

A PAMERINDO INDONESIA TRADE EVENT

MANUFACTURING SURABAYA



17 - 20 July 2024

Grand City Convention & Exhibition Center
Surabaya - Indonesia



EXHIBITION REPORT



Incorporating with:



ABOUT MANUFACTURING SURABAYA 2024



Welcome to the recap of the recent Manufacturing Surabaya 2024, the biggest manufacturing exhibition in Eastern Indonesia for manufacturing machinery, equipment, materials, and services. This exhibition as the heart of manufacturing innovation, providing a platform for industry leaders, professionals, and enthusiasts to explore the latest advancements and network with like-minded individuals in the field of manufacturing.

Co-located with :



17 – 20
JULY 2024

**GRAND CITY CONVENTION
& EXHIBITION CENTER
SURABAYA - INDONESIA**

FACTS & FIGURES

8,030
Trade
Attendees



284
Exhibiting
Companies



26
Exhibiting
Countries / Regions



5,295
SQM
Area Covered





EXHIBITORS

DELTA

KESKA
Safety

PT RODA

CAR

HAITIAN

白色母

JAPAN

PARLOW

SHIKORO

JETRO

SANTONO

TEP

TEP

JAE N PA
I JAPAN

SANTONO

TEP

TEP

SANTONO

TEP

TEP

75,5%
