



**FHTB**  
**FOOD, HOTEL & TOURISM**  
**BALI**

incorporating:



The 14<sup>th</sup> International Leading Hospitality,  
 Food and Beverage Trade Exhibition in Eastern Indonesia



**28 - 30 April 2026**

**Bali Nusa Dua Convention Center (BNDCC)**

**A Sustainable Feast for the Future of  
 Hospitality, Tourism and Food & Beverage**

Organised by:



Sustainable Events:



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Prevailing as the largest trade event of its kind in East Indonesia, Food, Hotel & Tourism Bali (FHTB) returns for its 14<sup>th</sup> edition, reinforcing its pivotal role in supporting Indonesia's burgeoning food & beverage, tourism, and hotel industries. Since its inception, FHTB has exemplified and continues to embody the spirit of economic and entrepreneurial possibility for domestic and international suppliers looking to cater to the growing needs and discerning tastes of club, hotel, and restaurant owners, purchasing managers, tour operators, distributors, retailers, and wholesalers.

FHTB has consistently demonstrated its lasting impact and ability to expand business opportunities within the hospitality and food & beverage industries. This year, the event spans three days, showcasing an impressive array of exclusive products and services, including the most decadent food and beverages, food service equipment, hospitality supplies, coffee, wine and spirits, retail goods, and packaging solutions.

As the leading biennial international trade event, FHTB serves as a premier platform for connecting and networking among exhibitors and buyers from the region's top resorts, hotel chains, restaurants, and importers. It provides an unrivaled entry point into East Indonesia's thriving and lucrative market, continuing to accelerate sustainable business growth and enhancing the global standing of these sectors. This is particularly crucial as Indonesia aims to achieve its Industry 4.0 goals by 2030.

The Food & Beverage sector in Indonesia is poised for significant growth, with revenue expected to increase at an annual growth rate (CAGR 2021-2025) of 10.79%. This growth trajectory is projected to result in a market volume of US\$4.346 billion by 2025. Furthermore, the tourism sector, vital to the region's economy, saw a substantial increase in international visitor arrivals, reaching 11.68 million in 2023, a remarkable 98.30% increase from the previous year. Bali alone accounted for 5.25 million of these visitors, representing over 44% of the total international visitor arrivals, underscoring the importance of such trade events in supporting and sustaining this growth.

FHTB's role in facilitating business and fostering innovation is more critical than ever as it helps participants navigate the evolving market dynamics, meet new partners, and leverage emerging opportunities. As Indonesia's hospitality and food & beverage industries continue to shine globally, FHTB remains a cornerstone event driving progress and prosperity in East Indonesia.

## FHTB 2024 Facts & Figures



**13,000+**  
Trade Attendees  
from  
**47**  
Countries



**300+**  
Exhibiting  
Companies from  
**23**  
Countries



**11,203 m<sup>2</sup>**  
Exhibiting Space

## FHTB Business Matching Programme



**564**  
Pre-arranged  
Business Meetings



**429**  
Successful  
Business Meetings



**200+**  
Exhibitors  
& Buyers



# UNLOCKING INDONESIA'S THRIVING BUSINESS POTENTIAL

The Food, Hotel & Tourism Bali (FHTB) trade event highlights promising business opportunities in East Indonesia's food, hospitality, and tourism sectors. Indonesia's food & beverage market is projected to reach US\$4.346 billion by 2025, with a CAGR of 10.79% from 2021 to 2025. In 2023, international tourist arrivals surged by 98.30% to 11.68 million, with Bali attracting 5.25 million visitors. As the Indonesian government maps out strategies for rapid development, digitization in economic and financial

sectors could position Indonesia as the seventh-largest economy by 2030. The country aims to achieve high-income status by 2045, with a circular economy potentially adding up to Rp 638 trillion (US\$42.2 billion) to GDP by 2030. FHTB supports these goals by providing a premier networking platform, connecting exhibitors with key buyers, and showcasing innovative products, driving sustainable business growth in line with Indonesia's Industry 4.0 vision.

