



**INTERNATIONAL  
FLOORING  
TECHNOLOGY**

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

**25—28  
September 2024**

JIEXPO Kemayoran Jakarta Indonesia

# ***POST SHOW REPORT***



## **Floortech Indonesia 2024 Success:**

**Where Industry Leaders Converged for Proven Business Opportunities**

Floortech Indonesia 2024 emerged as Indonesia's premier gathering for the flooring industry bringing together 286 exhibitors and an impressive 13,596 trade visitors from 31 nations. This year's exhibition elevated networking and business opportunities, with a dynamic show floor that fostered meaningful connections and positioned Floortech Indonesia as a key player in advancing industry growth.

With strong global participation, the event once again cemented its status as an essential meeting ground where industry leaders could collaborate, seize new market insights, and drive forward Indonesia's flooring industry. Engagement with exhibitors from China, South Korea, Italy, Singapore, and others enabled visitors to network with key stakeholders, exchange ideas, and explore innovative solutions to challenges facing the industry. The event also provided a platform for showcasing cutting-edge technologies and trends in flooring industry.

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 [floortechindonesia](https://www.linkedin.com/company/floortechindonesia)  [Wakeni Exhibition](https://www.youtube.com/channel/UCWakeniExhibition)

Organized by  
**wakeni**  
Exhibition & Convention Expert  
PT WAHANA KEMALANIAGA MAKMUR

Co-organizer  
 盈拓展览  
Intop Expo



## EXHIBITOR ANALYSIS

**286 exhibitors**  
from 20 countries  
& regions

Australia, Austria, Canada, China, Denmark, Finland, France, Gabon, Germany, India, Indonesia, Italy, Japan, Malaysia, Singapore, Slovenia, South Korea, Taiwan, Turkey, USA

### EXHIBITOR EXPERIENCE

<b>93%</b>	Quality of Visitors Engaged
<b>92%</b>	Level of Networking Opportunities
<b>92%</b>	Marketing Effectiveness
<b>92%</b>	Quantity of Business Leads
<b>88%</b>	Number of Overall Visitors

### EXHIBITION SUCCESS

PRODUCT INTEREST & SALES		VISITOR ENGAGEMENT		EXHIBITION IMPACT	
<b>92%</b>	Arranged for sales follow-up with prospective buyers	<b>85%</b>	Met top management, business owners and decision makers	<b>96%</b>	Saw the exhibition's Importance for the Industry
<b>88%</b>	Met visitors who had intention to buy	<b>85%</b>	Got Connected to procurement sales and marketing staff	<b>95%</b>	May return for the next exhibition
<b>89%</b>	Received direct interest on product displayed at exhibition	<b>83%</b>	Met the type of visitors targeted	<b>93%</b>	May recommend this exhibition to others



## VISITOR ANALYSIS

**13.596 visitors**  
from 31 countries  
& regions

Angola, Australia, Bangladesh, Belgium, Canada, China, Estonia, Fiji, Finland, France, Germany, Hong Kong, India, Indonesia, Iraq, Italy, Japan, Malaysia, Mexico, Philippines, Russia, Singapore, Sri Lanka, South Korea, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, United States, Vietnam



### TOP 5 Main Product Interest

- ▶ Industrial Flooring
- ▶ Tile Marble & Stone Flooring
- ▶ Parquet & Wood Flooring
- ▶ Sports Flooring
- ▶ Floor Cleaning Equipment & Accessories

### TOP 5 Visitor Business Profile

- ▶ Suppliers & Distributors
- ▶ Construction Project
- ▶ Building Contractors & Engineers
- ▶ Interior Design & Architects
- ▶ Home Owner / Real Estate Developers

### TOP 5 Purpose of Visit

- ▶ Gather Market / Product Information
- ▶ To Seek New Products/ Technologies
- ▶ To Visit Supplier
- ▶ To Look for Business Partners
- ▶ To Place Order

### VISITOR SATISFACTION LEVEL

- 98%** Quality of Exhibitors Engaged
- 97%** Quantity of Business Leads
- 97%** Trade Visitors Satisfied with Exhibitors
- 96%** Networking Opportunities Gained
- 98%** Level of Knowledge Gained

### VISITOR VISIT REVIEW

- 99%** Willingness to Visit Again
- 97%** Found the exhibition beneficial for woodworking & furniture industry professionals

## CONCURRENT EVENTS

### Well attended industry seminars and presentations

Additionally, the event's concurrent seminars, featuring industry experts, enriched the visitor experience and solidified Floortech Indonesia's role as a hub for both innovation and business growth in Indonesia's. This achievement underscores Floortech Indonesia 2024's status as Indonesia's most influential business hub for the sector.



