

# Where the tastemakers of the world create a world of taste in Asia

Bringing you ingredients and innovations from Indonesia and beyond!

The ASEAN region's F&B ingredients landscape is teeming with opportunities. Fi Asia Indonesia brings leading domestic and international ingredients suppliers, distributors and food & beverage manufacturers together under one roof!

**17,000+**

Attendees

**400+**

Exhibitor  
Companies

**22,000** m<sup>2</sup>



**Asia**

JI Expo, Jakarta, Indonesia  
4-6 September 2024



**fiasia.com**



# Asia

JI Expo, Jakarta, Indonesia  
4-6 September 2024

Held once every two years in major city of ASEAN, Fi Indonesia brings together the world's leading food and beverage buyers, R&D, business development and marketing specialists from all around the globe.

## What will you get out of exhibiting?

Did you know that Fi Asia has been categorised as one of the leading events from the Food & Beverage Industry and most of exhibitors consider Fi Asia extremely important for their business.

## By exhibiting at Fi Asia you have the opportunity to:

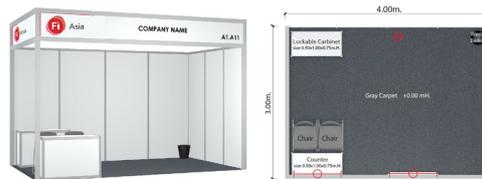
- Be one of over 400 exhibitors that will have the chance to do business with 17,000 industry professionals all in 3 days, in one location
- Market your company, industry insights & unique product offerings before and during the show to help drive qualified visitors to your stand
- Meet with current clients saving months of travel
- Meet with new buyers and industry professionals
- Promote new products
- Gain visibility and brand awareness
- Achieve proven return on investment and return on objectives

## Cost of participation

### Raw space (Minimum 12 m<sup>2</sup>)



- Rent a space to build and design your own stand and pay for electricity. (The organizer will not provide carpet.)



### Shell scheme Type A (Minimum 12 m<sup>2</sup>)

- Reception desk • Chairs • Waste paper basket
- Lockable cabinet • Socket 6 amp (not for lighting fluorescent 40w) • Dark grey carpet



### Shell scheme Type B (Minimum 12 m<sup>2</sup>)

- Round discussion table • Chairs • Waste paper basket
- Lockable cabinet • Coffee table • Bar refrigerator • Single seat sofa • Reception desk • Socket 6 amp. (not the lighting)
- Spotlights 100w (with arm) • Dark grey carpet

	Classification	1 open side	2 open sides	3 open sides	4 open sides
Raw space minimum 12 m <sup>2</sup>	Gold	○ IDR 7,073,000 / ○ USD 589	○ IDR 7,142,000 / ○ USD 595	○ IDR 7,266,000 / ○ USD 605	○ IDR 7,304,000 / ○ USD 608
	Silver	○ IDR 7,005,000 / ○ USD 584	○ IDR 7,081,000 / ○ USD 590	○ IDR 7,112,000 / ○ USD 593	○ IDR 7,142,000 / ○ USD 595
	Bronze	○ IDR 6,890,000 / ○ USD 575	○ IDR 7,005,000 / ○ USD 584	○ IDR 7,043,000 / ○ USD 587	○ IDR 7,073,000 / ○ USD 589
Shell scheme Type A minimum 12 m <sup>2</sup>	Gold	○ IDR 9,083,000 / ○ USD 756	○ IDR 9,152,000 / ○ USD 762	○ IDR 9,276,000 / ○ USD 772	○ IDR 9,314,000 / ○ USD 775
	Silver	○ IDR 9,015,000 / ○ USD 751	○ IDR 9,091,000 / ○ USD 757	○ IDR 9,122,000 / ○ USD 760	○ IDR 9,152,000 / ○ USD 762
	Bronze	○ IDR 8,900,000 / ○ USD 742	○ IDR 9,015,000 / ○ USD 751	○ IDR 9,053,000 / ○ USD 754	○ IDR 9,083,000 / ○ USD 756
Shell scheme Type B minimum 12 m <sup>2</sup>	Gold	○ IDR 10,544,000 / ○ USD 878	○ IDR 10,613,000 / ○ USD 884	○ IDR 10,737,000 / ○ USD 894	○ IDR 10,775,000 / ○ USD 897
	Silver	○ IDR 10,476,000 / ○ USD 873	○ IDR 10,552,000 / ○ USD 879	○ IDR 10,583,000 / ○ USD 882	○ IDR 10,613,000 / ○ USD 884
	Bronze	○ IDR 10,361,000 / ○ USD 864	○ IDR 10,476,000 / ○ USD 873	○ IDR 10,514,000 / ○ USD 876	○ IDR 10,544,000 / ○ USD 878

Remark:

1. Other venue related costs at IDR 96,600 / USD 7 per m<sup>2</sup> (compulsory)
2. Digital Product Solution at IDR 6,624,000 / USD 480 (compulsory)

## For further information on Fi Asia 2024, please contact

### Sales Indonesia

Ms. Susanti, Anna Maria  
Mobile : +62 816 4832 189  
Email : anna@pamerindo.com

### Sales Thailand and the rest of the world

Ms. Nongnaphat Jeerakitlert  
Mobile : +66 8 5143 8993  
Email : Nongnaphat.j@informa.com

Ms. Naruechol Bunpaiboon  
Mobile: +66 8 1558 9287  
E-mail: Naruechol.b@informa.com

Ms. Thansaya Patcharathanachai  
Mobile : +66 6 1659 4636  
E-mail : Thansaya.p@informa.com