

Madrid, on the date indicated in the signature block

## OPEN DAY YAKARTA 2026

18 June 2026, Jakarta, Indonesia

ICEX Spain Trade and Investment, in collaboration with the Economic and Commercial Office of Spain in Jakarta, hereby invites Indonesian importers and distributors of food, wine, and other beverages from Spain to participate in the "Open Day 2026", to be held on Thursday, 18 June 2026.

The purpose of this activity is to highlight the quality and great variety of the foods and wines from Spain currently available in the Indonesian market. Likewise, the Open Day is aimed at supporting and endorsing the commercial activity carried out by local importers of Spanish foods and wines who wish to participate and, in this way, boost the sales of these products.

### WHY PARTICIPATE

In Indonesia, an increasing part of the population is interested in Western tastes and, specifically, in Spanish culture, gastronomy and language. This trend, together with the international recognition of Spanish food products and Spain's position as a global reference in gastronomy, has translated into Indonesian imports of Spanish food products valued at 31.4 million euros in 2025.

As for the wine sector, the market share of Spanish wines is currently below its potential, and still far from countries such as France, Australia or Italy. Thus, we are facing a market that continues to grow, with a 25% increase in Spanish wine exports to Indonesia over the last five years, and which allows the entry of new competitors. Therefore, the wine sector in Indonesia may present opportunities, particularly for Spanish companies, given that Spanish wineries still have a relatively limited presence in the market.

Furthermore, Indonesia has a wide variety of Spanish products that would be suitable for an event of this type: from oils and cheeses to meat of Spanish origin, as well as any other product that shows the quality and potential of Spanish products in this country.

The CEPA (Comprehensive Economic Partnership Agreement) between the EU and Indonesia, expected to come into force in 2027, is projected to progressively increase imports of alcoholic beverages from the EU thanks to the gradual reduction of the customs duties currently applied to these products. This partial tariff reduction will favour the positioning of these products in the Indonesian market.

All in all, the Open Day is aimed at strengthening brand image and quantitatively expanding both the quality and reach of imports of Spanish products present in the market, while also reminding the professional audience of the varieties and qualities of products from Spain.

### WHAT WE OFFER

The Open Day aims to showcase as many brands and products from Spain as possible to industry professionals, including buyers from large supermarket chains, distributors, retail and delis, representatives of the HORECA channel, opinion leaders, sommeliers, caterers and other food service companies, as well as specialised media.

The activity will consist of an exhibition and presentation of products from each participating company, accompanied by a communication event and a product tasting and/or wine tasting, depending on the type of participating company and its products.

As a result of this event and depending on the commercial interests of the participants and attendees, B2B professional meetings will be held with the support and organisation of the Economic and Commercial Office of Jakarta.

*This activity is eligible for co-financing by the European Regional Development Fund (ERDF)*





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ICEX

Signature

María Naranjo Crespo  
Director of Agrifood Industry

ICEX promotes the Spanish food and gastronomy sector under its brand.



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DIRECCIÓN DE VALIDACIÓN : <https://run.gob.es/hsbIF8yLcR>

FIRMANTE(1) : MARIA DEL PRADO NARANJO CRESPO | FECHA : 01/04/2026 10:33 | Sin acción específica



## EVEN DESCRIPTION

Open Day 2026 will take place on June the 18th in Jakarta, as this city has a wide range of international and, specifically, Spanish gastronomy, and a large concentration of importers of Spanish food products and wines.

The event will take place in a central and representative venue associated with the Spain brand or Spanish gastronomy.

During the event, the selected Spanish products will be available for tasting, the different wines will be presented and tasted, and commercial relations among the participating stakeholders will be fostered.

Those attending the event will be selected by the Spanish Economic and Commercial Office in Jakarta, with an emphasis on distribution professionals, restaurateurs, sommeliers, and other industry representatives with purchasing power, as well as journalists and other representatives of the media industry.

The Spanish Economic and Commercial Office in Jakarta and ICEX will provide the following services to exhibiting companies:

- Venue search and contracting of the spaces to be occupied, rental of equipment and all the necessary elements and services for the exhibition of their products.
- Personalised attention by the staff of the Economic and Trade Office to all participants.
- Promotion of the events in digital platforms and printed publications.
- Possibility of inviting clients of your interest.
- Support in organising B2B meetings after the event.

## PARTICIPATION CONDITIONS

### I. APPLICATION DEADLINE

The registration and payment deadline is Monday, 27 April 2026 at 15:00 (UTC+7).

From 28 April 2026 onwards, ICEX and/or the Economic and Commercial Office in Jakarta will notify companies of their acceptance or rejection. Selected companies will be contacted directly and provided with:

- Information required for the catalogue (including images)
- Additional logistical details

### II. PARTICIPATION FEE AND REGISTRATION

#### PARTICIPATION FEE:

IMPORTER FEE	450 €
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The registration fee entitles you to

- Exhibitor's table
- Information about the importing company and their Spanish products in the online catalogue
- Basic tasting material: glasses, plates, ice, spittoons, napkins... Special utensils for the tasting of certain products (knife for cutting cheese or ham, cutting board...) are excluded.

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Each participating company will be responsible for and will assume the costs arising from travel, accommodation, and subsistence of its representative(s) traveling from any point in the country to Jakarta, the transport of its products and commercial samples, as well as any other possible expenses not included in the services mentioned above.

To formalise your registration for this activity you must fill in the attached registration form and make the payment.

