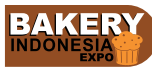


# SHA InterFOOD

INSPIRE FOOD BUSINESS



**13 - 16 November 2019.** JIExpo, Kemayoran - Indonesia

# POST SHOW REPORT



LOOK DEEPER

### **Table of Contents**

About SIAL Interfood Expo 2019 .....	3
Exhibition Information .....	4
Top 5 Exhibitor Products & Sectors .....	5
Exhibitor Classification by Country .....	5
Exhibitor Number .....	5
Exhibitor Testimonial .....	6
Total Sqm Comparison .....	6
Visitor Profile .....	7
Visitor From 72 Countries .....	7
Top 10 Company in SIAL INTERFOOD 2019 .....	8
Visitor Testimonial .....	8
Visitor Satisfaction Survey .....	8
Total Visitor .....	8

### **Programmes**

- IPA - Indonesia Pastry Alliance Championship .....	9
- Sial Interfood La Cuisine .....	10
- Sial Interfood Baking Demo .....	11
- Sial Interfood Cooking Demo .....	12
- Sial Interfood Cake Decoration Demo .....	13
- Sial Interfood Cake Decorator Display .....	14
- Sial Innovation Night .....	14
- SIROC - Sial Interfood Roasting Competition .....	15
- Roasting Workshop SCAI .....	15
- IFBEC Competition .....	16
- Wine MasterClass by Hattenwine .....	16
- Business Matching Ethiopia .....	17
- Business Matching Vietnam .....	17
- Seminar Direccion .....	18
- Seminar Food Station .....	18
- Seminar Iconic Coffee .....	19
- Seminar ATI .....	19
- Tea Brewing Championship .....	20
- Seminar AISTEA .....	20
- Gelato Class .....	21
- Seminar Wide Asia .....	21
- Talkshow & Workshop Esperto .....	22
- Seminar Yuki .....	22
- Seminar AP5I, ARPI, GAPMMI .....	23
- Member Gathering AP5I .....	23
- Member Gathering GAPMMI .....	24
- Seminar ARPI .....	24
- Photo & Documentary .....	25

### ABOUT SIALINTERFOOD 2019

The Dedicated B2B Platform - for The Indonesian & ASEAN Food & Beverage Industry  
The International Exhibition on Food & Beverage Products, Ingredients, Technology and Services

#### The Show at a Glance

To officially mark the opening of the event, a ribbon-cutting ceremony was held on the morning of November 13th, opened by :

Director General of Agro Industry of Ministry of Industry of The Republic of Indonesia- Abdul Rochim, Chairman of The Indonesia Food & Beverage Association (GAPMMI) - Adhi S. Lukman, Chairman of Indonesia Jamu Companies Association (GP Jamu) - Dwi Ranny Pertiwi Zarman, Chairman of Indonesia Catering Companies Association (PPJI) - Irwan Iden Gobel, Chairman of Indonesia License Association (ASENSI) - Susanti Widjaya, Chairman of Indonesia Franchise & License Association (WALI) - Levita G. Supit, Vice President of China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By Products (CFNA)- Rong Weidong, Chairman of Specialty Coffee Association of Indonesia



(SCAI) - Syafrudin, Chairman of Indonesia Bakery Association (ABI) - Ramelan Hidayat, President of Indonesia Sommelier Association Bali Chapter (ISA) - Kerta Widyawati, Assistant Marketing Deputy of the Ministry of Cooperatives and Small Medium Enterprises - Destry Anna Sari, Director of SIAL Group - Nicolas Trentesaux, Director of Promotion and Image of Ministry of Trade of The Republic of Indonesia - Tuti Prahastuti, Head of Shopping and Culinary Tourism Acceleration Team of Ministry of Tourism and Creative Economy of The Republic of Indonesia - Vita Datau Messakh, Chairman of Association of Culinary Professionals - Stefu Santoso, Chairman of Indonesia Shopping Tenant Association (HIPPINDO) - Budhihardjo Iduansjah, Chairman of Association of Indonesia Catering Companies (APJI) - Rahayu Setiowati, CEO of APAC - Elaine Chia, Chairman of Indonesia Sidat Fish Entrepreneurs Association (GAPISI) - Machiko Nacih, Head of Jakarta Burau Chief Polish Investment and Trade Agency - Jacek Kolomyjec, Ambassador of Poland to Indonesia - H. E. Beata Stocynska, Head of Raw Materials Committee of GP Farmasi - Vincent Harjanto, Chairman of Indonesia Franchise Association (AFI) - Anang Sukandar, Chairman of Indonesian Pole & Line and Handline Fisheries Association (AP2HI) - Janti Djuari, President of Indonesia Sommelier Association - Adam, Ambassador of Ethiopia to Indonesia - H. E. Prof. Admasu Tsegaye, Ambassador of Palestine to Indonesia - H.E. Dr. Zuhair S. M. Al-Shun, CEO Barkat Rice Mills - Karim Aziz Malik, CEO Krista Exhibitions - Dharma Salim, CMO Krista Exhibitions - Christina Sudjie



### EXHIBITION INFORMATION

Show	: <b>SIAL INTERFOOD EXPO 2019</b> The 19th International Exhibition on Food & Beverage Products, Ingredients, Technology and Services.
Held in Conjunction with	: <b>BAKERY INDONESIA EXPO 2019</b> <b>COFFEE &amp; TEA EXPO 2019</b> <b>INDONESIA GELATO EXPO 2019</b> <b>FOOD &amp; BEVERAGE FRANCHISE EXPO 2019</b> <b>WINE &amp; SPIRIT EXPO 2019</b> <b>FOOD &amp; BAKING INGREDIENTS INDONESIA EXPO 2019</b> <b>HERBAL &amp; HEALTH FOOD EXPO 2019</b> <b>INDO HORECA EXPO 2019</b> <b>GELATO EXPO 2019</b>
Co Located with	: <b>SEAFOOD SHOW EXPO 2019</b>
Date	: 13 - 16 November 2019 (4 Days Exhibition)
Venue	: Jakarta International Expo, Kemayoran - Indonesia
Admission	: • The exhibition is open to trade and business visitors only • Below the age of 17 will not be permitted entry • All visitors must be properly attired; those in shorts and slippers will not be allowed into the exhibition halls



