

Indonesia Exhibition Outlook — 2026 Infographic Summary



Indonesia Exhibition Companies Association
(IECA)

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Friday, 9 January 2026



Alignment of ASPERAPI Exhibition Industry Analysis (2021–2025)

with Indonesia MICE Industry Projections (2026–ONWARD)





Projected Total Revenue for the Exhibition Industry in 2026

Using underlying MICE projections and typical industry breakdowns:

Step 1 — Base MICE Revenue Projection

If the overall Indonesia MICE market continues strong growth around the forecast CAGR and economic recovery into 2026, it's reasonable to assume total MICE revenue in 2026 could be in the **range of USD 2.5 billion – USD 3.2 billion (~IDR 37 – 48 trillion).**

This estimate reflects:

- Expansion of domestic & international events
- Strong infrastructure and policy support
- Market recovery and sector growth post-pandemic



Projected Total Revenue for the Exhibition Industry in 2026

Using underlying MICE projections and typical industry breakdowns:

Step 2 — Exhibition Segment Share

Historically, **exhibitions represent a substantial portion of MICE revenue**, often between **30–45%** of total MICE revenue in comparable markets given:

- High spending on booth space, sponsorships, stands, equipment
- Visitor travel, accommodation & services linked directly to exhibitions

Assuming a **conservative mid-range share of ~40%: (Page 5)**

 **Estimated Exhibition Revenue (2026) = 40% × USD 2.5 b – USD 3.2 b**

 **≈ USD 1.0 b – USD 1.3 b**

 **Equivalent to ~IDR 15 – 20 trillion (approx.)**



Estimated Total Exhibition Industry Revenue – 2026

≈ **USD 1.0 b – USD 1.3 b**
(~IDR 15 – 20 trillion)

What This Implies

✓ Exhibitions as a standalone sector could approach **~USD 1 billion in revenue** in 2026

✓ Reflects:

- Larger and more diverse events (industrial, tech, logistics, consumer)
- Increased exhibitor participation and international attendees
- Impact beyond ticket sales (sponsorships, partnerships, services)



Summary

Category	Projected 2026 Revenue
Total MICE Market (estimated)	USD ~2.5 b – USD ~3.2 b
Exhibition Segment Share (40%)	USD ~1.0 b – USD ~1.3 b
Approx. in IDR	~IDR 15 – 20 trillion

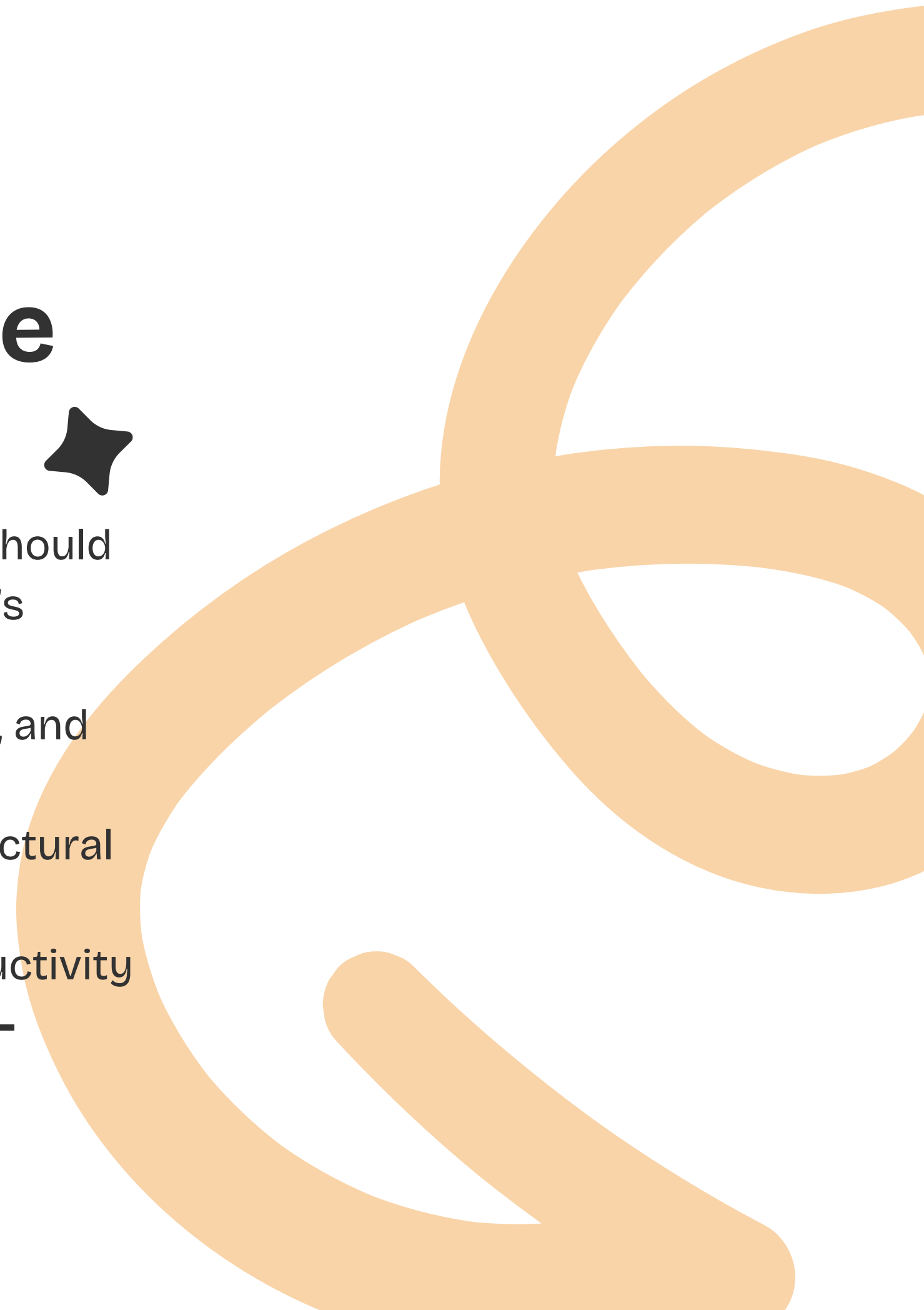
1. Positioning the 2021–2025 Data as the Foundation Phase



