

SHAL InterFOOD

INSPIRE FOOD BUSINESS



09 - 12 November 2022 JIExpo, Kemayoran - Indonesia

POST SHOW REPORT



POST SHOW REPORT

09 - 12 November 2022. JIExpo - Kemayoran

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ABOUT SIALINTERFOOD 2022

The Dedicated B2B Platform - for The Indonesian & ASEAN Food & Beverage Industry
The International Exhibition on Food & Beverage Products, Ingredients, Technology and Services

The Show at a Glance

To officially mark the opening of the event, a ribbon-cutting ceremony was held on the morning of November 9th, opened by :

General Director of Agro Industry, Ministry of Industry of The Republic of Indonesia- Putu Juli Ardika, Acting General Director of Strengthening the Competitiveness of Marine and Fishery Products, Ministry of Marine Affairs and Fisheries of The Republic of Indonesia- Ishartini, Director of Primart Product Development, Ministry of Trade of The Republic of Indonesia - Merry Maryati , Director of Food, Seafood and Fisheries Industry, Ministry of Industry of The Republic of Indonesia- Emil Satria, Ambassador of Bangladesh to Indonesia H.E. Mr. AVM M. Mostafizur Rahman, Ambassador of Guatemala to Indonesia H.E. Mr. Maynor Jacobo Cuyun Salguero, Ambassador of Mozambique to Indonesia



H.E. Mr. Belmiro Jose Malate, Ambassador of Pakistan Embassy to Indonesia H.E. Mr. Muhammad Hassan Islamic, Commercial Counsellor of Belarus Embassy to Indonesia - Alexey Lachimov, Second Secretary of Libya Embassy to Indonesia - Abdulhadi M.A. Abourwee Shah, Director of Business France - Sylvain Biard, Director of India Chamber of Commerce - Amol Titus, Chairman of The Indonesia Food & Beverage Association (GAPMMI) - Adhi S. Lukman, President of Association of Culinary Professionals(ACP) - Rafael T. Basanto, Chairman of Indonesian Retail Merchants Association (APRINDO)- Roy N. Mandey, Chairman of Indonesia License Association (ASENSI) - Susanti Widjaya Indonesia Fishery Product Processing & Marketing Association (AP5I) - Budhi Wibowo, Chairman of Indonesia Cold Chain Association (ARPI) - Hasanudin Yasni, Business Development Director of Indonesian Packaging Federation (IPF) - Ariana Susanti, Chairman of Business Forum Indonesia - Jahja B. Soenarjo, Executive Secretary of Indonesian Hotel & Restaurant Association (PHRI) Bali - Dewi Pradewi, Indonesian Coffee Council (DeKoPi) - A.Syafudin, Director of SIAL Network - Nicolas Trentesaux, CEO APAC of Comexposium - Elaine Chia, Vice Chairman of Paguyuban Sosial Marga Tionghoa Indonesia(PSMTI) Dewi S. Budihardjo, CEO Krista Exhibitions - Dharma Salim, CMO Krista Exhibitions - Christina Sudjic, Director of Business Relations - Tita Soendoro



Sandiaga Uno
Minister of Tourism
and Creative Economy
of the Republic
of IndonesiaParis
Comexposium



Putu Juli Ardika
Director General
of Agro Industries,
Ministry of Industry
of the Republic of
Indonesia



Nicolas Trentesaux
Director of SIAL Group
Paris Comexposium



Adhi Lukman
Chairman of
The Indonesia
Food & Beverage
Association
(GAPMMI)



Daud Salim
CEO Krista Exhibitions



Rafael T. Basanto
President of The
Association
of Culinary
Professionals
Indonesia (ACP)



Roy Nicholas Mandey
Chairman of
Indonesian Retail
Entrepreneurs
Association
(APRINDO)

