

**INDONESIA  
BUILDING  
TECHNOLOGY  
E X P O**

# POST-SHOW REPORT

The 16<sup>th</sup>

# IndoBuildTech Expo 2018

Indonesia's Largest Exhibition  
of Building Material & Interior

**2 - 6 May 2018**

Indonesia Convention Exhibition (ICE)  
BSD City, Indonesia

[www.IndoBuildTech.com](http://www.IndoBuildTech.com)

## *SUSTAINABLE URBAN DEVELOPMENT*

ORGANISED BY :

SUPPORTED BY :

OFFICIAL BANK:



# THE EXHIBITION

Showcased products  
and services from

267

Local (Indonesia)

285

International  
companies

Covered a total of

50,000 sqm

of exhibition space

19

participating countries



# FACT & FIGURE



EXPO TITLE :  
Indonesia Building Materials & Technology  
(IndoBuildTech)

EXPO DATE :  
**MAY 2-6, 2018**

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)
  - WorldStone Indonesia
  - CeMAT

Visitors Count  
**53,758**



# THE OPENING CEREMONY



**Mr. Effi Setiabudi** - President Director of Debindo-ITE presenting a brief report about IndoBuildTech Expo 2018.



**Ms. Arlinda** - Director General of National Export Development, Ministry of Trade, encourages all exhibitors to take responsibilities on national housing development program.



**Mr. Tigor M. Siahaan**-President Director of CIMB Niaga, gives a speech about CIMB Niaga's support to IndoBuildTech Expo 2018.

Grand launching of Directory Book by **Mr. Wilfred Singkali** Chairman of Indonesia Association of Precast and Prestressed Companies (AP3I) held during the opening ceremony.



Symbolic moment of IndoBuildTech Expo 2018 grand opening by Director General of National Export Development-Ministry of Trade, President Director of Debindo-ITE, President Director of CIMB Niaga and supporting associations.

**Mr. Raditia Zafir Ahmad** - General Manager of Debindo-ITE, explaining about the current theme of IndoBuildTech Expo 2018 and its realization within the exhibition.





# 2018 HIGHLIGHTS



## Sustainable Urban Development

IndoBuildTech Expo 2018 introduces a new theme of Sustainable Urban Development. The purpose of this new concept is to demonstrate on the way to establish a sustainable city, which demand has significantly increases all over the world due to the forecast of 50 percent of world population will reside in metropolitan area, while its surrounding resources is diminished continuously.



## Sustainable Product Award

Sustainable product award is also introduced within this year of exhibition. Several exhibitors' products taken from each product sector that promotes the element of sustainability within urban building and establishment is presented to the visitors, giving the audiences the role model of sustainability advancement.



## Diorama

The implementation of this new theme is firstly done through IndoBuildTech Sustainable Urban Diorama. In this stage, massive concepts and ideas generation is presented to all participants of IndoBuildTech Expo 2018. Urban phenomenon such as, traffic congestion, waste management, land utilization, and energy reservation are deliberately presented alongside with viable solutions and examples around the globe.



## IN.CEPTION

IN.CEPTION is a dedicated space for architects and interior designers located in Hall 10 Pre-Function area, to showcase for more than 100 masterpieces consists of the detailed information on the panel to IndoBuildTech's visitor. Visitor in need of design service will get consultation assistance in Architect Lounge which located in Hall 7.



# IndoBuildTech DIGITAL INNOVATION

## BANGUNESIA

The perfect digital solution for every need of building, architecture and interior design which all exhibitors and visitor of IndoBuildTech are the stakeholders of Bangunesia. Finding the latest product, publishing your projects and getting the latest design are never been this easy.



more than  
**>1500**  
monthly visitor

more than

**>500**  
Active User



more than  
**>250**  
Building Material Supplier



more than  
**>50**  
Architect, Contractor

more than

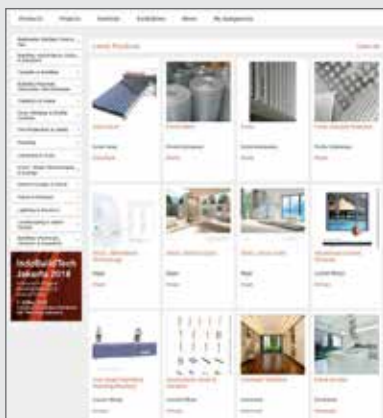
**>700**  
Building Material Product  
Display

