

20 - 23
JUNE
2019

Grand City - Surabaya
INDONESIA

POST SHOW REPORT

The platform
for your Food
& Beverage needs

KRISTA EXHIBITIONS



EASTFOOD INDONESIA EXPO 2019
The 11th International Exhibition on
Food & Beverage Products, Ingredients,
Technology and Services



HELD IN CONJUNCTION WITH



Organized By



Supporting Ministry



Supporting Association



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Great Success for Eastfood & Eastpack Indonesia 2019

The 11th Eastfood Indonesia expo has concluded successfully at Grand City - Surabaya, Indonesia on June 20th – 23rd, 2019. EastFood Indonesia held in conjunction with EastPack Indonesia, The 11th International on Food Processing & Packaging Technology.



The show at a glance

To officially mark the opening of the event, a ribbon-cutting ceremony was held on the morning of June 20th, opened by Daud D. Salim (CEO Kristamedia Pratama), Christina Sudjie (CMO Kristamedia Pratama), Masaki Tani (Consulate General of People's Republic of China), Prof. Dr. Admasu Tsegaye Agidew PhD (Embassy of Ethiopia), Benson D. S. LIN (Director General of Taipei Economic and Trade Office in Surabaya), Lena Iriyanti (Kepala Bagian Kepegawaian dan Pengelolaan Kinerja Inspektorat Jendral - Ministry of Trade), Tjahjono Haryono (Ketua Umum Asosiasi Pengusaha Kafe dan Restoran Indonesia - Apkrindo), Benny Santoso (Indonesian Catering Association - APJI), Hasanuddin Yasni (Chairman - Indonesia Cold Chain Association - ARPI), Kertawidyawati (Indonesia Sommelier Association), Jamhadi (Chairman of Surabaya Chamber of Commerce), Tb. A. Machrodja (Kepala Subdit Penerapan Citra- Ministry of Trade), Indah Kurnia (House of Representatives East Java), Ted Kulongoski (U.S Consulate), Budhi Wibowo (Chairman of Indonesia Fishery Product Processing & Marketing Association).

Eastfood & Eastpack Indonesia 2019 is strongly supported by Ministry of Trade of The Republic of Indonesia, Ministry of Industry of The Republic of Indonesia, Ministry of Cooperatives and Small and Medium Enterprises of The Republic of Indonesia, Ministry of Tourism of The Republic of Indonesia, East Java Chamber of Commerce, Surabaya Chamber of Commerce, Ministry of Marine Affairs and Fisheries of The Republic of Indonesia, Indonesia National Agency of Drug and Food Control (BPOM), The Indonesia Food & Beverage Association (GAPMMI), Association Chef Professional (ACP), Indonesia Pastry Alliance (IPA), Indonesia Chef Association (ICA), Indonesian Retailers Association (APRINDO) World Association of Chefs' Societies (WACS), Association of Indonesian Hotels & Restaurants (PHRI), Indonesia Bakery Associations (ABI), Indonesia Packaging Federation (IPF), Cafe & Restaurant Association of Indonesia (APKRINDO), Association of Indonesian Coffee Exporters and Industries (AICE/AEKI), Indonesia Fishery Product Processing & Marketing Association (AP5I), Indonesian Wheat Flour Producers Association (APTINDO), Indonesia Coffee Exporters Association (GAEKI), Indonesia, Association of Indonesian Shopping Center Tenants (HIPINDO), Indonesia Cold Chain Association (ARPI), Indonesian Catering Association (APJI), Komunitas BBB and all media partners.



Exhibition Information

Show	: EASTFOOD INDONESIA EXPO 2019 The 11th International Exhibition on Food & Beverage Products, Ingredients, Technology and Services
Held in Conjunction With	: EASTPACK INDONESIA EXPO 2019 The 11th International Exhibition on Food & Beverage Products, Ingredients, Technology and Services
Date	: June 20th – 23rd 2019
Open Hours	: 10.00 am - 07.30 pm
Venue	: Grand City, Surabaya – Indonesia
Admission	: <ul style="list-style-type: none"> • The exhibition is open to trade and business visitors only • General public and minors below the age of 17 will not be permitted entry • All visitors must be properly attired; those in shorts and slippers will not be allowed into the exhibition halls
Organizer	: KRISTA EXHIBITIONS since 1995. PT. Kristamedia Pratama Jalan Blandongan No.28d/g . Jakarta 11220. Indonesia Phone : +62 21 6345861, 6345862, Fax : +62 6340140, 6342113 Email : info@kristamedia.com Website : www.kristamedia.com

