



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

The 16th Indonesia International Leading Hospitality, Food & Beverage Trade Exhibition

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Food & Hotel Indonesia 2022 Captivated 32.000 Visitors

Jakarta, 11 August 2022 – Food & Hotel Indonesia (FHI) 2022 in conjunction with Hotelex Indonesia and Specialty Food Indonesia incorporating Retail Indonesia has concluded and successfully captivated the attention of 32.000 visitors from Indonesia and some other countries such as Singapore, Malaysia, Australia, South Korea, Italy, Republic of China, India, Japan, and United States for 4-day exhibition at Jakarta International Expo (JIEXPO). More than 500 exhibiting companies from 26 countries participated. FHI triumphed as the biggest international leading trade exhibition in Indonesia for the hospitality and food & beverages (F&B) industry.

Juanita Soerakoesoemah as **Event Director of FHI 2022**, stated that one of the many achievements of this 16th edition of FHI was its Business Matching Program. This program became a platform for visitors and customers to meet and initiate business relations in private, especially with the participating companies. “During the 4-day exhibition, 250 business meetings took place at the executive business lounge we had provided,” stated Juanita.

She added that besides business networking, all visitors and customers could learn directly from various practitioners and experts regarding the latest trends and innovations in hospitality and F&B. FHI 2022 presented numerous workshops, seminars, training sessions, Masterclasses, and even competitions by the many professional associations that participated.

FHI aims to accelerate a sustainable growth of the national industry through business innovations, so those industries may thrive in global market. She hopes that FHI 2022 can support the development of Indonesia’s hospitality and F&B industries.

“Furthermore, FHI also provides the opportunities for international companies to enter the thriving and lucrative market of Indonesia’s hospitality and F&B industries,” explained Juanita.

The following are some of the successful featured events at FHI 2022: FHI TV Programme, Masterclasses, Food Talks and Foodies & Beyond under Culinary Talk as a new programme by Association of Culinary Professionals (ACP) Indonesia; Indonesia Coffee Events 2022 by Specialty Coffee Association of Indonesia (SCAI); wine workshop and competition by Indonesia Sommelier Association (ISA) Chapter Jakarta; pastry and baking competition by Indonesia Pastry Alliance

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(IPA); gelato workshop by Espresso Italia; and industry seminars attended by local and international professionals.

Daryanto Witarsa, Chairman of SCAI, stated that FHI has become Indonesia's forefront and biggest international event for its hospitality and F&B industries, and that FHI is the right partner to elevate Indonesia Coffee Events (ICE) 2022 to the next level. He hopes that the next World Coffee Events will be held in Indonesia through the cooperation with FHI. "ICE signifies the peak of Indonesia's downstream coffee industry and it is SCAI's prestigious annual event. The association aspires to bring ICE to an international level, thus we held ICE 2022 along with FHI 2022 exhibiton," Daryanto asserted.

During FHI 2022, two national coffee competitions were held under ICE, namely Indonesia Barista Championship (IBC) and Indonesia Brewers Cup Championship (IBRC). Other than competitions, SCAI also held Coffee Village, which presented the all-star experience bar, where all contestants were compelled to serve coffee to visitors. The purpose was to give visitors the experience of enjoying coffee served by the contestants.

"We believe that participating in FHI 2022 supports the revival of and the passion for the coffee industry post-pandemic, as well as increases local consumption, and allows the emergence of champions who can promote the industry as a whole. We will continue the cooperation with Pamerindo Indonesia by bringing Indonesia Latte Art Championship to the upcoming event of Food, Hotel & Tourism Bali (FHTB) 2022," he added.

Yessylia Violin, who had the honor of representing Indonesia at World Coffee Championship 2018, won Indonesia Barista Championship; thus, she will again represent Indonesia to compete at this year World Barista Championship. On the other side, Indonesia Brewers Cup Championship was won by John Richard Christopher from Fugol Coffee Roasters; hence, he will also represent Indonesia at the World Brewers Cup Championship 2022 which will be held together with World Barista Championship 2022 in September at Melbourne International Coffee Expo.

During FHI 2022 there was also Jakarta Best Sommelier 2022 competition held by Indonesia Sommelier Association (ISA) Chapter Jakarta that brought Puji Harjanto from Cork & Screw as the grand prize winner, followed by Teguh Alexander from Osteria GIA at the 2nd prize and Amal Maruta from Bistecca Jakarta on the 3rd prize. Meanwhile, Indonesia Pastry Alliance (IPA) also held Pastry and Baking competitions for many categories such as Modern ala Carte Plated Dessert,

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Cake Shop Challenge, Dress the Cake Inclusive, UMKM Pastry Challenge, and Junior Bakery Challenge. Modern ala Carte Plated Dessert was won by Beau Bakery who also won the 3rd prize for Cake Shop Challenge, in which the Artisan Kulinary Group won its 1st prize.

