

A PAMERINDO INDONESIA TRADE EVENT
**MANUFACTURING
SURABAYA**

16 - 19 July 2025
Grand City Convex Surabaya

EXHIBITION REPORT **#MFS2025**

In Conjunction with:

A PAMERINDO INDONESIA TRADE EVENT
**MACHINE TOOL
SURABAYA**

A PAMERINDO INDONESIA TRADE EVENT
**TOOLS &
HARDWARE
SURABAYA**

A PAMERINDO INDONESIA TRADE EVENT
**INDUSTRIAL
AUTOMATION
& LOGISTICS
SURABAYA**

BIGGEST MANUFACTURING EXPO **IN EASTERN INDONESIA**



ABOUT MANUFACTURING SURABAYA 2025

Welcome to the recap of the recent Manufacturing Surabaya 2025, the biggest manufacturing exhibition in Eastern Indonesia for manufacturing machinery, equipment, materials, and services. This exhibition as the heart of manufacturing innovation, providing a platform for industry leaders, professionals, and enthusiasts to explore the latest advancements and network with like-minded individuals in the field of manufacturing.

Co-located with :



16 – 19
JULY 2025

**GRAND CITY CONVEX
SURABAYA- INDONESIA**

FACTS & FIGURES

8,315
Trade
Attendees



167
Exhibiting
Companies



15
Exhibiting
Countries / Regions



6,242
SQM
Area Covered





EXHIBITORS

KESKA
Safety

DELTA

HAITIAN
PRODUCTION

PO-SYTH

T&G

白色母

JAPAN

GIKOKO

JEIRO

SANTOMO

TEP

SANTOMO

TEP

P.T. TANADA GRAHA

1031

T R

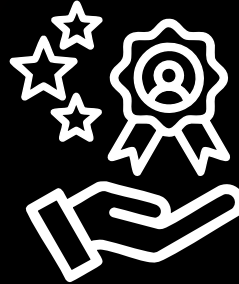
EXHIBITOR

SATISFACTION & LOYALTY



8,1

Customer
Satisfaction



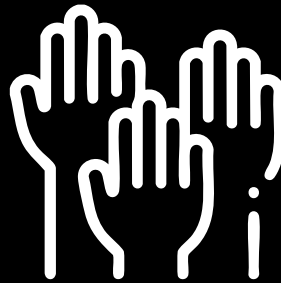
8,1

Loyalty



22

NET Promotor
Score



57,14%

Will Participate
in MFS 2026



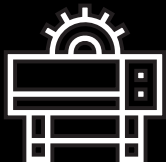
EXHIBITOR PROFILE

Based on
Top exhibitor country / region



| | |
|------------------|-----------------|
| Indonesia 88.04% | Singapore 2.17% |
| Korea 3.26% | India 1.09% |
| China 2.17% | Taiwan 1.09% |
| Malaysia 2.17% | |

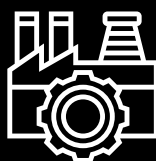
Based on
Business Activity



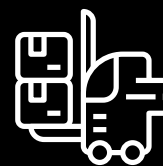
32,63 %
Machine Tools, Metalworking
& Accessories



17,89 %
Factory
Automation



14,74 %
Industrial Hardware
& Supplies



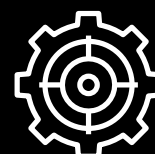
11,58 %
Material Handling
Equipment & Logistics



9,47 %
Power &
Transmission



8,42 %
Factory & Asset
Management



5,26 %
Precision
Metrology

MEET OUR EXHIBITORS



EXHIBITORS

TESTIMONY

“

In our view, an event of this scale is essential for a city like Surabaya—one of Indonesia’s key industrial centers. Manufacturing Surabaya serves as a powerful platform that brings together industry players, enabling them to connect directly with suppliers, distributors, and solution providers. It offers a rare opportunity for hands-on engagement with cutting-edge products and innovations, ultimately driving growth and collaboration across the industrial ecosystem.

