



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 Officially Open as Part of Indonesia's Reviving Tourism Industry

Bali, 22 September 2022 – Food, Hotel & Tourism Bali (FHTB) 2022 had a warm and festive welcome today at Bali Nusa Dua Convention Center (BNDCC). From the very first day, visitors crowded BNDCC halls to attend the largest International Hospitality, Food & Beverage Trade Exhibition in Eastern Indonesia. Incorporating with Retail Indonesia, more than 300 exhibiting companies from 26 countries has been joining FHTB 2022 that will held for three days, 22–24 September 2022.

FHTB 2022 was officially opened by **the Vice Governor of Bali, Prof. Dr. Ir. Tjokorda Oka Artha Ardana Sukawati, M.Si.**, marking FHTB's 12th edition. The Opening Ceremony was also graced with opening remarks from **Ketut Darmayasa, S.IPem, MM, CHT, Chairman of the Indonesian Food & Beverage Executive Association (IFBEC) Bali Chapter**, and **Stefan Mueller, Chairman of Bali Culinary Professionals (BCP)**. The warm welcome and support from various parties upon the commencement of FHTB 2022 showed great optimism about Indonesia's reviving tourism industry.

Juanita Soerakoesoemah as **Event Director of FHTB 2022**, in her opening remark, stated that this event aimed to support the revival of Indonesia's F&B, hospitality, and tourism industries. After global pandemic, tourism industry suffered a severe blow, especially in Eastern Indonesia; thus, it needs a catalyst for its revival.

"FHTB, a biennial trade exhibition on an international scale, has been the best platform to connect exhibitor companies (product suppliers) with the best buyers (resorts, hotel chains, restaurants, and importers) in the region, therefore accelerating national tourism industry's revival post-pandemic," Juanita stated.

She added that, according to Statistics Indonesia (BPS), total foreign tourist visits to Indonesia in May 2022 reached 212,330 or increased by 91.19% compared to the previous month. Furthermore, hotels with a star rating classification had an occupancy rate of 49.85% (increasing by 15.62 points) in May 2022 compared to the previous month¹; thus, FHTB is the perfect momentum for business players and entrepreneurs in tourism industry to expand their market.

FHTB 2022 showcases an array of products and services from exhibitor companies in many categories, ranging from the most requested Food & Beverages, food services and equipment, hospitality, coffee products, wine & spirits, retail, and packaging. These top quality products and services showcase will can satisfy the needs and discerning tastes of club, hotel, and restaurant owners, purchasing managers, as

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>)

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well as tour operators, distributors, retailers, and wholesalers to expand their global business opportunities.

Among the exhibitor companies who have been joining FHTB 2022 are prominent names such as Hatten Bali, Nano Logistic, McLewis, Health Today, ATEJA, Amardeep, Terry Palmer, Sensatia Botanical, 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, Comextra, Unakaffe System, Tokusen Wagyu, Jaddi Internasional, Rasa Group and many more. Their presence at FHTB 2022 will attract key-trade only buyers from the region's leading resorts, hotel chain, restaurants, importers.

Beyond exhibiting products, some competitions and feature events are held through support of the respective associations during the 3-day exhibition of FHTB 2022. Those competitions and feature events include the following: 11th Salon Culinare Bali by Bali Culinary Professionals (BCP); Barnation by Association Bartender Indonesia (ABI); Wine Masterclass by Indonesia Sommelier Association (ISA) Bali Chapter; Gelato Workshops by Lotus Food Services and Carpigiani; and seminar about industries and FHTB TV Programme through a YouTube channel (Food & Hospitality Series_ID).

Juggling Show

Chairman of Indonesian Food & Beverage Executive Association (IFBEC) Bali Chapter, Ketut Darmayasa, S.IPem, MM, CHT, stated that FHTB 2022 would hold **Barnation**, a bartending and cocktail mix competition. Flair bartender is the art of acrobatic bartender to entertain guests. This act would play with bar equipment, such as shakers, bottles, and ice scoops, using fascinating techniques and moves to entertain.

"We hope this competition can highlight young and talented entertainers from the public and tourism industry workers who can represent Indonesia at international competitions," said Ketut.

Besides competitions, there is also **Bar Coaching Clinic** to educate visitors. He hopes that FHTB 2022 will lead to collaborations that can empower and strengthen business networks of the hospitality and F&B industries. He believes this event is a major opportunity that local industry players must seize.

"Bali is Indonesia's tourism gauge. Participation of IFBEC in FHTB 2022 is expected to attract local and international business players and tourists, hence further convincing them to buy Bali's local products. From professional point of view, they can also browse the latest and rising trends," he commented.

Wine Masterclass & Sommelier Competition

Indonesia Sommelier Association (ISA) Bali Chapter supports FHTB 2022 by holding **Wine Masterclass** and **Best Sommelier Competition**. **President of Indonesia Sommelier Association (ISA) Bali Chapter, Adam**, commented that through Wine Masterclass, ISA Bali Chapter would like to present more opportunities to learn about wines to the general public, including wine enthusiasts and F&B professionals.

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“FHTB is a major event that Indonesians look forward to, especially those engaged in F&B business. ISA believes that participating in FHTB by holding Masterclass can enlarge the socialization momentum for people to know about wine better,” Adam elaborated.

Adam also added that FHTB is the perfect moment to hold the annual Best Sommelier Competition to bring forth Sommelier Champions who would have the opportunity to be selected for the international level. This competition is expected to cultivate confidence and support among F&B professionals so they can meet the F&B and tourism industries’ development, which is increasingly innovative, varying, and competitive on a global scale.

FHTB 2022 Marketing Communication Manager Leonarita Hutama explained that various competitions and feature events, with support from FHTB 2022’s partnering associations, are expected to support the sustainable growth of F&B, hospitality, and tourism industries in Indonesia. “FHTB is more than an international trade exhibition for Eastern Indonesia; it is also a learning platform for the industries’ business players, entrepreneurs, and practitioners in this industry,” she elaborated.

Leonarita highlighted that all program at FHTB 2022 including **Industry Seminar** and **FHTB TV Programme**, serve as a means to assist Indonesia’s F&B, hospitality, and tourism businesspeople to gain support and insight in developing their sustainable businesses growth. She hopes that all of the events and programs in FHTB 2022 are able to support the sector to shine globally and work toward in Making Indonesia 4.0 by 2030.

Furthermore, FHTB 2022 promotes sustainability (social, economic, and environmental) through its event production and partnership with partners who inspired by sustainable growth in tourism market. According to Leonarita, sustainability has been part in events and activities of Pamerindo Indonesia (part of Informa Markets) as the event coordinator, to inspire visitors and participants to apply sustainability in reaching their business goals.

On the first day of FHTB 2022, thousands of visitors were listed. Visitor registration is still open until the last day and uses a QR code available around the BNDCC. For further information, please access www.fhtbali.com or visit FHTB social media channels: Instagram (@fhtbali), Facebook (FHTBali), and LinkedIn (Food, Hotel & Tourism Bali).

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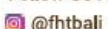
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About PT Pamerindo Indonesia

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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