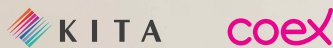




# Jakarta International Premium Products Fair **20 22**

**10-12 Nov 2022 | 10:00 – 17:00**  
JCC, JAKARTA, INDONESIA



# Exhibition Overview



## Jakarta International Premium Products Fair 2022

### Summary

**Dates** 10(Thu) – 12(Sat) November, 2022

**Organizer** Coex, KITA(Korea International Trade Association)

**Location** JCC(Jakarta Convention Center)

**Local Organizer** WWTP(PT. Aremgo Grafindo)

**Expected Scale** 400 Exhibitors, 420 Booths

### Exhibit Items



Sales Promotion  
Gift Items



Kitchenware  
Home Appliance



Living  
Home Interior



Beauty / Cosmetics  
Fashion / Accessories



Baby / Kids



Stationery  
Office Supplies



Premium Food  
and Beverage



SMART IT

### Buyer Profile

Various buyers with verified purchasing power in retail, trade, and manufacturing industries are recruited and both domestic and overseas buyers from neighboring ASEAN countries will be invited to "Hosted Buyer Program".

#### Retail

Wholesalers, Department stores, Discount stores, Online malls and others in the retail industry sector



#### Trade Business

Trade delegation, Professional exporters/importers and others in the trade industry sector



#### Manufacturing

OEM providers, MRO buyers and others in manufacturing industry sector



# Why Participate?



## Why Indonesia?

- 1** Indonesia has the fourth largest population in the world with over 270 million people and its FMCG market is rapidly growing.  
\* FMCG: Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG)
- 2** Indonesian consumers have an active consumption pattern driven by rapid economic growth and a relatively youthful population.
- 3** Indonesia's market occupies over 40% of the total ASEAN GDP and is growing to a major market as the amount of export increases consistently.

## Why JIPREMIUM?

- **Indonesia's one and only premium consumer goods trade show!**  
The only trade show that you can get to know about various consumer goods introduced by international countries.
- **Coex's strong background in the consumer good industry.**  
Coex has been successfully organizing consumer goods exhibitions in both South Korea (SIPREMIUM) and Vietnam (VIPREMIUM) with practical strategies.

## Benefits for Exhibitors

- **1:1 Business Matching Program and Big buyer Zone**  
Exhibitors will get the chance to have pre-arranged 1:1 business meetings with local and overseas buyers and have profound consultation with local Big buyers.
- **365 Days of Promotion**  
Exhibitors and their products will be advertised through various marketing tools such as E-newsletter, social media (Instagram, Facebook) and local influencers.
- **Photo Studio**  
Exhibitors can take photos of their products that can be used in the promotion materials.

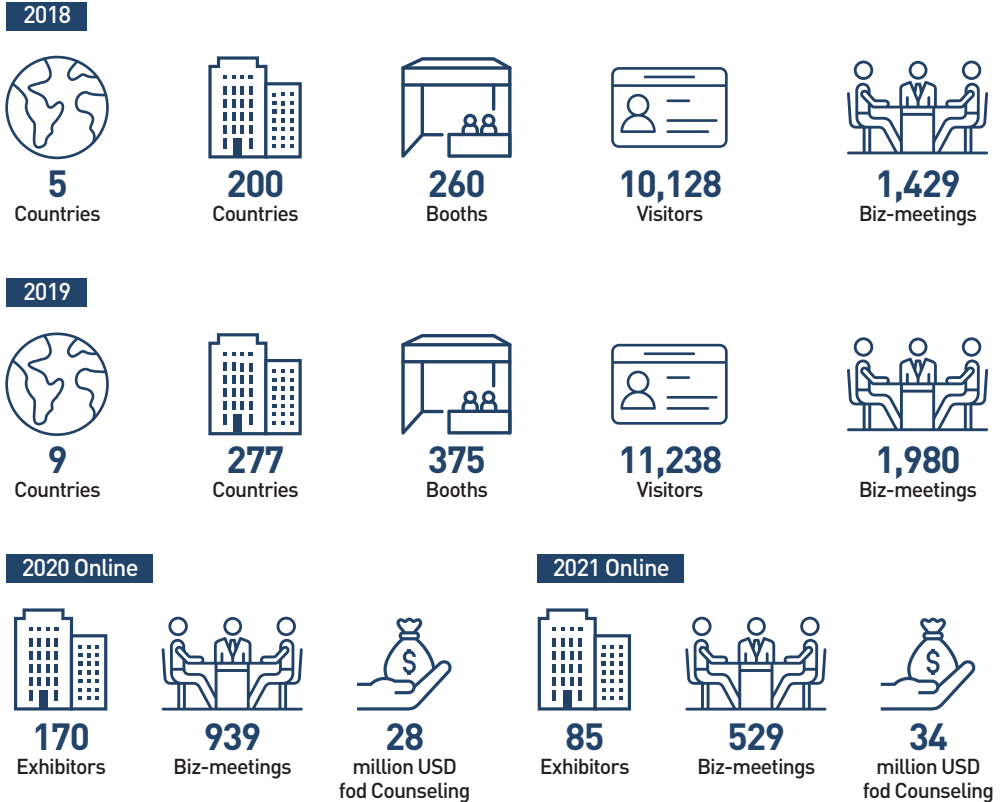
\* The content can be changed by organizer