Supporting Ministry & Association



- Ministry of Industry of The Republic of Indonesia • Ministry of Trade of The Republic of Indonesia
- Ministry of Cooperatives and Small and Medium Enterprises of The Republic of Indonesia
- Ministry of Tourism of The Republic of Indonesia • Ministry of Marine Affairs and Fisheries of The Republic of Indonesia
- Kadin Indonesia / Kadin Surabaya • Indonesia National Agency of Drug and Food Control (BPOM)
- Association Chef Professional (ACP) • Indonesia Chef Association (ICA) • Indonesia Pastry Alliance (IPA)
- The Indonesia Food & Beverage Association (GAPMMI) • World Association of Chefs' Societies (WACS)
- Association of Indonesian Hotels & Restaurants • Indonesia Bakery Associations (ABI)
- Indonesia Packaging Federation (IPF) • Association of Indonesian Coffee Exporters and Industries (AICE/AEKI)
- Indonesia Fishery Product Processing & Marketing Association (AP5I) • Indonesian Tea Association (ATI)
- The Indonesia Commercial Tenant Association (HIPPINDO) • Indonesia Sommelier Association (ISA)
- Indonesia Cold Chain Association (ARPI) • Indonesia - National Meat Processor Association (NAMPA)
- Indonesia Coffee Exporters Association (GAEKI) • Association of Indonesia Speciality Tea (AISTEA)
- Indonesian Association Vegetables & Fruits (AESBI) • Indonesian Wheat Flour Producers Association