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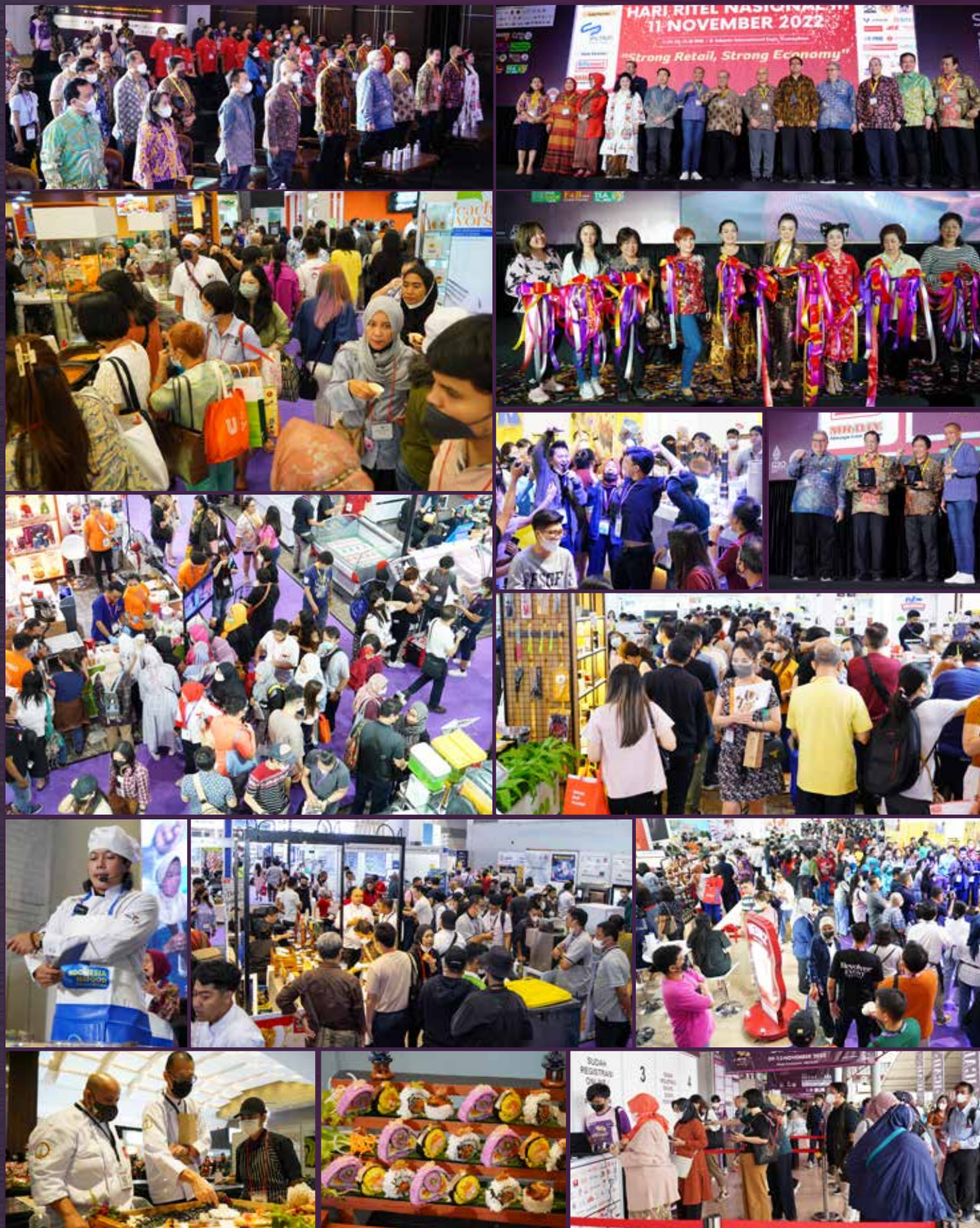
DOCUMENTATION



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DOCUMENTATION



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EXHIBITION INFORMATION

Show	: SIAL INTERFOOD EXPO 2022 The 20th International Exhibition on Food & Beverage Products, Ingredients, Technology and Services.
Held in Conjunction with	: SEAFOOD SHOW EXPO 2022 BAKERY INDONESIA EXPO 2022 COFFEE & TEA EXPO 2022 INDONESIA GELATO EXPO 2022 FOOD & BEVERAGE FRANCHISE EXPO 2022 WINE & SPIRIT EXPO 2022 FOOD & BAKING INGREDIENTS INDONESIA EXPO 2022 HERBAL & HEALTH FOOD EXPO 2022 INDO HORECA EXPO 2022 INTERNATIONAL TEA EXPO 2022 FOOD HOSPITALITY EXPO 2022 GELATO EXPO 2022
Date	: 09 - 12 November 2022 (4 Days Exhibition)
Venue	: Jakarta International Expo, Kemayoran - Indonesia
Admission	: • The exhibition is open to trade and business visitors only • Below the age of 15 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 Ministries :

- Ministry of Industry of The Republic of Indonesia • Ministry of Trade of The Republic of Indonesia
- Ministry of Cooperatives and Small and Medium Enterprises • Ministry of Marine Affairs and Fisheries of The Republic of Indonesia
- Ministry of Tourism of The Republic of Indonesia • Wonderful Indonesia
- Indonesia National Agency of Food and Drug Control (BADAN POM)
- Indonesian Chamber of Commerce and Industry • Jakarta Chamber of Commerce and Industry

Supporting Associations :

- The Indonesia Food and Beverages Association (GAPMMI) • Indonesian Licensing Association (ASENSI)
- Association of Culinary Professional (ACP) • Indonesia Pastry Alliances (IPA) • World Chef Association
- Indonesia Chef Association (ICA) • Association of Indonesian Hotel and Restaurants (PHRI) • Indonesia Bakery Association (ABI)
- Indonesia Packaging Federation (IPF) • Association of Indonesian Coffee Exporters and Industries (AEKI AICE)
- Indonesia Food & Beverage Executive Association (IFBEC) • Indonesia Café and Restaurant Association (APKRINDO)
- Association of Indonesia Speciality Tea (AISTEA) • Indonesian Vegetable and Fruit Exporters Association (AESBI)
- Indonesian Cocoa Board (DEKAINDO) • Indonesian Tea Council (DTI) • Indonesia Logistic Association (ALI)
- Softdrink Industry Association (ASRIM) • Indonesian Retail Merchants Association (APRINDO) • Indonesian Coffee Council (DEKOPI)
- Indonesia Tea Association (ATI) • Indonesia Fishery Product Processing and Marketing Association (AP5I)
- Indonesia Coffee Exporters Association (GAEKI IECA) • Indonesian Wheat Flour Producers Association (APTINDO)
- Indonesian Exhibition Companies Association (ASPERAPI) • Speciality Coffee Association of Indonesia (SCAI)
- Academy of Pastry and Culinary Arts (APCA) • Indonesia Cold and Chain Association (ARPI) • Indonesia Sommelier Association (ISA)
- National Meat Processor Association (NAMPA) • Indonesia Coffee Association (ASKI) • Indonesian tea artisans (ARTI)
- Indonesian Catering Entrepreneurs Association (APJI) • Indonesian Hotel General Manager Association (IHGMA)
- Association of Indonesian catering service providers (PPJI) • Indonesian Cocoa Association (ASKINDO)
- Indonesian Catering Expert Association (IKABOGA) • Indonesian Chinese social association (PSMTI)

