



INTERNATIONAL FLOORING & SURFACE SHOW

**17-20
September
2025**

**Indonesia Convention Exhibition (ICE)
BSD City - Indonesia**


***Empowering
the Flooring Industry
with Solutions for
Every Space and Need***

Organized by

wakeni
Exhibition & Convention • Expert
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The 4th edition of International Flooring & Surface Show (IFSS)

is Indonesia's essential platform for flooring technology, materials, and solutions. Focusing on high-quality products and innovation, the exhibition connects industry leaders, suppliers, and decision-makers under one roof to drive excellence in the flooring industry.

IFSS 2025 invites Manufacturers and Suppliers who wish to expand their customer base in:



High-Quality Flooring Materials
(wood, vinyl, stone, etc.)



Sustainable Flooring and Eco-Friendly Options



Installation Machinery and Equipment



Customized Flooring Solutions

Exhibiting Benefits



Showcase Latest
Flooring Solutions



Build Valuable Partnerships



Grow Your Business
in Southeast Asia



Highlight Customer
Satisfaction

TILE, STONE FLOORING & SURFACE TECHNOLOGY SECTION – A FOCUS ON PRODUCT SOPHISTICATION

Showcase the pinnacle of flooring and surface technology excellence with curated selection of tile and stone that are meticulously produced to meet the design needs of modern construction and building architecture.

As urban development projects unfold across the country, the adoption of tile and stone flooring in modern commercial structures and architectural designs is rapidly gaining traction, marking a paradigm shift in the Indonesian market.

► URBAN EVOLUTION

With the ongoing urban renaissance, Indonesian cities are witnessing a surge in the demand for flooring solutions that seamlessly blend aesthetics with practicality. The tile and stone flooring portfolio is strategically positioned to meet the evolving needs of modern commercial spaces.

► ARCHITECTURAL BRILLIANCE

Enrich commercial projects with sophisticated tile and stone flooring options offering a timeless appeal that aligns seamlessly with the vision of architects and designers.

**Exhibit to position your brand as an ambitious competitor
in an industry poised for exponential growth**

International Flooring & Surface Show (IFSS) PROVIDES INNOVATIVE SOLUTIONS FOR EVERY SPACE AND STYLE

Indonesia presents a rapidly expanding market for flooring and surface technology manufacturers, offering abundant opportunities for growth and success.

The demand for modern, sustainable, and high quality flooring solutions in Indonesia is surging, and IFSS 2025 is where the industry's top producers and suppliers convene.



» MARKET INSIGHTS «

PROJECTED GROWTH:

The Floor Covering market in Indonesia is anticipated to grow at an annual rate of 3.43% from 2024 to 2029, reaching a projected market volume of USD 73.10 million by 2029.

Source: STATISTA, 2024

INDUSTRY EXPANSION:

Indonesia's Flooring Resins Market is valued at USD 99.11 million in 2024, with an estimated reach of USD 148.87 million by 2030, marking a CAGR of 7.02%.

Source: MORDOR INTELLIGENCE, 2024

PRODUCT DIVERSIFICATION:

The Indonesian Ceramic Tiles Market, estimated at USD 1.29 billion in 2024, is projected to grow at a CAGR of 4.78%, reaching USD 1.62 billion by 2029.

Source: MORDOR INTELLIGENCE, 2024



IFSS 2025 is a comprehensive exhibition highlighting flooring solutions for various commercial and residential applications. It covers innovative materials, sustainable options, and efficient installation technologies.

Additionally, Southeast Asia's flooring market is expanding, driven by construction growth and a rising demand for quality, durable, and eco-friendly flooring. This event offers exhibitors the chance to tap into new market segments and reach diverse buyers.

INDONESIA'S FLOORING MARKET DEVELOPMENT FACTORS



Accelerated Urbanization



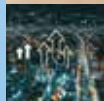
Consumer Preference for Premium and Customizable Solutions



Surge in Renovation and Remodeling Activities



Focus on Health and Safety Standards



Growth of Industrial and Commercial Sectors



Regional Influence of the Asia-Pacific Market

CURRENT MARKET NEEDS

- » Premium Flooring Materials
- » Specialized and High-Performance Flooring Solutions
- » Industrial Coatings for Durability
- » Safety and Resilient Flooring
- » Surface Preparation and Precision Installation Equipment
- » High-Quality Adhesives and Sealants
- » Advanced Installation Tools
- » Acoustic Underlayment Solutions
- » Maintenance and Aesthetic Enhancement Tools
- » Eco-Friendly and Sustainable Products

Sources:

- Lucintel: Flooring in Indonesia
- Mordor Intelligence: Indonesia Flooring Resins Market
- Statista: Floor Covering - Indonesia, Market Forecast
- 6Wresearch: Indonesia Wood Flooring Market

IFSS 2025 is a comprehensive exhibition that highlights flooring solutions for various applications, from commercial to residential. It covers innovative materials, sustainable options, and efficient installation technologies.