#### Supporting Ministry



#### Supported Association



#### Supporting Ministry :

- Ministry of Trade of The Republic of Indonesia • Ministry of Industry of The Republic of Indonesia
- Ministry of Tourism of The Republic of Indonesia • Ministry of Marine Affairs and Fisheries of The Republic of Indonesia
- Ministry of Cooperatives and Small and Medium Enterprises • Indonesia National Agency of Food and Drug Control (BADAN POM)
- Indonesian Chamber of Commerce and Industry • Jakarta Chamber of Commerce and Industry

#### Supported Association :

- The Indonesia Food and Beverages Association (GAPMMI) • Indonesia Bakery Association (ABI)
- Jakarta Hotels Association (JHA) • Indonesia Coffee Exporters Association (GAEKI ICEA)
- Association of Indonesian Coffee Exporters and Industries (AEKI AICE) • Indonesia Pastry Alliances (IPA)
- Speciality Coffee Association of Indonesia (SCAI) • Indonesia Chef Association (ICA)
- Indonesian Wheat Flour Producers Association (APTINDO) • Indonesia Fishery Product Processing and Marketing Association (AP5I)
- Association of Indonesian Hotel and Restaurants (PHRI) • Indonesia Exhibition Companies Association (ASPERAPI)
- Indonesia Food & Beverage Executive Association (IFBEC) • Indonesia Sommelier Association, Indonesia Tea Association (ATI)
- Indonesia Packaging Federation (IPF) • Indonesian Retail Merchants Association (APRINDO)
- National Meat Processor Association (NAMPA) • Boga Expert Commitments Indonesia (IKA BOGA)
- Indonesia Café and Restaurant Association (APKRINDO) • Indonesia Shopping Tenant Association (HIPPIINDO)
- Indonesia Vegetables and Fruit Exporters Association (AESBI) • Indonesian Catering Expert Association (IKABOGA)
- Association of Culinary Professional (ACP) • Indonesia Cold and Chain Association (ARPI)



### TOP 6 EXHIBITOR PRODUCTS & SECTORS

1. Food & Beverages
2. Equipment & Services (HORECA)
3. Confectionery, Pastry & Bakery
4. Meat, Poultry & Fish, Frozen Food
5. Grocery Products
6. Coffee, Tea & Dairy Products

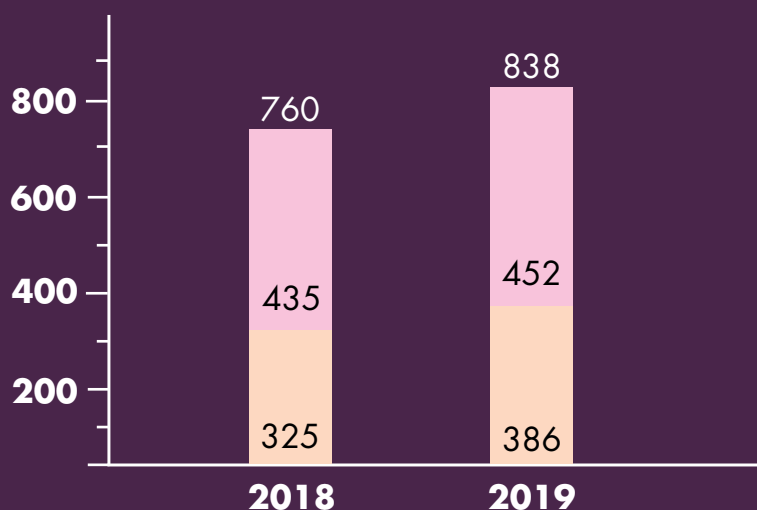


### CLASSIFICATION OF EXHIBITORS BY COUNTRY IN SIAL INTERFOOD

 Indonesia	 United Arab Emirates	 Palestine	 Belarus
 China	 Turkey	 India	 Greece
 South Korea	 Pakistan	 Kuwait	 Bulgaria
 Italy	 Belgium	 Tunisia	 Germany
 Poland	 Thailand	 USA	 United Kingdom
 Malaysia	 France	 Romania	 Czech Republic
 Austria	 Singapore	 Vietnam	