The ASPERAPI and Kemenparekraf exhibition data from **2021–2025** should be understood as the **foundation and transition** period of Indonesia's modern exhibition industry.

- **2021–2023** established regulatory discipline, sector prioritization, and industry survival
- **2024–2025** marked normalization, confidence recovery, and structural consolidation
- **Early 2026 data** represents pipeline visibility, not full-cycle productivity

This historical data provides a **credible baseline** for projecting **2026–(ONWARD) growth**, maturity, and international positioning.



2. 2026– Onward- (MICE) & Exhibition Industry Growth Trajectory



2.1 Projected Industry Phase (2026–ONWARD):

“Expansion, Internationalization & Value Creation” Phase**

The Indonesian exhibition industry between **2026- Onward** is expected to enter:

A high-value expansion phase characterized by fewer but larger, more strategic, and more internationally relevant exhibitions.

Key characteristics:

- Growth driven by **economic impact**, not volume alone
- Increasing **international exhibitor and buyer participation**
- Stronger **investment, trade, and downstream industry orientation**

Higher expectations for **measurable outcomes**



3. Exhibition Volume Outlook (2026–Onward)

3.1 Quantitative Projection (Aligned with Historical Productivity)

Based on:

- Average **~150 exhibitions/year (2021–2025)**
- Improved organizer capacity
- Expanded venue infrastructure (NICE PIK 2, regional MICE hubs)



