

13 - 16
NOV
2019

JIExpo - Kemayoran
INDONESIA

POSTSHOW REPORT

EXPLORE SEAFOOD OF ASIA
The Focused Platform for
Marine, Fish & Cold Chain Industry



SEAFOOD SHOW ASIA 2019

The 2nd Int'l exhibition on Fishery and Seafood,
Seafood materials, Products and Processing
equipment & Cold Chain technology

CO LOCATED WITH

SHAL InterFOOD
INSPIRE FOOD BUSINESS



Organized By



Hosted by



Supporting Ministry



Supporting Association



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ABOUT Seafood Show of Asia 2019

The 2nd International exhibition on Fishery and Seafood, Seafood materials, products and processing equipment & cold chain technology.

The show at a glance

To officially mark the opening of the event, a ribbon-cutting ceremony was held on the afternoon of November 13rd, opened by Chief Marketing Officer of Krista Exhibitions Christina Sudjie, Adviser Staff Ecological and Sea Resources of Ministry of Marine Affairs and Fisheries Republic of Indonesia - Dr. Ir. Aryo Hanggono, DEA, Director Marketing of Ministry of Marine Affairs and Fisheries Republic of Indonesia - Machmud, Head of Directorate for Nutrition Management of Directorate General of public Health of Ministry of Health Republic of Indonesia - Inti Mudjiati, Chairman of Indonesian Fishery Product Processing & Marketing Association (AP5I) - Budhi Wibowo, Chairman of Indonesia Catfish association (APCI) - Imza Hermawan, Catering Service Indonesia Organizing Association (PPJI) - Irwan Iden Gobel, Senior Project Manager The Global Alliance for Improved Nutrition (GAIN) - Rahmi Yetri Kasri.



Supported By :

- Ministry of Maritime Affairs and Fisheries of The Republic of Indonesia • Ministry of Health Republic of Indonesia
- Ministry of Trade of The Republic of Indonesia • Ministry of Industry of The Republic of Indonesia
- Ministry of Cooperatives and Small and Medium Enterprises of The Republic of Indonesia
- Indonesia National Agency of Drug and Food Control (BPOM) • Jakarta Chamber of Commerce (KADIN JAKARTA)
- Indonesian Chamber of Commerce (KADIN INDONESIA) • Indonesian Cold and Chain Association (ARPI)
- Indonesian Fishery Product Processing & Marketing Association (AP5I) • Association of Culinary Professionals (ACP)
- Indonesia Shopping Tenant Association (HIPPIINDO) • Indonesian Blue Swimming Crab Association (APRI)
- Vietnam Seaculture Association (VSA) • Vietnam Association of Seafood Exporters and Producers (VASEP)
- Indonesian Exhibition Companies Association (ASPERAPI) • Indonesian Food Technology Expert Association (PATPI)
- Catering service Indonesia Organizing Association (PPJI) • Association of Indonesia Catering Companies (APJI)
- Indonesia Retail Merchants Association (APRINDO) • Indonesia Food & Beverage Executive Association (IFBEC)
- Indonesia Sidat Fish Entrepreneurs Association (GAPISI) • Indonesia Tuna Association (ASTUIN)
- Indonesian Pole & Line and Handline Fisheries Association (AP2HI) • Indonesia Catfish Companies Association (APCI)
- The Indonesia Food & Beverage Association (GAPMMI) • Indonesian Packaging Federation (IPF)
- Indonesia Café and Restaurant Association (APKRINDO) • Indonesian Catering Expert Association (IKABOGA)
- Association of Indonesian Hotel & Restaurants (PHRI) • Indonesia Chef Association (ICA)