### NUMBER OF EXHIBITORS

SIAL INTERFOOD Exhibitor Comparison



 Overseas Exhibitors  Local Exhibitors

### Total SQM SIAL Interfood 2019

**2019** 38,000 Sqm

10,000 20,000 30,000 40,000

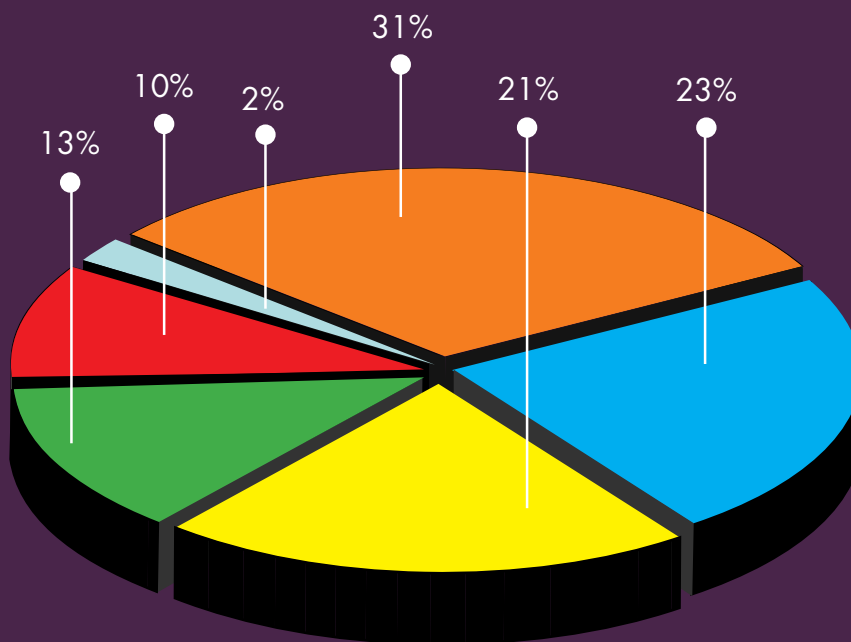


Satisfaction rate : 97%

Next edition participation : 95%



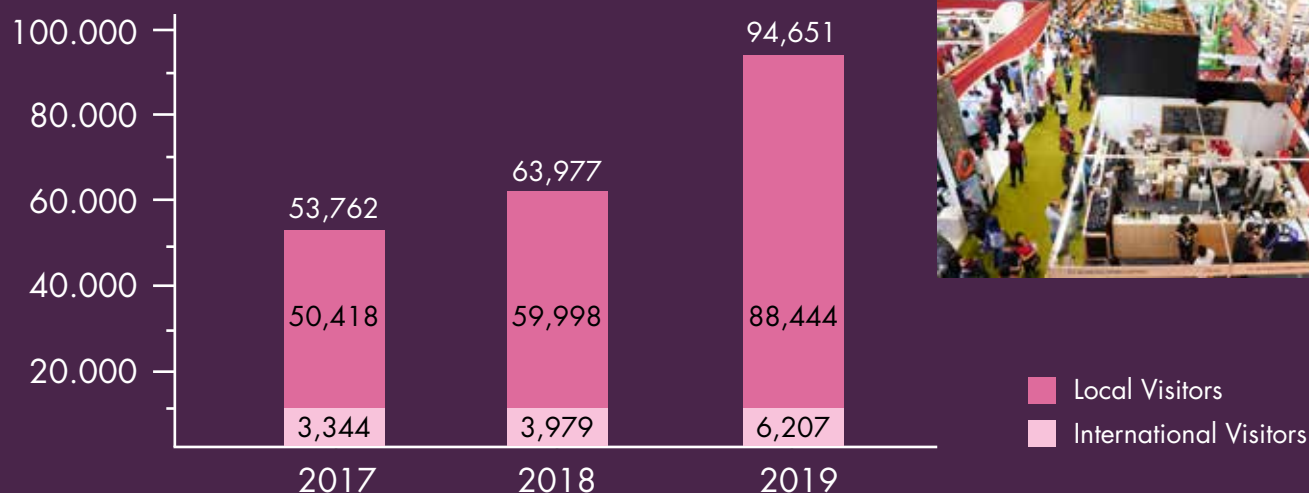
### TRADE VISITOR INDUSTRY SECTOR SIAL Interfood 2019



<span style="color: orange;">■</span>	Bakery, Confectionery, Cake Shop	31%
<span style="color: blue;">■</span>	Hotel, Restaurant & Cafe	23%
<span style="color: yellow;">■</span>	Retail, e-commerce, Supermarket, chain store, importer, exporter, Distributor & Agent	21%
<span style="color: green;">■</span>	Food & Beverage Manufacturer	13%
<span style="color: red;">■</span>	Catering	10%
<span style="color: lightblue;">■</span>	Services, Education Institution, Others	2%



### VISITORS' Comparison



### VISITORS SATISFACTION SURVEY



Satisfaction rate : 95%  
Next edition participation : 96%

### NUMBER OF VISITORS SIAL INTERFOOD 2019



Local Visitors : 88,444  
International Visitors : 6,207  
**Total Visitors : 94,651**

### VISITORS' TESTIMONIALS

" Very inspiring and technological progress if we never come we will not know. Very helpful for our own insights "

**Sulistiyarto Darmawan**  
(Rizs Kitchen)



" Exhibition is very good and we find very good business opportunity here and hopefully next year we come with our stall so we find more a very good business opportunity here "

**Suraj Tilala**  
(Spice Nest, India)



" This exhibition is so good because seems wider than before and more variety things offer than before "

**Evi Natalia**  
(Mitra Harmoni Sejahtera)



### EXHIBITORS' TESTIMONIALS



" The crowd has been amazing  
I think i'm seeing more people  
than last year which is always  
great "

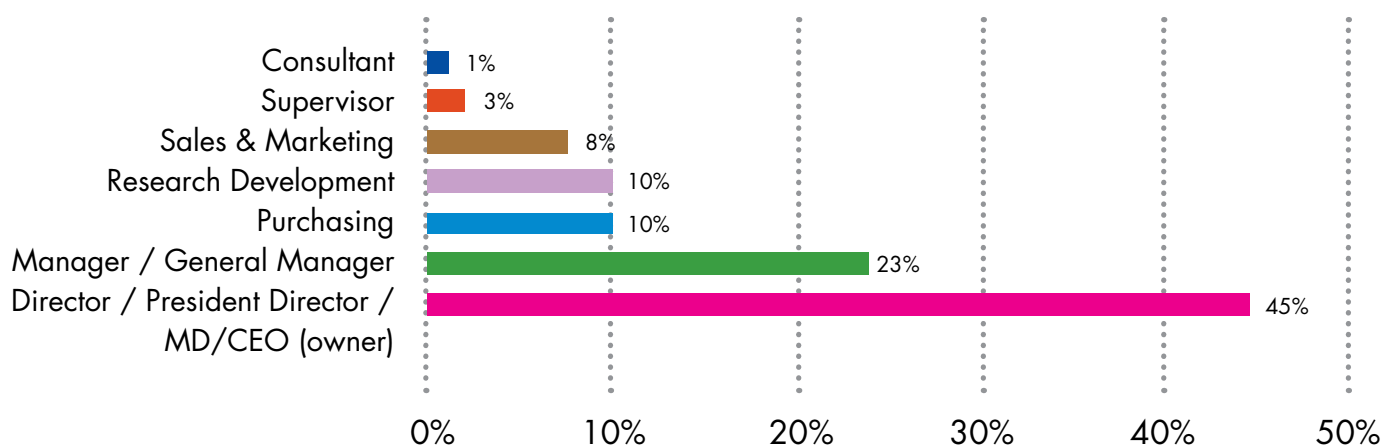
Jasmine Tjoeng (Kartikawira  
Adisukses – Marketing)



" I like the spacial planning this year, nothing is too narrow.  
The layout is also getting good and the booth styles of each  
tenant are also good. And I think there are more participants  
and visitors this year, all places are so crowded "

Chef Rudy Choirudin (PT Motasa Indonesia)

### VISITORS' PROFILE



### Top 10 Local Visitors

1. Jabodetabek
2. Bandung
3. Surabaya
4. Semarang
5. Lampung
6. Makassar
7. Palembang
8. Bali
9. Padang
10. Surakarta / Solo