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TOP 5 EXHIBITING SECTORS

1. Bakery & Confectionary
2. Food & Beverage Products
3. Horeca, Catering, Kitchen, Food Service Equipment & Food Technology
4. Coffee
5. Herbal, Healthy Food, Fruits & Vegetable



EXHIBITORS FROM 21 COUNTRIES



Indonesia



Canada



Pakistan



China



Palestine



Greece



South Korea



United Arab Emirates



USA



Japan



Uruguay



Egypt



Taiwan



Malaysia



Singapore



Netherland



Jordania



France



Oman



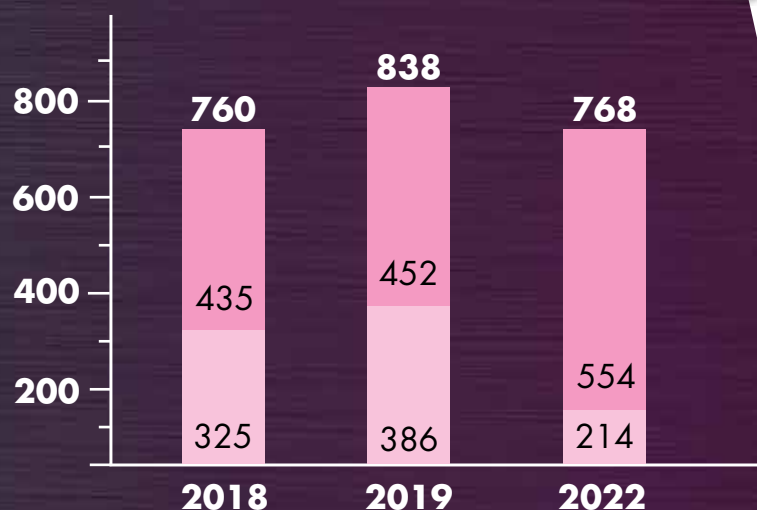
Bulgaria



Turkey

NUMBER OF EXHIBITORS

SIAL INTERFOOD Exhibitor Comparison



Local Exhibitors Overseas Exhibitors

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EXHIBITORS' TESTIMONIALS



William - PT. Espresso Italia
Pamerannya ramai sekali, momentumnya bagus juga. Fasilitasnya juga oke, Invitationnya juga tepat dan berhasil banget karena kami menarik banyak potensial market dari ujung ke ujung Indonesia.



Alvian - PT. Toffin Indonesia
Setiap kita join event SIAL InterFood ini kita selalu puas, dari segi traffic pengunjung sangat bagus, kualitas pengunjung sangat bagus.



Gloria - PT. Bangor Berkembang Abadi
4 hari ikut pameran ini, Bertemu banyak orang berpengalaman dan menambah wawasan, Tahun depan pasti ikut lagi



Arie Kurniawan & Ranita Angkosubroto - Jakarta Boga Utama Sari
Kami puas dengan hasil yang kami capai di pameran ini. Kami juga mendapat kesempatan bertemu dengan visitor, distributor kami, trading partners kami. SIAL Interfood The Best!



Cynthia Vinynda - Unilever
Eventnya cukup baik & ramai sekali. Ini tahun pertama kita join, kita sangat excited. Banyak pengunjung yang datang ke booth kami, Tahun depan kita akan join lagi karena melihat dari antusias para pengunjung yang datang.

Andi Triyanto - PT Allkurma
Ini Adalah Yang Ke 5x Nya Kita Mengikuti Pameran Sial Interfood. So Far Untuk Setelah Pandemi Ini Bagus Sekali Pamerannya, Responnya Baik & Ramai Sekali. Pastinya Protokol Kesehatan Masih Sangat Dijaga.



Suci Pertiwi Supriyanto - PT Paskomnas Niaga Utama
Sangat Membantu Sekali Pamerannya, Terlebih Dari Sisi Kami Sebagai Supplier Sayur & Buah. Disini Kami Ditemukan Banyak Sekali Vendor dan Customer.



