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## **Indonesia**

### **ATO ACTIVITIES reports**

# **U.S. Food Products Agent Show '98, Balikpapan, East Kalimantan 1998**

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#### **Report Highlights:**

**This second show in Balikpapan was part of ATO effort to meet the requests of the expatriate communities in that area. Over 400 visitors came and were interested in mostly frozen food products, dairy products, snacks, canned foods, bakery ingredients, beers and wines.**



The U.S. Food Products Agent Show 1998 was held in Balikpapan, East Kalimantan, Indonesia, November 15, 1998.

## STATISTICAL SUMMARY

### A. Profile of Visitors

1. Total number of visitors	400
2. Expected total number of visitors	200

### B. Profile of U.S. Food Showcase

1. Size in square meters	200 sqm
2. Total number of Participating companies/ agents (included cooperators)	8
3. Total number of U.S. brands represented	150

### C. Show Expenses

	US \$
1. Exhibition and seminar rooms	477
2. Flyers, invitation, advertisement and brochure	562
3. Travel *	1,684
4. Miscellaneous (temporary help, mailings, etc.)	185

TOTAL EXPENSES	2,908
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## FAS FIELD EVALUATION

### OBJECTIVES

1. To expand the market of U.S. high value food products to East Kalimantan, both through the trade and consumers.
2. To introduce and maintain the relationships of U.S. food product agents in Jakarta to local traders, supermarkets, commissaries, restaurants, caterers, and hotels in East Kalimantan.
3. To focus the market segmentation to expatriate that has not been significantly effected by the Indonesian economic crisis.
4. To sell directly U.S. food products to expatriate communities living in East Kalimantan.
5. To show the local business the potential sales demand if they carry these products on a regular basis.
6. To continue to assess demand for U.S. food products in areas outside Jakarta.

## STRATEGY

1. Invite local agents and cooperators to represent, display and/or sample their product at the U.S. Food Agent Show. Target especially the agents that are able and willing to supply and ship small amounts of product to remote locations.
2. Create a contact list and invite all local trade contacts to meet with representatives and or cooperators during the exhibition.
3. Organize the participants and establish a professional exhibition floor to showcase their U.S. food products.
4. Design and produce a brochure of the participating agents for U.S. food products in Indonesia.
5. Provide an informal opportunity for the agents to meet one-on-one with the retail traders, the chefs and F & B managers, and the food processors at the show.

## EVALUATION

### A. Preparation

The Balikpapan show in April and the Pekanbaru show in September, were considered a great success. Based on that and also the request of expatriates in East Kalimantan, ATO and several major importers decided to repeat this show in Balikpapan in anticipation of renewed interest during the upcoming holiday season.

The Dusit Hotel was chosen again as the venue due to availability of appropriate rooms at a reasonable cost. Further, the hotel would be able to provide all the services that a food show requires.

After scheduling the show on November 15, recruitment letters were sent to the major importers and U.S. cooperators that had participated in previous showcases. Six agents and two cooperators responded and registered for participation directly.

Flyers were sent out to 93 companies, hotels, restaurants, and supermarkets in East Kalimantan, and another 700 to expatriate families in the same area. The first Balikpapan show provided helpful contact lists based on our reception books and name cards that were collected.

### B. Show Events and Results

The exhibition was held in a ballroom and each exhibitor had a large table to decorate. Some had their own freezer from their representative and another rent them for displaying/showcasing their frozen products. The show time was carried out from 11:00 am to 7:00 pm on November 15. Some exhibitors provided samples for the visitor.

Traffic through the show was extremely heavy for the first three hours. Visitors, especially expatriates, were interested in frozen foods (meat, poultry, dairy products), sauces, beverage, snacks and bakery products. Most

expatriates were familiar with the products, based on their experience on the first Balikpapan Food products Show.

The following day, representatives from the Singapore office for U.S. Poultry & Egg Export Council, and the U.S. Meat Export Federation presented a seminar on meat and poultry handling, and preparation. The Seminar was attended by Hotel and Restaurant F&B Managers, Chefs, Retailers and their staff.

### C. Participants

The following companies, cooperators, agents, and services participated in the show:

1. PD Sinar Abadi - S&W products
2. P.T. Casmu Delika - the delicatessen, cheese, the meat rack, pork and bacon, beers, snacks, Mexican and Cajun, wines, breakfast, salad dressings, pasta
3. P.T. Prambanan Kencana - dried fruits and nuts, and bakery products
4. P.T. Sukanda Djaja Balikpapan - U.S. meat & poultry, and frozen Tony's pizza
6. Fashion Cafe - restaurant
7. Multicater - Mc Donald & IBP Meat
8. U.S. Meat Export Federation
9. U.S. Poultry & Egg Export Council

### RECOMMENDATIONS

1. Based on the result of exhibitors evaluation, the next U.S. Food Products show should be held in Ujung Pandang, Lombok, or Lhokseumawe as an option for April 1999 show planning. Pekanbaru and Balikpapan were an option for September/November '99 show.
2. The show hours for expatriate & Local agents are very crucial for the success of the proposed show. On Sunday, the show should be held from 10:00 am to 04:00 pm by considering their time back to companies site.
3. East Kalimantan is still a small market for U.S. high value products compared to Jakarta, but it is one of the prospective market. More promotion, introduction and exposure to U.S. high value products should be considered.
4. Similar Seminar topics should continue in conjunction with the food show in other cities as well, due to a quite number of responds from people who were interested in attending this seminar.
5. A well organized cooking contest or demo would be another option to attract women in the expatriate communities in those areas to come to the seminar presented by cooperators.
6. A "point person" is crucial to act as a liaison between the hotel and the exhibitors for taking care of the many details.
7. Effort should begin well in advance to get a local supermarket, restaurant and bakery involved in a U.S. food

product promotion during the show.

8. Volunteers especially from various hotel and tourism schools to help during exhibitions is appreciated.