Number of Exhibitors

TOTAL EXHIBITORS : **220 Exhibitors From 6 Countries**

Total Area : **6,622 sqm**

Top Exhibitors' Country



1. China



4. Japan



2. Malaysia



5. Italy



3. Thailand



6. South Korea



Exhibitor Satisfaction Survey



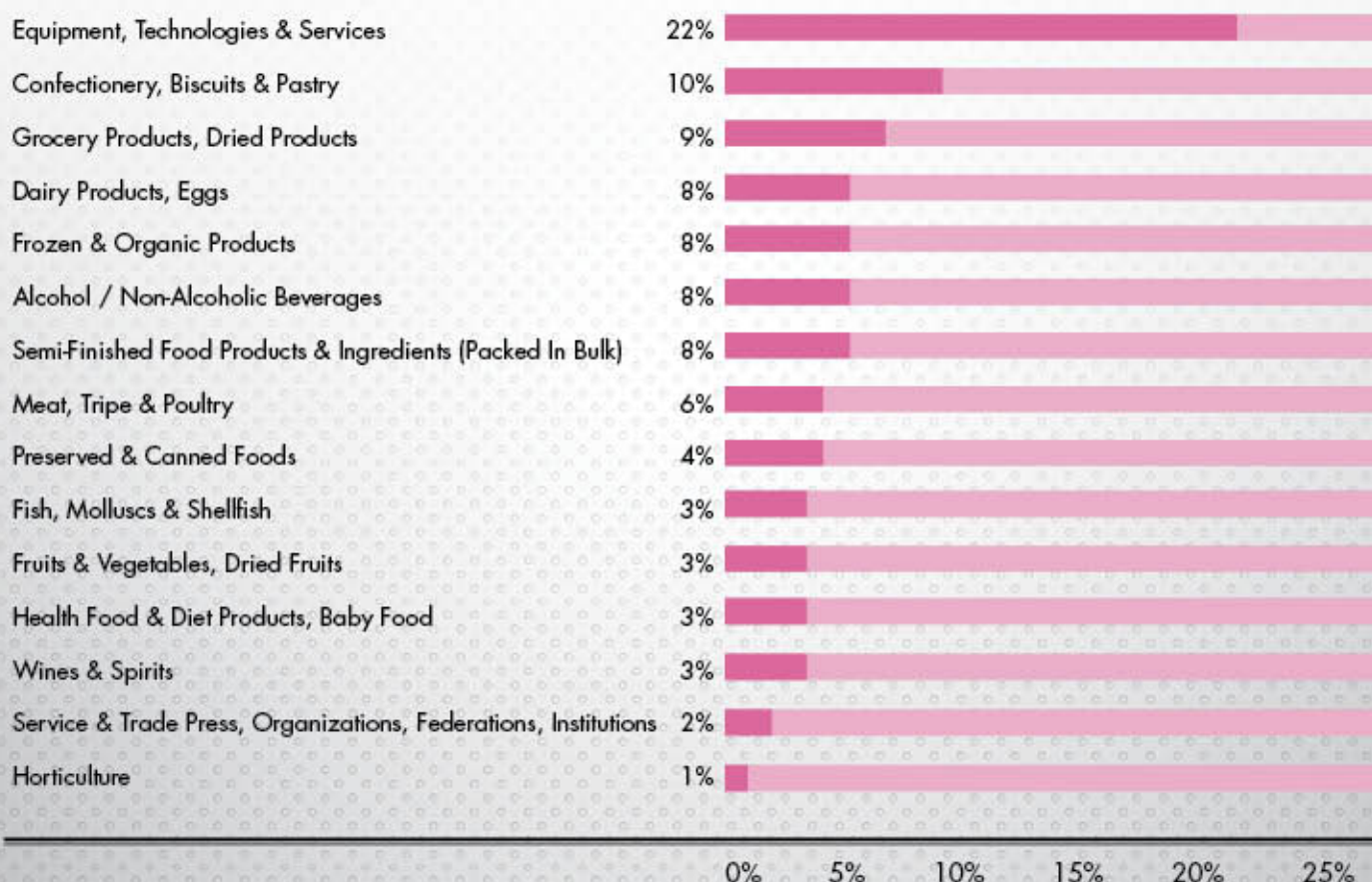
98% will participate next year



98% satisfaction rate



Exhibitors Classification by Product





Number of Visitor

TOTAL VISITORS : **28,205**

Top 10 Visitors' City

- | | |
|-------------|-------------|
| 1. Surabaya | 6. Jakarta |
| 2. Sidoarjo | 7. Kediri |
| 3. Malang | 8. Semarang |
| 4. Gresik | 9. Makassar |
| 5. Pasuruan | 10. Bali |



Top Visitors' Country



Malaysia



Singapore



Japan



South Korea



Canada



China



Spain



Thailand



Netherland



USA



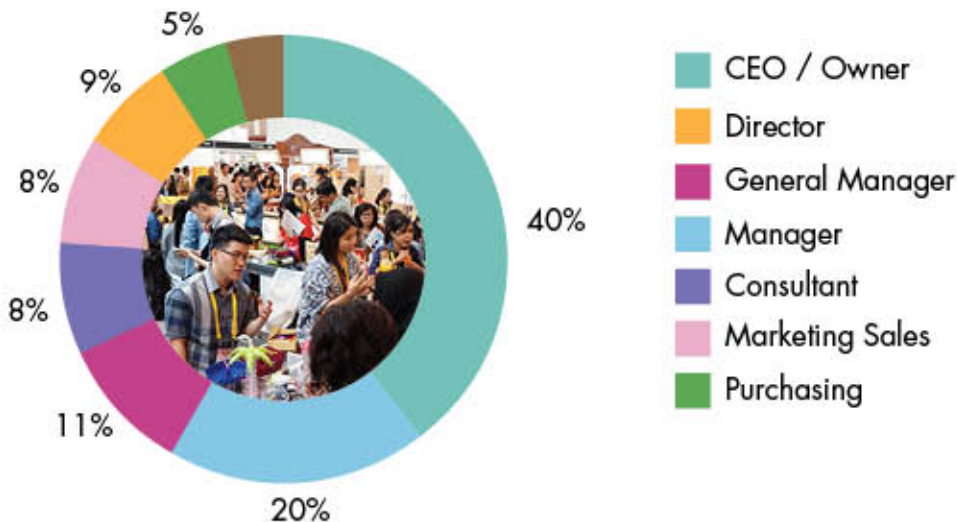
Taiwan



Ethiopia



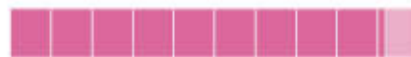
Visitors Profile EASTFOOD 2019



Visitor Satisfaction Survey



96% will participate next year



99% satisfaction rate



Exhibitors & Visitors Testimonial

"We get many good leads from the exhibition so the deals will come later after we follow up to the customer"

John Wilson, DOMINO PRINTING INDONESIA, Jakarta Selatan

"it's very lovely and also exciting, there are many exhibitor here and new product set I can found"

Kevin, Singapore

"Fantastic... It's a very good event and very inspire for young entrepreneurs"

Ade Samsah, North Kalimantan

"This event is very good, a very good prospect for us and we are getting lots of info – new food ingredients & machinery info."