Total SQM SIAL Interfood 2022

2022

27,000 Sqm

10,000

20,000

30,000

40,000



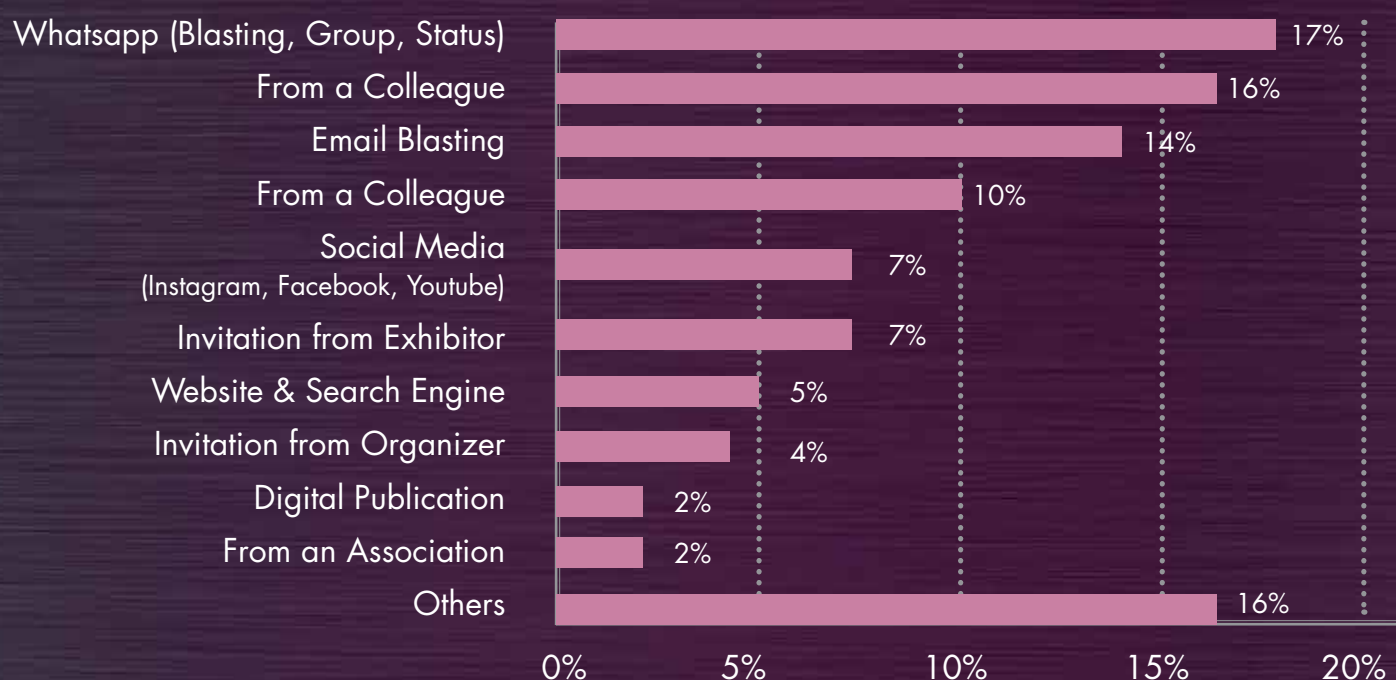
Jakarta International Expo, Kemayoran - Indonesia

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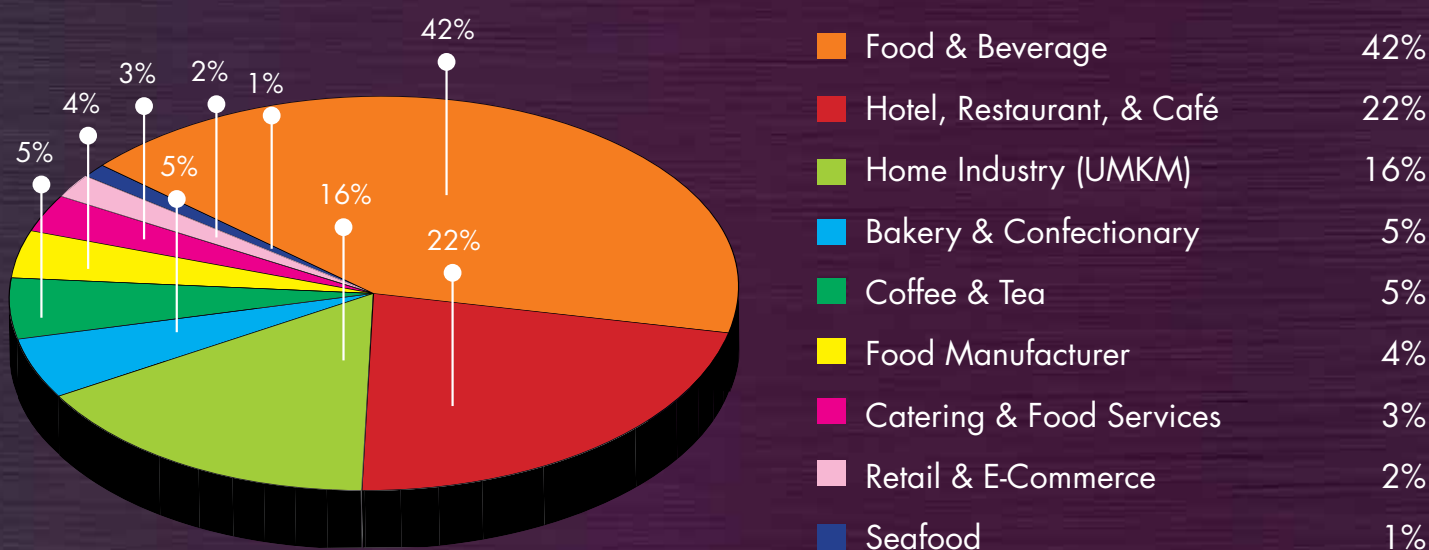
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HOW VISITORS FIND THIS EVENT