Muhaimin Rasyid – Business Development Manager SUN ENERGY

”

“

We found the event to be well aligned with our expectations. It provided an excellent opportunity to reconnect with long-standing clients and engage with new prospects in a highly conducive environment. For a company like ours, participating in Manufacturing Surabaya is not just important—it is essential. It offers a strategic platform to showcase who we are, what we do, and the innovations we bring. From our latest products and advanced technologies to our commitment to exceptional service, Sarana Mentari Cemerlang was able to present its full value to the industry in a meaningful and impactful way.

Jeremiah Setiobudi – Director PT Sarana Mentari Cemerlang

”

“

The four days of the exhibition have been truly rewarding. We had the opportunity to expand our network by connecting with numerous new prospects, while also re-establishing strong relationships with our existing customers—many of whom have previously invested in our machines and are now planning to make further purchases. Manufacturing Surabaya has proven to be a highly strategic platform for business growth, engagement, and long-term partnership building.

Aming – Director PT Jaya Alfa Laser

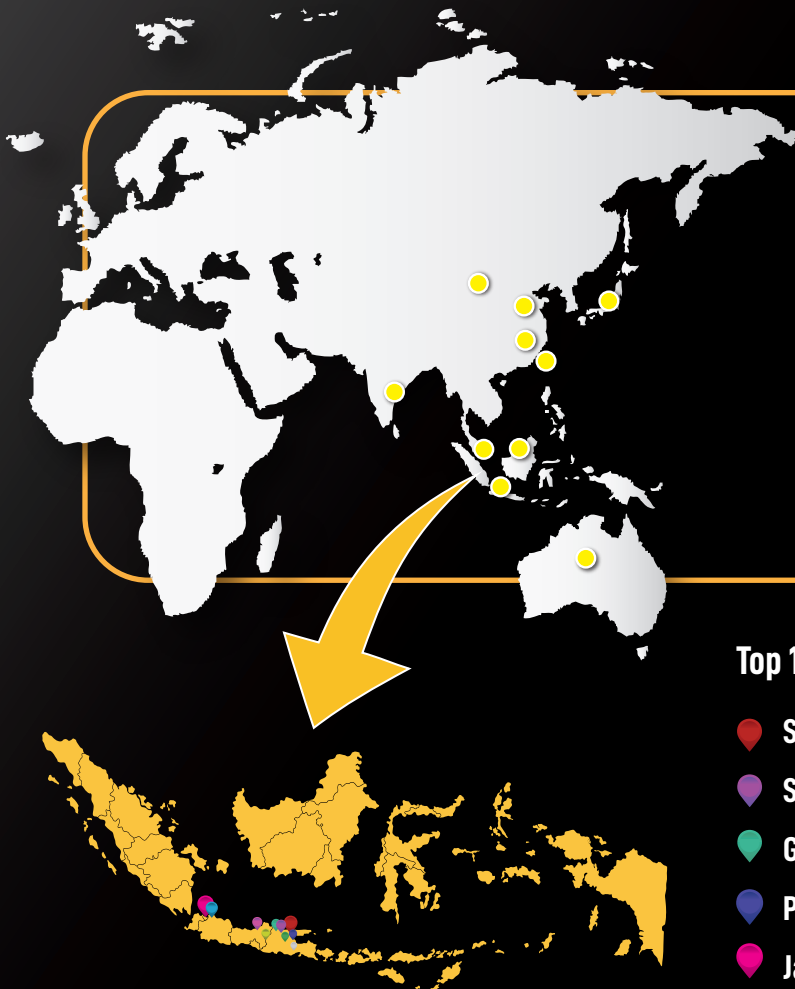
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VISITORS

VISITOR PROFILE

Based on
Top 10 visitor country / region

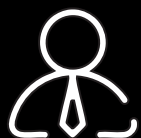


- | | |
|-----------------|-------------------|
| ● #1. Indonesia | ● #6. India |
| ● #2. China | ● #7. South Korea |
| ● #3. Malaysia | ● #8. Taiwan |
| ● #4. Singapore | ● #9. Thailand |
| ● #5. Japan | ● #10. Australia |

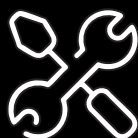
Top 10 Visitor Cities in Indonesia

- | | |
|--------------------------|---------------------------------|
| ● Surabaya 43,94% | ● Malang 2,67% |
| ● Sidoarjo 18,89% | ● Mojokerto 2,10% |
| ● Gresik 7,02% | ● Bekasi 1,99% |
| ● Pasuruan 5,40% | ● Semarang 1,01% |
| ● Jakarta 3,38% | ● Surakarta (Solo) 0,99% |

