

## EU Pavilion at SIAL InterFOOD 2018 21-24 November 2018



**Format:** EU Pavilion and B2B meetings  
**Target region:** Jakarta  
**Created by:** EU-Indonesia Business Network  
**Date:** 21-24 November 2018

## Who should join?

Small and medium-sized enterprises (SMEs), active in the F&B sector, established within the EU, selling or marketing a European products or services, be currently exporting or demonstrating export readiness.

## Your benefits of participation

With accessible fee, the EU companies can benefits with:

- ✓ Individual booth at the European Pavilion as an ideal platform to showcase the products;
- ✓ Knowledge regarding the Indonesia F&B market
- ✓ Forge new business relationships
- ✓ Meet with interested players through B2B tailored agenda

## Sector Overview

### Food & Beverage Market

The food and beverage industry in Indonesia has been seeing expansion and high dynamics during the last few years and shows good prospects for further growth. It is one of the major drivers of Indonesia's economy and a popular investment target. Indonesia's economy grew 5% YOY in Q2 2017, with rising investment offsetting a drop in government spending and a deceleration in export growth. Additionally the sector has experienced more than 6% annual growth during the last 10 years overall. In August 2017, the Indonesian central bank lowered its benchmark interest rate to 4.5% from 4.75% in an attempt to boost consumption. President Joko Widodo reshuffled the Cabinet in 2016 to accelerate GDP growth. In November 2016, the government announced its 14th economic stimulus package to incentivise the e-commerce and creative industries. In 1H 2017, FDI inflow to Indonesia reached US\$16 billion, most of which went to the sectors of mining; metal, machinery, and electronics; electricity, gas, and water supply; chemical and pharmaceutical; and food.

The market structure of the food and beverage industry as well as the retail sector in Indonesia is composed of

foreign as well as local companies. The F&B sector consisted of 5,865 manufacturing companies and 832,830 workers in 2012 and is consistently grow-ing. Indonesia is expected to become one of the world's largest food suppliers, although it has not yet reached its full potential in terms of agricultural food production yet. The country mainly produces rice, corn, and soybeans, but still has to import significantly - particularly wheat - in order to meet local demand. The Indonesian beverage market prospects remain positive. With a population made up of a Muslim majority, Indonesia's soft drink industry share is substantial. The top three favorite consumptions are hot cof-fee, tea and iced tea drinks. From 2013 to 2017 sales in the retail sector are predicted to grow even further up to 12.9%. The Indonesian market for consumer goods is expected to reach a market volume of EUR 1.7 billion by 2030, while the F&B sector overall is expected to grow 9.8% per year on average from 2015 to 2019.

### Agribusiness Market

Indonesia's dynamic agribusiness sector in Indonesia is promising and plays an undeniable relevant role in the country's economy as it contributes 10.3% to the country's GDP in 2014 and the agricultural industry accounts for 42 percent of the country's total employment. In addition to its strong domestic capacity, the agribusiness sector is one of the main industrial development priorities set by the country's government as well as an important field for both domestic and foreign investment. In 2014 imports and ex-ports of agribusiness products amounted to EUR 10.43 billion and EUR 32.5 billion respectively. Based on current data, the EU ex-port value to Indonesia has steadily increased; from EUR 634 million in 2012 to EUR 678 million in 2013.

Poultry is still the most consumed meat in Indonesia and has the biggest market share for livestock. Day old chicks and feed are two products that are mostly produced locally by major companies such as Japfa and Charoen Phokphand. The dairy cattle and beef cat-tle population in Indonesia are mostly held by small-scale farmers, who only raise livestock for future emergency cash. The country imports breeding cattle, feeder cattle, live cattle, as well as frozen meat to fulfill its demand for beef.

## Our offer

European companies are invited to participate – at an accessible fee - at the SIAL InterFOOD 2018. The aim is to introduce European F&B products to the Indonesian market. A large Indonesian audience will be present: end-consumers but also distributors and importers as well as retail companies. European F&B products and introduction of European culture will feature under a large European pavilion.

The European pavilion will provide a comprehensive platform for all EU 28 embassies and representing companies (F&B producers and/ or distributors) to introduce their home country and their products.

You will benefit from:

- ✓ Full organization of European Pavilion including design, construction, set up, etc.
- ✓ Logistic support including assistance in booking the accommodation with discounted corporate rates for participants at selected hotels, translation service, etc.
- ✓ B2B tailored agenda with interested players during the four-day exhibition on the European Pavilion

## Participation Fee: 1.150 € per company

| Service                                                                                                                               | Costs (€)      |
|---------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Exhibition space at the European Pavilion for 4 days including the design, construction and set-up                                    | 3.500 €        |
| Logistic coordination previous to the event and on the spot support staff during the 4 days of the fair                               | 400 €          |
| - Booklet presenting the European Pavilion's exhibitors (1 full page per participant)<br>- Company listing at the Exhibitor Catalogue | 350 €          |
| <b>TOTAL COST</b>                                                                                                                     | <b>4,250 €</b> |
| <b><i>EIBN CONTRIBUTION (SUBSIDY 75%)</i></b>                                                                                         | <b>3,100 €</b> |
| <b><i>PARTICIPATION FEE</i></b>                                                                                                       | <b>1.150 €</b> |

\*The price does not include 10% VAT

## Optional B2B Agenda: 400 € per company

| Service                                           | Costs (€)      |
|---------------------------------------------------|----------------|
| Tailored B2B meetings (up to 4 arranged meetings) | 1.300 €        |
| Dedicated Interpreter for B2B (4 full days)       | 400 €          |
| <b>TOTAL COST</b>                                 | <b>1.700 €</b> |
| <b><i>EIBN CONTRIBUTION (SUBSIDY 75%)</i></b>     | <b>1.300 €</b> |
| <b><i>B2B AGENDA FEE</i></b>                      | <b>400 €</b>   |

\*The price does not include 10% VAT



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## Registration to the EU Pavilion at SIAL InterFOOD 2018

The SIAL InterFOOD Jakarta 2018 takes place from 21.11.2018 to 24.11.2018 at JI Expo Kemayoran.

