



FHTB
FOOD, HOTEL & TOURISM
BALI

Incorporating
RETAIL
INDONESIA

22 - 24 SEPTEMBER 2022
Bali Nusa Dua Convention Center (BNDCC)



The 12th International Hospitality, Food & Beverage Trade Exhibition in Eastern Indonesia

Press Release

FHTB 2022 Accelerates the Revival of Indonesia's Tourism Industry

Bali, 8 September 2022 – The global pandemic was a massive hit to the tourism industry worldwide, but now, the industry is reviving along with the better world situation. Aiming to support Indonesia's reviving tourism industry, PT Pamerindo Indonesia positively responds to this promising condition by presenting the return of **Food, Hotel & Tourism Bali (FHTB) 2022**, which is the largest International Hospitality, Food & Beverage Trade Exhibition in Eastern Indonesia.

The 12th edition of FHTB this year will be held at the Bali Nusa Dua Convention Center (BNDCC) on 22 – 24 September 2022. Incorporating with Retail Indonesia, FHTB 2022 will provides unprecedented access to top culinary and hospitality manufacturers, distributors, and retailers.

Event Director of FHTB 2022, Juanita Soerakoesoemah, stated that FHTB 2022 continues to accelerate the sustainable growth of Indonesia's tourism industry after the pandemic and to embody the spirit of economic and entrepreneurial possibility in Indonesia's tourism market. "We provide a platform and business opportunities for both domestic and international suppliers of F&B and hospitality to break into the growing needs of Indonesia's market," Juanita stated.

She then claimed that Indonesia's tourism market has a discerning taste; thus, the players, such as owners of hotels, clubs, restaurants, tour operators, and distributors, as well as its retailers and wholesalers, must also meet ever-expanding requirements in fulfilling their market needs. This growth in the requirements to meet the market preferences will also affect the development of Indonesia's tourism industry.

Statistics Indonesia (BPS) showed that foreign tourist visits to Indonesia reached 397,770 during January – May 2022. This figure increased by 616.40% (YoY) from the previous year¹. The Ministry of Tourism and Creative Economy targets foreign tourist visits to reach 1.8 – 3.6 million, implying proceeds of approximately IDR 6.74 – 24.40 trillion in 2022².

Juanita believes that FHTB has been recognised as the premier platform to boost Indonesia's hospitality and tourism businesses. "FHTB provides the best opportunities for suppliers to meet face to face with potential clients, and to reconnect with existing customers," she remarked.

¹ Source: Badan Pusat Statistik (BPS), Press Release, 01 July 2022 (<https://www.bps.go.id/pressrelease/2022/07/01/1874/jumlah-kunjungan-wisman-ke-indonesia-melalui-pintu-masuk-utama-pada-mei-2022-mencapai-212-33-ribu-kunjungan--dan-jumlah-penumpang-angkutan-udara-domestik-pada-mei-2022-naik-40-41-persen.html>)

² Source: Antara, "Industri Pariwisata Indonesia Menargetkan 1,8 -3,6 Juta Wisman di 2022", accessed through Media Indonesia.com's webpage (<https://mediaindonesia.com/ekonomi/485513/industri-pariwisata-indonesia-menargetkan-18-36-juta-wisman-di-2022>)

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FHTB 2022 provides access to more than 250 exhibiting companies of the best factories, distributors, and retailers in their respective industries from 25 countries. Among the companies confirmed to join as exhibitors at FHTB 2022 are prominent names such as Hatten Bali, Nano Logistic, McLewis, Health Today, ATEJA, Amardeep, Terry Palmer, Sensatia, Prambanan Kencana, Rotaryana Prima, Duta Abadi Primantara, Kurnia Mitra Duta Sentosa, Nespresso, Lotus Food Services, Pantja Artha Niaga, Multifortuna Sinardelta, Jaddi Internasional, Libra Food Service, etc. Their presence at FHTB 2022 will attract key-trade only buyers from the region's leading resorts, hotel chain, restaurants, importers.

Furthermore, FHTB 2022 will also feature special events and competitions during the exhibition. These feature events are a form of support from various associations in the industry that has become the best partners in presenting the exciting events such as the 11th Salon Culinaire Bali by Bali Culinary Professionals (BCP); Barnation by Asosiasi Bartender Indonesia (ABI); Indonesia Latte Art Championship (ILAC) by Specialty Coffee Association of Indonesia (SCAI); Wine Masterclass by Indonesia Sommelier Association (ISA) Bali Chapter; and Gelato Workshops by Lotus Food Services dan Carpigiani. All these events will also be accessible through the FHTB TV Programme on Youtube channel of Food & Hospitality Series_ID.

"Many feature events and competitions at FHTB 2022 that will be held through support of the respective associations as partners, will challenge the creativity, wit, and skills of the regions finest chefs, sommeliers, and baristas," Juanita elaborated.

Additionally, the visitors of FHTB 2022 will have a chance to learn from experts in the F&B, hospitality, and tourism industries through the Industry Seminar. The seminars will be presented by several of FHTB renowned exhibitors in the related industry (Food, Hotel and Tourism Industry) to showcase and acknowledge visitors with the products and services they offer. "We bring dynamic topics into the Industry Seminar to allow visitors of FHTB 2022 gain useful insights to stay updated grow in the industry while having a chance to create business networking and connections," she added.

FHTB 2022 provides an undisputed entry point for top international companies into Indonesia's thriving and lucrative tourism market. This access means the biggest gathering, attended by unrivalled quality of attendees of decision makers, specifiers and end-users in the tourism, F&B and hospitality industries in Indonesia. Juanita added that all the activities in FHTB 2022, including networking, discussions, exchange of ideas, and competitions, aim to help grow business in this burgeoning marketplace of tourism in Indonesia, and also toward Making Indonesia 4.0 by 2030.

As part of Informa Markets and the Informa Group, PT Pamerindo Indonesia will run FHTB 2022 as sustainable event which focus on sustainability for long term impacts to customers, colleagues, communities, and environment where it works in. **Leonarita Hutama** as **Marketing Communication Manager FHTB 2022** explains that sustainability (social, economic, and environmental) on FHTB is no longer nice to have but a necessary part of any activities in the event.

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“Sustainability on FHTB 2022 is not only just about the way we produce our events and products but it is also about the role that we have to play in providing a space to work in partnership together with our markets to inspire sustainable development of the industries we serve,” she concluded.

Therefore, FHTB 2022 will be held as sustainable event through a forward act in using renewable electricity, reducing paper used, reuse some products for several times along the event, and using environmental-friendly product materials.

The FHTB 2022 will be held for three days, 22-24 September 2022, at the Bali Nusa Dua Convention Center (BNDCC). Visitors may pre-register for free access to the three-day exhibition through the link: <https://fhtbali.id/prereg/>.

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About PT Pamerindo Indonesia

PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia, established with the sole purpose of organising specialised trade exhibitions for the Indonesian market. The company has grown considerably and now regularly organises over 20 trade exhibitions in the following sectors: Baby & Maternity, Beauty, Building & Construction, Electric & Power, Food & Hotel, Laboratory, Manufacturing, Mining, Plastics & Rubber, Oil & Gas sectors. Since its inception PT Pamerindo Indonesia has organised over 200 international trade exhibitions in Jakarta, Surabaya, and Bali.

PT Pamerindo Indonesia is part of Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world’s leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.pamerindo.com & www.informamarkets.com.

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