



غرفة صناعة الأردن
Jordan Chamber of Industry

الرقم: NO...٤٤٣...١٦١...٢٠٢٣

التاريخ: Date ٢٠٢٣...٢.../.../٢٠٢٣

حضرات السادة اعضاء قطاع الصناعات الغذائية والتموينية والزراعية والثروة الحيوانية المحترمين

تحية طيبة وبعد،،،

أرفق لاطلاعكم مراسلة وزارة الخارجية وشؤون المغتربين رقم 8540/267/18 تاريخ 2023/2/16 ومرفقاته والتي تتضمن اعلامنا عن انعقاد معرض متخصص بالقهوة وهو كالاتي:

معرض ومنتدى القهوة الاندونيسية الثاني " 2ND Indonesia Premium coffee Expo & Forum 2023 المنوي عقده خلال الفترة من 2023/ 7 / 29 - 27 في مدينة جاكرتا - اندونيسيا

حيث ان هذا المعرض يعقد تحت رعاية نائب وزير الشؤون الغذائية الزراعية في وزارة التنسيق للشؤون الاقتصادية ويتيح المعرض فرصة التشبيك بين المشترين والموردين المعنيين بمنتجات القهوة وخاصة وأن اندونيسيا تأتي في المرتبة الرابعه عالمياً كدولة منتجة للقهوة. هذا وتبلغ كلفة الاشتراك بحجز مساحه في المعرض كالاتي:-

- كلفة جناح بمساحة (3*3) ومجهز 2,250 دولار امريكي ويضاف اليها ضريبة بقيمة 11%
- يبلغ سعر المتر المربع للمساحة الغير مجهزة 200 دولار امريكي ويضاف اليها ضريبة بقيمة 11%

وعليه للتكرم بالاطلاع واتخاذ ما ترونه مناسباً . وفي حال الرغبة بالمشاركة بالمعرض اعلاه يرجى التواصل مع المنظمين على البريد الالكتروني emilyarosaitohang@gmail.com ولزبد من الاستفسار يمكنكم الاتصال على موبايل رقم +62811918990

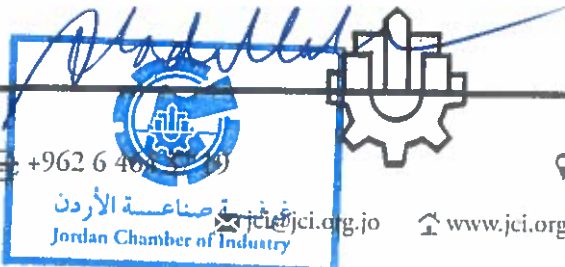
وتفضلوا سعادتكم بقبول فانق الاحترام والتقدير،،،

محمد وليد الجيطان

نائب رئيس غرفة صناعه الاردن

ممثل قطاع الصناعات الغذائية والتموينية

والزراعية والثروة الحيوانية



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Areen

غرفة صناعة الأردن
Jordan Chamber of Industry

www.jci.org.jo



وزارة الخارجية
مملكة الأردن

الرقم ١٥٤٠ / ٢٠٢٣ / ١٤

التاريخ

الموافق ٢٠٢٣ / ١٤ / ٢٠

معالي وزير الصناعة والتجارة والتموين

تحية طيبة وبعد،،،

أرفق بطيه صورة عن كتاب سفارتنا في جاكارتا رقم إق/250/1 تاريخ 2023/2/15 ومرفقه صورة عن الرسالة الواردة للسفارة من مؤسسة Cendekia Mulia Communication، وهي الجهة التي ستقوم بتنظيم معرض القهوة الإندونيسي الثاني & 2nd INDONESIA Premium Coffee Expo & Forum 2023، والمزمع عقده خلال الفترة 2023/7/29-27 في جاكارتا تحت رعاية نائب وزير الشؤون الغذائية والزراعية في وزارة التنسيق للشؤون الاقتصادية، مرفق نشرة تعريفية تتضمن معلومات مفصلة عن المشاركة في المعرض.