INNOVATIONS REPRESENTED



- » Flooring Materials and Innovations
- » Sustainable Flooring Options
- » Flooring Design and Customization Solutions
- » Installation and Maintenance Equipment

EXHIBITORS EXPERIENCE

- 93%** ▶ Quality of Visitors Engaged
- 92%** ▶ Level of Networking Opportunities
- 92%** ▶ Marketing Effectiveness
- 92%** ▶ Quantity of Business Leads
- 88%** ▶ Number of Overall Visitors

EXHIBITION SUCCESS PRODUCT INTEREST & SALES

- 92%** ▶ Arranged for sales follow-up with prospective buyers
- 88%** ▶ Met visitors who had intention to buy
- 89%** ▶ Received direct interest on product displayed at exhibition

VISITOR ENGAGEMENT

- 85%** ▶ Met top management, business owners and decision market
- 85%** ▶ Got Connected to procurement sales and marketing staff
- 83%** ▶ Met the type of visitors targeted

EXHIBITION IMPACT

- 96%** ▶ Saw the exhibition's Importance for the Industry
- 95%** ▶ May return for the next exhibition
- 93%** ▶ May recommend this exhibition to others

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
Mr. 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."

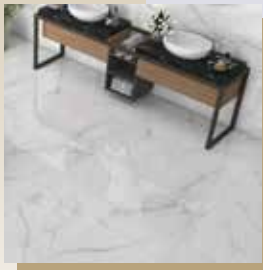


PT. TRI ADI PUTERA (TRITERA INDONESIA)
Ms. Dahlia Handayani | *Commissioner*

"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."

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 Partner
- ▶ To Place Order

VISITOR SATISFACTION LEVEL

- 99% ▶ Quality of Exhibitors Engaged
- 98% ▶ Quantity of Business Leads
- 97% ▶ Trade Visitors Satisfied with Exhibitors
- 98% ▶ Networking Opportunities Gained
- 98% ▶ Level of Knowledge Gained

VISITOR VISIT REVIEW

- 99% ▶ Willingness to Visit Again
- 97% ▶ Trade Visitors find the Exhibition Beneficial for Flooring industries



MEET VISITORS
WITH THESE
EXPECTATIONS TO

Discover New
Materials and
Installation
Technologies

Source
High-Quality
Flooring
Solutions

Connect
with Trusted
Brands and
Suppliers

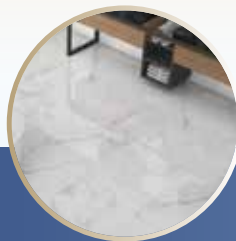
Present Quality Innovations for Indonesia's Unique Flooring Needs

International Flooring & Surface Show (IFSS) offers an unrivaled opportunity for companies to propel their businesses to new heights. IFSS provides a platform for brands to shine in Indonesia's flourishing flooring industry. Don't miss the chance to be part of the driving force behind the country's flooring sector revolution.

