

Food, Hotel & Tourism Bali 2024 Successfully Connected Hundreds of Business Network

Bali, 21 March 2024 – Food, Hotel & Tourism Bali (FHTB) 2024 was successfully held incorporating with Retail Indonesia on 6 – 8 March 2024 at the Bali Nusa Dua Convention Center (BNDCC). This leading and premiere International trade exhibition in Eastern Indonesia attracted over 12,000 trade visitors, including leading entrepreneurs in the hospitality, F&B, and tourism industries.

According to **Juanita Soerakoesoemah, Event Director of FHTB 2024**, this exhibition successfully facilitated more than 400 business meetings over three days. She acknowledged this as a support to the enhancement of opportunities for enterprises and business players in the hospitality, F&B, and tourism sectors to lead sustainable future businesses.

“In addition to serving as a bridge for business meetings, FHTB 2024 also provides a platform for visitors to learn directly from experts and professionals, especially about the latest trends and innovations through a variety of featured events. We appreciate the participation of more than 300 exhibitor companies from 23 countries, many of which have presented booths that emphasize sustainability. Therefore, FHTB 2024 awarded Better Stands to Quality Works (Gold winner), Singabera Intrafood Indonesia (Silver winner), and Pineapple Furniture (Bronze winner),” explained Juanita.

During this biennial event spanning three days, various featured events were held, including the breaking of the MURI record: 1000 cocktails in 10 minutes organized by ABI (Asosiasi Bartender Indonesia), Promotion of Local Nusantara Beverages through Bittersweet Festival by Gerakan Komunitas Fermentasi Nusantara (FERMENUSA), the Biggest Sommelier Events in Bali by ISA (Indonesia Sommelier Association) Bali Chapter, Indonesia Coffee Event (ICE) 2024 by SCAI (Specialty Coffee Association of Indonesia), as well as various Gelato Workshops by Lotus Food Services, Carpigiani & Embassy Chocolate.

In FHTB 2024, the 12th Salon Culinaire Chef's Competition by BCP (Bali Culinary Professionals) was once again presented, organizing a chef competition for participants who are still under the auspices of BCP, including students (under the age of 25) and professionals. Three categories are being competed, namely Main Course class, Cooking Challenge, and Desserts. In total, this competition was participated by 700 contestants. Not to be missed, are workshops by BRCA (Bali Restaurant & Cafe Association), the Mandatory Halal 2024 seminar by LPPOM MUI, and the Pantja Artha Niaga Wine & Spirit Masterclass. All are precisely documented in the FHTB 2024 TV Programme, through the Youtube channel Food & Hospitality Series_ID.

Breaking MURI Record: 1000 Cocktails in 10 Minutes

With the successful breaking of the MURI record: 1000 cocktails in 10 minutes, **Operation Director of MURI, Jusuf Ngadri**, responded that MURI strongly supported record-breaking actions that align with the objective of FHTB 2024 in supporting the development of Indonesia's tourism industry, especially in Bali. Through the creation of 1000 cocktails that highlight local Bali products, foreign tourists and exhibition visitors can taste the flavors of local beverages that are no less competitive than international products.

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"This record-breaking is an appreciation of extraordinary, first, or superlative efforts and creations that are measurable, in this case, the quantity of 1000 cocktails served within 10 minutes, to demonstrate the professionalism of the bartenders capable of mixing them in a short time. Being part of FHTB exhibition, which has a grand vision of supporting the flow of tourists to Bali, it is hoped that activities like this can continue to be carried out in the future with different variants to keep promoting local products to be more globally recognized," Jusuf explained.

Chairman of ABI (Asosiasi Bartender Indonesia) Bali, Gede Ngurah Udayana, revealed that ABI Bali has long collaborated with FHTB to conduct interesting activities. Such as two years ago, which included Flairtending and Mixology competitions, but this year ABI Bali initiated a special and spectacular event to continue generating novelty and excitement to provide a special attraction for both local and international tourists.

"In this MURI record-breaking action, besides professional bartenders, we also involved many hotel management students who are learning about the bartender profession. From the mixology side, we also provided coaching for bartenders to ensure this event ran smoothly. We also awarded certificates and attractive prizes to the top 10 bartenders, to encourage more enthusiasm for participating in such events," said Ngurah.

This event was successfully carried out thanks to the excellent collaboration between ABI, as well as other parties including IFBEC Bali Chapter, Multifortuna, Bali Moon, and Squeeze (PT Prima), also supported by Black Bull, Oro Tequilana, and Cloud Seven.

