



DRIVING YOUR SPORT BUSINESS TO THE NEXT LEVEL - JOIN IN ISEF 2019 !

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21 - 25
AUGUST
2019 - JCC

ORGANISED BY :



STRATEGIC PARTNER :



VENUE :



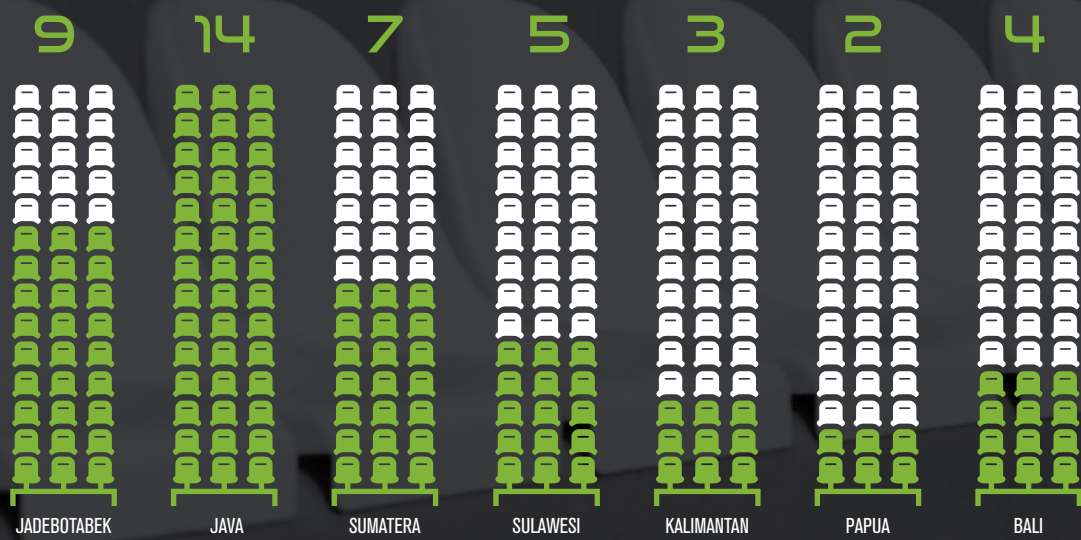
OVERVIEW OF SPORT INFRASTRUCTURE & FACILITIES DEVELOPMENT

In the last ten years, Indonesia has experienced significant growth related to the development of sport infrastructure. With the increasingly sport's infrastructure management, Indonesia now has a promising sport industry. Therefore Indonesia has begun to improve the quality of the stadiums and sport venues to provide the improvement of an adequate of sport facilities.

Mostly, stadiums are built by local government, professional football clubs are rented as homebase. In current conditions, clubs starts renovate their homebase so it is FIFA standard and worth it as required by the league. In many cities, stadium homebase football clubs are planning to renovate, both for the tribune to be a single seat which also adds to its capacity, as well as improved lighting systems in many stadiums.

Especially for Jakarta, in the near future, October 2018, will soon begin to build the Jakarta International Stadium that will become the homebase of one legendary club: Persija Jakarta, the previous stadium has been dismantled into the Depot or MRT Station. The stadium will have a capacity of 75,000 seats with international standard.

In the stadium area will also be built apartments, sport clubs, and star hotels. The plan will also be built pedestrian path, skate park, and bike path there. For transportation, DKI Jakarta Provincial Government wants to provide a number of mass transportation modes, such as TransJakarta bus, railway station, and light rail transit.



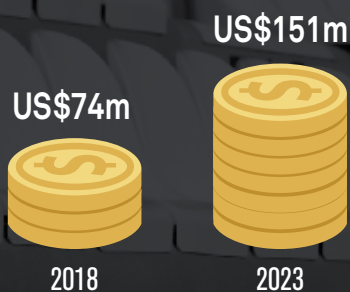
Here are infographic of sport center & stadiums development plan in Indonesia within the year of 2018 – 2022. There will be more than 50 sport venues will be built by government and supported by public sectors to fulfill an adequate sport facilities in every region.



