

# **SIAL**Interfood **INSPIRE FOOD BUSINESS**

**Great Success for SIAL InterFood Jakarta 2017**

## **The Largest Food Innovation Exhibition in Indonesia in 2017**

The 17<sup>th</sup> International Exhibition of Food & Beverage products, Ingredients, Technology and Services has concluded successfully at JIExpo – Kemayoran, Indonesia, welcoming nearly **42,000 visitors** and more than **800 exhibitors** from **33** countries participated in this event.

SIAL InterFood took place from November 22 to 25, featuring more than 21 sectors, among which Dairy products – Eggs, Meat and Tripe, Fish, Seafood, Ingredients, Fruits and Vegetables, Dried Fruits, Confectionery, Bakery and Pastry, Cured Meats, Delicatessen, Home Meal Replacement, Preserved and Canned Food, Pet Foods, Frozen Products, Organic, Health and Diet Products, Baby Food, Grocery Products, Wine & Spirits, Non-Alcoholic Beverages, Biscuit, Catering Equipment, Coffee & Tea, Ice Cream & Gelato, Poultry, Sweetener, Chocolate. This exhibition provided a wide variety of business opportunities for exhibitors who came from around the world to promote their products through this show, offered the perfect platform for visitors and exhibitors to meet, do business, and solve their needs.

### **The show at a glance**

**To officially mark the opening of the event**, a ribbon-cutting ceremony was held on the morning of November 22<sup>nd</sup>, opened by Managing Director of KRISTA Exhibitions Daud D. Salim, SIAL Network Director Nicolas Trentesaux, Director General for Tourism Destination Development of Ministry of Tourism Dadang Rizki Ratman, Deputy Minister for Production and Marketing of Ministry of Cooperative and Small and Medium Enterprise I Wayan Dipta, Director of Food, Seafood and Fisheries Industry of Ministry of Industry Enny Ratnaningtyas, The Ambassadors from Belgium and Pakistan also representatives of the Italian Trade Agency, Russia Trade Agency, Thailand Trade, India, Iran, Iraq, Hungary, and Egypt embassy, joined by honorary guests.



To reflect the innovative aspects of the food Industry, **SIAL Innovation** was a great success this year with 79 products registered. **37 most innovative products selected among which 15 were shortlisted. The Gold award winner was Almond Crispy by Ciputra University from Indonesia, The Silver award winner was Baby Porridge by Keumkang B&F from Korea, The Bronze award winner was Fried Durian Ball by Hernan Corporation from Malaysia.** The awarding ceremony of the SIAL Innovation was conducted on the evening of November 22<sup>nd</sup>.

## Inspiring Programmes at SIAL InterFood 2017

Meanwhile **the First La Cuisine Competition** comes as one of the international cooking competitions, established by Kristamedia, ACP (Association Chef Profesionals Indonesia) and WACS (World Association of Chef's Associate). La Cuisine competition presents professional judges in culinary field such as Chef Michael Strautmanis, Chef Jamnong Nirungsan, Chef Tan Hee Meng, Chef Shanli Ong Beng Yew, Chef Chern Chee Hoong, Chef Audee Cheah, Chef Cindy Loh, Chef Gan Si Ni, Ms. Siska Soewitomo, Chef Marco Braun, Chef Petrus Nugraga, Chef Vindex Tengker, Chef Dieter Speer, Chef Dedes Dwi Ratna Sari, Chef Woro Prabandari, Chef Gilles Marx, Chef Rajendra Thalib, Chef Benty Diwansyah, Chef Ucu Sawitri, Chef Sandra Djohan, Chef Wetz Shinoda, Chef Henry Alexie Bloem, Chef Setyanto and Chef Johannes Pratiwanggana. More than 400 junior and professional chefs compete to be the 1st winner and get the title of the best Chef in Indonesia.

Kristamedia proudly preaches the Great Success of Indonesia's First Gelato Competition in SIAL INTERFOOD 2017. Professional Gelato makers from famous Gelateria shop in Indonesia, individual chef and Gelato Suppliers compete to improve their skills and knowledge of gelato. Introducing the professional Judges are Mr. Roberto Geraci (Professional Gelato Maker from Italy), Chef Ragil (Gelato Chef Artist), Chef Vindex Tengker (Masterchef Judge), Chef Rahmat Kusnadi (Pastry Chef), Chef Mutakin (Pastry Chef) and Chef Stefu (Culinary Chef). The Indonesia's First Gelato Competition create creative and unique taste of gelato such as Nasi Uduk Pandan Gelato, Beef Bacon Cheesecake Gelato, Kolak Pisang Gelato and many more. The most important thing about The Indonesia's First Gelato competition is not win or lose but Happiness.

SIAL InterFood also presented **Baking, Cake decorating** and **Cooking Demo** stages with Mrs. Acen (Ny.Liem), Chef Desi (Masterchef), Chef Rudy Choirudin, Chef Yongky, Chef Henry Bloem, Chef Timothy, Chef Beng, Chef Riady, Chef Jean Michel and exhibitors. SIAL InterFood further hosted Indonesia Pastry Alliance Championship, 3<sup>rd</sup> IFBEC Service Competition (Flair Competition, Bar Speed Challenge, Service Rally), SIROC – SIAL INTERFOOD Roasting Competition by AEKI (Asosiasi Eksportir Kopi Indonesia), and Cake Decorator Display.

Various seminars and workshops with interesting themes were also hold during the exhibition such How To Start a Coffee Shop Business & 3 Days Barista Regular Course by PT. Esperto with S. Hardy Jonggala, Franky Angkawijaya, and Landy Tjie, Global Megatrends & Millennials Consumer Needs by Indonesia Packaging Federation with Hengky Wibawa, Viviek A. Chougule, and Gareth Reynolds, Seminar & Talkshow "The Secrets of Tea" by Asosiasi Teh Indonesia with Widjaja Surya Kencana, Gunawan, Dr. Atik Dharmadi, and Ir. Salwa Lubnan D.,Ms, Talkshow "The New Trends in Modern Tea" by Dewan Teh Indonesia with Ratna Somantri, Bambang Laresolo, Othniel Giovanni, and Tjhia Se Tjie, World Market of Pangasius by Jean Charles Stephane Michel Dieter, Development of Domestic and Export Market of Indonesian Pangasius by Budi Wibowo, Member Gathering GAPMMI with Adhi S, Lukman, Ir, Tommy Nugraha,MM, Drh. Syamsul Ma'arif,Msi, Brewers & Latte Art Workshop by SCAI with Iwan Setiawan (Johni) the first winner Indonesia Latte Art Championship and Roasting Workshop by SCAI (Specialty Coffee Association of Indoneisa) with Diko (owner MD Coffee Roastery).

**SAVE THE DATE FOR 2018**

**SIAL InterFOOD**

**21 to 24 November 2018**

**At Jakarta International Expo, Kemayoran, Indonesia**

**About SIAL InterFOOD**

Organised by the Comexposium Group and Krista Media, SIAL INTERFOOD is part of the SIAL Network, the world's largest food and beverages exhibition network. Its eight regular shows (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East and SIAL Interfood in Jakarta, and FOOD India *Inspired by SIAL*, in New Delhi) attract some 14,535 exhibitors and 359,800 visitors from 194 countries. You can follow SIAL on Twitter, LinkedIn, Youtube and [www.sialinterfood.com](http://www.sialinterfood.com) - [www.sial-network.com](http://www.sial-network.com)