**15**

Building Material Product  
Category

more than

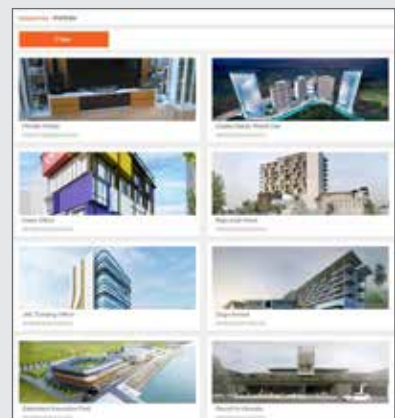
**>150**  
Architect Portofolio



One solution to your  
various product needs



The right media to publish the various  
needs for your building project



To display the portfolios from the  
best architects in the country



# INDOBUILDMATCH

Prepare yourself to match and meet the entire business partner at IndoBuildTech Expo. IndoBuildMatch helps to bring prominent visitors and decision makers in the company also exhibitors together to make a business deal during the expo. Exhibitors and potential visitors will bring together in IndoBuildMatch based on 26 building and interior material product categories at IndoBuildTech exhibition Jakarta 2018. The business matching module can be accessed through [www.indobuildmatch.com](http://www.indobuildmatch.com).



Exhibitors can access IndoBuildMatch's leading features such as:

- Company Page that displays the company logo and products along with its description on the website.
- IndoBuildMatch facilitating exhibitors to set up a five-day meeting schedule on the meeting schedule page.
- Exhibitors can find and request meetings with potential visitors who have a common interest in certain products.
- Exhibitors will get the e-mail notification to remind them about: list of visitors, meeting requests, meeting approval, meeting cancellation, and meeting notifications.



Number of Visitors Using IndoBuildMatch

>3000



Number of Exhibitors Using IndoBuildMatch

>248



Potential Active User

>400



Number of Meetings in IndoBuildMatch

>50

# THE EXHIBITORS



The new theme of this year brought direction for the exhibitors to envision the current and upcoming trends of building and interior sectors. The exhibitor represents their latest advancements in building, architecture and design interior, which provide corporate and professional visitors a solution to their need of specific products and services from both local and International exhibitors. Most recent stages of advancement are presented comprehensively with comparative focal points in terms of type, measure, models, materials, design, quality and even pricing for building, residential, commercial or public facility projects, and more the urban development projects across the country.





# BRANDS

American Standard



BioWood

XINGFA ALUMINIUM PROFILES



YOSHINO GYPSUM For your safety and comfort

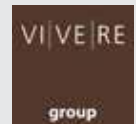


LEMKRA Nama Yang Tidak Pernah Mengecewakan

Fagepsi



Granity Marble & Granite



TOTO KOHLER.



