

FHTB 2026 Successfully Concludes, Connecting More Than 700 Business Networks in Eastern Indonesia's Tourism Sector

Press Release

Bali, 8 May 2026 – Food, Hotel & Tourism Bali (FHTB) 2026, held from 28–30 April 2026 at the Bali Nusa Dua Convention Center (BNDCC), successfully strengthened business networks and supported the growth of the hospitality, food and beverage (F&B), and tourism industries, particularly across Eastern Indonesia.

Organized by PT Pamerindo Indonesia, the biennial exhibition facilitated more than 700 business matching meetings over the course of its three-day business matching program. By bringing together industry leaders, professionals, and entrepreneurs, FHTB continues to create valuable opportunities for long-term collaboration and business development.

Meysia Stephanie, Portfolio Director of FHTB 2026, said the strong level of participation reflected the industry's commitment to keeping pace with global trends and market developments.

“The success of FHTB 2026 demonstrates the dynamic growth of the hospitality industry. It aligns with our mission to create broader business opportunities, with Bali serving as the ideal venue as one of the leading tourism hubs in Eastern Indonesia,” she said.

This year, FHTB featured more than 200 exhibiting companies from 14 countries, including Nano Logistic, PT Rotaryana Prima, Haengnam Sejahtera Indonesia, PT Wonderful Indah Jaya, PT Senfienta Prima Tama, PT Xinyi Trading Group, CV Prima Indonesia (Squeeze Indonesia), PT Rajawali Perkasa Furniture (Bro Living), Sarika Gourmet Coffee Co. PTE LTD, among many others showcasing innovative products and services.

FHTB 2026 also contributed significantly to strengthening Bali's tourism economy and the wider Eastern Indonesia region. As Bali continues to enhance its hospitality ecosystem and organic culinary industry, the event has helped generate new business opportunities across the sector.

According to data from the Bali Provincial Government, tourist arrivals increased from 3.6 million in 2024 to 6.9 million in 2025, driving demand for accommodation and F&B services. This growth contributed to Bali's economic growth of 5.82 percent in 2025, the highest in the past seven years and above the national average of 5.11 percent.

The Bali Provincial Government, represented by **Head of the Bali Tourism Office, I Wayan Sumarajaya**, expressed appreciation for the successful organization of FHTB 2026.

“FHTB 2026 represents a strategic initiative to elevate the quality of Indonesia's culinary heritage, particularly in Bali, while supporting the growth of SMEs and the tourism economy. We hope this event will further strengthen the role of culinary tourism as one of Bali's key attractions and deliver broad benefits to local communities,” he explained.

Supporting the continued growth of Bali's tourism economy, FHTB 2026 featured a range of flagship programs that provided industry professionals with opportunities to showcase their capabilities on an international stage while gaining insights from leading experts.

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One of the highlights was the 13th Salon Culinaire Bali, organized by Bali Culinary Professionals (BCP), which nurtured emerging culinary talent through a series of cooking competitions. The competition showcased exceptional culinary talent, producing winners across multiple categories, including the prestigious Dewata Gastronomic Challenge. Four Seasons Jimbaran secured the championship title, followed by The Laguna Nusa Dua as first runner-up and Mandapa, a Ritz-Carlton Reserve, as second runner-up. Their achievements reflected the quality, creativity, and competitiveness of Indonesia's culinary industry.

Beyond the culinary competitions, visitor attention was also drawn to the Lamb Butchery Workshop & Tasting, organized by BCP in collaboration with **Stefu Santoso, Executive Chef of Amuz Gourmet Restaurant**. The session explored the characteristics of Australian lamb, butchery techniques, and appropriate cooking methods. Chef Stefu also shared practical insights, ranging from how to read product labels to meat aging techniques, which can be applied to chilled fresh meat for up to 21 days but are not suitable for frozen products. The workshop concluded with a live lamb rack butchery demonstration and tasting session, providing participants with valuable hands-on experience.

In the beverage sector, the Barista Female Creation Competition, organized by Last Brew, emerged as one of the event's standout attractions by showcasing the talents of inspiring female baristas. The competition highlighted participants' brewing techniques, beverage innovation, and storytelling abilities. From 12 finalists, three winners were selected based on precision, creativity, and market potential: Putri Shelifa Efriana (Gold), Ni Luh Ayu Sukreni (Silver), and Meilinda Dhinny (Bronze).

Project Head of Barista Female Creation, Yani Elok Pratiwi, emphasized that women continue to have significant opportunities for growth within the coffee industry, and the competition serves as an important platform to demonstrate their skills and potential.

The participation of the Indonesia Sommelier Association (ISA) also attracted considerable interest through a series of interactive experiential activities, including Wine Masterclasses and the Blind Tasting Challenge. The sessions covered wine regions, grape varietals, and practical tasting techniques.

