



26 - 29 July 2022 | Jakarta International Expo (JIEXPO)

The 16<sup>th</sup> Indonesia International Leading Hospitality, Food & Beverage Trade Exhibition

Organised by:  
PAMERINDO INDONESIA  
Informa markets  
Hospitality, Food & Beverage

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## Food & Hotel Indonesia 2022 is Officially Open, with more than 500 Exhibiting Companies from 26 Countries Exhibiting Hospitality and F&B Products at JIEXPO

**Jakarta, 26 July 2022** – Food & Hotel Indonesia (FHI) 2022 is officially open on Tuesday, 26 July 2022, at the Jakarta International Expo (JIEXPO). This international trade exhibition will be held until 29 July, exhibiting global foremost hospitality and food & beverage (F&B) top names. More than 500 exhibiting companies from 26 countries will participate; thus, this event will surely support the national economic recovery.

FHI 2022 is held in conjunction with Hotelex Indonesia and Speciality Food Indonesia, incorporating Retail Indonesia. It connects and gathers manufacturers, distributors, retailers, business owners, professionals, and consumers of the hospitality and F&B industries worldwide. It aims to support the national industry's sustainable growth through business innovations so the industry can compete in the global market.

**Event Director of Food & Hotel Indonesia Juanita Soerakoesoemah**, at the press conference of FHI 2022 stated that for 28 years FHI has become the spearhead for companies that are looking to expand their market reach across worldwide borders. "The enthusiasm of the hundreds of companies from 26 countries participating at the FHI 2022 and exhibiting at JIEXPO is the momentum to drive the resurgence of Indonesia's hospitality and F&B industries so they may accelerate and grow as expected," she explained.

Juanita further expounded that Indonesia's F&B industry alone based on data from Ministry of Industry, is estimated to grow 3,75% in the first quarter of 2021 and reached total realization of investment as Rp19,17 trillion with USD684.98 million alone for foreign investment<sup>1</sup>. Therefore, Indonesia is among the thriving and lucrative markets for all hospitality and F&B companies around the world.

Upon its 16<sup>th</sup> edition, the FHI presents various product categories, such as bakery, pastry & gelato, food & beverage, coffee & tea, food-service & hospitality equipment, hospitality design & supplies, hospitality technology, and wine-spirit & alcoholic drinks. The various product categories presented would greatly facilitate the customers and visitors in finding the supplies they desire and would be an opportunity for hospitality and F&B business owners to grow their enterprise with the thousands of product selections.

<sup>1</sup> Source: Press Release "Kontribusi Industri Makanan dan Minuman Tembus 37,77 persen" July 5<sup>th</sup>, 2022, by Ministry of Industry Republic of Indonesia. (<https://www.kemenperin.go.id/artikel/23393/Kontribusi-Industri-Makanan-dan-Minuman-Tembus-37,77-Persen>)

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Besides exhibiting products from hundreds of well-known brands and companies, the FHI 2022 will also give customers and visitors the chance to learn directly from the best players and professionals regarding the latest trends and innovations in the industry. An array of exciting activities have been prepared, such as workshops, seminars, training, the Masterclass, and even a competition, all in cooperation with the relevant industry associations and agencies.

**Leonarita Hutama, Marketing Communication Manager of Food & Hotel Indonesia**, supplemented that the various fascinating activities at the 2022 FHI will support the growth and advancement of Indonesia's hospitality and F&B industries. "The FHI is more than beyond a trade exhibition. It is also a means of learning for business players and practitioners in this industry. With the support of competent associations and agencies, we believe that our workshops, seminars, and competition at the FHI 2022 will boost the national industry growth," she commented.

Leona also mentioned some of the associations and agencies from the hospitality and F&B industries that had joined the event, among which are the Associations of Culinary Professionals (ACP) Indonesia, the Specialty Coffee Association of Indonesia (SCAI), the Indonesia Sommelier Association (ISA) Chapter Jakarta, the Indonesia Pastry Alliance (IPA), the LPPOM MUI, and the BULOG.

