

# SIAL Interfood

INSPIRE FOOD BUSINESS



## Jakarta

### The Indonesian food innovation exhibition

**22<sup>ND</sup> - 25<sup>TH</sup> NOV 2017**  
**JI EXPO, KEMAYORAN**

[WWW.SIALINTERFOOD.COM](http://WWW.SIALINTERFOOD.COM)

Conception: bug

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**COMEXPOSIUM**



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SUPPORTING MINISTRY & ASSOCIATION



### OUR MARKET

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- Indonesia is the 4th largest country in the world
- Indonesia is the 7th largest economy in the world, Indonesia has 40% of the ASEAN GDP, grew >5.5% in 2015
- Indonesia has a 250 million population, largest Muslim population in the world
- 45 million members of the consuming class, 135 million of the consuming class by 2030
- Modern distribution expansion (15% value share today) and growing penetration of premium products/offering
- Food and beverage spending : almost half of annual household spend in 2030

### BENEFIT FROM AN INSPIRING BUSINESS HUB

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- Direct access to one of the most dynamic markets in the world
- One to one contact with future partners to grow your business
- Complementary expertise and knowledge of SIAL and INTERFOOD, a true "glocal" solution
- Unique business and innovation platform

### TOP 3 OBJECTIVES

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1. Develop and Promote Food Business in Indonesia
2. Promote a new Product or new range of your Products
3. Develop the Sales Network



# ...WITH 360° VISION

From Ingredients to vegetables, from organic to dry products, all food sectors meet at SIAL Interfood Indonesia to share their views and develop their business

**Chocolate**



**Meat  
& Poultry**



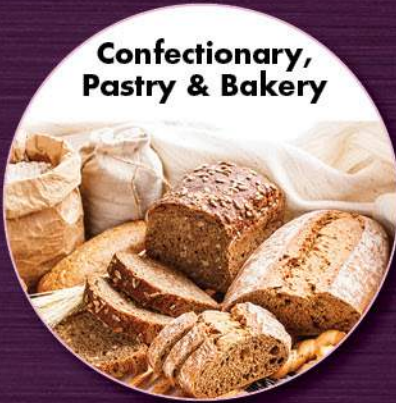
**Grocery  
Products, Dr**



**Coffee  
& Tea**



**Confectionary,  
Pastry & Bakery**



**Non Alcohol  
Beverages**



**Grocery  
& Dried Products**



**Health  
Food**



**Fruits &  
Vegetables**



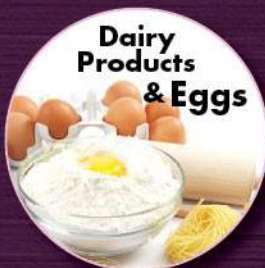
**Fish &  
Seafood**



**Preserved  
& Canned Food**



**Dairy  
Products  
& Eggs**



**Wine  
& Spirits**



**Equipment  
Technologies  
& Services**



**Frozen Food**



# LOOK DEEPER INTO THE INDONESIA'S DIVERSITY

**89%**

would  
recommend  
the show\*

**31%**

international  
exhibitors

**800**

exhibitors  
from 33  
Countries

**83%**

will participate  
again \*

**81%**

met their  
objectives \*

**87%**

satisfaction  
rate \*

## TOP 5 COUNTRIES

1. Indonesia
2. China
3. South Korea
4. Malaysia
5. Taiwan

## TOP 5 PRODUCTS & SECTORS

1. Confectionery, Pastry & Bakery
2. Food & Beverages
3. Cake
4. Retail & Trade
5. Restaurant

" **SIAL Interfood** is the right moment for food industry players to enter the ASEAN economic community, and provide inspiration and education for the lovers of food products in Indonesia "

**Mr. Airlangga Hartarto**  
Ministry of Industry Republic of Indonesia

" **SIAL Interfood** will become opportunities for all partners of food industry to take part and to experience the potential future grow of food business "

**Mrs. Penny Kusumastuti Lukito**  
Chairman of The National Agency for Drug & Food Control of the Republic of Indonesia



**38,000**  
trade visitors  
from 49  
Countries

**BROADEN YOUR HORIZONS**  
AND PREPARE TO MEET  
INDONESIA'S LARGEST  
FOOD COMMUNITY

**90%**  
satisfaction  
rate\*

**96%**  
will come back \*

**98%**  
of trade visitors  
would recommend  
the show

**61%**  
are decision  
makers \*

SIAL Interfood 2016 Surveys \*

## TOP 5 VISITING COUNTRIES

1. Indonesia
2. Malaysia
3. China
4. Singapore
5. France

## VISITORS' PROFILE

### Top 10 Local Buyers



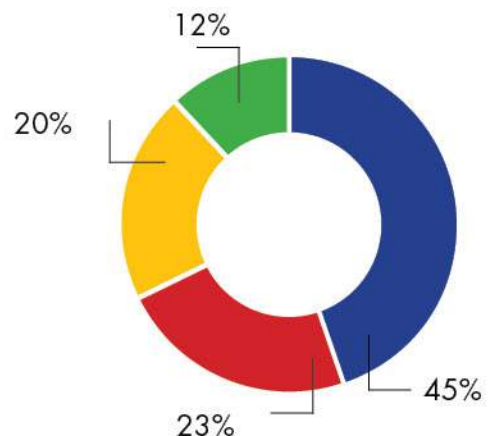
### Top 10 International Buyers



### Partner Associations



## Visitors' Profile by Business



- Retail & Trade
- Catering & Food Service
- Food Manufacturer / Processor
- Services