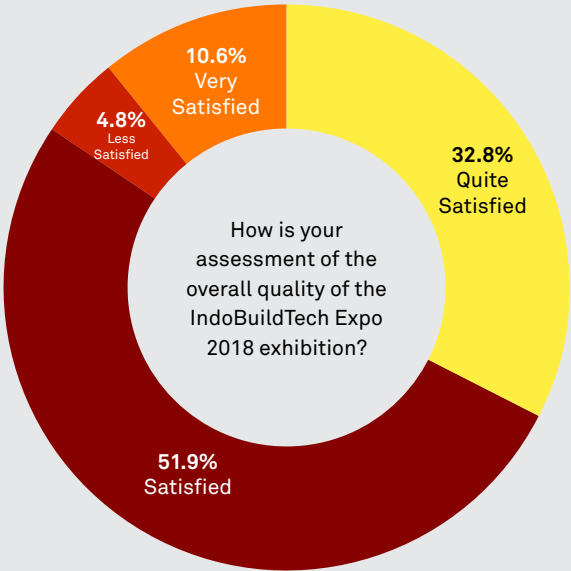
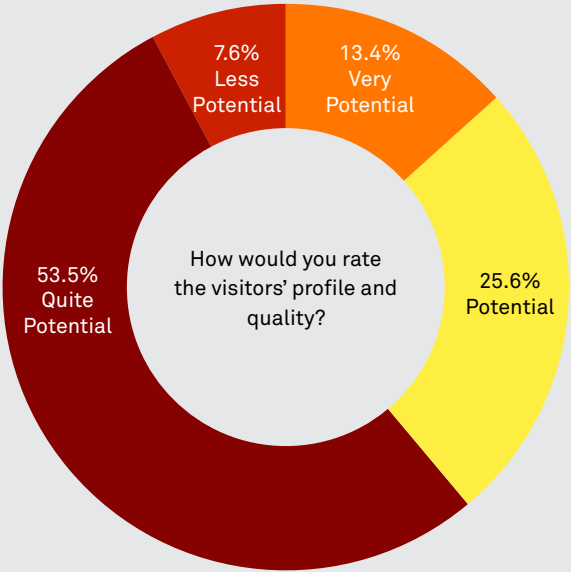
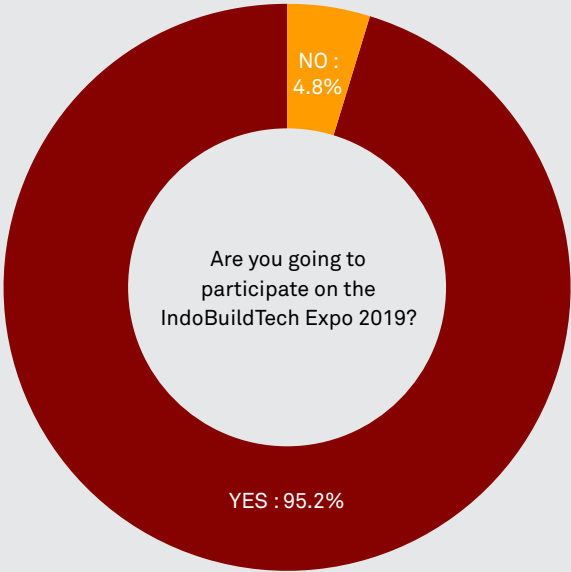
SHERA



Pure Freude an Wasser



# EXHIBITORS SATISFACTION





# EXHIBITOR TESTIMONIALS



**Mr. Stephanus Koeswandi**

Vice President of PT. Tatalogam Lestari

We always looking forward to exhibiting in IndoBuildTech from year to year, IndoBuildTech motivates us to think, create and show our recent innovative product every year. Debindo has been doing a great job increasing the quantity and the quality of the delegates and exhibitor that participating in IndoBuildTech.



**Mr. Fauzan Romdhon**

Communication Manager Marketing Department of PT. Roca Trading Indonesia

Roca, a brand of reference engaged in the design, production and commercialization of bathroom space products, was very pleased for joining the IndoBuildTech 2018. For Roca, IndoBuildTech is still Indonesia's largest Building and Finishing Material exhibition by far. Hence, we believe that this was the best platform to introduce and showcase our presence in Indonesia.



**Mr. William Simiadi**

Director of PT. Vivere Multi Kreasi

IndoBuildTech at ICE BSD is one of the most famous exhibitions in the building materials market. We are happy to joined and presenting new collections of kitchen and wardrobe products to our potential customer and meet a lot of designers and architects in our stand.



**Mr. Bagus Nugroho**

Trade Marketing & Activation Manager of PT. American Standard Indonesia

LIXIL Water Technology has attended three IndoBuildTech editions since it was started in ICE - BSD. We take the opportunity here to introduce and show products from American Standard Indonesia and Grohe Indonesia to our loyal customers. IndoBuildTech is the biggest event in Indonesia that suits the market of building material industry especially sanitary products. Hopefully next year will be more crowded than this year.

# VISITOR & ASSOCIATION TESTIMONIALS



**Mr. Andra Matin - Architect**

IndoBuildTech has proven itself as one of the best platform for leading figure of built environment in Indonesia. It provides the opportunity for designers, contractors, and suppliers to meet and create something new together.



**Mr. Don Pioto, DP+HS - Architect**

A very good event that has a potential to be a catalyst for the green movement and green awareness, as well as the industries itself. INCEPTION was a smart feature and relevant to the general theme. It still has room for improvement, but overall we think it was well-organized.



**Mr. Astungkara Handyan, Km0Studio - Architect**

I really very much enjoyed IndoBuildTech Expo 2018 and it was a true pleasure. I would like to thank you very much again for your kind invitation and perfect hospitality to me.