Based on
Job Function



41,07 %
Executive & Management



25,37 %
Technical & Operations



17,78 %
Sales & Business Development

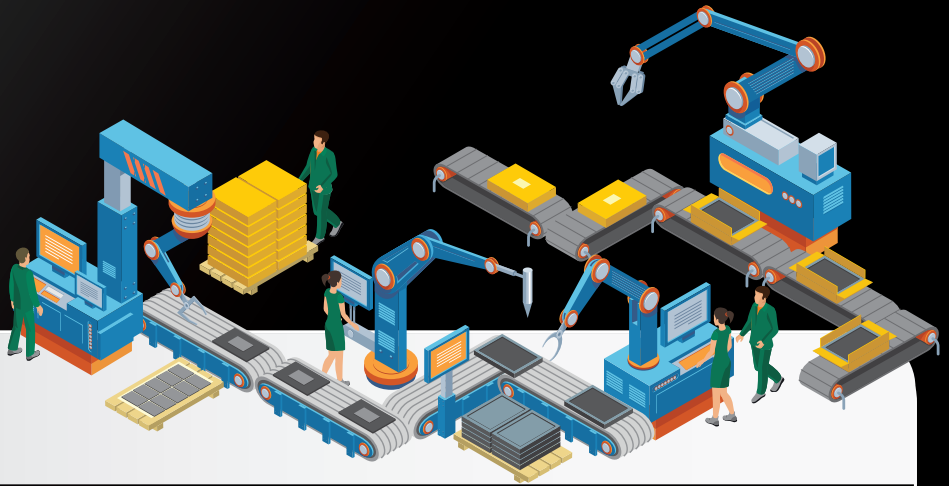


11,84 %
Administrative & Support Services



3,94 %
Government & Education

VISITOR PROFILE



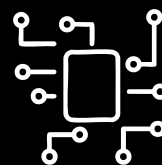
Based on
Business Activity



37,15 %
Construction & Manufacturing



25,66 %
Automotive & Machinery



8,95 %
Technology & Electronics



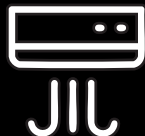
7,24%
Food & Beverage



6,79%
Business & Services



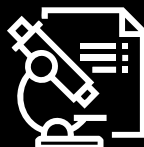
5,45 %
Energy & Environment



3,96 %
Heating, Ventilation & Air Conditioning



2,26 %
Consumer Goods



2,03 %
Research, Education & Medical



0,51 %
Media & Communication

Visitor Satisfaction & Loyalty



8,6
Customer Satisfaction



8,6
Loyalty



38
NET Promotor Score



VISITORS

TESTIMONY

“

This marks my second visit to the Manufacturing Exhibition in Surabaya, following my first in 2024. Once again, the event has proven to be an exceptional platform, showcasing a wide array of advanced technologies and global innovations. As I explored the exhibition, I came across numerous solutions that are not only relevant but also highly aligned with the strategic direction of our company's ongoing development. At this stage, we are focusing on enhancing our capabilities in sheet metal cutting and bending, and I was impressed by the strong presence of leading manufacturers from Japan, Europe, and other industrial powerhouses. Their technologies offer exactly the kind of innovation and precision we are seeking to drive our next phase of growth.

Slamet Wahyu – Production Engineer PT Industri Kereta Api Indonesia Persero

”

“

The exhibition has been an incredibly enriching and eye-opening experience. As someone working in the automation process department, I see immense value in events like this. It goes far beyond simply meeting user demands—it serves as a vital platform for expanding our knowledge, exploring the latest technological advancements, and deepening our understanding of the evolving manufacturing landscape. This exposure empowers us to deliver smarter, more strategic solutions to our users, backed by fresh insights and global innovation. For professionals in automation, exhibitions of this scale are not just beneficial—they are essential for driving continuous improvement and staying ahead in an ever-advancing industry.