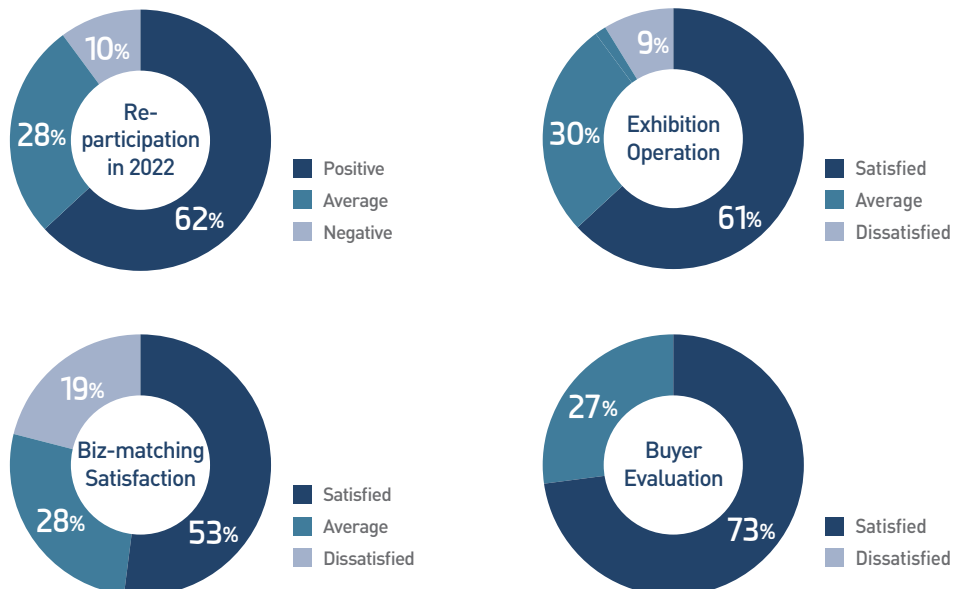
# Previous Results



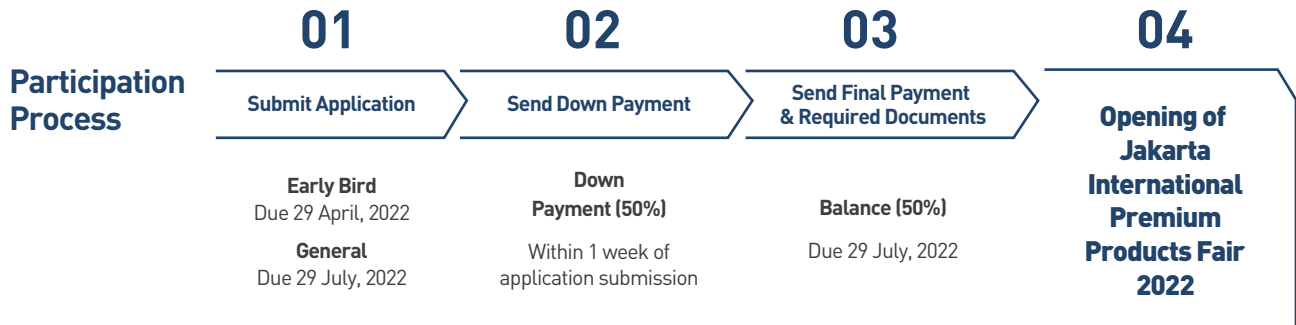
## Previous Results



## Exhibitors' Satisfaction



# Participation Guidelines



\* Submit Application to Jakarta International Premium Products Fair Secretariat via email at [jipremium@coex.co.kr](mailto:jipremium@coex.co.kr)

## Booth Fee

Category	Space Only * minimum 2 booths	Shell Scheme	Premium Booth *minimum 6 booths
<b>Early Bird</b> Due 29 April, 2022	USD 2,700	USD 3,000	USD 4,300
<b>General</b> Due 29 July, 2022	USD 3,000	USD 3,300	USD 4,600

## Booth Types

Category	Space Only	Shell Scheme	Premium Booth
Booth Image			
Specifications	<ul style="list-style-type: none"> <li>• Only raw space will be provided (Unit : 3 x 3m/Booth)</li> <li>• Extra stand construction is possible under the permission of the organizer</li> <li>• Additional facilities should be applied separately if necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Standard Shell Booth will be provided                             <ul style="list-style-type: none"> <li>- Company signboard</li> <li>- Pytex carpeting</li> <li>- Information desk [1]</li> <li>- Chair [1]</li> <li>- Standard lightings (electricity included, 1kw)</li> <li>- Power outlet [1]</li> <li>- Trash bin [1]</li> </ul> </li> <li>• Additional facilities should be applied separately if necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Standard Premium booth will be provided                             <ul style="list-style-type: none"> <li>- Company signboard</li> <li>- Pytex carpeting</li> <li>- Information desk [1]</li> <li>- Consultation Table [1]</li> <li>- Chair [4]</li> <li>- Standard lightings (electricity included, 1kw)</li> <li>- Power outlet [1]</li> <li>- Trash bin [1]</li> </ul> </li> <li>• Additional facilities should be applied separately if necessary</li> </ul>



2022  
JAKARTA INTERNATIONAL  
PREMIUM PRODUCTS FAIR

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