



**FHTB**  
FOOD, HOTEL & TOURISM  
BALI

incorporating

A PAMERINDO INDONESIA TRADE EVENT

**RETAIL**  
**INDONESIA**



**6 – 8 MARCH 2024**

**BALI NUSA DUA CONVENTION CENTER (BNDCC)**

**THE 13<sup>TH</sup> INDONESIA INTERNATIONAL  
HOSPITALITY, FOOD & BEVERAGE TRADE EXHIBITION  
IN EASTERN INDONESIA**



**ENHANCE OPPORTUNITIES TO LEAD  
SUSTAINABLE FUTURE BUSINESSES**

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

Organised by:



informa markets

Sustainable Events



This event is powered by  
**Renewable  
Electricity**





Prevailing as the largest trade event of its kind in East Indonesia, Food, Hotel & Tourism Bali (FHTB) returns for the 13th edition to support Indonesia's food & beverage, tourism, and hotel industry. Throughout its 13 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 the club, hotel, and restaurant owners, purchasing managers, as well as tour operators, distributors, retailers, and wholesalers.

After bouncing back due to the global pandemic for its 12th show, FHTB continues to show its everlasting impact and expand business opportunities within the hospitality, food & beverage industry. This year FHTB returns for its 3-day exhibition and once again showcases an array of exclusive 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 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.





# INDONESIA'S PROMISING INDUSTRY **BUSINESS** **OPPORTUNITIES**

Indonesia is a country of enormous economic potential. As the Indonesian government designs a roadmap to implement several strategies for jumpstarting the nation's development, according to the President of the Republic of Indonesia, in the event that digitization in the economic and financial sectors grows rapidly and efficiently, the country is expected to become the seventh-largest economy in the world by 2030.

Indonesia harnesses digitalization to raise productivity and growth, which will help the country achieve its goal to raise its per-capita gross domestic product to the high-income level by 2045. As stated by the Indonesian Minister of Trade, adopting a circular economy in Indonesia's key sectors might add between Rp 593 trillion (US\$42.2 billion) and Rp 638 trillion to the country's gross domestic product (GDP) by 2030.

## Food & Beverage:\*

By 2030, projected spending on food and beverages will reach **\$194**

The Gross Merchandise Value (GMV) of the transport and food delivery industry is expected to grow up to

**US\$ 16.8**  
billion in 2025

Indonesia's consumer spending for food and beverages will increase by more than

**5%**  
annually until 2030

## Hospitality:\*

**\$ 1,835.6**

billion of the global online travel market is estimated to reach by 2031

**\$22**

billion of Indonesia's market share is expected to increase the tourism and hotel market until 2026

**83%** of global travelers were researched and think sustainable travel is vital until 2026

## Digital Growth:\*

Up to **23** million more jobs are forecasted to be created by automation in Indonesia than they are lost by the year 2030

**74.8** million digital users in the F&B segment is expected to reach by 2025

**\$124** billion is projected to be reached by Indonesia's digital economy in 2025

\*Data has been gathered from various sources



# ACCELERATING SUSTAINABLE IMPACTS IN THE HOSPITALITY, FOOD & BEVERAGE INDUSTRY



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.

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

## HOW IS FHTB SUSTAINABLE?



Our event is powered by renewable energy making the electricity usage carbon neutral



Working with suppliers to focus on environmental impact



We are carefully designing our feature areas to minimise the level of waste generated



Promote reused items to participants eg. reused bottle, reused bag, reused pallet



We facilitate the discussion and knowledge on sustainability. Visit our website for more details



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Partner with a different organisation for sustainability business



Catering fresh and locally sourced



We upcycle and repurpose exhibition materials into creative interior design by collaborating with a local agency



Digital adoption to reduce paper



# FHTB COVERS VARIOUS PRODUCT CATEGORIES



## EXPERIENCE OUR EXCITING FEATURED EVENTS

### SALON CULINAIRE BALI

An entertaining and educative program by Bali Culinary Professionals through an exciting and artistic competition in showcasing the skills and expertise of chefs and apprentices in the industry with several competition classes. Not only expecting competitors within Indonesia, but we are also looking forward to welcoming participants from various neighboring countries in Southeast Asia affiliated with the association.



### COFFEE COMPETITION

The coffee events highlights various renowned coffee competitions that play a huge role in the industry. The championships are organised in search of Indonesia's best baristas, latte artists and brewers. The coffee events highlight artistic expression in a competition platform that challenges in an on-demand performance. Alongside the competitions, a Coffee Village will also be presented as the all-star experience bar, where all contestants are compelled to serve coffee to visitors to give attendees the experience of enjoying coffee served by the contestants.