## FOOD & BEVERAGE



- By 2030, projected spending on food and beverages will reach **\$ 194**.
- The Gross Merchandise Value (GMV) of the transport and food delivery industry is expected to grow up to **US\$ 16.8** billion in 2025.
- Indonesia's consumer spending for food and beverages will increase by more than **5%** annually until 2030.

## HOSPITALITY



- **\$ 1,835.6** billion of the global online travel market is estimated to reach by 2031.
- **\$ 22** billion of Indonesia's market share is expected to increase the tourism and hotel market until 2026.
- The Indonesian hospitality industry is poised for recovery by 2024-2025, since the pandemic, with hotel occupancy rates expected to exceed **65%**.

## DIGITAL GROWTH



- Up to **23** million more jobs are forecasted to be created by automation in Indonesia than they are lost by the year 2030.
- **74.8** million digital users in the F&B segment is expected to reach by 2025.
- **\$ 124** billion is projected to be reached by Indonesia's digital economy in 2025.

## SUSTAINABLE TOURISM



- The global sustainable tourism market value is projected to reach **\$11.4** trillion by 2032, growing at a CAGR of 14% from 2023 to 2032.
- **83%** of global travelers were researched and think sustainable travel is vital until 2026.
- With the implementation of an ecotourism tax, Bali aims to protect the island's culture and nature while enhancing the overall visitor experience, thereby promoting sustainable tourism.

# ACCELERATING SUSTAINABLE IMPACTS IN THE HOSPITALITY, FOOD & BEVERAGE INDUSTRY

Our event is part of Informa Markets and the Informa Group. Sustainability at Informa focuses on the long-term impacts we have on customers, colleagues, the communities we work in, and the environment. Many of our stakeholders are clearly telling us that sustainability (social, economic, and environmental) is something that is no longer a nice to have but a necessary part of any event. We want to make sure we're meeting those expectations and we believe that being sustainable is the right thing to do. We also recognise that it's not just about the way we produce our events and products but recognizing that we have a role to play in providing a space to work in partnership together with our markets to inspire the sustainable development of the industries we serve. More information about our work so far can be found on [www.informa.com/sustainability](http://www.informa.com/sustainability) including our latest sustainability reports.

## HOW IS FHTB **SUSTAINABLE?**



Our event is powered by renewable energy making the electricity usage carbon neutral



Working with suppliers to focus on environmental impact



We are carefully designing our feature areas to minimise the level of waste generated



Promote reused items to participants eg. reused bottle, reused bag, reused pallet



We facilitate the discussion and knowledge on sustainability. Visit our website for more details



Catering fresh and locally-sourced food & beverages



Partner with a different organisation for sustainability business



We encourage visitors to hand in your lanyard for reuse



We upcycle and repurpose exhibition materials into creative interior design by collaborating with a local agency