### SIAL INTERFOOD PROGRAMME



#### BAKING DEMO

An area where the world's best chefs compete and perform live Baking demonstrations



#### CAKE DECORATION DEMO

An area where the world's best chefs compete and perform live cake decoration demonstrations



#### GELATO COMPETITION

An area where Indonesia's first Gelato Championship compete and perform



#### LA CUISINE

An area where the world's best chefs compete and perform live culinary demonstrations



#### HOSTED BUYER

An area where the world's best chefs compete and perform live culinary demonstrations



#### COOKING DEMO

An area where the world's best chefs compete and perform live cooking demonstrations



#### IPA CHAMPIONSHIP

An area where the world's best chefs compete and perform Pastry Chamionship



#### SIROC ROASTING COMPETITION

An area where Roasting Competition compete and perform



#### CAKE DECORATOR DISPLAY

A showcase of Beautiful and unique cake, 3 cake selected by a jury of experted



#### SIAL INNOVATION

A showcase of exhibitors' most innovative products, More than 200 Products, 3 Food selected by a jury of experts

### OTHERS PROGRAMME ON SIAL INTERFOOD

#### MEETING & BUSINESS MATCHING

- ETHOPHIA BUSINESS MATCHING
- VIETNAM BUSINESS MATCHING
- MEMBER GATHERING AP5I
- MEMBER GATHERING GAPMMI

#### COMPETITION

- INDONESIA TEA BREWING CHAMPIONSHIP
- IFBEC COMPETITION

#### CLASS & WORKSHOP

- TALKSHOW & WORKSHOP ESPERTO
- SCAI WORKSHOP
- WINE MASTERCLASS
- GELATO CLASS

#### SEMINAR

- SEMINAR DIREXION
- SEMINAR FOOD STATION
- SEMINAR ICONIC COFFEE
- SEMINAR TEA ATI
- SEMINAR TEA AISTEA
- SEMINAR COLDHAIN
- SEMINAR YUKI
- SEMINAR AP5I
- SEMINAR WIDE ASIA

### Programmes



Name of Event	: Indonesia Pastry Alliance Championship
Date	: November 13th – 16th 2019
Time of Event	: 08.00 - 17.00
Place of Event	: Hall D2
Association Partner	: Indonesia Pastry Alliance
Number of Event Participants	: -





### Programmes



Name of Event	: La Cuisine Competition
Date	: November 13th – 16th 2019
Time of Event	: 08.00 - 18.00
Place of Event	: Hall C1
Association Partner	: - Association Of Culinary Professionals Indonesia (ACPI) - World Association of Chefs Societies
Participants	: -





### Programmes



Name of Event : Baking Demo  
 Date : November 13th – 16th 2019  
 Time of Event : 10.30 - 19.00  
 Place of Event : Hall D2  
 Number of Event Participants : 25 Chef Participants

Wednesday, 13 Nov	Thursday, 14 Nov	Friday, 15 Nov	Saturday, 16 Nov
<b>12.15 - 13.45</b> <b>Chef Dicky</b> <ul style="list-style-type: none"> <li>Chicken Cheese Topolka</li> <li>Almond Cheese Cookies</li> <li>Korma Cheese Cup</li> </ul>	<b>10.30 - 12.00</b> <b>Chef Supen &amp; Chef Yusuf</b> <ul style="list-style-type: none"> <li>Peanut Butter</li> <li>Chocolate Cake</li> <li>Red Velvet Cake</li> <li>Red Velvet Cheesecake</li> </ul>	<b>10.30 - 12.00</b> <b>Hana Lukmanje</b> <ul style="list-style-type: none"> <li>Puffin</li> <li>Fruit Parfait</li> <li>Surprising Chocolate</li> <li>Nyonya Dessert</li> </ul>	<b>10.30 - 12.00</b> <b>Chef Yongli</b> <ul style="list-style-type: none"> <li>Beach House Cheese cake</li> <li>Hot Chocolate Long</li> <li>Chocolate Nut &amp; Oreo</li> </ul>
<b>14.00 - 15.30</b> <b>Chef Yusuf &amp; Pupi</b> <ul style="list-style-type: none"> <li>Black Raspberry Cheese Cake</li> <li>Chocolate Devil Cake</li> <li>Strawberry Cheesecake</li> <li>Lemon Cake</li> </ul>	<b>12.15 - 13.45</b> <b>Chef Dianita</b> <ul style="list-style-type: none"> <li>Pie Dorian</li> <li>Hot Cake</li> <li>Red St. Valentine</li> </ul>	<b>12.15 - 13.45</b> <b>Chef Diane</b> <ul style="list-style-type: none"> <li>Pottery Brown cake</li> <li>The Dessert Cup</li> <li>Triple Pudding Cake</li> </ul>	<b>12.15 - 13.45</b> <b>Chef Jean Michelle</b> <ul style="list-style-type: none"> <li>Cheese, Chili &amp; Egg Beef</li> <li>Beef Cheese &amp; Spring Onion</li> <li>Tofu Beef</li> <li>Mui &amp; Cheese Lomo Cake</li> </ul>
<b>15.45 - 17.15</b> <b>Chef Yungli</b> <ul style="list-style-type: none"> <li>Mango Caramel Cup Cakes</li> <li>Karamellier Plumpkin Cookies</li> <li>Wendy's Cake</li> </ul>	<b>14.00 - 15.30</b> <b>Chef Santoni</b> <ul style="list-style-type: none"> <li>Banana Bread</li> <li>Red Gumbo (Shrimp Roll)</li> <li>Cream Cheese and Nutella</li> <li>Marshmallow</li> </ul>	<b>14.00 - 15.30</b> <b>Chef Nico &amp; Ferdi</b> <ul style="list-style-type: none"> <li>Spry Red Bread</li> <li>Cappuccino Cream Pie</li> <li>Natural Muffin Muffin</li> </ul>	<b>14.00 - 15.30</b> <b>Chef Anto</b> <ul style="list-style-type: none"> <li>May Cheese Walnut</li> <li>May Cheese Panna Cotta</li> <li>May Cheese Magic Sauce</li> <li>Pizza</li> </ul>
<b>17.30 - 19.00</b> <b>Chef Dani</b> <ul style="list-style-type: none"> <li>Choco Peanut Wild Strawberry</li> <li>Chocolate Peach Plumpkin with</li> <li>Hand Made Whipped Cream</li> <li>Pavlova Fruit Layer Cake</li> </ul>	<b>15.45 - 17.15</b> <b>Chef Tury &amp; Uun</b> <ul style="list-style-type: none"> <li>Shrimp Free Biscuits</li> <li>Shrimp Free Biscuits</li> <li>Shrimp Free Biscuits</li> <li>Shrimp Free Biscuits</li> </ul>	<b>15.45 - 19.00</b> <b>Ibu Achen</b> <ul style="list-style-type: none"> <li>Kue Mangkuk Maklana</li> <li>Pasta - Pasta</li> <li>Pasta - Pasta</li> <li>Pasta - Pasta</li> </ul>	<b>15.45 - 17.15</b> <b>Chef Sunandra</b> <ul style="list-style-type: none"> <li>Cheese Rice Crispy</li> <li>Cheese cake</li> <li>Chocolate Glass</li> <li>Cheese cake</li> <li>Banana Muffin</li> <li>Crumby Roll</li> </ul>





