



# HORTI AGRI NEXT

SELECT INDONESIA 2023

JAKARTA, INDONESIA

21 SEPTEMBER

## EXHIBITOR BROCHURE

INTERNATIONAL CONFERENCE  
FROM SEED TO FOOD FOR  
THE ASEAN REGION



in co-location with



**ILDEX INDONESIA**

# WELCOME TO THE NEW HUB SERVING THE SEED TO THE FOOD INDUSTRY

HAN Select INDONESIA, organized by VNU ASIA PACIFIC, is the international conference for the horticulture and agriculture industries, enabling intensive business connections and offering extensive educational and informative conference content, based on the market's current needs and requests.

The show's first edition location is strategically located in Abu Dhabi, the main power and decision-making center and heart of the United Arab Emirates. It is the first event in the region co-located with the ILDEX Exhibition, one of the flagships of the VIV worldwide calendar, under the name 'HAN Select'. The first event will run an intensive full-day conference in Jakarta, Indonesia. The event is partnered by ILDEX Indonesia and is powered by VIV worldwide.

## FULL DAY CONFERENCE IN TOPICS

### "MAXIMIZING THE MARKETING AND PRODUCTION OF PROCESSED PALM SUGAR IN INDONESIA"

Indonesia, a country rich in agriculture, is a key player in meeting global food ingredient demand, with palm sugar emerging as a leading export commodity. Palm sugar is a safe natural sweetener with nutritional benefits. As a major producer, Indonesia plays a crucial role in ensuring a balanced supply of food ingredients worldwide.

However, challenges like outdated technology and limited marketing exist. The conference 'HAN Select INDONESIA' aims to highlight the importance of the palm sugar business and the lucrative business opportunities it presents.



# EXHIBITION OUTLOOK

## **EVENT** IDENTITY CARD



**Event profile:**  
One Day Conference

**Location:**  
Jakarta, Indonesia  
Indonesia Convention Exhibition (ICE),  
BSD City

**Frequency:**  
Biannual event, co-located with  
ILDEX Exhibitions

**Date:**  
21 September 2023

**Venue:**  
Garuda Main Hall 2,  
Indonesia Convention Exhibition (ICE),  
BSD City

## **EXHIBITOR** IDENTITY CARD



**Exhibitor Profile:**

- Equipment & Machinery
- Technology for Sugar
- Farming Transportation

## **VISITOR** IDENTITY CARD



**Visitor Profile:**  
High quality palm oil buyers,  
farm owners, decision makers, and  
product development managers who  
plan to invest in high technology for  
their palm oil businesses in Indonesia

**Attendance target:**  
150+ trade delegations  
both local and international



# CONFERENCE PROGRAM

**Topic: Maximizing the Marketing and Production of Processed Palm Sugar in Indonesia**



Time	Topic
09.45 – 10.30 hrs.	The global market trends for palm sugar - where are the next opportunities?
10.30 – 11.00 hrs.	Best practice - Palm sugar plantation.
11.00 – 11.45 hrs.	The potential challenges for improving the palm sugar sector and how can producers can circumvent them.
14.00 – 14.45 hrs.	Indonesia's potential in maximizing sugar palm production.
14.45 – 15.15 hrs.	Best practice: Palm sugar production.
15.15 – 16.00 hrs.	Panel Discussion

## SPONSORSHIP PACKAGE

Item	Detail	THB	USD	Remark
Table Top	<ul style="list-style-type: none"> <li>Table Top at HAN Select Indonesia (September 21, 2023)</li> </ul>	18,500	500	
Key Sponsor	<ul style="list-style-type: none"> <li>Table Top at HAN Select Indonesia (September 21, 2023)</li> <li>20 Minutes best practice sharing</li> </ul>	34,500	1,000	Specific topic: Best practice • Palm sugar plantation • Palm sugar production
Coffee Break Symposium	<ul style="list-style-type: none"> <li>Table Top at HAN Select Indonesia (September 21, 2023)</li> <li>Coffee break host with company logos where applicable (150 PAX)</li> <li>20 Minutes best practice sharing</li> </ul>	74,000	2,000	Specific topic: Best practice • Palm sugar plantation • Palm sugar production



### EXHIBIT WITH US NOW!

**Chanunrat Kongkerd (Try)**

Project Manager, VNU Exhibitions Asia Pacific Co., Ltd.

Tel.: +66 (0) 2 111 6611 Ext. 232 | Mobile: +66 (0) 85 569 4198

E-Mail: [chanunrat@vnuasiapacific.com](mailto:chanunrat@vnuasiapacific.com) | Web: [www.ildex-indonesia.com/han-select](http://www.ildex-indonesia.com/han-select)