SATISFACTION RATE

75,7% LOYALTY
SCORE

48%
WILL PARTICIPATE
WITH LARGER BOOTH

51%
WILL PARTICIPATE
IN MFS 2025



EXHIBITORS PROFILE

34,71% Machine Tools, Metalworking & Accessories

15,29% Factory Automation

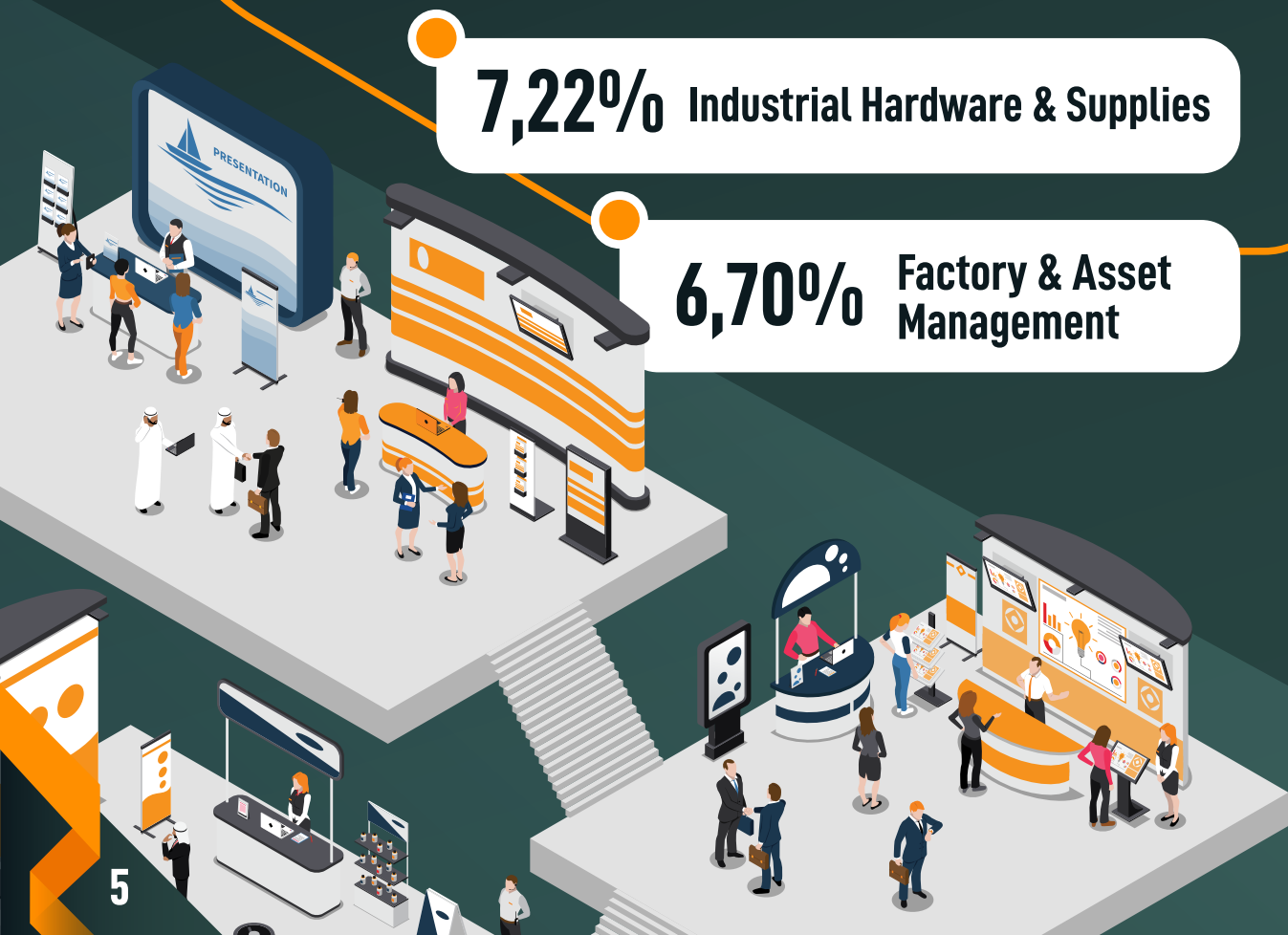
13,40% Sheet Metal Machinery

13,23% Power & Transmission

9,45% Material Handling Equipment & Production Logistics

7,22% Industrial Hardware & Supplies

6,70% Factory & Asset Management



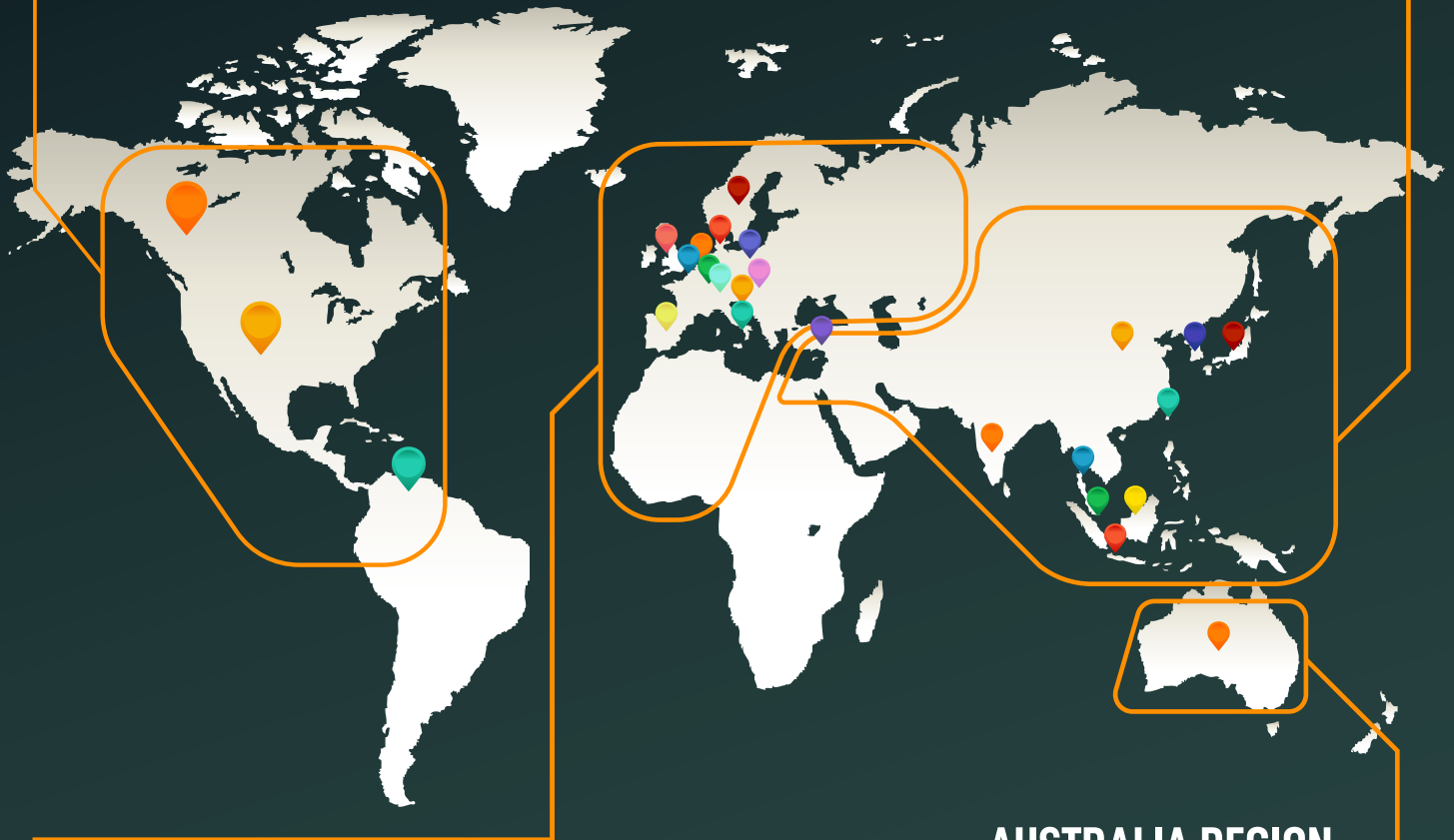
EXHIBITORS COUNTRIES / REGIONS

AMERICAN REGION

- CANADA 0,35%
- USA 4,93%
- VENEZUELA 0,35%

ASIA REGION

- CHINA 8,80%
- INDIA 0,70%
- INDONESIA 33,10%
- JAPAN 1,06%
- KOREA 4,23%
- MALAYSIA 1,76%
- SINGAPORE 1,06%
- TAIWAN 3,52%
- THAILAND 1,76%
- TURKIYE 0,35%



AUSTRALIA REGION

- AUSTRALIA 0,70%

EUROPE REGION

- AUSTRIA 0,70%
- BELGIUM 0,35%
- DENMARK 0,35%
- FRANCE 1,06%
- GERMANY 6,69%
- ITALY 1,76%
- NETHERLANDS 0,70%
- POLAND 0,35%
- SPAIN 0,35%
- SWEDEN 1,06%
- SWITZERLAND 1,41%
- UK 0,35%



EXHIBITORS ACHIEVEMENTS

68,9% BUSINESS OPPORTUNITY

68,9% BRAND AWARENESS