Digital adoption to reduce paper



# FHTB COVERS VARIOUS PRODUCT CATEGORIES



**FOOD & BEVERAGE**



**BAKERY, PASTRY & GELATO**



**DAIRY**



**FOOD INGREDIENTS**



**FROZEN FOOD**



**HALAL**



**VEGAN**



**NATURAL & ORGANICS**



**MEAT**



**SEAFOOD**



**PROCESSED FOOD**



**SNACKS & CONFECTIONERY**



**COFFEE & TEA**



**DRINKS**



**BEER**



**WINES, SPIRITS & ALCOHOLIC DRINKS**



**FOODSERVICE EQUIPMENT**



**FOODSERVICE & TECHNOLOGY**



**HOSPITALITY DESIGN & SUPPLIES**



**HOSPITALITY TECHNOLOGY**



# EXHIBITORS PROFILE

## SATISFACTION RATE FROM EXHIBITORS

87%

Satisfaction

85%

Will exhibit again  
in 2026

88%

Would recommend this  
exhibition to their  
colleagues & friends

## 300+ EXHIBITING COMPANIES FROM 23 COUNTRIES

 1. ARGENTINA

 2. AUSTRALIA

 3. BELGIUM

 4. BRAZIL

 5. CANADA

 6. CHINA

 7. FRANCE

 8. GERMANY

 9. HONG KONG

 10. INDIA

 11. INDONESIA

 12. ITALY

 13. JAPAN

 14. KOREA

 15. MALAYSIA

 16. NETHERLANDS

 17. SINGAPORE

 18. SOUTH AFRICA (REP OF)

 19. SPAIN

 20. SWITZERLAND

 21. THAILAND

 22. UK

 23. USA

## TOP 5 EXHIBITORS BY PRODUCT CATEGORY

1



FOODSERVICE  
& HOSPITALITY  
SUPPLIES

2



HOSPITALITY  
TECHNOLOGY

3



HOSPITALITY  
DESIGN  
& SUPPLIES

4



WINE, SPIRITS  
& ALCOHOLIC  
DRINKS

5



FOOD &  
BEVERAGE



## TOP 5 BUSINESS NATURE OF EXHIBITORS

1



MANUFACTURER

2



AGENT / DISTRIBUTOR /  
REPRESENTATIVE OFFICE

3



PRINCIPLE /  
BRAND OWNER

4



IMPORTER

5



RETAILER

# ATTENDEES PROFILE

## SATISFACTION RATE FROM ATTENDEES

**82%** Satisfaction

**84%** Will visit again in 2026

**85%** Would recommend this exhibition to their colleagues & friends

## TOP 10 ATTENDEES BY COUNTRIES

- |   |  |
|---|--|
|  <b>1. INDONESIA</b> |  <b>6. MALAYSIA</b>   |
|  <b>2. SINGAPORE</b> |  <b>7. CHINA</b>      |
|  <b>3. AUSTRALIA</b> |  <b>8. ITALY</b>      |
|  <b>4. JAPAN</b>     |  <b>9. USA</b>        |
|  <b>5. RUSSIA</b>    |  <b>10. HONG KONG</b> |

## TOP 5 ATTENDEES' PRODUCT INTERESTS

-  **Equipment & Supplies**
-  **Beverage**
-  **Baked Goods / Desserts**
-  **Hospitality / Hygiene & Cleaning Equipment & Supplies**
-  **Hospitality Fittings & Supplies**

## ATTENDEES BY JOB FUNCTIONS

Corporate Management (Owner / Proprietor / President / CEO / MD / GM)	<b>28%</b>
Sales / Marketing / Brand Management / Public Relations	<b>11%</b>
Purchasing / Procurement	<b>7%</b>
Operations / Maintenance / Production Management	<b>7%</b>
Kitchen Operation / Management	<b>6%</b>
Executive Chef / Chef de Cuisine / Sous Chef	<b>5%</b>
F&B / Catering Management	<b>5%</b>
Chef (e.g. Central Kitchen Chef, Chef de Partie, Commis)	<b>5%</b>
Finance / Administration / Human Resource	<b>4%</b>
Research & Development	<b>4%</b>
Consultant / Advisor	<b>4%</b>
Business Development	<b>3%</b>
Kitchen Assistant	<b>3%</b>
Logistics	<b>3%</b>
Bartender Mixologist	<b>3%</b>

## ATTENDEES BY BUSINESS'S MAIN ACTIVITY

Hospitality and Tourism - Hotel / Resort / Serviced Apartment	<b>28%</b>
F&B - Restaurant / Bistro	<b>17%</b>
F&B - Café / Coffee Shop	<b>11%</b>
F&B - F&B Management Service / Consultancy	<b>7%</b>
F&B - Bar / Entertainment / Nightspot / Pub Operator	<b>6%</b>
Importer / Exporter / Distributor / Wholesaler - Distributor	<b>6%</b>
Hospitality and Tourism - Hospitality Management Service / Consultancy	<b>5%</b>
F&B - Catering	<b>4%</b>
Importer / Exporter / Distributor / Wholesaler - Importer / Exporter	<b>3%</b>
Retailer / E-Retailer - Other Retailers	<b>3%</b>
Manufacturer - Food & Beverage	<b>2%</b>
Manufacturer - Hospitality / Foodservice Equipment & Supplies	<b>2%</b>
F&B - Research & Development / Food Science	<b>2%</b>
F&B - Cooking Studio / F&B Workshop	<b>2%</b>
Hospitality and Tourism - Hospitality Procurement Services	<b>2%</b>