**Mr. Iwan Prijanto – Chairman Indonesia Green Building Expert**

Ever since Indobuildtech EXPO was held in ICE BSD which I observed from year to year it is clear that this leading exhibitions forum in the construction and building industry have improved in quality and its roles. Indobuildtech EXPO 2018 is not just an ordinary expo but has become a great forum and destination of interaction and communication among communities and stakeholders in the building and construction industry in Indonesia. Bravo and salute for PT Debindo ITE as a credible, creative and effective 1st class facilitator and communication hub for all stakeholders in the building and construction industry in Indonesia.



**Pierre A Pongai – Vice Chairman of Ikatan Arsitek Indonesia (IAI) Banten**

Along with the organizing of IndoBuildTech (IBT) 2018, IAI Banten has organized Banten Arch Week (BAW) 2018 as one of the organization's main annual programs. The collaboration between IBT2018 and BAW 2018 has enormous benefits to improve the role of professional architects' organization, to enhance the role of architects' in national development, and to increase the construction industries in Indonesia. Hopefully, the collaboration between IBT and BAW can be continuously established and improved better and more massively in the coming years.



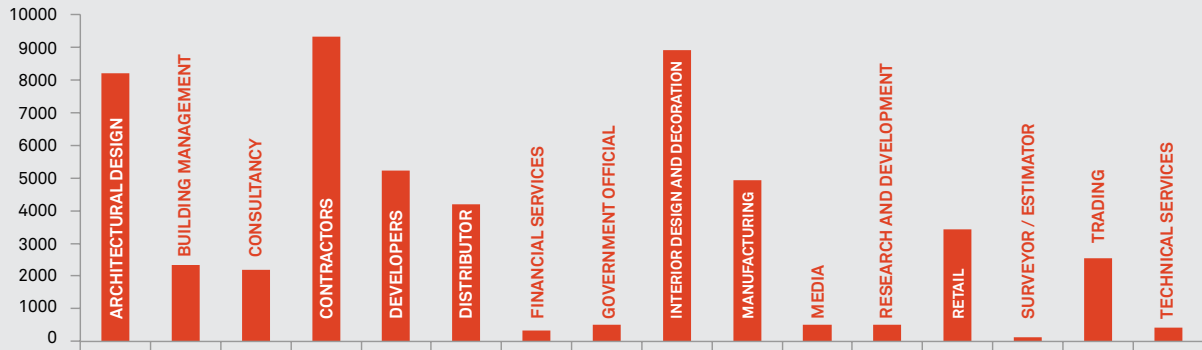
**Mr. Chairul Amal Septono, HDII – Chairman of HDII DKI Jakarta**

IndoBuildTech is a special “big mega” exhibition. A place to bring together all parties in Construction, Building, Architecture, Design, Higher Education, Professional Organization and all related aspects. From year to year IndoBuildTech is always better and better. Being part of IndoBuildTech is a great pride, and it is a positive energy to bring optimism in the profession.

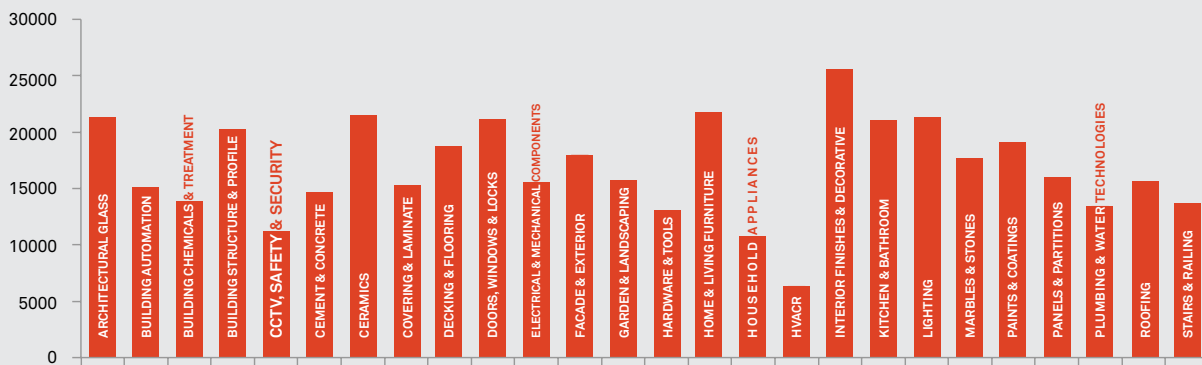


# THE VISITORS

## Visitors Nature of Business



## Visitors' Product of Interest



- Sourcing products and services for business
- Gathering information/networking
- Looking for distributing, retailing, supplying opportunities
- Attending seminars/educational purposes
- Personal interest

