

THE ONLY DEDICATED INTERNATIONAL EXHIBITION
FOR CAFE & BRASSERIE INDUSTRY IN INDONESIA

  Café &
  Brasserie expo
  Indonesia

13 - 15 September 2019
Jakarta Convention Center, Indonesia



www.cafebrasserie-expo.co.id



Cafe & Brasserie Indonesia (CBI) 2019 is the 4th dedicated event for the cafe & brasserie industry in Indonesia.

Cafe & Brasserie Indonesia (CBI) will be the perfect rendezvous for you to **CONNECT, DISPLAY, and MARKET DIRECTLY** to your targeted audience, be it the cafe & brasserie owners, investors, and the industry professionals or to the over 20,000 cafe lovers who will be attending this 3 days event.

Whether you are new to the industry or an established company looking to build brand awareness and launch new products, **Cafe & Brasserie Indonesia (CBI)** is the event to include in your marketing plans for 2019!

IF YOU IN THESE INDUSTRIES, THEN YOU SHOULD EXHIBIT!

- **Commodities**
Coffee Beans, Tea Leaves, Cocoa Beans.
- **Food & Beverage Supplies**
Coffee, Tea, Chocolate, Flavours, Syrups, Dairy, Dessert, Gelato, Ice Cream, Sugars, Sauces, Carbonate Beverages, Fruit Juices, Ketchup, etc.
- **Machinery & Equipment**
Kitchen Equipment, Espresso Machine, Coffee Roasting, Brewing Machine, Grinder Machine, Coffee Maker, Decaffinator, Wet & Dry Processing Machine, Tea Processing Machine, etc.
- **Sweet & Bakes Ingredients, Supplies, & Machinery**
Cake Showcase, Steamer, Chiller, Gelato Maker, Oven, Bakery & Pastry Making Machine, Refrigerator Machine, Raw Material & Ingredients, etc.
- **Packaging Material**
Paper Cup, Labels, Coffee & Tea Packaging, Labels, Take-out Boxes, etc.
- **Suppliers & Services**
Barista Equipment, Barista Uniform, Cafe Furniture, Tableware, Pets Control, Cafe Interior Design, Cash Register, Point of Sales (POS), Water Filtration System, Refrigeration System, Thermal Cooling System, etc.
- **Others**
Coffee Shop, Franchising & Licensing, Coffee Shop Supplies and those related to the Cafe & Brasserie opportunities are welcome to join.

WHY EXHIBIT AT CAFE & BRASSERIE INDONESIA?

1

THE ONLY ONE dedicated cafe event in Indonesia

2

ONE STOP PLATFORM for Cafe & Brasserie Industry

3

BRING OVER 4,782 Business Owners & Cafe Owners

4

JOIN OVER 200 brands looking to expand in Indonesia

5

EXPAND YOUR BUSINESS into Indonesia & ASEAN's leading economy & market

6

POSITION your brand as the leading brand in the industry

WHY INDONESIA?

The largest economy in South East Asia; 5th largest in Asia, and 15th largest in the world.

Indonesia is the 4th most populous country in the world with more than 53% of the population living in the urban area, 57% are from middle class, with 7 million being added each year.

More than 10,000 cafes in Indonesia are predicted to continue grow.

For the past 6 years, the growth of consumer spending in coffee 7.7% and tea 2.3% respectively and will continue growth year by year.

Indonesia coffee consumption increased 36% in 2017.

The total income of the cafe sector is estimated to increase from USD3.4 billion to USD4.16 billion in 2013 - 2018.

34 Provinces

265 million Population (2018)

Capital: JAKARTA

2019 EVENT FACT SHEET

Title	The 4th Edition of Cafe & Brasserie Indonesia
Date	13 - 15 September 2019 (Friday - Sunday)
Opening Hours	10am - 9pm
Venue	Jakarta Convention Center, Indonesia
Organiser	Reed Panorama Exhibitions, Indonesia
Co-located with	 
Targeted Attendees	22,000 attendees
Expected Transaction	USD100 Millions
Endorsed by	Ministry of Industry, Republic of Indonesia Ministry of Trade, Republic of Indonesia Ministry of Tourism, Republic of Indonesia Indonesian Agency for Creative Economy (BEKRAF)

Programmes & Activities



		
		
		
		
		AND MANY MORE.



2018 EVENT REPORT

Date	5 - 7 October 2018 (Friday - Sunday)
Venue	Jakarta Convention Center, Indonesia

 7 COUNTRIES	 73 COMPANIES	 103 BRANDS	 13,882 VISITORSHIP	 17 ACTIVITIES	 28 SPEAKERS
---	--	--	--	---	---

VISITORS PROFILE <i>by Management Levels</i>  <ul style="list-style-type: none"> Business Owner Top Management Manager Supervisor Public 	VISITORS' OBJECTIVES  <ul style="list-style-type: none"> Purchase products & services Inspiration & to see new brands, products and technology Attend seminar, talkshow, workshop and other activities Networking with existing contacts Looking for new distributors, suppliers, agents or importers
---	--