64,4% VISITOR QUALITY

62,2% VISITOR TRAFFIC

62,2% FIND NEW BUYERS

EXHIBITORS TOP BRANDS



“

We were absolutely amazed by the number of visitors who stopped by our booth at this year's exhibition! The turnout was incredible what an outstanding event!

Bayu Bismantara
Sales Engineering
PT Kyoritsu Electric Indonesia

”

“

The visitors were very enthusiastic and a lot of customers came from various types of industries. By the third day of the exhibition, our forklift products were flying off the shelves, becoming the top sellers, closely followed by our other machines, like measuring devices.

Jonathan Setyo Prabowo
Regional Manager
KLS Surabaya Juanda

”

“

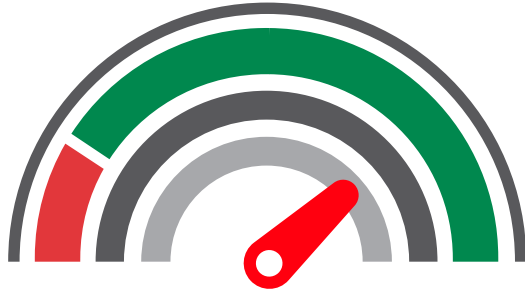
The Manufacturing Surabaya exhibition is a powerhouse for promoting the latest products and technologies, making it an invaluable resource for entrepreneurs in the manufacturing industry looking to boost their production capacity and quality. That's why this exhibition is the perfect platform for us to showcase our innovations and connect with industry leaders.

