

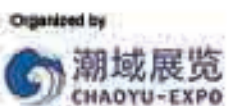


**INDONESIA  
INTERNATIONAL  
ELECTRONIC &  
SMART APPLIANCES**

**2019  
EXPO**

**SEPTEMBER HALLA 1, 2, 3**

**25-27 JIEXPO  
KEMAYORAN**



# INDONESIA MARKET PROFILE



**GDP (US\$)**  
1015.54 Billion (2017)



**GDP Per Capita (US\$)**  
4130.66 Billion (2017)



**Population**  
266,91 Million (2018)  
65% Productive age



Indonesia is the world's fourth most populous nation. It has maintained political stability and is one of Asia Pacific's most vibrant economies, emerging as a buoyant middle-income country.

The consumer electronics and appliances market in Indonesia to grow at revenue is expected to show an annual growth rate (CAGR 2019-2023) of 3.8%, resulting in a market volume of US\$2,982m by 2023.

One of the driving forces behind the positive growth of this market is the entry of global retailers into the Indonesian electronics market. Factors such as high consumer confidence, an expanding middle-class population, and rising personal income have attracted numerous foreign vendors to enter this market in Indonesia.

Source: statista.com

## REASON YOU MUST PARTICIPATE

- ✓ Revenue in the Consumer Electronics segment amounts to US\$2,571m in 2019.
- ✓ User penetration is 17.9% in 2019 and is expected to hit 24.8% by 2023.
- ✓ The average revenue per user (ARPU) currently amounts to US\$53.02.
- ✓ In global comparison, most revenue is generated in China (US\$131,078m in 2019).
- ✓ More than 400 Exhibitors for your business networking
- ✓ Face-to-face Business Meeting with potential and well known buyers from Indonesia.
- ✓ Get your brand awareness and exposure within the inner circle of Indonesia top buyer.

statista.com

## Product Categories:

### ✓ Consumer Electronics & Audio

(Mobile phone and Accessories, Computer Accessories, Digital Devices, Speaker & Sound Box, Professional Audio, Home Theatre System, Karaoke Player, Microphone).

### ✓ Security Products

(Security Control Systems, Identification, Access Control Systems, Automatic Doors and Accessories, Computer Security Software, CCTV System Solution, etc).

### ✓ Home Appliances & Lighting

(Rice Cooker, electric Kettles, coffee makers, micro-ware, Juice blended, Fan, IED indoor lighting, construction lighting ).

### ✓ Smart Home System

(Lighting Control Systems, Home Appliances Control Systems, Home Cabling and Network Setup, Door and Window Control Systems, Center / Long Distance Control Systems).

### ✓ In-Car Electronics

(Car Entertainment System, Camera System and Recorder, In-Car Cahrger, Tire Pressure gauge, GPS Tracker, Navigation System, ).



**Post Show Reports** Exhibitor by origin: 85% China, 10% Malaysia, 5% Indonesia





## Public Demographic & Profile

- ✓ Entrepreneur, parents and families
- ✓ Age group: 25-45 years
- ✓ Mid low – High Income Visitors
- ✓ Region:  
Jakarta, Bogor, Depok, Tangerang, Bekasi, Serang, Bandung, Semarang Yogyakarta, Surabaya, Bali, Medan, Batam, etc.

## Visitor Profile

- ✦ Security Systems Sector Companies  
(Manufacturer, Retailer, Vendor, Installer, consultant).
- ✦ Computer & Consumable Materials Sector Companies  
(Manufacturer, Retailer, Vendor, Installer, System integrator).
- ✦ Telecommunication Systems Sector Companies  
(Manufacturer, Retailer, Vendor, Installer, consultant).
- ✦ Government representatives such as ministries, regulatory bodies, municipalities, local authorities, public bodies.
- ✦ Industrial and infrastructure.



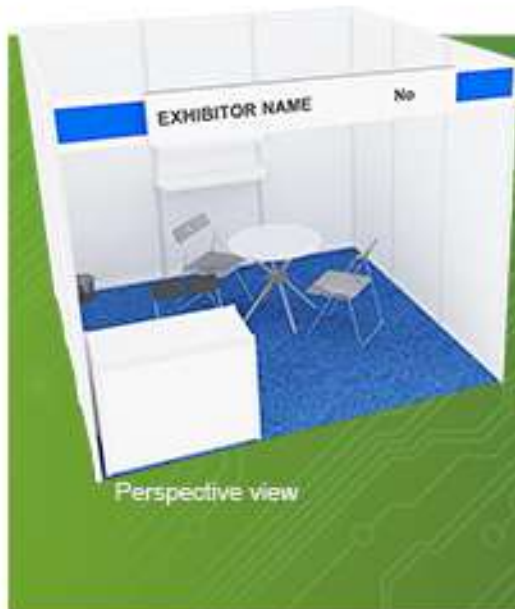
## Onsite Activities:

- **High quality business matching activities**  
Business matching will bring together exhibitors with potential buyers of associated association members and industries who will be personally invited by the organizer and promotion of business matching will be done extensively with direct mail and telemarketing.
- **Seminar**  
The Seminar will bring together Experts, professionals, local government agencies and related industry figures to share the latest information and experience. to attract more high-quality professional buyers to negotiate purchase on the spot.
- **Product Display Area**  
Showcasing the latest innovative products

## Marketing Promotion

- Social media
- Website
- Outdoor Street banner
- Business Invitation Distribution
- Print Media Advertising
- Electronic Media Advertising
- Telemarketing
- Press Conference





## Booth Option:

Standard booth (min. 9 sqm)

\*the standard booth will include :

- ✦ 9 meter shelf wall
- ✦ 5 fluorescent tubes
- ✦ Fascia board
- ✦ 1 table and 3 chairs
- ✦ Carpet
- ✦ 1 round table
- ✦ 1 trash bin
- ✦ 4 amp/220V power

Front view



Top view



## Venue and Location

JIExpo Kemayoran is located near to the city center of Jakarta, approximately 25 minutes from the international Soekarno-Hatta Airport and the International Tanjung Priok Seaport, it is very strategic area for international exhibitions, professionally managed and having fast, easy and convenient access.



## Supporting Units

**APTIKNAS** Indonesia ICT Business Association

**ASISINDO** Indonesia Security and System Integrator Association

**APERLINDO** The Indonesian Electrical Lighting Industry Association



## Organizers

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