

SIAL InterFOOD

INSPIRE FOOD BUSINESS

The 25th International Exhibition on Food & Beverage Products,
Technology, Ingredients, Additives, Raw Materials, Services, Equipments, Supplies



12 - 15 November 2025
JIEXPO, Kemayoran Jakarta - Indonesia

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group



Supporting Ministries



Supporting Associations



About SIAL INTERFOOD

SIAL Interfood is a strategic hub for food and beverage professionals, facilitating business partnerships and knowledge sharing. Our exhibition offers unparalleled opportunities for networking, product showcase, and market insight.

SIAL Interfood sets the stage for industry leaders to converge, innovate, and shape the future of food and beverage.



INSPIRE FOOD BUSINESS



Overview of the F & B Industry in Indonesia

The Food and Beverage (F&B) industry in Indonesia is a significant sector, driven by:

Market Overview

1. Value: IDR 1,400 trillion (2020)
2. Growth rate: 5-7% annually (2020-2025)
3. Contribution to GDP: 5.5% (2020)
4. Employment: 4.5 million workers (2020)

Key Segments

1. Beverages: coffee, tea, soft drinks, and juices
2. Processed foods: snacks, instant noodles, biscuits, and chocolates
3. Restaurant and cafe: Indonesian, Chinese, international cuisine
4. Convenience store: mini-markets, 24-hour stores
5. E-commerce: online food and beverage platforms



Trends

1. Halal certification: increasing demand for halal products
2. Digitalization: online ordering, delivery, and e-commerce
3. Health-conscious products: organic, low-sugar, gluten-free
4. Sustainable packaging: eco-friendly materials
5. Rise of cloud kitchens: virtual restaurants, meal delivery

Popular F&B Segments

1. Beverages: coffee, tea, and soft drinks
2. Processed foods: snacks, instant noodles, and biscuits
3. Restaurant and cafe: Indonesian, Chinese & international cuisine
4. Convenience store: mini-markets and 24-hour stores
5. E-commerce: online food and beverage platforms

Opportunities

1. Export market expansion: Middle East, Asia, and Europe
2. Digitalization: e-commerce, online ordering, and delivery
3. Sustainable packaging: eco-friendly materials
4. Health-conscious products: organic, low-sugar, and gluten-free
5. Rural market penetration: expanding distribution channels

Why You Should Join SIAL INTERFOOD

Industry Benefits

1. Networking Opportunities: Connect with 30,000+ professionals, including manufacturers, suppliers, distributors and retailers.
2. Market Insights: Stay updated on industry trends, consumer behavior, and market analysis.
3. Business Expansion: Explore new business opportunities, partnerships, and collaborations.

Business Growth

1. B2B Meetings: Pre-schedule meetings with potential partners and clients.
2. Brand Visibility: Increase your company's exposure to a targeted audience.
3. Lead Generation: Capture quality leads and follow-up opportunities.



Bakery



Confectionary, Biscuits & Pastry



Preserved & Canned Food



Frozen Food



Health Food & Diet Products



21 PRODUCT CATEGORIES



Delicatessen, Home Meal Replacement



Fish, Molluscs, Shellfish



Dairy & Products & Eggs



Meat & Poultry

WORLD FOOD TRADE PLATFORM



Gelato & Ice Cream



Wine, Spirits & Beer



Non Alcohol Beverages



Coffee, Tea & Chocolate

From Fresh to Frozen Foods,
From Ingredients to Organics,
From Fruits to Meat Products.



