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Multivariate Analysis of Determinant Factors of the Decision to Provide Exclusive Breastfeeding in the Working Area of the Genuk Public Health Center in Semarang City

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A B S T R A C T

This study examines Trade Expo Indonesia (TEI) 2025 — the 40th edition of Indonesia's largest B2B trade exhibition organized by the Ministry of Trade of the Republic of Indonesia — as a case study in technology-enabled export promotion. Employing a qualitative case study approach grounded in participant observation, this research draws on direct field experience in buyer handling, international buyer registration, and visa clearance facilitation during TEI 2025. The findings reveal that TEI 2025 generated a total transaction value of USD 22.8 billion, attracting 8,045 international buyers from 130 countries — significantly exceeding the 5,000-buyer target. Two digital mechanisms were identified as critical enablers: (1) Zoom-based virtual outreach to Indonesian embassies and consulates (KBRI/KJRI) across 31 countries, which served as a pre-event buyer acquisition channel; and (2) the national digital immigration platform (evisa.imigrasi.go.id), which facilitated structured visa processing for buyers from diverse regulatory categories, including calling visa/clearance house countries.

INTRODUCTION

The global Meetings, Incentives, Conventions, and Exhibitions (MICE) industry has emerged as a significant driver of economic development, trade facilitation, and destination competitiveness. Getz (2008) established that event tourism functions as an integrated line of planned activities with a shared approach to development, organization, and marketing, and that events operate as important motivators of tourism and economic development. Within this broader context, business events — particularly large-scale trade fairs and exhibitions — occupy a distinct position as platforms through which governments, industries, and international buyers converge to generate tangible commercial outcomes.

In the Asia-Pacific region, the MICE industry has demonstrated particularly strong growth, with international association meetings increasing by 5% in 2023 following pandemic-induced disruptions (ICCA, 2024). The global MICE market, valued at USD 1,319 billion in 2024, is projected to reach USD 2,521 billion by 2033 at a CAGR of 7.46% (Global Growth Insights, 2025). This growth is increasingly intertwined with the adoption of digital technologies: hybrid event formats, virtual outreach platforms, and digital registration systems have transformed how events attract participants and generate economic value (Singh & Deri, 2024).

Indonesia's economic trajectory underscores the strategic importance of export-oriented MICE events. As of October 2025, Indonesia's national export value grew by more than 7% year-on-year, with a trade surplus of USD 29 billion (Ministry of Trade, 2025a). Indonesia's manufacturing PMI reached 51.9 and the trade balance recorded surpluses for 57 consecutive months as of early 2025 (Coordinating Ministry for Economic Affairs, 2025). Trade Expo Indonesia (TEI), organized annually by the Ministry of Trade of the Republic of Indonesia (Kemendag RI) in partnership with PT Debindomulti Adhiswasti (Debindo) as the event organizer, serves as the government's flagship instrument for export promotion, international market access, and foreign direct investment attraction.

Now in its 40th edition in 2025, TEI is widely recognized as the largest international B2B trade exhibition in Southeast Asia. The event operates without state budget (APBN) support, rendering its commercial outcomes entirely dependent on the quality of its operational mechanisms, including those driven by technology (Ministry of Trade, 2025b). Despite its scale and significance, the academic literature has not yet engaged substantively with TEI as a MICE case study, and even fewer studies have examined how digital technology mechanisms — particularly virtual buyer outreach and digital immigration processing — function as enablers of international participation and trade outcomes in large-scale B2B exhibitions.

This paper addresses this gap through a qualitative case study of TEI 2025. The study is grounded in two complementary theoretical frameworks. First, Getz's (2008) event economic impact model provides the analytical lens for evaluating TEI's commercial outcomes, conceptualizing business events as planned systems that generate economic value through the convergence of buyers, sellers, and facilitating institutions. Second, the digital trade facilitation

framework advanced by the World Bank and WTO (2023) — which holds that digital infrastructure reduces transaction costs, lowers participation barriers, and expands market access in international trade — informs the analysis of how specific digital mechanisms amplified TEI's outcomes. Together, these frameworks position TEI 2025 as a site where event management theory and digital trade theory intersect, an intersection that has received limited empirical attention in prior research (Martín-Rojo & Gaspar-González, 2025; Singh & Deri, 2024). The research is grounded in participant observation by the author, who served as an Event Support Intern (Buyers Handling Division) and subsequently as International Account Executive Support and Personal Assistant to the CEO at PT Debindo during TEI 2025. This insider position provided direct access to buyer registration processes, visa clearance facilitation, Zoom-based global outreach sessions to Indonesian diplomatic missions worldwide, and cross-divisional event operations. The study is guided by the following research questions: (1) What was the economic impact of TEI 2025 in terms of trade transactions, buyer participation, and investment? (2) How did digital technology mechanisms function as enablers of international buyer participation? (3) What is the relationship between digital enablement and the economic outcomes of a government-led B2B MICE event?

The paper proceeds as follows: Section 2 reviews the literature on B2B trade exhibitions, government export promotion, digital enablement, and participation friction; Section 3 presents the research methodology; Section 4 reports and discusses the findings; and Section 5 concludes with implications and recommendations.

THEORETICAL REVIEW

B2B exhibitions are temporary markets used to centralize information and products within a limited time and space. Trade shows are used by companies to advance business relationships and generate learning experiences and customer engagement (Sarmento, M et al, 2017). B2B exhibitions are very relevant for companies because they are able to attract a quality audience that is ready to interact (Sarmento, M et al, 2015). Trade shows are even seen as capable of improving sales performance for companies, and are often seen as transactional and relationship-building opportunities. Holmund (2004), views trade shows as a series of impactful interactions between buyers and sellers that result in higher levels of interaction and relationships. In trade relations, B2B exhibitions contribute to the internationalization of companies and the building of international networks (Ryan et al., 2020). Effective network development in B2B exhibition activities is greatly influenced by the proactive attitude of exhibitors (Geldres-Weiss et al., 2022; Moutinho et al., 2022), in the sense that further relations or interactions that result in commercial commitments will only occur if the process is carried out.

B2B exhibitions can be a government tool to encourage product promotion, especially to encourage export activities. The role of government can be useful for companies to strengthen export-related capabilities, especially improving marketing and supporting competitive advantage (Leonidou et al.,

2011). B2B exhibitions are considered to have a positive effect on promoting a company's exports and adding value to the company (Munch & Schaur, 2018), B2B exhibitions indirectly combine the government's micro and macro targets to increase export growth, as well as bridging companies to build relationships and increase sales. Wilkinson & Brouther (2000), B2B exhibitions are considered to have a positive relationship with export potential compared to other instruments. Government-organized B2B exhibitions are an effective platform to help companies expand their market reach and disseminate information.

Technological developments have changed the development of the Event industry, where virtual or digital activities are starting to be included as activities offered. This development does not actually reduce offline exhibition activities, especially B2B exhibitions, which are moving towards virtual activities. Although this condition occurred during the Covid-19 pandemic (2020-2022), this condition does not necessarily make B2B exhibitions move towards virtual activities. Exhibitors actually see technology as being able to help integrate exhibition activities, even expanding and enhancing the exhibitor experience (Silva et al, 2023). The role of technology is believed to be able to complement the needs of physical exhibition activities to have high interaction and expand the network of exhibition participants.

METHODOLOGY

Research Design

This study adopts a qualitative single case study design (Yin, 2018), positioning TEI 2025 as a bounded unit of analysis. The case study approach is appropriate given the study's aim to understand how and why digital technologies enabled specific economic outcomes within a complex, real-world event setting. Qualitative methods are particularly suited to capturing the nuanced mechanisms and contextual factors that quantitative approaches would obscure (Creswell & Poth, 2018). As a qualitative inquiry, this study does not employ hypothesis testing. Instead, it is guided by three research questions (Section 1) that function as analytical propositions directing data collection and thematic interpretation, consistent with the logic of qualitative case study research (Yin, 2018).

Data Collection

Primary data were generated through participant observation, a methodologically robust approach in which the researcher occupied an active role within the phenomenon under study (Spradley, 1980). The author's dual roles — first as Event Support Intern in the Buyers Handling Division and subsequently as International Account Executive Support and Personal Assistant to the CEO — provided direct, ground-level access to the operational machinery of TEI 2025. The observation period spanned September to October 2025, encompassing both the pre-event outreach phase and the five-day event itself (15–19 October 2025). During the pre-event phase, the author directly participated in and observed 31 Zoom-based virtual outreach sessions conducted with Indonesian embassies (KBRI) and consulates (KJRI) across 31 countries, serving as part of Debindo's international marketing team. Field notes were

recorded throughout this period, documenting session content, buyer responses, and operational procedures. During the event period, daily field observation was conducted across the Buyers Handling Division, covering buyer registration and data management; coordination of visa clearance facilitation for buyers from Calling Visa/Clearance House-designated countries via Indonesia's national digital immigration platform (evisa.imigrasi.go.id); buyer accommodation coordination; and cross-divisional interaction, including with the Business Matching Division.

Secondary data were obtained from official sources including the Ministry of Trade of the Republic of Indonesia's closing ceremony statements for TEI 2025 (Ministry of Trade, 2025c), press releases from the Coordinating Ministry for Economic Affairs, verified news coverage from Bisnis.com, Antara News, KBR.id, and VOI.id, and the official TEI website (tradexpoindonesia.com). These sources provided verifiable quantitative indicators including total transaction values, buyer counts, country representation, and target-versus-achievement comparisons.

Data Analysis

Data were analyzed using thematic analysis following the framework of Braun and Clarke (2006). Themes were generated inductively from field observation notes and deductively from the theoretical frameworks of event economic impact (Getz, 2008) and digital technology as a trade enabler (Singh & Deri, 2024; World Bank & WTO, 2023). Triangulation was achieved by cross-referencing observational data with official secondary sources to strengthen the credibility and transferability of findings (Lincoln & Guba, 1985).

Researcher Positionality

The author's insider position constitutes a methodological strength in this study: direct participation provided access to operational data, institutional knowledge, and contextual understanding unavailable to external observers. In line with reflexive practice (Berger, 2015), the author acknowledges that this positionality may introduce interpretive subjectivity, which is mitigated through systematic triangulation with official documentary sources. To reduce potential bias, the study focused on observable operational processes and cross-referenced findings with multiple documentary sources and publicly available reports.

RESULTS

TEI 2025: Scale, Scope, and Economic Output

TEI 2025, the 40th edition of Trade Expo Indonesia, was held from 15 to 19 October 2025 at Indonesia Convention Exhibition (ICE) BSD City, Tangerang, Banten. The event was organized under the theme "Discover Indonesia's Excellence: Trade Beyond Boundaries" and featured three primary product zones: food, beverages, and agriculture; manufacturing; and services and lifestyle. Supplementary programs included business matching, business counseling, international seminars, and a Buyers Night.

The event recorded 1,619 domestic exhibitors and attracted 34,550 total visitors from 130 countries. In terms of international buyer participation, 8,045 registered buyers from 130 countries attended — a figure that surpassed the pre-event target of 5,000 buyers by 61% (Ministry of Trade, 2025c). While all international buyers were included within the total visitor count, not all visitors participated as buyers. The visitor category therefore consisted of both general attendees and registered buyers. Table 1 summarizes TEI 2025's key performance indicators.

Table 1. TEI 2025 Key Performance Indicators

Indicator	Achievement
Total Transaction Value	USD 22.8 billion (IDR 376.2 trillion)
– Trade in Goods	USD 17.9 billion
– Trade in Services	USD 443.7 million
– Investment	USD 4.37 billion
MoU Signings	USD 2.27 billion
Fairground + Business Matching Transactions	USD 135 million (↑88% vs. TEI 2024)
UMKM/SME Transactions	USD 474.7 million
Total Visitors	34,550 visitors from 130 countries
International Buyers	8,045 buyers from 130 countries (target: 5,000)
Total Exhibitors	1,619 (all domestic)
Event Duration	15–19 October 2025, ICE BSD City, Tangerang
Original Transaction Target	USD 16.5 billion (exceeded by 38%)

Source: Ministry of Trade of the Republic of Indonesia (2025c); Bisnis.com (2025).