The registration fee must be paid by **bank transfer** to the account held by **ICEX España Exportación e Inversiones in Spain**, in the manner indicated on the registration form and as following:

- o IBAN: ES48 0182 2370 4300 1429 0099
- o **SWIFT CODE:** BBVAESMMXXX
- o **BENEFICIARY:** ICEX ESPAÑA EXPORTACIÓN E INVERSIONES  
Pº Castellana, 278  
28046 MADRID
- o **CONCEPT:** Open Day Yakarta 2026 – Company name

After completing and submitting the registration form, applicants are required to send a copy of the bank transfer by email to: [mrodriguez.pe@comercio.mineco.es](mailto:mrodriguez.pe@comercio.mineco.es). Please note that registration applications will not be considered unless they are accompanied by proof of payment corresponding to 100% of the participation fee.

Registration will only be deemed valid once full payment has been effectively received and confirmed.

Once the registration period has closed and all applications have been duly reviewed, ICEX will notify each company in writing of its acceptance or non-acceptance to participate in the activity, along with any subsequent steps to be followed.

In the event that a company is not selected, the full registration fee will be refunded.

Under no circumstances may a registration be submitted under the name of one company while requesting the invoice to be issued to another entity, even if both belong to the same corporate group.

Furthermore, ICEX reserves the right to request, on an individual basis, that applicants complete or clarify any aspects of their application that are deemed incomplete, provided that such information already existed at the time of submission. Applicants shall provide the requested information within a maximum period of ten (10) working days from the day following notification.

Any company that, after receiving notification of its inclusion in the activity, withdraws from participation will forfeit 100% of the amount paid. Only in exceptional cases does ICEX reserve the right to assess the reasons presented by the company and, where appropriate, refund a percentage of the amount paid.

In the event that the activity is cancelled or postponed by ICEX due to insufficient participation, the fees previously paid by the companies will be refunded.

Should ICEX cancel its participation in the activity due to circumstances deemed to constitute force majeure, ICEX may refund the amounts paid by participating companies.

ICEX reserves the right not to select a company as a participant, or to unilaterally cancel the participation of a company that has previously been accepted, if it becomes aware of malpractice or fraudulent business practices that could harm the image of the sector, the country's image, or the other companies participating in the activity. If the company has already made the payment, ICEX will assess the costs incurred up to that moment and the possible refund of a percentage of the amount paid.

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### III. PARTICIPATION REQUIREMENTS

#### REQUIREMENTS:

The general requirements for this selection will be as follows:

- The products presented by each importer/distributor must already be on the Indonesian market on the date of the event.
- That only products of Spanish origin are presented.
- The participating company (importer/distributor) must appoint at least one person to present its products for the duration of the activity.
- Comply with the conditions and deadlines stipulated for the corresponding payment, as well as the shipment of the product and the required information and material.

During the event, photographs and video recordings may be taken of the products, as well as of company representatives and attendees. By registering for this event, participating companies and their representatives are deemed to have granted authorization to ICEX and the Economic and Commercial Office of Spain in Jakarta to use such images and recordings for promotional and communication purposes.

ICEX and the Spanish Economic and Commercial Office in Jakarta reserve the right to select the participants to be admitted to the action.

#### SELECTION CRITERIA:

Food, wine and other beverages on display will represent as much as possible the diversity of the Spanish offer.

In the event that a company submits an application and is ultimately not selected, 100% of the registration fee paid will be refunded.

For the purposes of assessing compliance with the participation requirements and carrying out the final selection of companies, only the information provided in the application form will be taken into consideration.

ICEX and the Spanish Economic and Commercial Office in Jakarta reserve the right to limit the maximum number of products to be presented per table.

### ICEX INFORMATION AND CUSTOMER SERVICE

Economic and Commercial Office of Spain in Jakarta

Miguel Rodríguez

[Mrodriguez\\_pe@comercio.mineco.es](mailto:Mrodriguez_pe@comercio.mineco.es)

#### DATA PROTECTION

*In accordance with the provisions of the Organic Law 3/2018 of December 5, on the protection of personal data and guarantee of digital rights and Regulation 2016/679 of the European Parliament and of the Council of April 27, 2016, regarding the protection of natural persons with regard to the processing of personal data and the free circulation of these data, we inform you of the following:*

- 1. In accordance with the provisions of the aforementioned regulations, ICEX has a Data Protection Policy. For these purposes, the collection and automated processing of the personal data requested through this procedure is for the purpose of managing your participation in the activity organized by ICEX. Your data will be included in the register of treatment activities of ICEX to process your request.*

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2. *That you are obliged to provide the data requested by ICEX, implying the refusal to supply this data, the impossibility of participating in this activity.*
3. *You hereby declare that all the data provided is true and correct and undertakes to notify ICEX of the changes that occur in them.*
4. *That you give your consent for the processing of your personal data by ICEX for the aforementioned purpose.*
5. *That once the management of your participation in the activity organized by ICEX is completed, ICEX will keep your data for the legally required period to be able to comply with legal obligations, without prejudice to the rights that you may exercise, at any time, in accordance with the provisions of the following point.*
6. *That in no case will ICEX use the personal data collected for purposes other than those mentioned above.*
7. *That you have the right to oppose the processing of any of your data that is not essential for the celebration of the activity and its use for any other purpose. At any time, you may exercise your rights of access, rectification, deletion, opposition, limitation of your treatment and portability, when such rights are applicable, through written communication to the email address of our Data Protection Delegate [delegadoprotecciondatos@icex.es](mailto:delegadoprotecciondatos@icex.es) providing a photocopy of your ID or equivalent document and specifying your request.*
8. *That, likewise, if you consider that your data has been treated improperly, you will have the right to file a claim with the Spanish Agency for Data Protection (C / Jorge Juan, 6. 28001- Madrid [www.agpd.es](http://www.agpd.es)) before our Data Protection Delegate.*

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