



Embassy of the Republic Indonesia
Mexico City



Indonesia Trade
Promotion Center
MEXICO CITY



EXPO
Indonesia
en México 2023

World Trade Center, Mexico City
3 - 7 of August 2023



México

Mexico is a country with the 2nd largest GDP value in Latin America and 15th in the world.

It is the gateway to the US and Canada as well as Central and South America.

With a population of 130 million people and a GDP per capita of USD 8,329 (more than double Indonesia's GDP per capita), Mexico is a very prospective market for Indonesia.

México es el país con el segundo PIB más grande de América Latina y ocupa el lugar 15 en el mundo.

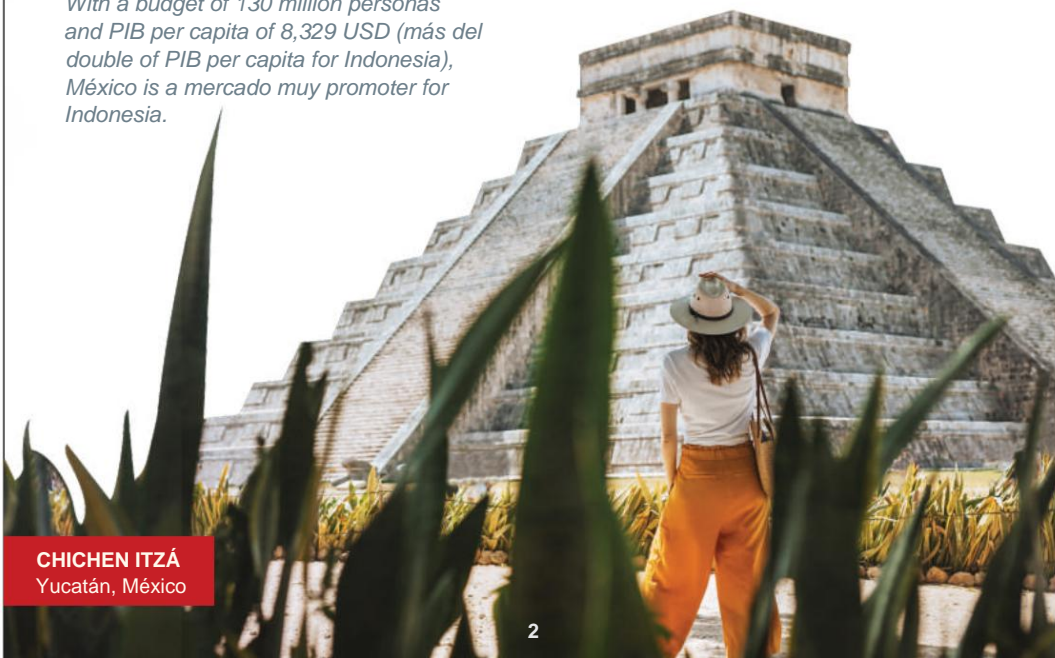
Es la puerta de entrada a los EE. UU. y Canada, así como a America Central y del Sur.

With a budget of 130 million personas and PIB per capita of 8,329 USD (más del double of PIB per capita for Indonesia), México is a mercado muy promoter for Indonesia.



THE ANGEL OF INDEPENDENCE

📍 Mexico City, Mexico



CHICHEN ITZÁ
Yucatán, México



There are **6.18 billion USD** of outbound investment originating from Mexico throughout the world. At the same time, Mexico is also attracting inbound investment.

In 2019 (before the pandemic), there were 82 million tourists from Mexico around the world (source: statista).