3. Exhibition Volume Outlook (2026–Onward)

3.1 Quantitative Projection (Aligned with Historical Productivity)

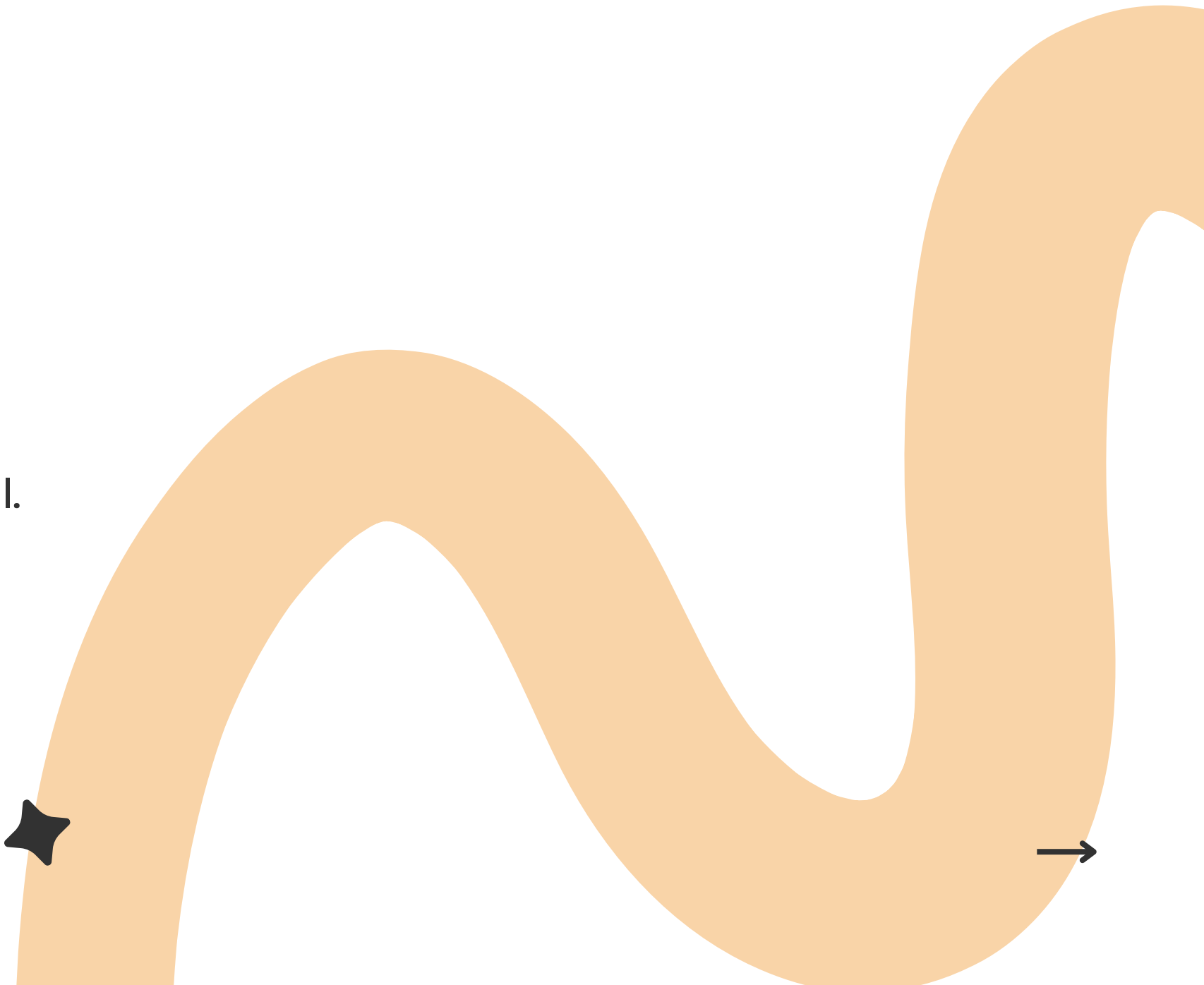
Projected outlook:

Period	Expected Annual Exhibition Range
2026–2027	~150–165 exhibitions/year
2028–2030	~165–185 exhibitions/year

Growth is expected to be **incremental and controlled**, not exponential.

Strategic Interpretation

- Indonesia will **not compete on quantity** with mature markets
- The focus will be on **larger scale, higher impact, sector-driven exhibitions**



4. Evolution of Exhibition Types (2026–Onward)

4.1 Continuity from 2021–2025 Data

The dominant categories identified in my analysis will **remain core pillars**, but with deeper specialization:

- Industrial & Manufacturing → **Advanced manufacturing, EV, supply chain**
- Energy & Downstream Industry → **Hilirisasi, green energy, critical minerals**
- Healthcare & Medical → **Medical tourism, biotech, hospital investment**
- Technology & Digital Economy → **AI, smart industry, data centres**
- Logistics & Transportation → **Port, cold chain, smart logistics**
- Trade & Export → **Bilateral & multilateral trade platforms**

4. Evolution of Exhibition Types (2026–Onward)

4.2 Format Projection

- B2B exhibitions will remain dominant (>75%)
- Hybrid elements will be **supporting tools**, not replacements
- Consumer exhibitions remain selective and brand-driven