OPPORTUNITIES & KEY TRENDS OF INDONESIA SPORT INDUSTRY MARKET

Sport Events

The Sport Events segment consists of the sale of tickets for professional sporting events that are purchased via the Internet. Football, basketball, baseball and other ball sport, plus motorsports including Formula 1 and NASCAR, as well as golf, tennis and similar sport are included. The segment covers the sale of digital tickets with QR codes, as well as the purchase of paper tickets that are bought online and posted to an address or are available at a physical collection point. Users refer to the active ticket buyers, independent of the number of tickets purchased in one booking.



Revenue in the Sport Events segment amounts to **US\$74m** in 2018. Revenue is expected to show an annual growth rate (CAGR 2018-2023) of 15.2%, resulting in a market volume of **US\$151m** by 2023. User penetration is 1.4% in 2018 and is expected to hit 1.6% by 2023.

Source: <https://www.statista.com/outlook/272/120/sport-events/indonesia>

Sport & Outdoor Market Analysis

Market segment Sport & Outdoor includes leisure products relating to sport and outdoor activities. Sport and outdoor items also include clothing, shoes as well as sport and outdoor equipment, for example hiking poles, backpacks, fitness equipment, hunting devices, sporting weapons, swimming accessories and sport gear. All monetary figures refer to the annual gross revenue and do not factor in shipping costs.



Revenue in the Sports & Outdoor segment amounts to **US\$305m** in 2018. Revenue is expected to show an annual growth rate (CAGR 2018-2023) of 13.0%, resulting in a market volume of **US\$563m** by 2023. User penetration is 6.0% in 2018 and is expected to hit 9.1% by 2023.

Source: <https://www.statista.com/outlook/259/120/sports-outdoor/indonesia>



DRIVING YOUR SPORT BUSINESS TO THE NEXT LEVEL



One aspect of the government program concerns regarding the Potential and Sport Sector Issue is related to the increasing of sport industry. The government indicated in to strategic goals that must be marked by the growth of the number of sport industry players, the center of sport industry that centralized, formed and synergized. Sport is an industry that will continue to grow through:

A. Sport Events

The aim is to encourage infrastructure development and community empowerment. Sport events bring more than just athletes and officials, but also generate business and investment opportunities.

(Grand Prix, Olympics, World Cup, Asian Games, SEA Games, PON, FIFA Basket Ball World Cup etc.)

As an example of the impact of sport events on the implementation of Asian Games 2018 Jakarta - Palembang:

ASIAN GAMES 2018		CONSTRUCTION INVESTMENT	EVENT COST	REVENUE FROM VISITORS
JAKARTA Rp. 22 Trillion	PALEMBANG Rp. 18.7 Trillion	JAKARTA : Rp. 13.7 Trillion PALEMBANG : Rp. 15.4 Trillion (2015-2018)	JAKARTA : Rp. 5.8 Trillion PALEMBANG : Rp. 2.1 Trillion	JAKARTA : Rp. 2.6 Trillion PALEMBANG : Rp. 968 Miliar (2018)

B. Products of Sport Infrastructure and Facilities

Government facilitates sport industry development includes networking enhancement and cooperation. The Ministry of Youth & Sport has supported more than 6.258 participants within 5 years in developing of sport industry through the sport expo.

(Sport shoes, sportswear, ball, racquet, shuttlecock, golf stick, etc.)

Source: Priority Program of Youth & Sport Ministry Republic of Indonesia - Strategy Plan 2017

Revealing new opportunity in sport marketing, ISEF 2019 as a business platform is having new theme for **“Driving Your Sport Business to the Next Level”** by stimulating the advancement of a sport industry and creating a positive opportunity for various groups. Indonesia has touched into international quality through the success of Asian Games & Asian Para Games in 2018 and will be following other international sport competitions or events in the future as a host. Both the government and private sector are driven to procure and build international standard infrastructure, equipment and supporting facilities that altogether driving sport business and sport performance to the next level.



