The 15th
INDONESIA
BUILDING
TECHNOLOGY
EXPO

17 - 21
MAY 2017
ICE BSD CITY

Indonesia’s Largest Exhibition of Building and Finishing Materials

www.indobuildtech.com

ORGANISED BY:

SUPPORTED BY:

OFFICIAL BANK:
Showcased products and services from

252 Local (Indonesia)
309 International

309 companies

Covered a total of

50,000 sqm of exhibition space

EXPO TITLE:
Indonesia Building Materials & Technology (INDOBUILDTECH)

EXPO DATE:
May 17-21, 2017

VENUE:
Indonesia Convention Exhibition (ICE)
BSD City Tangerang - Indonesia

EXPO AREA:
Halls 3A, 5, 6, 7, 8, 9, and 10

CO-LOCATED WITH:
- Indonesia Construction & Technology (IndoConsTech)
- Indonesia Sport Expo & Forum (ISEF)
- Indonesia Interior & Furniture Show (IIFS)
- Indonesia Marble & Stone

Visitors Count

51,128
The Opening Ceremony

Mr. Effi Setiabudi - President Director of PT Debindo-ITE, Mrs. Arlinda - the Director General of National Export Development - Ministry of Trade, Mr Aage Hansen - President Director of PT DMVO, Mr. Pandji P. Djajanegara - Sharia Banking Director of CIMB Niaga delivering a speech on the opening ceremony of Indobuildtech Jakarta 2017 at ICE BSD-City, 17 May 2017.

Symbolic opening of Indobuildtech Expo Jakarta 2017, followed by a visit to the booths for direct interactions with exhibitors.

Mr. Enggartiasto Lukita - the Minister of Trade, accompanied by Mr. Effi Setiabudi on the left and Mr Raditia on the right, coming on the second day of Indobuildtech.

Mr. Effi Setiabudi is presenting a token of appreciation to the Indobuildtech supporting partners.
The exhibitors at Indobuildtech Expo Jakarta 2017 strongly represent the building and finishing material industries that provide corporate and professional customers as well as individual end-users with solutions to their needs for high quality products and services. Exhibitors engage in direct interactions with the visitors coming to their booths for product information update and getting to know the new features that will lead to negotiation, product purchase and business networking.

Indonesian and overseas exhibitors are presenting their latest series of products, each with comparative advantages in term of product quality, design, and even special pricing at Indobuildtech that altogether will provide the visitors with more benefits. More importantly, visitors will be able to get the solution in need for building and finishing materials with specific requirements in type, measure, models, materials, design, quality and even pricing for building or housing construction projects.

Exhibitors occupy different types and sizes of booths where at bigger booths visitors can comfortably seat together with the exhibitors for discussing alternative solutions to their specific needs. In addition, exhibitors are ready with technical assistance for making the best use, application and installation of the products, just to assure that customers can get optimal advantage of their products.
Presenting International Brands With Over 1500 Variants
### Exhibitors by Business Lines

- Manufacturer/Principal: 38%
- Agent/Supplier/Retailer: 39%
- Distributor: 16%
- Sole Agent: 3%
- Trader: 4%

### Exhibitors by Country

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>NUMBER OF EXHIBITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>252</td>
</tr>
<tr>
<td>China</td>
<td>247</td>
</tr>
<tr>
<td>Italy</td>
<td>10</td>
</tr>
<tr>
<td>Malaysia</td>
<td>10</td>
</tr>
<tr>
<td>Korea</td>
<td>8</td>
</tr>
<tr>
<td>Taiwan</td>
<td>7</td>
</tr>
<tr>
<td>Belgium</td>
<td>6</td>
</tr>
<tr>
<td>Thailand</td>
<td>6</td>
</tr>
<tr>
<td>Singapore</td>
<td>6</td>
</tr>
<tr>
<td>England</td>
<td>1</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1</td>
</tr>
<tr>
<td>UAE</td>
<td>1</td>
</tr>
<tr>
<td>Greece</td>
<td>1</td>
</tr>
<tr>
<td>Vietnam</td>
<td>1</td>
</tr>
<tr>
<td>Mexico</td>
<td>1</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1</td>
</tr>
<tr>
<td>Portugal</td>
<td>1</td>
</tr>
<tr>
<td>Turkey</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>561</td>
</tr>
</tbody>
</table>

