



LOOK DEEPER INTO SIAL INTERFOOD

OUR AUDIENCE

- **36,000 trade visitors from 49 countries**
- 95 % Visitor Satisfaction rate *
- 98 % Visitor Recommendation of SIAL Interfood

* Source : 2016 SIAL Interfood Visitor Survey

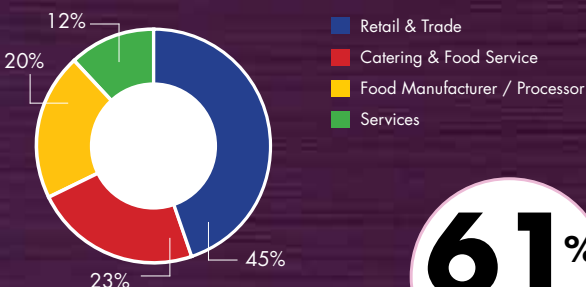
► Top 10 Visiting Cities

Jakarta, Tangerang, Bekasi, Bandung, Bogor, Depok, Surabaya, Semarang, Jogjakarta, Medan

► Top 5 Visiting Countries

1. Malaysia
2. China
3. Singapore
4. France
5. Thailand

► Visitors' Profile by Business



61%
of trade visitors
are decision
makers

► Top 3 Visitors' Objective

- To find new Suppliers
- To find new Products
- To find out about new trends and market developments

► Visitors' Top 5 Product Interest

1. Bakery
2. Food & Beverage
3. Cake
4. Retail & Trade
5. Restaurant

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

OUR OFFER

- **800 Exhibitors from 33 countries**
- 84 % Exhibitors Satisfaction rate *
- 87 % Exhibitors Recommendation of SIAL Interfood

* Source : 2016 SIAL Interfood Exhibitors Survey

► Top 5 Exhibiting Countries

1. Indonesia,
2. China
3. South Korea
4. Malaysia
5. Taiwan

► Top 3 Exhibitors' Objectives

- Develop and Promote Food Business in Indonesia
- Promote a new Product or new range of your Products
- Develop the Sales Network

► Exhibitor Testimonial

" SIAL Interfood is a place to promote our product, so that people can get to know our products "

Fendry - PT. Machindogama Abadi (Exhibitor - Indonesia)

" very nice, a lot of visitors, satisfactory, 99% chance we will be back next year "

Lili - PT. Citra Nutrindo Langgeng (Exhibitors - Indonesia)

► Top 10 Local Buyers



► Top 10 International Buyers



► Partner Associations



GET INSPIRED BY SIAL INTERFOOD

All details about features / events



SIAL INNOVATION

A showcase of exhibitors' most innovative products, More than 200 Products, 3 Food 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



► Hosted Buyers Program


- 49 Top Buyers, Participating to 2.044 meetings in 2016

► Visitor 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) 

GET MAXIMUM COVERAGE

Media Coverage + Marketing Action

87
Journalists



Promote Activities
through social media
Facebook, Twitter
and Instagram

over
150,000
Invitations
sent out

202

Advertisement
on Magazine &
Newspaper

over
252,066
Website
Visit

SAVE THE DATE : 22ND - 25TH NOVEMBER 2017

Jakarta International Expo - Kemayoran, Indonesia

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