Mira, BERKAT ALAM NUSANTARA, Surabaya

"A very good event for branding, make us bigger, grow further and better"

Johan, PT. TOFFIN INDONESIA, Surabaya



PROGRAMME AT EASTFOOD INDONESIA 2019

Competition

Surabaya Culinary Challenge

Date and Time of Event	: June, 20th - 23rd 2019 / 07.30 am - 05.45 pm
Place of Event	: Grand City - Surabaya 3rd Floor
Association Partner	: Indonesia Chef Association (ICA)
Number of Event Participants	: 80 Participants



Forum

Business Forum Ethiopia

Name Of Events	: Business Forum Ethiopia
Date and Time of Event	: June, 20th 2019 / 01.30 pm - 04.00 pm
Place of Event	: Grand City – Surabaya (Seminar Room 1st Floor)
Association Partner	: Ethiopia Ambassador
Number of Event Participants	: 12 Participants
Speaker / Guest	: Prof. Dr Admasu Tsegaye Agidew PhD (Embassy of Eithopia)



PROGRAMME AT EASTFOOD INDONESIA 2019

Workshop

Roasting Class

Date and Time of Event	: June, 20th - 21st 2019 / 10.00 am - 04.00 pm
Place of Event	: Grand City – Surabaya (Kopi Room 1st Floor)
Association Partner	: Association of Indonesian Coffee Exporters and Industries (AEKI)
Number of Event Participants	: 20 Participants
Speaker / Guest	: Eris Susandi



ROASTING CLASS
20 - 21 JUNI 2019
Grand City, Surabaya - Indonesia
Thursday - Friday, 10.00 - 15.30

Trainer Roasting Eris Susandi

Materi Kelas:

- Pengalihan roasting kopi
- Pengendalian Mesin Roaster
- Pengendalian parameter Green Beans
- Teknik Roasting
- Roasting untuk manual Brewing
- Roasting untuk Espresso Base
- Perawatan mesin roaster
- Penetapan Parameter Cupping
- Teknik Cupping sesuai standar Internasional
- Pengenalan Kualitas roasting kopi



Seminar

Menjaga Kualitas dan Keamanan Pangan dengan Teknologi Pendingin Tepat Guna

Date and Time of Event	: June, 21st 2019 / 09.00 am - 11.45 am
Place of Event	: Grand City – Surabaya (Seminar Room 3rd Floor)
Association Partner	: ARPI, AP5I & APKRINDO
Number of Event Participants	: 43 Participants
Speaker / Guest	: - Hasanuddin Yasni (Chairman ARPI) - Haryono Tjahjono (Chairman APKRINDO) - Firdaus RM (Direktur PT. Prima Cold Chain) - Budhi Wibowo (Chairman AP5I)



SEMINAR ARPI, AP5I & APKRINDO
Menjaga Kualitas dan Keamanan Pangan dengan Teknologi Pendingin Tepat Guna

Jumat, 21 Juni 2019 - Pukul : 09.00 - 11.45 wib
Tempat : Ruang Seminar Lt. 3 - Grand City, Surabaya

Partisipan:

- Hasanuddin Yasni
Ketua Umum Asosiasi Rantai Pasokan Indonesia ARPI
- Haryono Tjahjono
Ketua Asosiasi Pengusaha Kulkas & Refrigerator Indonesia APKRINDO
- Firdaus RM
Direktur PT. Prima Cold Chain



PROGRAMME AT EASTFOOD INDONESIA 2019

Workshop

Build to Serve

Date and Time of Event

: June, 20th 2019 / 01.00 pm - 04.00 pm

Place of Event

: Grand City – Surabaya (Seminar Room 1st Floor)

Association Partner

: Mastrada Group

Number of Event Participants

: 23 Participants

Speaker / Guest

- Lothar Onfiani (Export Area Manager)
- Sherly Hotnida (Marketing Manager Mastrada Group)
- Louis Loo (Coorporate Chef Asia & Australia)
- Hendry Wiharto (Country Manager Irinox)



Workshop

Wine Master Class

Date and Time of Event

: June, 20th - 23rd 2019 / 10.00 am - 04.00 pm

Place of Event

: Grand City – Surabaya (Wine Room 1st Floor)

