

HIOKI Green Point Campaign & HIOKI Indonesia Community Launch



Indonesia, 28 October 2016 – Together with HIOKI Singapore, more than 50 people from all walks of life, from young children to university professors, planted trees in Mega Mendung, Indonesia, on 15 October 2016 in HIOKI Singapore’s latest activity, Green Point Campaign (グリーンポイント・キャンペーン) program.

Guided by HIOKI’s corporate philosophy, “*Contribution to Society*” & “*Respect for Humanity*”, HIOKI Singapore led HIOKI Community Indonesia and children from Paseban Village to plant a total of 271 trees. Supported by Observasi Konservasi Sumber Air (OKSA), the Green Point Campaign is the third instalment of the annual initiative by HIOKI E.E Corporation, to plant trees on behalf of our HIOKI users to a tree-planting organization when the customers purchase a qualifying product.



About the area



The 271 trees were planted near the upstream of Ciliwung River. Ciliwung River is the main river that flows from the District of Bogor, passing through the cities of Bogor, Depok, until Indonesia capital city, Jakarta. Due to the increasing rate of population and developments in the metropolitan region Jabodetabek, encompassing Jakarta, Bogor, Depok, Tangerang and Bekasi, this has decreased the lands' capability in absorbing water. As a result, this lower the surface protection, and expose the land to runoff

and erosions. Recent floods in Jakarta, landslides, droughts, and the significant drop in river water quality, is a clear indicator of poor land fertility.

By planting more trees near the upstream of the 97km long Ciliwung River, the trees help to hold the soil thus minimize soil erosion on site and reduce sediment in water bodies. The surface cover and tree roots is able to trap sediments and prevent them from going downstream. In addition, tree roots that penetrate deep enough helps to stabilize the land and thus prevent shallow landslides.

Through tree-planting efforts, this will greatly help to restore proper environmental conditions in the long run, which in turn boosts the supply and quality of water to the urban areas, and prevent natural disasters.



HIOKI Singapore & HIOKI Community Indonesia planted tree saplings along upstream of Ciliwung River

HIOKI Community Launch

In conjunction with HIOKI Green Point Campaign, HIOKI Community Indonesia was also officially launched on 15.10.2016. HIOKI Community Indonesia started with an objective to connect HIOKI end-users together, and build a community of highly influential professionals to create the same synergy that HIOKI has created in the industries. Among the members include professionals from education sectors, food industries, electrical and power industries, just to name a few. Till date, HIOKI Community Indonesia has more than 100 members, and the group is still growing.

“Indonesia is the first country to launch HIOKI Community, because of our good relationship with the Professors from the education sector and engineers from many industries, and most importantly, we have a group of very loyal and dedicated HIOKI users.” Said Mr. Kenneth Soh, General Manager, HIOKI Singapore Pte. Ltd. during his opening speech at HIOKI Community Indonesia launch.

In addition, HIOKI Community Indonesia, is also a social group to help each other within the community to solve their common engineering related problems, and binds similar interest professionals together through social gatherings and events. In the long run, HIOKI Singapore Pte. Ltd. hopes that the community will act as an influential community and thus help to build a stronger brand across the industries.



Mr. Eko Yanto, HIOKI Community Indonesia Chairperson receives token of appreciation on behalf of his members from Tsuchiya San, Managing Director, HIOKI Singapore Pte. Ltd.



Key appointment holders from HIOKI Community Indonesia



Children from Paseban Village

In addition to HIOKI Singapore and HIOKI Community Indonesia, some children from Paseban Village aged between 6 to 11 years old also joined in the fun-filled tree planting event. Through the tree planting activity, this connects children with the nature and allows them to understand that they can also make a difference to the world. Raising environmental awareness among these children will be beneficial to the villagers staying in the area in years to come as the children grow and become the community leaders of the future. The event ended with interactive games session between HIOKI Singapore and the children, and each of them receives souvenirs from HIOKI Singapore. Filled with joy, the children from Paseban Village echoed together with HIOKI Singapore & HIOKI Community Indonesia, "HIOKI WAY!"