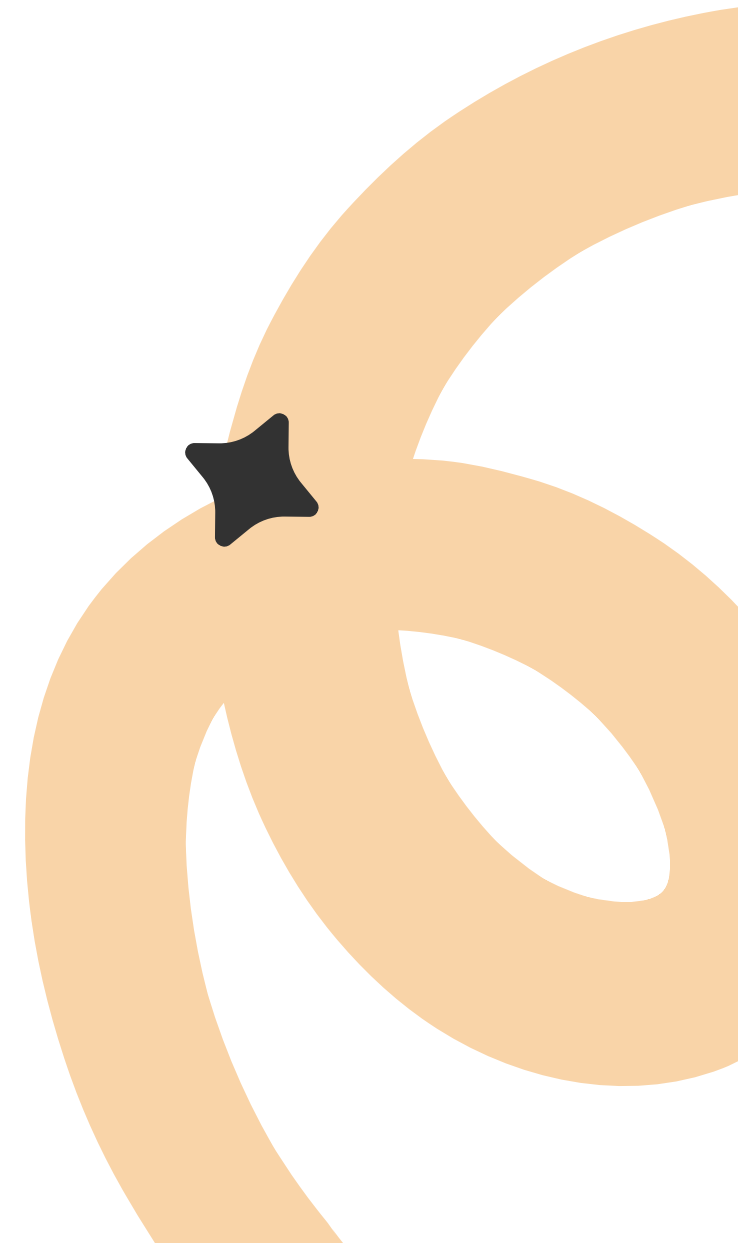


5. Exhibition Organizer (EO) Landscape: 2026–Onward

5.1 Structural Consolidation

The “fragmented but top-heavy” structure identified in our data will evolve into:

- **Clear tiering of EOs**
 - Tier-1: Regional & international standard organizers
 - Tier-2: Sector-specialist and national organizers
 - Tier-3: Niche and regional players

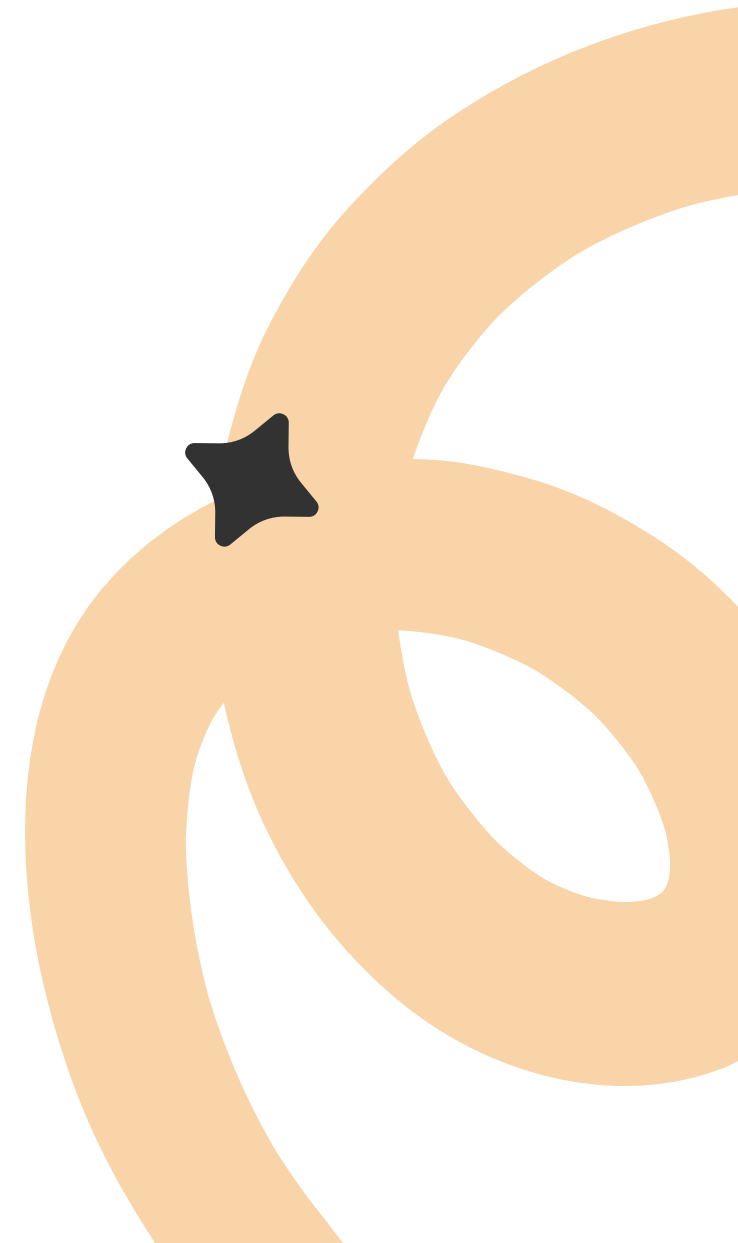


5. Exhibition Organizer (EO) Landscape: 2026–Onward

5.2 Productivity Implication

- Fewer EOs will control a **larger share of economic impact**
- Smaller EOs will survive by:
 - Specialization
 - Co-hosting
 - Acting as local partners

This aligns with global MICE market patterns in Singapore, Dubai, and Germany.