راجياً التكرم بالإطلاع والتلطف بالإيعاز لمن يلزم لإجراء اللازم.

واقبلوا فائق الاحترام والتقدير،،،

ر وزير الخارجية وشؤون المغتربين بالوكالة

الدكتور إبراهيم الجازي

السفير

د. إسماعيل المعايطة

مدير إدارة الشؤون الاقتصادية والتعاون الدولي

18

٢٧٤ ١٦ ٢

نسخة/ معالي رئيس جمعية رجال الأعمال الأردنيين

نسخة/ سفارة رئيس مجلس إدارة غرفة صناعة الأردن

نسخة/ سفارة رئيس مجلس إدارة غرفة تجارة الأردن

H.G



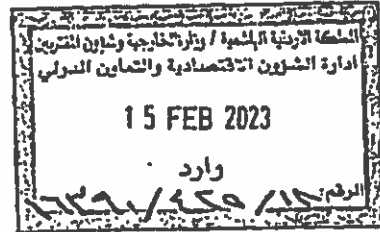
الرقم: ٢٥٠ / ١ / ٢٠٢٣
التاريخ: ١٥ / ٢ / ٢٠٢٣

معالي نائب رئيس الوزراء ووزير الخارجية وشؤون المقربين
إدارة الشؤون الاقتصادية والتعاون الدولي

أرفق لمعاليتكم صورة عن الرسالة المؤرخة في 2023/2/3 والتي وردتنا بالأمس، من جهة تدعى Cendekia Mulia Communication، وهي الجهة التي ستقوم بتنظيم معرض القهوة الإندونيسي الثاني 2nd Indonesia Premium Coffee Expo & Forum 2023. وبعد التواصل معهم للامتنىضاح حول المعرض أعلاه، قاموا بتزويدنا اليوم برسالة بريد إلكتروني (مرفقة)، تتضمن معلومات حول منتج القهوة الإندونيسي، كون إندونيسيا تأتي في المرتبة الرابعة عالمياً كقوة منتجة للقهوة. وبهذا الصدد، أعلمتكم الجهة المنظمة أن المعرض أعلاه سيتم عقده في جاكارتا خلال الفترة من 27 إلى 29 تموز 2023، وذلك تحت رعاية نائب وزير الشؤون الغذائية والزراعية في وزارة التنسيق للشؤون الاقتصادية، طمأ بأن المشاركة متاحة لجميع الأطراف المهمة بمنتج القهوة، ولتفاصيل أكثر حول المشاركة في المعرض مدار البحث، أرفق لمعاليتكم للنشرة التعريفية والجدول الزمني وعرض السعر للراغبين باستئجار مساحة أو جناح في المعرض. أرجو معاليتكم التكرم بالاطلاع، وللتكرم بالإيعاز لإجراء ما ترونه مناسباً.

وتفضلوا معاليتكم بقبول فائق الاحترام،،

المستفيد
عبد الله أبو رمان



نسخة بكرة شؤون آسيا وإوقيانوسيا



Jakarta, January 27th, 2023

To
Ambassador of Jordan

Dear Sir,

Due to the program scheme of national economic recovery as a result of Covid-19 pandemic, **2nd Indonesia Premium Coffee Expo & Forum 2023** will be held by **Deputy Minister for Food and Agriculture of Ministry of Economic Affairs of Republic of Indonesia** at Lapangan Banteng, Jakarta on 27 – 30 July 2023, with theme **"Tropical Variety for Growth Drivers"**

Being hosted for the second year in a row at Lapangan Banteng - Jakarta, this year's edition of **Indonesia Premium Coffee Expo & Forum 2023** will bring together the industry's leaders and experts, including farmers, merchants, brewers, distributors, SMEs, café owners, breweries, hotels, baristas, and coffee enthusiasts and connoisseurs from around the world to explore new opportunities in the sector. The event also seeks to build on the success of last year's event, which more than 10,000 visitors and will covers all coffee investment that aimed to increase the effectiveness of promotion activities in advancing coffee and the welfare of coffee farmers to accelerate the competitiveness of coffee with its contribution toward the world economic recovery.

