

POLBENG BUSINESS EXPO (Case Study on Nana Donat SME)

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ABSTRACT

This project aims to introduce the State Polytechnic of Bengkalis to the wider community while supporting the development of culinary tourism in Bengkalis. Through this expo activity, various local culinary attractions are showcased as an effort to increase appreciation for regional culinary wealth. In addition, the expo is also designed to organize various interesting competitions such as singing competitions, fashion shows, Ranking 1, coloring competitions, and Spelling Bee, which aim to involve the community, especially children, in creative and educational activities. The expo not only focuses on culinary promotion but also provides opportunities for Micro, Small, and Medium Enterprises (MSMEs) players in Bengkalis to showcase their products. One of the MSMEs invited to participate was Nana Donat MSME, who also took advantage of this opportunity to expand their market reach. With the participation of MSMEs, this event is expected to have a positive impact on local business development while strengthening the network between businesses and the campus community and the general public. The results of the expo showed high enthusiasm from the Bengkalis community and from outside the campus environment to visit State Polytechnic of Bengkalis.

Keywords: Competition, MSME Participant, Polbeng Business Expo