



INDONESIA

Roca 100  
1917-2017

Roca 100  
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MARKETING

ROCA INDONESIA FACTORY  
GROUNDBREAKING EVENT

# Roca Indonesia Factory Groundbreaking Event

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14 SEPTEMBER 2017

GRIYA IDOLA  
INDUSTRIAL PARK  
CIKUPA, BANTEN





# Overview

Roca factory groundbreaking event was conducted on 14 September 2017. The objective was to introduce Roca Indonesia as well as build strong relationship with the stakeholders. The event was very exclusive with the total of 70 invitees; the press were not even invited, but the press release was delivered to them to cover the event.



## OUR GUEST OF HONORS

**Haris Chandra**

Distributor  
PT. Aditya Sarana Graha

**Kam Kettin**

Distributor  
PT. Suryaprabha Jatisatya

**Eddy Karli**

President Director of  
Griya Idola Industrial Park



## OUR OTHER GUEST OF HONORS

**Adhitya Sasongko**

PT Jaya Real Property Tbk

**Romansyah**

PT Lippo Karawaci Tbk

And all of our invitees from Roca Indonesia,  
PT. Aditya Sarana Graha, PT. Suryaprabha Jatisatya,  
PT. Caturkarda Depo Bangunan,  
Barito Pacific Group and Colliers International



# PRE-EVENT



INVITEES STARTS COMING IN AT 9AM TO THE MARKETING GALLERY OF THE INDUSTRIAL COMPLEX. ROCA INDONESIA TEAM ARE THERE TO WELCOME THEM AND HELP WITH REGISTRATION. SNACKS AND DRINKS ARE PASSED AROUND WHILE WAITING FOR OTHER GUESTS TO ARRIVE



# PRE-EVENT



INVITEES ARE BEING USHERED TO THE GROUNDBREAKING AREA WHICH IS LOCATED OUTSIDE THE MARKETING GALLERY. THE MAIN EVENT WAS STARTED WITH SPEECHES FROM KEYNOTE SPEAKERS.





# KEYNOTE SPEECH



**Emilio Ferrer**

Operations Director  
Roca Indonesia

# KEYNOTE SPEECH

**Kelvin Tjiandra**  
Managing Director  
Roca Indonesia





# KEYNOTE SPEECH



**Eddy Karli**

President Director

Griya Idola Industrial Park

# KEYNOTE SPEECH

**Eduardo Talon**

Architect of Roca Factory  
Project Indonesia







TIME CAPSULE CEREMONY

# SHOVEL CEREMONY

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## **Emilio Ferrer**

Operations Director  
Roca Indonesia

## **Kelvin Tjiandra**

Managing Director  
Roca Indonesia

## **Haris Chandra**

Distributor  
PT. Aditya Sarana Graha

## **Kam Kettin**

Distributor  
PT. Suryaprabha Jatisatya

## **Eduardo Talon**

Architect of  
Roca Factory Project Indonesia





# POST-EVENT



AFTER THE CEREMONY AT THE GROUNDBREAKING AREA, THE GUESTS THEN BEING USHERED BACK TO THE MARKETING GALLERY TO ENJOY SUMPTUOUS LUNCH.