### Exhibitors Target Achievement by Percentage

<table>
<thead>
<tr>
<th>Percentage Achieved</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% Achieved</td>
<td>(19%)</td>
</tr>
<tr>
<td>Higher than 100%</td>
<td>(18%)</td>
</tr>
<tr>
<td>80% Achieved</td>
<td>(12%)</td>
</tr>
<tr>
<td>70% Achieved</td>
<td>(12%)</td>
</tr>
<tr>
<td>60% Achieved</td>
<td>(14%)</td>
</tr>
<tr>
<td>50% Achieved</td>
<td>(21%)</td>
</tr>
<tr>
<td>40% Achieved</td>
<td>(5%)</td>
</tr>
<tr>
<td>30% Achieved</td>
<td>(5%)</td>
</tr>
<tr>
<td>20% Achieved</td>
<td>(5%)</td>
</tr>
<tr>
<td>10% Achieved</td>
<td>(2%)</td>
</tr>
</tbody>
</table>
THE INDICATOR:

- Pre-book for IBT 2018
- Looking for similar or strategic location
- Looking for similar or bigger booth

VERY SATISFIED:

1. Allure Alluminio, PT
2. Aneka Papera Indah
3. Armany Parquet
4. BASF Indonesia, PT
5. Bima Mandiri
6. Cahaya Benteng Mas, PT
7. Golden Agin, PT
8. Rich Railing
9. Simed Prakarsa Indonesia, PT
10. Sumber Setia Abadi, PT
11. Aditya Sarana Graha, PT
12. Agung Jaya Lestari, CV
13. American Standard Indonesia, PT
14. Andalan Aluminium
15. Artha Guna Sejati, PT
16. Artha Royal Mandiri, PT
17. Atap Teduh Lestari, PT
18. Aton UPVC, PT
20. Besroc Indonesia, PT
22. Bondall Kumala Jaya, PT
23. Cipta Semula, PT
24. Cisangkan, PT
25. Delta Cipta Sentosa, PT
26. Dinamika Unggul Perkasa, PT
27. Drymix Indonesia, PT
28. Eden Pison Hawila, PT
29. Elok Cipta Prosperindo, PT
30. Estu Adimore, PT
31. Eterniti Sarana Berkat, PT
32. Fajar Lestari Sejati, PT
33. Formosa Plastics Indonesia, PT
34. GAF Indonesia, PT
35. Guna Bangun Jaya, PT
36. Hasta Solid Surface, PT
37. Himalaya Sinar Abadi, PT
38. IDKU, PT
39. Impack Pratama Industri, PT
40. Indomo Mulia, PT
41. Indovickers Furnitama, PT
42. Industrial Multi Fan, PT
43. Kayu Asri Indonesia, PT
44. Lantai Batu Indonesia, PT
45. Mahaprant Fibre Cement Public Co. Ltd.
46. Mitra Prestasi Abadi, PT
47. Origin Indonesia
48. Penguin Trading, PT
49. Petrojaya Boral Plasterboard, PT
50. Plymilindo Perdana, PT
51. Prima Granitama Perkasa, PT
52. Putra Inti Kencana, PT
53. Roxy Prima Indoproduts, PT
54. Roxy Prima Indoproduts, PT (2)
55. Selaras Lawang Sewu, PT
56. Shinmado, PT
57. Sinar Jaya Abadi
58. Sugih Makmur Eka Industri Indonesia, PT
59. Surya Pertiwi, PT
60. Surya Toto Indonesia, PT
61. Tatalogam Lestari, PT
62. Vinotech Makmur Mandiri
63. Wavin Duta Jaya, PT
64. MORGAN HOME
65. Tegola Indonesia, PT
66. Tri Sinar Purnama, PT
67. Mulia Karya Berkah Bersama, PT
68. Golden Roof Polymer, PT
69. Langgeng Trada Teknik, PT
70. Yoshino Gypsum Co., Ltd.
71. Profitting, PT
72. Sumber Phoenix Makmur, PT
73. COCOMOSAIC
74. Sumber Guna Nusantara, PT
75. Companies Manage by ITE
76. Companies Manage by Shengtai
77. Companies Manage by CBFI
78. Companies Manage by Intop
79. Companies Manage by Eastyda
80. Companies Manage by Easyway
81. Companies Manage by Chancao
82. Companies Manage by Homedex

