

Press Release

Food, Hotel & Tourism Bali (FHTB) 2024 is Officially Held to Enhance Opportunities to Lead Sustainable Future Businesses

Bali, 6 March 2024 – Starting today, **Food, Hotel & Tourism Bali (FHTB) 2024** is officially held. On the first day, hundreds of visitors enthusiastically welcomed the opening of this exhibition and packed the entire hall of **Bali Nusa Dua Convention Center (BNDC)**. This leading and premiere International trade exhibition in Eastern Indonesia, covering the Food & Beverage (F&B), Hospitality, and Tourism industries is presented for three days start from 6 – 8 March 2024 incorporating Retail Indonesia

The warm welcome and support from various parties at the opening of FHTB 2024 clearly show optimism for the progress of the tourism industry in Indonesia. **Event Director of FHTB 2024, Juanita Soerakoesoemah**, in her opening remarks said that FHTB 2024 is held to represent and embody the spirit of economic and entrepreneurial possibility for companies and business players in the hospitality and F&B sectors to lead sustainable future businesses, especially in the Eastern Indonesian tourism industry.

"*FHTB, as a leading biennial international trade event, has become perfect platform for connecting and networking exhibitors and buyers from the region's leading resorts, hotel chains, restaurants and importers by bringing business synergy over 300 exhibiting companies from 23 countries/regions,*" said Juanita.

She also added that the presence of FHTB 2024 provides an undisputed entry point for top global companies into this thriving and lucrative market opportunities. FHTB 2024 showcases an array of products and services ranging from the most requested food & beverage, food service and equipment, hospitality design and supplies, hospitality technology, hospitality interiors and amenities, coffee, wine & spirit, retail, and packaging.

These top-quality products showcase will satisfy the needs and discerning tastes of club, hotel, and restaurant owners, purchasing managers, as well as tour operators, distributors, retailers, and wholesalers in the region to expand their global business opportunities. Among the confirmed leading companies exhibiting in FHTB 2024 are King Koil, Multi Fortuna, Rotaryana Prima, Modena, TTS, Libra Food, Coffee Beyond Borders, BepahKupi, PAN Group, NANO Logistics, ACR Panel, CV. Liang and many more.

Trade visitors not only can explore products showcase but also able to gain a unique opportunity to network and learn about the latest developments in the industry at FHTB 2024, through many interactive competition events that are hosted by top national association partners. Among featured events in FHTB 2024 are the 12th Bali Salon Culinaire Chef's Competition by Bali Culinary Professionals (BCP); the Biggest Sommelier Events in Bali by Indonesia Sommelier Association Bali Chapter (ISA); Indonesia Coffee Event (ICE) 2024 by Specialty Coffee Association of Indonesia (SCAI); Gelato Workshop by Lotus Food Services; and Carpigiani & Embassy Chocolate.

www.fhtbali.com

Organised by:



Sustainable Events



Follow us:



@fhtbali



Food, Hotel & Tourism Bali



Food, Hotel & Tourism Bali



Food & Hospitality Series_ID

MURI Record Breaking 1000 Cocktails in 10 Minutes

Many exciting events will be held during FHTB 2024, one of which is the attempt to break MURI record: 1,000 cocktails in 10 minutes, held by two associations, ABI (Asosiasi Bartender Indonesia or Indonesian Bartender Association) and ISA (Indonesian Sommelier Association). Both will collaborate with many parties including BSA (Bali Sommelier Association), Multifortuna, Bali Moon, and Squeeze (PT Prima), also supported by Black Bull, Oro Tequilana, and Cloud Seven.

Chairman of the Indonesian Food & Beverage Executive Association (IFBEC) Bali Chapter, Ketut Darmayasa, S.IPem, MM, CHT, stated that the acrobatic action by 100 bartenders is presented to also support the strengthen of Bali’s personal branding of tourism post-pandemic. *“Through this exciting event at FHTB, we hope that it can attract potential tourist visit to Bali, both from domestic and international tourists,”* added Darma.

According to him, FHTB is a major event that should be seized by local industry players, especially in Bali which serves as the barometer of the tourism center in Indonesia. *“We hope that our participation in FHTB 2024 can support the growth of Human Resources in tourism industry, so they are able to see new product trends in the food & beverage sector that can attract both local and international tourists to be more confident in purchasing local Balinese products that are rapidly developing at this time,”* he explained.