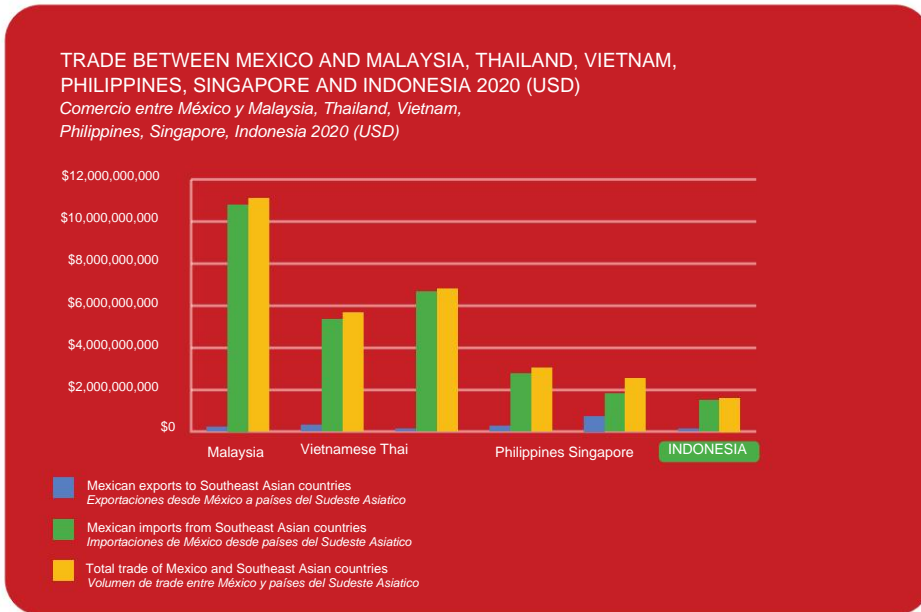
Hay 6,180 millones de dólares in inversión desde México hacia el mundo. Al mismo tiempo, México también está atrayendo inversiones.

En 2019 (antes de la pandémica), había 82 millones de turistas mexicanos en todo el mundo (fuente: Statista).





Source: BPS, processed by Center for Data and Information Systems, Ministry of Trade
 Fuente: BPS, elaborado por Centro de Datos y Sistemas de Información, Ministerio de Comercio de Indonesia



Source: SAT, SE, BANXICO, INEGI. Trade Balance of Merchandise of Mexico (1993 - 2020). SNIIEG. Información de National Interest Fuente: SAT, SE, BANXICO, INEGI. Balanza Comercial de Mercancías de México (1993 - 2020). SNIIEG. Información de Interés Nacional

Mexican investment in Indonesia, among others namely Kidzania and Cinépolis. Meanwhile, one of Indonesia's investments in Mexico is Indorama Venture.

Las inversiones de México en Indonesia, entre otros, including a Kidzania y Cinépolis. Mientras que una de las inversiones of Indonesia en México es Indorama Venture.

Mexican tourists who visited Indonesia in 2019 (before the pandemic) were 13,663 tourists.

Los tourists mexicanos que visitaron Indonesia en 2019 (antes de la pandemic) fueron 13,663 tourists.



cinépolis

Mexico has great potential that Indonesia has not fully utilized.

México tiene un gran potencial que no ha sido aprovechado en su totalidad por Indonesia.



Expo Indonesia en Mexico is the first integrated exhibition of Indonesian trade, investment, tourism and culture in Mexico, which will be held jointly by Indonesian stakeholders. The exhibition will last for 5 days.

Implementation in 2023 coincides with 70 years of RI-Mexico diplomatic relations.



Expo Indonesia en México, es la primera exposición integrada del commerce, la inversión, el turismo y la cultura de Indonesia en México, que se llevará a cabo conjuntamente por las partes interesadas en Indonesia. La exhibición tendrá una duration de 5 días.

La realización del evento en 2023, coincide con el 70th anniversary of diplomacy between Indonesia and México.



SOEKARNO PARQUE
Mexico City



Location | *Ubicación*



Execution time:

3 - 7 August 2022

The exhibition will be held on a special basis for five days, and will be broadcast on social media.

Target

200 participants
(booth) 10,000 visitors in 5 days

Fecha del evento:

del 3 al 7 de agosto de 2023

La exposición de llevará a cabo de manera presencial durante cinco días y se transmitirá en las redes sociales.

Metas:

200 participantes (stands)
10,000 visitors in 5 días.