Exhibitor Satisfaction by Percentage

- Very Satisfied: 42%
- Satisfied: 39%
- Quite Satisfied: 19%
- Pre-book for IBT 2018
- Looking for similar or strategic location
- Looking for similar or bigger booth
The Visitor

Growth of Visitors to Indobuildtech

- 2015: 35,578
- 2016: 46,500
- 2017: 51,128

The visitor counts include first timers (unique visitors), repeat visitors, online-pre-registered and onsite registered visitors.

Visitor’s Impression of Indobuildtech

- Excellent: 37.07%
- Quite Good: 44.02%
- Good: 18.13%

Visitor’s Attendance in Indobuildtech 2018

- YES: 98.29%

Reasons to Visit

- Sourcing for Products: 22%
- Product Info Update: 45%
- Explore Biz Opportunity: 17%
- Agent Inquiry: 6%
- Join Biz forum: 10%

Visitors’ Most Preferred Services & Facilities

- Product Presentation: 15%
- Seminar & Forum: 13%
- Free Shuttle Bus: 8%
- Free Parking: 12%
- Display Architecture: 17%
- Design Consultation: 13%
- Food Court & Beverages: 11%
- Free WIFI: 8%
Architectural Design 15.0%
Banking/Investment 0.7%
Building Management 3.7%
Chemical Engineering 0.7%
Construction 8.7%
Consultancy 3.5%
Contractors 11.4%
Developers 9.2%
Distributors 7.6%
Electrical Engineering 1.0%
Exports 0.6%
Government Official 0.4%
Importer 1.7%
Interior Design and Decoration 15.5%
Manufacturing 10.3%
Mechanical Engineering 0.6%
Media 0.9%
Quantitative Research 0.1%
Retailer 6.3%
Technical Services 0.6%
Wholesaler 1.7%
Visitors' comment for Indobuildtech 2017

- Product Zoning
- More Product Variety
- Maintain the Facilities
- More Local Exhibitor
- Product Price List on Every Booth
- More Business Programmes

Visitors' Job Level

- Company Owner 24%
- Executive/Staff 32%
- Company Deputy Head 5%
- Dept/Division Head 12%
- Manager/Specialist 19%
- Individual Entrepreneur 9%
- Dept/Division Manager/Head 12%
- Executive/Staff 32%
- Company Owner 24%
- Individual Entrepreneur 9%
Testimonial

“This is CIMB Niaga’s very first involvement on Indobuildtech 2017 as a platform to support national economy in which one of the sectors is building material industry. Through this event, we think that we have contributed on supply chain systems for small medium enterprise, commercial and corporate clients. We have an aspiration to be a leading bank that showcases one stop financial solution for customers with local and ASEAN regional network, capable infrastructure, the best services, and of course, innovative products offering. I think the event went very well with a great success. Congratulations!” - Slamet Sudijono - Head of Marketing, Brand & Communication - CIMB NIAGA

“The organizing of Indobuildtech 2017 represents the support commitment to architect profession advancements in the Banten region for more active role-play in the national and regional development specifically in term of construction service sector. Through a good collaboration, IAI Banten takes opportunities for enhancing members’ professionalism and external consolidation of various human resources for architectural development in Banten region. At Indobuildtech 2017 we launched Banten ArchWeek 2017 with an extensive activities of professional training and archipreneurship sessions, architectural work display, and building material technology update discussion. With such extensive benefits, we are expecting Indobuildtech be organized consistently and continuously with further improvement in quality and quantity terms” - Executive Board of IAI Banten

