



The 2nd International Indonesia Seafood & Meat Expo (IISM) Focused on Food Cold Chain Technology

POST SHOW REPORT

IISM 2015 achievements reflected strong industry growth!



15-17
October 2015

Jakarta
International
Expo
Kemayoran - Indonesia

IISM 2015 succeeded in delivering effective technologies to meet industry's demand



Held from 15-17 October 2015 at the Jakarta International Expo, Kemayoran, the second staging of International Indonesia Seafood & Meat Expo (IISM) focused on cold chain innovations including cold storage infrastructure & technologies and many others.



"IISM 2015 succeeded in bringing more participants from well-known international companies and Indonesia's most competitive industry players.

IISM 2015 had been strategically put together to meet Indonesia's need for high-technology machinery, products and solutions for the cold chain sector."

Mrs Rini Sumardi,
President Director of PT. Pelita Promo Internusa
Organizer of IISM

Strong Industry Support

Hosted by:



Indonesian Cold Chain Association

Co-Hosted by:



Ministry of Marine Affairs and Fisheries
Republic of Indonesia



Ministry of Industry
Republic of Indonesia

Organized by:



PT. PELITA PROMO INTERNUSA
Exhibition & Convention Expert

Supported by:



Highlights

130

companies from
13 countries

60%

growth in
exhibitor
participation

5,914

visitors from 14
countries

50%

increase in
visitors

Full attendance
at 3 concurrent
seminars

Important Deliverables

Advanced Solutions To Meet
Robust Demands & Supply

Environmental
Friendly Technology

Holistic Cold Chain
Management & Food
Processing Systems

Global Technology
For Local Needs

Top-Grade & Cost-Efficient
Innovations



Exhibitor Statistics

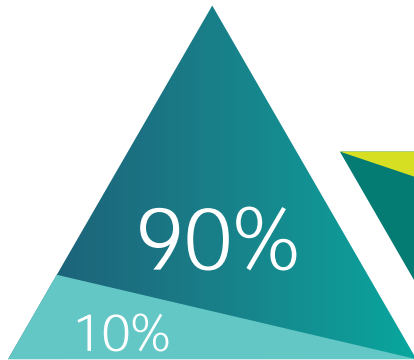


130

Exhibiting companies from 13 countries

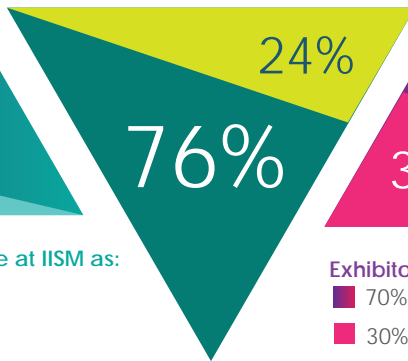
- Australia
- Belgium
- China
- Germany
- India
- Indonesia
- Japan

- Malaysia
- Singapore
- Switzerland
- Taiwan, Republic of China
- Thailand
- USA



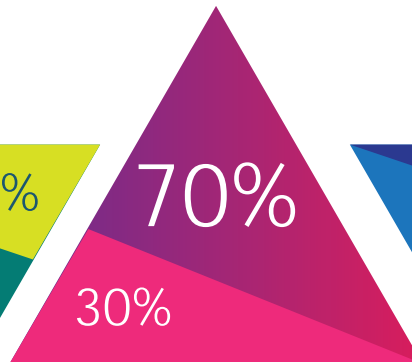
Exhibitors rated their experience at IISM as:

- 90% - Excellent & Good
- 10% - Satisfactory



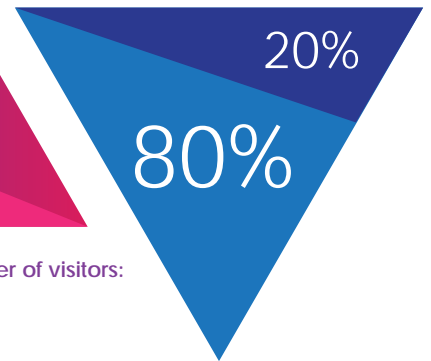
Exhibitors feedback on quality of visitors:

- 76% - Excellent & Good
- 24% - Satisfactory



Exhibitors' feedback on number of visitors:

- 70% - Excellent & Good
- 30% - Satisfactory



Exhibitors' expectation to return for IISM 2016:

- 80% - Have confirmed participation
- 20% - Will consider participation

Top 3 Exciting Factors about IISM highlighted by Exhibitors

Meet New Customers/
Business Partners

Launch New & Unique Products

Growth Potential of Exhibition



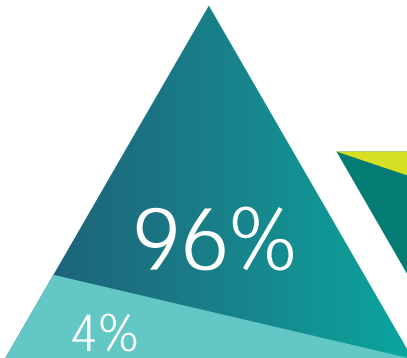
Visitor Statistics



MORE THAN
5,000
Visitors from 14 countries

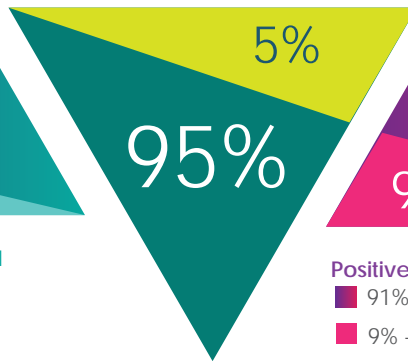
- Australia
- Belgium
- China
- Czech Republic
- India
- Indonesia
- Israel

- Italy
- Japan
- Malaysia
- Oman
- Singapore
- Slovakia
- Thailand



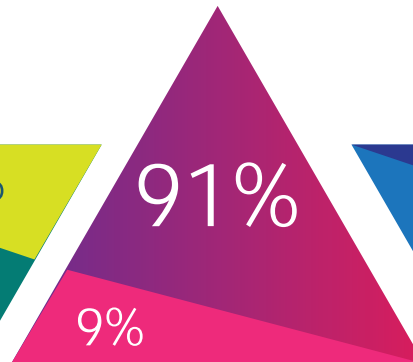
Visitors rated IISM 2015's overall performance as :

- 96% - Excellent & Good
- 4% - Satisfactory



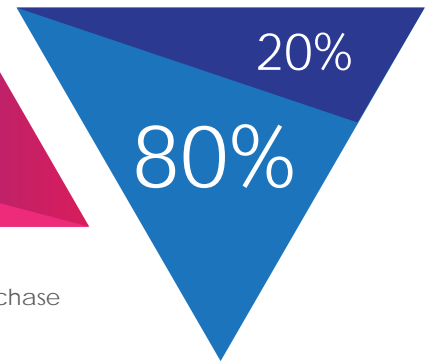
Quality of products & range :

- 95% - of visitors were satisfied with the range displayed
- 5% - of visitors hoped for better product range



Positive buyer response :

- 91% - high likeliness to purchase
- 9% - likely to purchase



Visitors felt that their visit to IISM was :