In reference to that, herewith we'd like to invite the participation of **The Embassy of Jordan** with several stand package option that are provided, such as:

1. Standard Booth (3m x 3m) : USD 2,250 (excl 11% VAT)

The basic fittings include:

- Fascia board with institution name
- Ceiling tent
- Partition frame system
- Booth fully carpeting
- 1 information counter/table
- 2 folding chairs
- 2 lights
- 220V/2 Amp single-phase socket
- 1 waste basket

2. Space Only: Cost per Square meter USD 200 (excl 11% VAT)

Space only is available with minimum size of 18 sqm. Exhibitors will design and build their own booths at their cost with the assistance of our official booth contractor

Sekretariat:

Crown Palace Blok B.16, Jl. Dr. Soepomo No. 231, Tebet - Jaksel 12870
Telp. 021 - 8370 3265, Fax. 021 - 8370 3261, Email. icc.organizer@gmail.com, www.cendekia.co.id



Thus the letter we submitted. For more information please do not hesitate to contact the Secretariat at Phone 021 - 8370 3265. Fax. 021 – 8370 3261 or Mobile Phone +62 811-918-990 (Mrs. Emilya Rosa) E-mail : emilyarosasitohang@gmail.com

We look forward to hearing from you.

Best regards,

Emilya Rosa Sitohang
Organizing Chairman

Sekretariat:

Crown Palace Blok B.16, Jl. Dr. Soepomo No. 231, Tebet - Jaksel 12870
Telp. 021 - 8370 3265, Fax. 021 - 8370 3261, Email. icc.organizer@gmail.com, www.cendekia.co.id

COORDINATING MINISTRY
OF ECONOMIC AFFAIRS
REPUBLIC OF INDONESIA



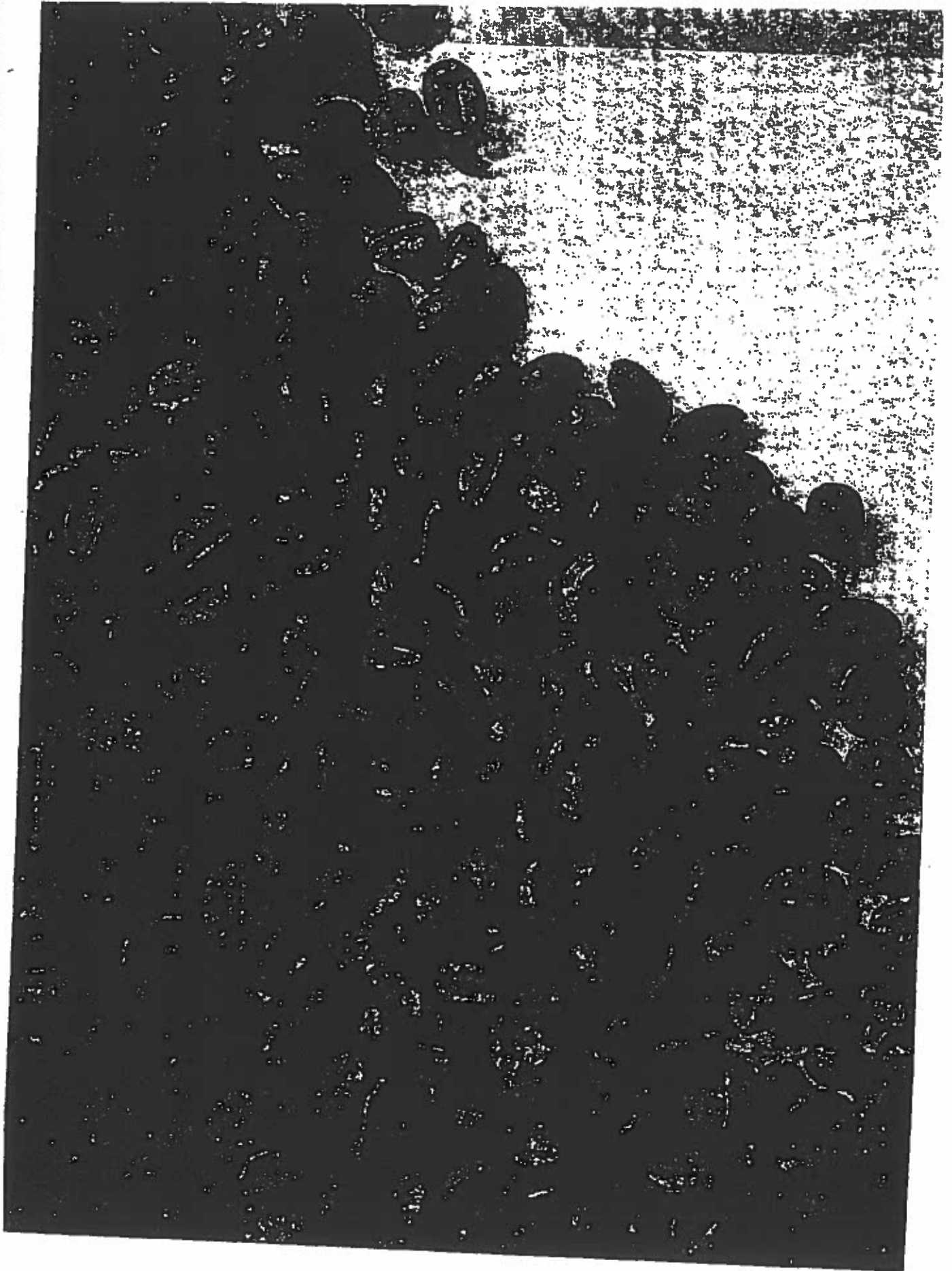
2nd
INDONESIA
Premium Coffee
EXPO & FORUM

