

Food, Hotel & Tourism Bali (FHTB) Returns in 2024 with The Spirit of Entrepreneurship and Economics for Sustainable Businesses

Bali, 21 February 2024 - As the global economy recovers and the national economy grows, **Food, Hotel & Tourism Bali (FHTB)** returns in 2024 as the leading and premiere International trade exhibition in Eastern Indonesia, covering the Food & Beverage (F&B), Hospitality, and Tourism industries. For the 13th edition this year, FHTB will be held incorporating Retail Indonesia at **Bali Nusa Dua Convention Center (BNDCC)** start from **6 – 8 March 2024**.

The return of FHTB 2024 is part of continuing commitment from PT Pamerindo Indonesia to support the enhancement of opportunities for enterprises and business players in the hospitality, F&B, and tourism sectors to lead sustainable future businesses. FHTB 2024 is presented to represent and embody the spirit of economic and entrepreneurial possibility for these industries in Indonesia.

Juanita Soerakoesoemah as **Event Director FHTB 2024**, stated that FHTB is a vibrant gathering of industry leaders and trendsetters for discovering the freshest trends, groundbreaking innovations, and an exquisite array of high-quality products that define the HoReCa (Hotel, Restaurant, and Catering) businesses. *“More than 300 global companies from 23 different countries/regions will seize this opportunity to exhibit their excellence products and services,”* explained Juanita.

According to Juanita, this will also make them more attractive in contributing to the dynamic landscape of Bali’s premiere hospitality and tourism sectors. 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. The joining of these leading companies is expected to attract key buyers, especially those from the resorts, hotel chains, restaurants, and the top importers in the region.

Through its 3-days exhibition of an array of exclusive products and services showcases, FHTB 2024 will attract more than 12,000 trade visitors from both national and international markets. The return of FHTB 2024 is expected to support the enhancement in the number of foreign tourist visits to Indonesia. Statistics Indonesia (BPS) showed data of foreign tourist arrivals in Indonesia from January to September 2023 increased by 143.41% (YoY), compared to the same period in 2022.¹

The visitors of FHTB 2024 will have the chance to learn and gain insightful knowledges from the experts in the industry, while building a business network with the best global professionals through various featured events organized by various association partners in the hospitality, F&B, and tourism industries. Among the 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.

One of the most recent and most exciting featured events at FHTB this year is the attempt to break the MURI Record: 1000 Cocktails in 10 Minutes, conducted in collaboration with ABI, Multifortuna, Bali Moon,

¹ Source: Statistics Official News (Berita Resmi Statistik) of BPS, No. 73/11/Th. XXVI, 1 Nov 2023.

and Squeeze (PT Prima), supported by Black Bull, Oro Tequilana, and Cloud Seven. This spectacular moment is not only about breaking the record but also about unity, creativity, and collaboration among talented mixologists who will demonstrate their skill, coordination, and great teamwork to present an impressive experience for visitors through a variety of cocktail creations.

In addition, FHTB 2024 will also present new featured events, such as Bali Restaurant & Cafe Association Workshop; Bittersweet Festival and *Keong Racun* or *Arak Racun* workshop by Forum Fermentasi Nusantara (FERMENUUSA); Surplus Food to Combat Food Waste & Food Insecurity by Scholars of Sustainable (SOS) Bali; Networking programme and Industry Seminars presented by LPPOM MUI and Pantja Artha Niaga; FHTB Business Matching; and many more.

FHTB 2024 continues to accelerate a sustainable business growth especially in Eastern Indonesia, by providing top global companies, an undisputed entry point into this thriving and lucrative market opportunities. *“FHTB returns to help the hospitality, F&B, and tourism sectors shine globally and making Indonesia 4.0 towards 2030,”* said Juanita.

In line with this, **Marketing Communication Manager FHTB 2024, Leonarita Hutama**, explained that as part of PT Pamerindo Indonesia’s sustainable event, FHTB 2024 prioritizes sustainability, recognizing its growing importance to attendees, exhibitors, and market. *“By conducting FHTB exhibition, Pamerindo Indonesia enhances environmental, social, and economic impact in the host city. We are committed to responsible events that foster sustainability within the sector by connecting people with networks and knowledge to address challenges,”* she said.

Therefore, FHTB 2024 will implement several sustainability initiatives, including energy conservation through using renewable electricity, reducing paper use, reusing again some products for several times along the event, and using environmental-friendly product materials.

At present, visitor entry access via pre-registration has been opened at the link <https://www.fhtbali.com/preregistration2024/>. Professionals and potential trade visitors can immediately pre-register before 1 March 2024, to get free access for the full 3-days of FHTB 2024. For further information, please visit www.fhtbali.com or follow FHTB social media channels on Instagram (@fhtbali), Facebook (FHTBali), LinkedIn (Food, Hotel & Tourism Bali), TikTok (@foodhospitalityindonesia), and YouTube channel Food & Hospitality Series_ID.

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