6. Productivity Redefined (2026–Onward)

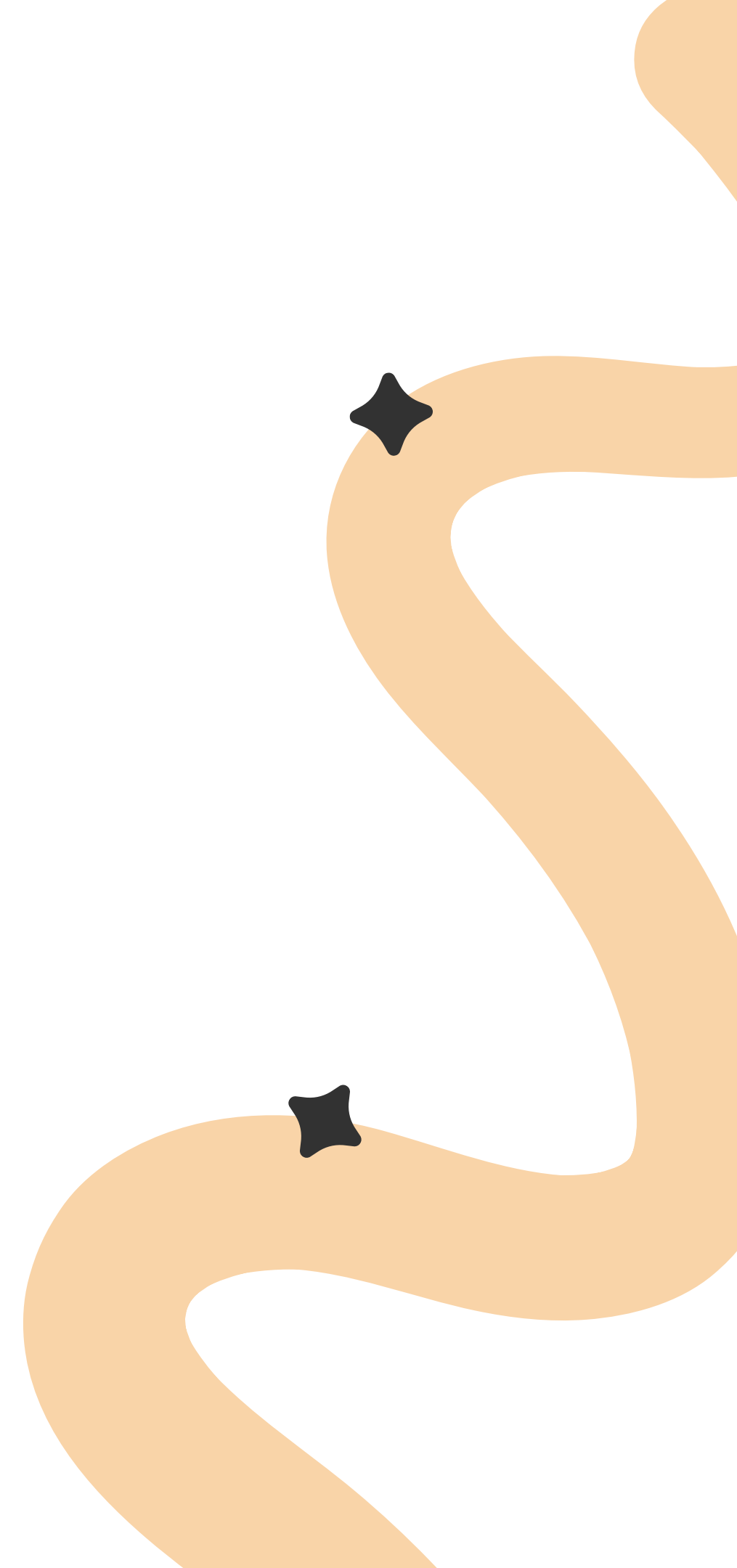
A shift from **quantity** to **productivity**.

This trend will intensify.