### Programmes



Name of Event : Cooking Demo  
Date : November 13th – 16th 2019  
Time of Event : 13.00 - 18.30  
Place of Event : Hall B3  
Number of Event Participants : 11 Chef Participants

Wednesday, 13 Nov	Thursday, 14 Nov	Friday, 15 Nov	Saturday, 16 Nov
<b>3.00 - 14.30</b> <b>Chef Dedy Shohandi</b> - Grilled Chicken Sambal - Ramah Wrap - Nasi Goreng - Ayam Goreng - Nasi Goreng Rendang - Nasi Goreng Rendang	<b>13.00 - 14.30</b> <b>Chef Noldy</b> - Egg Tower - Rice Cake Burger - Poached Gindara - with Yoghurt Sauce	<b>13.00 - 14.30</b> <b>Chef Noldy</b> - Salmon Steak - with Diana Sauce - Chicken Ala Toscana - Gindara Tomato Koulis	<b>10.30 - 12.00</b> <b>Chef Degan</b> - Baked Fried Eggs on - Beef Rendang Potatoes - Pan Baked Apple - Crumble - Chili Icing Dressing - Brown Rice and - Green mango salad
<b>9.00 - 16.30</b> <b>Chef Idham Mirwan</b> - Udang Masak Nenas - Nasi Goreng Rendang - Waku Soup Sinfused	<b>15.00 - 16.30</b> <b>Chef Desi</b> - Vietnamese Chicken - Dry Noodle - Tim Sam Saus - Mado Bollenberg - Vietnamese - Beauty Roll	<b>15.00 - 16.30</b> <b>Chef Dea Vialdo</b> - Dinosaur Meat - Katsu Sando - Chicken waffle saus - Bolognaise	<b>13.00 - 14.30</b> <b>Chef Candra</b> - Mexican Beef Bolognaise - Softens Cheese - Spinach - Ketchup & Bacon - Tofu
<b>7.00 - 18.30</b> <b>Chef Rudy</b> - Ayam Abang - Potato Steak - Crispy & Crumbly - Korean Fried Chicken	<b>17.00 - 18.30</b> <b>Bu Amha</b> - Chicken Briyani - Fish Curry - Chicken Curry	<b>15.00 - 16.30</b> <b>Chef Goli &amp; Niko</b> - Spicy Korean Beef - Black Noodle - Udang Saus Jeruk - Spaghetti Aglio Olio - Katsu	





### Programmes



Name of Event : Cake Decoration Demo

Date : November 13th – 16th 2019

Time of Event : 12.00 - 18.30

Place of Event : Hall D2

Number of Event Participants : 8 Chef Participants

Wednesday, 13 Nov	Thursday, 14 Nov	Friday, 15 Nov	Saturday, 16 Nov
<b>12.00 - 15.00</b> <b>Chef Beng</b> Sewing Machine Cake 	<b>12.00 - 15.00</b> <b>Chef Beng</b> Painting Fondant 	<b>12.00 - 15.00</b> <b>Chef Yongki</b> Nostalgia Cake & Light Buttercream Decor Flower 	<b>13.30 - 15.30</b> <b>Chef Diana</b> Tropical Greeting Cake 
<b>15.30 - 18.30</b> <b>Jane Puspa</b> Birthday Animal & Ocean Cake 	<b>15.30 - 18.30</b> <b>Timothy Pratana</b> ABL 	<b>15.30 - 18.30</b> <b>Juliana Diaz</b> Nutrijell Puding Art 	<b>15.45 - 18.45</b> <b>Chef Juliana Diaz</b> Nutrijell Puding Art 





# Programmes



Name of Event : Cake Decorator Display  
Date : November 13th – 16th 2019  
Time of Event : 12.00 - 18.30  
Place of Event : Hall D2  
Number of Event Participants : 17 Participants



Name of Event : SIAL Innovation Night  
Date : November 13th  
Time of Event : 18.00 - 21.00  
Place of Event : Hall B2  
Event Details : 25 Selected Products & 4 Champions  
Gold Award : Samkwangfood - Korea  
Silver Award : Ciputra University - Indonesia  
Bronze Award : Brand Acumen - Korea  
Special Award Equipment : Kuhi Solutions - Singapore



### Programmes

**SIAL InterFOOD**  
13-16 NOVEMBER 2019  
JIExpo - Kemayoran, Hall C3

**SIROC ROASTING COMPETITION**  
by AEKI

**3RD ROASTING COMPETITION**

**HADIAH PEMENANG:**  
Juara 1 : Mesin Roaster Blue King (Seri 52, 3)  
Spesifikasi: Mesin Kapasitas 350gr, Direct fire & Semi Hot air heating, Automatic temperature Shut Off

Juara 2 : Uang Tunai Rp. 7,5 juta  
Juara 3 : Uang Tunai Rp. 5 juta

**Jadwal Peserta Roasting :**  
13 November 2019 - Open Cupping, Roasting Practice  
14 November 2019 - Roasting Production #1  
15 November 2019 - Roasting Production #2, Cupping Evaluation  
16 November 2019 - Cupping Evaluation, Public Cupping, Pengumuman Pemenang

