



# POST SHOW REPORT: ILDEX INDONESIA 2017

THE 3<sup>RD</sup> INTERNATIONAL LIVESTOCK, DAIRY, MEAT PROCESSING AND AQUACULTURE EXPOSITION, INDONESIA

18 – 20 OCTOBER 2017, JAKARTA INTERNATIONAL EXPO (JI EXPO),  
JAKARTA, INDONESIA

Livestock Industry Growth,  
Customized Service.



## 233 Exhibitors

from 36 countries

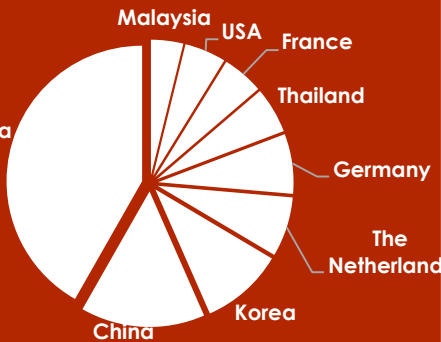


## 89% satisfied quality visitors



# 67%

## International exhibitors



### Other Participating Countries:

Argentina, Australia, Austria, Belgium, Canada, Denmark, Hong Kong, India, Israel, Italy, Japan, Jordan, Lithuania, Paraguay, Portugal, Russia, Singapore, Spain, Sweden, Taiwan, UK, Vietnam etc



**“We will come back to this exhibition, every edition.”**

Edy Purwoko,  
Country Manager, CEVA



# 93%

## Of exhibitors intend to Return in the next edition



### PRODUCT RANGE

22.3% Animal Housing & Farm Equipment	75% Poultry
20.2% Feed Ingredients / Additives	52% Calves/Cattle
17.6% Animal Health	51% Pig
15.5% Knowledge Transfer / Consultancy	47% Dairy
8.2% Industrial Feed, Grain & Raw Material	45% Aquaculture
Processing Equipment	
7% Others	
4% Animal Breeding	
3% Egg Processing, Packaging, Handling and Refrigeration	
3% Hatching / Incubation	



# 9,100 visitors



**97%** have positive feedback

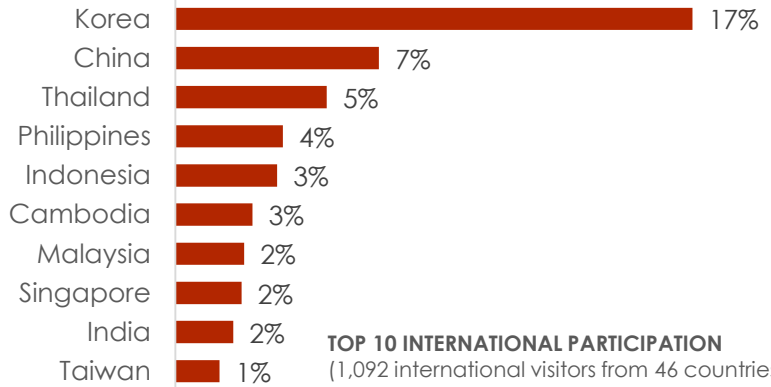


**94%** recommend to their industry colleagues



"We know ILDEX is quite famous among farmers and that I heard also most of the people come here to know the new technology. We will follow the ILDEX track everywhere in the world."

Sandy Suryadi, PT. Bekaert Southern Wire



**TOP 10 INTERNATIONAL PARTICIPATION**  
(1,092 international visitors from 46 countries)



## WHY VISIT

- 20% Meet business partner
- 20% Get market overview
- 17% Buy products and services
- 14% Find new business partners / innovations
- 12% Attend seminar / conference
- 8% Sell products and services
- 5% Evaluate show for future participation
- 2% Others



## MAIN BUSINESS

- 13% Cattle Farm
- 12% Aquaculture
- 11% Agribusiness / Agrochemical
- 11% Distribution / Wholesale
- 10% Importer / Exporter
- 7% Pig Farm
- 6% Nutritionists
- 6% Poultry Farm
- 5% Veterinarian
- 5% Dairy Farm
- 4% Research / Consultancy
- 2% Integrator
- 2% National / Local Authorities
- 1% Slaughter House
- 7% Others



## JOB FUNCTION

- 21% Distributor / Trader
- 17% MKT, Sales Manager, Representatives
- 14% Consultant
- 9% Senior Management
- 7% Technical Manager, Engineer, Technician
- 6% Procurement
- 6% Farm Owner
- 5% Veterinarian
- 19% Others





"A lot of existing customers and potential buyers are here. It has been very good so far"

**Jan Hofstede, Big Dutchman**



"This is our third ILDEX we've done so far, and all three have been a success."

**Adam Naylor, Jefe Nutrition**



"ILDEX is an exhibition for Indonesia with an international appeal. It is bringing together of suppliers all over the world like ourselves to Indonesia to show our products."

**Ken Baker, Emtech Hatchery Systems Ltd.**



"ILDEX is a really good chance to start business in Vietnam. We have found the right way and the right customers. You will meet the new potential buyer and also local distributors in one event."

**Jewgeni Schreider, Sales of Witte-Lastrup GmbH**



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