EXHIBITOR PROFILE



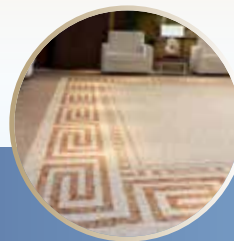
KEY PRODUCT CATEGORIES



Hard Floors &
Resilient Floorings



Non-resilient
Floorings

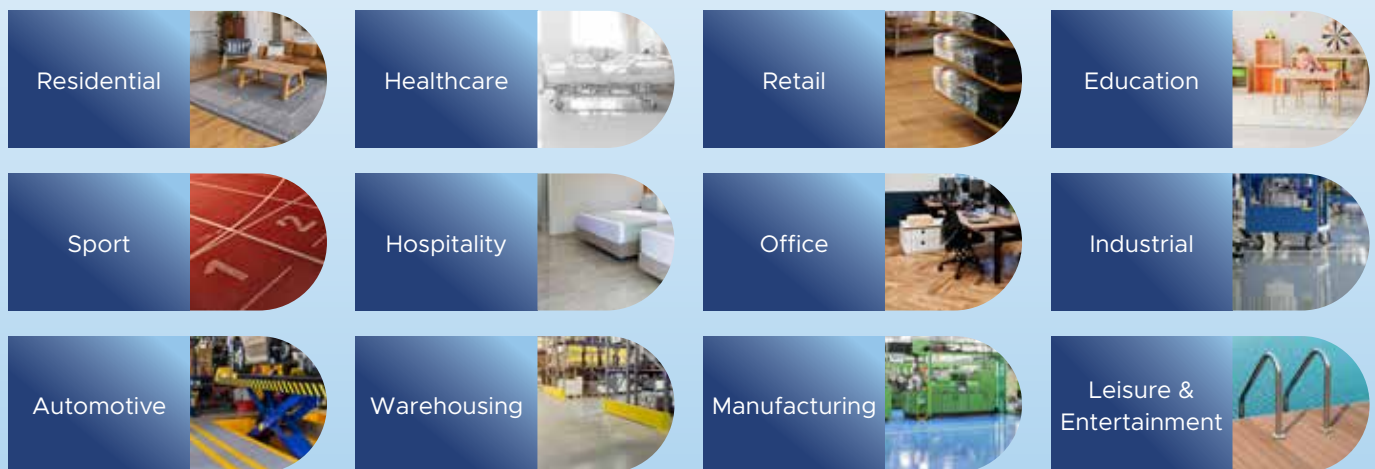


Textile Floor
Coverings & Carpets



Specialty Floor
Coverings

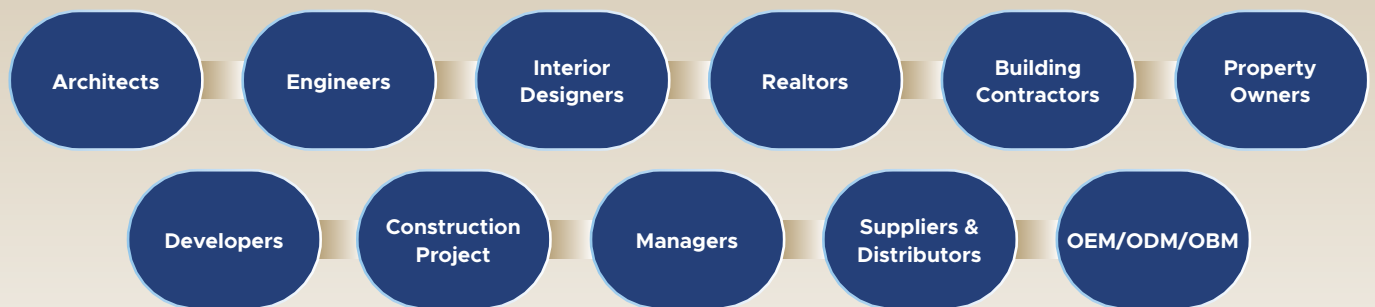
END-USER INDUSTRIES



With a diverse array of flooring and surface solutions, products, and equipment tailored to multiple sectors within Indonesia's building and construction industry, IFSS creates a vibrant, dynamic marketplace for manufacturers and suppliers alike.



VISITOR PROFILE



Engage with key professionals across production engineering, design and creative development, as well as sales and procurement—your ideal target audience on the show floor.

IMPRESS POTENTIAL CUSTOMERS AT YOUR BOOTH WITH:



Cutting-Edge Flooring Products and Surface Innovations



Customization and Design Solutions for personalized services



Sustainable Materials and Practices with green certifications



Expert Insights and Trend Updates on the latest in flooring



Live Demonstrations and Interactive Displays showcasing product quality

Shape the Future of Flooring at IFSS 2025

DON'T MISS THIS OPPORTUNITY!

Secure your booth space at International Flooring & Surface Show (IFSS) 2025 and connect with top-tier buyers in the flooring industry.

Participation Cost

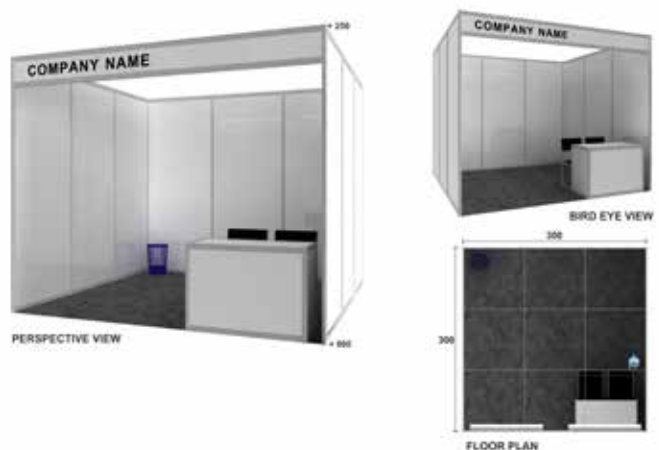
Participation Fee (min. 18 sqm)

USD 345 / IDR 4.750.000 - per sqm*

Participation Fee + Shell Scheme Package Cost (min. 9 sqm)

USD 395 / IDR 5.400.000 - per sqm*

*Including VAT



For more information on your booth options, contact our sales team at:

wakeni
Exhibition & Convention Expert
PT WAHANA KEMALANIAGA MAKMUR

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Supported by: • Ministry of Industry, Republic of Indonesia • Ministry of Trade, Republic of Indonesia • Ministry of Tourism and Creative Economy, Republic of Indonesia • Indonesian Sawmill and Wood Working Association (ISWA) • Indonesian Wood Panel Association (APKINDO) • Indonesian Coating Association (ASCOATINDO) • Indonesian Furniture Designer Association (HDMI) • Indonesian Interior Design Contractor (KIDI) • Indonesian Society of Interior Designers - DKI Jakarta (HDII) • Indonesian Institute of Architects - Jakarta (IAI) • Building Owners and Managers Association (BOMA) • Building Engineers Association Indonesia (BEA) • Taiwan External Trade Development Council (TAITRA) • Kaigo Co.,Ltd., Taiwan • Taiwan Association for Participation in International Exhibitions & Conventions (TAPEC) • Indonesian Chamber of Commerce and Industry (KADIN) • Indonesian Exhibition Companies Association (ASPERAPI)

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