

**PETROKIMIA GRESIK MARKETING DIRECTOR
RECEIVES MARKETEERS OF THE YEAR SURABAYA 2019**

Location : Surabaya
Day / Date : Thursday, August 8th, 2019
Event : Indonesia Marketeers Festival

Marketing Director of PT Petrokimia Gresik (PG), Meinu Sadariyo was awarded as "Marketeers of the Year Surabaya 2019" in the category of Resources Industry. The appreciation was handed over directly by Deputy Governor of East Java Province, Emil Dardak during "The 7th Annual Indonesia Marketeers Festival (IMF) 2019" in Surabaya, on Thursday (8/8).

PG managed to become the best among several nominees in the Resources Industry category, who were PT Pertamina, PT Garam and PT Semen Indonesia. And, the winner was chosen based on the judges' results.

Meinu Sadariyo revealed that the points assessed in this award included the company's performance in the past year. Besides, it also could not be separated from positive reporting in the mass media related to the company's role in providing solutions for agroindustry, as well as the company's innovations, especially in marketing.

"This award is an appreciation from stakeholders who notice the hard work of Petrokimia Gresik, especially in marketing. This achievement is due to the business transformation program currently being implemented by Petrokimia Gresik. One among the initiatives is revitalization and optimization of marketing sector," Meinu said.

Meinu further explained that the business transformation in marketing has yielded real contribution. One of those was the success of commercial market penetration, which managed to elevate exports and claimed a new record, in which Urea fertilizer exports in Semester I 2019 became the highest in the history of PG.

"Petrokimia Gresik has been known in NPK fertilizer market, since we are currently the largest NPK fertilizer producer in Indonesia, producing 2.7 million tons per year. However, marketing performance proves that we can also compete in Urea market", Meinu said.

In fact, he continued, recent Urea supply is high (oversupply) and Urea international market price is declining, but Petrokimia Gresik is actually able to compete and even do exports to several countries.

The next new history is the number of requests willing to have transactions with PG, which is far beyond its capacity. For example, NPK compound fertilizer. A total of 2.75 tons of PG NPK production capacity for the whole year was completely distributed to all consumers, both subsidized and commercial. This is because of PG's superiority to produce NPK fertilizer based on consumer needs and specification.

"Even Petrokimia Gresik has begun to select the markets. This alters the company's bargaining power to be in a strong position. Our markets are starting to open, and increasingly dominating", Meinu said.

PG's marketing performance is also supported by strong research capabilities, making the company have many development products for specific markets, along with qualified research facilities and infrastructures. To simplify the marketing performance, PG also has advantages from several digital technologies in the field of marketing.

"These are all the company's strategic efforts to achieve the hope as a producer of fertilizer and chemicals for agroindustry solutions, especially in the on-farm sector, therefore the agroindustry players can have qualified inputs for their sustainable industries," Meinu said.

Meanwhile, the 2019 IMF was held by MarkPlus, Inc. in several cities in Indonesia. This appreciation was awarded to those who have successfully implemented marketing spirit in an extraordinary way, bringing a positive impact on the company, society, and also to be a role model for other marketers.

Besides Marketing Director, at this year's IMF event, three PG personnel were also given appreciation as operational actors in marketing, they were Salman Heru Cakra as Sales Person of the Year - Surabaya 2019; Setiawan Surya Kuncoro as Field Promoter of The Year - Surabaya 2019; and Edy Soekamto as Service Person of the Year - Surabaya 2019.

PT Petrokimia Gresik

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