

5th IFMAC & WOODMAC



The 5th
International
Furniture
Manufacturing
Components
Exhibition



The 5th
International
Woodworking
Machinery
Exhibition

Post Show Report

28-30th

SEPTEMBER 2016

Jakarta
International
Expo

Kemayoran - Indonesia

Organized by:

wakeni
Exhibition & Convention Expert
PT WAHANA KEMALANIAGA MAKMUR

IFMAC & WOODMAC 2016 Exhibitor Survey

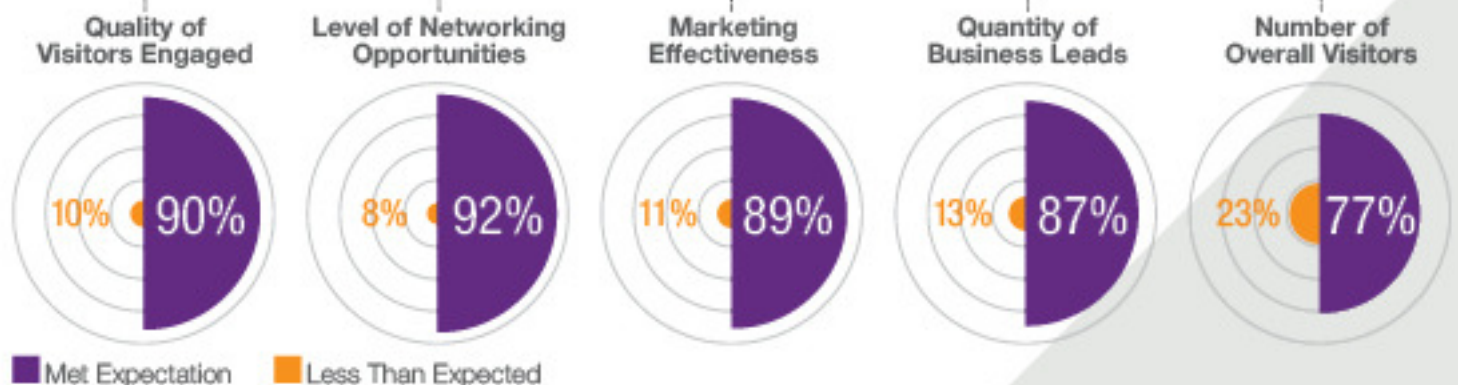
282

Exhibiting companies
from 23 countries

OVERALL STATISTICS

- Austria • China • Denmark • Finland • France • Germany • Hong Kong • India
- Indonesia • Italy • Japan • Korea • Malaysia • Poland • Singapore • Slovenia
- Spain • Switzerland • Taiwan • Thailand • Turkey • USA • Vietnam

EXHIBITOR EXPERIENCE



EXHIBITION SUCCESS



- 97%** - responded to procurement enquiry
- 93%** - received direct interest on product displayed at exhibition
- 77%** - sold products or closed deals on-site

- 90%** - met the type of visitors targeted
- 70%** - met main targeted buyers & decision makers
- 67%** - got connected to business owners & visitors directly

- 97%** - felt that the exhibition is an important event for the industry
- 93%** - may return for the next exhibition
- 87%** - considered the exhibition service quality as Excellent & Good

EXHIBITORS TESTIMONIALS (INTERVIEWS)

ZALDI IRAWAN
- PT. Inoac
Polythecno
Indonesia

"At the opening day of exhibition the response was quite good, especially from local buyers. We were quite surprise to the result in this first day. First time join in IFMAC, we saw the potential market to develop our business better."

MURAT SULEK -
Sulekler

"First time in Indonesian market, so we have good expectation. We present our brand name, step by step to Indonesian market."

ANDREAS SAMUDRO -
Dover Chemical

"From the first day to day two, we felt that we already reached the target $\pm 40\%$. We also meet a lot of potential prospects here."

