

and business opportunities - welcome



**ILDEX Indonesia**  
**18 - 20 September**

**2019**



**POST  
SHOW  
REVIEW**

# INTRODUCTION



# 18-20 September



ILDEX Indonesia is organized by VNU Exhibitions Asia Pacific Co., Ltd. a joint venture between Jaarbeurs from the Netherlands and TCC Exhibition and Convention Center from Thailand. VNU Exhibitions Asia Pacific develops, with industry partners and exhibition organizers from around the world, executes and internationalizes trade show and conferences from animal production and processing to technology, from agriculture to innovations and from pets to medical and laboratory sectors. VNU Exhibitions Asia Pacific successfully applies its concepts and know-how across industries and in all Asian countries. Through its international network and global reach, VNU Exhibitions Asia Pacific builds marketplaces in Asia - for the world.

ILDEX is a local industry developer; we provide business networks with in-depth experience and data, and knowledge platforms that can leverage our global expertise. The exhibitions contribute to the local livestock industry by understanding local markets and culture. Through our strength, flexibility, personalized service and partnership strategy. ILDEX aims to highlight and communicate meaningful content that suits each country. ILDEX localizes content, technology and networks with our professionals. We customize services to enable our stakeholders to achieve their desired growth.

ILDEX Indonesia 2019, the fourth edition of the International Livestock and Dairy Meat Processing and Aquaculture Exposition, drew to a close in mid-September, **having showcased 250 leading exhibitors from 25 countries and 12,200 trade participants from 40 countries which increased by 34% compared to 2017 (only 9,100).** The specialist trade fair presented a variety of high technology, the latest equipment and full business solutions for the Livestock and Aquaculture industries.

# MARKET RESEARCH

Indonesia is the largest economy in Southeast Asia, and the 16<sup>th</sup> largest in the world.



It is a diverse archipelago nation with more than 300 ethnic groups and has charted impressive economic growth since overcoming the Asian financial crisis of the late 1990s. The country's per capita GDP has steadily risen from \$807 in 2000 to \$3,877 in 2018.



Today, Indonesia is the world's fourth most populous nation, the world's 10th largest economy in terms of purchasing power, and a member of G-20. Supported by robust investment, stable inflation, and a strong job market, Indonesia's economic growth is forecast to reach 5.2% in 2019.



The Indonesian economy has made tremendous progress over the last two decades. In terms of sectors, agriculture and livestock contribute about 12% to its GDP while industry and services add approximately 43% to its output. In terms of production cost, Indonesia was only at the fourth rank for beef, third for sheep and goat and fourth for broiler production per kilogram live weight compared to other member ASEAN countries. The livestock market in Indonesia has many channels to develop in order to create more opportunities to export to international markets.



## Challenge in the future (2009 - 2050)

### Population

35% increase in number

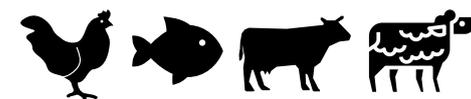
70% urban people



### Impact

10% increase in energy consumption

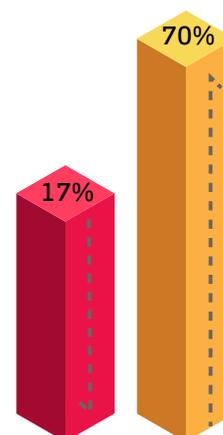
30% increase in meat consumption



### Technology need

17% decreased in land availability

70% increase in water requirement for agriculture and human need



# FACT & FIGURE ON EXHIBITOR SECTOR

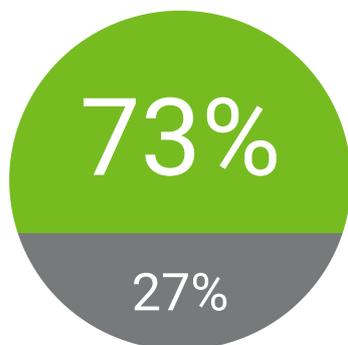
## 250

leading companies both international and local which increased **8%** from 2017 edition