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““We have joined Indobuildtech for 15 times or since the first edition and we are growing together with Indobuildtech. We started with a small booth and now have grown together in a bigger booth. We take the opportunities here to introduce and show off our products because every year we launch new products.” - Wulani Wihardjono MBA - CFO of PT Tatalogam Lestari

““This is our first time of participation at Indobuildtech that allows us to understand the market in Indonesia. I think, in general Indobuildtech is the right way to explore the market needs. We want to come again to Indonesia to visit our customers.” - Mr Mauro D’Alosio by Tosco Marmi (Italy)

““We are here for the first time to explore the building industry market and do the follow-up. At the same time we find out the right platform to develop our business in Indonesia.” - Eddy Vloeberghen - Sales Director Asia of Soudal Nv (Belgium)
## The Business Programme

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAMMES</th>
<th>ROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 MAY 2017</td>
<td><strong>OPENING CEREMONY</strong></td>
<td>Nusantara 1</td>
</tr>
<tr>
<td>09:00 - 11:30</td>
<td>National Congress (Munas) Indonesia Association of Precast &amp; Prestressed Engineers (IAPPI)</td>
<td>Nusantara 1</td>
</tr>
<tr>
<td>13.00 - 17.00</td>
<td>Launching of The 32nd Trade Expo Indonesia (TEI), by Ministry of Trade RI.</td>
<td>Nusantara 2</td>
</tr>
<tr>
<td>11.30 - 13.00</td>
<td>Property Project Market Outlook by Tender Indonesia</td>
<td>Garuda 2</td>
</tr>
<tr>
<td>14.00 - 17.00</td>
<td>Building Owner &amp; Manager Association (BOMA) International Building &amp; Facility Management Conference 2017</td>
<td>Garuda 5</td>
</tr>
<tr>
<td>14.00 - 16.00</td>
<td>Green Building Financing by International Finance Corporation (IFC), World Bank Group*</td>
<td>Garuda 7</td>
</tr>
<tr>
<td>17 MAY 2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.00 - 17.00</td>
<td>Forum of Indonesian Association of Quantity Surveyor (IQSI)</td>
<td>Garuda 9A</td>
</tr>
<tr>
<td>10.00 - 12.00</td>
<td>Tatalagam Lestari - Distributor Forum</td>
<td>Garuda 9B</td>
</tr>
<tr>
<td>14.00 - 18.00</td>
<td>Forum Group Discussion Artepolis by Institute Teknologi Bandung (ITB)</td>
<td>Garuda 10A</td>
</tr>
<tr>
<td>14.00 - 17.00</td>
<td>National Congress (Munas) Indonesian Association of Precast and Prestressed Companies (AP3I)</td>
<td>Garuda 11</td>
</tr>
<tr>
<td>09.00 - 17.00</td>
<td>Forum of Indonesian Institute of Architects (IAI) Banten</td>
<td>Garuda 12</td>
</tr>
<tr>
<td>16 MAY 2017</td>
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<td>18 MAY 2017</td>
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<td>21 MAY 2017</td>
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<tr>
<td>22 MAY 2017</td>
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</tbody>
</table>
Mr. Enggartiasto Lukita - the Minister of Trade delivering his speech on the Grand Launching of Trade Expo Indonesia 2017.

Mr. Andy Harsyanto is discussing about Future Mall at the Building and Facility Management International Forum by BOMA.

Mr. Aage Hansen is delivering his speech at the The 5th Indonesia Business Event Forum.

Mrs. Junita from IAI Banten is moderating a panel discussion on IndobuildTech Architecture Forum.

Mr. Rizaldi - Deputy Chairman of Indonesian Association of Quantity Surveyors is introducing all about quantity survey to university students.

Moderating the Branding Strategy Forum, Mrs Yumi Tanaka is explaining about presentation made by Mrs Masami Kawaguchi from Japan, bringing the title “What makes a good design”.

