INTERNATIONAL MICE TRADE SHOWS PARTICIPATION

Directorate of MICE
Ministry of Tourism and Creative Economy
Republic of Indonesia
Indonesia Tourism

1. Danau Toba (Sumut)
2. Kepulauan Seribu (DKI Jakarta)
3. Kota Tua (Dki Jakarta)
4. Borobudur (Jateng)
5. Bromo – Tengger – Sumeru (Jatim)
6. Kintamani – Danau Batur (Bali)
7. Menjongan – Pemuteran (Bali)
8. Kuta – Sanur – Nusa Dua (Bali)
9. Gunung Rinjani (Ntb)
10. Komodo (Ntt)
11. Ende – D.Kelimutu (Ntt)
12. Tanjung Puting (Kalteng)
13. Toraja (Sulsel)
14. Bunaken (Sulut)
15. Wakatobi (Sulteng)
16. Raja Ampat (Papua Barat)

Destinations

16 International Markets

Domestic Markets

1. Singapura
2. Malaysia
3. Australia
4. China
5. Jepang
6. Korea Selatan
7. Filipina
8. Taiwan
9. USA
10. UK
11. Perancis
12. India
13. Netherlands
14. Timur Tengah
15. Jerman
16. Russia

Primary

Secondary

Emerging

Special Interests

- MICE
- Culture and Heritage
- Nature and Ecotourism
- Sport and Recreation
- Cruise ship
- Culinary and Shopping
- Health and Wellness
Organization Structure

Directorate of MICE and Special Interests Promotion

Sub-Directorate of Gov & NGO Events Promotion
- Gov Events
- NGO Events

Sub-Directorate of Corporate Events Promotion
- Domestic Corporate
- International Corporate

Sub-Directorate of Special Interests Promotion
- Marine
- Non Marine

- MICE Culture and Heritage
- Nature and Ecotourism
- Sport and Recreation
- Cruise ship
- Culinary and Shopping
- Health and Wellness
Program

- Research
- MICE Destination Development
- Capacity Building

Destination Promotion
- MICE Trade Show
- Media Campaign
- MICE EduTrip

Bid Support & Delegate Boosting
- Letter of Support
- Presentation
- Promotional Material
- Site Inspection

Event Support
- Coordination with relevant Gov’.Institutions
- Help-desk at international gates (air/seaports)
- Pre-Post tour / Spouse programs
- Functions (receptions)
- Cultural Performance
- Souvenirs
Indonesia MICE Destinations

- Accessibility
- Venues
- Supporting Facilities
- Past-Events
- Human Resource
- Stakeholders Commitment
Events Support

Associations
- World Organization
- IPRAS
- CIMSA
- IFLA

Government Org
- APEC

Communities
- Meetings, Conventions, Exhibitions, Events
- Incentive Groups

The Criteria to Qualify for Benefits

- **Meetings, Conventions, Exhibitions, Events**
  - International Participants:
    - 500 persons minimum
    - From 10 countries
  - At least 3 night stays in Indonesia
  - Broad Media Coverage

- **Incentive Groups**
  - At least 100 participants from overseas countries
  - At least 3 night stays in Indonesia
Events Support

- Seminar Meeting Packages
- Excursion
- Exhibitions
- Functions
- Cultural Performance
- Promotional Materials
Program

Major Events

- IMO
  Indonesia MICE Outlook

- IEBFM
  Indonesia Ecotourism Business Forum & Mart

- ICMITM
  Indonesia Corporate Meeting & Incentive Travel Mart
### MICE OUTLOOK

**Venue**: Jakarta Convention Center  
**Date**: 16 – 17 November 2013  
**Type**: Seminar  
**Freq**: Annual Event (6th in 2013)  
**Speakers**: Experts on Economy, MICE, Tourism and other relevant experts  
**Participants**: MICE Stakeholders  
**Program**:
- Seminar
- MICE Awards
- Exhibition
- Networking Lunch and Dinner
**IEBFM**