Hospitality

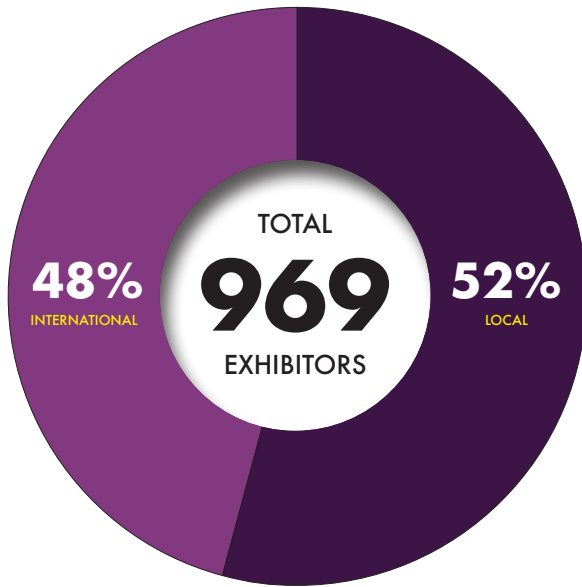


Retail & Tech



Equipment Tech & Services

EXHIBITORS OF SIAL INTERFOOD



* Data Source: POSTSHOW REPORT OF SIAL INTERFOOD 2024 indicates High Satisfaction Rate from Exhibitors and High Quality Trade Visitors



- 52% Local Exhibitors From 10 Provinces
- 48% International Exhibitors From 25 Countries (Including Region)

TOP 5 EXHIBITING SECTORS

1. Food & Beverage Products
2. Beverages & Drinks
3. Bakery & Confectionary
4. Food Technology Kitchen & Food Service Equipment
5. Food Ingredients & Natural Ingredients



EXHIBITORS FROM 25 COUNTRIES (INCLUDING REGION)

- | | | | | | |
|--|--------------|--|-------------|--|-------------|
| | Indonesia | | South Korea | | Georgia |
| | Iran | | Turkiye | | Oman |
| | Srilangka | | Belarus | | Dubai (UAE) |
| | Singapore | | Russia | | Italia |
| | Saudi Arabia | | Jepang | | India |
| | Malaysia | | Taiwan | | Switzerland |
| | Thailand | | Netherland | | Germany |
| | Vietnam | | China | | |
| | Egypt | | USA | | |

EXHIBITORS' TESTIMONIALS



My impression is that this exhibition is able to reach layers of culinary actors and also culinary connoisseurs in Indonesia because it is able to provide a complete range of alternatives and also quality so as to bring fans and culinary actors to be in this exhibition so that the main objective to market and meet the actors occurs perfectly.

Prananto Nugroho (Ariobimo Makmur Sentosa)

SIAL INTERFOOD is very positive because there are a lot of business activists here, especially those related to food and I am quite amazed at how crowded this exhibition

Budi Asto Kusuma (Digital Mediatama Maxima)



In this exhibition, we make friends and add new customers and we can also add new insights here, increasingly introducing products from dmX to everyone here of course.

Ade Irma (DMX Trading Indonesia)



We have been participating for a very long time and we like that this exhibition is always crowded, the event is never empty, there is a lot of enthusiasm, it's just cool.

Linda (Orang Tua Group)

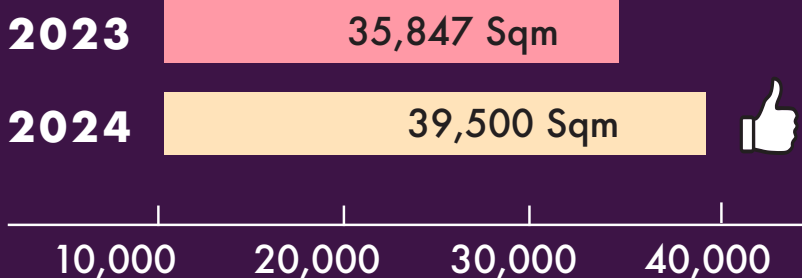


This is our first exhibition, actually we have been a visitor from 2 years ago, since then we decided to become an exhibitor. From the first day we got good feedback, maybe next year we will increase our booth space and will definitely participate again.