Agenda | Agenda

- Trade Show & Investment
Feria de Comercio e Inversion

- Promotion of Indonesia's tourism potential
Promotion of tourism potential in Indonesia

- Business matching
Encuentros de negocios

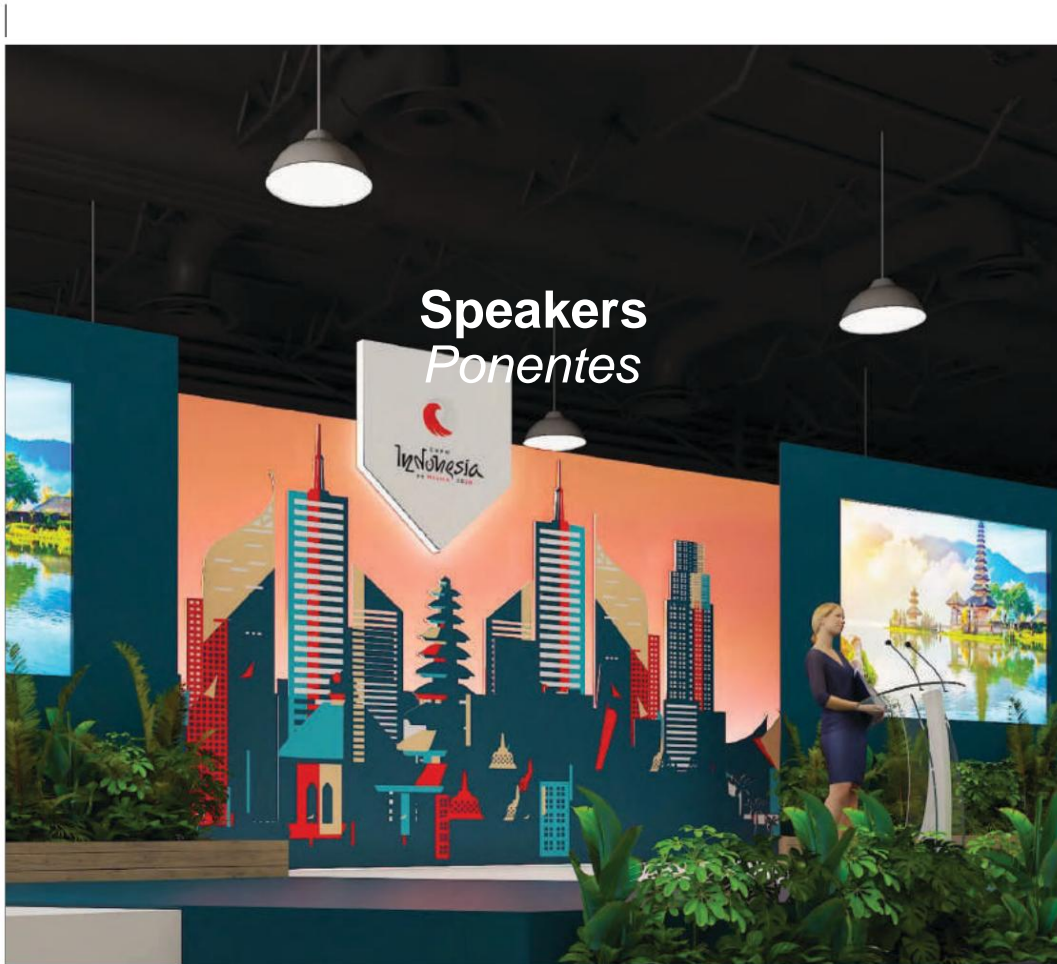
- Cultural Stage (dance, music, fashion show, etc.)
Espectáculos Culturales (danzas, música, desfile de modals, etc.)

- Workshop (how to make batik, herbs, angklung, etc.)
Talleres (como hacer batik, fitoterapia, instrumentos de angklung, etc.)