ORGANICAL VARIETY FOR GROWTH DRIVERS

27-30 July 2025

Lanang Sari, Jember







PREFACE

The uncertainty and fluctuation of the international economy which still overshadowed by the covid19 pandemic, provided opportunities and directions to the domestic industry and trade by building competitiveness to enter the global market penetration

For Indonesia, which is gifted with mega biodiversity, and possess comparative and competitive advantages and provides broad opportunities to the agribusiness sector, especially to the development of coffee commodity as a mainstay export-oriented product

Indonesian coffee is a superior commodity with a prospective characteristic, and uniqueness varieties of the tropical area that are not owned by other countries. Beside producing ordinary coffee, Indonesia also produces numbers of well-known specialty coffees including civet coffee, Toraja coffee, Aceh and Mandailing coffees with special extraction and fermentation processes, and their production requires a lot of labor and their scarcity in the international market causes their expensive pricing.

Against the long history of coffee since entering the colonial periods, despite the ups and downs of various interest until the 2000's era, Indonesian Coffee began to shine in the international market. Even succeeded to be the fourth largest coffee producers in the world, after Brazil, Vietnam and Colombia. Various types of qualified and delicious taste of the Indonesian coffee, has brought the fragrant reputation of Indonesian Coffee to the eyes of the world.

Following up the support and as the continuance step of Indonesia Premium Coffee Expo & Forum 2022, as well as the synergies from all stakeholders of national coffee, the Coordinating Ministry of Economic Affairs, considers it important to develop a means to promote the Coffee Commodity in sustainable manner.

The above mentioned strategy is related to the international and domestic demands, as well as the competitive tendency and price fluctuation in the international market, with a branding effort to promote the national coffee products in order to broaden the market access and as the driver of economic growth in its contribution to the national economy recovery.

...the international
...business
...regarding
...and national
...culture

MISSION

Shows the competitive
tendency and developing
harmonious entrepreneurship
of national coffee and also
an engine for the Indonesian
coffee production to fulfill
the supply of both global and
domestic markets

LAUNCHING AND SEMINARS

Guided by Sutedjo University with comparative and competitive superiority, has formed a synergy among the national coffee stakeholders to continue the event of Indonesia Premium Coffee Expo & Forum 2023.