Kiky - PT Etika Group Indonesia

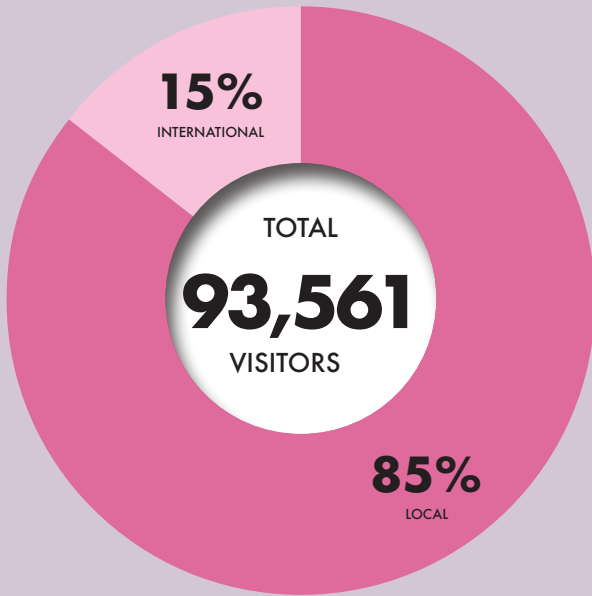


TOTAL SQM SIAL INTERFOOD 2023 / 2024



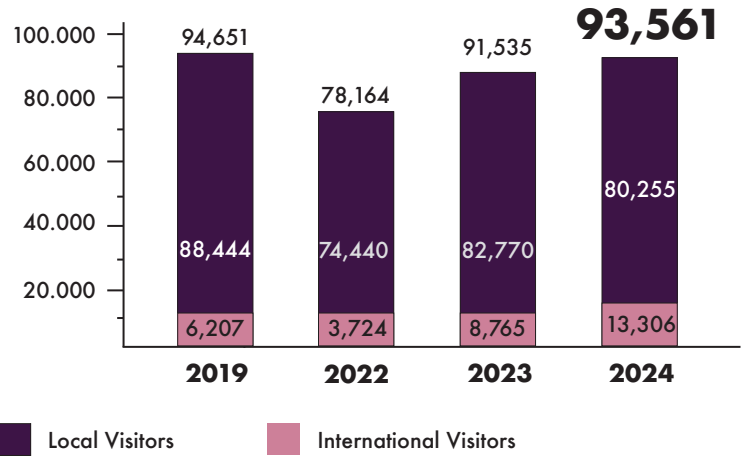
Jakarta International Expo, Kemayoran - Indonesia

VISITORS OF SIAL INTERFOOD



* Data Source: POSTSHOW REPORT OF SIAL INTERFOOD 2024 indicates High Satisfaction Rate from Exhibitors and High Quality Trade Visitors

TRADE VISITORS COMPARISON



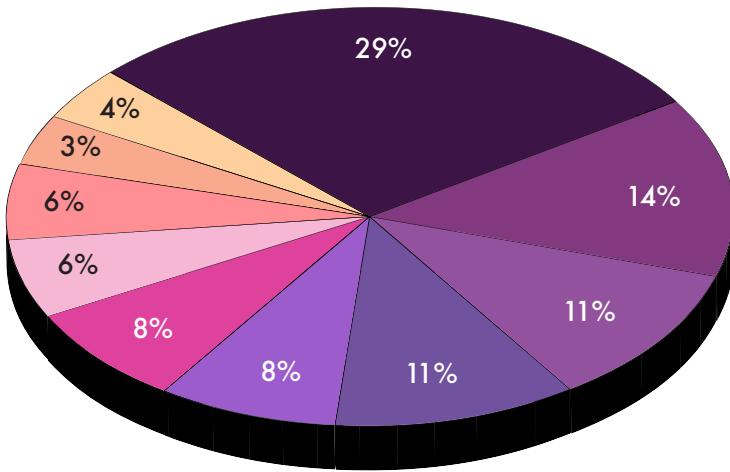
85% Local Exhibitors From 10 Provinces

15% International Exhibitors From 20 Countries (Including Region)

TRADE VISITORS FROM 47 COUNTRIES (Including Region)