Muhamad Rayandi Wardana – PT Wilmart Indonesia

”

“

This is my very first time attending this exhibition, and it has truly exceeded my expectations. One of our key objectives during this visit was to explore solutions for leak testing, and we were fortunate to connect with a promising vendor that we intend to follow up with. The scale and quality of the exhibition are remarkable—undoubtedly the largest and most comprehensive of its kind in Surabaya. It has provided us with invaluable insights and access to cutting-edge technologies that are highly relevant to our company's development goals. For a first-time attendee, this experience has been both impactful and inspiring, offering a wealth of opportunities to drive innovation within our organization.

Zindy – PT Amerta Indah Otsuka

”

OUR HIGH-VALUE VISITORS



ONSITE ACTIVITIES



The first day of **Manufacturing Surabaya 2025** commenced with a vibrant **Opening Ceremony and Press Conference**. The event was officially opened by **Ir. Joko Irianto, M.Si**, Assistant for Economic Affairs and Development of the Regional Secretariat of East Java Province, marking the beginning of an exciting four-day exhibition.

The ceremony was attended by our key exhibitors, partners, and media representatives. Following the Press Conference, VIP guests led a **media tour**, offering firsthand insight into the latest technologies, innovations, and displays presented by participating companies across the show floor.



ONSITE ACTIVITIES



**KAIZEN
CLINIC**

at **#MFS2025**

17,18,19 July 2025
Grand City Surabaya Indonesia

**MEET THE
COACH**

Ir. Iman Budiaji Wibawa
Operational Director, Practitioner,
Consultant

**Rizky A. R., MM,
CLSSBB**
Lean & Kaizen Consultant

**Niken A. S., MT, IPU,
CSCA, CSSCP**
Supply Chain Management Expert,
Lecturer, Practitioner

**Erwahyuning
Hariwilujeng, ST, MM**
Trainer K3

**MANUFACTURING
SURABAYA**

A PAMERINDO INDONESIA TRADE EVENT

**UNLOCK
EXCELLENCE!**

Transform Your Manufacturing & Improve Strategy

BOOK YOUR 1-ON-1 CONSULTATION NOW!

Kaizen Clinics at Manufacturing Surabaya 2025 More Coaches, Broader Insights, Deeper Impact

Back by popular demand, the Kaizen Clinics returned stronger this year with more expert coaches offering free one-on-one consultations to help visitors tackle real industry challenges.

From EV strategy and lean transformation to sustainable supply chains and OHS systems, each coach brought targeted expertise to empower participants—from SMEs to large companies—to improve operations and drive continuous growth.

The Clinics remain a key platform for fostering lean thinking, problem-solving, and sustainability across the manufacturing sector.



ONSITE ACTIVITIES



Forklift Hero Returns at Manufacturing Surabaya 2025!

One of the most anticipated attractions of the show, **Forklift Hero**, made an exciting comeback at **Manufacturing Surabaya 2025** – this time **bigger, tougher, and more thrilling than ever!**

Powered by Traktor Nusantara, this year's competition drew **40 skilled forklift operators**, marking a significant increase in participation compared to last year. The growing number of participants reflects the rising enthusiasm and recognition for forklift operators as key players in the manufacturing and logistics industry.

With a **larger arena** and **more challenging obstacle courses**, the competition pushed each participant to demonstrate their **precision, speed, and commitment to safety**. From tight turns to delicate stacking, the tasks highlighted real-life skills essential on the warehouse floor.

More than just a contest, **Forklift Hero** is a platform to celebrate the **unsung heroes** behind industrial operations, while supporting **human empowerment and workforce development** – all in line with our mission to build a **sustainable, inclusive manufacturing future**.



WALK THE MANUFACTURING

STUDENTS TOUR

Walk The Manufacturing: Bridging Classrooms to Industry

As part of our “Connect the Disconnected” initiative, Walk The Manufacturing welcomed enthusiastic students from Universitas Surabaya (UBAYA) and Universitas Negeri Surabaya (UNESA) on an eye-opening journey into the world of manufacturing.

This immersive experience gave students direct access to cutting-edge equipment, machinery, and technology, allowing them to explore real industrial applications beyond the classroom. Through guided interactions with exhibitors and exposure to current industry trends, students gained valuable insights into the skills, innovations, and mindsets driving modern manufacturing.