# THE BUSINESS PROGRAMME

IndoBuildTech Business Programme, a regular agenda during the events. The presence of Sustainable Urban Development has brought up ideas and topic which disseminate into each program. Five days of professional forum shared by prominent figures discussing the alleviation of today's and future urban development features the latest technology, innovations, and insights. Also, providing schedule for professional certification for all stakeholders in architecture, building and interior industry.



## ARCHINESIA Master Talk

Annually held in every series of IndoBuildTech Expo, ARCHINESIA Master Talk is an open for public architecture event that packed into seminar session that has the biggest magnet for architects and architecture students. This year topic of “Greenness and Verticality” brings internationally recognized architects from ASEAN countries; Mr. Ken Year – TR Hamzah & Yeang (Thailand), Mr. Takahito Yamada - Vo Trong Nghia Architects (Vietnam), Mr. Mustapha Kamal (Malaysia) and Mr. Jimmy Priatman - Archimetric (Indonesia), also Mr Sigit Kusuma – SIG Architect (Indonesia) as moderator, to share their greatest achievement to 250 attendees to ICE BSD City.



## Indonesia Smart Nation Award (ISNA) 2018

A forum held by Citiasia.inc to give an appreciation for cities which done their effort to develop their tourism, investment, and businesses to achieve the criteria of smart city. The award is given by The Ministry of Tourism Republic Indonesia, Mr. Arief Yahya to 3 cities and divided into 7 categories are Smart Readiness, Smart Governance, Smart Branding, Smart Economy, Smart Living, Smart Society, and Smart Environment. In the process, ISNA 2018 is measured by various parameters that came from cities, regency, and province in Indonesia from 2014 until 2017. Aside of giving an award, The 3rd ISNA 2018 also invites industry players, hotel association, airline, travel agent, and event organizer in collaboration of Citiasia.inc with an tourism association called Visit Indonesia Wonderful Indonesia (VIWI).



## Airport Terminal Design Workshop

The seminar is expected to be a medium for sharing stakeholders' experience and knowledge in planning and designing airport terminals to achieving the ideal connectivity across the archipelago for the entire Indonesian community. Air transportation is proclaimed by the Indonesian Government in the national strategic project. Number of passengers has increased significantly since the last year, which means the development of airport is seen as a promising opportunity for investment.



## Architect Law Socialization

The ratification of the Architect Law in 2017 sets a new milestone on the practice of architects in Indonesia. Nonetheless, the implementation of the Architect Law requires the role from various stakeholders to follow up the mandated. It requires the role of the national government to provide the derivatives regulations, the role of local government to licensed architects, the role of IAI to certified architects and providing sustainable professional education, as well as the role of architecture colleges to deliver excellent architectural education. In respond to that, IAI Banten initiated the Socialization of Architect Law through a panel discussion from related stakeholders.



## Arte-polis International Symposium 2018

Started in 2006 by Bandung Institute of Technology (ITB), Arte-Polis is a biennial event in collaboration with other creative industries and institutions. Practitioners, academicians, community leaders, local government officials, policy-makers and other professionals from diverse disciplines and regions around the world sat together to share and learn from experiences regarding current issues, best practice and policy implications on the first place. In this 7th event of Artepolis, we organize and international symposium and workshop with the theme: Creating Meaning: Making Place in the Era of Automation to deliver insights of the future of creative process in automation-led industries, dynamic changes of delivery methods in creative industries, particularly in architecture and buildings and technology-enabled creation of place-making.