By: Tender Indonesia



Speaker:

Menuju Masyarakat Olahraga & Prestasi Melalui Sarana Prasarana Olahraga di Jakarta



By: PT. Jotun Indonesia

Speaker:  
Mr. Steven Kifly  
Floor Coating Business Development Specialist

Easy Green Building with Jotun



By: PT. Ananta Buana Sentosa

Speaker:  
Mrs. Citra Paramitha  
General Manager

Surface Preparation



By: PT. Propan Raya

Speaker:  
Mr. Ardi Marlian Oktadrianto  
Product and Marketing Manager

45 Tahun Propan Berinovasi Terus Menerus Untuk Indonesia Maju



By: PT. Pera Abadi Sentosa

Speaker:  
Mr. Perry J Macdonald  
Technical Consultant

Making Terrazzo in an Hour



By: PT. Fanos Asia Coating

Speaker:  
Mr. Novantio AL  
Technical Manager

Antistatic Flooring

## EXHIBITOR TESTIMONIALS



**PT. ANANTA BUANA SENTAUSA**

Ms. Citra Paramitha | *General Manager*

"The Floortech team was incredibly helpful, and we were highly satisfied with their service. We look forward to joining Floortech again next year, so don't miss the opportunity to participate. Floortech brings together international flooring technology and prominent brands from Indonesia, providing a comprehensive platform for the industry. Thank you to the Floortech team for organizing this event. For those who haven't joined yet, it's a must! We achieved our target in just four days."



**PT. FANOS ASIA**

Mr James Karosekali | *CEO*

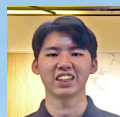
"This was our first time participating in the Floortech International exhibition, and our hope is that it will help our company grow and gain recognition. During the event, we saw tremendous enthusiasm from visitors, reflecting the growth of the Indonesian flooring industry and its alignment with global trends. Best wishes for Floortech 2024! Thank you."



**PT. JOTUN INDONESIA**

Rifan | *Brand Marketing*

"We are proud to be part of this event. We have consistently participated in the International Flooring Technology exhibition for the past three years, supporting this event as it grows. Over these three days, we have welcomed many visitors to our booth, engaging in discussions and sharing information about our products. We hope to continue supporting this event in the years to come."



**PT. MASINDO JAYA PRIMA (LAIV)**

Mr. Rico Andreas | *Head of Design Interior*

"The event has been fantastic, and we are delighted to have welcomed so many guests and visitors to our booth. We've already established connections with several potential customers, and we're hopeful to return to the next event with even greater results for our company."



**PT. PERA ABADI SENTOSA**

Mr. Haji Nanan Purnaman | *Managing Representative*

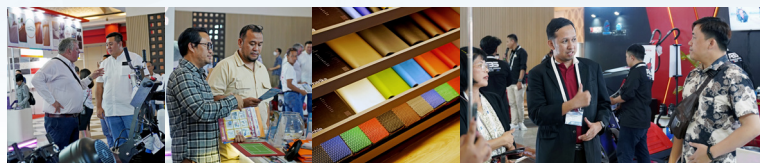
"The Floortech exhibition at JIExpo from September 25-28 was exceptional, attracting a large and enthusiastic crowd. Many visitors came to our booth, including those from various regions and islands, even as far as North Maluku."



**PT. TRI ADI PUTERA (TRITERA INDONESIA)**

Ms. Dahlia Handayani | *Commissioner*

"I'm extremely grateful to Floortech for the opportunity to participate. Through Floortech, we've received considerable interest from interior designers, contractors, and other industry professionals. Thank you to Floortech for this wonderful opportunity and the excellent facilities provided."



## VISITOR TESTIMONIALS



**Visitor Floortech Indonesia 2024**

"My impression of this exhibition is very positive. There are many displays of local and imported products, which gave us insights into new brands and the latest product updates. My hope is for the event to expand even more in the future. I found out about it from an acquaintance who happened to be exhibiting here, and I made sure to stop by. Looking forward to Floortech Indonesia 2025!"



**Visitor Floortech Indonesia 2024**

"The exhibition was impressive, with many exhibitors presenting various new materials that we could consider as alternatives for future projects. It's a vibrant space, and my hope is to see even more exhibitors next year. This exhibition provides numerous alternative options, which has been very helpful. We were invited by friends and colleagues among the exhibitors, and we also received information via social media. The products we're seeking are available here, making this exhibition extremely valuable. See you at Floortech Indonesia 2025!"