

**SUPPORTS THE RECOVERY OF PEOPLE'S ECONOMIC, PETROKIMIA GRESIK PRESENTS 457
MSMEs AT "PETRONITE FEST 2022"**

Number: 43/SP/PG/VII/2022

Day / Date: Monday, 18 July 2022

Petrokimia Gresik's efforts to support the recovery of people's economy through empowering Micro, Small, and Medium Enterprises (MSMEs) were again demonstrated by collaborating with 457 MSMEs in the 2022 PetroNite Fest bazaar which took place from 15-24 July 2022, at SOR Tri Dharma, Gresik, East Java.

The President Director of Petrokimia Gresik, Dwi Satriyo Annurogo at the opening of PetroNite Fest, Sunday (17/7) evening said that MSMEs have a strategic role as a pillar of the Indonesian economy which can increase people-based economic growth.

"Therefore, Petrokimia Gresik as part of Pupuk Indonesia and SOEs which is also one of the pillars driving the economy, has a high commitment and attention to MSMEs, one of which is through this activity," said Dwi Satriyo.

After being absent for two years due to the pandemic, Bazaar Petrokimia Gresik is back with the name "PetroNite Fest" at the moment of celebrating Petrokimia Gresik's 50th Anniversary. Hundreds of MSMEs involved came from the company's fostered partners, Street Vendors (PKL), Communities Around the Company (MSP), representatives of BUMN, Gresik Environment Agency (DLH), Gresik Diskoperindag, Agriculture Service, and Petrokimia Gresik's subsidiary. The commodities they sell range from art, property, automotive, food, clothing, and agriculture to entertainment.

"Through this activity, Petrokimia Gresik facilitates business people, both fostered partners and MSMEs around the company to introduce the products they produce," said Dwi Satriyo.

Dwi Satriyo further explains the PetroNite Fest Bazaar is one of the activities that the people of Gresik have been waiting for. That can be seen from the enthusiasm of visitors which reached around 5,000 people/day, with an estimated average of transactions generated reaching around IDR 250 million/day.

One of the booth participants at the PetroNite Fest bazaar was "Kampung Pisang Trepan". The head of the Creative Youth Group, Khoirul Amin as the manager of the booth, revealed that, during these four days, the total turnover they got was around Rp. 2 million from selling handicrafts made from banana stems, such as hats and bags, as well as selling food products.

In comparison, sales turnover for one month is usually around IDR 7 million to IDR 8 million. This means that 25 percent of turnover in a month can be obtained in just four days at PetroNite Fest.

"During several exhibitions in various regions, this PetroNite Fest has the most visitors. We are here for ten days, God willing, sales will be even greater," he said.

The high sales turnover was also felt by the Petrokimia Gresik Family Employee Cooperative (K3PG) booth. Dwi Anggraeni Futurhesa, the person in charge of the booth, said that the sales turnover of mangoes, avocados, oranges, and jelly in a day could reach IDR 2.5 million, or IDR 10 million for four days.

"The products we are promoting here are K3PG-assisted MSME products," he added

Aside from being a promotional and transactional event, the existence of the PetroNite Fest bazaar is also a means of entertainment for the people of Gresik. This is because, apart from involving MSMEs, the opening ceremony of the PetroNite Fest bazaar also involved the arts community in the East Java region, especially those in Gresik. Starting from Pencak Macan, Percussion Dancers, and Reog Singa Bangoran, to the procession of decorated rickshaws originating from rickshaw brothers around the company.

Break the MURI World Record of 50,000 Jubung

Not only that, at the PetroNite Fest, Petrokimia Gresik also managed to record the history of the Indonesian World Record Museum (MURI) by presenting the most Jenang Jubung, namely 50,000 Jubung, which were produced by MSMEs around the company.

These tens of thousands of Jubung were then distributed free of charge to PetroNite Fest visitors, who did not only come from Gresik but also other areas in East Java.

"We want to introduce Gresik's special food at the national and even world level. If Jubung is increasingly known by the wider community, this will have a positive impact on the Jubung business actors themselves, so that the benefits are not only felt today but hopefully can be sustainable," said Dwi Satriyo.

After witnessing the opening of the PetroNite Fest, the Acting Head of the Cooperatives, Micro Enterprises and Industry and Trade Office of Gresik Regency, Malahatul Fardah appreciated this bazaar activity because it helped the growth of MSMEs in Gresik, especially for the start-ups or beginners.

Because through this activity, MSME business turnover can increase, and their products can be better known to those who are still starting their business, moreover the visitors are very busy, and not only from Gresik.

"I hope that in the future Petrokimia Gresik will continue to innovate to help the growth of MSMEs, especially in Gresik. After the record, Petrokimia Gresik will continue to innovate to help the growth of MSMEs, especially in Gresik. After the MURI record for 50,000 Jenang Jubung, what else will happen that will involve Gresik MSMEs. I also hope that Petrokimia Gresik will continue to maintain synergy with the Gresik Regency Government so that its programs are always on target," said Fardah.

PT Petrokimia Gresik

Yusuf Wibisono
Corporate Secretary

For further information contact:

Corporate Secretary: Yusuf Wibisono

Office : (031) 3981811

Ext. 2218

Email : wibisono@petrokimia-gresik.com
yusufwibie@gmail.com