

# Post Show Report 2018



Jakarta,  
Indonesia



03-05  
October  
2018



2019: Bangkok  
2020: Jakarta



## FI ASIA 2018: A TRULY INTERNATIONAL EVENT

The 22nd edition of Fi Asia took place from 3-5 October in Jakarta, Indonesia and attracted a record number of food and beverage professionals from 66 countries. This year's event included the new Beverage ingredients pavilion, along with a wide range of conferences and seminars showcasing the leading trends and innovations in the region.

## FI ASIA AT A GLANCE



**19,376**  
Attendees



**647**  
Exhibitors



**60%**  
of visitors have  
purchasing  
power



## TOP 10 COUNTRIES



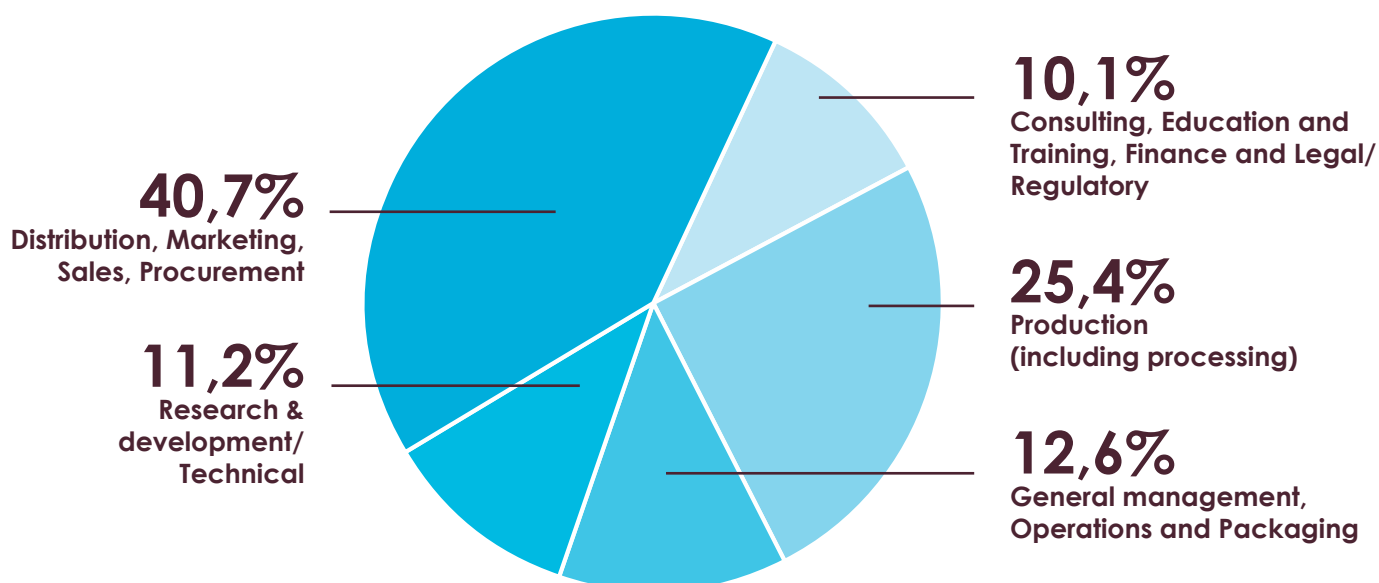
- 1 MALAYSIA
- 2 SINGAPORE
- 3 PHILIPPINES
- 4 THAILAND
- 5 CHINA
- 6 VIETNAM
- 7 INDIA
- 8 TAIWAN
- 9 JAPAN
- 10 KOREA

## VISITOR GEOGRAPHICAL

**88%**  
Local

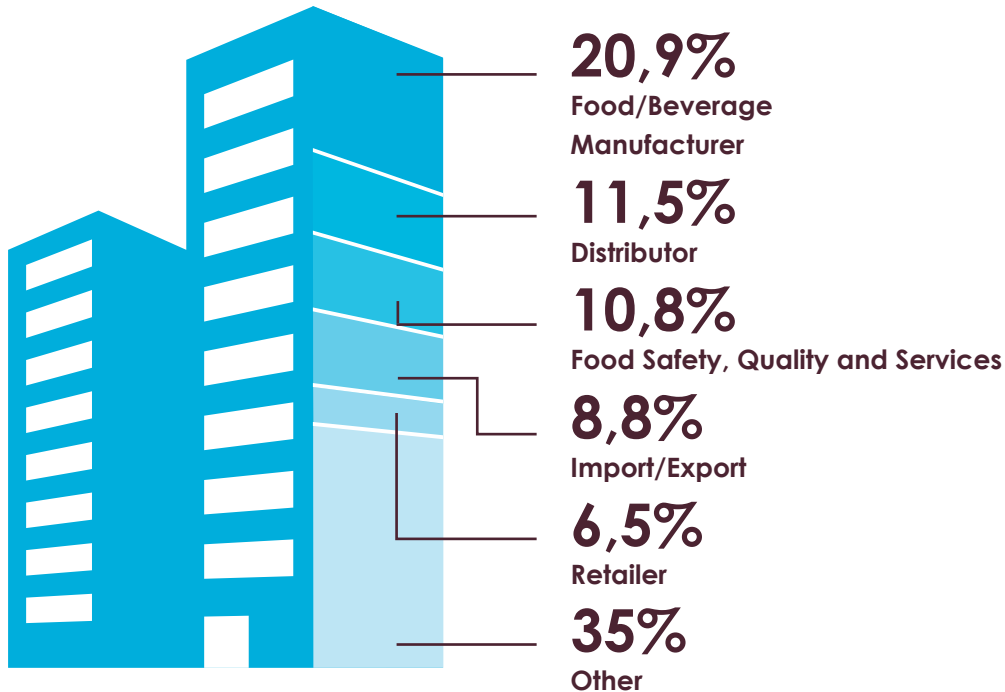
**12%**  
International visitors from 66 countries