Promotion of Local Indonesian Beverages

In addition, FHTB 2024 will also present new featured events, such as Bali Restaurant & Cafe Association (BRCA) workshop as well as Bittersweet Festival and *Keong Racun vs Arak (bukan) Racun* themed Talkshow on Fermentation by Gerakan Komunitas Fermentasi Nusantara (FERMENUSA)

Bambang Britono, as the Chairman of Gerakan Komunitas Fermentasi Nusantara (FERMENUSA), stated that FHTB 2024 will introduce Bittersweet Festival which is a kick-off inaugural festival presented by FERMENUSA, a forum for fermentation that showcases a series of local fermentation products from Indonesia. Bittersweet Festival serves as the forefront promotional guard for the fermentation beverage festival category.

Bittersweet Festival itself will present various types of Arak Nusantara which later will be made into a cocktail based of local beverages. It is hoped that this festival can attract small and medium business enterprises (MSMEs) engaged in fermentation products such as tempeh, tape, cheese, soy sauce, and of course, local beverages like Arak, wine, beer, and so on.

“Currently, local beverages such as Cap Tikus and Arak are still rarely noticed. Through the inception of Bittersweet Festival, we hope to invite visitors to celebrate the richness of fermented food and beverages from the archipelago, while also introducing them to the hospitality industry in Indonesia. Thus, it could potentially become a tourist attraction in the future,” said Bambang.

From market data in 2020, the majority of beverage market value is dominated by imports. Bambang hopes that the presence of local beverages will be increasingly recognized through FHTB 2024, and can elevate local products onto the international stage, especially in Bali.

“The presence of our booth, hopefully, can become a platform for education and experience, reaching as many people as possible especially outside of Indonesia. We also hope that our participation in FHTB 2024

can open up possibilities or discussions that can generate business value for fermentation in HoReCa industry," he explained.

Sustainability in FHTB 2024

Juanita, in her speech, also emphasized that FHTB in every edition, supports to counteract the environmental impact on the planet through Sustainability in the hospitality, food & beverage, and tourism sector with innovation towards the global market. FHTB 2024 is held with a dedication to integrating sustainability practices by implementing measurable initiatives to pursuit sustainability goals.

"Pamerindo Indonesia as part of Informa Markets, through our events such as FHTB, is committed to reducing environmental impact and promoting socially and environmentally responsible business practices. This is supported by various collaborations with sustainable organizations, such as Scholars of Sustainable (SOS) Bali, which will present a seminar on Surplus Food to Combat Food Waste & Food Insecurity," said Juanita.

According to her, sustainability becomes an integral part of the event held to inspire visitors and exhibiting companies to contribute in sustainability while achieving their market goals. FHTB 2024 involves a diverse audience who are environmentally conscious, inspiring them to make conscious choices to achieve environmental sustainability through various sustainable initiatives and actions including the use of environmentally friendly materials, waste reduction, the use of renewable energy, and environmental education.

Juanita also hopes that with the various competition activities and exciting events presented by association partners in FHTB 2024, it is expected to continue supporting the development of sustainable F&B, hospitality, and tourism industries in Indonesia.

Hoteliers, professionals, and F&B business players can also broaden their insights to support business development by participating in networking and business expansion activities at FHTB 2024 such as Business Matching, Networking programs, and Industry Seminars by LPPOM MUI, Pantja Artha Niaga, and not to forget FHI TV Programme as a learning tool for entrepreneurs and enthusiasts in this industry. The target is for all activities and programs within FHTB to support this sector to shine globally in realizing Indonesia 4.0 by 2030

By the first day of FHTB 2024, thousands of visitors have registered. Visitor registration will continue to be available until the last day of the event through scanning the QR code available in the BNDCC area. For further information, please visit www.fhtbali.com or follow our social media channels on Instagram (@fhtbali), Facebook (FHTBali), Linkedin (Food, Hotel & Tourism Bali), TikTok (@foodhospitalityindonesia), and Youtube channel Food & Hospitality Series_ID.

###

Contact Person:
Leonarita Hutama
Marketing Communication Manager
PT Pamerindo Indonesia
leonarita@pamerindo.com

www.fhtbali.com



Follow us:



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: 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.

www.fhtbali.com

Organised by:



Sustainable Events



Follow us:

