

# 菲煌集团公司案例

建材行业 / 食品行业 / 医疗行业

Feihuang Group Company Case Study – Building  
Materials, Food, and Medical Industries

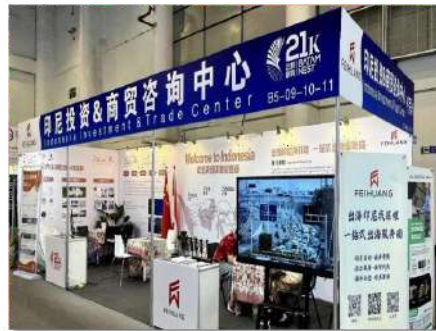


# 01

PART ONE

Exhibitions, Forums, and Business Matchmaking Events

# 1. Exhibition



## 2024 China International Investment and Trade Fair

In September 2024, at the Xiamen International Investment and Trade Fair, Feihuang participated as the Indonesia Investment & Trade Consultation Center. The booth showcased the company's core businesses and its unique advantages in China-Indonesia investment and trade, attracting numerous new clients. Feihuang engaged with visitors, introduced its products and services, and explored opportunities for cooperation.

## 2024 National Food and Beverage Expo

Against the backdrop of deepening economic and trade cooperation between China and Indonesia, Feihuang, serving as an exceptional platform for cultural and trade exchange between the two nations, meticulously organized and facilitated a major Indonesian business delegation's visit to China.

## 2025 Xiamen Industrial Expo

In May 2025, during the Xiamen Industrial Expo, Feihuang formed a strategic partnership with Wanxinda. Through the university network of Guomao Feichi, they jointly established the Indonesia Investment & Trade Center and invited numerous Indonesian entrepreneurs to participate in the exhibition, providing an efficient networking platform for enterprises across various industries.

2024 China International Investment and Trade Fair

In September 2024, at the Xiamen International Investment and Trade Fair, Feihuang Company participated under the name Indonesia Investment & Trade Consultation Center. The uniquely designed booth showcased the company's core businesses and distinctive strengths in China-Indonesia investment and trade, successfully attracting numerous new clients.

The Feihuang team enthusiastically engaged with visitors, introducing their products and services while seeking partnership opportunities. During the Overseas Matchmaking Event, Feihuang Company, representing the East Java Chamber of Commerce, Indonesia, delivered a captivating speech that introduced the investment environment, policies, opportunities, and East Java's achievements in promoting China-Indonesia cooperation, which received positive feedback.

Government officials from Central Java also visited the booth, where both sides reviewed their collaborative achievements, discussed future directions, and jointly outlined a blueprint for continued cooperation.





## 02

### National Food and Alcoholic Beverage Exhibition

In November 2024, against the backdrop of increasingly close economic and trade cooperation between China and Indonesia, Philippine Glory, as a leading platform for cultural and trade exchanges between the two countries, carefully organized and facilitated the visit of a major Indonesian business delegation to China.

Philippine Glory also explored investment opportunities on behalf of the East Java Chamber of Commerce. Together, they opened a new chapter of mutually beneficial development between China and Indonesia, continuously contributing to the economic growth and cultural prosperity of both nations.

## 2025 Xiamen Industrial Expo

In May 2025, during the Xiamen Industrial Expo, Feihuang and Wanxinda established a strategic partnership. Through the resource network of Guomao Feichi University, they jointly founded the Indonesia Investment and Trade Center, encouraging many Indonesian entrepreneurs to participate in the exhibition and providing an efficient networking platform for companies across various industries.



## 2. Forum/pertemuan perijodohan





## July 2024 – China-Indonesia Food Industry Seminar

From July 20 to 22, 2024, the 8th Cross-Strait Food Expo and the 11th Fujian-Taiwan (Quanzhou) Food Exhibition were held with great enthusiasm and anticipation. The event brought together leading figures from the global food industry to discuss future development trends.

We believe that through the continued cooperation between both sides, more delicious foods will transcend national boundaries, delight consumers, and jointly write a new chapter in the growth of the food industry.



## September 2024 – The 98th Conference: China–ASEAN Investment Matchmaking Meeting

The success of Feihuang Xiamen at the China International Investment and Trade Fair and the 98th ASEAN Investment Matchmaking Conference represents a significant milestone. It marks a solid step forward in Feihuang's journey toward internationalization, showcasing the distinctive presence of a Chinese service enterprise on the global investment and trade stage.

This achievement also serves as a successful example for Xiamen's service enterprises in expanding into international markets. We firmly believe that Feihuang Xiamen will build upon this success to achieve even greater accomplishments in the fields of corporate services, business travel, and conventions and exhibitions in the near future.



September 2024 – The 98th Conference: China–ASEAN Investment Matchmaking Meeting  
October 2024 – RCEP & Central Asia Procurement Matchmaking Conference (Indonesia Session)

This matchmaking event was filled with highlights, featuring numerous participating brand enterprises and a wide range of product demands. Feihuang provided an accurate and efficient matchmaking platform for traders and companies.

As an industry benchmark, the Foshan Ceramic Exhibition fully demonstrated the advantages of this professional platform. The matchmaking conference facilitated in-depth exchanges between the Chinese and Indonesian building materials industries, becoming an important gateway for Chinese building materials to enter the Indonesian market.

## October 2024 – National Sugar and Wine Fair Export Resource Matchmaking Meeting

Feihuang actively led delegations to two highly influential business events — the National Food and Beverage Expo and the Canton Fair.

At the Food and Beverage Expo, Minister Yu Shigan presented an overview of the current status and development of Indonesia's food market, while Feihuang Executive Director Hong Jingzhe shared insights on halal certification and BPOM access for investment projects in Indonesia.