- Seminars & discussions
Seminarios and conferences

- Culinary Promotion (+ cooking demonstration)
Promoción Gastronómica (+ demostración culinary)





Keynote Speech
Discurso de apertura

- **Joko Widodo**
President of the Republic of Indonesia
Presidente de la Republic of Indonesia
- **Andrés Manuel López Obrador**
President of the United States of Mexico
President de los Estados Unidos Mexicanos

- Indonesian High Officials
Altos funcionarios de Indonesia
- Mexican High Official
Altos funcionarios mexicanos
- Chairman of the Business Association
Indonesia
Presidente de la Asociación Empresarial in Indonesia

- Chairman of the Business Association
Mexico
Presidente de la Asociación Mexicana de Empresarios
- Company Officers
Private
Ejecutivos de las empresas privadas

Exhibitor Category

Category de expositor

Provincial government
Indonesia
*Gobierno de Provincia de
Indonesia*

- MSME Booths
Stands de Mipymes
- Investment potential booth
Stands de potencial de inversion
- Tourism potential booth
Stands de potencial tourism

1

BUMN
Empresas publica

2

Private companies
Empresas privadas

3

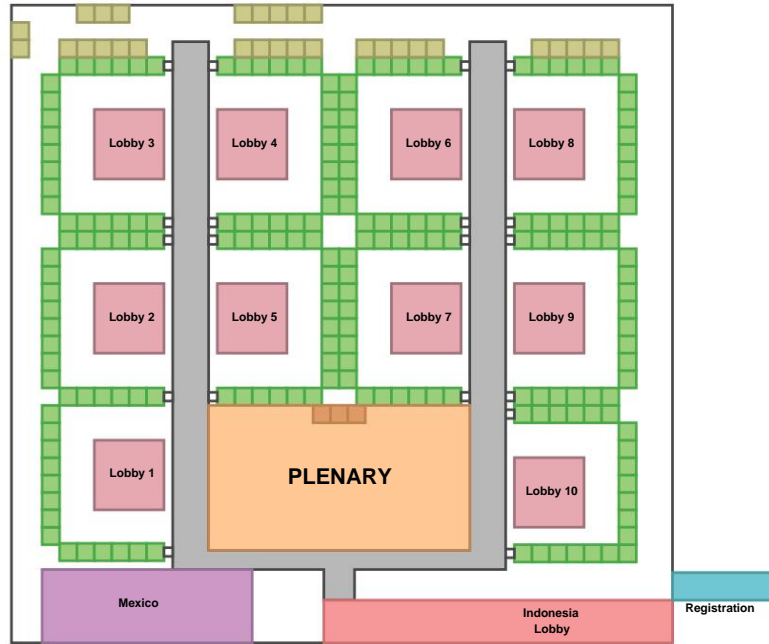
State Government
Mexican section
*Gobiernos estatales
Mexicanos*

4



Exhibition Floor Plan

Plano de la exposition



WTC (Maya Room)
WTC (Maya Room)

