

SIAL InterFOOD

INSPIRE FOOD BUSINESS



INSPIRE
FOOD
BUSINESS

Jakarta




10-13 NOVEMBER 2021

JIEXPO, KEMAYORAN

SIALINTERFOOD.COM



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Conception: bug

COMEXPOSIUM

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Supporting Ministries



Supporting Associations



JOIN THIS DYNAMIC SECTOR

FOOD & BEVERAGE

• Indonesia cuisine is a collection of various regional culinary traditions that formed the archipelagic nation of Indonesia. There are a wide variety of recipes and cuisines in part because Indonesia is composed of approximately **6,000 populated** islands of the total **17,508** in the world's largest archipelago, with more than 300 ethnic groups calling Indonesia home. Many regional cuisines exist, often based upon indigenous culture with some foreign influences. Indonesia has around **5,350** traditional recipes, with 30 of them considered the most important. Indonesia's cuisine may include rice, noodle and soup dishes in modest local eateries to street-side snacks and top-dollar plates.



KEY HIGHLIGHTS

- The food & grocery retail market includes the retail sales of all food products, both packaged and unpackaged, as well as beverages (including retail sales of all alcoholic and non-alcoholic beverages), and household products. All on-trade sales of food and beverage are excluded. All currency conversions are calculated at constant average 2017 exchange rates.
- The Indonesia food & grocery retail market had total revenues of **\$201.3bn** in 2017, representing a compound annual growth rate (CAGR) of **8.1% between 2013 and 2017**.

- The food segment was the market's most lucrative in 2017, with total revenues of **\$164.9bn**, equivalent to **81.9%** of the market's overall value.
- A growing middle class in Indonesia is driving expansion in the modern retail sector. What's more, a rise in prices of basic food products such as vegetables, rice, and seeds has been resulting in stronger value growth in this market. and soup dishes in modest local eateries to street-side snacks and top-dollar plates.

BENEFITS FROM THIS INSPIRING BUSINESS HUB

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the food & grocery retail market in Indonesia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the food & grocery retail market in Indonesia
- Leading company profiles reveal details of key food & grocery retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Indonesia food & grocery retail market with five year forecasts



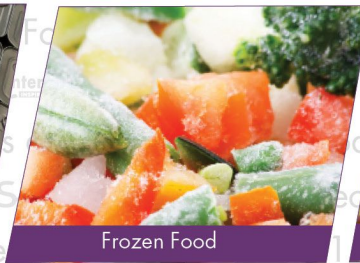
Bakery



Confectionery, Biscuits & Pastry



Preserved & Canned Food

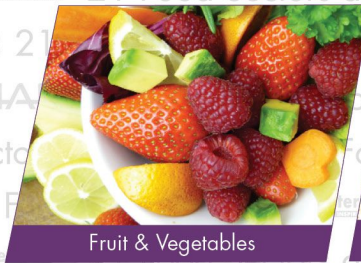


Frozen Food



Health Food & Diet Products

21 Food Sectors at **SIAL**InterFOOD INSPIRE FOOD BUSINESS



Fruit & Vegetables



Grocery & Dried Products



Delicatessen, Home Meal Replacement



Fish, Molluscs, Shellfish



Dairy & Products & Eggs



Meat & Poultry

From Fresh to Frozen Foods,
From Ingredients to Organics,
From Fruits to Meat Products.



Gelato & Ice Cream



Wine & Spirits



Non Alcohol Beverages



Coffee, Tea & Chocolate



Hospitality



Retail & Tech



Equipment Tech & Services

EXHIBITORS' PROFILE



TOP INTERNATIONAL EXHIBITORS



EXHIBITORS' COMMENT

I'm really surprise, because this year it's so fantastic, big success for SIAL Interfood

Chef Candra Yudaswara

It is very organized & we really thank you for this good exhibition and everything is going well and we are so happy and so glad to be here.

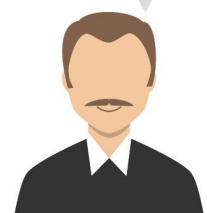
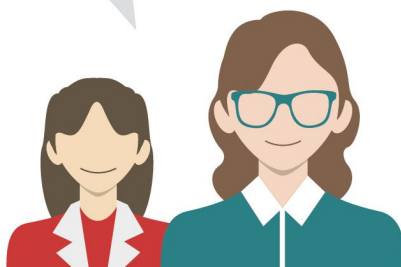
Ahmad Eltayeb (Nadeed Alwashm Dates)

The crowd has been amazing, I think I'm seeing more people than last year which is always great.

Jasmine Tjoeng (Kartikawira Adisukses)

I like the spacial planning this year, nothing is too narrow. The layout is also getting good and the booth styles of each tenant are also good. And I think there are more participants and visitors this year, all places are so crowded.