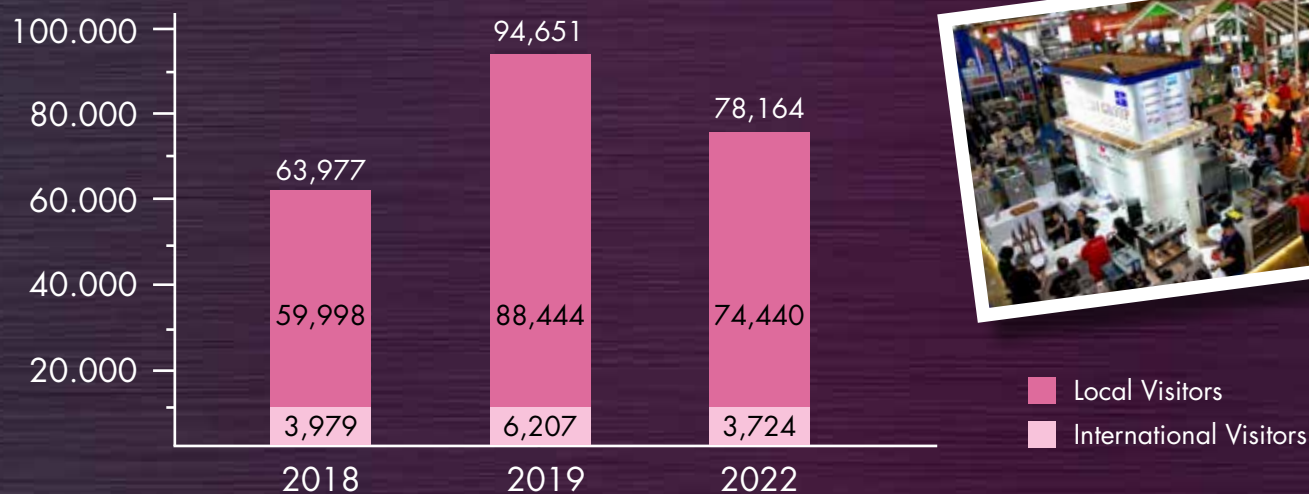
TRADE VISITOR INDUSTRY SECTOR ON SIAL INTERFOOD 2022



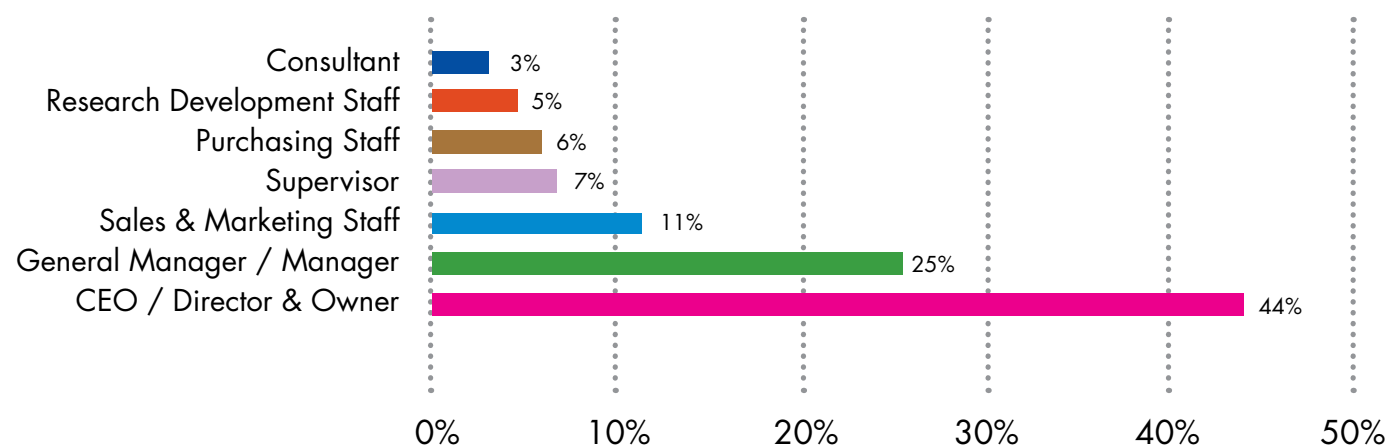
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VISITORS' Comparison



VISITORS' PROFILE



Visitors Satisfaction Survey



Satisfaction rate : 95%
Next edition participation : 97%

Number of Visitors SIAL Interfood 2022



Local Visitors : 74,440
International Visitors : 3,724
Total Visitors : 78,164

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VISITORS' TESTIMONIALS

Grace, Jakarta

SIAL Interfood bagus sekali sih ya, dilihat dari registrasinya cara masuk visitor rapih dan visitor bisa masuk dengan baik.



Vina, Bogor

Pamerannya bagus, banyak perusahaan besar yang ikut. usaha - usaha kecil dan UMKM juga bisa mencari yang dibutuhkan dan melihat inovasi yang baru.



