

# POST SHOW REPORT



international metal & steel trade fair  
for southeast asia

**25 – 27 OCT 2016**

Jakarta International Expo • Hall A  
Kemayoran • Indonesia

**indometal 2016 – A proven business platform for the region's metal and steel industry, drew quality prospects and served as gateway to global trade opportunities in Southeast Asia**



The 3rd edition of indometal, jointly organised by Messe Düsseldorf Asia and PT Wahana Kemalaniaga Makmur (WAKENI), came to a successful close on 27 October 2016. Held at the JI Expo, the specialist trade fair welcomed **5,836 quality visitors from 27 countries**, and was grounds to a comprehensive exhibit range presented by **200 exhibiting companies from 24 countries**, including national group representation from Italy, China, Taiwan, Indonesia – supported by the Ministry of Industry, Republic of Indonesia, and for the first time, Spain, led by FUNDIGEX-AMFEX, the Spanish Association for the Castings, Foundry Machinery and related products and services.

“ The metal industry has its potential resource to contribute to Indonesia's economic development through added value and the "multiplier effect" in socio-economic activities such as employment and foreign exchange. indometal 2016 thus provides a prime setting to integrate the efforts of the government and industries, in supporting infrastructure development and growth of the industry as a whole. ”

**Mr Syarif Hidayat**  
Secretary General, Ministry of Industry  
Republic of Indonesia

Supported by:

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Jointly organized by:

**wakeni** Exhibition & Convention Expert  
PT.WAHANA KEMALANIAGA MAKMUR





# Region's Leading Trade Fair for the Metal and Steel Industries

## Backed by Quality Visitor and Delegate Profile

### Exhibitor Facts & Figures



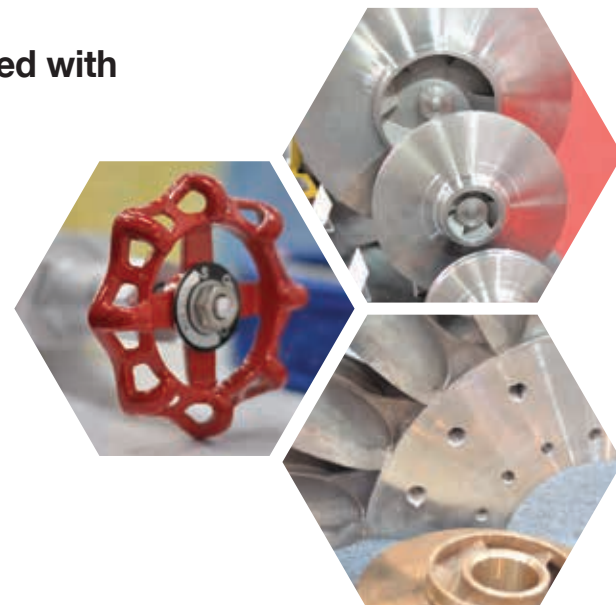
#### → Strong participation by 200 exhibitors from 24 countries

- 75% of exhibitors coming from outside Indonesia
- National representation from Italy, Indonesia, China, Taiwan and for the first time, Spain

#### → Over 75% indicated that they were satisfied with their overall participation at indometal 2016

indometal 2016 played host to an international line-up of exhibitors from:

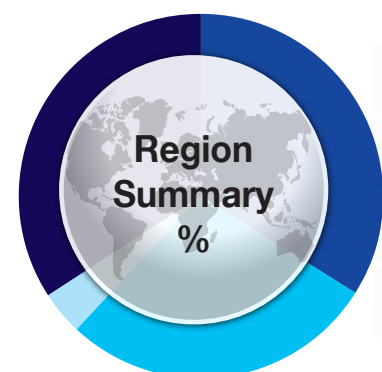
- Australia
- Austria
- Brazil
- China
- Denmark
- Germany
- India
- Indonesia
- Italy
- Japan
- Luxembourg
- Malaysia
- Norway
- Singapore
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- United Kingdom
- USA
- Vietnam



#### TOP 5 REASONS

exhibitors chose indometal 2016 as their trade platform of choice

• Networking with regular customers	80%
• Representation, PR, image cultivation	77%
• Information on existing products	76%
• Establishing new distribution channels	72%
• Opening up new markets	71%
• Acquiring new customers	67%



### Visitor Facts & Figures



#### → indometal 2016 attracted 5,836 quality visitors from 27 countries across various industry sectors

#### → Visitors from around the world

- Australia | China | Hong Kong | India | Indonesia | Iran | Italy | Japan | Laos | Malaysia | Myanmar | Pakistan | Philippines | Qatar | Singapore | South Korea | Taiwan | Thailand | Timor-Leste | Vietnam