By narrowing the gap between education and the professional world, this initiative empowers the next generation of manufacturing leaders — ensuring they are better prepared, more informed, and ready to play an active role in shaping the future of the industry.



SUSTAINABILITY ACTS



Hydrate: Promoting Well-being Through Sustainable Hydration

As part of our commitment to creating a more sustainable and people-focused event, the **Hydrate initiative** was proudly introduced at **Manufacturing Surabaya 2025**. This program provided free water refill stations across the venue — available from the build-up period through to the show days — ensuring that all participants had access to clean drinking water without relying on single-use plastic bottles.

In collaboration with our sustainability partner **PUREVE**, this initiative encouraged all attendees, exhibitors, and crew members to **bring their own reusable bottles**, significantly reducing plastic waste while promoting wellness and environmental responsibility.

Hydrate is one of several sustainability acts at this year's exhibition — reflecting our vision to build a greener, more responsible manufacturing industry. Through simple, accessible actions, we aim to inspire the entire manufacturing community to take part in **creating positive environmental impact** — one refill at a time.



Green Commute : Free Shuttle Bus to the Show

To make attending the show more convenient and environmentally friendly, **Manufacturing Surabaya 2025** provided a **free shuttle bus service** connecting visitors to the venue from our official hotel partners. This initiative is part of our ongoing Green Commute campaign, designed to reduce individual car use and lower the event's overall carbon footprint.

By choosing the shuttle, attendees not only enjoyed a **hassle-free and comfortable ride**, but also took part in supporting our mission for a **cleaner, greener manufacturing future**.

Small steps like this contribute to bigger change — and we thank our community for riding with us on this journey toward sustainability.

SUSTAINABILITY ACTS



Green Commute: EV Charging & Dedicated Parking Area

In support of cleaner mobility and a more sustainable future, **Manufacturing Surabaya 2025** provided **free EV charging stations** and a **dedicated parking area for electric vehicles** at the venue. This initiative aimed to encourage attendees who drive electric cars to make greener transportation choices when accessing the show.

By offering this facility, we not only helped reduce vehicle emissions, but also supported the broader transition toward low-carbon transportation solutions within the manufacturing ecosystem.

As part of our **Green Commute** campaign, this act reflects our continued effort to make the show more **eco-conscious, accessible, and forward-thinking** — driving sustainability from the road to the show floor.



Turning Waste into Innovation : Recycling Cigarette Butts into Biopolymers

As part of our commitment to circular innovation, Manufacturing Surabaya 2025 introduced a groundbreaking initiative: the recycling of cigarette butts into biopolymers. Known as one of the most toxic and littered forms of waste, cigarette butts often end up in landfills or oceans — causing long-term environmental damage.

Through collaboration with sustainability innovators, this initiative collected disposed cigarette butts onsite and processed them into biopolymer materials that can be used for manufacturing durable goods. By giving toxic waste a second life as a valuable raw material, we're redefining what's possible in the journey toward a zero-waste future.

This initiative is a powerful reminder that sustainability isn't just about reducing impact — it's about transforming waste into opportunity.

OUR PARTNERS

Organised by :



Sustainable Events :



Supported by :



Sustainability Partners :



Official Apparel :



Media Partners :



ABOUT ORGANISER



PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia, established with the sole purpose of organizing specialized trade exhibitions for the Indonesian market. The company has grown considerably and now regularly organizes over 20 trade exhibition in the following sectors: Beauty, Building & Construction, Electric & Power, Food & Hospitality, Laboratory, Manufacturing, Mining, Plastics & Rubber, Oil & Gas sectors. Since its inception PT Pamerindo Indonesia has organized over 200 international trade exhibitions in Jakarta, Surabaya and Bali.

PT Pamerindo Indonesia is part of Informa Markets, a division of Informa plc. Informa Markets creates platform for industries and specialist market to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others.