# EXPERIENCE OUR EXCITING FEATURED EVENTS



## The 13<sup>th</sup> Bali Salon Culinaire

FHTB supports Bali Culinary Professionals in organizing an exciting and artistic competition to showcase the skills and expertise of chefs and apprentices in the industry, featuring several competition classes. This competition was not only to boost enthusiasm and the fighting spirit of chefs but also to demonstrate the development and inspire in the culinary and gastronomic field.



## The Biggest Sommelier Events in Bali

The Indonesia Sommelier Association (ISA) Bali Chapter will be hosting "The Biggest Sommelier Events in Bali," a series of events aimed at educating attendees about the wine industry. The event will include competitions, knowledge programmes, and certification courses. Sommeliers will be competing in the Barton & Guestier Competition and Blind Tasting & Wine Descriptions Competition. The event will also feature seminars that provides insights into local vineyards.



## Indonesia Coffee Event (ICE)

The Indonesia Coffee Event (ICE) is a showcase of excellence in the coffee industry, meticulously organised by the Specialty Coffee Association of Indonesia (SCAI). This highly anticipated event, hosted by the Food, Hotel & Tourism Bali (FHTB), features prestigious coffee competitions. ICE brings together top talents from across the country, providing them with a platform to demonstrate their skills and passion for coffee in a vibrant and inspiring atmosphere.



## Gelato Workshop

The gelato workshop, led by expert gelato artisans, offers an immersive experience suitable for all levels of gelato enthusiasts. Participants delve into the art of crafting authentic Italian gelato, from selecting premium ingredients to mastering churning and freezing techniques. This workshop serves as an inspiration and a gateway to explore the enchanting world of gelato craftsmanship.

*...and many more!*



# OUR DIGITAL DELIGHT

## Providing digital marketing solutions tailored to your needs

Our customer can tap-in to our abundants database and worldwide networks within the industries by using our digital products.

### 1. WEBSITE ADS

- a. Homepage Banner
- b. Sub-page Banner
- c. Registration Page Banner

### 3. DIGITAL SHOWROOM

- a. Banner Ads
- b. Priority Placement

### 5. ONLINE EXHIBITOR DIRECTORY

- a. Saladplate

### 2. NEWSLETTER

- a. Banner Ads
- b. Product Review
- c. Emailer Campaign

### 4. SOCIAL MEDIA

- a. Feed Post
- b. Story Post
- c. Carousel Post
- d. Reels / Feed Video Post

### 6. VIDEO CONTENT

- a. FHTB TV Programme (Product Showcase)

## OUR OBJECTIVES



**UNLOCK** your digital potential and build your products' digital DNA, ahead of your competitors.



**CONNECT** with your target market in any kinds of circumstances.



**DELIVER** business leads to your door.

## EXHIBIT PACKAGE

### Option 1:

### RAW SPACE



**IDR 5,430,000 per sqm\***  
**(min. 36 sqm)**

Floor space rental only. Ideal for exhibitors who want to build their own stand.

### Option 2:

### SHELL SCHEME



**IDR 6,480,000 per sqm\***  
**(min. 9 - 35 sqm)**

Provides a complete stand that includes space rental, walls, carpet, fascia, lighting, and an inclusive range of furniture and display aids. Additional and specialized furniture can be ordered separately.

### Additional to Option 1 or 2:

### BETTER STANDS PACKAGE

**IDR 1,200,000 per sqm\***

The Better Stands booth package is an additional package that includes a certificate for Bronze, Silver, and Gold booths, free EDM promotion, Instagram posts, and 13A/1 Ph electricity. Pamerindo partners with a waste management company to recycle booth materials.



PACKAGE A



PACKAGE B



PACKAGE C

\*Price excludes 11% VAT

### Sales Enquiries

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