EXHIBITION INFORMATION

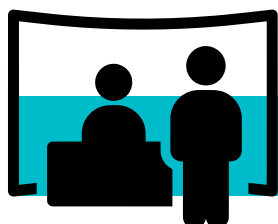
Show	: SEAFOOD SHOW OF ASIA 2019 The Int'l exhibition on Fishery and Seafood, Seafood materials, Products and Processing equipment & Cold Chain Technology
Co Located with	: SIAL INTERFOOD 2019
Date	: 13 - 16 November 2019 (4 Days Exhibition)
Venue	: Jakarta International Expo, Kemayoran - Indonesia
Admission	: • 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 & ASSOCIATION



- Ministry of Maritime Affairs and Fisheries of The Republic of Indonesia • Ministry of Health Republic of Indonesia
- Ministry of Trade of The Republic of Indonesia • Ministry of Industry of The Republic of Indonesia
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Number of Exhibitors of Seafood Show of Asia 2019

TOTAL EXHIBITORS From 7 Country : **139 Exhibitors**

Total Sqm : 3,000 sqm



TOP EXHIBITOR COUNTRY



• INDONESIA



• CHINA



• MALAYSIA



• VIETNAM



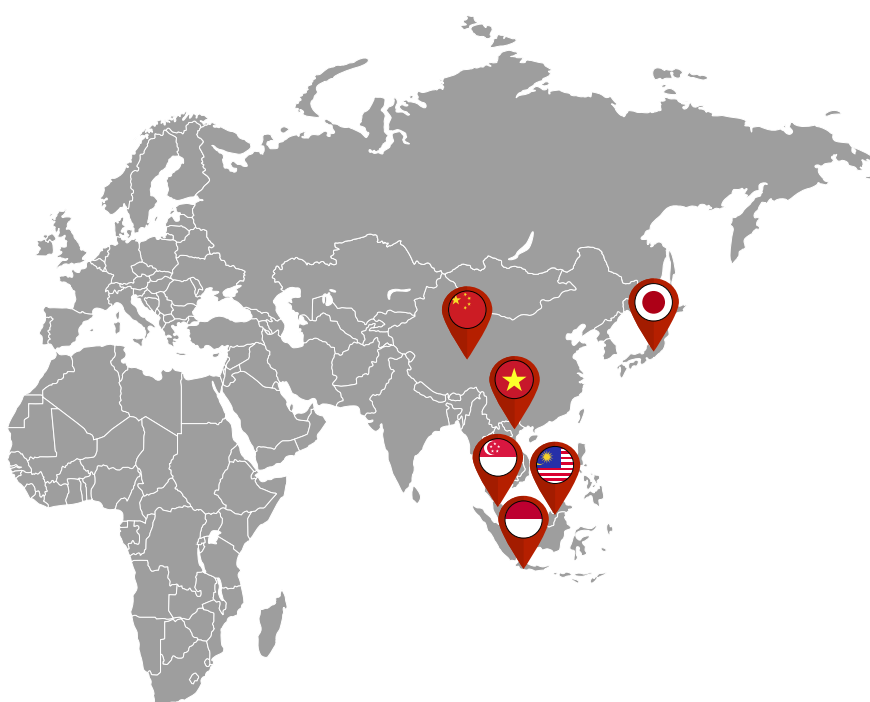
• SINGAPORE



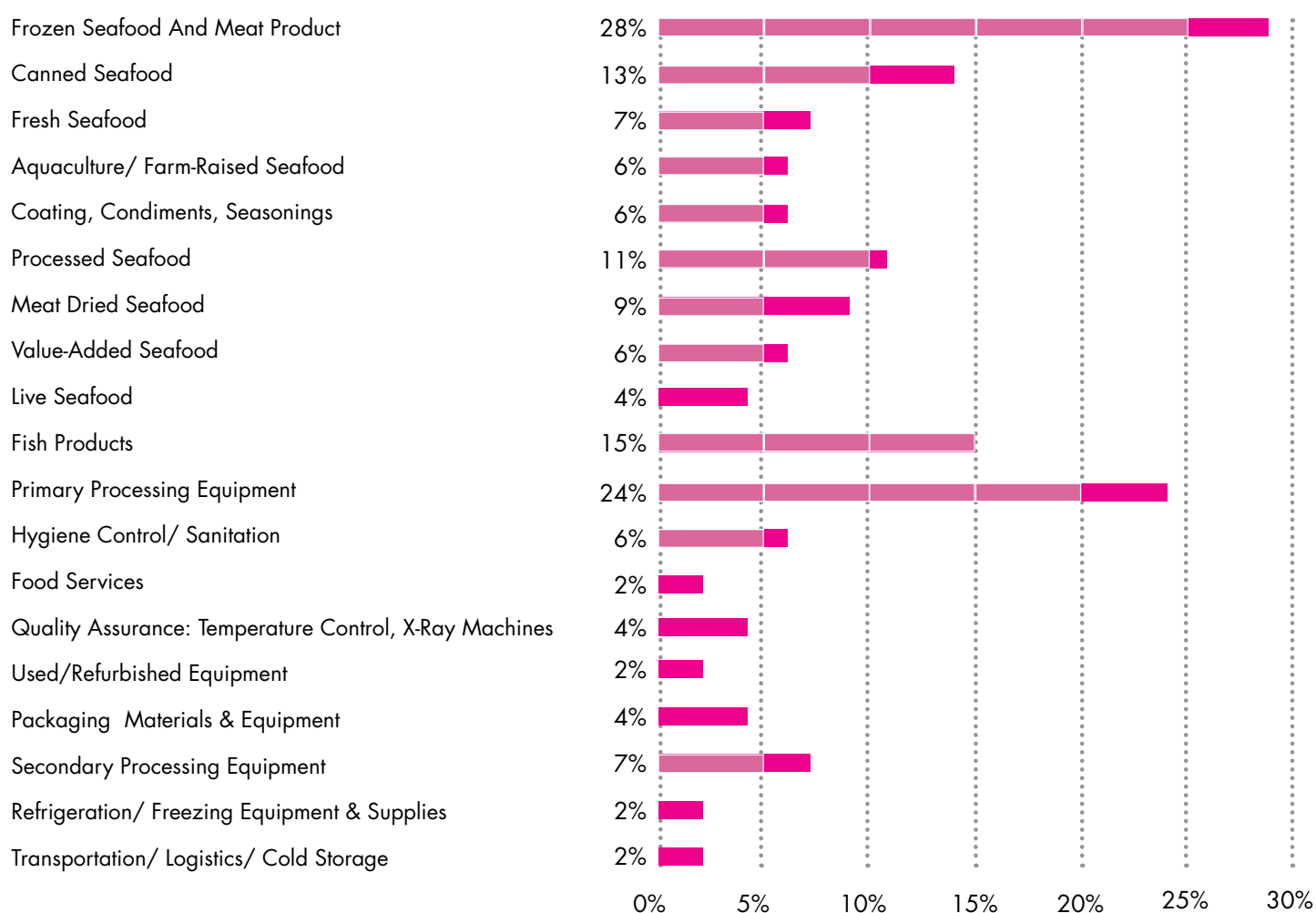
• JAPAN



• POLAND



Percentage Exhibitors by Product Seafood Show of Asia



Exhibitor Satisfaction Survey



Satisfaction rate : 96%

Next edition participation : 96%





Number of Visitor of Seafood Show of Asia & Sial Interfood 2019

TOTAL VISITORS : 94,651

*Co Located with SIAL INTERFOOD

Visitor From Top 10 Cities of Indonesia

- | | |
|----------------|---------------|
| 1. Jabodetabek | 6. Yogyakarta |
| 2. Bandung | 7. Bali |
| 3. Surabaya | 8. Solo |
| 4. Semarang | 9. Palembang |
| 5. Surabaya | 10. Makassar |



International Visitor came from :

