



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Embassy of Switzerland
Swiss Business Hub Indonesia

+ SWITZERLAND
GLOBAL
ENTERPRISE

enabling new business

24 – 27 July 2019
Jakarta

FOOD + HOTEL INDONESIA EXHIBITION



OFFICIAL PROGRAM



CO-OPERATING PARTNER



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Foederation der Schweizerischen Nahrungsmittel-Industrien
Fédération des Industries Alimentaires Suisses
Federazione delle Industrie Alimentari Svizzere

About Indonesia

Indonesia, with its huge domestic market and significant number of middle class and hence affluent consumers, offers highly interesting opportunities for Swiss companies in the Food Sector (FMCG).



INTERESTING OPPORTUNITIES FOR SWISS COMPANIES

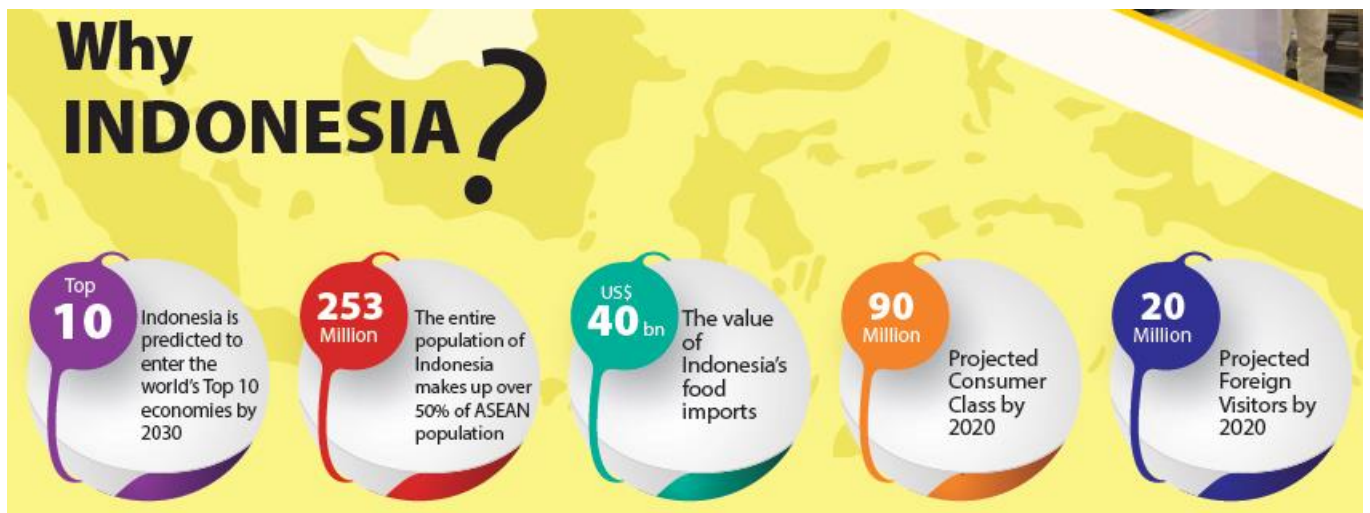
The food and beverage sector in Indonesia offers vast opportunities for Swiss food producers or suppliers. It is expected that the F&B sector's turnover will rise to USD 110 bio. in 2018. The large population with 260 mio. inhabitants and continuous growing middle class has increased food demand and a higher consuming lifestyle.

Recent Indonesian consumer eating trends are the rising demand for western food, ready meals, frozen and processed food as well as eating "healthy".

As premium food products, Swiss brands can primarily be found in modern high end retail stores. As of 2017 there are around 30'000 convenience stores, 300 hypermarkets and 1'400 supermarkets. Apart from that, there are about 2'400 star-rates boutique and resort hotels in Indonesia, Jakarta and Bali are the main destinations where exclusive hotels and high end restaurants are located.

FIVE REASONS WHY EXPORTS AND A MARKET ENTRY FOR SWISS BRANDS TO INDONESIA MATTER:

1. Missing the opportunity and enhancing the presence today would be similar to avoiding China over the past decade – indeed a costly mistake.
2. Besides being the largest economy in Southeast Asia, Indonesia is also a member of G20 and as 16th country, has recently joined the USD "One-Trillion-GDP-Club".
3. The growing middle class offers Swiss brands excellent opportunities. The population is expected to grow from 260 million to over 300 million by 2030. This demographic shift represents one of the key growth drivers.
4. Thanks to an overall stability and other positive factors, the local market continues to grow >5% on GDP level boosting consumption and investments.
5. Premium Swiss brands enjoy a positive image which stands for highest quality and offers natural and authentic taste.