The ACP, one of the associations supporting the FHI 2022, will present the Culinary Talks, which consists of Food Talk and Foodies & Beyond. These two sessions will have light discussions on many topics and trends around the food industry. **Chef Rafael Triloko Basanto, President of the Association of Culinary Professionals Indonesia (ACP)**, at the FHI 2022 press conference, revealed that the Culinary Talk could be a means of education and learning for the participants so they may further understand the current F&B trends that can be applied to their businesses and ventures.

"During the pandemic, there has been a shift in the people and customers in terms of consuming and developing food, such as healthy food, which is now a crucial matter among the people. Moreover, we will discuss how to maximize social media to grow micro, small, and medium enterprises (MSMEs) through online campaigns, culinary photography, food pairing, etc.," he explained.

Besides the Culinary Talk, during the FHI 2022, the ACP will also hold the Masterclass, which is a cooking demo class held at a kitchen stadium or an open-stage kitchen. The Masterclass will be guided by prominent chefs who have won international accolades. All the Masterclass participants may directly ask questions to the presiding chefs and will be given a certificate.

On a separate occasion, **Wicien Widjaja, President of the Indonesia Sommelier Association (ISA) Jakarta Chapter**, stated that the F&B sector's growth during the pandemic was at 2.95% (Ministry of Industry data), indicating a huge opportunity for business expansion and a wider market. "Considering that the FHI is Indonesia's biggest F&B event, we hope to encourage the business climate, in line with the development of digital technology, to increase profit and competitiveness.

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Furthermore, through the FHI 2022, we hope to attract more attention from the business players to support the sommelier profession in Indonesia,” he stated.

The ISA will hold the Jakarta Best Sommelier Competition for its members and serve a variety of wine training and tasting for the public. The sessions of basic wine training, wine tasting, wine & food pairing, and glass training will be open to the public for anyone above 18 years old. Wicien commented that the sessions would educate the visitors regarding wine, how to enjoy it, and the right combinations with food and between glass types and wines.

“We hope there will be more wine enthusiasts, people who want to know and learn more about wine, so more people can understand and appreciate wine. As for the sommeliers, this would be a chance and a motivation to be better at what they do,” he said.

The FHI 2022 is steadfast in being a sustainable event, committed to supporting the growth of Indonesia’s hospitality and F&B industries while still protecting and preserving the environment. Pamerindo Indonesia, the organizer of the FHI, is part of Informa Markets, a division of Informa plc, which oversees more than 550 international B2B events. “As part of the organizer of a world-class event, we understand that sustainability has become a global issue that needs attention, especially in running a sustainable business. For that reason, the FHI 2022 presents itself as a sustainable event,” Leona added.

Leona then explained Pamerindo’s three main pillars in holding the FHI as a sustainable event: inspiring sustainable development, running an environmentally responsible event, and running a socially responsible event.

Various actions in sustainability will be conducted throughout the FHI 2022, such as using renewable energy that makes the electricity usage carbon neutral, upcycling and repurposing exhibition materials into creative interior design by collaborating with a local agency, reusing the identification lanyards, designing feature areas to minimize the level of waste generated, and adopting digital technology to reduce paper usage.

Digital technology is essential to improve the competitiveness of Indonesian products in the global market; thus, the business growth in this sector can thrive and realize making Indonesia 4.0 by 2030. Accordingly, the FHI presents the Digital Showroom, a digital-based catalog of hospitality and F&B products presented by Saladplate. It will also include a virtual B2B meeting with Halal Development Corporation Malaysia to discuss the commercial promotion, branding, and development of halal products and services. Moreover, there will be FHI TV Program at Youtube channel of Food & Hospitality Series\_ID where the ACP Masterclass and the highlight of the competition will be live broadcasted daily. This will also upload contents of exhibitor interview regularly throughout the 4-days event.

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Visitors may initiate business connections through the Business Matching Program, which allows customers to initiate their business relations through one on one meetings with participating companies. This program offers access to the Business Matching Lounge and any potential company's information. Over thousands of visitors have pre-registered and are ready to pack into the JIEXPO exhibition hall during this 4-day event. The FHI 2022 will still admit walk-in visitors until 29 July; they may simply do an online registration at the exhibition entrance. Further information is accessible on [www.foodhotelindonesia.com](http://www.foodhotelindonesia.com) or FHI's Instagram social media account, @foodhotelindonesia\_fhi.

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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).

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