We kindly ask you to read the following information carefully and then sign up for the event with your signature. Please send us this registration signed by email ([betsy.lengkong@eibn.org](mailto:betsy.lengkong@eibn.org)).

The overall objective of EU-Indonesia Business Network (EIBN) is to work towards the enhancement of exports and investments of the EU to Indonesia, particularly by Small and Medium Enterprises (SMEs). As part of the activities, EIBN organizes EU Pavilion to offer European companies the unique opportunity to make contact with the major players and business events on the ground in Indonesia.

The number of participants is limited to max. 10 companies. The applications will be considered in the order of their receipt. SMEs take precedence over large companies.

**A binding registration can be sent until August 31, 2018.**

If you have questions about registration, please contact:

### **C/O German-Indonesian Chamber of Commerce (AHK Indonesia)**

Ms. Betsy Lengkong

Jl. H. Agus Salim No. 115

Jakarta 10310 | Indonesia

Tel.: +62-21 315 4685 | Fax. +62-21 3157 088

E-Mail: [betsylengkong@eibn.org](mailto:betsylengkong@eibn.org)

Website: [www.eibn.org](http://www.eibn.org)

### **Participation fee**

After your binding registration you will receive an invoice for the participation. Payment must be made before departure (14 days from date of invoice).

If you cancel your participation 4 weeks before the start of the event or do not attend the individual cooperation talks on site, the participation fee will not be reimbursed.

### **Visa Entry requirements for EU Nationals**

Source: <http://www.imigrasi.go.id/index.php/en/public-services/visit-visa#general-info> (Directorate General of Immigration, Ministry of Law and Human Rights of Indonesia)

EU citizens need a visa to enter Indonesia.

Tourists or business travelers who are not planning to work can receive a visa for a stay of 30 days upon arrival (Visa On Arrival) for \$ 35 USD. When paying in euros or US dollars, the return will be in Indonesian rupiah. Payment is only possible with cash. The Foreign Office advises, for practical reasons, to have available the amount at arrival in USD. A one-time extension of the visa for another 30 days is possible. This extension must be requested at least seven working days before the first 30-day visa expires. The application can be filed with any branch of the Indonesian immigration office Imigrasi. The fee is 30, - USD (300,000 IDR). It is not possible to get a visa for 60 days immediately. If a longer stay is planned, the visa must be requested prior to entry. If the visa is collected upon entry, the return ticket must be presented.



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A visa on arrival is only possible at certain border crossing points. This includes the airport in Jakarta. If you are arriving at another border crossing point, we kindly ask you to check with the Indonesian Embassy and to apply for a visa before you enter the country.

A visa on arrival is only possible upon presentation of a passport. Travel documents must be valid for at least six months after entry. If entry is planned with a temporary passport, the visa must be applied for prior to entry. For all other purposes (such as employment or research, study visit, seminar attendance as a speaker), the appropriate visa must be obtained prior to entry to the relevant Indonesian mission abroad. In particular, a journalistic activity (this includes the photojournalism service) requires a visa prior to entry.

## General conditions

### Eligibility criteria

The participant will need to:

- ✓ be headquartered in an EU member state,
- ✓ be directly engaged in the industry, on which the trade fair is focused or in business aligned with trade fair's objective,
- ✓ be currently exporting or demonstrate export readiness,
- ✓ be represented during the event by an employee or officer of the company.

### Conditions

- The participant must submit a completed and signed registration form and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation.
- Upon signature of the registration, the participation for the EU Pavilion will be binding and the participation fee will be due. EIBN reserves the right to evaluate the ability of the applicant to meet the criteria above.
- The EU Pavilion will take place if a minimum number of 5 companies is reached. In case of cancellation of the EU Pavilion for this reason, the participation fee will be refunded.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the EU Pavilion.
- The participant accepts full responsibility for all of the business and organizational outcomes arising from their participation. EIBN will not be held responsible for the commercial endeavors of any party that participates in the EU Pavilion.
- Flight from Europe to Indonesia, all consumption or ground transportation expenses outside the scheduled activities, additional equipment and electricity needed for the individual booth are borne by the participants.
- During the 4 days fair, the EIBN team will only support for the B2B meetings as well as assisting as a dedicated interpreter for B2B (if needed) and coordination with fair's organizer. The team will not be held responsible for any request to provide additional equipment for the participants on the spot.
- The participant agrees to participate in a separate survey to evaluate the EU Pavilion.



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## Binding registration for participation in EU Pavilion at SIAL InterFOOD 2018 21.11.2018-24.11.2018

- I hereby confirm that I would like to participate in the EU Pavilion at SIAL InterFOOD 2018:
  - 1,500 EUR per company (+10% VAT): individual booth and B2B meetings
- I hereby confirm that I have read and understood, and I agree to accept the terms and conditions of participation in the EU Pavilion at SIAL InterFOOD 2018.

Company:

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Street, Nr.:

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Postal code and city:

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Participant Name 1:

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Function:

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Phone:

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E-mail:

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Participant Name 2:

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Function:

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Phone:

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E-mail:

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(Place, date, signature)



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