The total recorded transaction value of USD 22.8 billion (IDR 376.2 trillion) substantially exceeded the Ministry's target of USD 16.5 billion by approximately 38%. The reported transaction value represents the official aggregate announced during the TEI 2025 closing ceremony, consisting of trade agreements, business commitments, MoUs, and investment-related transactions. This figure comprises trade in goods (USD 17.9 billion), trade in services (USD 443.7 million), and investment (USD 4.37 billion). Notably, fairground and business matching transactions combined reached USD 135 million, representing an 88% increase compared to TEI 2024 — the steepest year-on-year growth recorded across all transaction categories (Ministry of Trade, 2025c). UMKM (small and medium enterprise) transactions reached USD 474.7 million, demonstrating the event's role in accelerating SME internationalization, consistent with findings by the

World Bank and WTO (2023) on digital trade's capacity to expand market access for smaller enterprises.

In terms of buyer origin, Malaysia contributed the largest contingent (769 buyers), followed by China (605), India (594), Nigeria (509), and Egypt (406). This geographic distribution reflects both the effectiveness of the pre-event buyer acquisition strategy and the diversity of Indonesia's target export markets. Table 2 presents the top five buyer countries.

Table 2. Top Five Countries by Number of International Buyers — TEI 2025

Rank	Country	Number of Buyers
1	Malaysia	769
2	China	605
3	India	594
4	Nigeria	509
5	Egypt	406

Source: Ministry of Trade of the Republic of Indonesia (2025c); Author's observation.

The presence of buyers from Nigeria and Egypt — markets that are geographically distant and involve more complex immigration procedures for Indonesian entry — is particularly significant, as it reflects the operational success of the event's digital immigration facilitation mechanisms discussed in Section 4.2.

Digital Technology as an Enablement Mechanism

Two distinct digital technology mechanisms were identified as critical enablers of international buyer participation in TEI 2025: virtual outreach via Zoom and digital immigration processing via Indonesia's national e-Visa platform. Table 3 provides an overview of both mechanisms.

Table 3. Digital Technology Mechanisms in TEI 2025 Buyer Acquisition and Facilitation

Mechanism	Platform / Tool	Scope / Output
Virtual Buyer Outreach	Zoom (video conferencing)	31 countries reached via KBRI/KJRI network; commodity Q&A, visa queries, live buyer acquisition
Digital Immigration Processing	evisa.imigrasi.go.id (Ditjen Imigrasi)	Business Visit Visa (C2); e-VOA eligible countries; Calling Visa/Clearance House for restricted nationalities (Nigeria, Afghanistan, Somalia, Cameroon)

Source: Author's observation, TEI 2025 (2025).

Zoom-Based Virtual Outreach to KBRI/KJRI Networks

Prior to the physical event, Debindo's international marketing team — in which the author participated — conducted a systematic series of Zoom-based virtual presentations targeting Indonesian embassies (Kedutaan Besar Republik Indonesia / KBRI) and consulates (Konsulat Jenderal Republik Indonesia / KJRI) across 31 countries. These diplomatic missions served as intermediary channels to reach prospective buyers in their respective local markets, delivering TEI promotional content to their local business communities and diaspora networks in the host countries.

The presentations covered: product sectors and commodity categories on exhibit at TEI 2025; the business matching program and its potential for buyers; visa and immigration procedures for Indonesian entry; logistical information including venue and accommodation; and registration channels. Sessions elicited active buyer interest, with participants raising questions on specific Indonesian export commodities, entry visa requirements, and business matching procedures. While buyer registration numbers did not invariably increase immediately following each session, cumulative registration data indicated that the 31-country virtual outreach program contributed to the ultimate achievement of 8,045 registered buyers — a 61% overperformance against target.