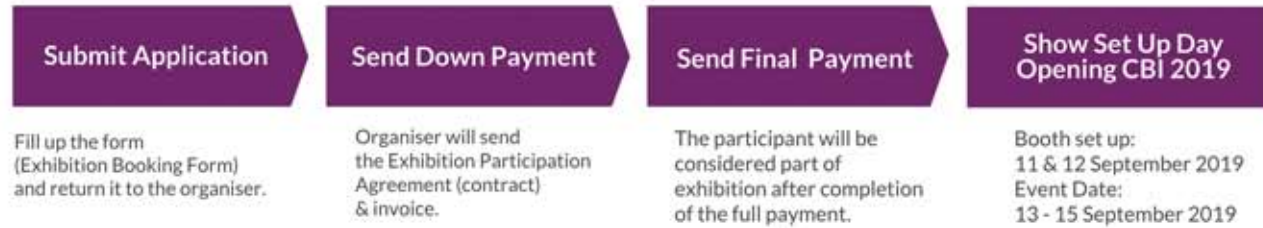
EVENT HIGHLIGHTS



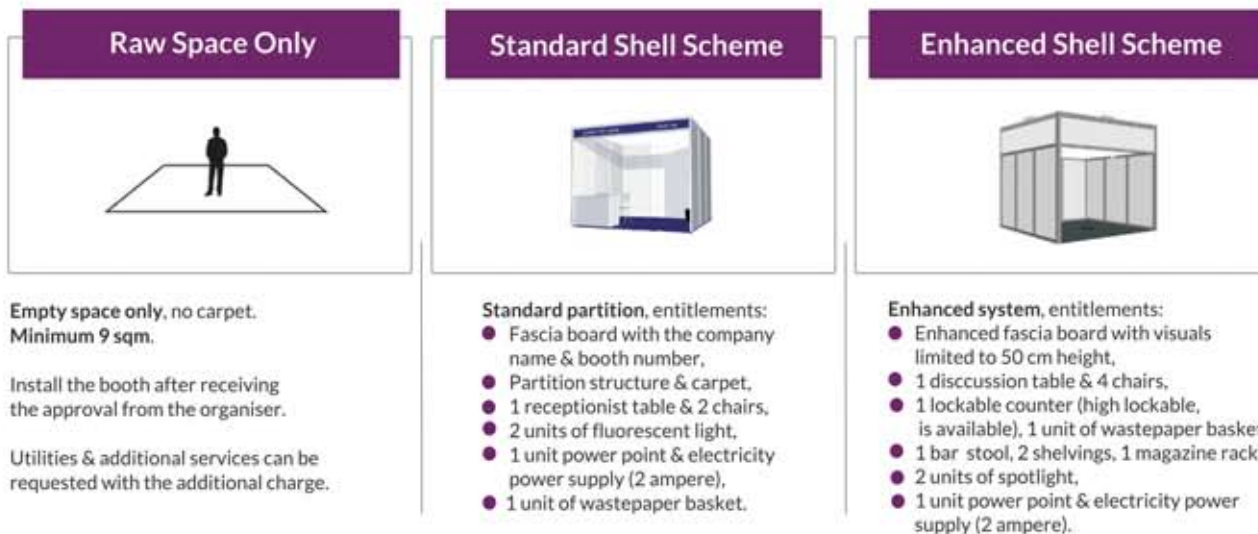
PROGRAMMES & ACTIVITIES: Opening Ceremony by Ministry of Trade Republic Indonesia, Networking Night, Indonesian Barista Masa Kini Championship (BAMSKI) 2018, Coffee Workshop, Barista Workshop (Brewing & Cupping), Cafe Business Workshop, Tea Talkshow, Tea Class, Gelato Workshop, Coffee Talk, Start Up Coffee Business Seminar, Cafe Owners Club, Business Meeting (BizMatch Program), Meet & Greet with Domestic & Overseas Brand.

PARTICIPATION GUIDELINE

PARTICIPATION PROCEDURE



TYPE OF INVESTMENT



Participation Registration Fee (Compulsory) and get more marketing exposure services:

- **Indonesia Trade Connect**; our integrated business matching 4.0 that collaborate our advance marketing system and technology.
- Pre-show Electronics Direct Mails (email blast) to CBI and Reed Panorama Exhibitions database.
- Company, brand & product listing on the online show directory (CBI website: www.cafebrasserie-expo.co.id)
- Full Color Advertisement (W8cm x H12cm), company profile, brand, products, contact details on the exhibition directory.
- Promote brand or product blast on event social media (facebook & instagram).

ABOUT ORGANISER

PT Reed Panorama Exhibitions (RPE) is a joint venture between the world's leading event organizer: Reed Exhibitions (www.reedexpo.com) and Indonesia's leading tourism, transportation and hospitality group of companies: The Panorama Group. RPE aims to create professional, quality business to business platforms by working closely with relevant government agencies, industry partners, trade associations, venue owners, and customers so as to deliver events for the industry by industry.

Currently, RPE organizes 10 events in Indonesia, serving the **cafe & brasserie, franchising & licensing, retail, maritime, mining, renovation & construction, logistics & transportation**, and also the consumer sectors: **maternity, baby & kids expo and toys, games and comic convention.**

www.reedpanorama.com

ABOUT VENUE

Jakarta Convention Center (JCC) also known as Balai Sidang Jakarta Convention Center is located in Gelora Bung Karno Sports Complex, Central of Jakarta, Indonesia.

Strategically located in the heart of Jakarta, Balai Sidang Jakarta Convention Center hosts events for the world's political, business, and entertainment leaders.

www.jcc.co.id

CONTACT US!

- ✉ Email cafe@reedpanorama.com
- ☎ Phone +62 21 2556 5006
- ☎ WhatsApp +62 8897 7742 709

PLEASE FOLLOW US AT:

- Facebook [CafeExpoid](#)
- Instagram [cafeexpoid](#)
- Twitter [cafeexpoid](#)
- LinkedIn [Cafe and Brasserie Expo Indonesia](#)

ADDRESS:

Reed Panorama Exhibitions
Panorama Building 5th Floor,
Jalan Tomang Raya No. 63 Jakarta 11440, Indonesia



Ministry of Industry
Republic of Indonesia



Indonesian Agency
for Creative Economy



Specialty Coffee
Association of Indonesia



Association of Indonesian Coffee
Exporters and Industries