Indonesia Ecotourism Business Forum & Mart

in collaboration with Local Government

<table>
<thead>
<tr>
<th>Venue</th>
<th>Tanjung Puting, South Kalimantan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>22 – 23 September 2013</td>
</tr>
<tr>
<td>Type</td>
<td>B to B Forum</td>
</tr>
<tr>
<td>Freq</td>
<td>Annual Event (8th in 2013)</td>
</tr>
<tr>
<td>Speakers</td>
<td>Ecotourism Experts, i.e Prof. Birute Galdikas</td>
</tr>
<tr>
<td>Participants</td>
<td>Buyers : National and International TA/TO Sellers : National Ecotourism Operators, TA/TO</td>
</tr>
<tr>
<td>Program</td>
<td>• B to B Forum</td>
</tr>
<tr>
<td></td>
<td>• Table Top</td>
</tr>
<tr>
<td></td>
<td>• Mini Exhibition</td>
</tr>
<tr>
<td></td>
<td>• Field Trip</td>
</tr>
</tbody>
</table>
### Major Events

**ICMITM**

*Indonesia Corporate Meeting & Incentive Travel Mart*

in collaboration with AMEX – Danamon, and Local Government

<table>
<thead>
<tr>
<th>Venue</th>
<th>Padang</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>May 2014</td>
</tr>
<tr>
<td>Type</td>
<td>B to B Forum</td>
</tr>
<tr>
<td>Freq</td>
<td>Annual Event (7th in 2014)</td>
</tr>
</tbody>
</table>
| Participants | Buyers: AMEX Corporate-Card Holders (100-120)  
Sellers: Domestic MICE and Tourism Industry (100-120) |
| Program |  
• B to B Forum  
• Table Top  
• Mini Exhibition  
• Field Trip |

2008 - Bali  
2009 - DIY  
2010 - Lombok  
2011 - Manado  
2012 - Medan  
2013 - Semarang
International MICE Trade Show Participation
## MICE Trade Shows 2014

<table>
<thead>
<tr>
<th>Tradeshows</th>
<th>Date &amp; Place</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IT&amp;CM China</strong> Incentive Travel &amp; Conventions, Meetings China</td>
<td>17-19 April Shanghai</td>
<td><a href="http://www.itcmchina.com">http://www.itcmchina.com</a></td>
</tr>
<tr>
<td><strong>IMEX</strong> The Worldwide Exhibition for Incentive Travel, Meetings &amp; Events</td>
<td>22-24 Mei Frankfurt</td>
<td><a href="http://www.imex-frankfurt.com">http://www.imex-frankfurt.com</a></td>
</tr>
<tr>
<td><strong>IMEX America</strong> American Exhibition for Incentive Travel, Meetings &amp; Events</td>
<td>9-12 Juni Las Vegas</td>
<td><a href="http://www.imexamerica.com">http://www.imexamerica.com</a></td>
</tr>
<tr>
<td><strong>IT&amp;CM Asia</strong> Incentive Travel &amp; Conventions, Meetings Asia</td>
<td>2-4 Okt Bangkok</td>
<td><a href="http://www.itcma.com.sg">http://www.itcma.com.sg</a></td>
</tr>
<tr>
<td><strong>EIBTM</strong> European International Business Travel Mart</td>
<td>27-29 Nov Barcelona</td>
<td><a href="http://www.eibtm.com">http://www.eibtm.com</a></td>
</tr>
</tbody>
</table>
# International MICE Trade Shows

<table>
<thead>
<tr>
<th>Schedule</th>
<th>APR</th>
<th>MAY</th>
<th>OCT</th>
<th>NOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Int’l Tradeshows 2014</td>
<td><img src="#" alt="ITCM China" /></td>
<td><img src="#" alt="IMEX" /></td>
<td><img src="#" alt="ITCMA" /></td>
<td><img src="#" alt="EIBTM" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Booth Size 2013</th>
<th>36 Sqm</th>
<th>54 Sqm</th>
<th>54 Sqm</th>
<th>36 Sqm</th>
<th>42 Sqm</th>
</tr>
</thead>
</table>
MICE Trade Shows 2014

Current Condition

Objectives

Promoting Indonesia MICE Destinations

Facilitating Industry

Networking

 HOW?
MICE Trade Shows 2014

- IMEX Frankfurt
- IMEX America
- EIBTM
- ITCMA
- ITCMC

40%
What We Offer?
Thank You...