7.8 million tons of waste annually. This makes Indonesia the fifth-largest contributor of plastic waste to the ocean in the world. *"One industry contributing to this high figure is the food and hospitality industry. The impact of this waste is felt most by poor and marginalized communities,"* explained Maulina in a sustainability seminar at FHI 2025.

Therefore, Maulina urged industry and business players to consider strategies to minimize this impact, including through changes in raw material sourcing, packaging, and waste management. 4GoodThings, a project-based company that acts as a partner in the recycling and upcycling process of waste, is present as a solution to manage waste produced by industrial players so that it can be converted into various valuable products, such as furniture, souvenirs, and others.

Utilizing Mining Waste, RekaLagam Develops Sustainable Natural Dyes

Speaking of waste, textile dyes also play a significant role in contributing to environmental pollution. To address this issue, RekaLagam emerged as an organization or startup focusing on the development of sustainable natural dyes. **RekaLagam's Chief Executive Officer (CEO), Utami Giles**, together with her two friends, came up with the idea of utilizing waste from mining, agriculture, and agroforestry to create eco-friendly alternatives for textile dyes.

RekaLagam utilizes unused and abandoned mining waste from Sukabumi and Kalimantan. The colours obtained are entirely natural, basic colours from this waste: yellow and red. To produce other colours, such as green and blue, this waste is then processed further using natural ingredients.

RekaLagam's main product is a powdered clay pigment, which can be applied anywhere, such as a dye for fabric, watercolour for painting, and so on. However, this powdered clay product needs to be mixed with a special oil. RekaLagam produces a variety of dye products, including

watercolours and oil-based textile dyes (oil blends) made from minerals and vegetable pigments.

Kopi Kamu and POTADS Prove that Children with Down Syndrome Can Become Empowered Baristas

This year, FHI 2025 introduced a highly engaging sustainability initiative. In the world of coffee, it not only showcased international-standard barista competitions but also highlighted the values of inclusion by promoting diversity and empowering children with Down Syndrome (DS) to develop and showcase their abilities.

In collaboration with the coffee brand Kopi Kamu and the Parents Association of Children with Down Syndrome (POTADS), FHI 2025 also took part in presenting a social program that empowers children with DS in the coffee industry. **Sri Hartani**, a mother who is actively involved as a board member of the POTADS foundation, warmly welcomed the collaboration with Kopi Kamu at this year's FHI event.

"At the Rumah Ceria Down Syndrome Foundation, we offer barista empowerment training for children with Down Syndrome. We then actively participate in bazaars to sell our barista coffee creations. We then met with the owner of Kopi Kamu, who expressed interest in collaborating with us from December 2023 until now," said the resilient mother, known as Ani.

Ani and other parents are actively involved in the empowerment program for children with Down Syndrome, where the children work at Kopi Kamu outlets three times a week. Each week, they are given the opportunity to develop their barista skills directly at Kopi Kamu for 4 hours per day. *"Our children have high enthusiasm and are always punctual at work. They are very happy to meet new people. This further proves that children with Down Syndrome can be empowered if provided with the right training platform,"* she added.

With the Kopi Kamu x POTADS program joining the FHI 2025 event, several renowned hotels and restaurants have begun to be inspired to open the opportunities for children with Down Syndrome to be empowered and work just like any other individual.

FHI 2025 Marketing Communications Manager, Leonarita Hutama added that, in line with this year's FHI theme, 'Cultivating Future in Sustainable Culinary and Hospitality Industry,' FHI has become a catalyst for sustainable practices. *"FHI 2025 features a variety of brands that prioritize sustainability and offer environmentally friendly products and services to inspire our customers to make wiser choices for a better future,"* Leona said.

To support this, FHI 2025 facilitated 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, Sustainable Innovation in Hospitality with Sentian, Evolve, and MVB under the themes 'Built for

Efficiency’ and ‘Who Pays the Climate Price?,’ as well as ‘Sustainability for Businesses: It’s More Than Just Plastic’ and ‘Ecosystem of Value’ by Magalarva.

Leona added that the annual FHI 2025 exhibition has become part of PT Pamerindo Indonesia’s commitment to continuously support the sustainable growth of Indonesia’s hospitality and F&B sectors. *“Pamerindo’s efforts to promote sustainable growth in the hospitality and F&B industries will continue through our upcoming exhibitions, namely Food, Hotel & Tourism Bali (FHTB) on April 28–30, 2026, at the Bali Nusa Dua Convention Center (BNDCC), and the return of the annual FHI exhibition on July 22–25, 2026, at JIEXPO,”* she concluded. (*)

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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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