**BK COFFEE ROASTER**

**Biaya Pendaftaran Peserta:**  
Alumni PPKI AEKI Rp. 2.500.000,- | Non Alumni PPKI AEKI Rp. 3.000.000,-  
pembayaran di transfer ke Aza Bank Mandiri R.P. Soesono,  
No Rekening : 123 0000 0885 85 a.n AEKI

Informasi lebih lanjut hub  
Hena : 0895 4130 02774, atau Linda : 0818 840 476

Name Of Events : SIROC COMPETITION 2019

Date : 13 - 16 November 2019

Time Event : 10.00 - 17.00

Place of Event : Hall C3 Stage SIROC

Association Partner : AEKI

Participants :

Speaker / Guest :

Tuti Mochtar, Alexander Surya Jaya,  
Wienda Ravhinarrazi, Yang Erwin  
Yonas Junior, Ratna Yuriastari,  
Daniel Young-Min Kwak, Aldi Rifaldi,  
Surya Dwi Saputro, Denisha Arum



Name of Event : SCAI Workshop

Date : November 13th – 16th 2019

Time of Event : 10.00 - 17.00

Place of Event : Hall A2, 2nd Floor

Association Partner : Specialty Coffee Association of Indonesia (SCAI)

Participants : 27 Participants

Speaker / Guest : Indra Wiryawan, Brian Setiawan  
Michael Utama

**SIAL InterFOOD**  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**SCAI WORKSHOP**  
13-14 NOVEMBER 2019  
JIExpo, Kemayoran - Indonesia  
Wednesday - Thursday, 10.00 - 17.00

**COFFEE & TEA EXPO**

**ROASTING, BREWERS, BARISTA & LATTE ART WORKSHOP**

**Trainer:**  
Michael Utama  
Indra Wiryawan  
Brian Setiawan





### Programmes

**SIAL InterFOOD**  
INSPIRE FOOD BUSINESS  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**IFBEC COMPETITION**  
**13 - 16 NOV 2019**  
JIExpo, Kemayoran - Indonesia  
Wed - Sat, 08.00 - 16.00

**Door Prize**  
**2 Unit LCD TV**

**Win Total Price**  
**436 Million**

**IFBEC at SIAL-Interfood 2019 Present :**

1. Service Rally Competition
2. Tray on The Road
3. Juggling Competition
4. Bar Speed Challenge

For more details please follow our social media:  
#ifbec National Board @ifbec\_id

Name Of Events : IFBEC COMPETITION

Date : November 13th – 16th 2019  
Time of Event : 09.00 - 18.00  
Place of Event : Hall C3 Stage

Association Partner : IFBEC  
Number of Event Participants : 83 orang  
Speaker / Guest : IFBEC Team



**SIAL InterFOOD**  
INSPIRE FOOD BUSINESS  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**WINE MASTERCLASS**  
**13-16 NOV 2019**  
JIExpo, Kemayoran - Indonesia  
Hall B3, C3, J1-2 Sahid Jaya 13.30 - 16.00

**SCHEDULE \*Class Fee @/per Person**

**Day 1 - 13 November 2019**

- 11.00 am to 12.30 pm : Basic Wines Training, Speaker : Kartawidyawati, WSET Educator - Rp.100.000
- 1.00 pm to 2.00 pm : Sweet level in Wines, Speaker : Kartawidyawati, WSET Educator - Rp.100.000
- 2.30 pm to 3.30 pm : Master class by Riedel, inclusive Riedel Glass value of Rp.2.5K, Speaker : Victor Ulrich, Vice President Riedel Asia Pacific - Rp.600.000

**Day 2 - 14 November 2019**

- 10.00 am to 11.30 am : Basic Wines Training, Speaker : Kartawidyawati, WSET Educator - Rp.100.000
- 12.30 pm to 1.30 pm : Developing Professional Wine Tasting Skills, Speaker : Kartawidyawati, WSET Educator - Rp.100.000
- 2.30 pm to 3.30 pm : Master class by Riedel, inclusive Riedel Glass value of Rp.2.5K, Speaker : Faye Louise, Riedel Indonesia Director - Rp.600.000

**Day 3 - 15 November 2019**

- 10.00 am to 11.30 pm : Basic Wines Training, Speaker : Kartawidyawati, WSET Educator - Rp.100.000
- 12.30 pm to 1.30 pm : Sparkling Wine, Comparison on different techniques, Speaker : Kartawidyawati, WSET Educator - Rp.100.000
- 2.30 pm to 3.30 pm : Masterclass Hatten Wines, Speaker : Henry Sitohang, Branch Manager Hatten Wines - Limited Seat

**Day 4 - 16 November 2019**

- 1.30 pm to 2.00 pm : Workshop Basic Wine Tasting, Speaker : Indonesia Sommelier Association Jakarta Chapter - Rp. 10.000 Limited Seat
- 2.00 pm to 4.00 pm : Blind Tasting Competition, Speaker : Indonesia Sommelier Association Jakarta Chapter - Open for Public

Name Of Events : Wine Masterclass

Date : November 13th – 16th 2019  
Time of Event : 10.00 - 18.00  
Place of Event : Hall B2 Room

Association Partner : Hatten Wines & ISA  
Number of Event Participants : 96 orang  
Speaker / Guest : Kartawidyawati, Victor Ulrich, Faye Louise, Henry Sitohang, Adam





### Programmes

Name Of Events : Business Matching Embassy Ethiopia

Date : Thursday, 14th November 2019

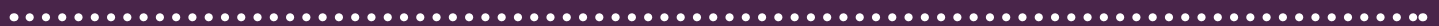
Time of Event : 09.00 - 12.00

Place of Event : Hall B3 C3 Floor 2nd

Association Partner : Embassy Ethiopia

Number of Event Participants : -

Speaker / Guest : - Prof Dr Admasu Tsegaye  
- Adhi S Lukman



Name Of Events : Business Matching Embassy Vietnam

Date : Thursday, November 14th 2019

Time of Event : 14.00 - 16.00

Place of Event : Hall B3 C3 Floor 2nd

Association Partner : Embassy Vietnam

Number of Event Participants : 120 Participant

Speaker / Guest : - Mr. Pham Vinh Quang  
- Mrs. Iriana Trimurty Riacudu  
- Mr. Adhi S Lukman  
- Mr. Nguyen Phuc Nam



