

**Build independence Community Economy
UPZ Petrokimia Gresik Collaborates with Digital Start Up KO-IN**

Event : MoU Signing Between UPZ Baznas and KO-IN
Place : Jakarta
Day/Date : Monday, September 23th, 2019

“Unit Pengumpul Zakat Badan Amil Zakat Nasional (UPZ Baznas)” of PT Petrokimia Gresik (PG) was signing a partnership with digital start up company called KO-IN (Toko Indonesia) at office of KO-IN, Jalan Pangeran Antasari No.62, South Jakarta, Monday (23/9). The Memorandum of Understanding (MoU) contain economic empowerment program for the community around company by setting up an online grocery store.

Head of UPZ Baznas PG, Yusuf Wibisono explained that this program will help community around the company to build online food stall or grocery store. At this time, many food stalls or grocery stores are not developed or even closed because they cannot compete with the presence of modern retail.

Therefore UPZ Baznas of PG collaborate with KO-IN, digital start up company which concern increasing the level of microeconomics, to help community around company build grocery store digital based. This micro business offers simplicity to the customer in shopping, while provide goods at competitive price and it is expected could bring back the glory of grocery store as a centers/centers of buying and selling community needs.

This is also in accordance with the statement of KO-IN Chief Operational Officer Tias Brian, “We hope the grocery stores that have become our partners in the future can be the answer for the turn back for community to buy at grocery stores again or *warung*. Becomes one of activity center in community. Not only sell everyday needs, but also offer any services that can increase the competitiveness of grocery stores with modern retail”.

Brian added that KO-IN application could give simplicity for community. By providing digital access to the grocery stores, this collaboration is a commitment for innovating the simplicity of shopping at grocery stores or *warung* digitally.

“This program is expected to create economic independence for the community around the company and give education about business digitalization so that it can raise the spirit of entrepreneurship for community around company,” said Yusuf Wibisono who also served as Corporate Secretary (Sesper) PG.

Partners will get venture capital assistance from UPZ Baznas PG. Furthermore, KO-IN will accompany partners in Promedsos (Promotion, Education, and Socialization), provide products with economist price, and prepare the technology for grocery store

for who joined. Gradually until the end of 2019, planned there 50 partners who will get get the benefit from this empowerment program.

Later this program will involve Village around the company, Youth Organization, PKK Community, SMEs and Micro Business (Grocery Stalls), and “Mustahik” who will be the receiver of assistance from UPZ Baznas PG.

“This effort is a form of Petrokimia Gresik to government in preparing job opportunities, where the absorption labor in demographic dividend,” said Yusuf Wibisono.

Yusuf Wibisono further explained that this program also as the effort of company to improve good relationship between community around company and Petrokimia Gresik, So it creates a conducive environment and can support the company’s operational activities.

PT Petrokimia Gresik

Yusuf Wibisono
Corporate Secretary

For further information contact:
Corporate Secretary: Yusuf Wibisono
Office: (031) 3981811
Ext 2218
Mobile: 0811 378 571
Email: wibisono@petrokimia-gresik.com
yusufwibie@gmail.com