



# 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

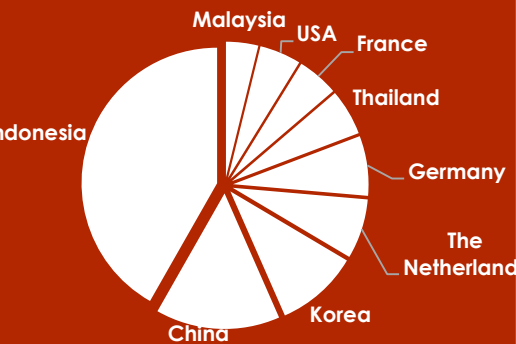


## 89% satisfied quality visitors



# 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 Processing Equipment	45% Aquaculture
7% Others	
4% Animal Breeding	
3% Egg Processing, Packaging, Handling and Refrigeration	
3% Hatching / Incubation	



# 9,100 visitors



**97%** have positive feedback

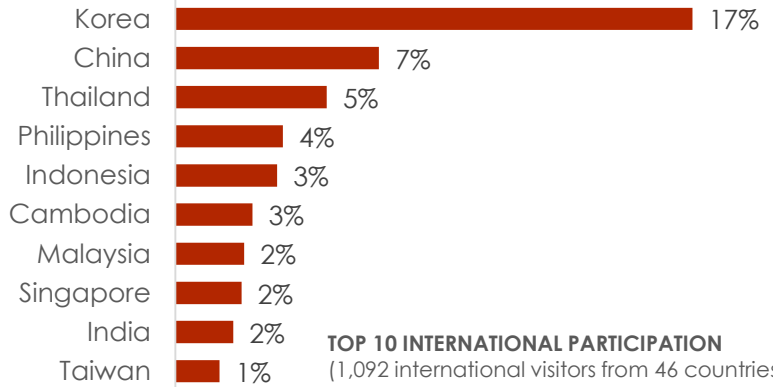


**94%** recommend to their industry colleagues



"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% Poultry Farm
- 12% Cattle Farm
- 12% Aquaculture
- 11% Agribusiness / Agrochemical
- 11% Distribution / Wholesale
- 10% Importer / Exporter
- 7% Pig Farm
- 6% Nutritionists
- 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.**



"The atmosphere of the exhibition and the enthusiasm of both participants and visitors is very important. ILDEX is a great trade show and has an important value for the Indonesian animal protein consumption."

**Budiarto Soebijanto, Head of Sales & Marketing, JAPFA Comfeed**



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