INDONESIA PREMIUM COFFEE EXPO & FORUM

Professional platform dedicated to coffee commodity, for distributors of bulk order, joint ventures, franchise, network, knowledge, marketing alliance, and industry as a whole, we are offering the access:

A very good chance to interact with potential buyers & suppliers and exploring the new business opportunity all over the world. A perfect platform to broaden the business and targeting the right client.

GENERAL INFORMATION

Name of Activity	Launching & Seminar of 2nd Indonesia Premium Coffee Expo & Forum 2023
Theme	Tropical Variety for Growth Drivers
Activity	Launching & Seminar
Participation	Invitation Only
Date & Venue	1 - 3 March 2023 at Graha Sawala
Format of Event	Hybrid

INDONESIA PREMIUM COFFEE EXPO & FORUM



Professional Platform dedicated to coffee commodity, for distributors of bulk order, joint ventures, franchise, network, knowledge, marketing alliance, and industry as a whole, we are offering the access.

A very good chance to interact with potential buyers & suppliers and exploring the new business opportunity all over the world. A perfect platform to broaden the business and targeting the right client.

WHY THE EXPO?

- Growing up your business
- Interacting directly with business decision makers
- Connecting with new customers and distributors
- Promoting new products and services
- Developing Brand and Reseller
- Positioning yourself as industry's leader
- Producing Leadership and Selling
- Capitalizing your main selling campaign
- Involving in public trading and communication
- Qualified Visitors
- The biggest coffee event in Indonesia

BENEFITS FOR EXHIBITORS

- Generating sales and reaching the independent key target and buyers' chain
- Strengthen brand awareness and exposure
- Maximizing the valuable time with proper client
- Surveying the trend that may impacting the strategy of future sales
- Positioning yourself on special activity on the program agenda

OPPORTUNITY FOR EXHIBITORS

- Value chain for your business
- Promoting business and growing distribution chain
- International suppliers looking for regional partners
- Product launching to regional society and market diversification
- National export promotion on the profitable market

DISPLAY OF PRODUCT PROFILES

- Barware and Bar Accessories
- Coffee Brewing Equipment
- Espresso Machines
- Roasting Equipment
- Cafe and Bar Furniture
- Cafe Decor and Art
- Coffee Roasters & Roasted Bean suppliers
- Coffee Traders, Suppliers and Exporters
- Bean Suppliers
- Confectionery and Bakery Products
- Espresso Training
- Flavours and Syrups

- Franchising Opportunities
- Beverage Packaging Equipment
- Kitchen & Coffee Bar Equipment
- Storage & Chiller Equipment
- Restaurant Supplies
- Specialty Cafés
- Tableware
- Cafe Consumables
- Industry Trade Publications
- Water Filtration Systems
- Bottled Water Suppliers

EXHIBITORS' PROFILES

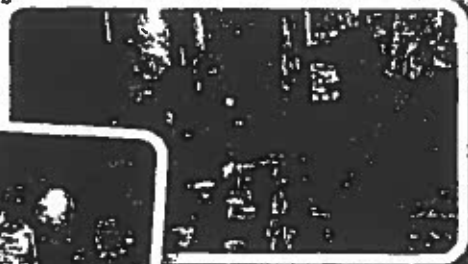
- Regional offices for farming / agribusiness
- State owned enterprises (Farming/Agriculture and a Conlsm)
- National private companies (coffee upstream & downstream)
- Coffee association
- Producers / License Holders of coffee brand
- Travel destination management and tourism industry sponsors
- Seeding facilities/production & management/coffee cultivation
- Farming & Agriculture Universities
- Standardization centre & quarantine of agriculture plantation
- Coffee plantation mall
- SMEs & Coffee stall management