Tri Nuryanto
Director
PT Indotube Solusi Mesindo

”

VISITORS





8,6
COSTUMER
SATISFACTION



57
NET PROMOTOR
SCORE



8,5
LOYALTY



TOP 10 VISITORS COUNTRIES

99,20%  INDONESIA

0,32%  CHINA


0,20%  SINGAPORE

0,18%  JAPAN

0,10%  MALAYSIA

0,08%  THAILAND

0,03%  BELGIUM

0,03%  TAIWAN

0,02%  GERMANY

0,02%  INDIA



VISITORS DEMOGRAPHIC BY JOB FUNCTION

36,70% EXECUTIVE AND MANAGEMENT

27,70% TECHNICAL AND OPERATIONS

19,79% SALES AND BUSINESS DEVELOPMENT

11,24% ADMINISTRATIVE & SUPPORT SERVICES

4,58% GOVERNMENT AND EDUCATION



VISITORS DEMOGRAPHIC BY BUSINESS ACTIVITY

40,49% AUTOMOTIVE & MACHINERY

17,04% TECHNICAL AND OPERATIONS

10,40% FOOD & BEVERAGE

10,15% TECHNOLOGY & ELECTRONICS

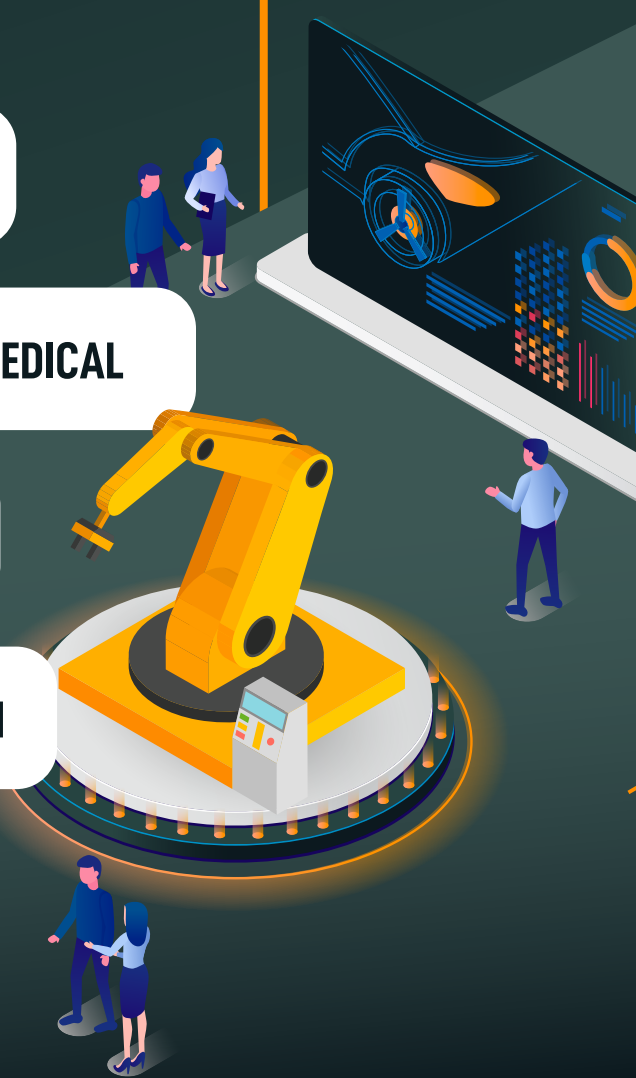
9,05% CONSUMER GOODS

4,16% ENERGY & ENVIRONMENT

4,7% RESEARCH, EDUCATION & MEDICAL

1,49% BUSINESS & SERVICES

0,96% MEDIA & COMMUNICATION



VISITORS ACHIEVEMENTS

BASED ON VISITOR'S FOLLOWING ASPECTS THAT SATISFIED BY PARTICIPATING MANUFACTURING SURABAYA 2024

69% CHECK IN EXPERIENCE

68,9% BUSINESS OPPORTUNITY

68% SERVICE FROM ORGANIZER

67% QUALITY OF EXHIBITOR

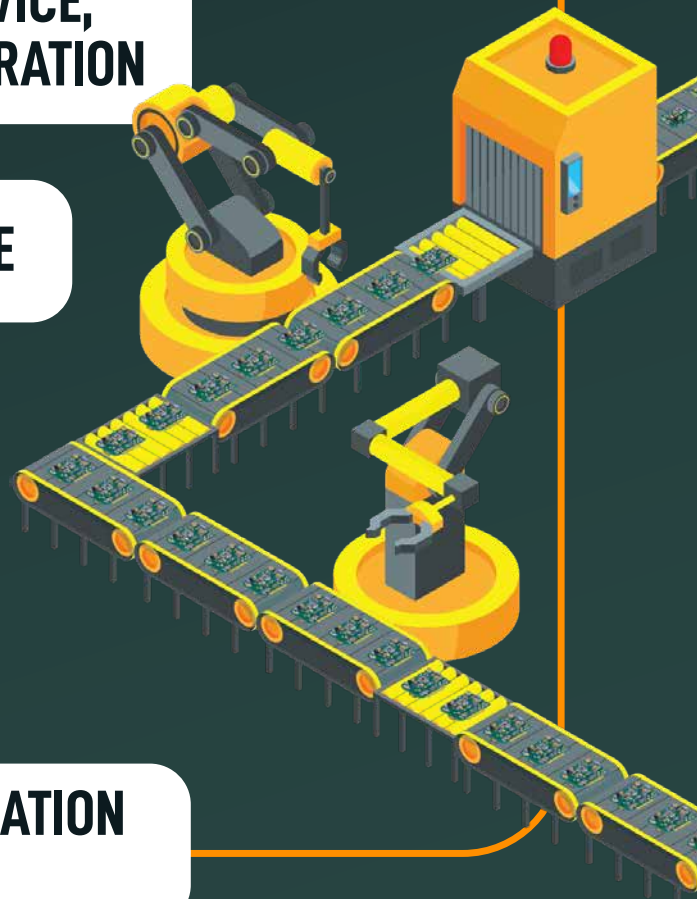
67% ONSITE INFO, SERVICE, SIGNAGE, & DECORATION

67% EXHIBITION RANGE