Chef Rudy Choirudin (PT Motasa Indonesia)



**At SIAL INTERFOOD,
you will definitely**

- Find new business
- Generating new sales
- Increase brand awareness



IMPROVE YOUR PRESENCE

VISITORS' PROFILE

6,207 INTERNATIONAL VISITORS from 62 Countries



**94,651
Total
visitors**

88,444 LOCAL VISITORS from 11 Provinces



- Managing Directors • Trading Cooperatives
- Skilled Food Traders • Industrial Procurement
- Food Retailers • Start-ups and new entrepreneur
- Food & Beverage Retailers • F & B Importers & Exporters
- Trading Co-operatives • Purchasing & Procurement
- Food Supplier • Sales & Marketing • Food Technologist



VISITORS' COMMENT

Exhibition is very good & we find very good business opportunity here and hopefully next year we come with our stall so we find more, a very good business opportunity here.

Suraj Tilala
(Spice Nest, India)

Very inspiring and technological advance if we never come we will not know. Very helpful for our own insights.

Sulistiyarto Darmawan
(Rizs Kitchen)

This exhibition is so good. It is wider than before and more variety things offer than before

Evi Natalia (Mitra Harmoni Sejahtera)





Venue

Jakarta International Expo, Kemayoran
Jl. Benyamin Sueb No.1, Jakarta Pusat, 14410, Indonesia



10-13 NOVEMBER 2021
JIEXPO - KEMAYORAN



LIVE INSPIRATION



SIAL INTERFOOD PROGRAMS

SIAL Interfood HOSTED BUYER PROGRAM

HOSTED BUYER PROGRAM
An area where a lot of qualified Indonesian buyers meet exhibitors in order to engage business relationships

SIAL Interfood INNO- -VATION

SIAL INNOVATION
A showcase of exhibitors' most innovative products, More than 200 Products, 3 Food selected by a jury of experts

SIAL Interfood IPA CHAMPIONSHIP

IPA CHAMPIONSHIP
An area where the world's best chefs compete and perform Pastry Championship

SIAL Interfood LA CUISINE

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

SIAL Interfood CAKE DECORATION DEMO

CAKE DECORATION DEMO
An area where the world's best chefs compete and perform live cake decoration demonstrations

SIAL Interfood BAKING DEMO

BAKING DEMO
An area where the world's best chefs compete and perform live Baking demonstrations

SIAL Interfood CAKE DECORATOR DISPLAY

CAKE DECORATOR DISPLAY
A showcase of Beautiful and unique cake, 3 cake selected by a jury of experted

SIAL Interfood COOKING DEMO

COOKING DEMO
An area where the world's best chefs compete and perform live cooking demonstrations

SIAL Interfood SIROC ROASTING COMPETITION

SIROC ROASTING COMPETITION
An area where Roasting Competition compete and perform

SIAL Interfood GELATO COMPETITION

GELATO COMPETITION
An area where Indonesia's first Gelato Championship compete and perform



More Than 1000 professional Chef took part in the programme at Sial InterFood 2019



35,487

Total Area / sqm
on SIAL InterFOOD



97%

Satisfaction Rate
Exhibitor on SIAL InterFOOD



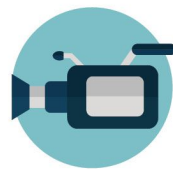
95%

of Exhibitor plan to rejoin
on SIAL InterFOOD 2020



150,000

Invitations sent out
on SIAL InterFOOD



100

Journalists from Magazines,
Newspaper & Television



250,000

Website visits
www.sialinterfood.com



more than

1,500

Business Meetings
expected this year



over

50

Programs & Events
(Seminar, Demo & Workshop)



more than

1000

Chefs & Instructors Participating
on event SIAL InterFOOD

SAVE THE DATE : 10 - 13 NOVEMBER 2021

Jakarta International Expo - Kemayoran, Indonesia

INSPIRING FOOD BUSINESS WORLDWIDE

SIAL Interfood **Jakarta**
11-14 Nov. 2020

SIAL Middle East **Abu Dhabi**
8-10 Sept. 2020

Djazagro **Algiers**
6-9 April 2020

SIAL Canada **Montreal**
15-17 April 2020

SIAL China **Shanghai**
13-15 May 2020

Gourmet Selection **Paris**
13-14 Sept. 2020

SIAL India **New Delhi**
17-19 Sept. 2020

SIAL Paris **Paris**
18-22 Oct. 2020

SIAL Canada **Toronto**
27-29 April 2021

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COMEXPOSIUM

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9 LEADING B2B EVENTS
16,700 EXHIBITORS FROM 119 COUNTRIES
700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES

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