VISITORS' PROFILE

- Governments' official
- Province, Regency and City Governments
- Economic attache / representatives of friendly countries with Indonesia
- Coffee producers & marketers
- Coffee suppliers & services
- Coffee equipment manufacturers & Resellers
- Coffee allied services
- Coffee traders, distributors, exporters & importers
- Coffee professionals
- Travel bureau (Tour & Travel services)
- F&B Hotel Managers, Restaurant
- Universities & Academics
- Press, media (Agrobusiness & Tourism)
- Public society



TENTATIVE AGENDA | MARCH 2023, GRAHA SAWALA COORDINATING MINISTRY OF ECONOMIC AFFAIRS



TIME

PROGRAM

SPEAKERS

08:00 - 09:15

Opening Ceremony
 Launching & Seminar
 Report & Speech

Deputy Minister for Economic
 Affairs, Coordinating Ministry for
 Economic Affairs, Candrak Simanungkalit

09:00 - 10:00

Launching
 2nd Indonesia Premium Coffee Expo & Forum 2023
 Introduction
 Event presentation

Deputy Minister for Food and
 Agriculture, Coordinating Ministry for
 Economic Affairs, Candrak Simanungkalit

10:00 - 10:15

Coffee Break & Networking

10:15 - 12:00

Forum Seminar
 This seminar forum is dedicated for the 2nd Indonesia Premium Coffee Expo & Forum 2023. In order to develop the business and widening the network by gathering coffee stakeholders & shareholders from all over Indonesia under one roof, exploring the potential of coffee varieties in Indonesia. Coffee commodity has contributed in keeping the economic growth, so its sustainability must be guaranteed in accordance with the competitiveness of global market. The price formation is the main issue in positioning Indonesia as price taker. In optimizing the information availability and maximizing the synergy among stakeholders in the coffee commodity development, to further increase the competitiveness, this seminar forum facilitates sharing information, skills and experience from the business leaders/practitioners of coffee business on the international level.

Participants / Exhibitors from
 Ministry of Agriculture
 Ministry of Environment, Forestry
 and Climate Change
 Ministry of Trade
 Expo

12:00 - 12:15

Press Conference
 Lunch

Deputy Minister for Food and
 Agriculture, Ministry for Economic
 Affairs, Candrak Simanungkalit

TENTATIVE PROGRAM
LAPANGAN BANTENG, JAKARTA
27 - 30 JULY 2023

- Opening & Closing ceremony
- Ceremonials & Cultural performances
- Launching product / business presentation on coffee product
- Coffee corner
- Music performances
- Interactive dialog forum
- Coffee attractions
- Semi-documenter film on coffee history
- Field trip to coffee plantation and cultivation center

