



PT. PELITA PROMO INTERNUSA
Exhibition & Convention Expert

Press Release

IISM 2015 is synergizing with IFT 2015

Bringing the Latest Technology for Food Chain Industry Development

15 October 2015 – The **International Indonesia Seafood & Meat (IISM)** exhibition is officially opened. After a successful debut on 2014, the international event which focuses on bringing the latest technology in cold chain system entered its second edition in 2015. This event is once again brought by PT Pelita Promo Internusa (PPI) in cooperation with Indonesian Cold Chain Association (ARPI) as well as Ministry of Marine Affairs and Fisheries and Ministry of Industry of Republic of Indonesia. IISM comes with a fresh look by synergizing with International Farming Technology (IFT) 2015 – a concurrent exhibition in farming technology. Both exhibitions will be jointly held on 15 October 2015 to 17 October 2015 at Jakarta International Expo, Kemayoran bringing only the latest innovation in food chain industry for holistic supply chain development.

There is a **60% increase** of total exhibitors compared to last year where more than **150 global brands from 13 countries** such as *Australia, Belgium, China, Germany, Hongkong, India, Indonesia, Japan, Malaysia, Singapore* and many others are ready to showcase their most advanced products. There will be 5,000 visitors coming to attend this exhibition from importers, exporters, trader, vendor, transportation and storage companies, farmers union and other related professions of both local and abroad.

“IISM proves to be crucial for Indonesia and also highly anticipated by industry players. Synergy with IFT will surely add more value considering the close nature between these two exhibitions. Visitors will find a comprehensive range of products and services covering the business nature of these two exhibitions that guarantee to be more cost-effective in enhancing production capacity. Lots of business opportunities to be utilize in which the local government may find the advanced technology will be beneficial for local empowerment and add more value for competing in international market,” says **Sofianto Widjaja, Managing Director PPI**.

IISM will be showcasing the latest technology, equipment, machinery and solution for production enhancement along with technical innovation in product handling, storage and distribution process. The companies from abroad that will be exhibiting, among others are **Aspiraal Pte Ltd, GSG International GmbH, Dalian Bingshan Engineering & Trading Co., Ltd, Huludao Chunhe Food Co Ltd**. They are ready in bringing their latest manufacturing machinery like nitrogen machine, freeze-drying equipment, vacuum freeze-drying technology, packaging and labeling supplies (deep freeze packaging, aseptic packaging equipment, barcode technology and RFI, etc) along with refrigeration supplies machinery (mobile refrigerated containers, vehicle refrigeration units and components, temperature control and thermal insulation technology, etc) as well as other products in the field of cold storage distribution process and refrigeration.



PT. HELITA PROMO INTERNUSA
Exhibition & Convention Expert

The presence of foreign companies will open greater opportunities for global cooperation, however there are numerous well-known local exhibitors that will also exhibit such as **PT. Alpine Cool Utama, PT. Gea Refrigeration Indonesia, PT. Yantai Moon, PT. Bitzer Compressors Indonesia** as well as other meat and seafood companies that engaged in both fresh and frozen meat, canned and processed meat along with those that involved in logistic and freight forwarding services.

According to Global Cold Chain Market Forecast & Opportunities, 2020, the global cold chain market is expected to grow at a CAGR of over 11% during 2015-2020. While North America still holds the largest share controlling around 40% of the cold chain market, Asia Pacific leads as the fastest-growing market due to increase in perishable food consumption and changing consumer cum retail trends due to better socio-economic conditions.

In addition, with the ASEAN Economic Community (AEC) briskly taking shape over the next few years, the market condition will push ASEAN and Indonesia in particular to open up further and allow fluid movement of goods ahead of other emerging markets. Given the country's huge geography, rigorous inter-island trade and vast distances to reach end markets, Indonesia's agribusiness and cold chain markets can be better energized with technological capabilities to overcome looming logistics and travel challenges. After local businesses have established effective supply networks within Indonesia and build a winning system for them to take on supply challenges in external markets, they will be prepared to venture into neighbouring countries and explore opportunities globally.

Sofianto Widjaja emphasizes the importance for Indonesian companies to expand their business strategies while also building higher competencies, in line with the nation's social economic development. "Rapid development in national transportation system along with major industrial projects such as the like of cold storage in several provinces will help encouraging the growth of Indonesia in import and export activities of food chain industry."

In sum, the technology and infrastructure development of the holistic supply chain system is an integral part that will facilitate the harmonious functioning of supply and demand operations despite resource or transport limitations. Explaining this further, Mr Widjaja said that, "implementation of appropriate technologies ensures sustainable availability of products whilst preserving the high quality desired by end users. With this efficient suppliers will grow in their demand, reliability and safety standards, thereby paving further expansion into untapped local or overseas markets."

By optimizing the technologies brought in by companies participating at the exhibition, local industry players will be equipped with expert knowledge on effective production up to postharvest handling techniques that would lengthen their business viability and strengthen the country's overall agribusiness output quality to meet international import standards.

During the exhibition, there is also a seminar for business professionals such as on 15 October 2015 with general theme 'Removal of Ozone-depleting Substances in Refrigeration and Air Conditioning'. While 16 October 2015, there are two seminars that will be showed, one is the 'Beef and Dairy Meat Technologies' and 'Training of Green Chiller Design for Fishery Product'. The two seminars will the perfect platform for visitors to engage and synergize with the business partners to gain insight from experts regarding market development and latest technology.



PT. PELITA PROMO INTERNUSA
Exhibition & Convention Expert

About PT Pelita Promo Internusa (PPI)

PT. Pelita Promo Internusa 'Pelita Promo' established in 1998 and ever since has been constantly engaging in national industry development through exhibition and promotion. Our abundant resources of essential information regarding the local, regional and international market prove to be vital in helping us to conduct international trade exhibitions in various industries to boost sales performance. Not only within the local, we are also experienced in managing three international exhibitions abroad, all with positive feedbacks. As a professional event organizer, Pelita Promo is highly trusted by professionals especially during the current national economic growth. We are continually expanding to gain more opportunities in encouraging national industry exposures in both regional and international stage.

###

For further information, please contact :

Puji Lestari

Marketing Communication Manager

Tel : 62 21 5366 0804

Fax : 62 21 532 5887

Email : tari@pelitapromo.com