



## Supporting Batik as a Cultural Heritage, Pelindo Presents 8 UMK to Gelar Batik Nusantara 2023

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**Jakarta, 3 August 2023** - PT Pelabuhan Indonesia (Persero) presented 8 fostered MSEs engaged in the batik industry, at the 2023 Gelar Batik Nusantara (GBN) event at Senayan Park, Central Jakarta. For 5 days (2 – 6 August), they will take part in a series of activities for the Exhibition of Nusantara Batik, which aims to promote and develop the work of Indonesian batik artisans.

Pelindo Corporate Secretariat Group Head Ali Mulyono explained, the participation of 8 Pelindo-assisted UMK at the GBN event was a form of Pelindo's support for the government's efforts to preserve and promote batik as a cultural heritage. This event can also be used as a platform to promote their products to

a wider audience.

"Events like this open up opportunities to attract the attention of potential buyers, both from within the country and from abroad. This means that participation in GBN is an opportunity for MSMEs, especially those assisted by Pelindo, to develop markets and reach new consumers outside their regions, as well as establish business relationships (networking) with fellow batik industry players," said Ali Mulyono.

Gelar Batik Nusantara 2023 was held again after previously being stopped due to the Covid-19 Pandemic. This time the event was held with the theme "Batik, Arise!"

On the first day, President Joko Widodo was present to open a series of activities for the Batik Nusantara Exhibition with the First Lady, Iriana. Apart from the president, the wife of Deputy President Ma'ruf Amin, Wury Estu Handayani, Minister of Industry Agus Gumiwang Kartasasmita, Minister of Tourism and Creative Economy (Menparekraf) Sandiaga Uno, Cabinet Secretary (Seskab) Pramono Anung, and TNI Commander Admiral Yudo Margono and the National Police Chief were also present. General Listyo Sigit Prabowo.

In his remarks Jokowi said, batik is something that is very valuable for the Indonesian people. Batik is not only beautiful, but also has a philosophy to become the face and respect of the Indonesian people.

"Even through batik, many jobs are created, millions of people work in the batik industry. Batik can provide a lot of income for the community," said the president.

In this event, more than 250 participants from batik industry players, including raw material suppliers, designers, and batik collectors from various places filled the 220 booths prepared by the committee. They will enliven a series of events prepared until next Sunday such as batik and MSME exhibitions, fashion shows, interior design demonstrations from batik, talk shows, fashion competitions, to High Tea as a venue for developing business networks.

Ali Mulyono added, for Pelindo, activities like this are part of the company's Social and Environmental Responsibility (TJSL) program. "We have an interest in carrying out the role as an agent of development to support economic growth through increasing the capacity of small and medium enterprises," he explained.