CHRISTIAN FERINNI - Mauri

"We have positive outlook on the fair. We have big chance in Indonesia to capture a lot of market with the support from distributor partners."

ROBERT HENSBY
- HOMAG

"We see big improvement from last year to this year. More people, bigger booth, and better hall. We are here to helping our customer reduce the cost by using the European german technology."

ZHANG CHANGQING -
Saint Gobain

"We enjoy this show. We want to introduce the premium abrasive products to the Indonesian market."

IFMAC & WOODMAC 2016 Visitor Survey

More than
11.000
visitors from
35 countries

OVERALL STATISTICS

- Afghanistan • Australia • Austria • Canada • China • France • Germany • Hong Kong
- India • Indonesia • Israel • Italy • Japan • Kazakhstan • Lebanon • Libya • Malaysia
- New Caledonia • Philippines • Poland • Portugal • Russia • Singapore • South Africa
- South Korea • Spain • Sweden • Switzerland • Taiwan • Thailand • Timor Leste • Turkey
- Uni Emirates Arab • United Kingdom • United States

EXPECTATION ON TARGET EXHIBITOR

BY COUNTRY:



BY TYPE OF:



VISITORS TESTIMONIALS (INTERVIEWS)

Mr TIZINO ASCARI
from Italy

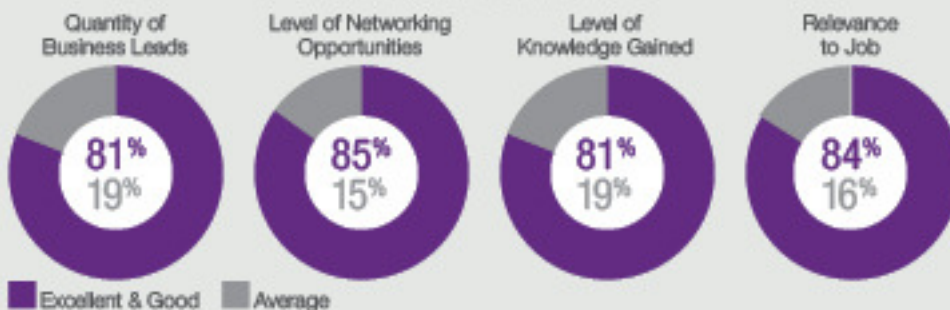
"I am here to find out about the market opportunities in Indonesia and am happy to see that international products are well-received here"

Mr RONNIE TJOK
from Indonesia

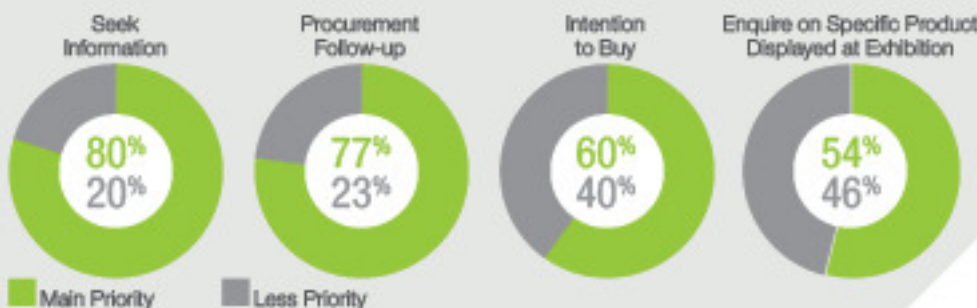
"A much larger exhibition with more machinery and wide range of quality products compared to (his) visit before."

VISITOR EXPERIENCE

VISITOR GAINS



VISITOR OBJECTIVES



Exhibition Value

83% - were highly satisfied with total number of exhibitor present

80% - considered quality of exhibitors engaged as Excellent & Good

Prospect for Next Edition

88% - may visit the exhibition again

71% - will consider joining as exhibitor

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27-30

SEPTEMBER 2017

JIEXPO
Kemayoran
Indonesia

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