Location	09.00	10.00	11.00	12.00	13.00	14.00	15.00	16.00	17.00	18.00	19.00	20.00	21.00	22.00
<b>WED, 02 MAY 2018</b>														
Nusantara 1	Opening Ceremony IndoBuildTech 2018 <i>by invitation only</i>													
Nusantara 2						Pokja (Kelompok Kerja) Perumahan Rakyat by Dinas Pekerjaan Umum Provinsi Banten								
Nusantara 3						The Road to Excellence by ACE Foundation								
Garuda 3	National Sales Training 2018 by Tata Logam Lestari													
Garuda 6						Seminar Urban Sustainability on Transit Oriented Development (TOD) by IABHI & DITE								
Garuda 7	Banten ArchWeek 2018 by IAI Banten													
Garuda 8						Dialog Konstruksi Indonesia 2018 by Tender Indonesia								
Garuda 9	Grand Launching Directory Book of Indonesian Association of Precast & Prestressed Companies (AP3I)													
Garuda 10A						Pelatihan "Pengenalan Profesi Quantity Surveyor pada Mahasiswa-1 By Indonesia Quantity Surveyor Indonesia IQSI								
Garuda 10B	ARCHINESIA Academy Batch VII Advanced Lesson - "Managing Firms & Projects: Learn How To Scale Up Your Architecture Firm" by Archinesia													
Garuda 11A						Sustainable Urban Development by Green Building Council Indonesia (GBCI)								
Garuda 11B						Seminar Nasional Konstruksi by INKINDO								
Garuda 12						Presentation by TOSTEM Indonesia								
Garuda 15	Pelatihan "Peningkatan Profesionalisme dalam Menghadapi Percepatan Pembangunan Infrastruktur" by Indonesia Association of Precast & Prestressed Engineers (IAPPI)													
<b>THU, 03 MAY 2018</b>														
Nusantara 1						LAUNCHING Trade Expo Indonesia 2018								
Nusantara 2						"INDONESIA SMART NATION AWARD (ISNA) 2018" by Citiasia, Inc								
Nusantara 3	Arte-Polis 7 International Symposium & Workshop 2018													
Nusantara 5														
Garuda 3														
Garuda 6														
Garuda 7														
Garuda 8														
Garuda 9														
Garuda 10A														
Garuda 10B	ARCHINESIA Academy Batch VII Advanced Lesson - "Managing Firms & Projects: Learn How To Scale Up Your Architecture Firm" by Archinesia													
Garuda 11A														
Garuda 12														
Garuda 15	Pelatihan "Peningkatan Profesionalisme dalam Menghadapi Percepatan Pembangunan Infrastruktur" by Indonesia Association of Precast & Prestressed Engineers (IAPPI)													
<b>FRI, 04 MAY 2018</b>														
Nusantara 1														
Nusantara 2														
Nusantara 3														
Nusantara 5														
Garuda 3	Hijrah Coaching by ARK Indonesia													
Garuda 6A														
Garuda 6B														
Garuda 7A														
Garuda 7B														
Garuda 8														
Garuda 9														
Garuda 10A														
Garuda 10B														
Garuda 11A														
Garuda 15	Pelatihan "Peningkatan Profesionalisme dalam Menghadapi Percepatan Pembangunan Infrastruktur" by Indonesia Association of Precast & Prestressed Engineers (IAPPI)													
<b>SAT, 05 MAY 2018</b>														
Nusantara 1														
Nusantara 2														
Nusantara 3														
Nusantara 5														
Garuda 3	Hijrah Coaching by ARK Indonesia													
Garuda 6														
Garuda 7														
Garuda 8														
Garuda 9														
Garuda 10A														
Garuda 11														
Garuda 12														
Garuda 15														
<b>SUN, 06 MAY 2018</b>														
Nusantara 1														
Nusantara 2														
Nusantara 3														
Nusantara 5														
Garuda 3	Hijrah Coaching by ARK Indonesia													
Garuda 5														
Garuda 6														
Garuda 7	Banten ArchWeek 2018 by IAI Banten													
Garuda 8														
Garuda 9														
Garuda 11														
Garuda 12														
Garuda 15	Seminar "Urban Beta" by Alien DC													

# THE FACILITIES



- 1 Shuttle Service
- 2 Online Transport Service
- 3 Architect Lounge
- 4 Visitor Prestige Lounge
- 5 Design Consultation Area
- 6 Free Wifi
- 7 Free Valet Service
- 8 Free Parking
- 9 Food Court
- 10 Wheel Chair+Stoller
- 11 Coffee Shop
- 12 Taxi Area
- 13 Charging Corner & Internet Lounge
- 14 Smoking Area





Architect Lounge



Food Court



Online Transport Service



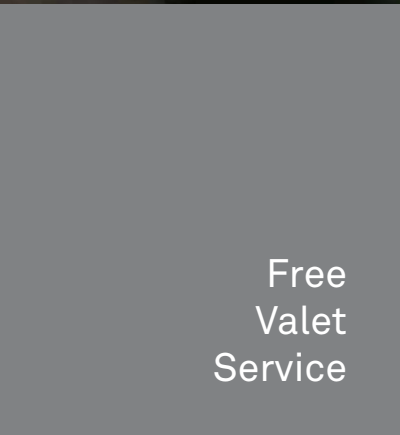
Visitor Prestige Lounge



Shuttle Service



Free Parking



Free Valet Service



Free Wifi



# THE PROMOTION

We assesses promotion as a vital strategy in providing information to the public. To support the purpose of the right promotion, we combine digital and conventional media promotion through selected radio, strategic billboard locations, direct mail to our database visitors and exhibitors, advertise in leading newspapers and magazines, also various advertisements on social media.

## Digital

**Email Blast**

**Facebook**

**Instagram**

**Youtube**

**Google Ads**

**TV News**

**General Info**

Exhibitor Count	73	53
Exhibition Space	51,128	50,000 sqm
Exhibitor Products and Services from	252	309
Exhibitor Countries	16	

Floorplan IndoBuildTech (Hall 3a - 10)

## Conventional

**Newspaper**

**Magazine**

**Billboard**

**Spanduk**

*This is only a part of our visitor campaign*



# SPONSORSHIP

The key of a successful exhibition is also determined by number of event sponsors. Here at IndoBuildTech, we invite our exhibitors to maximize their brand and product exposure before and during the event by utilizing the exhibition promotion channel. Several brands already feel the branding benefits by interesting sponsorship packages as follows :



**Hanging Banner,** maximizing promotional budget is a liability. Hanging banner is a sponsorship item with an affordable price but has a high branding effectiveness.



**T-Banner,** best-selling sponsorship item at IndoBuildTech 2018. In addition to increasing brand awareness, Sponsors indirectly invites visitors to visit their booth during their way to the exhibition.



**Backdrop Promotion,** Promote your brand and advancements at Prime exhibition area. This sponsorship item is in great demand due to its exclusivity for one sponsor only.



**Lanyard,** this item is one of the main elements in an exhibition. Where this Lanyard will be in use by every stakeholders at the exhibition.



**Promotion space at Tabloid,** IndoBuildTech tabloid is the right tool to increase your company's brand awareness. This tabloid is distributed to all database of IndoBuildTech visitor which are your potential buyer.



**Billboard,** a strategic point to make Billboard an appropriate tool to promote your company's brand before the show days.



**Sponsorship Forum,** Sponsor can participate in getting a very effective promotion. Because the audience / participants of the forum are the right target of the sponsor.



This is the second year of CIMB Niaga's involvement as the bank partner for IndoBuildTech. Participating in this event is part of CIMB Niaga's commitment to continually support the growth of the national economy through both the infrastructure and construction industries respectively. As the second largest national private bank in Indonesia, CIMB Niaga offers a one stop financial solution for customers aiming to be part of their important journey to reach their dreams through comprehensive end-to-end financial products and services complimented with seamless technology. We are delighted that the five-day exhibition of IndoBuildTech 2018 went successfully and our special programs aimed at the hundreds of exhibitors and thousands of visitors were well accepted. Congratulations IndoBuildTech 2018 and we wish nothing but success for IndoBuildTech 2019. – **Muhamad Firdaus Andjar** – Customer Segmentation, Brand and Marketing Group Head – CIMB Niaga



# MEDIA PARTNER

Since the first edition of IndoBuildTech Expo, the presence of media partner and journalist are always been the part of exhibition. IndoBuildTech consistently involves the media by conducting mutually beneficial cooperation. Throughout the exhibition, IndoBuildTech provides media center room for the press to report the news during show days.

Our media partner also contribute more by conducting several variety of seminars and workshops during the exhibition. Thus, the quality of relationship with media is not only just for business, but also become IndoBuildTech big family.



Thank you  
for your participation  
and see you at

# IndoBuildTech

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## 20-24 MARCH 2019



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