- | | | | |
|--------------------------|-----------|--------------------------------|----------------------|
| Afghanistan | Hongkong | Myanmar | Sri Lanka |
| Algeria | India | Netherland | Sudan |
| American Samoa | Indonesia | New Zeland | Switzerland |
| Australia | Iran | Nigeria | Thailand |
| Bahrain | Iraq | Palestine | Tunisia |
| Bangladesh | Israel | Phillipines | Türkiye |
| Belarus | Italy | Qatar | Ukraine |
| Brazil | Japan | Russia | United Arab Emirates |
| Brunei | Kuwait | Saint Vincent & the Grenadines | United Kingdom |
| Cambodia | Libya | Saudi Arabia | United States |
| Canada | Malaysia | Singapore | Vietnam |
| Central African Republic | Mongolia | South Korea | |

TRADE VISITOR INDUSTRY SECTOR



■ Food & Beverage	29%
■ Home Industry	14%
■ Hotel, Restaurant, & Café	11%
■ Food Manufactures	11%
■ Bakery & Confectionary	8%
■ Coffee & Tea	8%
■ Catering & Food Services	6%
■ Retail & E-Commerce	6%
■ Seafood	3%
■ Others	4%

* Data Source: POSTSHOW REPORT OF 2024 indicates High Satisfaction Rate from Exhibitors and High Quality Trade Visitors

VISITORS' TESTIMONIALS



In this exhibition, I got a lot of networking and also got to know a lot of brands and also got a lot of promos, hopefully in the future SIAL INTERFOOD & KRISTA can support us more and more for the discounts.
Jacklyn - Bekasi



It's really cool that it continues to grow from the previous year, because I also went to SIAL INTERFOOD last year and for this year it is getting bigger and more brands and the venue is even bigger, really cool for SIAL INTERFOOD.
Hizomi Fahri Ahmad - Bandung



SIAL INTERFOOD exhibition is really good for F&B business people and also maybe workers in the food sector because there are so many ingredients, knowledge and information that can be obtained, like it.
Eca - Jakarta



The SIAL INTERFOOD exhibition is really good because there are many new products and it can be a business opportunity for us.
Dwian - Tangerang



ABOUT SIAL INTERFOOD 2024

- The Dedicated B2B Platform - for The Indonesian & ASEAN Food & Beverage Industry
- The 25th International Exhibition on Food & Beverage Products, Technology, Ingredients, Additives, Raw Materials, Services, Equipments, Supplies

The Show at a Glance

To officially mark the opening of the event, a ribbon-cutting ceremony was held on the morning of November 13th, opened by :



- Yudi Ariyanto - Head of Domestic Trade Department of The East Java Province of Industry and Trade
- Adhi S. Lukman - Chairman of Association of Indonesian Food and Beverage Producers (GAPMMI)
- Andrio Himawan Wahyu Aji, SH. MH. - Head of Marketing Department of Department of Cooperatives and SMEs East Java Province
- Roy Mandey - Chairman of Indonesian Retailers Association (APRINDO)
- Rusman Heriawan - Chairman of Indonesian Coffee Council (DEKOPI)
- Budhi Wibowo - Chairman of Indonesian Fishery Producers Processing and Marketing Association (AP51)
- Saut Hutagalung Chairman of Indonesian Tuna Association (ASTUIN)
- Pepeng Putra Wirawan - Head of Chinese Marga Social Association East Java Region (PSMTI)
- Woeidi Orso - Chairman of Indonesian Plastic Weaving Assortment Association (GIATPI)
- Hasanuddin Yasni - Chairman of Indonesian Cold Chain Association (ARPI)
- Puguh Sugeng Sutrisno - Secretary of The Indonesian Hotel and Restaurants Association (PHRI) East Java Region
- Idris Jahja - Vice Chairman for MSME Indonesian Chamber of Commerce and Industry (KADIN) East Java Region
- Yusuf Karim Ungsi - Regional Board Chairman of Indonesian Exhibition Company Association (ASPERAPI) East Java Region
- Ferry Setiawan - Head of Indonesian Café and Restaurant Entrepreneurs (APKRINDO) for East Java region
- Renee Bryant - A/G Consul of Australian Consulate-General in Surabaya
- YB Datuk Andi Muhammad Suryady bin Bandy - Assistant Minister of Ministry of Industrial Development & Entrepreneurship Sabah
- Janti Djuari - Head of Indonesian Pole and Line and Handline Fisheries Association - AP2HI
- Timotius Agus Rachmat - Secretary General of Association of Culinary Professionals - ACP