Support from Various Sectors

Dr. H. Sandiaga Salahuddin Uno, BBA., MBA as Minister of Tourism and Creative Economy of the Republic of Indonesia showed his positive impression to FHI 2022 that can be held on the floor of JIEXPO hall again after it was restrained during pandemic. He shared the appreciation from government through a video message played during the opening of FHI 2022. "The ministry much appreciated the effort and spirit from creative economy players who started to run again our economical wheel, one of which is just like this FHI 2022," he said.

He also hoped through FHI, top local products from Indonesia could be introduced to both national and international potential investors. "Through FHI, we also push hotel and tourism business players in Indonesia to innovate by using our local source of products," he added.

Sandiaga highly appreciated Pamerindo Indonesia who has been consistently hosting various trade exhibition events in Indonesia including FHI for over than 28 years. He also appreciated business players in tourism, hotel, restaurants and all stakeholders who has participated in the successful event of FHI 2022.

"The support from all is a form of the care to hospitality industry which also can uplift national culinary through the Indonesia Spice of the World campaign, boost the growth of spices export, and create business opportunity and job vacant for resurgence of Indonesian economic," he explained.

Added the support from government, **Director of Marketing for Creative Economy of Ministry of Tourism and Creative Economy Republic of Indonesia, Yuana Rochma Astuti**, during her presence at FHI 2022, stated that the exhibition was a positive opportunity for the hospitality and F&B players to synergize with each other in boosting the industry growth that was hit by the global pandemic. "FHI 2022 was a great momentum for these industries' players to pick up their pace to achieve their expected growth targets," explained Yuana.

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She highlighted that the government fully supports all initiatives to promote the industry's trading and business that can boost the national industry growth. She believes that FHI provided the opportunity for the local business players promoting their products and expand their market globally.

Owners and Founders of Bounce Street Asia Trampoline Park and Naughty Olive Vegetarian Restaurant, Niraj Khiani & Suraj Khiani said that FHI has been very helpful for them in getting many suppliers in terms of machines, food, ingredients. "Since we are rebuilding our restaurant, we are getting many useful contacts from this event. And not only that, whatever supplier that we are missing, we got it here at FHI. This is perfect -- a must-go-to event of the year!" commend them.

Desiree Tarigan who is an **Owner and Founder of Mamitoko Dessert Shop** admit that she always has been visiting FHI for several times since her suppliers of machines and basic materials were there. "I am very delightful to attend FHI because there are many new things, new technologies that we can get. This year's FHI is extraordinary, the participants are too, and the visitors are very enthusiastic. May FHI keeps moving forward for the future," she hoped.

President of the Association of Culinary Professionals (ACP) Indonesia, Chef Rafael Triloko Basanto, stated that FHI, as a leading international exhibition of the hospitality and F&B industries, is a platform for the industries' professionals, chefs, business people, and experts to gather and interact to discuss the latest topics and trends in these industries.

"Our (Masterclass) activities ignited the current industry players to rise back up. FHI is the momentum that proves it is time for the nation's F&B industry to rapidly move and grow as expected," Triloko expressed his opinion. He greatly hopes that the collaboration between ACP and Pamerindo through FHI 2022 will cultivate and enhance the skills of young Indonesian chefs and introduce Indonesian cuisines to the world.

Upon the closing of FHI 2022, **Leonarita Hutama** as **Marketing Communication Manager of FHI 2022**, mentioned that FHI's presence is expected to accelerate the sustainable growth of Indonesia's hospitality and F&B industries. This is aligned with the endeavor toward Making Indonesia 4.0 by applying technology and digitalization that synergize with global access; in this case, there was FHI Digital Showroom, supported by Saladplate.

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Leona is hopeful that through FHI 2022, the business players and industry experts can unite and synergize to improve the national hospitality and F&B industries, especially after the pandemic. This effort will be forwarded to the upcoming event of Food, Hotel & Tourism Bali (FHTB) 2022 to support Indonesia's Tourism and Hospitality Industries. It will be held from 22 - 24 September 2022 at the Bali Nusa Dua Convention Center (BNDCC), Bali. (*)

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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 & www.informamarkets.com.

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