Indonesia's Representative in the Prestigious World Coffee Championship 2024

The annual competition regularly held by the Specialty Coffee Association of Indonesia (SCAI) at FHTB 2024, has produced three selected baristas in the Indonesia Latte Art Competition (ILAC) and Indonesia Coffee in Good Spirit (ICiGSC) categories. They succeeded in passing the stage performance and presentation assessments.

For the ICiGSC category, the third-place winner was Anggarjito Reka Fannio, the second-place winner was Benedick Visantus Pramono, and the first-place winner was Yessylia Violin Angkasa. Meanwhile, in the ILAC category, successfully surpassing five previous participants, three winners emerged: Matthew Perry, Indra Budiman, and first-place winner Sthira Yabin.

According to the **Chairman of SCAI, Daryanto Witarsa**, the first-place winners in both categories will represent Indonesia in the World Coffee Championship 2024 in Copenhagen, Denmark. *"They will be Indonesia's representatives in the world coffee competition categories of World Latte Art Championship & World Coffee in Good Spirits Championship on 27-29 June 2024. We are very grateful to FHTB 2024, because thanks to years of cooperation, FHTB has become the perfect platform for us to discover talented baristas worthy of appearing in world-class competitions,"* he explained.

The Biggest Sommelier Events in Bali

Meanwhile, from the Indonesian Sommelier competition, many winners have also been announced in two categories: Barton & Question Competition and Blind Testing & Wine Competitions. Most of the winners carry the names of well-known bars and restaurants on the Island of the Gods.

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For the Barton & Question Competition category, the first-place winner was I Made Priana (K Club Ubud), Wayan Ari Setiawan (Bvlgari Resort) was runner-up 1, while I Kadek Widiarta (The Ampurva Kempinski Bali), and Kadek Lis Minayanti (Amici Bali by Enrico Bartolini) managed to secure runner-up 2 and 3 positions. From the Blind Testing & Wine Competitions, three winners were also successful, where the first-place winner was Made Juana Mahardika (The Cave), the second-place winner was I Gusti Ngurah Oka Darmawan (Padma Legian), and runner-up 1 was I Komang Octarino Wisnumurti Muliana (Monarch Dalung).

Increase Food Awareness through the Seminar ‘Surplus Food to Combat Food Waste & Food Insecurity’

FHTB 2024 collaborates with Scholar of Sustenances (SOS), an international non-governmental organization (USA, Thailand, the Philippines, and Indonesia), with a social mission of ‘zero hunger’ to provide food equality through the management of food surplus from the HoReCa industry. **Yuni Derlean, Donor Relation Executive of SOS Bali**, explained that many hotels in Bali have started actively participating as donors for SOS to implement this program.

“The seminar on Surplus Food to Combat Food Waste & Food Insecurity presented at FHTB 2024 is important to raise awareness among the community, especially HoReCa business players, about managing food surplus that can save the environment from excessive food waste and help others (social responsibility). We hope that SOS through FHTB can establish new partnerships with many businesses, especially Executive Chefs, to be involved in SOS programs,” explained Yuni.

According to Juanita, this is also in line with the sustainability mission of FHTB 2024, which strongly supports reducing environmental impact on the planet through sustainability principles in the hospitality, F&B, and tourism sectors with innovations towards the global market. Sustainability is an important part of this event to continue inspiring business players to reduce waste to achieve environmental sustainability.

“Pamerindo Indonesia as part of Informa Markets, through events like FHTB 2024, has a specific commitment to enhancing environmental, social, and economic impact in the city where the exhibition is held. One of these commitments is manifested in providing accident insurance protection and death insurance for up to 50 vulnerable workers for the protection program of BPJS Ketenagakerjaan for 12 months,” explained Juanita.

Through the program of Sejahterakan Pekerja Di Sekitar Kita (SERTAKAN) issued by BPJS Ketenagakerjaan, Pamerindo Indonesia consistently and continuously registers and provides social security protection for vulnerable workers from the social and economic risks faced while working. It is hoped that all participants who are part of the exhibitions organized by Pamerindo Indonesia will be protected and able to benefit from the program.

Juanita concluded that Pamerindo Indonesia’s efforts to support sustainable business growth in the hospitality and F&B industries in Indonesia will continue through Food & Hospitality Indonesia (FHI) 2024 exhibition on 23-26 July 2024, at Jakarta International Expo (JIEXPO).

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