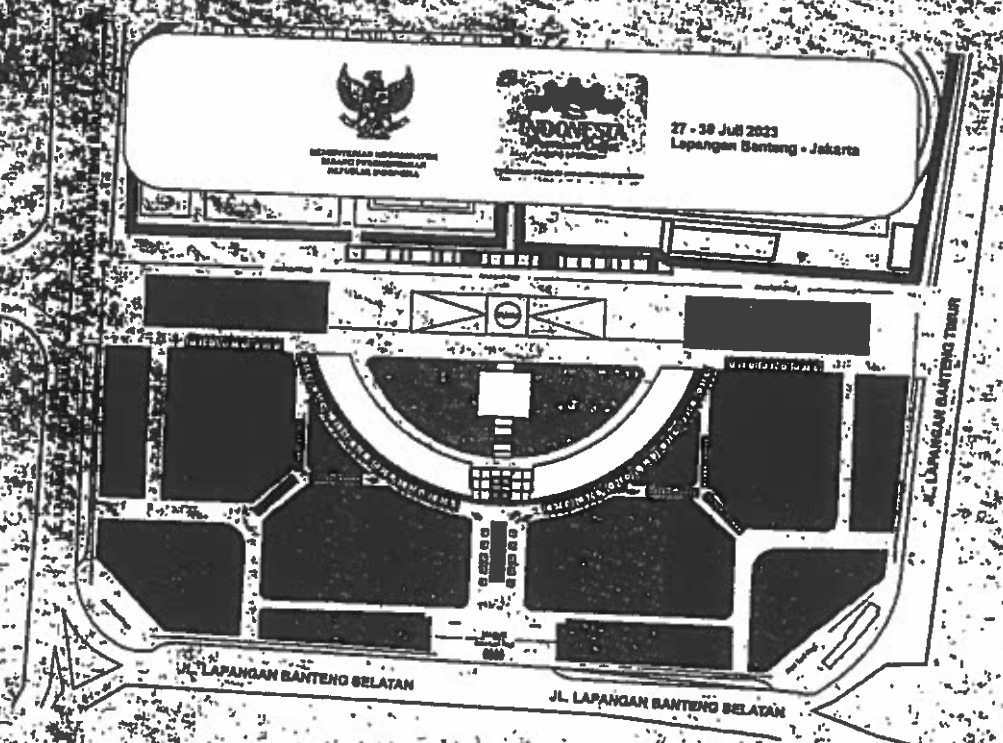
INFORMATION & PROMOTION STRATEGY

In broadening the information regarding 2nd Indonesia Premium Coffee Expo & Forum 2023, several side promotional and publication programs are designed for local and national level through:

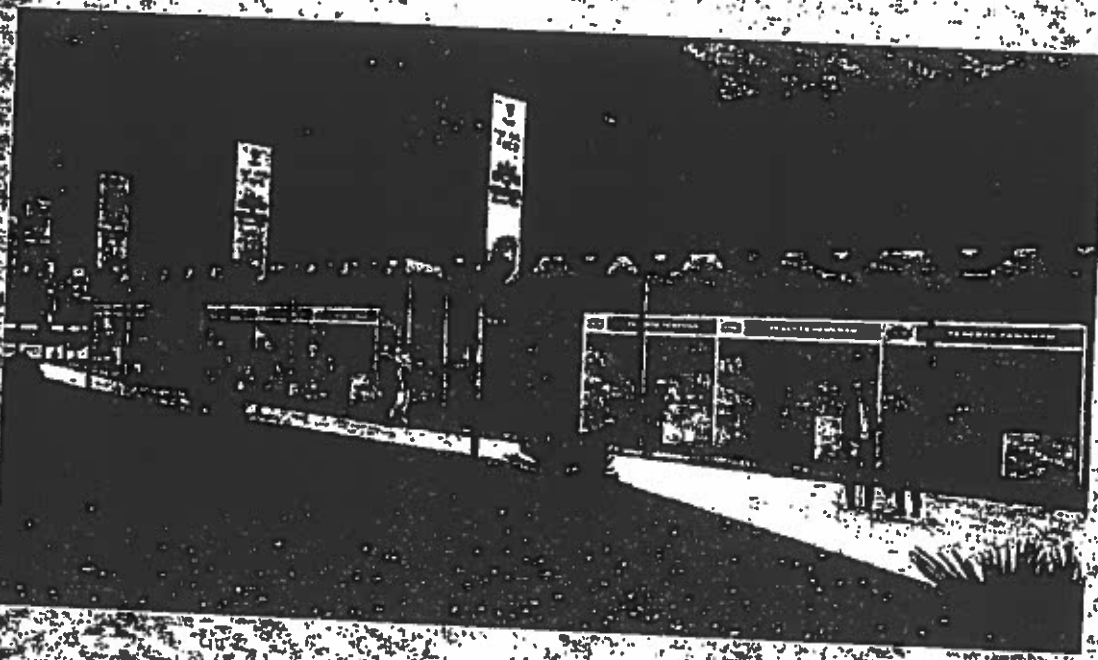
- Launching with potential exhibitors and working partners
- Website of the Coordinating Ministry of Economic Affairs, Ministry of Tourism, Ministry of Agriculture and other related institution
- Press Conference
- Social media network
- Private Television and Radio Station
- Newspaper, Magazine and Special Publishing on Agriculture, Plantation & Tourism
- Special invitation to CEO of Corporation and Investment Company
- Visitors' invitation to Executives of Coffee segmentation
- Promotion coordination with the Professional Institution / Association
- Outdoor media promotion