Yoppie, Depok

Pamerannya lengkap, segala macam brand dan banyak produk makanan ada disini, sudah komplit.



Sharon, Tangerang

Sangat meriah dan juga banyak program, seperti show dan kontes. Sudah bagus sekali dan menarik banyak sekali pendaatang.



Alosius Renaldo, Jakarta

Di pameran ini kami mencari beberapa supplier hotel, sangat sangat excited sekali di pameran ini. Di pameran ini kami banyak sekali mendapatkan data2 supplier, untuk pamerannya sangat ramai sekali.



Febby, Bandung

Pamerannya bagus, karena disini banyak sekali kesempatan untuk mengembangkan usaha. Peluang peluang yang tadinya tidak terpikir, melalui pameran ini banyak sekali terlihat, saya jadi belajar banyak.



Top 10 Local Visitors

1. DKI Jakarta
2. Bekasi
3. Tangerang
4. Bogor
5. Bandung
6. Depok
7. Surabaya
8. Semarang
9. Medan
10. Palembang



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SIAL INTERFOOD PROGRAMME



BAKING DEMO

An area where the world's best chefs compete and perform live Baking demonstrations



CAKE DECORATION DEMO

An area where the world's best chefs compete and perform live cake decoration demonstrations



GELATO COMPETITION

An area where Gelato & Pastry Championship compete and perform



LA CUISINE

An area where the world's best chefs compete and perform live culinary demonstrations



SIROC ROASTING COMPETITION

An area where Coffee Roasting Competition compete and perform



TEA PROGRAMME

An area where Tea Talkshow, Seminar & programme compete and perform



CHOCOLATE PROGRAMME

An area where the chocolate Programme compete and perform



COOKING DEMO

An area where the world's best chefs compete and perform live cooking demonstrations



INDONESIA COFFEE ART BATTLE

An area where the Coffee Competition compete and perform



COFFEE WORKSHOP & PROGRAMME

An area where Coffee Workshop & Programme compete and perform



CAKE DECORATOR DISPLAY

A showcase of Beautiful and unique cake, 3 cake selected by a jury of experted



F & B TREND

An area where Seminar & Talkshow compete and perform



WINE PROGRAMME

An area where wine class & programme compete and perform



HOSTED BUYER

a Gathering Place for buyers and exhibitors to do business meetings



VIP GUEST LOUNGE

a Lounge where VIP Guest Gather



Programmes



Name Of Events : La Cuisine Competition

Date and Time of Event : 09 - 12 November 2022

Place of Event : Hall B2 JIExpo Kemayoran Jakarta
(Ruang Lomba)

Association Partner : ACP

Number of Event Participants : 582



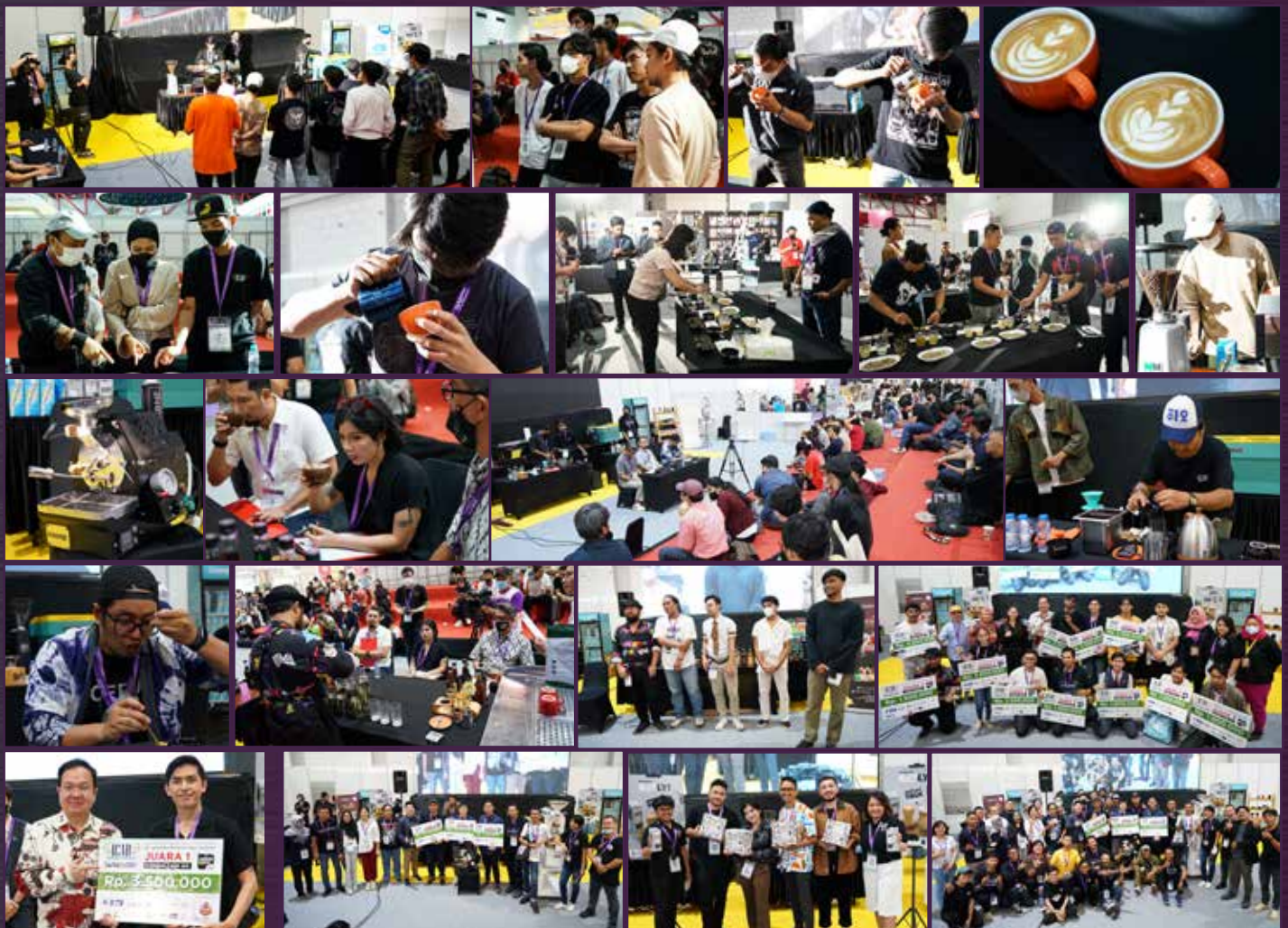
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Programmes