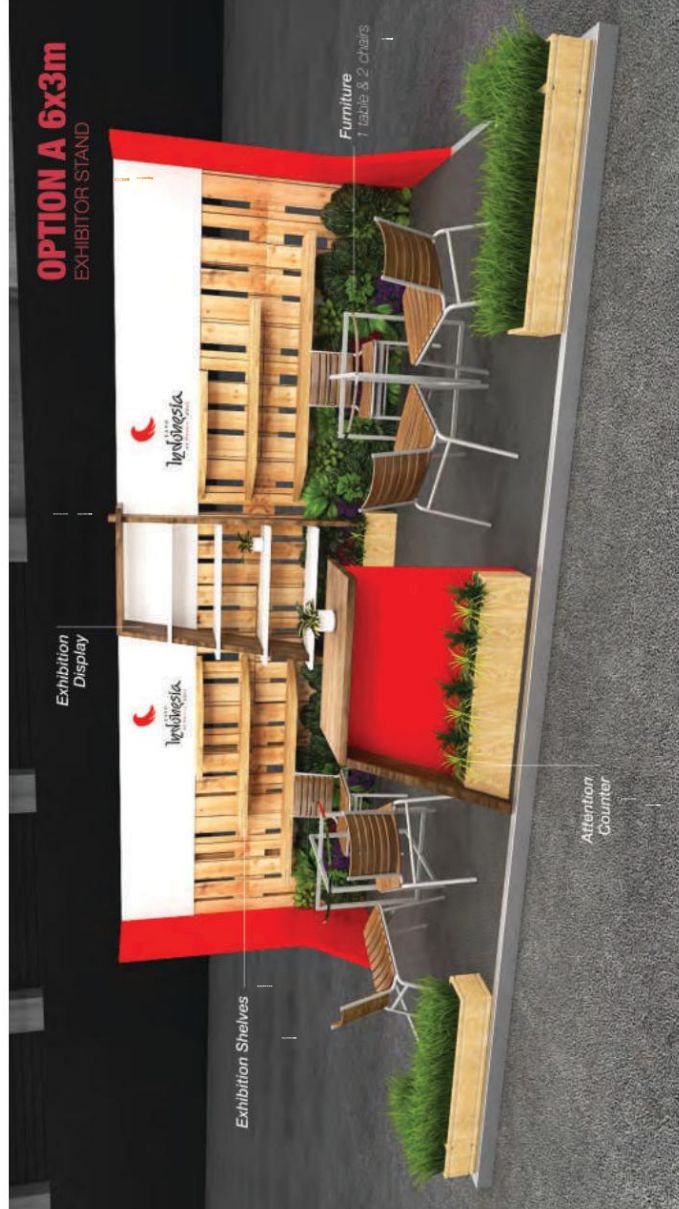
- Registration Counter
Mesa de registry
- Indonesian Hallway :
Pasillo de Indonesia
- Entrance Metal Chains Curtain
Cortina de cadenas de metal de entrada
- Infographic Hall
Infographic Salon
- Lempuyang's Gates of Heaven
Photo-opportunity
Las puertas del cielo de Lempuyang
Oportunidad para tomar fotos
- Provinces Grand Stands
Tribunas de provincias
- Exhibition Stands Pavilions
Pabellones para expositors
- Mexican Republic States Stands
Stands de los Estados de la Republica Mexicana
- Storehouses
Almacenes
- Open Stage & Central Square
Escenario abierto y plaza central

Each Provinces Grand Stands Can Accommodate Approximately 20 Exhibitors Stands (booths) each measuring 3x3 m.

