

PRESS RELEASE

31<sup>st</sup> May 2024

## **Bentoel Group Launches Bangun Karya Program to Improve Quality and Competitiveness of MSMEs in East Nusa Tenggara**

**East Nusa Tenggara, May 30, 2024** – As part of its sustainability commitment, Bentoel Group has launched the Bangun Karya program, a social initiative under the Bentoel Bangun Bangsa umbrella, aimed at enhancing the competitiveness of Micro, Small, and Medium Enterprises (MSMEs). This program, which commenced in East Nusa Tenggara Province on Saturday, May 24, 2024, will run for the next two months.

The Bangun Karya program focuses on MSMEs in the food and beverage processing industry. In collaboration with the local Food and Drug Supervisory Agency (BPOM), Bentoel Group is providing a series of training sessions on Good Processed Food Production Practices (CPPOB) to the participants, along with on-site mentoring until they obtain BPOM licensing.

The first phase of the outreach program was attended by more than 400 participants from various cities in East Nusa Tenggara, including North Central Timor, South Central Timor, the City and Regency of Kupang, and Rote Island. Following this, 30 key MSMEs will be selected for intensive training and mentorship sessions. Through CPPOB training and BPOM certification assistance, Bentoel Group hopes that MSMEs in East Nusa Tenggara will improve the quality of their products and gain greater consumer trust, ultimately helping them expand their market reach and increase revenue.

The Bangun Karya program aims to encourage the development of quality products and innovation within the food and beverage industry produced by MSMEs in East Nusa Tenggara. Additionally, the program seeks to improve the competitiveness of MSME products so they can reach broader markets.

Melkiades Laka Lena, Deputy Chair of Commission IX of the House of Representatives (DPR RI), attended the Bangun Karya Kick Off. Melki stated that this program could have a positive impact on the progress of MSMEs in East Nusa Tenggara, and he expressed hope that it could be replicated in other regions.

“I greatly appreciate this social initiative carried out by Bentoel Group. MSMEs, as the backbone of national economic growth, need to be supported and guided so that the products they produce can develop optimally and have high competitiveness. I hope this program can serve as an example for other companies to also participate in the development of MSMEs in Indonesia,” said Melki.



**Dian Widyanarti, Head of Corporate and Regulatory Affairs at Bentoel Group,** said:

“The Bangun Karya program is our tangible commitment to supporting the development of MSMEs in Indonesia. By implementing Good Processed Food Production Practices (CPPOB) and obtaining BPOM licensing, we hope MSMEs will improve their product quality and be able to compete in broader markets. We are very enthusiastic about the remarkable participation of MSME players in East Nusa Tenggara.

“With the Bangun Karya program, Bentoel Group hopes to make a positive contribution to improving the quality and competitiveness of MSME products in Indonesia, especially in East Nusa Tenggara. We are committed to continue to support the development of MSMEs so that they can grow and thrive sustainably.”

**SELESAI.**

Untuk informasi lebih lanjut, silakan hubungi:

Aan Prastyana

Senior Manager, Media & External Relations

[aan\\_prastyana@bat.com](mailto:aan_prastyana@bat.com) / +6282153161919

Syevira Syabilla

Assistant Manager, Media & External Relations

[syevira\\_syabilla@bat.com](mailto:syevira_syabilla@bat.com) / +6285795213424