66% NAVIGATION

66% QUANTITY OF EXHIBITOR

65% PRE-FAIR INFORMATION FROM ORGANIZER



VISITORS ACHIEVEMENTS

BASED ON WHAT OUR VISITOR'S OBJECTIVES HAVE BEEN
ACHIEVED BY PARTICIPATING MANUFACTURING SURABAYA 2024

59% COLLECT MARKET INFORMATION

56% SOURCE NEW PRODUCT

54% CONSOLIDATE CONTACTS WITH
SUPPLIERS / BUSINESS PARTNERS

48% FIND NEW SUPPLIER

43% FIND FRANCHISOR / PRINCIPLE /
PARTNERS / AGENT / DISTRIBUTOR

42% PLACE ORDER



VISITORS ACHIEVEMENTS

BASED ON HOW IMPORTANT ARE THE FOLLOWING TO OUR VISITOR PLANNING TO VISIT MANUFACTURING INDONESIA 2025

64% NETWORKING OPPORTUNITES

62% WHAT PRODUCT WILL BE EXHIBITED

60% INVITATION FROM ORGANISER

60% WHO WILL BE EXHIBITING AT THE EXHIBITION

59% MAKING APPOINTMENT WITH THE EXHIBITOR BEFORE THE EXHIBITION

59% INVITATION FROM SUPPLIER

VISITORS VOICES : **INSIGHTS FROM THE SHOWFLOOR!**

“

This exhibition is truly impressive! The range of machines and manufacturing equipment on display is extensive, making it incredibly valuable for those of us in the manufacturing industry. It offers us the perfect opportunity to explore the latest innovations, and to find cutting-edge machines that we can recommend for our company's next big investment.

