

ABSTRACT

PROJECT IMPLEMENTATION FACILITING ULIFA CRAFT AND ES TEH TENANT AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

The thesis project entitled “Project Implementation Facilitating Ulifa Craft and Es Teh Tenant at Polbeng Business Expo Chapter II” aims to introduce the Bengkalis State Polytechnic campus to the wider community, while supporting the development of MSMEs in Bengkalis. Through this expo event, various local culinary attractions and handicrafts are exhibited as an effort to increase appreciation for regional cuisine and crafts. In addition, this exhibition was created to hold various interesting competitions aimed at involving the community and children in creative and educational activities. The exhibition not only focuses on culinary promotion but also provides an opportunity for Micro, Small, and Medium Enterprises (MSMEs) in Bengkalis to showcase their products. One of the MSMEs invited to participate is Ulifa Craft and Es Teh, which 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 the development of local businesses while strengthening the network between business actors and the campus community and the general public.

Keywords: *Competition, MSMEs Participants, Polbeng Business Expo*