

EXHIBITOR INVITATION

20th edition AgroFood

Indonesia International Exhibition On Commodities And Products Of Agriculture, Plantation, Animal Husbandry And Fishery, Processed Products And Agriculture Technology

EXPO & FORUM

The Longest Running Exhibition on Agriculture, Food Corps, Processed Food & Beverage, Fishery, Livestock, and Agriculture Technolgy



TAP INTO
WORLD
FASTEST GROWING
FOOD MARKET

1st - 3rd

JULY 2022

Jakarta
Convention
Center



SUPPORTED BY GOVERNMENT:



MINISTRY OF AGRICULTURE OF THE REPUBLIC OF INDONESIA

SUPPORTED BY ASSOCIATION:



THE INDOONESIAN FOOD & BEVERAGE ASSOCIATION



INDONESIA EXHIBITION COMPANY ASSOCIATION

ORGANIZED BY:



PT. WAHYU PROMOCITRA

www.agrofood.co.id





EXPAND YOUR AGRICULTURE AND FOOD BUSINESS



20th AFE 2022
Indonesia Agro & Food Expo 2022

The 20th Indonesia International
Exhibition On Commodities And
Products Of Agriculture, Plantation,
Animal Husbandry And Fishery,
Processed Products And
Agriculture Technology

"20th AFE | Indonesia Agro Food Expo 2022" is a business exhibition (B2B and B2C) and a means of developing business networks for agriculture and processed food - based industries both from Indonesia and other countries. A number of 300 local and international government and business institutions take part in the exhibition. They present agribusiness, food and beverage products, food processing technologies and services.

"20th AFE | Indonesia Agro Food Expo 2022" is organized in conjunction with IIMA | Indonesia International Modern Agriculture Expo, FOOD DRINKTECH EXPO, and co-located with many various theme to become an effective media for the development of businesses of agriculture, processed food/beverage products, technologies and equipment. The event is targeted to be visited by 35,000 people especially potential buyers from Indonesia and around Asia.



Dates: **1st – 3rd July 2022**

Venue: **Jakarta Convention Center, INDONESIA**

Exhibition Area: **Exhibition Hall A – B**

Organizer: **WPCitra Exhibition**


Frequency: Annual

Opening Time:

July. 1 (Friday) 10:00 am – 8:00 pm

July. 2 (Saturday) 10:00 am – 8:00 pm

July. 3 (Sunday) 9:00 am – 8:00 pm



REASONS TO PARTICIPATE

With its population reaching a total of more than 240 million people, Indonesia is a very huge market for various food and beverage products from local and foreign producers.

20th AFE 2022 is a trade and investment exhibition which will be visited by local and foreign investors and businessmen so that it can facilitate B to B and B to C meeting among agriculture industry stake holders from upstream to downstream.

20th AFE 2022 has been organized for 20 years since 2001

20th AFE 2022 takes part in promoting programs on national food sufficiency.

Be part of showcase of the latest trends and technology in the industry



CO-LOCATED EVENTS



SPOTLIGHT YOUR PRODUCTS IN THE HIGHEST EXPOSURE EXHIBITION

Over four days, exhibitors will get the chance to meet face to face with thousands of wholesalers, distributors, retailers and other industry professionals invited, and develop partnerships which will see their products stocked in shops and supermarkets all over



UNTAPPED OPPORTUNITIES IN THE
FASTEST GROWING FOOD MARKET
IN ASEAN COUNTRY

TAP INTO
WORLD
FASTEST GROWING
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WHY INDONESIA ?

Retail sales for food in Indonesia experienced moderate growth as sales increased 8.2% from US\$22.3 billion in 2015 to US\$30.6 billion in 2019; a trend that is expected to continue in the forecast period, albeit at a slightly lower rate of 7.6%, as sales increase to US\$44.4 billion by 2024.

Indonesia is the fourth most populous country in the world at 266.9 million people in 2019, and is expected to reach 277.4 million by 2023.

Indonesia is a net exporter of agri-food and seafood products. In 2019, Indonesia's agri-food and seafood trade surplus was Can\$16.2 billion with imports valued at Can\$26.8 billion, and Can\$43.0 billion in exports. Indonesia's agri-food and seafood imports increased at a CAGR of 6.7% from 2015 to 2019.

Dedicated to the food production, processing and packaging industry, 20th AFE | AgroFoodExpo gathers the region's leading professionals in the agriculture and food industries to benefit from exclusive business opportunities in a custom-made setting for showcasing up-to-date technologies, products, services and solutions for all stages of food processing and packaging industry; as well as all types of popular and new food products.

PREVIOUS
EXHIBITOR & VISITOR
BY FOLLOWING COUNTRIES



China



Indonesia



Pakistan



USA



Malaysia



Singapore



Africa



Taiwan



PRESENTING **AGRICULTURAL & FOOD INNOVATION** FOR BOUNTIFUL FUTURE

Fully supported by the Ministry Of Agriculture of the Republic of Indonesia, Associations related, and others Community members. An established exhibition showcasing leading technological advancement, innovative products, and machinery alongside solutions for best practice in this sector.

