



**FHTB**  
FOOD, HOTEL & TOURISM  
**BALI**

*incorporating*

A PAMERINDO INDONESIA TRADE EVENT

**RETAIL**  
**INDONESIA**



**22 - 24 SEPTEMBER 2022**

**Bali Nusa Dua Convention Center (BNDCC)**



**The 12<sup>th</sup> International Hospitality, Food & Beverage  
Trade Exhibition in Eastern Indonesia**

Organised by :



**informa**markets  
Hospitality, Food & Beverage

**[www.fhtbali.com](http://www.fhtbali.com)**

# BUSINESS DESTINATION FOR HOSPITALITY, FOOD & BEVERAGE INDUSTRY

Prevailing as the largest trade event of its kind in East Indonesia, Food, Hotel & Tourism Bali (FHTB) returns for the 12th edition to support Indonesia's food & beverage, tourism and hotel industry. Throughout its 11 years reign, FHTB exemplified and continues to embody the spirit of economic and entrepreneurial possibility for domestic and international suppliers of the food, hotel and tourism industry looking to break into the growing needs and discerning tastes of club, hotel, and restaurant owners, purchasing managers, as well as tour operators, distributors, retailers, and wholesalers.

Due to the global pandemic in 2020, FHTB which was held virtually for the first time, featured digital product showcase and B2B marketplace for sourcing products and services, business matching programme for connecting with new and existing partners, and gain insights from the top industry experts into one virtual business platform.

This year FHTB will showcase an array of products and services ranging from the most decadent food & beverage, food service and equipment, hospitality, coffee, wine & spirit, retail, and packaging. This leading biennial international trade event is a platform for connecting and networking exhibitors and buyers from the region's leading resorts, hotel chains, restaurants and importers providing an undisputed entry point into this thriving and lucrative market opportunities especially for East Indonesia and continue to accelerate a sustainable business growth to help the sectors shine globally and making Indonesia 4.0 towards 2030. Revenue in the Food & Beverage sector is expected to show an annual growth rate (CAGR 2021-2025) of 10.79%, resulting in a projected market volume of US\$4,346m by 2025.

## SUSTAINABILITY IN INFORMA MARKETS

Our event is part of Informa Markets and the Informa Group. Sustainability at Informa focuses on the long term impacts we have on customers, colleagues, the communities we work in and the environment.

Many of our stakeholders are clearly telling us that sustainability (social, economic and environmental) is something that is no longer a nice to have but a necessary part of any event. We want to make sure we're meeting those expectations and we believe that being sustainable is the right thing to do.

We also recognise that it's not just about the way we produce our events and products but recognizing that we have a role to play in providing a space to work in partnership together with our markets to inspire the sustainable development of the industries we serve. This is an ongoing process for us and we're looking for ideas of how we can improve.

More information about our work so far can be found on the [www.informa.com/sustainability](http://www.informa.com/sustainability) including our latest sustainability reports.

## INDONESIA'S PROMISING INDUSTRY BUSINESS OPPORTUNITIES

**F**ood & Beverage is one of The Key Sectors to Back Up Making Indonesia 4.0. Indonesia is a country of enormous economic potential. The Indonesian government has designed a roadmap to implement several strategies in jumpstarting the nation's development by formulating Making Indonesia 4.0. The aim is to boost Indonesia's competitiveness in the Fourth Industrial Revolution (4IR). The food and beverage category is a big on employment and the most significant contributor (34%) to GDP in the manufacturing sector in the second quarter of 2019.

### FOOD & BEVERAGES



**99%**

Of total market revenue will be generated through online sales in 2023

**7%**

Of Indonesia's foodservice market is forecasted to grow in the period of 2019-2024

An investment of

**Rp. 36.6 trillion**

Was attracted by the food & beverage industry

### HOSPITALITY



**\$1,835.6 billion**

Of the global online travel market is estimated to reach by 2031economy in 2025

The tourism and hotel local market in Indonesia is poised to grow

**\$21.93 billion**

During 2022-2026

The G20 2022 summit will be held in Bali and could potentially raise national GDP to

**Rp. 7.43 trillion**

### DIGITAL GROWTH



**71%**

Of Indonesia's population is still in the productive age bracket

**74,8m**

Digital users in the Food & Beverage segment is expected to reach by 2025

Indonesia is home to the world's fourth largest internet users (185 million) and its e-commerce market is the largest in Southeast Asia.