PT Indonesia Asahan Aluminium

”

“

This exhibition is an incredible resource for expanding our knowledge, offering insights into the latest technologies. As professionals in manufacturing, it's crucial for us to stay ahead by continually evolving and upgrading our tools. Doing so not only benefits the companies we work for but also drives our business forward by speeding up cycle times and finding more cost-effective machines and equipment.

PT Albea Rigid Packaging Surabaya

”

“

As a purchasing manager, this exhibition is a must-attend event for me every year. It's my go-to place for discovering the latest machines that could benefit my company. The exhibition is fantastic - not only does it broaden my knowledge, but it also provides invaluable updates from vendors that are crucial for our operations.

PT Pakarti Riken Indonesia

”



ONSITE PROGRAMMES & ACTIVITIES

OPENING CEREMONY & PRESS CONFERENCE



The first day of Manufacturing Surabaya 2024 began with an Opening Ceremony and Press Conference. The exhibition was opened with the signing on a piece of batik fabric by the Mayor of Surabaya, Mr. Eri Cahyadi, along with our VIP guests. It was also attended by all our key exhibitors, partners, and media representatives.

The batik fabric, a highlight of our event, symbolizes the rich heritage of Indonesia, promoting the country's cultural legacy. The Press Conference and Opening Ceremony concluded with a media tour led by VIP guests, allowing them and the media to experience the exhibition firsthand, engaging with various displays and innovations showcased.

FORKLIFT HERO COMPETITION



At Manufacturing Surabaya 2024, the Forklift Hero competition featured 25 skilled operators from leading manufacturing companies, highlighting their ability to handle electric vehicle (EV) forklifts with speed, precision, and safety. Participants navigated a challenging course, demonstrating their expertise in stacking and unstacking pallets accurately and efficiently while adhering to stringent safety standards.

This event was part of our broader sustainability program, promoting the adoption of EV forklifts for greener manufacturing practices. By showcasing the efficiency and environmental benefits of EV forklifts, the competition underscored our commitment to reducing the industry's carbon footprint and advancing sustainable technology.

Additionally, this program is part of our support to empower forklift operators, providing them with the opportunity to showcase their skills and gain recognition for their essential roles in manufacturing. The competition highlighted the crucial role of skilled operators and reinforced our commitment to fostering their growth and development within the industry.

KAIZEN CLINIC

MANUFACTURING SURABAYA 2024
17 - 20 July 2024
Grand City Convention & Exhibition Center
Surabaya - Indonesia

In Collaboration with:  Supported by: 

KAIZEN CLINIC at #MFS2024

19 - 20 July 2024
Diamond Room Lt. 3
Grand City Convention & Exhibition Center

The Coaches:

- **RIZKY A. RAMADHAN**
LEAN & KAIZEN
- **YASER ALI HUSEN**
DIGITAL TRANSFORMATION
LEAN AND INDUSTRY 4.0
- **WINNY ROSEMILLEN**
HSE Consultant
- **ROLENSYA B. P.**
HSE Consultant


konsultasi GRATIS bersama Kaizen Coach di Pameran
Manufacturing Surabaya 2024!



KAIZEN CLINIC is designed to provide a platform to demonstrate the principles of Kaizen, emphasizing continuous improvement in manufacturing processes within the manufacturing industry. Through scheduled one-on-one consultation sessions, the Kaizen Clinic offers industry players a range of support, from technical solutions to insights for organizational improvement and development, covering areas such as Health, Safety, and Environment (HSE), operational excellence, and digital transformation.