## MAIN AREA OF RESPONSIBILITY

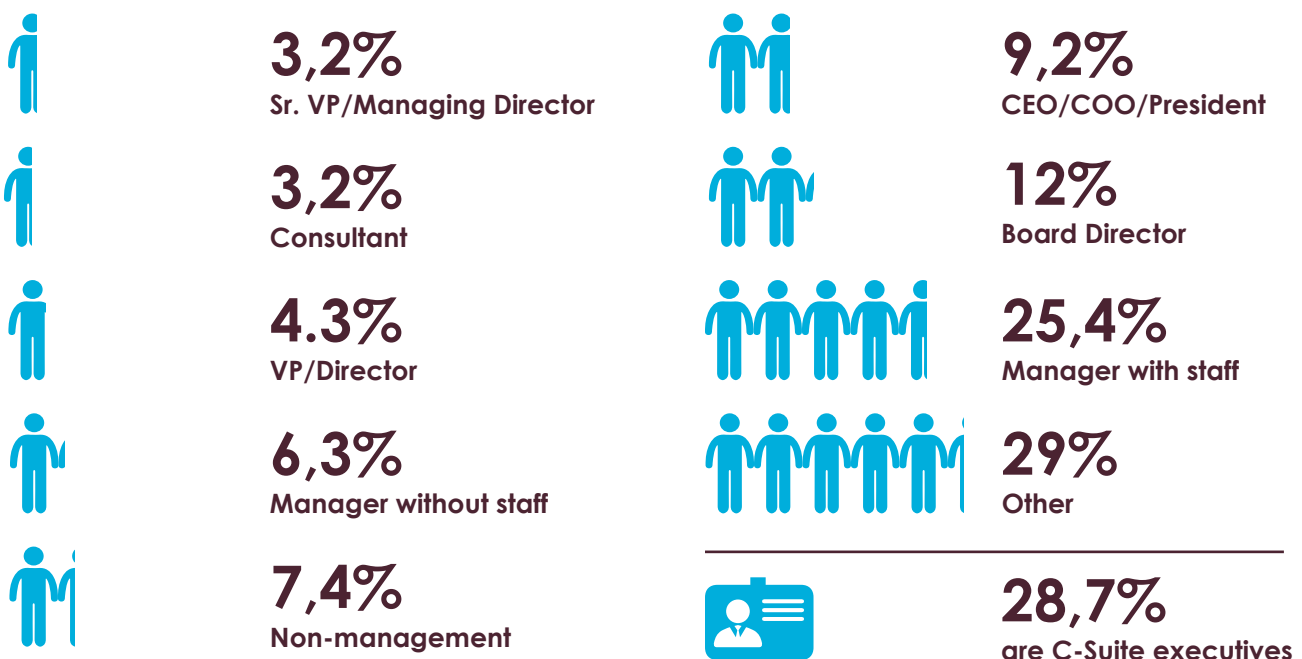




## COMPANY BUSINESS TYPE



## JOB POSITION





## TOP 20 INDUSTRY TOPICS OF INTEREST



1. Bakery Products



2. Flavours & Aromas



3. Dairy Products



4. Cocoa & Chocolate Products



5. Fruit Products



6. Cheese Products



7. Sugars



8. Colours



9. Vitamins & Minerals



10. Sweeteners



11. Vegetable Products



12. Herbs Spices & Seasonings



13. Antioxidants



14. Green Tea



15. Baby Food



16. Egg Products



17. Meat & Poultry Products



18. Fats, Oils & Waxes



19. Emulsifiers



20. Dietary Supplements



## 2018 VISITOR SAMPLE

- Product Design - **Ajinomoto Co., (Thailand) Ltd.**
- Brand Manager - **Calbee**
- R&D Division Manager - **Calpis Osotspa R&D**
- Sr Food Technologist - **Kellogg**
- R&D Manager - **Monde Nissin (Thailand) Co.,Ltd**
- Innovation Support Manager - **Nestle**
- Senior R&D Manager - **Pepsi Co**
- R&D Manager - **Unilever**

## SPECIALISED PAVILIONS AT FI ASIA



**Natural  
ingredients**

This is the place onsite for natural and organic ingredient suppliers



**Beverage  
ingredients**

Born to meet the unprecedented growth of the global beverage market, the BI pavilion brings together leading suppliers showcasing the latest in beverage ingredients



**Health ingredients**

New to Fi Asia in 2019. The Hi pavilion is the place for health ingredients suppliers

## WHAT EXHIBITORS SAY

“

*This show definitely helps us to achieve our goals. We've been in the Indonesian market for more than 45 years and Fi Asia has always been a platform for us to connect with our customers and at the same time as well to showcase our new flavours, new products and new ideas*

**Mr Tan Pok Kiam**

*Group Marketing of KH Robert, Singapore*

“

*Really happy with the show and the booth location. 36m2 was too small for us this year, so for 2020 we have booked a larger space*

**Marina Kaptein**

*Head of Corporate Communications, Azelis*



## CONTACT

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