



# EIBN

EU - INDONESIA  
BUSINESS NETWORK

## EUROPEAN PAVILION

NOVEMBER 22 - 25, 2017  
JAKARTA - INDONESIA

**SIAL** Inter**FOOD**

ASEAN

JAKARTA



### PARTICIPATION FEE

- 1000 EUR per company: booth stand in joint EU Pavilion at SIAL InterFOOD trade fair; and access to related events (+10% VAT)
- 400 EUR per company: pre-researched and pre-arranged individual business meeting agenda (optional; +10% VAT)
- Accommodation, return flights and expenses outside the scheduled program to be borne by the participants
- EIBN will assist in booking accommodation (discounted corporate rates available for participants at selected hotels)

### LIMITED SPACE! REGISTER NOW!

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### ORGANIZED BY



EU-Indonesia Business Network  
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*In an economy that is largely driven by rising household consumption, the market's potential for Food & Beverages is only growing*

### UNDERSTAND THE SECTOR POTENTIAL

- Indonesia's consumption class is predicted to grow from 100 to 140 million by 2020 with an urbanization factor of 71% by 2030
- F&B is a major driver of the domestic economy contributing more than 7% to the GDP
- The constantly rising purchasing power has driven the turnover of the retail market for F&B by an annually 12% between 2008 and 2012
- Share of F&B in manufacturing amounts to 30%
- As labour-intensive industry, F&B manufacturing workforce has increased about 22% in recent years
- The industry's turnover amounted to 82 Million US\$ in 2014, showing an increase of 8.5% bases on the previous year

### BENEFIT FROM OUR PROGRAM

- Participate in a European Pavilion at the SIAL InterFOOD Trade Fair
- Meet potential business partners
- Introduce your products
- Meet the government officials and industry leaders to learn about various regulatory procedures and policies in the F&B sector
- Learn about the current F&B situation and developments taking place



A project co-funded  
by the European Union



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INDONESIAN-FRENCH CHAMBER





**European Pavilion  
at the SIAL InterFOOD Jakarta  
Jakarta, November 22 – 25, 2017**



## **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 SIAL InterFood Jakarta in November 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 SIAL InterFOOD 2017

European companies are invited to participate – at an accessible fee - at the SIAL InterFOOD 2017. 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.

### 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: **1.000 € per company**

Service	Costs (€)
Exhibition space at the European Pavilion for 4 days including the design, construction and set-up	3.250 €
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 €
<b>TOTAL COST</b>	<b>3.950 €</b>
<b>EIBN CONTRIBUTION (SUBSIDY 75%)</b>	<b>2.950 €</b>
<b>PARTICIPATION FEE</b>	<b>1.000 €</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

## Application and registration process

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

**Registration Deadline:** application form to be sent to EIBN by **Friday, October 27<sup>th</sup>, 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 SIAL InterFOOD 2017 trade fair; and optional 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).



## SIAL InterFOOD 2017

SIAL InterFOOD is the product of collaboration between two strong powers in the food and beverage industry: SIAL GROUP, the world's largest food exhibition network with 50 years of experience, INTERFOOD, the leading food and beverage exhibition in Indonesia, running for 14 years.

This partnership has proved to be a resounding success as in its first edition in 2014, the show attracted over 35,000 visitors in 2014, and over 40,000 thousand visitors in 2016.

This year, the SIAL InterFOOD will be held from 22 – 25 November 2017 at the Jakarta International Expo, Kemayoran, Indonesia.

## EIBN Past Experience at SIAL InterFOOD 2016