#### TOP 8 VISITOR PROFILE

##### By Job Function

- Senior Management • Purchasing / Procurement • Sales & Marketing • Production / Manufacturing Management • Engineering / Design Management • Technical Management • Consultant
- Maintenance / Factory Management • Supervisor / Foreman / Section Head • Others

##### By Nature of Business

- Manufacturer / Producer
- Engineering • Trader / Importer & Exporter / Wholesaler • Machinery Importer / Dealer / Distributor
- Consultancy / Research & Development • Government Agency / Trade Association / Academia • Processor • Others

#### VISITOR BREAKDOWN

##### By Company Activities

• Iron & Steel Production	13.3%
• Automotive	10.3%
• Building & Construction / Infrastructure Development	8.7%
• Metal, Metallurgical & Fabrication	7.7%
• Metal Components, Parts & Products Manufacturing	7.1%
• Plant, Machinery & Equipment Manufacturing	5.3%
• Electrical / Electronics	4.4%

##### By Product Interest

• Metallurgical Technology	76.7%
• Metal Cutting Machine Tools	50.4%
• Thermo Process Technology	49.1%
• Foundry Machinery, Equipment And Supplies	43.5%
• Accessories And Components	36.2%
• Semi-finished & Finished Products	29.0%
• Tubes	19.8%





## Hear From Our Satisfied Exhibitors



“ Our participation objective at indometal is to bring our brand forward in Indonesia, and in the region. We have been busy at our stand, meeting decision-making customers from Korea, China, Indonesia, and more. We also received good feedback of our machinery, and will definitely come back in 2018! ”

**Ulf Marinitsch**

Agency Directory  
Maschinenfabrik Gustav Eirich GmbH & Co KG

“ Response at our stand has been very good, with my team talking to customers from around the region throughout the exhibition. I am confident our participation at indometal will help in our market expansion plans in Asia-Pacific and increase our footprint in these markets. ”

**Avijit Mukherjee**

Vice President, Marketing & Operations  
Ashapura Group of Industries

“ This is our 3rd time participating at indometal, and through this exhibition we look forward to establishing new business relations with the local market. At the exhibition, we received good support from our clients, and managed to explore more spare parts and modification projects together. ”

**Song Tao**

Manager, Overseas Marketing Department  
CHSTE (Beijing) Shougao Metallurgical Engineering Equipment Co Ltd

“ indometal 2016 was very well staged. We received many enquiries from new customers and existing customers, and appreciated the technical seminars organised by the organisers, industry associations and fellow exhibitors. ”

**Ali Zainudin**

Technical Support and Sales Engineer  
Akbar Budi Sakti

“ indometal gave Inductotherm the opportunity to showcase our capabilities to the local industries and how we are able to meet their needs. This is effective marketing and we managed to receive many enquiries. We believe the overall Southeast Asia economy is still growing and we will certainly participate in indometal 2018! ”

**William A. Henry**

Managing Director  
INDUCTOTERM

“ This is our 3rd time participating at indometal and we have been pleased with the professionalism and organisation of the exhibition year-on-year. We are confident that through this trade-focused platform, we will be able to secure more niche markets, expose our products to new target audiences and meet with customers from all over the region. ”

**Iben Rifa**

President Director  
PT Haltraco Sarana Mulia

“ This is our second time participating in indometal. The exhibition gave us an opening to promote our company, and we received many visitors and buyers here amidst slower market conditions. We will renew our participation at indometal 2018. ”

**Albizzia Benget Siahaan**

Director  
Foseco

“ This is our first time taking part in indometal. We got to meet with many visitors at our stand and this is surely a good platform for us to introduce our products and capabilities to them. We will be back at indometal's next edition! ”

**Herman Wijaya Santoso**

Sales Group Manager  
Harbison Walker International

“ We have been participating in indometal since its first edition in 2013. The exhibition has been improving from edition to edition, and has been very good for us. We will surely be back in 2018! ”

**Rizal Nangoy**

Director  
Makmur Meta Graha Dinamika



## Hear From Our Satisfied Visitors



“ This is my second time visiting indometal. This year's exhibitor line-up featured a few newcomers from the industry, which gave me the opportunity to learn more about their technologies and solutions. I look forward to visit indometal in 2018! ”

**Mulyono Saidi**

Automotive Specialist  
Auto 77

“ This exhibition is excellent. The main purpose of my visit is to stay abreast of the latest developments in the industry, and I am impressed by the breadth of technologies and machines on display. ”

**Umitea**

Marketing Manager  
PT. Sali Lubindo Indonusa

“ We are very satisfied with our visit to indometal as we managed to find what we were looking for, that of raw material for automotive metal stamping. ”

**Sugiarto**

PT- Assistant Head Engineering  
Soraya Interindo



## Industry-focused seminars well-received by trade visitors

Complementing the show floor's global showing of expertise and advancements that leverages on the interdependent affiliations of foundry technology, casting products, metallurgy and thermoprocess technology, indometal 2016 hosted a two-day seminar led by various industry associations, including the Indonesian Foundry Industries Association (APLINDO), Indonesia Foundrymen's Association (HAPLI), Federation of Indonesian Metalworks and Machinery Industries Association (GAMMA), and VDMA – the German Engineering Federation, the largest industry association in Europe.