Name Of Events : Indonesia Coffee Art Battle
Date and Time of Event : 09 - 12 November 2022
Place of Event : Hall A2, JIExpo Kemayoran Jakarta (Panggung ICAB)
Number of Event Participants : 75



Programmes



Name of Event : Baking Demo
Date : November 09th – 12th 2022
Time of Event : 10.30 - 19.00
Place of Event : Hall D2
Number of Event Participants : 28 Chef
Number of Event Viewers : 518 people

	9 November, Rabu	10 November, Kamis	11 November, Jumat	12 November, Sabtu
11:15 - 12:15	Opening Ceremony Schedule	Ramp Husein, President of PT. Rumpu	Mark Mulya, Vice President of PT. Rumpu	Karl Vianan, CEO of PT. Rumpu
12:30 - 13:30	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu
13:45 - 14:45	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu
15:00 - 16:00	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu
16:15 - 17:15	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu
17:30 - 18:30	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu	Guest Reception by PT. Rumpu



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Programmes



Name of Event : Cooking Demo
Date : November 09th – 12th 2022
Time of Event : 10.30 - 19.00
Place of Event : Hall B1
Number of Event Participants : 22 Chef
Number of Event Viewers : 656 people

	9 November, Rabu	10 November, Kamis	11 November, Jumat	12 November, Sabtu
11:15 - 12:15	Opening Ceremony Schedule	Cooking Demo Chef: Niki	Chef: Niki Chef: Niki	Chef: Niki Chef: Niki
12:30 - 13:30	Integrating Logistics and Food Safety Management System by: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki
13:45 - 14:45	1. Impact of Local Food System by: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki
15:00 - 16:00	Panel Discussion Topic: The Role of Food Safety in the Food Industry by: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki
16:15 - 17:15	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki
17:30 - 18:30	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki	Cooking Demo Chef: Niki



Programmes



Name of Event : F & B Trend Seminar & Talkshow

Date : November 09th – 12th 2022
Time of Event : 10.30 - 19.00
Place of Event : Hall D2

Number of Event Participants : 20 Participants
Number of Event Viewers : 120 people

	9 November, Rabu	10 November, Kamis	11 November, Jumat	12 November, Sabtu
10:00 - 11:00		Teknologi dan 2 Tahapan Perencanaan di Sektor Industri		
11:15 - 12:15	Opening Ceremony Schedule	Teknologi dan 4 Tahapan Co-Value	Acara Puncak Hari Kita Berdamai ke 66	PERMATA FAH HABI KAKAO INDONESIA 2023 Mengapa Indonesia Sangat Penting Bagi Konsumen Kawasan Bersejarah
12:30 - 13:30	Panelis Guest Learning     Moderator: Nani, dan Ika 	Building Materials Case Study for the Building for Community and Life's   Moderator: Nani, dan Ika 	FSR Market Trend 2023     Moderator: Nani, dan Ika 	  Moderator: Nani, dan Ika 
13:45 - 14:45	    Moderator: Nani, dan Ika 	    Moderator: Nani, dan Ika 	Teknologi dan 9 Tahapan dari International dan Manajemen Global	Acara : Dipaparkan Musik & Rakor dan Gawai
15:00 - 16:00	Teknologi dan 1 Tahapan High Level dan Workload	    Moderator: Nani, dan Ika 	Teknologi dan 8 Tahapan Inovasi dan Strategic Planning	Talk Show Sektor dan Cakupan Nasional
16:15 - 17:15	Teknologi dan 3 Tahapan Inovasi dan Strategic Planning	    Moderator: Nani, dan Ika 	  Moderator: Nani, dan Ika 	  Moderator: Nani, dan Ika 
17:30 - 18:30	  Moderator: Nani, dan Ika 	  Moderator: Nani, dan Ika 	  Moderator: Nani, dan Ika 	  Moderator: Nani, dan Ika 



