

**POLBENG BUSINESS EXPO  
ASPECT OF MANAGER IN FASHION SHOW OF  
TRADITIONAL COSTUME, TRADITIONAL  
CONTEMPORARY COSTUME, AND ECO-FRIENDLY  
COSTUME**

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**Abstract**

The "POLBENG BUSINESS EXPO" is a significant initiative by the International Business Administration Study Program at the State Polytechnic of Bengkalis, with a vibrant fashion show as its main attraction. Highlighting modified traditional, contemporary traditional, and eco-friendly costumes, this event showcases student creativity while promoting cultural heritage and environmental awareness. Aimed at engaging school-aged participants, the expo provides a platform to explore and express their talents in the fashion industry. Scheduled for October 30-31, 2024, at the Bengkalis State Polytechnic, the event also features activities such as Rank 1, Spelling Bee, Singing Contest, and Drawing Painting Contest, offering a comprehensive and exciting experience for participants and visitors alike. By blending cultural preservation, aesthetics, and innovation, this project not only enhances public appreciation for fashion but also develops leadership, collaboration, and critical thinking skills among students, equipping them to face future challenges and inspiring them to contribute meaningfully to the creative industry.

**Keyword:** *Expo, Event fashion show, School children.*