



European Pavilion at Index Indonesia 2017
October 5 – 8, 2017
Jakarta Convention Center
Jakarta, Indonesia



General Information

The overall objective of the 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-sized enterprises (SMEs). Therefore, EIBN organizes European Pavilions for European companies to get first hand impressions of the Indonesian market, get in touch with major players and potential business partners and to attend relevant business events. For the upcoming INDEX Indonesia in October 2017, we are in the process of selecting a minimum of 10 companies to participate in the Pavilion.

Contact information:

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European Pavilion at INDEX Indonesia 2017

European companies are invited to participate – at an accessible fee - at INDEX Indonesia 2017. The aim is to introduce European products to the Indonesian market. A large Indonesian audience will be present: end-consumers as well as distributors and importers. European producers and suppliers and other interior design, home furnishing, residential, commercial, fit-out, gift industry and related products will feature under a large European pavilion.

Our offer

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: **1.500 € per company**

Service	Costs (€)
Exhibition space at the European Pavilion for 4 days including the design, construction and set-up	3.100 €
Tailored B2B meetings	1.300 €
Dedicated Interpreter for B2B (4 full days)	400 €
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) - Company listing at the Exhibitor Catalogue	300 €
TOTAL COST	5.500 €
EIBN CONTRIBUTION (SUBSIDY 73%)	4.000 €
PARTICIPATION FEE	1.500 €

*The price does not include 10% VAT

Application and registration process

Please fill in the application form and email to Ms. Laura Aramo at laura.aramo@eibn.org / or call at +62 21 3154685 ext. 243

Registration Deadline: application form to be sent to EIBN by **Friday, August 25th, 2017**

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 mission by an employee or officer of the company.

Conditions:

- The participation fee includes booth stand in joint EU Pavilion at INDEX Indonesia 2017 trade fair; and a pre-researched and pre-arranged meeting agenda.
- 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.
- If the participant cancels prior to the fair commencement or fails to attend, the participation fee will not be refunded, with the exception of the case that a replacement is found for the participant.
- If a minimum number of 10 participants is not achieved, the overall booth size will be either adjusted or canceled. This will be notified minimum 2 months prior to the commencement of the fair.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the fair.
- 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 Pavilion.
- Accommodation, Flight from Europe to Indonesia and all food or ground transportation expenses outside the scheduled meals and activities are borne by the participants.
- EIBN will assist in booking the accommodation (discounted corporate rates available for participants at selected hotels).

INDEX Indonesia 2017¹

INDEX Design Series is partnering with Mozaik; Jakarta's leading homeware exhibition.

The collaboration of two leading events combines INDEX's 27 years of international experience and relationships with Mozaik's expert local knowledge and partnerships to create the only exhibition which specifically focuses on interior design, home furnishing, residential, commercial, fit-out, and gift industry's in South East Asia.

The combined large-scale exhibition will provide 200+ interior and fit-out suppliers unique access to a mix of 6,000+ regional and international architects, designers, retailers, wholesalers, product specifiers and procurement specialists responsible for the commercial, retail, residential and hospitality sectors in this rapidly developing market.

Held at the Jakarta Convention Center on the 5th – 8th October 2017, INDEX Indonesia is the essential platform for any suppliers and manufacturers looking to capitalise on the huge domestic demand from Indonesia. It's also the bridge for any suppliers looking to launch or build their presence and relations in South East Asia

Business Opportunities in the Interior Design and Architecture Market²

Due to its enormous domestic demand, Indonesia offers one of the most prosperous markets for interior design, fit-out suppliers and manufacturers. High domestic consumption is being driven by a large work force, rising middle class, strong economy and political stability. These factors have helped make Indonesia the only G20 member in South East Asia.

A rapidly growing urbanized, young, middle-class population is driving major construction projects in Indonesia. This population has an increased desire for international brands and these construction projects are looking for international suppliers to meet these preferences.

The response has been rapid development in several sectors, presenting huge opportunities for architecture and interior design:

Retail

- Current value of retail industry = \$326bn
- 10% annual growth
- 5th on Global Retail Development Index
- 419,000sqm of retail projects scheduled

Hospitality

- Hotel construction value = \$1.5bn
- Consistent double-digit growth
- Currently over 200,000 keys
- 15,000+ more rooms planned

Property

- 25,000+ new apartment units planned in Jakarta
- Jakarta constructing 500,000sqm office space annually between 2015-2018
- 12.5% YoY increase in office space
- 22,000 completed apartment units in Jakarta in 2016

¹ Information provided by INDEX Design Series, www.index-indonesia.com

² Information provided by INDEX Design Series, www.index-indonesia.com