SIAL INTERFOOD DOCUMENTATION



Dyah Roro Esti Widya Putri, B.A., M.Sc.
 Vice Minister of TradeExport Development Ministry of Trade Republic of Indonesia



Roy Nicholas Mandey
 Chairman of the Indonesian Retail Merchants Association (APRINDO)



Adhi Lukman
 Chairman of The Indonesia Food & Beverage Association (GAPMMI)



Nicolas Trentesaux
 Director of SIAL Group Paris Comexposium



Daud Salim
 CEO Krista Exhibitions





SIAL INTERFOOD PROGRAMS



BAKING DEMO

An area where the world's best chefs compete and perform live Baking demonstrations



COOKING DEMO

An area where the world's best chefs compete and perform live cooking demonstrations



CAKE DECORATION DEMO

An area where the world's best chefs compete and perform live cake decoration demonstrations



INDONESIA COFFEE ART BATTLE

An area where the Coffee Competition compete and perform



GELATO COMPETITION

An area where Gelato & Pastry Championship compete and perform



COFFEE WORKSHOP & PROGRAMME

An area where Coffee Workshop & Programme compete and perform



LA CUISINE

An area where the world's best chefs compete and perform live culinary demonstrations



CAKE DECORATOR DISPLAY

A showcase of Beautiful and unique cake, 3 cake selected by a jury of experted



SIROC ROASTING COMPETITION

An area where Coffee Roasting Competition compete and perform



F & B TREND

An area where Seminar & Talkshow compete and perform



TEA PROGRAMME

An area where Tea Talkshow, Seminar & programme compete and perform



WINE PROGRAMME

An area where wine class & programme compete and perform



CHOCOLATE PROGRAMME

An area where the chocolate Programme compete and perform



HOSTED BUYER

a Gathering Place for buyers and exhibitors to do business meetings



JOIN SIAL INTERFOOD



39,500

Total Area / sqm
on SIAL Interfood



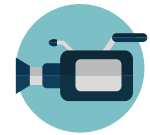
98%

Satisfaction Rate
Exhibitor on SIAL Interfood



98%

of Exhibitor plan to rejoin
on SIAL Interfood 2024



250

Journalists from Magazines,
Newspaper & Television



250,000

Website visits
www.sialinterfood.com



more than
1,000

Business Meetings
expected this year



over
50

Programs & Events
(Seminar, Demo & Workshop)



more than
200

Chefs & Instructors Participating
on event SIAL Interfood

www.kristamedia.com



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SIAL 2025

SIAL Canada **Toronto**
29 April – 01 May 2025

SIAL in India **Mumbai**
15-17 May, 2025

SIAL in China **Shanghai**
19 – 21 May 2025

Food & Drinks Malaysia **Kuala Lumpur**
by SIAL 01 – 03 July 2025

SIAL in China **Shenzhen**
01 – 03 Sept 2025

SIAL in India **New Delhi**
11 – 13 Sept 2025

SIAL Interfood **Jakarta**
12 – 15 Nov 2025

*Our vertical shows,
members of
the SIAL Network*

Gourmet Selection **Paris**
15 – 16 Sept 2025

Djazagro **Algiers**
7 – 10 APRIL 2025

**INSPIRING
FOOD
BUSINESS
WORLDWIDE**

11 LEADING BTOB EVENTS

17,000 EXHIBITORS FROM **126** COUNTRIES

700,000 PROFESSIONALS ATTENDING FROM **200** COUNTRIES

SIAL-NETWORK.COM