This finding is consistent with Singh and Deri (2024), who established that virtual and hybrid event mechanisms enhance the resilience of MICE events by broadening reach and reducing geographic barriers to participation. The Zoom outreach model represents a practical application of what Technavio (2025) describes as virtual conferencing adoption in MICE — here operationalized not as a substitute for physical attendance but as a pre-event buyer acquisition funnel.

Digital Immigration Processing: evisa.imigrasi.go.id

A structurally significant operational challenge for large-scale international trade events is the facilitation of entry for buyers from countries with restricted access to the host nation. For TEI 2025, international buyer visa facilitation was managed through Indonesia's national digital immigration platform, evisa.imigrasi.go.id, administered by the Directorate General of Immigration (Ditjen Imigrasi).

Buyers were processed across three visa categories based on their nationality's immigration classification: (1) Business Visit Visa (C2 / formerly B211A/C211A) for buyers conducting meetings, sourcing, exhibition visits, business matching, and factory visits; (2) Electronic Visa on Arrival (e-VOA) for eligible nationalities; and (3) Calling Visa / Clearance House processing for buyers from countries designated as requiring special pre-clearance, including Nigeria, Afghanistan, Somalia, and Cameroon.

The Clearance House process required applicants to obtain government-to-government approval before a visa could be issued. This process was facilitated digitally through evisa.imigrasi.go.id, which enabled Debindo's Buyers Handling team — including the author — to coordinate the submission and tracking of clearance applications. The successful processing of buyers from

Nigeria, a country in the Calling Visa category, is particularly noteworthy given that Nigeria ranked as the fourth-highest buyer contingent at TEI 2025 (509 buyers). This outcome would likely have been difficult to achieve without the digital platform's structured clearance workflow.

This mechanism exemplifies what the WTO (2022) describes as mobile and electronic customs documentation enabled by digital connectivity infrastructure. The digitization of immigration processes reduced administrative latency, enabled transparency in processing status, and facilitated the participation of buyers from markets that would otherwise face prohibitive procedural barriers — effectively extending the geographic reach of the event's buyer base.

Business Matching as a Value-Creation Mechanism

The Business Matching program constitutes the highest-value-per-interaction commercial mechanism within TEI. Operating as a structured B2B facilitation service, it enabled pre-arranged meetings between verified Indonesian exporters and qualified international buyers. The author's cross-divisional visibility into Business Matching operations provided direct insight into its strategic importance within the TEI architecture.

Business Matching transactions at TEI 2025 contributed to an 88% increase in combined fairground and business matching values compared to TEI 2024 (Ministry of Trade, 2025c). This growth rate is consistent with the broader MICE industry trend identified by Technavio (2025), in which AI-powered matchmaking and digital lead generation tools — such as those adopted by Messe Frankfurt in partnership with Microsoft in 2024 — are transforming the value proposition of B2B exhibitions. While TEI 2025 did not employ AI-powered matching per se, the event's structured digital registration system for buyers, combined with the pre-qualified buyer acquisition facilitated through Zoom outreach, effectively enhanced the quality of buyer-exhibitor matches.

The intersection of digital buyer acquisition (via Zoom) and digital immigration facilitation (via evisa.imigrasi.go.id) with the Business Matching program illustrates a systemic enabling effect: each digital mechanism independently increased buyer participation, while their combined operation amplified the commercial outcomes of the entire event. This finding supports the event economic impact framework discussed by Dwyer et al. (2000), which emphasizes that the economic effects of business events are influenced by participation quality and operational effectiveness.

DISCUSSION

The findings of this study illuminate three interrelated dimensions through which TEI 2025 functioned as a technology-enabled catalyst for export growth. In doing so, they directly address the gap identified at the outset: the mechanisms through which digital technology amplifies economic outcomes in government-led B2B MICE events were, prior to this study, absent from the empirical MICE literature (Martín-Rojo & Gaspar-González, 2025; Singh & Deri, 2024). First, at the macro level, TEI 2025 generated USD 22.8 billion in transactions — exceeding its target by 38% and sustaining Indonesia's consecutive-year export surplus

momentum. This positions the event as a direct instrument of national trade policy, operationalizing the government's Asta Cita agenda through private-sector market creation.