6.1 New Productivity Metrics

By 2026–Onward, success will be measured by:

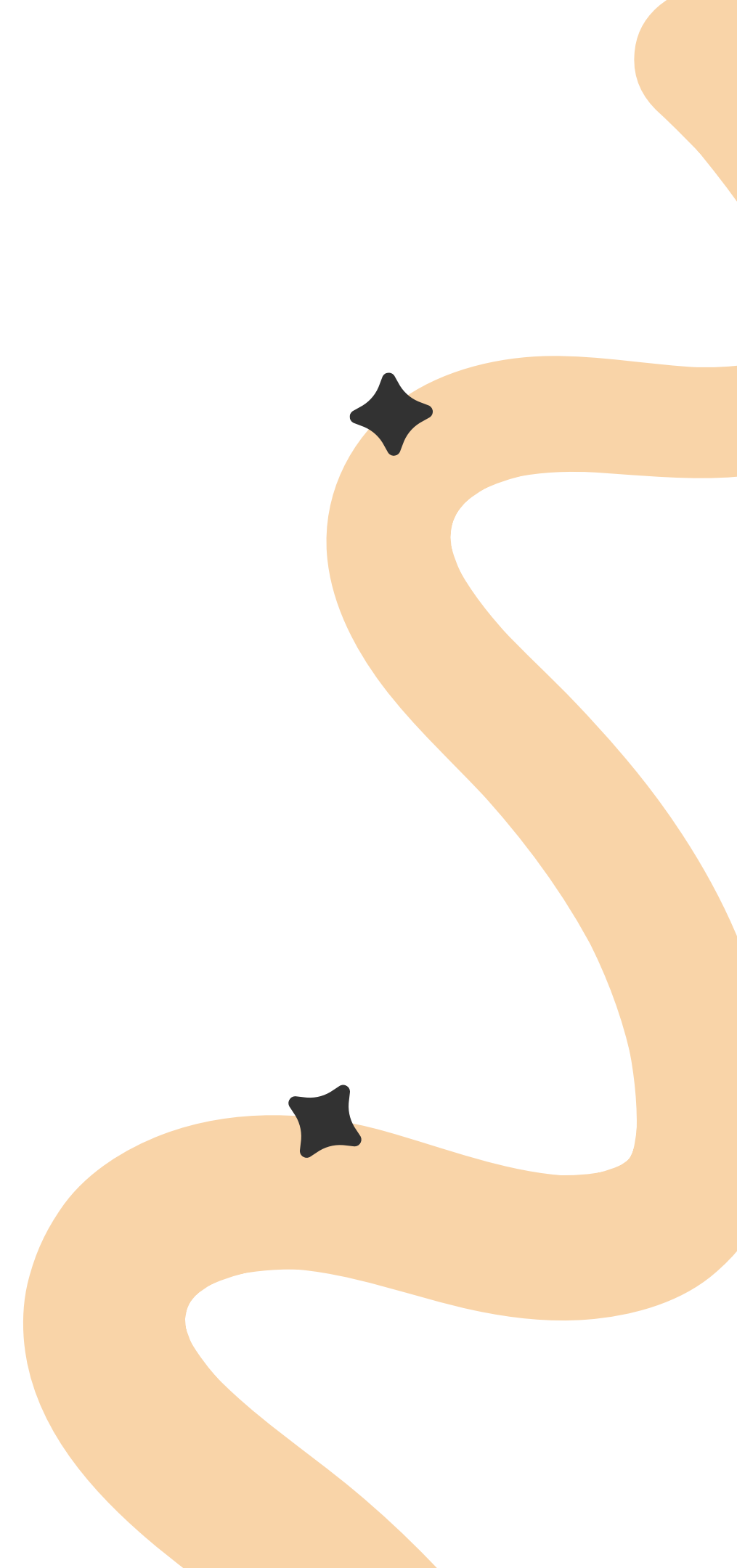
- Investment value generated
- Export & trade deals facilitated
- Number of MoUs / LOIs signed
- International buyer participation
- Policy and industry outcomes



6. Productivity Redefined (2026–Onward)

6.2 Strategic Implication

Indonesia's exhibition industry will function as an **economic instrument**, not merely an event business.



7. SWOT Alignment with 2026– Onward Outlook

Strengths → Strategic Assets

- Private sectors (Government-(?)) backing becomes a competitive advantage
- Large domestic market anchors international events
- Diverse sectors allow portfolio resilience
-

Weaknesses → Transformation Areas

- EO capability gaps will drive:
 - Consolidation
 - Professional certification
 - International partnerships
- Data fragmentation will push demand for:
 - Centralized Exhibition intelligence systems

7. SWOT Alignment with 2026– Onward Outlook

Opportunities → Growth Engines

- Indonesia positioned as:
 - ASEAN industrial gateway
 - Downstream & resource-based exhibition hub
- New venues enable:
 - Mega exhibitions
 - Multi-event clustering
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Threats → Strategic Discipline

