

## PT Pan Brothers Tbk turut serta dalam JITEX 2024



**Jakarta, 7-11 Agustus 2024.** PT Pan Brothers Tbk melalui perusahaan *subsidiariesnya*, yakni PT Apparelindo Prima Sentosa (APS) dan PT Mitra Busana Sentosa (MBS), mengikuti *Jakarta International Investment, Trade, Tourism and SME Expo (JITEX) 2024*. JITEX merupakan pameran internasional produk lokal dan UMKM yang diinisiasi oleh Pemerintah Provinsi DKI Jakarta dan bekerjasama dengan HIPPINDO (Himpunan Peritel dan Penyewa Pusat Perbelanjaan Indonesia).

JITEX mendatangkan pembeli berbagai industri dari dalam negeri juga luar negeri, yang diharapkan dapat berkontribusi pada pembangunan perekonomian nasional secara berkelanjutan.

Berlangsung di Jakarta Convention Center, JITEX 2024 terbagi menjadi dua bagian, yakni di tanggal 7-9 Agustus untuk B2B (*Business to Business*) dan B2G (*Business to Government*), serta di tanggal 10-11 Agustus 2024 untuk B2C (*Business to Consumer*). Seluruh exhibitor JITEX memiliki kesempatan untuk melakukan *business matching* dengan para pembeli dalam dan luar negeri di tanggal 7-9 Agustus 2024, sementara di tanggal 10 -11 Agustus 2024 akan diselenggarakan Bazaar.

Dengan adanya kegiatan *business matching* di JITEX ini besar harapannya agar PT APS dan PT MBS dapat makin dikenal bukan hanya di pasar lokal namun juga di pasar ekspor. Selanjutnya diharapkan akan meningkatkan nilai order lokal dan juga ekspor.

*"Clothing The World with Indonesian Heart"*

Info lain dapat diunduh di website atau e-mail ke Corporate Secretary.

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## PT Pan Brothers Tbk participates in JITEX 2024



**Jakarta, August 7-11, 2024.** PT Pan Brothers Tbk through its subsidiaries, PT Apparelindo Prima Sentosa (APS) and PT Mitra Busana Sentosa (MBS), participated in the Jakarta International Investment, Trade, Tourism, and SME Expo (JITEX) 2024. JITEX is an international exhibition of local products and MSMEs initiated by the DKI Jakarta Provincial Government and in collaboration with HIPINDO (Association of Indonesian Retailers and Shopping Center Tenants).

JITEX attracts buyers from various industries from both domestic and international markets, which is expected to contribute to the sustainable development of the national economy.

The event, held at the Jakarta Convention Center, is scheduled for August 7-9 for B2B (Business to Business) and B2G (Business to Government), and August 10-11, 2024 for B2C (Business to Consumer). All JITEX exhibitors can engage in business matching with domestic and foreign buyers on August 7-9, 2024. Additionally, a Bazaar will be held on August 10-11, 2024.

The primary objective of the business matching activities at JITEX is to enhance the market recognition of PT APS and PT MBS, not only within the local market but also in the international domain. The anticipated outcome is an increase in local orders and exports, further augmenting the economic value.

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