Association Partner

: Indonesia Sommelier Association (ISA)

Number of Event Participants

: 138 Participants

Speaker / Guest

: Kertawidyawati, Wariga Aditya, Fave Louis



PROGRAMME AT EASTFOOD INDONESIA 2019

Demo

Baking & Cooking Demo

Date and Time of Event	: June, 20th - 23rd 2019 / 10.30 am - 07.00 pm
Place of Event	: Grand City - Surabaya 3rd Floor
Association Partner	: -
Number of Event Participants	: 150 Participants
Speaker / Guest	: Chef Surya, Ibu Achen, Chef Heru, Chef Fajar, Chef Beatrixs , Chef Anggun & Hudah, Chef Maolana, Chef Cessar, Chef Dicky Chef Andik, Chef Topan & Rio, Chef Hanna



Seminar

Business Matching

Date and Time of Event	: June, 20th - 23rd 2019 / 10.00 am - 07.30 pm
Place of Event	: Grand City – Surabaya (Seminar Room 1st Floor)
Number of Event Participants	: 118 Buyers

PROGRAMME AT EASTFOOD INDONESIA 2019

Workshop & Seminar

Masterclass Food Production System - Centralized Kitchen

Date and Time of Event	: June, 21st 2019 / 01.00 pm - 04.00 pm
Place of Event	: Grand City - Surabaya (Seminar Room 3rd Floor)
Association Partner	: Mastrada Group
Number of Event Participants	: 19 Participants
Speaker / Guest	: - Zulkarnaini Dahlan (Chef Consultant Welbilt) - Fatima MD Yunos (Market Developer FIREX) - Leonardo Savaro (International Sales Director Orved) - Hendry Wiharto (Country Manager IRINOX)



Workshop

Barista, Latte Art, Cup Tester Workshop

Date and Time of Event	: June, 22nd - 23rd 2019 / 10.00 am - 01.00 pm
Place of Event	: Grand City - Surabaya (Kopi Room 1st Floor)
Association Partner	: Specialty Coffee Association of Indonesia (SCAI)
Number of Event Participants	: 31
Speaker / Guest	: Udhe, Kevin Soewondo



PROGRAMME AT EASTFOOD INDONESIA 2019

Training

Export Kopi

Date and Time of Event

: June, 22nd 2019 / 10.00 am - 04.00 pm

Place of Event

: Grand City – Surabaya (Seminar Room 3rd Floor)

Association Partner

: Specialty Coffee Association of Indonesia (SCAI)

Number of Event Participants

: 23 Participants

Speaker / Guest

- Desak Nyoman Siksiawati (Kepala Dinas Perindustriann dan Perdagangan Jatim),
- Diah Irawati (Senior Manager of Marketing & Supporting, International Banking Division, Bank Jatim)
- Dudiek Polii (PT. Perkebunan Nusantara XII)



SEMINAR SCAI
22 JUNI 2019
Grand City, Surabaya - Indonesia
Sabtu, 10.00 - 17.00 wib

Training Export Kopi
Oleh Disperindag Jatim & Pelaku Export Kopi

Pembicara training ekspor kopi SCAI:

1. Dr. Ir. Dwiyo Irawati, SE., MT., Kepala Dinas Perindustriann dan Perdagangan Jatim
2. Diah Irawati, Senior Manager of Marketing & Supporting, International Banking Division, Bank Jatim
3. Dudiek Polii, PT. Perkebunan Nusantara XII



Seminar

Youngster Lifestyle 2020

Date and Time of Event

: June, 23 rd 2019 / 02.00 pm - 04.00 pm

Place of Event

: Grand City – Surabaya (Seminar Room 3 rd Floor)

Number of Event Participants

: 16 Participants

Speaker / Guest

: Kresnayana Yahya



SEMINAR ENCIETY
23 JUNI 2019
Grandcity - Surabaya
Minggu, 14.00 - 16.00

Seminar Enciety
YOUNGSTER
LIFESTYLE 2020

Pembicara:
Kresnayana Yahya



Documentation At Eastfood Indonesia 2019



See You Next Year

25 - 28 JUNE 2020

Grand City - Surabaya
INDONESIA

KRISTA EXHIBITIONS



EASTFOOD INDONESIA EXPO 2020

The 12th International Exhibition on
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