## 7.76

Exhibitor Rating in 2019



■ International Company  
■ Indonesian Company



## 93%

Satisfied Quality of Visitors



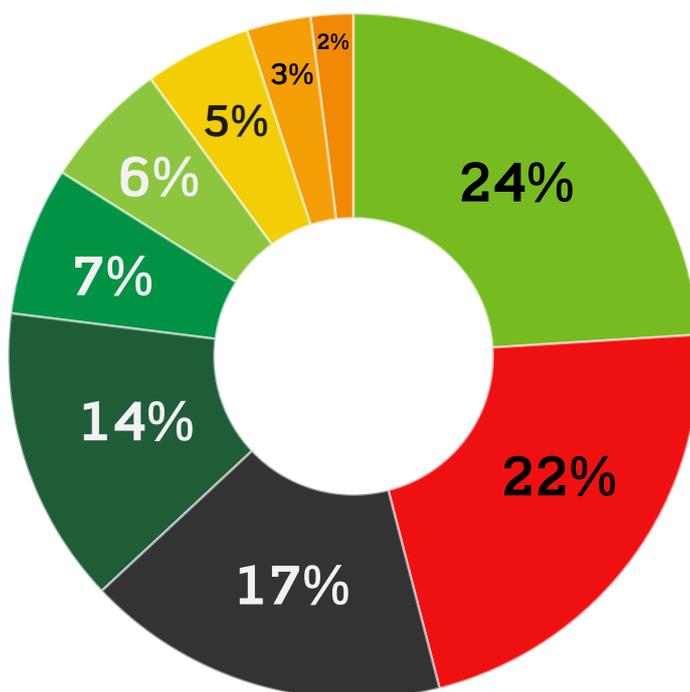
## 96%

Exhibitors think exhibiting at ILDEX Indonesia is important



## BUSINESS SECTORS IN ILDEX INDONESIA

- Farm Production
- Feed Ingredient & Additives
- Consultancy & Association
- Animal Health
- FeedTech & CropTech
- Meat Processing
- Breeding & Hatching
- Egg Processing & Handling
- Waste Management



# FACT & FIGURE ON VISITOR SECTOR



**12,200**  
visitors  
from **40** countries



**34%**  
increase compared  
to 2019 (9,100 visitors)

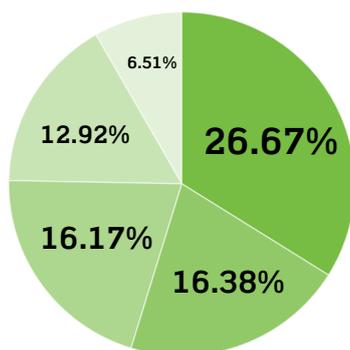


**200**  
invited buyers  
from local and international  
countries includes Malaysia,  
Vietnam, Thailand, Nepal, Indonesia etc.



**80**  
business matching  
appointments

## TOP 5 VISITOR MAIN BUSINESS



- Poultry farm
- Animal Health products
- Agribusiness / Agrochemicals
- Feed mills
- Import / Exporter

## TOP 5 REASONS OF VISITOR PURPOSE TO VISIT



- 1 - Meet business partners
- 2 - Find new business partner and innovation
- 3 - Attend seminar and conference
- 4 - Buy product and service
- 5 - Get market overview

## TOP 5 VISITOR JOB FUNCTION



## IMPROVEMENT

- Increasing number of International visitors and buyers
- Attract more local buyers and association members to attend the show
- Develop the customer's experiences onsite
- Invite the industry leaders to be keynote speakers in the conference