Second, at the operational level, the study identifies a digital enablement architecture that remains relatively underexplored in MICE literature: the combination of virtual diplomatic outreach (Zoom) with digital immigration facilitation (e-Visa platform) constitutes a pre-event buyer pipeline that is simultaneously a marketing mechanism and a logistical one. This dual functionality — reaching buyers and then removing barriers to their physical attendance — represents a human-centered innovation in MICE event design that goes beyond conventional promotional activities.

Third, at the institutional level, TEI's government-principal / private-operator structure (Kemendag as host, Debindo as organizer) enables a form of state-backed trade promotion through MICE that is particularly effective in the Indonesian context. The event's operational self-sufficiency (no APBN funding) combined with its consistent overperformance against transaction targets suggests a sustainable and scalable model for export-led economic development through business events.

These findings contribute to the literature on business events and economic impact (Getz, 2008; Dwyer et al., 2000), digital technology in MICE (Singh & Deri, 2024; Kulshreshtha & Webster, 2024), and digital trade and export promotion (World Bank & WTO, 2023; UNCTAD, 2022). To the best of the author's knowledge, TEI remains underexplored within academic MICE literature, particularly regarding the role of digital technology in export-oriented business events.

CONCLUSIONS AND RECOMMENDATIONS

This study demonstrates that Trade Expo Indonesia 2025 functioned as a significant catalyst for Indonesian export growth, generating USD 22.8 billion in total transactions — 38% above target — and attracting 8,045 international buyers from 130 countries, 61% beyond the stated participation goal. Across the macro, operational, and institutional dimensions identified in this study, TEI 2025 demonstrates that exceptional outcomes in government-led B2B MICE events are not produced by scale alone, but by the coordinated integration of digital mechanisms that simultaneously expand market reach and reduce participation barriers. These outcomes were meaningfully enabled by two digital technology mechanisms: Zoom-based virtual outreach to Indonesian diplomatic missions in 31 countries, which served as a pre-event buyer acquisition and information channel; and Indonesia's national digital immigration platform (evisa.imigrasi.go.id), which structured visa processing across multiple buyer categories including calling visa/clearance house-designated nationalities, enabling participation from markets such as Nigeria that would otherwise face significant entry barriers. Together, these mechanisms constitute a human-centered digital innovation architecture that expands the geographic reach of the event, reduces participation friction for international buyers, and amplifies the commercial outcomes of business matching and on-site transactions. The 88%

year-on-year growth in business matching and fairground transaction values reflects the compound effect of high-quality buyer acquisition on event commercial performance.

The findings indicate that it is essential to incorporate technology at the upcoming trade expos. Govement and organizer can making a system that puts all the information in one place, like who's coming to the expo what they need to get a visa and what businesses are a good match for the people who are exhibiting. We can also use this system to keep track of what's happening during the expo, which will help us make good guesses about what will happen at the next one. To make this happen we need to start putting all the information into a computer system. This will help the government make its business to business exhibition efforts better by giving them information about what works and what does not work when it comes to marketing. They can see what countries the people who are exhibiting are from and how money they are making. The government can also see where the products that are being sold are going, which will help them come up with plans to sell products in countries where they are not selling as much. If we use technology it can help the government come up with good plans to sell more products and exports at the expo. This is very important, for trade expos and technology use is a part of that. The technology use will help us make trade expos better. We need to make sure we are using technology use to its full potential.The study contributes to emerging discussions on smart-event management and digital trade facilitation within export-oriented MICE environments.

FURTHER STUDY

Further research should incorporate information from at least three consecutive Trade Expo editions to provide more complex insights, allowing for the ongoing transactional sustainability of the exhibitions and the role of the technology developed at each trade expo on the strategy of each edition, allowing for data effectiveness and implementation in the field and should investigate the potential of AI-assisted matchmaking to further amplify business matching outcomes in subsequent editions.

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