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Apical Group together with Palm Oil Industry Stakeholders to Launch Sustainable Initiative

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Exporter of sustainable palm oil, ” Apical Group the Roundtable of joined forces with Sustainable Palm Oil (RSPO), the Indonesian Vegetable Oil Industry Association (GIMNI), Indonesian Association of Biofuel Producers (APROBI), and a number of key opinion leaders by Palm Oil ” today. from various industries, to launch a sustainable palm oil initiative “Powered



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Through this initiative, Apical Group, a member of the RGE group of companies, seeks sustainable business practices and raises greater awareness, especially to improve the younger generation, on the importance and impact of palm oil on communities and everyday life. Bernard Riedo, RGE Palm Business Director and insights with Indonesian s said, " This initiative allows us, especially the younger generation, to share knowledge on the prevalence of palm oil in everyday life and its Indonesia, we many uses have hope promoting sustainable palm oil." that. As we commemorate Heroes’ Day (Hari Pahlawan) in the younger generation can become agents of change in promoting sustainable palm oil."

Compared to other countries, Indonesia is more advanced in its use of new and renewable energy, such as biodiesel. Jummy Bismar Martua Sinaga, Head of Research & Technology APROBI explained, “We have to optimize Indonesia’s palm oil as a resource. The B30 program provides employment for more than one million workers and increases farmersâ?? incomes. APROBI also wants to share the information that palm oil is not only used for food but is also a

source of energy.”

At the event, Apical introduced four key opinion leaders from the “Powered by Palm Oil” campaign consisting of practitioners from various industries, such as Kwik Wan Tien, General Manager of Nutrifood (WRP brands); Anisa Sulandana. Brahmantyo, De La House Brand & Product Marketing Director and advocate of the use of sustainable palm oil; Tigran Denre Sonda, an exporter of Harumas cooking oil, an Apical product; and Ryan Haryanto, an Asian Formula Renault driver who supports the use of biodiesel from palm oil as an effort to strengthen energy security.

The campaign has useful content that will be published every two weeks from November 10, 2021 on all Apical Group social media channels. This marks one of Apicalâ??s many efforts to engage the younger generation in Indonesia under its #Apicalpeduli (Apical Cares) movement. Since 2020, Apical has actively engaged communities through various activities to spread positive messages and build resilience.