SPORT BUSINESS PLATFORM IN INDONESIA

PT. Expotama Sinergi presents Indonesia Sport Expo & Forum (ISEF) as the first business platform for both private and public sectors to drive sport business through direct interaction and enhance corporate & product branding, grow towards market leader position.

EVENT DETAIL ISEF 2019

Expo Title	: The 4th Indonesia Sport Expo & Forum (ISEF)
Theme	: Driving Your Sport Business to the Next Level
Expo Date	: August 21 - 25, 2019
Venue	: Jakarta Convention Center - Senayan
Show Type	: Exhibition & Forum
Show Time	: 10:00 AM – 09.00 PM
Main Agenda	: - Opening Ceremony - Exhibition - Business Forum



1. SPORT VENUE & FACILITIES

Sport Infrastructure, Facilities, Grass Synthetics, Pool, Velodrome, Scoreboard, LED, Stadium Chair, Fiberglass, Track & Fields Equipment, etc.

2. SPORT TEXTILES & MATERIAL

Fabric, cloth, cotton, button, zippers, dye clothes, sports apparel, accessories, etc.

3. FITNESS & HEALTH

Fitness equipment, physiotherapist, supplements, healthy & nutrition food, etc.

4. SPORT TOURISM

Recreational sports, hiking, camping, diving, action sport, rafting, etc.

5. OUTDOOR & SPORT EQUIPMENT

Soccer, basket, badminton, golf, bike, tennis, roller skate, , etc.



WHY EXHIBITS?

- ISEF is the key to the Indonesia sport industry market.
- ISEF is a platform where Indonesia and international players of the sport industry meet. Chance to get connect with future partners and clients, see the strategies of competitors and strengthen existing partnerships.
- ISEF also offers a variety of events and workshops.

5 Facts about ISEF

1. Indonesia's First and Foremost Sport Business Platform

As the first sport business exhibition in Indonesia, ISEF is an appropriate for sport industry players in Indonesia for both customers and producers.

2. Was a Great Success For The 3rd Edition

In the past 3 years, ISEF successfully became a pioneer in the sport business exhibition with the number of visitors in 2018 more than 8.000 visitors.

3. Showing Off Multiple Sporting Goods

An extensive variety of sporting goods, equipment and accessories, plus infrastructure project development and opportunities are altogether presented by the industry leaders and players.

4. Solution Your Sporting Needs

As a business exhibition, ISEF will bring together customers with manufacturers and distributors in the sporting industry to meet specific needs of your company, organization, club, or community.

5. Sporting Business Networking Opportunity

ISEF is the right platform for your company to share the best of you products and services with customers and visitors.



WHO WILL VISIT ?

TARGET VISITOR:



Government



Sport
Facilities
Contractors



Sport Venue &
Property Developer /
Architect



Sport
Associations &
Organizations



Building
Owner



Traders



Sport
Manufacturers



Wholeseller /
Distributor



Professional
Athletes



Sport Facilities
Owner



Sport
Enthusiast



Hotels & Resort
(Procurement)

ISEF PROGRAMME:

ISEF forum

- Revitalize of Sport Building Infrastructure Forum
- Sport Tourism & Events Seminar
- Enhancement Indonesian Sport Product Seminar & Workshop

Player Networking

- Distributor Forum
- Product & Business Presentation

ISEF award

Best Market Leading Sport Business



CONTACT US

EXPOTAMA SINERGI

G9 Building 2nd Floor

Jl. KH. Abdullah Syafei No.9 Jakarta 12840, Indonesia

P : +62(21) 8370 2989, 8292 649, 8309 730

F : +62(21) 831 3777

E : info@expotama.com W : www.expotama.com

Ms.Sakanti :

M : +62 856 917 71783

E : sakanti.debindo@gmail.com
sakanti@debindo-ite.com

Mr. Zaky :

M : +62 82318810809

E : Zaky.debindo@gmail.com
Zakyabdulkarim@gmail.com