At the Canton Fair, Indonesian entrepreneurs diligently sought products, advanced equipment, and high-quality supply chains suitable for the Indonesian market, fully demonstrating their strong desire and firm determination to expand business cooperation.





## December 2024 – China-Indonesia Investment Forum

The China-Indonesia Investment Matchmaking Conference established an efficient communication and precise matchmaking bridge between Chinese and Indonesian enterprises. The conference not only deepened mutual understanding and trust in the investment sector but also created favorable conditions for companies from both countries to explore potential cooperation opportunities and achieve mutual benefits.

Through this platform, many enterprises were able to explore the vast Indonesian market, while also providing the Indonesian public with a clearer understanding of the strength and investment intentions of Chinese companies



## May 2025 – Indonesia Industrial Supply and Demand Forum

The 2025 Xiamen Industrial Expo served as another successful example of international trade cooperation for Xiamen Feihuang. With a professional and innovative approach, the company collaborated with partners such as Guomao and Wanxinda to build bridges for business cooperation and promote regional economic exchange.

Looking ahead, Xiamen Feihuang remains committed to corporate services, business travel, and exhibitions, setting a benchmark for service-oriented enterprises aiming to “go global.”

## June 2025 – Indonesia Building Materials Industry Supply and Demand Forum

In June 2025, Feihuang successfully hosted a matchmaking event between the Chinese and Indonesian building materials industries, resulting in transactions exceeding 18 million RMB. The event helped Chinese companies secure overseas orders and expand their presence in international markets.

The event not only strengthened connections between the Chinese and Indonesian building materials sectors but also provided valuable insights by analyzing the Indonesian building materials market and explaining key certifications and strategies for global expansion.

Moving forward, Feihuang will continue to expand its presence in corporate services, business travel, and exhibitions, collaborating with partners to build robust platforms and assist enterprises in their journey toward global growth.





# 02

PART ONE  
Business Visit

Exhibitions, forums, and matchmaking  
events

## March 2024 – China Food Industry Business Visit to Indonesia

Feihuang led a delegation of Chinese food industry entrepreneurs on a business visit to Indonesia. ASEAN countries have become attractive markets for Chinese enterprises expanding globally. The Indonesian government has introduced a series of incentives — including tax exemptions, investment waivers, and preferential policies for machinery purchases — positioning Indonesia as a key investment hub within China's Belt and Road Initiative..



## July 2024 – Jinjiang Food Industry Business Visit

This Jinjiang food industry inspection tour has built a solid bridge for deeper cooperation between the Chinese and Indonesian food industries. The visit not only provided valuable information and exchange opportunities for enterprises but also stimulated the industry's innovative vitality and marked a significant step toward the internationalization of China's food industry.



## October 2024 – Foshan Building Materials Industry Business Visit

Feihuang led a delegation of Indonesian building materials entrepreneurs on a tour of several renowned building materials companies in Foshan, visiting their production workshops. The group observed high-speed intelligent production lines, robotic arms performing precision operations, and automated warehousing systems running in an orderly manner. They engaged in insightful discussions with Chinese building materials companies on lean production management and digital transformation pathways, carefully absorbing innovative ideas and practical experiences.





## October 2024 – Business Visit to Guangzhou and Shenzhen

Feihuang led a delegation of Chinese food industry entrepreneurs on a business visit to Indonesia. ASEAN countries have become increasingly popular destinations for Chinese companies expanding into global markets. The Indonesian government is introducing a series of incentives — such as tax exemptions, investment reliefs, and preferential policies for machinery purchases — making Indonesia a key investment hub under China’s Belt and Road Initiative.

## November 2024 – Business Visit of the Food Industry to Indonesia

Feihuang led a delegation of Chinese food industry entrepreneurs on a business visit to Indonesia. ASEAN countries have become popular markets for Chinese enterprises expanding globally. The Indonesian government has introduced a series of incentives — including tax exemptions, investment reliefs, and preferential policies for machinery procurement — positioning Indonesia as a key investment hub within China’s Belt and Road Initiative.



## December 2024 – Business Visit of the Building Materials Industry to Fujian

Organized by Feihuang, Indonesian building materials entrepreneurs visited several renowned building materials companies in Fujian. Inside the production workshops, they observed high-speed intelligent production lines, robotic arms operating with precision and flexibility, and well-organized automated warehousing systems. The delegates engaged in in-depth discussions with their Chinese counterparts on topics such as lean production management and digital transformation, while actively learning innovative ideas and practical experiences.





## April 2025 – Kunjungan Bisnis ke Wuhan dan Chongqing

China Feihuang dan Disway Indonesia memulai perjalanan bisnis yang menegangkan! Dengan menghubungkan lalu lintas dan pasar Indonesia, mereka mempertemukan pembeli dengan rantai pasokan berkualitas tinggi. Perjalanan ini mengeksplorasi tolok ukur di berbagai sektor dan menjajaki pasar-pasar baru, baik domestik maupun internasional.

## Mei 2025 – Kunjungan Bisnis Industri Bahan Bangunan Xiamen

Feihuang dan perusahaan-perusahaan bahan bangunan Indonesia memulai kunjungan patokan: menyaksikan pengoperasian lini produksi otomatis yang presisi; berdiskusi dengan perusahaan-perusahaan bahan bangunan terkemuka di Xiamen, menguraikan konsep produksi ramping dan inovasi desain; serta secara langsung mengeksplorasi tren-tren terkini Pameran Bahan Bangunan Xiamen. Terhubung dengan rantai pasokan berkualitas tinggi Tiongkok selama proses berlangsung, melalui observasi teknis dan pencocokan bisnis, mereka menjajaki peluang-peluang baru untuk kerja sama global di industri bahan bangunan!