This program also supports the empowerment of manufacturing players by providing them with the tools and knowledge necessary to enhance their operations. By fostering a culture of continuous improvement, the Kaizen Clinic helps industry participants to stay competitive and innovative. The initiative aims to build a resilient manufacturing sector that can adapt to evolving challenges and opportunities, ultimately contributing to the overall growth and sustainability of the industry.

ATMI ALUMNI DAY



MANUFACTURING SURABAYA
A PAMERINDO INDONESIA TRADE EVENT

POLITEKNIK ATMI SURAKARTA

ATMI ALUMNI DAY

Acara kumpul alumni Politeknik ATMI di pameran Manufacturing Surabaya 2024!

Kamis, 18 Juli 2024
Pukul 10.00 - 17.00 WIB
Diamond Room - Grand City



ATMI Alumni Day is an event for all alumni of Politeknik ATMI Surakarta to gather and network during the Manufacturing Surabaya exhibition.

In addition to the Alumni Day, we have introduced the NEXT GEN Talent Development Program, a forward-thinking initiative designed to empower the next generation of leaders in the manufacturing sector. In collaboration with Politeknik ATMI, this program offers a comprehensive student fund Corporate Social Responsibility (CSR) component, aiming to support talented students in their educational and professional journeys. This initiative is a crucial part of our sustainability program, focused on fostering human capital and driving sustainable development. By investing in the education and development of future industry leaders, we are ensuring the continued growth and innovation of the manufacturing sector.

“WALK THE MANUFACTURING” STUDENTS TOUR



Walk The Manufacturing was an activity attended by students from Institut Teknologi Sepuluh Nopember and Universitas PGRI Adi Buana Surabaya. They were engaged in a journey of direct interaction with equipment, machinery, and technology used as part of the manufacturing industry.

This program is also part of our "Connect the Disconnected" initiative, which aims to remove barriers for the next generation of manufacturing players. By providing students with the opportunity to see the latest technology and receive updates about the industry, we help bridge the gap between education and the professional world. This initiative ensures that future industry leaders are well-informed and prepared to contribute to the evolution of the manufacturing sector.



SUSTAINABILITY ZONE

Innovate, Create, Sustain : Leading the Way in Eco-Friendly Manufacturing



We collaborated with PUREVE to set up a water stations, offering free refills. Encouraging our visitors to bring their own tumblers to the show, we'll quench your thirst with refreshing refills at our water station – all for free.

By integrating these sustainable practices into our event, we are also promoting a broader culture of sustainability, responsible consumption, and environmental awareness. Such initiatives play a crucial role in fostering a more sustainable and equitable future.



THANKS TO OUR PARTNERS

Supported by :



Association Partner :



University Partner :



Official Apparel :



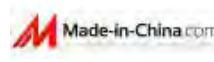
Sustainability Partner :



Content Partners :



Media Partners :



ABOUT THE ORGANISER



PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia, established with the sole purpose of organizing specialized trade exhibitions for the Indonesian market. The company has grown considerably and now regularly organizes over 20 trade exhibition in the following sectors: Beauty, Building & Construction, Electric & Power, Food & Hospitality, Laboratory, Manufacturing, Mining, Plastics & Rubber, Oil & Gas sectors. Since its inception PT Pamerindo Indonesia has organized over 200 international trade exhibitions in Jakarta, Surabaya and Bali.

PT Pamerindo Indonesia is part of Informa Markets, a division of Informa plc. Informa Markets creates platform for industries and specialist market to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others.

We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibition, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

For more information, please visit www.informamarkets.com

The 19th International Manufacturing Machinery, Equipment, Materials and Service Exhibition

A PAMERINDO INDONESIA TRADE EVENT
**MANUFACTURING
SURABAYA** 

16 - 19 July 2025

Grand City Convention & Exhibition Center
Surabaya - Indonesia



BIGGEST MANUFACTURING EXPO IN EASTERN INDONESIA

Organised by:



Sustainable Events:



This event is powered by
**Renewable
Electricity**

Sales :

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