We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibition, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

For more information, please visit www.pamerindo.com

SEE YOU NEXT YEAR

The 20th International
Manufacturing Machinery, Equipment,
Materials and Service Exhibition

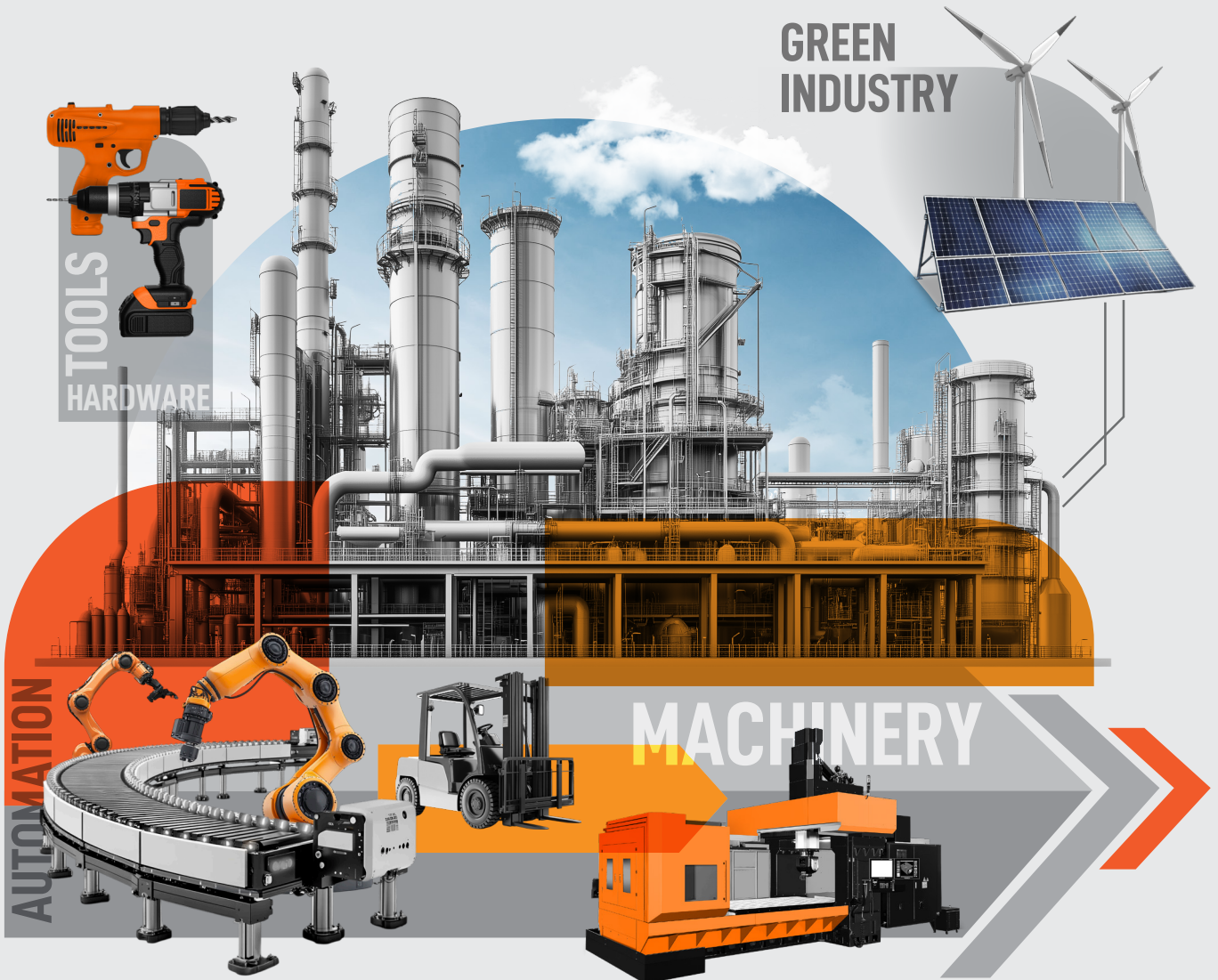
A PAMERINDO INDONESIA TRADE EVENT

**MANUFACTURING
SURABAYA**

15 - 18 July 2026

Grand City Convention & Exhibition Center
Surabaya - Indonesia

**GREEN
INDUSTRY**



BIGGEST MANUFACTURING EXPO IN EASTERN INDONESIA

Organised by:



Sustainable Events:



In Conjunction with:



www.manufacturingsurabaya.com

manufacturingsby@pamerindo.com

[in](#) Manufacturing Surabaya

[f](#) Manufacturing Surabaya

[@](#) manufacturing.surabaya