### Programmes

**SIALInterFOOD**  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**SEMINAR & KLINIK BISNIS**  
**15 NOVEMBER 2019**  
JIExpo, Kemayoran - Indonesia.  
Seminar Room, Hall D2, Friday, 13.00 - 16.30

**COME X POSIUM**  
SIAL, a subsidiary of Comexposium Group

**Memanen Rezeki di Bisnis Kuliner**

More info :  
Bembi 0812 2106 800

**Pembicara :**  
Bpk. Jahja B. Soenarjo  
(Konsultan Praktis, CEO Direxion - Katum CBF)

**Tema :**  
Mendorong Peluang Bisnis Kuliner & Strategi Kreatif di Era Disrupsi

**Pembicara :**  
Ibu. Levita Ginting Supit  
(Chairwoman Perhimpunan WALL - Indonesian Franchising & Licensing Society)

**Tema :**  
WASALABA sebagai Strategi Pengembangan bisnis kuliner

Name Of Events : Seminar Direxion  
Theme : Memanen Rezeki di Bisnis Kuliner

Date : Friday, 15th November 2019  
Time of Event : 13.00 - 16.00  
Place of Event : JIExpo Kemayoran - Hall D2 Room 2

Association Partner : Direxion & Perhimpunan WALL  
Number of Event Participants : 60 orang  
Speaker / Guest : - Jahja B Soenarjo  
- Levita Ginting Supit



**SIALInterFOOD**  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**SEMINAR FOOD STATION**  
**15 NOVEMBER 2019**  
JIExpo, Kemayoran - Indonesia. Main Stage B2  
Friday, 15.00 - 16.00

**COME X POSIUM**  
SIAL, a subsidiary of Comexposium Group

**From Farm to Table**

**FOOD STATION**  
PT FOOD STATION TIPINANG JAYA

**Pembicara :** H. Arief Prasetyo Adi S.T., MT  
(Direktur Utama Food Station)

[www.foodstation.co.id](http://www.foodstation.co.id)

Name of Event : Seminar Food Station  
Theme : From Farm to Table

Date : Friday, 15th November 2019  
Time of Event : 15.00 - 16.00  
Place of Event : Main Stage B2

Partner Company : Food Station  
Participants : 30 Participants  
Speaker / Guest : - H. Arief Prasetyo Adi S.T., MT





### Programmes

**SIALInterFOOD**  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**SEMILAR ICONIC COFFEE**  
**16 NOVEMBER 2019**  
JIExpo, Kemayoran - Indonesia  
Saturday, 15.00 - 16.30

**Making a Great Coffee Shop**

Pembicara : Yudhistira  
(Indonesian Metaltender)



Name of Event : Seminar Iconic  
Theme : Making a Great Coffee Shop

Date : November 16th 2019  
Time of Event : 15.00 - 16.30  
Place of Event : Main Stage B2

Partner Company : Iconic coffee  
Participants : 50 Participants  
Speaker / Guest : Yudhistira



**SIALInterFOOD**  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**SEMILAR ATI**  
**16 NOVEMBER 2019**  
JIExpo, Kemayoran - Indonesia  
Saturday, 10.00 - 12.00

**Tea Etiquettes from East to West**

**Seminar is FREE**

\* Budaya Minum Teh dari Timur sampai ke Barat

Pembicara :

1. Bpk. Satria Gunawan S. (Keratan Solo Tea Ceremony)
2. Bpk. Ashfiya Ahmad (English Tea Time)
3. Bpk. Widjaja Surja Kentjana (Chinese Style Ceremony)



Name of Event : Seminar ATI  
Theme : Tea Etiquettes from East to West

Date : November 16th 2019  
Time of Event : 10.00 - 12.00  
Place of Event : Main Stage B2

Partner Company : ATI

Participants : 30 Participants  
Speaker / Guest :  
- Gunawan Satria  
- Ashfiya Ahmad  
- Widjaja Surja Kentjana





### Programmes



Name of Event	: Indonesia Tea Brewing Championship
Date	: November 14th - 15th 2019
Time of Event	: 10.00 - 16.00
Place of Event	: Hall A1
Partner Company	: AISTEA
Participants	: 24 Participants
Judges	: Ratna Somantri, William W. Wongso, Santhi H. Serad, Odilia Winneke, Bambang Laresolo, Galung Atri, Alexander Halim, Jon Liman, Robby Badruddin, Ronald Goenawan



Name of Event	: Seminar AISTEA
Theme	: Launching Buku & Demo Teh Kekinian untuk Usaha
Date	: November 16th 2019
Time of Event	: 13.00 - 14.30
Place of Event	: Stage Hall A1
Partner Company	: AISTEA
Number of Event Participants	: 24 Participants
Speaker / Guest	: Mutia P Soerahardjo
Coach	: - Ratna Somantri





### Programmes



**PT ESPRESSO ITALIA**  
Authorized Dealer (Sales & Service)

**Gelato Class:**  
**Gelato KEARIFAN LOKAL**  
November 13, 2019 Gelato Indonesian Taste by Jovita Pranata  
November 14, 2019 Gelato Plant Base by Jovita Pranata  
November 15, 2019 Gastronomi Gelato Nusantara by Imam Ragil

**SIAL InterFOOD** 14.00 - 16.00 | Hall A3  
INSPIRE FOOD BUSINESS JIEXPO Kemayoran - Jakarta

**Rp. 250,000**  
For Registration & Information - 0822 1188 1201

Sponsored by:  
**PT. INDOLAKTO** **INDOMILK**

Name of Event : Gelato Class  
Date : November 13th-15th 2019  
Time of Event : 14.00 - 16.00  
Place of Event : Hall A3  
Partner Company : Espresso Italia  
Number of Event Participants : - Participants