LAYOUT PLAN

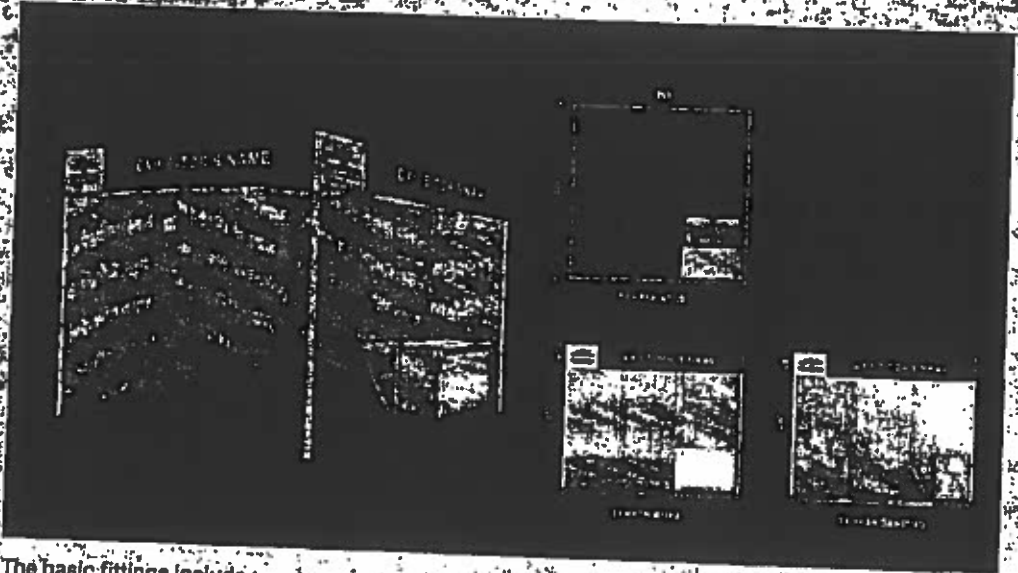


BOOTH DESIGN



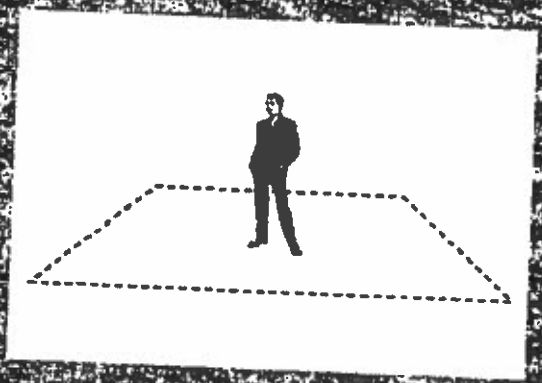
STAND PACKAGE OPTION

Standard Booth (3m x 3m)



- The basic fittings include :
- Fascia board with Institution's names
 - Partition frame system, white plywood panel walls
 - Booth fully carpeting
 - 1 Information counter / table
 - 2 Folding chairs
 - 2 Lights
 - 220 V / 2 amp single phase socket
 - 1 Waste basket

Cost Standard Booth (3m x 3m) : USD 2,250 (excl 11% VAT)



Space Only

Space only available for exhibition stand only. Tables, chairs, counter, information counter, and other fittings are not included in this package.

Cost per square meter : USD 450 (excl 11% VAT)

Host :

**Deputy Minister for Food and Agriculture
Ministry for Economic Affairs**

Jl. Lapangan Banteng Timur No.2-4
Jakarta Pusat 10710
Tel: (021) 352 1835 Fax: (021) 351 1643

**INFORMASI & REGISTRASI
CENDEKIA SYNERGY**

Crown Palace Blok B-16
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Jakarta Selatan 12870
Phone: (62 21) 8370 3265
Fax: (62-21) 8370 3261