

PRESS RELEASE

The Celebration 70th Independence Day Of Indonesia
GROUP OF ARTHA GRAHA HOLD FLAG CEREMONY AND
TUMPENGAN IN INDONESIA AND MILAN

Jakarta, 17th August 2015.

More than 10.000 employees of Artha Graha group in Indonesia, on 17th August 2015, involve in flag ceremonial dan give cone rice to others to celebrate Independence day of Republic Indonesia.

Every 17th of Augusts, the companies group which founded by Indonesia entrepreneur, Mr. Tomy Winata always hold flag ceremony at Hotel Borobudur Jakarta. But in 70th Indonesia anniversary is more special, because in this year Mr. Joko Widodo is the 7th President of Indonesia. Then, Indonesia is 70th years old now, if we counting the date of Indonesia's Independence Day is $17+8+45 = 70$, "***The Marvelous 70.***"

This year, Artha Graha Network holds flag ceremony not only in at Sudirman Central Business District (SCBD), Hotel Borobudur Jakarta (HBJ), Discovery Hotel & Convention Ancol (DHCA), and Mal Artha Gading (MAG) as well as all business units all over, but also at Indonesia Pavilion in World Expo Milano, Italia.

As a senior partner who responsible to manage Indonesian pavilion with the National Cooperative Conservationist Culture (KPBN), we bring the

excitement of Independence Day 17th August from Indonesia to Milan, Italy, for three days starting from of 15th, 16th, and the last on 17th August, 2015.

“The theme of Independence celebration in Milan is “The Marvelous 70”. Not only in Italia, the theme also applied in all units of Artha Graha in Indonesia. This celebration also as a form of the praise and gratitude for 70 years of independence that has been enjoyed by the Republic of Indonesia" said Chief Executive of Artha Graha Peduli Indra S. Budianto.

In the Indonesia pavilion in Milan, Artha Graha with the Indonesia Consulate for Italia hold flag ceremonial there. Then, we invite the visitors to join in some competitions such as eat the crackers, sack race and bakiak race.

Indonesia Pavilion also creates record of Indonesia Record Museum (MURI) and Guinness World Records (GWR) as the biggest and the tallest cone rice who is made in the abroad. It distributed to 1.000 visitors to support the theme 'Feeding the Planet, Energy for Life'.

To support the success of Indonesia Pavilion and received an award from MURI and GWR, all business units Artha Graha Group in Indonesia, also made a cone rice that is a replica or a miniature of the giant cone rice and will be enjoyed with all employees.

Need to remember

Artha Graha Group, one of private companies that hold flag ceremony every 17th Augusts. For the family of Artha Graha, according to Indra, Ceremony of 17's, it is important to remember heroic services are struggling to make this republic there.

“it’s the right time to us to understand that independence is not only in our words but the important thing is the implementation in our daily.” Said him

With high motivation to love the country, employees and all of elements in Artha Graha, build corps spirit in ourselves. “What we can do to Indonesia? What we can share to others? Those things that we must think.” He added.

In this Independence Day celebration, all of us must think that our heroes are really hard to build Indonesia.

“Being NKRI we need hundreds year, please do not waste our heroes sacrifice.” He added.

This ceremony is our way to increase our nationalism. To all employees of Artha Graha Network, Indra encourages to work harder and harder. The main purpose is Artha Graha wants Indonesia to be a bigger country.

Indra also encourages all of components in Indonesia to give their best contributions for Indonesia

Besides 17th August's activity, Artha Graha also creates programs to celebrate the great days of Indonesia. Celebrations is important, but more important how to implement in actions.

For example, in welcoming Kesaktian Pancasila Day on 1st October, the Youth Pledge Day on 28th October, and Heroes Day on 10th November, Artha Graha will hold some events and exhibitions related to give rewards for several Indonesian freedom fighters whose life in concern. The exhibition will cooperate with the Indonesian Hotel and Restaurant Association (IHRA) and is held at various hotels and malls throughout Indonesia.

The award will be given in the form of capital support or scholarships to veterans of the Indonesian freedom fighters and their families so that they can continue to live their life more worthy. The program will continue from 70 years of independence until August 17 next year.

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Photo Of Event



Flag Ceremony of Indonesia Independence Day



Our Director From Discovery Hotels & Resorts, Ms. Lidwina Ong, the Director of Discovery Hotels & Resorts is cutting the giant cone rice accompanied with Mr. Azizul Verdi, the General Manager – inCharge of Palace Hotel Cipanas