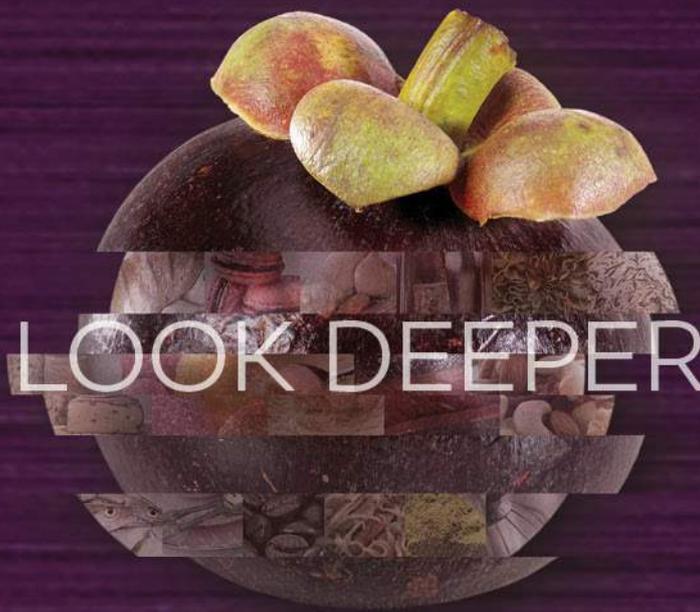


SIAL Interfood

INSPIRE FOOD BUSINESS



LOOK DEEPER

Jakarta



The Indonesian food
innovation exhibition

22ND - 25TH NOV 2017
JI EXPO, KEMAYORAN

WWW.SIALINTERFOOD.COM

Conception: bug

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COMEXPOSIUM



SIAL, a subsidiary of Comexposium Group

Join us  interfoodexpo  @interfoodexpo  @interfoodexpo

SUPPORTING MINISTRY & ASSOCIATION



OUR MARKET

- 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

- 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

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



Coffee & Tea



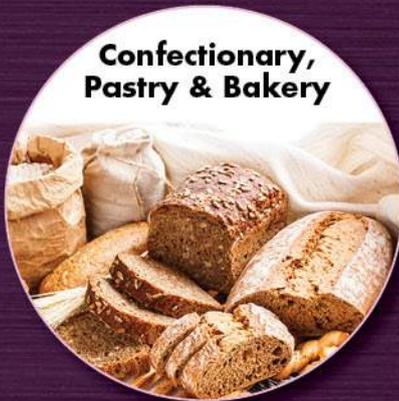
Meat & Poultry



Grocery Products, Dr



Grocery & Dried Products



Confectionary, Pastry & Bakery



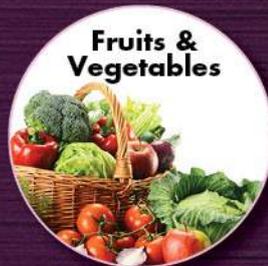
Non Alcohol Beverages



Preserved & Canned Food



Health Food



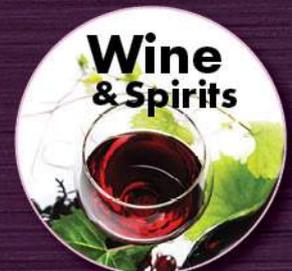
Fruits & Vegetables



Fish & Seafood



Dairy Products & Eggs



Wine & Spirits



Frozen Food



Equipment Technologies & Services

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



BROADEN YOUR HORIZONS

AND PREPARE TO MEET
INDONESIA'S LARGEST
FOOD COMMUNITY

38,000
trade visitors
from 49
Countries

90%
satisfaction
rate*

98%
of trade visitors
would recommend
the show

96%
will come back*

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



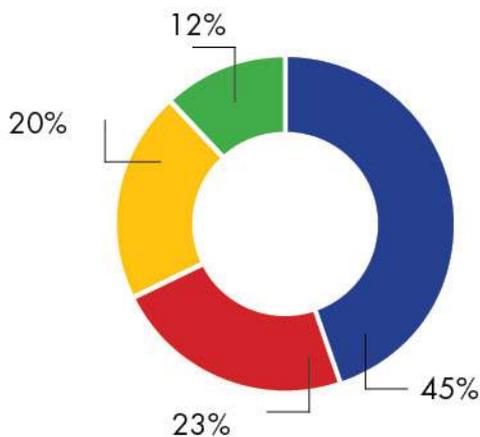
Top 10 International Buyers



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

INSPIRE FOOD BUSINESS

JOIN THE INDONESIA'S LARGEST
FOOD B2B EXHIBITION

Jakarta



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JOIN US IN INDONESIA, JOIN SIAL NETWORK

FOR MORE INFORMATION, PLEASE GO TO OUR WEBSITE OR CONTACT US
Contact : exhibit@sialparis.com | www.sial-network.com

SIAL CANADA *
Toronto
• 2 - 4 May 2017
www.sialcanada.com
Montreal
• 2 - 4 May 2018

SIAL CHINA
Shanghai
• 17 - 19 May 2017
www.sialchina.com

GOURMET SELECTION *
Paris
• 24 - 25 September 2017
www.salon-gourmet-selection.com

SIAL INTERFOOD *
Jakarta
• 22 - 25 November 2017
www.sialinterfood.com

SIAL MIDDLE EAST *
Abu Dhabi
• 11 - 13 December 2017
www.sialme.com

SIAL ASEAN
Philippines / Manila
• 13 - 15 June 2018
www.sialasean.com

SIAL PARIS **
Paris
• 21 - 25 October 2018
www.sialparis.com

Annual : *
Biennial : **