20th AFE 2022 provides an additional gateway to other essential areas of the business, visitors can also attend

PRODUCTS **TO BE EXHIBITED**

- Bakery Products
- Fresh, Canned & Dried Foods
- Confectionery
- Frozen & Chilled Foods
- Chocolates
- Health & Natural Foods
- Convenience Foods
- Meat & Poultry
- Milk & Dairy Products
- Organic & Fresh Foods
- Fast Foods & Snacks
- Presentation & Processing Equipment
- Food Franchises
- Soft Drinks & Juices
- Food Processing & Packaging
- Tea, Coffee & Beverages
- Fresh and processed agri products
- Horticulture products
- Crops products
- Plantation products
- Spices products
- Coconut products
- Cacao, coffee and tea products
- Forestry products
- Fishery products
- Fertilizer and plant protection products
- Pesticides products
- Nursery products
- Finance and banking services
- Logistic services
- Certification services
- Retail and franchise services

EXHIBITION **SCALE**



EXHIBITION
AREA



NUMBER OF
EXHIBITOR



NUMBER OF
VISITOR

29.663
visitor
in 2019
including concurrent event



NUMBER OF
THEATER



NUMBER OF
EVENT PROGRAM



NUMBER OF
SPEAKERS

WHO WILL **VISIT ?**

BUYERS AND DECISION MAKERS OF :

- Food Products & Equipment
- Hotel & Kitchen Equipment
- Bakery Products
- Dairy & Poultry Products and Equipment
- Seafood Products
- Food Retailing Supplies
- Food Testing Lab & Equipment
- Packing Technology & Services
- Agricultural Products Traders / Whole sellers
- Restaurant & Hotel Owner/Sales Manager
- National & International Retail Chain
- Food Factory Owners Executive, and International Delegated Consulates & Diplomat



JOIN OUR FEATURE PROGRAM

■ TALKSHOW with MENTERI PERTANIAN:

“MENINGKATKAN NILAI TAMBAH PRODUK UNGGULAN PERKEBUNAN MELALUI GERAKAN TIGA KALI EKSPOR”

- TRADE TALK ■ WORKSHOP & SHARING SESSION “HOW TO START COFFEE SHOP” ■ EXHIBITION & SEMINAR
- NATURAL HEALTH TALK ■ BUSINESS FORUM ■ BUYERS MEET SELLERS ■ HALAL CULINARY FESTIVAL
- COOKING & BAKING LIVE SHOW ■ INDONESIA KOI SHOW ■ INDONESIA AQUASCAPE COMPETITION
- INDONESIA LOUHAN SHOW ■ INDONESIA GOLDFISH COMPETITION ■ INDONESIA BETTA SHOW ■ INDONESIA GUPPY SHOW
- FESTIVAL TANAMAN HIAS ■ FOOD TALK & SHARING SESSION ■ MENU INSPIRASI HARIAN
- COFFEE, CACAO, & TEA WORKSHOP & FESTIVAL ■ FOOD PHOTOGRAPHY WORKSHOP ■ FOOD PREPARATION WORKSHOP
- SEMINAR TEKNOLOGI PERTANIAN ■ FESTIVAL AQUASCAPE INDONESIA

CO-LOCATED EVENTS

IIMA INDONESIA
INTERNATIONAL
MODERN
AGRICULTURE
SHOWCASE

**INDONESIA
FOOD & DRINK
TECHNOLOGY**
Indonesia International Exhibition for
Food, Beverage and Drink Technology,
Processing, Packaging, Supply Chain,
& Solutions **EXPO 2022**

**INDONESIA
ORNAMENTAL
FISH SHOW**
Indonesia International Ornamental Fish
Show & Exhibitoin

**INDONESIA
HORTICULTURE
SMART HOME
FARMING 2022**

**Coffee
Cacao Tea
Festival**

**HYDROPONIC
VEGETABLE &
FRUIT**

**HALAL
K-FOOD
Festival**

**DECORATIVE
PLANT
Festival**

**HERBS, SPICES
& ORGANIC**



THE OFFICIAL VENUE

Strategically located in the heart of Jakarta, the Balai Sidang Jakarta Convention Center hosts events for the world's political, business, and entertainment leaders. Established in 1992 (25 August 1992), more than twenty two years experience of hosting events for some of the world's biggest movers and shakers, and the world's political, business, and entertainment leaders

STAND PACKAGE OPTION



Standard Booth (3mx3m)

US\$ 335/sqm (excl. 10% VAT)

- The basic fittings include:
- Fascia board with institution's E/C names
 - Partition frame system, white plywood panel walls
 - Booth fully carpeting
 - 1 information counter/table
 - 2 folding chairs
 - 2 lights
 - 220V/2 Amp single phase socket
 - 1 wastebasket

Bare Space (3mx4m)

US\$ 325/sqm (excl. 10% VAT)



Space Only is available with a minimum size of 24 sqm. Exhibitors will design and build their own booths at their cost with the assistance of our official booth contractor

ORGANIZED BY



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**WE BRIDGE
YOUR BUSINESS
TO SUCCESS**