ISA Chairman, Togu Sahat, highlighted the value of a more engaging learning experience. *"This interactive approach provides added value because participants are not only exposed to theory but also gain practical experience and sensory knowledge that are highly relevant to today's industry needs,"* he said.

He added that the strong enthusiasm shown by visitors is expected to enhance understanding of wine appreciation and food pairing while supporting improvements in service quality across the F&B sector. Throughout FHTB 2026, ISA conducted six masterclass sessions, including Wine Regions of the World, Fun Blind Tasting, and Piedmont: Italy's Most Refined Region.

The series of competitions, workshops, masterclasses, and interactive seminars provided visitors and industry players with practical learning experiences aligned with international standards. These programs not only fostered the development of exceptional talent but also strengthened quality and innovation across the hospitality and culinary sectors, ultimately contributing to the long-term competitiveness of Bali's tourism industry.

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Meanwhile, in support of sustainable tourism development, the Bali Provincial Government continues to encourage the adoption of organic farming practices. Currently, approximately 70 percent of Bali's rice fields have transitioned to organic cultivation, with a target of reaching 100 percent by 2028. In addition, most horticultural commodities, including vegetables and fruits, are now produced organically, creating added value for local culinary products while reinforcing Bali's positioning as a sustainable wellness tourism destination.

Reflecting this commitment to sustainability, FHTB 2026 established a new benchmark for environmentally responsible exhibitions through a range of integrated green initiatives. Meysia explained that every aspect of the event was designed to minimize environmental impact, from the use of eco-friendly materials and renewable energy to food waste management partnerships. One such collaboration was with Z Bio, which processes food waste into fertilizer and animal feed for local farmers and livestock producers in Bali.

These efforts were further strengthened through the presence of the UCollect Station, in collaboration with Noovoleum, which recycles used cooking oil into environmentally friendly fuel. The event also provided water refill stations through WATERHUB, encouraging visitors to participate in the #BringYourOwnTumbler campaign and reduce single-use plastic consumption.

In addition, exhibitors were encouraged to adopt reusable modular booth systems through the *Better Stands* initiative, helping to reduce exhibition waste and promote circular event practices.

FHTB's sustainability commitment was also reflected in a series of seminars focused on social impact and responsible business practices, including "Sustainable & Impactful Food Management" by Scholars of Sustenance (SOS) and "Future-Proofing Hospitality Through Sustainable Practices" by the Bali Restaurant & Café Association (BRCA).

Collectively, these sustainability-focused programs underscored FHTB 2026's role in advancing a tourism ecosystem that not only drives economic growth but also prioritizes environmental responsibility, social impact, and quality of life as key pillars of Bali's future tourism development.

The SOS seminar highlighted the importance of surplus food management as a means of reducing food waste while supporting food distribution to communities in need. Since 2017, the initiative has rescued more than 21 million kilograms of food and reached over one million beneficiaries, demonstrating the strategic role the hospitality industry can play in promoting business practices that are efficient, sustainable, and socially impactful.

FHTB 2026's sustainability commitment was further demonstrated through hands-on activities promoting environmentally friendly practices. During the Puresia Healing Rituals: Natural Bar Soap Class, participants learned how to create natural soap bars using ingredients such as coconut oil, rice bran, candlenut, and castor fruit sap. The session also highlighted the potential of locally sourced sustainable ingredients as value-added resources for Bali's growing wellness tourism industry.

As the event concluded, FHTB 2026 reaffirmed its role as a strategic platform for advancing Indonesia's tourism industry, particularly in Eastern Indonesia, while serving as a collaborative hub connecting industry players and suppliers within a single ecosystem.

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By showcasing the latest trends, innovations, flagship products, and sustainability practices, FHTB continues to strengthen the competitiveness of the hospitality, F&B, and tourism industries. Looking ahead, the exhibition is expected to remain a catalyst for industry growth while supporting Indonesia's broader vision for Industry 4.0 and national development goals toward 2030.

"As part of Informa Markets, we remain committed to delivering positive environmental, social, and economic impacts through exhibitions such as FHTB," Meysia concluded.

PT Pamerindo Indonesia's efforts to support sustainable growth in Indonesia's hospitality and F&B sectors will continue through its next major exhibition, **Food & Hospitality Indonesia (FHI) 2026**, which will take place from **22–25 July 2026** at **JIEXPO Kemayoran, Jakarta**.

For more information about FHTB 2026 and its full range of activities, please visit www.fhtbali.com or follow FHTB's official social media channels on Instagram (@fhtbali), Facebook (FHTBali), LinkedIn (Food, Hotel & Tourism Bali), TikTok (@foodhospitalityindonesia), and YouTube (Food & Hospitality Series_ID).

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