

**RAHMAD PRIBADI : THROUGH INNOVATION  
PETROKIMIA GRESIK SAVE RP35,6 BILLION**

Number : 71/SP/PG/VIII/2020  
Day & Date : Sunday, 25 August 2020  
Place : Gresik  
Event : Innovation Award at the 34<sup>th</sup> Petrokimia Gresik Innovation Convention

Petrokimia Gresik is Agroindustry Solutions Company and holding member of Pupuk Indonesia held an Innovation Award of 34<sup>th</sup> Petrokimia Gresik Innovation Convention (PGIC) virtually in Gresik, Tuesday (25/8).

The President Director of Petrokimia Gresik Rahmad Pribadi explained that the implementation of PGIC is intended as a means of conveying stories of successful innovation (sharing knowledge), as well as being an award event for innovation groups that achieve good in the 2019-2020 period.

"This activity is primarily to encourage Petrokimia Gresik Individuals, especially millennials, to think creatively and innovatively. Because Petrokimia Gresik need various breakthroughs in business transformation programs to manifest themselves as companies with agroindustry solutions for sustainable agriculture, "said Rahmad.

This activity also aimed to strengthen the innovation tradition in the company. Through activities like this, the company had made many enhancements and improvements, both in terms of product quality, business process, optimization of technology, service, organization, and so on.

"And the most important thing is how innovation can provide added value, namely through the effectiveness and efficiency of production costs and company operations," said Rahmad.

The added value is the real value of savings based on the company's internal verification of Rp. 35.6 billion (direct value realcreation or savings that contribute to profits). This efficiency value is the result of the activities of 1,142 innovation groups at Petrokimia Gresik during 2019-2020.

From the 1,142 innovation clusters that have competed at the Compartment Innovation Convention (CIC), there were 119 of the best clusters competed at the level innovation convention company, including 22 Operational Innovation Groups (OIG) 88 Advice Systems AS) and 17 5R Groups ( Concise, Neat, Clean, Careful and Diligent).

In addition to the innovation cluster, there is Giving Ideas (GI) as an incubator for the ideas of all employees, which in 2019 succeeded in capturing 2,003 ideas from all compartments. Meanwhile, employee involvement in the 34<sup>th</sup> PGIC reached 74.6 percent, above the set target of 70 percent.

Not only that, as many as 8 (eight) subsidiaries was also sent 16 groups to compete. They were Petrosida Gresik, Petrokimia Kayaku, Petro Graha Medika, Petrokimia Gresik Family Employee Cooperative (K3PG), Aneka Jasa Grhadika, Petrokopindo Cipta Selaras, Petro Jordan Abadi, and Gresik Industrial Estate.

For that, Rahmad appreciated the enthusiasm of Petrokimia Gresik employee in innovation, because not many companies had held innovation conventions for more than three consecutive decades. Petrokimia Gresik had been implementing it for 34 years even though this year it was held virtually due to the Covid-19 outbreak.

"This continuous innovation activity is also an effort of Petrokimia Gresik to make a positive contribution in supporting the national food security program," said Rahmad.

portrait of innovation from Petrokimia Gresik personnel has also proven to be the "Most Strength" in the assessment of the company's Superior Performance Assessment Criteria which was held 2 (two) weeks ago.

Rahmad also hopes that this innovation convention can become a catalyst in accelerating the company's growth and become the basis for character building within Petrokimia Gresik and its subsidiaries. This is because Petrokimia Gresik is currently facing big challenges to become an international company with global competitiveness in a disruptive era.

"Petrokimia Gresik DNA is DNA of a changes. In its history, Petrokimia Gresik has always been successful in facing challenges, because the founding fathers taught them an optimistic attitude and a spirit of innovation. I am sure that Petrokimia Gresik will easily answer these challenges," he explained.

Responding to these challenges, starting in early 2019 Petrokimia Gresik had implemented Business Transformation by establishing a Strategic Business Transformation Initiative (SBTI). There are 3 (three) targets of paradigm shift (shifting paradigm), namely Inefficiency to Efficiency, Product Driven to Market Driven, and Subsidiary Orientation to Commercial.

The business transformation that has been carried out by the company, continued Rahmad, has also become a burning platform for employees to turn Petrokimia Gresik into a market leader and dominant player in the agroindustry sector.

Meanwhile, PGIC, which carries the theme "Sustainable Innovation to Create New Future of Petrokimia Gresik", was also filled with an explanation from the Director of Tani Fund Madani Indonesia & Director of Finance PT Tani Hub Indonesia, Edison Tobing to provide insight that in the digital era there are many innovations can be done to have a real impact on the agriculture sector.

"Hopefully this knowledge sharing and appreciation can motivate all of us to continue to innovate for the new future of Petrokimia Gresik," Rahmad concluded.

PT Petrokimia Gresik

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