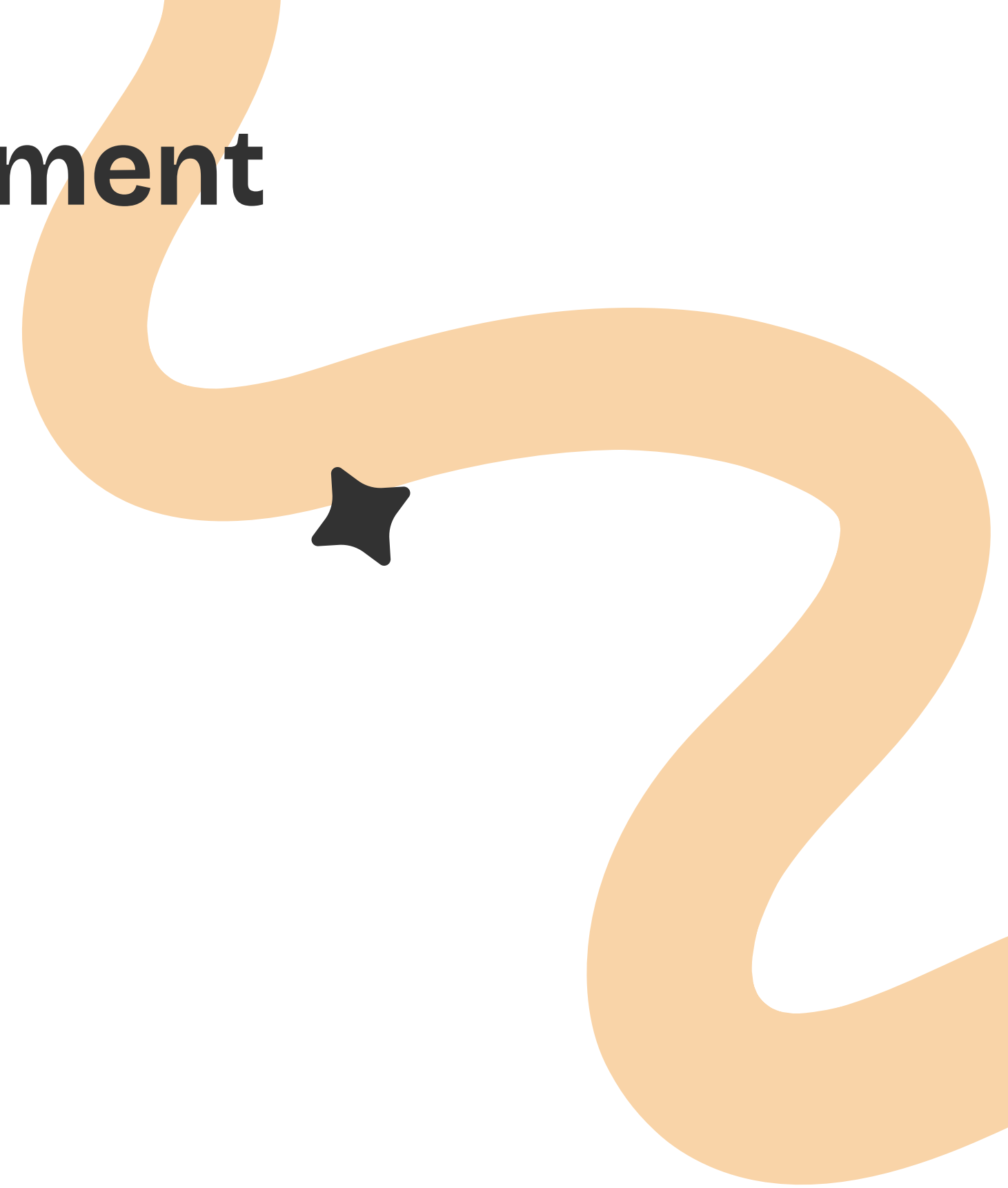
- Regional competition forces:
 - Differentiation, not imitation
- Cost pressures push:
 - Higher-value exhibition design
- Regulatory uncertainty increases importance of:
 - ASPERAPI–government coordination

8. Policy & Governance Alignment (2026–Onward)

The recommendation-based system observed in the data is expected to evolve into:

- **Outcome-based evaluation**
- **Economic impact benchmarking**
- **Sector prioritization aligned with RPJMN & industrial policy**