## INDUSTRY SEMINAR

Our Industry Seminar program is presented by several of our renowned exhibitors in the related Industry (Food, Hotel, and Tourism Industry) to showcase and acknowledge visitors with the products and services they offer. Bringing you dynamic topics, you will be able to join the exciting seminars. This program will also encourage you to gain useful insights to stay updated and grow in the industry.



## WINE MASTERCLASS

This Wine Masterclass programme is expected to motivate people to perfect their skills and helps widen knowledge of the sommelier profession in the public at large also with an aim of creating an educative short program to acknowledge everyone who is involved in the wine and F&B industry



## FHTB TV PROGRAMME

FHTB TV Programme is our newest exciting programme. This event live streams content of all the program series in FHTB 2022 that will be available live on the official Food & Hospitality Series\_ID Youtube Channel which allows all of our online visitors to stay updated and not miss out on the excitement of FHTB. Our TV Programme also highlights keyplayer exhibitors that are present at FHTB and allow them to present their products and keep viewers informed on their updates.



## BARNATION

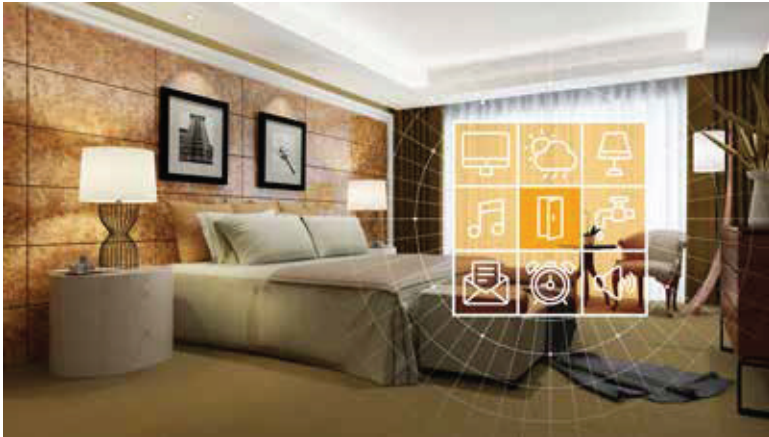
The Barnation programme is held in search for the best bartenders and facilitating them a platform that allows them to show off their bartending skills and unique styles in flairtending. They will also get the chance to present their drink mixing skills in the Mixology competition. The programme will indefinitely bring an entertaining and exciting show to the attendees.







F&B and Hospitality trade, anytime, anywhere.



Saladplate is the dedicated 365 community that brings together the hospitality, food & beverage industry's best suppliers and buyers to engage, experience and build business connections via physical and virtual experiences, specialised digital content and actionable data insights.

## WHY **SALADPLATE?**



**10,000+**  
Professional  
Business Buyers



**100+**  
International  
Buyer Countries



**200,000+**  
Monthly  
Website Visits



**15,000+**  
Inquiries

## WHY **SHOULD JOIN?**

Industry leaders and new business start-up who are targeting the dynamic Asian market

**01**

Companies seeking a more cost-effective option to network within the hospitality, food and beverage industry

**02**

Businesses who would like to reach a global audience and create brand awareness

**03**

Businesses who wish to engage digitally with their new and existing buyers

**04**

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 DIGITAL DELIGHT

## Providing digital marketing solutions tailored to your needs

Our customers can tap-in to our abundant database and worldwide networks within the industries by using our digital products.

### 1. Website Ads

- a. Homepage Banners
- b. Sub-page Banners
- c. Registration Page Banners

### 2. Newsletter

- a. Banner Ads
- b. Product Review
- c. Emailer Campaign

### 3. Digital Media

- a. Webinar (Hospitality, F&B Hub)

### 4. Marketplace

- a. Saladplate.com Membership

### 5. Virtual Event

- a. B2B Matchmaking
- b. Livestreaming

### 6. Digital Showroom

- a. Banner Ads
- b. Priority Placement

### 7. Video Content

- a. Product Showcase



## OUR OBJECTIVES

**UNLOCK** your digital potential and build your products' digital DNA, ahead of your competitors

**CONNECT** with your target market in any kinds of circumstances.

**DELIVER** business leads to your door

## EXHIBIT PACKAGE

### Option 1:

### RAW SPACE



**USD 375 per sqm  
(min. 15 sqm)**

Floor space rental only.  
Ideal for exhibitors who want to build their own stand.

### Option 2:

### SHELL SCHEME



**USD 450 per sqm  
(min. 9 sqm)**

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

**follow us: #FHTB #fhtbali #foodhoteltourismbali**



#### Sales Enquiries

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