# VISITOR ANALYSIS



**DAY 1**  
September 18, 2019

**84%**  
visitors intend to visit the next edition



**DAY 2**  
September 19, 2019

**86%**  
visitors would recommend ILDEX Indonesia to their industry colleagues



**DAY 3**  
September 20, 2019

**8.33**  
Visitor Rating in 2019

# TOP 20 COUNTRIES LIST



# HIGHLIGHTS OF 2019

## 1. International Pavilions:



- Foodtech Indonesia
- Indonesia Export

## 2. New theme 'Waste Management'

## 3. "Animal Live Show" zone

## 4. Relaxing area:

- Buyer and Business Matching lounge
- Media Library



# CONFERENCE & SEMINAR



**2,032**

Conference Delegates



**48**

Conference sessions  
**12** academic sessions  
**36** technical sessions



**91**

Speakers which are  
**18%** from international  
**82%** from Indonesia

## CONFERENCE HIGHLIGHTS

1. Waste Management by ILDEX with the invited speakers from IPB University, Big Dutchman and Kohshin Engineering
2. One Health - AMR Seminar by ILDEX, Ministry of Agriculture – Indonesia, FAVA, FAO
3. Seminar on Animal Health - Rabies Seminar by Federation of Asian Veterinary Associations (FAVA)
4. A Study on revitalization and sustainable development of Smart Farm Industry by Korea Agency of Education, Promotion and Information Service in Food, Agriculture, Forestry and Fisheries (EPIS)
5. Livestock & Waste Management Forever by Indonesian Livestock Expert
6. Seminar Nasional: “Aplikasi Meta-Analisis dalam Industri Feed Additive dan Obat Hewan Menuju Era 4.0” by Indonesian Association of Nutritionist and Feed Scientist (AINI)



# CUSTOMER'S EXPERIENCES



**Dr. David Marks**  
Consultant of JEFO Nutrition INC.

"This is the first time that I have attended ILDEX Indonesia and I enjoyed it very much. This is a good show with a good range of exhibitors, visitors, professional people and a good crowd of people coming to visit the exhibition. It's very professionally organized. I would encourage everybody in the poultry industry to come to the ILDEX exhibition. You will learn a lot from the exhibitors and the variety of seminars."

**Dr. Anuraga Jayanegara (DPP AJNI)** 

Associate Professor, Faculty of Animal Science Bogor Agriculture University

"ILDEX Indonesia is one of the biggest exhibitions related to animal science, animal production, and the animal industry in Indonesia. This is a great opportunity to meet all the stakeholders involved in animal production and the animal business in Indonesia. I'm here as a speaker to deliver knowledge about Meta-Analysis in regard to how it would benefit people involved in animal production. Numerous delegates asked questions in my session, which was interesting and opened my eyes in regard to the potential applications of Meta-Analysis in the feed industry. ILDEX is a good occasion because it is a place where the stakeholders and people involved in this industry come together and can meet and make agreements."



**Sittiporn Praneenij B.Sc., DVM.**  
Senior Vice President Veterinary & Animal Health  
Business Line of Charoen Pokhand Co.,Ltd.

"For somebody who might not have business experience in a country like Indonesia, I would like to invite all of you to be a part of ILDEX Indonesia. This country has a different culture from the other countries in Asia. As I have worked there for 3 years, I totally confirm that you can learn a lot of things from Indonesian people. So ILDEX will be a very good exhibition for the Indonesia market."

**Ms. Rashidah Ibrahim** 

Malaysia Vaccines & Pharmaceuticals

(International Buyer) said that "ILDEX is an international event for all livestock industry players to meet and explore new products, new technologies and also make business connections. This is the first time that have I visited here. I could connect with the exhibitors and industry stakeholders here and also see the potential for the future. Maybe at the next edition we will participate here again as an exhibitor."



**Mr. Andy Ahn**  
Overseas Operations  
SAMWOO INC

"ILDEX Indonesia is an international livestock exhibition and is very famous in the worldwide market. This is our second time exhibiting at ILDEX exhibition. The first time we exhibited at ILDEX Vietnam and the second time we were here at ILDEX Indonesia. ILDEX has a wide range for its livestock exhibition. People who visit this exhibition can see a lot of different areas and products. It is very helpful for the people in this industry and we are definitely coming back to the next edition of the ILDEX exhibition."

**Dr. Ezhvin Becllec** 

Veterinarian, Sales Exporter to Southeast Asia  
Hendrix Genetics

"It's been thrice now that I have exhibited at ILDEX Exhibition; two times at ILDEX Indonesia and once at ILDEX Vietnam. Last year I attended ILDEX Vietnam and it was a very nice experience and, of course, I will exhibit at the next edition of the ILDEX exhibition. It is a good way for me to go forward in this market."



# WATCH NOW THE ILDEX Indonesia 2019 REVIEW



**Thank you for your participation in ILDEX Indonesia 2019**

We look forward to seeing you again at ILDEX Vietnam 2020 and ILDEX Indonesia 2021



**For the exhibition re-booking, please contact:**

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**Upcoming Livestock Exhibitions in Asia**

**ILDEX Vietnam 2020**  
18-20 March 2020

Saigon Exhibition and Convention Center (SECC),  
Ho Chi Minh City, Vietnam





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**VICTAM** 

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