The seminar featured a keynote speech on Indonesia's infrastructure master plan by Mr. Ir. Syarif Hidayat, MM – Secretary General, Ministry of Industry, Republic of Indonesia, as well as subjects that are pertinent to the preparation of the metal manufacturing industry to support government-led programmes in infrastructure and energy development.



“ HAPLI and APLINDO are fully supportive of indometal. Driven by the credentials of German-based events under the Messe Düsseldorf group – GIFA, METEC, THERMPROCESS AND NEWCAST, indometal presented a trade-focused platform that allowed for in-depth exchanges of ideas and experiences amongst stakeholders, so as to leverage on each other's strengths, unlock new business opportunities and boost the overall metal and steel industry in Indonesia. ”

**Ir. R. Widodo**  
Chairman of HAPLI  
(Indonesian Foundrymen's Association)

“ The Southeast Asian markets are important and present great future potential for European companies. In this instance, trade fairs like indometal, are definitely very important for the industry because they are platforms to meet customers in the specific markets, and helps to promote international trade of metallurgical equipment and the exchange of know-how, between Southeast Asia and Germany. In fact, I think it is still one of the most powerful marketing instruments for the investment goods industries. ”

**Dr Timo Würz**  
Managing Director of VDMA  
(Foundry Machinery, Metallurgical Plants and Rolling Mills,  
Thermo Process Technology)

## Strong support from the industry



**Within Indonesia** • Ministry of Industry, Republic of Indonesia • Ministry of Trade, Republic of Indonesia • The Indonesian Iron & Steel Industry Association (IISIA) • Federation of Indonesian Metalworks & Machinery Industries Association (GAMMA) • Association of Metalwork and Machinery (ASPEP) • Indonesian Foundry Industries Association (APLINDO) • Indonesian Foundrymen's Association (HAPLI) • Indonesian Aluminium Extruders Association (APRALEX) • Indonesian Electric Cable Manufacturers' Association (APKABEL) • Indonesian Automotive Parts & Components Industries Association (GIAMM) • Indonesian Chamber of Commerce and Industry (KADIN) • Indonesian Exhibition Companies Association (IECA) **International** • AMAFOND – Italy • Chamber of Commerce of UDINE – Italian Steel Italian Technology • FUNDIGEX-AMFEX • Metallurgical Council of China Council for the Promotion of International Trade





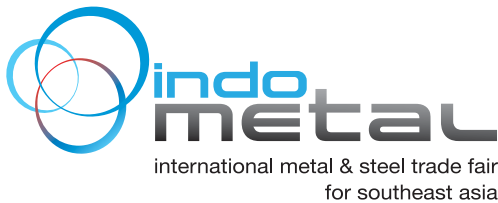
## indometal's strategic and timely staging vis-à-vis heightened demand and healthy forecasts expected in the region's metal and steel industry

“ In aligning the exhibition's line-up closely to industry movements, indometal 2016 provided a **constructive avenue for members of the trade to learn about the latest industry developments, exchange ideas and expertise, as well as facilitate collaborations** for the metal processing, steel, ferrous and non-ferrous metal sectors to ride on upcoming prospects. ”

**Rini Sumardi**  
Managing Director • WAKENI

“ We strive as an organiser to be that **'bridging' platform in paving the way to business expansion, sustainable investments, as well as new industry partnerships between international and local companies** – thus creating strategic leverage, that of matching strengths with prospects. We are pleased that indometal 2016 opened doors to many new collaborations and connections! ”

**Gernot Ringling**  
Managing Director • Messe Düsseldorf Asia



**17 – 19 Oct 2018**

Jakarta International Expo  
Kemayoran • Indonesia

[www.indometal.net](http://www.indometal.net)

a robust  
integrated  
platform for the  
**metal &  
steel** industries

See You in  
**2018!**

Supported by:

- Ministry of Industry, Republic of Indonesia
- Ministry of Trade, Republic of Indonesia
- The Indonesian Iron & Steel Industry Association (IISIA)
- Federation of Indonesian Metalworks & Machinery Industries Association (GAMMA)
- Association of Metalwork and Machinery (ASPEP)
- Indonesian Foundry Industries Association (APLINDO)

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**Messe Düsseldorf Asia**