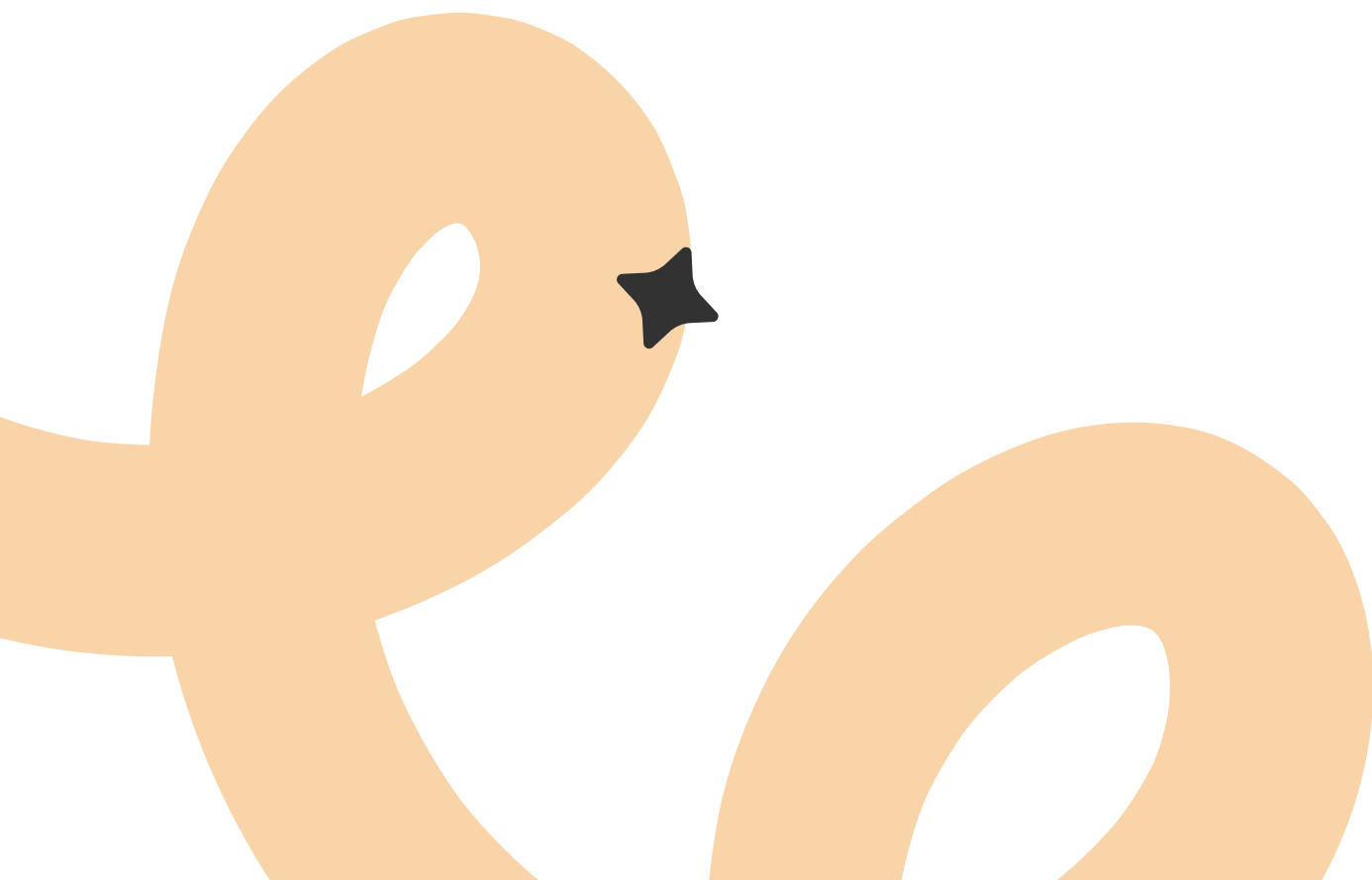
This will raise entry standards but significantly improve Indonesia's global exhibition credibility.



9. Integrated Strategic Narrative (2021–2030)

Phase Mapping

- **2021–2023:** Survival & stabilization
- **2024–2025:** Recovery & normalization
- **2026–2027:** Expansion & internationalization
- **2028–2030:** Value creation & regional leadership



10. Final Aligned Conclusion

When aligned with **2026–onward MICE industry projections**, our ASPERAPI data clearly demonstrates that:

“Indonesia’s exhibition industry is transitioning from a recovery-based ecosystem into a mature, impact-driven, and internationally competitive MICE platform”




10. Final Aligned Conclusion

Key strategic messages:

- Growth will be **selective, not excessive**
- Value creation will outweigh event volume
- Indonesia will compete on **market depth, industry relevance, and economic outcomes**
- The industry is increasingly attractive for:
 - Long-term investors
 - Global organizers
 - Strategic national development platforms

Larger & More Diverse Exhibitions

Key Sectors Expanding in 2026:

-  **Industrial, Supply Chain & Logistics**
 - 400+ exhibitors | ~40,000 professional visitors
-  **Science & Technology**
 - 14,000+ m² | 300+ exhibitors | 15 countries
-  **Consumer Electronics & Tech**
 - 1,100 exhibitors | 25,000+ trade visitors
-  **Transport & Logistics**
 - Strengthening Indonesia as a regional trade hub

Trend:

 Bigger scale + broader industry coverage + stronger investor confidence



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Thank You