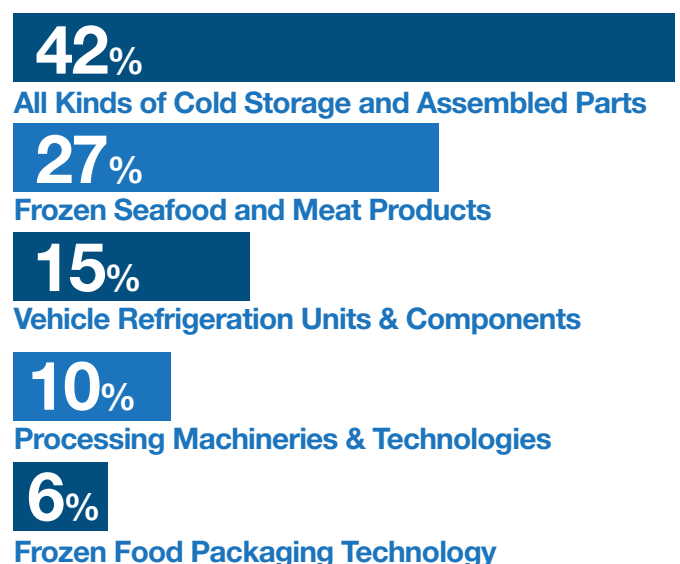
- 80% - beneficial to their work
- 20% - hoped for closer use to their work

Food Cold Chain Market Drivers (based on IISM 2015 Visitor Survey)

Nature of Business:



Product Focus & Demand:



Endorsements from Satisfied Exhibitors



Exhibitor Quotes



Ms. Eli Lisnawati

Sales Manager (Bitzer Compressors Indonesia, PT)

"Last year, we managed to acquire lots of customers. We exhibit here again to promote our products. Next year, we aim to exhibit here again."



Mr. Yasuhiro (Yass) Nakao

Executive General Manager (DENSO International Asia PTE. LTD.)

"More customers came compared to last year. Therefore, I believe that cold chain market in Indonesia is growing."



Mr. Hery Purwanto

(Thermo Asri Makmur, PT)

"The past three days, I can see that the visitors that came are perfectly targeted and they are also perfect for our product."



Mr. Ahmed Charah & Mr. Paul Eeckhout

Export Manager & Area Sales Manager (ISOCAB NV)

"We will definitely come back because we have acquired good contacts."



Mr. Christophe Monediere

Area Sales Manager

(GEA Refrigeration France S.A.S)

"The seafood industry is growing and I believe this exhibition is a good opportunity for us to come back again and we want to have a bigger booth."



Mr. Dr. Manfred Frenzel

Technical Director Irradiation Business (GSG International GmbH)

"I believe our product can be used to extend the export of the local products to even further and yes we will definitely be here again next year."



Visitor Quotes



Mr. Sultan

Unilever, PT

"I managed to find several interesting ideas at this event. I really think that this event is good with exhibitors ranging from upstream to downstream (holistic cold chain)".



Mr. Suyo

Citra Terang Bersama, PT

"Some of the products in this exhibition are very good prospects. I've seen so many high-tech products that I didn't see at another place."



Mr. Agus Heriyanto & Mr. Petroes Soetikno

Sales & Account Manager (Huntsman, PT)

"The event is good as we can see lots of companies in cold storage. Lots of visitors came and the event goes really smoothly."



Mr. Safei

Delegate from the Ministry of Maritime and Fisheries Affairs

"The exhibition is very good as we can experience the latest technology that we haven't seen before."

Concurrent Seminars

IISM 2015 successfully became the one-stop sourcing platform to gather the latest information on technology developments and market insights



Mr Ari Pasek

President of ASHRAE, Indonesia Chapter

"The improvement of refrigeration and air conditioning are essential because cold chain is important in Indonesia. The events such as IISM and IFT are crucial to encourage information exchange on new technology"

Dr. Ir. Nur Masripatin, MSc

Director General of Ministry of Environment

"The existence of local company in this exhibition is important to encourage local industry growth for national development."



Thank You

Pelita Promo Internusa (PPI) extends our thanks to all stakeholders and industry partners for making IISM a huge success.

More business opportunities await at:

**The 3rd International Indonesia Seafood & Meat Expo 2016 – Focusing on Food Cold Chain Technology
In Conjunction With Refrigeration & HVAC
Indonesia Expo 2016**

**Date: 28 - 30 September 2016
Venue: Jakarta International Expo, Kemayoran
Indonesia**

Contact our sales team to book your space now!



Exhibition Contact

Organized by:



PT. PELITA PROMO INTERNUSA
Exhibition & Convention Expert

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