**SIAL InterFOOD**  
13-16 November 2019, JIExpo - Kemayoran, Indonesia

**SEMINAR WIDE ASIA**  
**14 NOVEMBER 2019**  
JIExpo, Kemayoran - Indonesia  
Thursday, 14.00 - 15.30

**COMEXPOSIUM**  
2019, a subsidiary of Comexposium Group

**ASIAWIDE Franchise**  
创造城市新繁荣

**Creating Business Breakthrough**

**Pembicara:**  
**Onma Pasti Gultom, Acc Business Coach & Business Owner**  
**Mutia Soerahardjo, Acc Business Coach**

Name of Event : Seminar Wide Asia  
Theme : Creating Business Breakthrough  
Date : November 14th 2019  
Time of Event : 09.00 - 12.30  
Place of Event : Main Stage B2  
Partner Company : ASIAWIDE  
Number of Event Participants : 18 Bakery Owner Participants





### Programmes



Name of Event	: Talkshow & Workshop Esperto
Date	: November 13th-15th 2019
Time of Event	: 10.00 - 17.00
Place of Event	: Hall D2
Partner Company	: ESPERTO
Participants	: - Participants
Speaker / Guest	: Franky Angkawijaya, Dhan Tamang, Andanu Prasetyo, Handbook Hendroyono



Name of Event	: Seminar Yuki
Theme	: How the Leading Disinfection Technology Helps your Business Saves Money
Date	: November 15th 2019
Time of Event	: 13.00 - 14.30
Place of Event	: Main Stage B2
Partner Company	: Yuki
Speaker / Guest	: Angga Fradita





### Programmes

**SEAFOOD SHOW ASIA** 13 - 16 November 2019  
**SIAL InterFOOD** 15 NOVEMBER 2019  
 JIExpo, Kemayoran - Indonesia  
 Jumat, 13.00 - 16.00

**SERTIFIKASI HALAL**  
 UNTUK PRODUK EKSPOR IMPOR

Organized By : Supported By :

• **Prof. Ir. Sukoso, M.sc., Ph.D.**  
 (Kepala Bidang Kerja Sama Jaminan Produk Halal BPJPH)  
 Implementasi Undang-Undang Jaminan Produk Halal Dalam Ekspor Impor Produk Halal

• **Prof. Dr. Ir. Khaswar Syamsu, MSc.**  
 (Kepala Pusat Kajian Sains Halal IPI)  
 Manajemen Rantai Pasok Produk Halal

• **Ir. Hendra Utama**  
 (Staf Khusus Direktorat LPPOM MUI)  
 Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI)  
 Prosedur Saat Ini Dalam Sertifikasi Halal Untuk Produk Ekspor Impor

Name of Event : Seminar AP5I, ARPI, GAPMMI

Date : November 13th 2019

Time of Event : 13.00 - 16.00

Place of Event : Hall B3

Partner Company : AP5I, ARPI, GAPMMI

Participants : - Participants

Speaker / Guest : -



**SEAFOOD SHOW ASIA** 13 - 16 November 2019  
**SIAL InterFOOD** 15 NOVEMBER 2019  
**AP5I**

**MEMBER GATHERING AP5I**

In SEAFOOD SHOW OF ASIA together with SIAL INTERFOOD INDONESIA 2019, that will be held on :

**14 NOVEMBER 2019**  
 Hall D2, Lt.1 - JIExpo, Kemayoran  
 Thursday. 09.00 - 12.00 wib

Name of Event : Member Gathering AP5I

Date : November 14th 2019

Time of Event : 09.00 - 12.00

Place of Event : Hall D2

Partner Company : AP5I

Participants : - Participants

Speaker / Guest : -





### Programmes



Name of Event : Member Gathering GAPMMI

Date : November 13th 2019

Time of Event : 13.00 - 17.00

Place of Event : Hall B3

Partner Company : GAPMMI

Participants : - Participants

Speaker / Guest : -





### INTERNATIONAL SEMINAR

## COLD CHAIN LOGISTICS & A NEW STANDARD ISO 23412

ISO/PC 315



**Standard Development Process in Indonesia**  
Yusuf Kriyantono Widwardono, MIT - BSN  
**Logistics and Cool Delivery Current Situation in Indonesia**  
Ir. Hasanuddin Yasri, MSc. - Chairman of ARPI  
**Innovative Distribution System Incorporating Cold Chain Logistics**  
Prof. Dr. Toshinori Nemoto - ISO/PC 315 Chair  
**Overview of ISO 23412** Yutaka Okamoto - ISO/PC 315 Secretary  
**Application of ISO 23412, including How to Use ISO 23412 Certification**  
Katsusaki Okawara - Yamato Holdings Co., Ltd.  
**Introduction of Procedure for PAS 1018 and ISO 23412 Certification**  
Junichi Nakano - Manager of Innovation and Sustainability Department, Nippon Kaiji Kyokai (ClassNK)  
**Education of Cold Chain Logistics and ISO 23412/PAS 1018**  
Kunio-mu Tsai - National Kaohsiung University of Science and Technology  
**Innovation as Leverage for Food Parcel Cold Chain Transportation in Europe**  
Richard Grondin - Chronopost, France  
**ASEAN-Japan Guidelines on Cold Chain Logistics**  
Tomoyuki Fukuhara - Deputy Director, Office of Counselor for International Logistics, Policy Bureau, Ministry of Land, Transport and Tourism  
**Cold Chain Quality Standard for Truck Operation**  
Piyawan Thapapattan - Department of Land Transport, Thailand

**Thursday, 14 November 2019**  
**13.00 - 17.00 WIB**  
**Jakarta International Expo**  
**Hall D**  
**Kemayoran - Jakarta**

**Contact Person :**  
**Hengkie Dwiputra**  
**Call/WA : 081229600092**  
**sekretariat.arpi@gmail.com**

**Seminar Fee : IDR 500.000,-**  
**Free for member of ARPI, ALFI, ALI, SCI, APTRINDO, APSI, GAPMMI, FLPI, WG ISO/PC 315**  
**Registration : bit.ly/isoarpi2019**

**Co-Hosted by :**





Name of Event : Seminar ARPI

Theme : Cold Chain Logistics & a New Standard ISO 23412

Date : November 14th 2019

Time of Event : 13.00 - 17.00

Place of Event : Hall D

Partner Company : ARPI

Participants : - Participants

Speaker / Guest : -





### The Crowd & Activities at SIAL INTERFOOD 2019





# See You Next Year

## 11-14 November 2020

JlExpo - Kemayoran

