

SIALInterfood **INSPIRE FOOD BUSINESS**

Great Success for SIAL InterFood Jakarta 2016

The Largest Food Innovation Exhibition in Indonesia in 2016

The 16th International Exhibition of Food & Beverage products, Ingredients, Technology and Services has concluded successfully at JIExpo – Kemayoran, Indonesia, welcoming nearly **36,000 visitors** and more than **800 exhibitors** from **33** countries participated in this event.

SIAL InterFood took place from November 9 to 12, featuring more than 21 sectors, among which Dairy products – Eggs, Meat and Tripe, Fish, Molluscs& Shellfish, Fruits and Vegetables, Dried Fruits, Horticulture, Confectionery, Biscuits and Pastry, Cured Meats, Delicatessen, Home Meal Replacement, Preserved and Canned Food, Pet Foods, Frozen Products, Organic, Health and Diet Products, Baby Food, Grocery Products, Wine & Spirits, Non-Alcoholic Beverages, Bakery, Catering Equipment, Coffee & Tea, Ice Cream & Gelato, Poultry, Sweet, Chocolate. This exhibition provided a wide variety of business opportunities for exhibitors who came from around the world to promote their products through this platform, offered the perfect platform for visitors and exhibitors to meet, do business and find solutions for their business needs.

The show at a glance

To officially mark the opening of the event, a ribbon-cutting ceremony was held on the morning of November 9th, opened by Managing Director of KRISTA Exhibitions Daud D. Salim, SIAL Network Director Nicolas Trentesaux, Director General of Industry of Small-Medium Enterprises Gati Wibawaningsih, the



European Commissioner Phil Hogan and the ambassadors from Australia, Bosnia and Herzegovina, Belgium, Bulgaria, Finland, France, Germany, Ireland, Iran, Iraq, Portugal, Poland, Slovak Republic, Nigeria, Spain and representatives of the Italian Trade Agency, joined by honorary guests.

To reflect the innovative aspects of the food Industry, **SIAL Innovation** was a great success this year with 116 products registered. **31 most innovative products selected among which 19 were shortlisted. The most innovative product awarded was Bumbu Soto and Sop Rempah Nusantara by Rasaprima Sukses Makmur from Indonesia.** The awarding ceremony of the SIAL Innovation was conducted on the evening of November 9th.

Inspiring Programmes at SIAL InterFood 2016

Meanwhile, **La Cuisine** delighted attendees with in-kitchen demos by notable food service professionals and some famous Chefs such as Chef StefuSantoso, Chef Sisca, Chef Degan, Chef Henry Bloem, Chef Beng, Chef Muto, Chef Desi and exhibitors showcasing their culinary prowess by expertly preparing sumptuous recipes to the delight of the audience.

SIAL InterFood also presented **Baking and Cake decorating** stages with Chef Beng, Chef Yongki, Chef Tan See Fong, Chef Andy Tan, Chef Tanti, Chef Timothy, Chef Cessar, Chef Lanny Soechan, Mrs. Acen, Chef Jean Michel, Chef Giat, Mr. Franckheuze and exhibitors. SIAL InterFood further hosted Cake Decorating Class, Baking Class, La Cuisine Cooking Class, Wine Class & Fun Blind Testing Competition, Jakarta Culinary Challenge, Barista & Latte Art Workshop, 2nd Executive Service Competition, Indonesia Pastry Alliance Competition (IPA), and Fish Cooking Competition.

For the second edition SIAL Interfood organized an Hosted Buyer Program, two days of business meeting sessions with 26 international buyers coming from 5 countries, and 29 local buyers. In total, more than 2.500 business meetings happened between SIAL Interfood exhibitors and targeted buyers.

Various seminars with interesting themes were also hold during the exhibition such Glancing the Great Potential of "Coffee Roasting Business" in Indonesia by Indonesia Coffee Exporters Association, Retail Seminar (APRINDO) with theme "Retail Trading Outlook in Indonesia", "Aseptic Technology in PET Bottle" by PT. Hokkan Indonesia, F & B Franchise Seminar : "How To Franchise Your Business" by Hendy Setiono (Founder & President Director PT.Baba Rafi Indonesia) and "RahasiaKulinerLokal" by PT. KopitiamOey Indonesia, Seminar "Advances in Food Preservation & Barrier Packaging Technology" by Indonesia Packaging Federation & FOOD REVIEW, Seminar Tea "Good Tea and Culture for Better Life" and "PeluangBisnis Tea UntukGenerasiMuda" and many more.

SAVE THE DATE FOR 2017

SIAL InterFOOD

22 to 25 November 2017

At Jakarta International Expo, Kemayoran, Indonesia

About SIAL InterFOOD

Organized by Comexposium and Krista Media, SIAL InterFood is an integral part of the SIAL Network, the leading global network of shows dedicated to the food and beverage industry, with seven shows (SIAL Paris, SIAL Canada (Montreal and Toronto), SIAL China, SIAL Middle East, SIAL ASEAN Manila and SIAL InterFood in Jakarta) that bring together 14,045 exhibitors and 325,000 visitors from 194 countries.