	China		France		Germany		Switzerland		Nigeria
	Malaysia		Hongkong		Brunei		Ukraine		Sweden
	South Korea		Poland		Mexico		Ireland		Latvia
	Singapore		Yemen		Netherland		Mauritania		Myanmar
	Japan		Argentina		Qatar		Bangladesh		USA
	Ethiopia		Mauritius		Russia		Kazakhstan		Spain
	Austria		Tunisia		Belgium		North Korea		New Zealand
	Thailand		Pakistan		Srilanka		Slovenia		Egypt
	Phillipines		Canada		Azerbaijan		Turkey		Nepal
	Saudi Arabia		UEA		Brazil		Afghanistan		Libyan
	Italy		United Kingdom		Cambodia		Czech Republic		Andorra
	India		Estonia		East Timor		Iran		

Exhibitors & Visitors Testimonial



Ratna Yudythia (PT Aquafarm Nusantara)

We are greatly helped because from last year we have found a suitable place to promote our Tilapia fish so we are very pleased and helped by the Seafood Show of Asia exhibition

Chef Chomei Hideki
PT Citradimensi Arthali

There are quite a lot of customers, even from the first day to the last day, we are always excited and very happy

Yasser Mukarram (FG Industries)

The response from the visitors was very good, there were some that dealt directly, and some were for the prospect of the customer in the future

Yesi (PT Fitrafood International)

Very good, you could say we are very satisfied for this year, both in terms of traffic and organization and also in terms of management as well as the enthusiasm of the visitors and from the organizing as well



**EXPLORE
SEAFOOD
OF ASIA
SHOW**

**The Focused Platform
for Marine, Fish &
Cold Chain Industry**



PROGRAMME AT SEAFOOD SHOW 2019

Meeting

Member Gathering AP5I

Name of Events	: Member Gathering
Date and Time of Event	: 14 November 2019 / 09.00 - 12.00
Place of Event	: JiExpo Kemayoran – Hall D2 Lt. 1
Association Partner	: AP5I



Seminar

Sertifikasi Halal untuk Produk Ekspor Impor

Name of Events	: Seminar Sertifikasi Halal
Date and Time of Event	: 15 November 2019 / 13.30 - 16.00
Place of Event	: JiExpo Kemayoran – Hall D2 Lt. 1
Association Partner	: AP5I, MUI, Cold Chain



PROGRAMME AT SEAFOOD SHOW 2019

Seminar

Current Trends for Functional Foods 2020

Name of Events	: Seminar PATPI
Date and Time of Event	: 14 November 2019 / 14.00 - 17.00
Place of Event	: JiExpo Kemayoran - Hall D2
Association Partner	: PATPI
Speaker / Guest	: Yusra Egayanti, Dr. Ir. Budi Setiawan M.S, Yunawati



Seminar

Cold Chain System using PCM Technology for Marine logistics

Name of Events	: Seminar BBKK
Date and Time of Event	: 15 November 2019 / 14.00 - 17.00
Place of Event	: JiExpo Kemayoran - Stage Hall C2
Association Partner	: Kementerian Perindustrian, Prima Cold Chain, KITECH



PROGRAMME AT SEAFOOD SHOW 2019

Seminar

Cold Chain Logistics & a New Standard ISO

Name of Events	: Cold Chain Seminar
Date and Time of Event	: 14 November 2019 / 13.00 - 17.00
Place of event	: JIExpo Kemayoran - Hall D
Association Partner	: Cold Chain



The Crowd & Activities at SEAFOOD SHOW 2019



See You Next Year

11 - 14 NOV 2020

Jakarta International Expo,
Kemayoran - Indonesia



**EXPLORE
SEAFOOD
OF ASIA**
The Focused
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Fish Industry

KRISTA EXHIBITIONS



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The 3rd Int'l exhibition on Fishery and Seafood,
Seafood materials, Products and Processing
equipment & Cold Chain technology

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SIAT InterFOOD
INSPIRE FOOD BUSINESS

Organized By



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