Group band the Groove had a live performance at IndobuildTech Nite 2017, entertaining the international and local exhibitor audience.
Exhibition Facility

Map of Facilities

1. Free Shuttle Bus Ride to and from ICE
2. Free Transport Ride by Uber for Online Pre-Registered Visitors
3. Free Parking Onsite
4. Free Valet Service
5. Onsite Buggy Shuttle service
6. Free Wifi
7. Free Participation of Business Programs (Nusantara Hall & Garuda Room)
8. Visitor Prestige Lounges at Hall 5, Hall 7 and Hall 10
   • Free coffee service by Sebastian Coffee
9. Charging Corner & Internet Lounge by CIMB Niaga at Hall 6 and Hall 9
10. Interpreter Service Desks at Hall 3, Hall 6, Hall 7, Hall 8, Hall 10
11. Design Consultation Area at Prefunction Hall 6 and Prefunction Hall 9
12. Use of Photo Booth at Pre Function Hall Nusantara
13. Food Court at Hall 3 - 3A
14. Coffee Shop at Hall 3 - 3A
15. Wheel Chair + Stroller
16. Smoking Area
Outdoor Media

This is only a part of our visitor campaign
Newspaper

Investor Daily
Koran Jakarta
Kompas

This is only a part of our visitor campaign

Magazine

Archinesia
Tempo
FuturArc

This is only a part of our visitor campaign
Promotion Material

- Show Preview Tabloid
- Goodie Bag, Ballpoint & Show Catalogue
- Lanyard
- Mineral Water

This is only a part of our visitor campaign

Website

- indobuildtech.com
- Tempo.co
- Seputar Event.com
- Tribunnews.com
- Jawapos.com
- Republika.co.id

This is only a part of our visitor campaign
**Supported By:**

**Social Media**

**Instagram**

**SEE YOU SOON**

**IndoBuildTech Expo 2017**

17 - 21 May 2017

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**Indonesia Convention Exhibition ICE - BSD City, Indonesia**

Supporting Partner

**Facebook**

**IndoBuildTech Jakarta**

Indonesia's Largest Exhibition of Building and Finishing Materials

17 - 21 May 2017

Indonesia Convention Exhibition ICE - BSD City, Indonesia

**IndoBuildTech Expo 2017**

**Thank You for Visiting Us**

**SEE YOU NEXT YEAR AT IndoBuildTech 2018**

**Twitter**

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**Email Blast**

**Online Registration is Now Open**

**IndoBuildTech Jakarta**

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**Get Your e-Badge Now!!**

**IndoBuildTech Jakarta**

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Check our 2016 post show video here:

**Aman dan Elegan dengan Handia, Engsel dan Kunci Pintu Modern**

**IndoBuildTech Series 2017**

IndoBuildTech Expo 2017 turut menggelar lebih dari 80 program bisnis dan forum yang terbuka

**10.00 - 17.00 Seminar DOMUS by Tata Logam Lestari Garuda 9B**

**12.00 - 17.00 Forum by Trisakti University-Landscape Architecture Programme Study Nusantara 2**

**14.00 - 17.00 Forum by Bea Cukai & Asosiasi Logistik Indonesia (ALI) Garuda 6**

**Himpunan Desainer Interior Indonesia (HDII) DKI Jakarta Garuda 5**

**19 May 2017**

**10.00 - 17.00 Tata Logam Lestari - Distributor Forum Garuda 9B**

**14.00 - 17.00 Musyawarah Nasional (Munas) Indonesian Association of Precast and**

**12.00 - 17.00 Forum by Majalah Techno Konstruksi Garuda 8 Nusantara 2**

**10.00 - 17.00 Seminar DOMUS by Tata Logam Lestari Garuda 9B**

**12.00 - 17.00 Indonesia Business Event Forum by IECA - ASPERAPI Nusantara 2**

**Hunian Anda**

**22-26 February 2017**

**FREE ADMISSION**

**Free Parking for Ultimate of Building and Finishing Materials**

**IndoBuildTech**

**EXPO 2017**

**URBAN HABITAT EXPERTS**

**ASSOCIATION OF ENGINEERS**

**QUANTITY SURVEYORS MANAGERS ASSOCIATION INDONESIA**

This is only a part of our visitor campaign
Thank you for your participation and see you at

IndoBuildTech
2–6 MAY 2018