We offer various options which can be customized based on your personal requirements:

Option 1 = Market Presence

Take part in the largest Food Exhibition in Southeast Asia with your own presence and if feasible occupy dedicated exhibition space at the MiniSwissPavilion.

Option 2 = Market Promotion

Buy space at the MiniSwissPavilion and let the Swiss Business Hub promote your products during the entire show.

Option 3 = Market Presence Plus+

Before or after the exhibition add a visit to either Vietnam and/or Malaysia to explore market opportunities first hand with support from other Swiss Business Hubs.

PROGRAM HIGHLIGHTS

- Visit the largest Food exhibition and if required, extend your trip to Vietnam and/or Malaysia.
- Receive first hand market information with a focus on your own products and services.
- Participate in tailor made B2B meetings with local importers and distributors.
- Get updated information on various regulatory conditions and registration procedures.
- Familiarize yourself with local cultures, day-to-day life and conduct guided store checks.

THREE STEPS TO GET CONVINCED AND TO SIGN-UP

1. Attend the “Food Forum” on Monday, March 18, 2019 (location tbc)
2. Participate at S-GE’s flagship event “Aussenwirtschaftsforum” on 26 March, 2019 at Messe Zurich – visit www.s-ge.com/awf
3. Book a slot at the country consulting week 20 – 24 May, 2019 at S-GE Zurich office

And now – sign up for one of the above mentioned options!



<https://www.foodhotelindonesia.com>

EXHIBITOR PROFILE

- | | |
|---|--|
| Bakery and Patisserie | Catering and Food Preparation |
| Confectionary and Chocolates | Hospitality Equipment and Supplies |
| Dairy Products | Hospitality Technology, Services and Systems |
| Fresh Produce and Ingredients | Interiors, Retail Display & Shop Fittings |
| Frozen and Chilled Foods | Packaging equipment |
| Meat and Poultry | |
| Seafood | |
| Wine, Spirits, Liqueurs, Ciders and Beers | |

YOUR CHANCE TO MEET AN INTERNATIONAL COMMUNITY IN THE BUSINESS HUB OF JAKARTA!



Contact

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Swiss Business Hub Indonesia

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s-ge.com

Registration Food + Hotel Indonesia Exhibition 24 – 27 July 2019 Jakarta



I would like to register for

Option 1 “Market Presence for two days”

- Participation fee for S-GE members: CHF 2'650.-
- Participation fee for non S-GE members: CHF 2'950.-

Included

- Stay **one day at the exhibition** as visitor
- Use MiniSwissPavilion exhibition space for two B2B meetings with importers/distributors
- Spend **one day for guided store checks**
- Lunches during the exhibition and welcome dinner
- All transports and logistics on the ground (airport transfers & accommodation is not included).

Option 2 “Market Promotion for four days”

- Promotion fee for S-GE members: CHF 800.-
- Promotion fee for non S-GE members: CHF 950.-

Included

- Four days promotion of your products at the MiniSwissPavilion conducted by the Swiss Business Hub team
- Your brands are part of a PR brochure
- Feedback summary and possible leads

Option 3 “Market Presence Plus+ ”

Use Option 1 and benefit from your presence in the region to explore other most interesting growth markets. **We can offer tailor made visits along your schedule and preference in Vietnam and/or Malaysia.** Spend one full day in each market and you get 3-4 B2B match making meetings with dedicated importers/distributors and opportunities for guided store checks. Inquire more details and conditions.

- Participation fee for S-GE members: CHF 1'500.-/day
- Participation fee for non S-GE members: CHF 1'800.-/day

YOUR CONTACT INFORMATION

COMPANY

LAST NAME

FIRST NAME

POSITION

STREET

PO BOX

POST CODE, TOWN

CELL PHONE

E-MAIL

PLACE / DATE

SIGNATURE

Please sign and return registration form until June 14, 2019 to:

Switzerland Global Enterprise ExportHelp
Ms. Angela di Rosa
Stampfenbachstrasse 85
CH-8006 Zurich

Phone 0844 811 812
Fax 0844 811 813

contact@s-ge.com or adirosa@s-ge.com