

**POLBENG BUSINESS EXPO  
(CASE STUDY ON MSME *RISOL MAYO*)**

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**ABSTRACT**

This Project explores strategies to promote and market "MSME *Risol Mayo*," a culinary product tailored to the preferences of young consumers eager to discover new flavors. Central to the initiative is the organization of an Expo, designed to showcase Micro, Small, and Medium Enterprises (MSME) and engage the local community. Recognizing the vital role of MSME in economic growth, the project emphasizes their contributions to job creation, innovation, and the culinary sector. A detailed schedule ensures activities align with the project's objectives, while targeted promotional efforts aim to attract both MSME and the wider public, encouraging active participation in the Expo. The project will document outcomes comprehensively to measure success and maintain transparency. Ultimately, this initiative aligns with the vision of "Building the Country Towards Golden Indonesia" by fostering the creative economy, enhancing the marketing of culinary products, and empowering local businesses in a competitive marketplace.

**Keywords:** MSME, Marketing Strategies, Exhibitions, Culinary Product, Innovation.