



Foreign Agricultural Service

GAIN Report

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Indonesia

Promotion Opportunities

Annual

2002

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Report Highlights:

FAS/W Endorsed Trade Show is Food and Hotel Indonesia which will be held on April 2-5, 2003

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Jakarta ATO [ID2], ID

Upcoming Promotional Events/Events

*" The promotional activities listed are provided for informational purpose only"
"No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer"*

I. FAS/W ENDORSED TRADE SHOWS

Food & Hotel Indonesia 2003

The 7th International Hotel, Catering Equipment, Food and Drink Exhibition (which be held with Food, Hotel & Tourism Bali in alternate years)

Date: April 2-5, 2003

Venue: Jakarta International Exhibition Center, Kemayoran, Indonesia

Contact/Organizer: Wiwiek Roberto, PT Pamerindo Buana Abadi, Jakarta, Indonesia, Tel: 62-21-316-2001, Fax; 62-21-316-1983/4, E-mail: pamindo@rad.net.id

Indonesia is an archipelago of around 210 million people, making it the world's fourth most populous nation. Indonesia also represents 60 percent of the Association of Southeast Asian Nations' (ASEAN) total market base, making it the most important target market in the region for suppliers of food and agricultural products, including products intended for the retail sector, hotel & restaurant sector, and the food processing sector. U.S. suppliers who would like to make personal contact with local buyers to create trading relationships should join this event. The products most likely to succeed are: frozen offal/meat and poultry , fresh fruit, frozen french fries, canned goods, processed potato products, sauces & seasoning, fruit concentrate, snacks, breakfast cereals, bakery ingredients, and pet food. US ATO Jakarta will attend this show with a US information booth.

II. OTHER TRADE SHOWS

1. Food Product Agent Show

This will be the first Food Product Agent Show in Makassar-South Sulawesi and Manado-North Sulawesi

Date: March 8, 2003 in Makassar; March 11, 2003 in Manado

Venue: Sedona Hotel in Makassar and Grand Puri Hotel in Manado

Contact: Fahwani Y.R., U.S. Agricultural Trade Office, Jakarta, Indonesia, Wisma Metropolitan II, 3rd Floor, Jl. Jend. Sudirman Kav 29-31, Jakarta 12920, Indonesia, Tel: 62-21-5262850, Fax: 62-21-571-1251, [E-mail:atojkt@cbn.net.id](mailto:atojkt@cbn.net.id)

This show will be organized by US ATO Jakarta to introduce Major imported US food products to local agents, retails, bakeries, HRI industries, caters, and end users.

2. Java Food Expo 2003

The first International Exhibition of Food, Beverages and Hospitality Equipment for Java.

Date: September 101-3, 2003

Venue: Sasana Budaya Ganesa Exhibiting Center, Bandung, Indonesia

Contact: Linda, PT Sinar Expo Prima, Tel: 62-21-314-1970, Fax: 62-21-314-6048, E-mail: sinarexpo@cbn.net.id

The Bandung area itself (including the neighboring towns) has a huge population of over 12.5 million and it also has the advantage of being close to the Indonesian capital city of Jakarta and other major cities. Recent visitors to Bandung have expressed their surprised at the fact that " Bandung is full of top-class hotels, restaurants, bars, cafes, and bakeries with new outlets constantly opening". Java Food Expo will be extensively promoted to HRI institution, caterers, and leisure operators etc.

III. OTHER PROMOTIONAL ACTIVITIES

1. In-Store Promotion

On October 5-31, 2003, Kem Chicks Supermarket in Jakarta (speciality store) will hold an In-Store Promotion featuring U.S. Food Products which are available on the store including new to market food products.

Contact: Basuki Hardadi Sigit-Promotion Manager, Kem Chick Supermarket (PT Boga Catur Rata, Jl. Kemang Raya No. 3-5, Kebayoran Baru, Jakarta, Indonesia, Tel: 62-21-7179-0065/719-4542, Fax: 62-21-719-4543, E-mail: kcworlds@mweb.co.id

In August 2003, D'Best Supermarket in Jakarta plans to conduct an In-Store Promotion. U.S. ATO Jakarta will support this promotion.

Contact: Asteria Inten-Marketing & Promotion Dept, Mal D'best 4th Floor, Mahkota Mas, Jl. M.H. Thamrin, Cikokol, Tangerang 15117, Indonesia, Tel: 62-21-554-3305/554-3335 ext 401, Fax; 62-21-554-3318/554-3353, E-mail; dmjkt@centrin.net.id

2. Seminars

In conjunction with the Food Product Agent Show on March 8 and 11, 2003 in Makassar-South Sulawesi and Manado-North Sulawesi, USMEF-Singapore will conduct a Seminar to introduce U.S. Meat to HRI and Retails in both cities.

Contact: Eric Choon-Asean Director, 39 Tyrwhitt Road, 3rd Floor Suite, Singapore 207538, Tel: 65-6733-4255/5, fax: 65-6732-1977, [E-mail:echoon@usmef.com.sg](mailto:echoon@usmef.com.sg)

3. In-house Training & In-Store bakery Training

In house training for high protein wheat flour usage will be conducted from October 2, 2002 to March 2003. This activity is a joint program of U.S. ATO Jakarta with PT Sriboga Raturaya in Semarang. At least fifteen bakeries in Bandung-West Java, Semarang-Central Java and Surabaya-East Java will join this activity. The In-store bakery promotion will also promote other U.S. bakery ingredients.

Contact: Paulina Gandakusuma, U.S. Agricultural Trade Office, Jakarta, Indonesia, Wisma Metropolitan II, 3rd Floor, Jl. Jend. Sudirman Kav 29-31, Jakarta 12920, Indonesia, Tel: 62-21-5262850, Fax: 62-21-571-1251, E-mail:atojkt@cbn.net.id

Introduction to U.S. Baking Ingredients in Tourism School curriculum will be started in 2003 in STP (Bandung Tourism School) Bandung.

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4. Buying Mission

A Buying Mission organized by US ATO Jakarta will be conducted in July 2003. The purpose is to introduce the group to new and exciting food products from US; to assist mission participants to establish a buying network through which they can purchase US food items. Participants will include retailers and importers who have little exposure to US food products. In organizing this trip, US ATO Jakarta will work closely with Lieu Marketing Asc. in Singapore as a representative of SRTG in ASEAN.

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