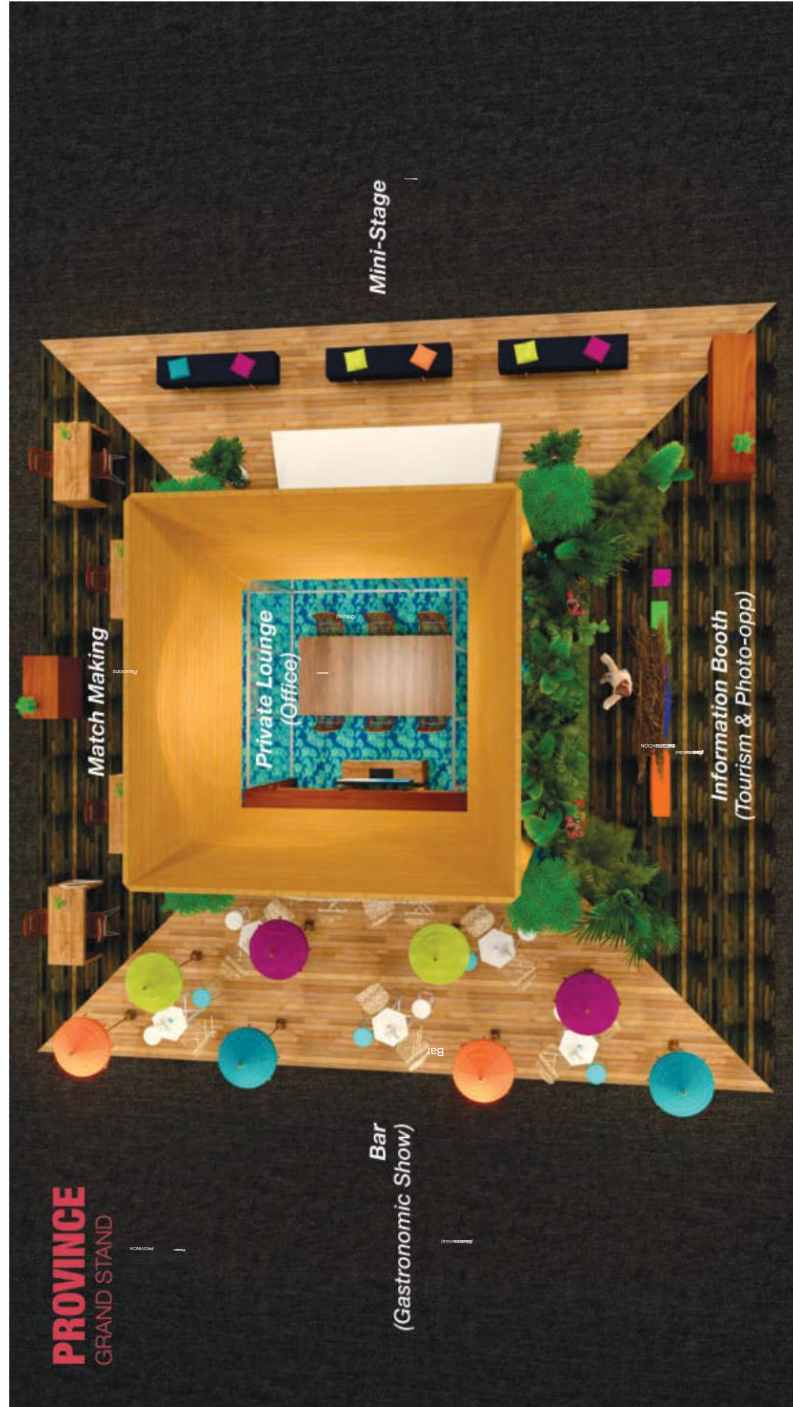
Cada uno de los stands principales de las provincias pueden acomodar aproximadamente 20 stands para expositores (booths) de 3x3 m cada una.

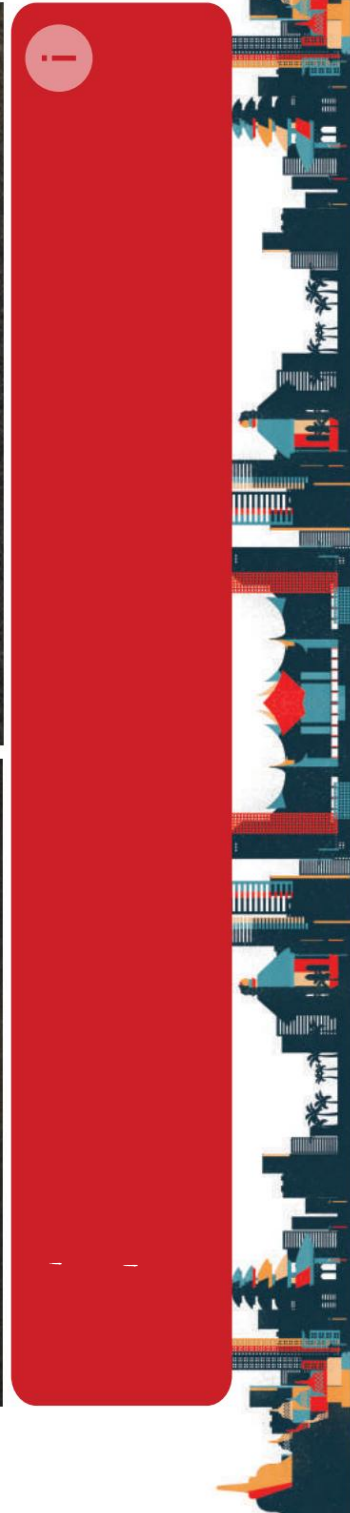














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