**>5%**

Of Indonesia's positive growth trend is aimed in the next 5 years

**\$124 billion**

Is projected to be reached by Indonesia's digital economy in 2025

# FHTB COVERS VARIOUS PRODUCT CATEGORIES



BAKERY, PASTRY  
& GELATO



COFFEE & TEA



FOOD & BEVERAGE



FOODSERVICE  
& HOSPITALITY  
EQUIPMENT



HOSPITALITY DESIGN  
& SUPPLIES



HOSPITALITY  
TECHNOLOGY



WINE, SPIRITS  
& ALCOHOLIC DRINKS

EMPOWER MEANINGFUL VAST ENCOUNTERS ACROSS HOSPITALITY,  
FOOD & BEVERAGE BUSINESS PLAYERS.



Global B2B Marketplace in Indonesia for sourcing Hospitality, Food & Beverage Products

As part of Saladplate.com, Saladplate Indonesia is an integrated online sourcing platform focusing on Indonesia hospitality, food and beverages industry to connect both local buyers and suppliers making the entire sourcing easy and direct.

## WHY SALADPLATE INDONESIA?



Showcasing  
more than  
60 product  
categories



Reach over  
20,000 local  
Indonesia  
buyers



Cover all hospitality,  
food & beverage line of  
business including retails,  
restaurants & bars, etc..

To help suppliers and buyers connect more easily, Saladplate Indonesia has partnership with Food Market Hub to provide buyers with an Online Shopping Platform. Buyers can now order and receive products directly through Food Market Hub in Indonesia - with the confidence they are dealing with trustworthy suppliers. All products are ready to be shipped anytime with quick and easy delivery because there is no cross-border shipping required.

## OUR SOLUTIONS

1

### Digital Product Showroom.

Mobile responsive online showroom 24/7 Connect with new customers online Brand exposure.

2

### Reach out our Trade Lead Buyers.

Provide a direct channel for introducing your product to the buyers who list down their specific requirements.

3

### Analytics and Reporting.

Real-time product performance reports Better insights and forecasting.

4

### Reach out Saladplate.co.id buyers for Lead Generation.

Saladplate Indonesia offers a comprehensive set of marketing services to help customer generating awareness with millions engaged decision makers across Food and Hospitality sector in Asia.

## FOR SUPPLIERS

## Benefits we are bringing through this partnership

## FOR BUYERS

Promote brands and products directly to the foodservice buyers in Indonesia with an ability to receive direct orders from them

Simplify every step from product discovery to the transaction. Empower buyers to easily track and manage supply orders, inventory, and costs

### EXPANDED BUSINESS OPPORTUNITIES



- Expand your business to local Foodservice Outlets and merchants

### PREMIUM BRANDING & ADDITIONAL EXPOSURE TO LOCAL BUYERS



- The name of "Premium Vendor" will be verified by Saladplate
- Additional storefront at Food Market Hub
- Listed on FMH Marketplace

### STREAMLINED ORDER MANAGEMENT



- Digitalised order management system
- Auto-generated Purchase Order & Easy procurement solution for your clients

# EXHIBIT PACKAGES | Booth Stand

## OPTION 1

### Space Only

**IDR 4.800.000,- per sqm**

Floor space rental only. Ideal for exhibitors who want to build their own stand. \*(Minimum 15 sqm).



## OPTION 2

### Exhibiting Made Easy Packages

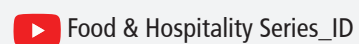
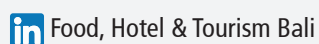
**IDR 5.750.000,- per sqm**

This option provides a complete stand includes space rental, walls, carpet, fascia, lighting and inclusive range of furniture and display aids which increase according to the size of your stand. Additional and specialist furniture can be ordered separately.

\*Minimum stand size 9sqm – 21sqm.



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Sales Enquiry



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