Programmes



Name of Event : Cake Decorator Display

Date : November 09th – 12th 2022

Time of Event : 10.30 - 19.00

Place of Event : Hall D2

Number of Event Participants : 17 Participants



Class



Name of Event : Wine Program

Date : November 09th – 12th 2022

Time of Event : 10.30 - 19.00

Place of Event : Hall D2

Association Partner : Hattenwine

Number of Event Participants : 133 Participants

Speaker / Guest : Kertawidyawati, Albert Hasiholan,
Faye Louisa, Hennery Sitohang, Jeanne Hadi, Louis Tanuhadi,
Eko Trisno S, Jamie Najmi Mazaraat



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Workshop



Name Of Events : Workshop Gelato

Date : November 09th – 12th 2022
Time of Event : 10.30 - 19.00
Place of Event : Hall A1 Stage

Association Partner : Espresso Italia
Number of Event Participants : 263 orang
Speaker / Guest : Jovita Pranata, Stefano Polato, Andry Susanto



Competition



Name Of Events : SIROC Roasting Competition

Date : November 09th – 12th 2022
Time of Event : 10.30 - 19.00
Place of Event : Hall A

Association Partner : KRISTA SCAI
Number of Event Participants : 96 orang



Programmes



Name Of Events : Embassy of Chocolate
Date : November 09th – 12th 2022
Time of Event : 10.30 - 19.00
Place of Event : Hall B
Association Partner : Embassy Chocolate
Number of Event Participants : 160
Speaker / Guest : -



Competition



Name Of Events : La Cuisine Gelato Competition
Date : November 09th – 12th 2022
Time of Event : 10.30 - 19.00
Place of Event : Hall B
Partner : Lotus Food Service
Number of Event Participants : 220 Participant
Speaker / Guest : -



Programmes



Name Of Events : Coffee Workshop

Date : November 09th – 11th 2022
Time of Event : 10.00 - 16.00
Place of Event : Hall A3

Association Partner : ESPERTO
Number of Event Participants : 60 orang
Speaker / Guest : M. Firman Hidayat, Carla Clarissa, Margaret Marsia, Eliza Angelia, Dede Setiawan



Competition



Name of Event : Ramu Teh Lokal

Date : Saturday, 12th November 2022
Time of Event : 15.00 - 16.00
Place of Event : Main Stage B2

Participants : 30 Participants
Speaker / Guest : Ratna Soemantri



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Programmes



Name of Event	: Hari Retail Nasional
Date	: November 09th – 12th 2022
Time of Event	: 10.30 - 19.00
Place of Event	: Main Stage D2
Partner Company	: APRINDO
Participants	: 147 Participants
Speaker / Guest	: Roy Mandey, Jimmy Gani, Juan Permata



Gathering



Name of Event	: Member Gathering AP51
Date	: November 13th 2022
Time of Event	: 09.00 - 12.00
Place of Event	: Hall A
Partner Company	: AP51
Participants	: 50 Participants
Speaker / Guest	: Budi Wibowo



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Programmes



GABUNGAN PRODUSEN MAKANAN MINUMAN INDONESIA

Member Gathering
"DISEMINASI PERATURAN DAN KEBIJAKAN BPJPH TERBARU"

RABU, 9 NOVEMBER 2022 (13.30 WIB)
@PAMERAN SIAL INTERFOOD 2022
JIEXPO KEMAYORAN

Registrasi:
bit.ly/mgsialinterfood2022

SPEAKER: KEPALA BPJPH
DR. H. MUHAMMAD AQIL IRHAM, M.SI

Name of Event : Member Gathering GAPMMI

Date : November 09th 2022

Time of Event : 13.30 - 16.00

Place of Event : Main Stage D2

Partner Company : GAPMMI

Participants : 250 Participants

Speaker / Guest : Muhammad Aqil Irham



Congress



SEAFOOD SHOW ASIA EXPO In Held Conjunction **SIAL InterFOOD** INSPIRE FOOD BUSINESS

KONGRES FAPI
(Federasi Asosiasi Perikanan Indonesia)

Jumat, 11 November 2022. Hall A, JIEXPO - Kemayoran

Name of Event : Kongress FAPI

Date : November 11th 2022

Time of Event : 09.00 - 12.00

Place of Event : Hall A

Partner Company : FAPI

Participants : 30 Participants

Speaker / Guest : -



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Seminar

Name of Event : Seminar IPF
Theme : Food & Packaging Safety

Date : November 10th 2022
Time of Event : 10.00 - 13.00
Place of Event : Hall A

Partner Company : IPF
Participants : 150 Participants

Seminar at JIExpo Kemayoran, Jakarta

Food and Packaging Safety

Meet the challenges of ensuring food packaging safety

10 Nov 2022 10:00-13:00 WIB

Topics of the event:

- Types of Plastic Food Packaging
- Food Safety Standards and Requirements for Food Contact Materials
- MAP, Active and Intelligent Packaging



SHA InterFOOD

INSPIRE FOOD BUSINESS

See You Next Year



08-11 November 2023
JIExpo - Kemayoran

COMEXPOSIUM

