

# USA Pavilion



**Food ingredients**  
Asia

**The most important route to the  
Southeast Asian market!**

21 - 23 September 2016,  
Jakarta International Expo, Indonesia



**USDA Endorsed**

Officially Endorsed by the  
U.S. Department of Agriculture  
- Washington, DC.

# Message from the Office of Agricultural Affairs, U.S. Embassy, Jakarta

On behalf of the Office of Agricultural Affairs, U.S. Embassy, Jakarta, it will be my pleasure to welcome you to Indonesia, the largest market in Southeast Asia for U.S. agricultural exports. Indonesia's food processing sector continues to expand rapidly and there is a strong demand for high quality ingredients.

Fi Asia 2016 in Indonesia offers a great opportunity to showcase your products to key players in the food ingredients sector. We hope to see you there!

**Ali Abdi**  
**Agricultural Counselor**  
**Office of Agricultural Affairs**  
**U.S. Embassy – Jakarta**

## Hottest & Trendiest Foods Capturing Consumer Attention

- Organic
- Fortified foods and beverages
- Liquid ready-to-drink milk
- Yogurt and other dairy products
- High-protein snacks
- Processed frozen food products, such as
  - meatballs
  - chicken nuggets
  - sausages
- Fruit flavors
- Noodles and pasta
- Small-sized food packages for convenience and price considerations

## BEST PROSPECTS

Product Categories sought by Indonesian Food Processing Sector

- Wheat
- Soybean products
- Dairy products
- Fresh fruit
- Processed fruit & vegetables
- Tree nuts
- Non-alcoholic preparation used in beverages
- Garlic/onion powder
- Bakery dough
- Corn & potato starch
- Dehydrated potatoes
- Red meat



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For more information please visit [www.fiasia.com](http://www.fiasia.com)

# Fi Asia: the most important route to the Southeast Asian market!

21 - 23 September 2016, Jakarta, Indonesia

**Fi Asia**, Southeast Asia's premier exhibition and conference for the food and beverage industry, will return to Jakarta in 2016 offering great networking opportunities for your business. Taking into account that Asia will be responsible for 40% of world ingredients trade by 2017, the show, attended by key decision makers in the area, is the must-attend event for any company aiming to grow its presence in this region.

## Why Indonesia?

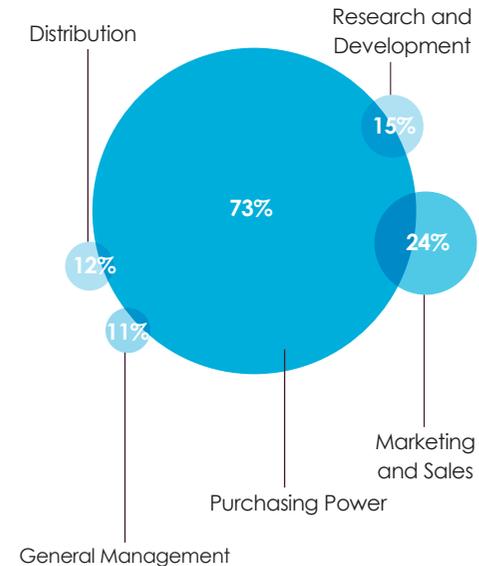
- ▶ Indonesia's F&B market is expected to grow at 3% CAGR to 2017.
- ▶ Indonesia is the 4th most populated nation in the world. This large consumer base is undergoing a major structural shift in terms of demographics. The middle and upper class estimated at 75 million people, with 7 million more entering the middle-income group each year creating an increasing demand for processed food products.
- ▶ Economic reasons: turnover in Indonesia's processed food and beverage industry is expected to grow 4% - 5% year-on-year in 2015. Weak Rupiah and dependence on imported ingredients and raw materials makes this country an attractive destination for ingredients suppliers.
- ▶ Demographics: A growing middle class (by 2030 Indonesia will reach 80% of the total population), young population (average age is 28) and urbanization (over half of the population lives in city areas) makes the yearly consumption grow about 5%.

## Why exhibit?

- ▶ Fi Asia services the **entire Southeast Asian food industry, including Indonesia**, and will provide you with a direct route to this large emerging market.
- ▶ 73% of visitors at the last edition of Fi Asia in Indonesia had **purchasing authority**.
- ▶ **15,000+ attendees** will come from 50+ countries, guaranteeing you exposure to the complete ASEAN food industry.
- ▶ **650+ exhibitors** will represent 20+ countries, these will include BASF, Brenntag Ingredients, Doehler, Friesland Campina, Jepsen and Jessen, Kerry, Rama production and many others!
- ▶ A co-located conference program offers your company the chance to reach high level industry professionals who are extremely invested in growing their industry knowledge.



## Top 5 Visitor Demographics



"Southeast Asia is an important market for us. We had a lot of real discussions with relevant visitors from throughout the region. I totally think Fi Asia 2014 is a very good show."

Tony Emms, Regional Director - SEA Strategy, Insight & Market Access, U.S. Dairy Export Council

# 24%!

Fi Asia 2014 grew its attendees by 24%!

For more information please visit [www.fiasia.com](http://www.fiasia.com)

# USA Pavilion

Participation in the official USDA-endorsed USA Pavilion at FI Asia 2016 offers you the prestige and visibility of exhibiting with other US companies while keeping your own identity – your individual booth with a cost-effective, complete service package eliminating communication lag-time and currency transfers.

- Professional guidance and total logistical coordination from UBM
- Pre-show promotion
- Prime location on show floor
- Strong USA identification – focal point for international and importers and brokers
- USA Pavilion business lounge with Internet access
- On-going market assistance during the show
- One individual entry in official show catalog, show web site, and USA Pavilion Directory
- Assistance with hotel accommodations and shipping samples

Price: **729 Euro per sqm**

Minimum booth size is 9 sqm



Design subject to change

## Walk-on Booth Package

- Booth construction with back and side walls
- Fascia with company name
- One table, three chairs, one lockable demonstration counter, one bar stool, two wall shelves, one wastebasket, and one literature rack
- Wall-to-wall carpeting
- Lighting
- One electrical socket
- One individual entry in official show catalog and USA Pavilion Directory
- Daily booth cleaning
- 5 exhibitor badges per registered company
- One copy of the Fi Asia show catalog
- WiFi



**Notice on Product Origin: All firms exhibiting in the USA Pavilion must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.**

For more information please visit [www.fiasia.com](http://www.fiasia.com)

# Floorplan

Maximise your presence at the show by getting ahead of the crowd and selecting the best stand location for your organisation.

# 46%!

Fi Asia 2016 grows in event size!



The USA pavilion stands are highlighted in green.

Since we have a limited number of stands available, please contact us immediately.

For more information please visit [www.fiasia.com](http://www.fiasia.com)