# LIVE INSPIRATION OVER THREE DAYS



## SIAL INNOVATION

A showcase of exhibitors more innovative products, more than 200 Products, 3 Food Products selected by a jury of experts



## SIAL CONFERENCES

Food market trends presented by industry leaders and experts



## LA CUISINE

An area where the world's best chefs compete and perform live culinary demonstrations



## SIAL WORLD TOUR

Look Deeper into 28 Countries Food trends to adapt your products range or increase your market share



## VISITORS' TESTIMONIAL



" The exhibition this year is big. Many demo's in Bakery and competition. Also many stand and Also many new product "

Grace Sutanti (trade visitor - Indonesia)



" Good overall impression, very useful "

Elisa Del Conto (trade visitor - Singapore)



" More halal supplier on more selection food, like cooking oil, biscuit, canned food etc. "

Catherine Yip (trade visitor - China)



" Overall a good Fair... this is my first time for a trade fair in Indonesia. " Zia ul Haq - (trade visitor - Malaysia)



# BENEFIT FROM HIGH VISIBILITY

## PROMOTING YOUR PRESENCE



- **87** Journalists from magazines, newspaper and Television
- Over **150,000** invitations sent out
- **16** Official Delegations with ministers and ambassadors (Pakistan, Algeria, France, Iran, Italy, Taiwan, Thailand, Poland, Russia, South Korea, Malaysia, Mexico)
- Dedicated Hosted Buyers Program : **49** Top Buyers participating to **2,044** meetings
- Promote Activities through social media & over **252,066** Sial Interfood Website Visit

## THE PLACE TO BE FOR FOOD

### • FIGURES

Jakarta officially known as the Special Capital Region of Jakarta (Daerah Khusus Ibu Kota Jakarta), is the capital and largest city of Indonesia with a population of 12.7 million, (though Jakarta is also a province) and one of the most populous urban agglomerations in the world.

### • FOODS

Jakarta has a vast range of food available at 459 of eating venues and foodcourts located all over the city, from modest street-side warung foodstalls and travelling vendors to high-end fine dining restaurants. Since Jakarta is regarded as the 'melting-pot' and a miniature version of Indonesia, many traditional foods from far-flung regions in Indonesia can be found in Jakarta.

### • HOTELS

Jakarta with over 50 different 4 to 5 Stars Hotels in Jakarta to choose from to make a luxurious stay in the urban heart of the country.



# SIAL Interfood

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## JOIN THE INDONESIA'S LARGEST FOOD B2B EXHIBITION

### Jakarta



### Contact Us

**For International Exhibitors :**  
Tel : +33 (0) 1 76 77 13 33

**Alessia CAROLO**  
alessia.carolo@comexposium.com

**Elodie GUILLON**  
elodie.guillon@comexposium.com

**For Domestic Exhibitors**  
+62 21 634 5861 - 62 (Indonesian Companies)

**Daud D. Salim**  
daud@kristamedia.com  
sales@kristamedia.com

## JOIN US IN INDONESIA, JOIN SIAL NETWORK

**FOR MORE INFORMATION, PLEASE GO TO OUR WEBSITE OR CONTACT US**  
Contact : [exhibit@sialparis.com](mailto:exhibit@sialparis.com) | [www.sial-network.com](http://www.sial-network.com)

#### **SIAL CANADA \***

##### **Toronto**

• 2 - 4 May 2017  
[www.sialcanada.com](http://www.sialcanada.com)

##### **Montreal**

• 2 - 4 May 2018

#### **SIAL CHINA**

##### **Shanghai**

• 17 - 19 May 2017  
[www.sialchina.com](http://www.sialchina.com)

#### **GOURMET SELECTION \***

##### **Paris**

• 24 - 25 September 2017  
[www.salon-gourmet-selection.com](http://www.salon-gourmet-selection.com)

#### **SIAL INTERFOOD \***

##### **Jakarta**

• 22 - 25 November 2017  
[www.sialinterfood.com](http://www.sialinterfood.com)

#### **SIAL MIDDLE EAST \***

##### **Abu Dhabi**

• 11 - 13 December 2017  
[www.sialme.com](http://www.sialme.com)

#### **SIAL ASEAN**

##### **Philippines / Manila**

• 13 - 15 June 2018  
[www.sialasean.com](http://www.sialasean.com)

#### **SIAL PARIS \*\***

##### **Paris**

• 21 - 25 October 2018  
[www.sialparis.com](http://www.sialparis.com)

Annual : \*  
Biennial : \*\*