

## SaigonTex 2025: Presence in New Market

## New Initiative: Partners in Success Video Series

## SUPPORTING PARTNERS AND TEXTILE GROWTH

# Indo Intertext 2025



Vietnam is fast becoming a key regional textile hub. Recognising the significant growth in the global market for man-made cellulosic fibre (MMCF), we made our entry into the Vietnamese market at SaigonTex 2025, on 9 – 12 April. Here, we actively introduced APR Viscose and Lyocell by Sateri fibres to local manufacturers. Our presence at SaigonTex 2025 marked an important step in bringing these versatile fibre to Vietnam-based manufacturers. Our booth, themed “Experience Lyocell, Feel the Difference,” gained significant interests from visitors, both local and international. We look forward to collaborating more, integrating the adoption of these fibres, and supporting the country’s textile landscape.

[See highlights](#)

## Commitment to the Growth of Indonesian Textile Industry

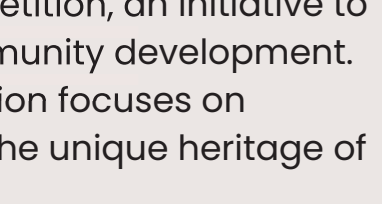
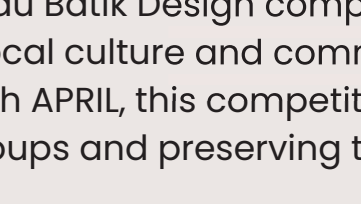
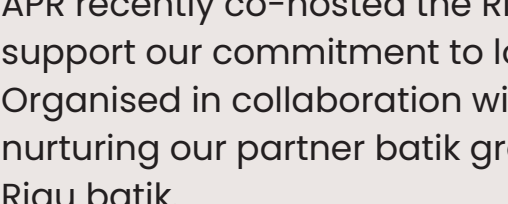


We have concluded our seventh successful participation in Indo Intertext 2025. As Indonesia’s largest viscose staple fibre manufacturer, we believe strong partnership and responsible production are key to sustainable growth. From 15 – 17 April, under the theme “Grow for Good, Grow with APR,” our booth showcased the latest innovation in APR Viscose and Lyocell by Sateri. Aligning with the theme, we brought together five partners with us; Sahabat Textile, Sentro Textile & Garment, Sinartan Denim, Manunggal Adipura, and Agungtex.

As Aryo Oetomo, Head of Asia Pacific Rayon, shared, “Indo Intertext 2025 is an opportunity for APR to share our vision for the future of sustainable textiles.” We aim to drive positive change through responsibly produced fibres and collaborative innovation.

[See highlights](#)

## Nurturing Cultural Heritage through Batik Competition



APR recently co-hosted the Riau Batik Design competition, an initiative to support our commitment to local culture and community development. Organised in collaboration with APRIL, this competition focuses on nurturing our partner batik groups and preserving the unique heritage of Riau batik.

The competition ran from 21 April – 31 May 2025, attracting numerous creative designs from talented participants. We extend our heartfelt congratulations to all the deserving winners.

We hope that our dedication to supporting local artisans and ensuring vibrant tradition of Indonesian continues to thrive.

## APR Highlights Indonesian Craftsmanship and Sustainable Fibre at World Expo

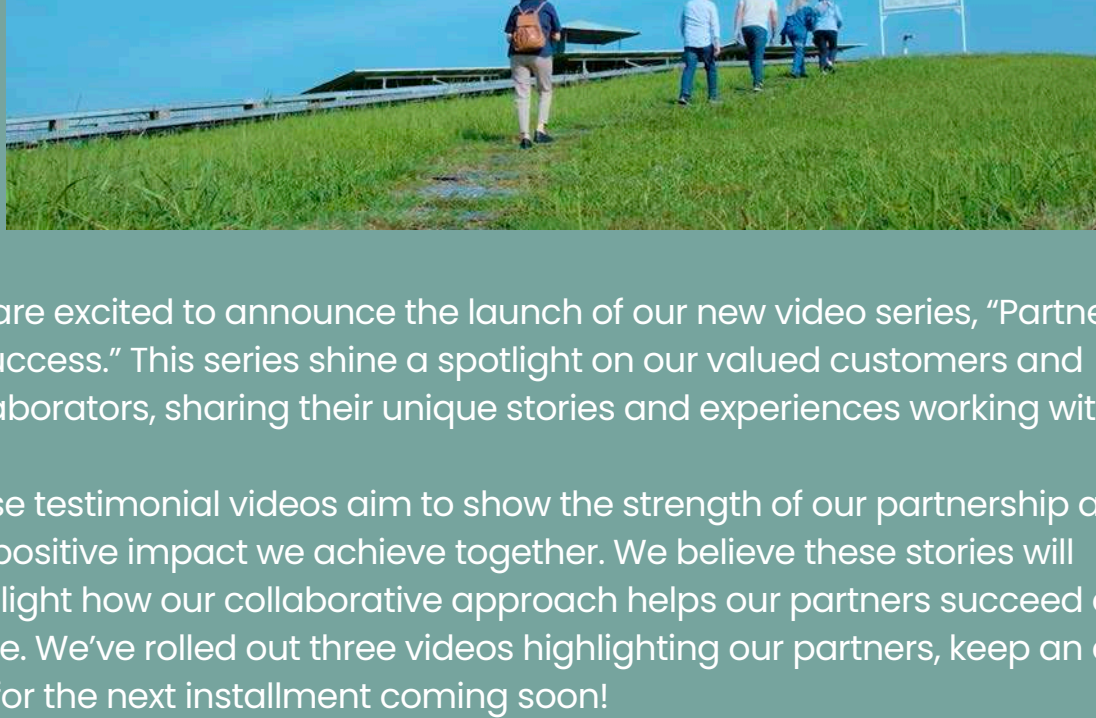


Our time at Expo 2025 Osaka was a resounding success! We proudly exhibited within the Indonesia Pavilion, hosted by Indonesia’s Ministry of National Development Planning (BAPPENAS), on June 2 – 15. Our exhibit brought to life Tenun Pulau woven fabric. These unique textiles were intricately handwoven by talented women artisans from Pelalawan, Riau, Indonesia, using APR’s biodegradable viscose. Our presence at Expo 2025 Osaka offers a platform to showcase how we can thoughtfully combine rich cultural heritage with responsible

production methods. This initiative aligns with our broader efforts to advance sustainable practices within the global textile sector and provide impactful support to local communities.

[See highlights](#)

## Stories of Shared Growth and Achievements



We are excited to announce the launch of our new video series, “Partners in Success.” This series shine a spotlight on our valued customers and collaborators, sharing their unique stories and experiences working with us.

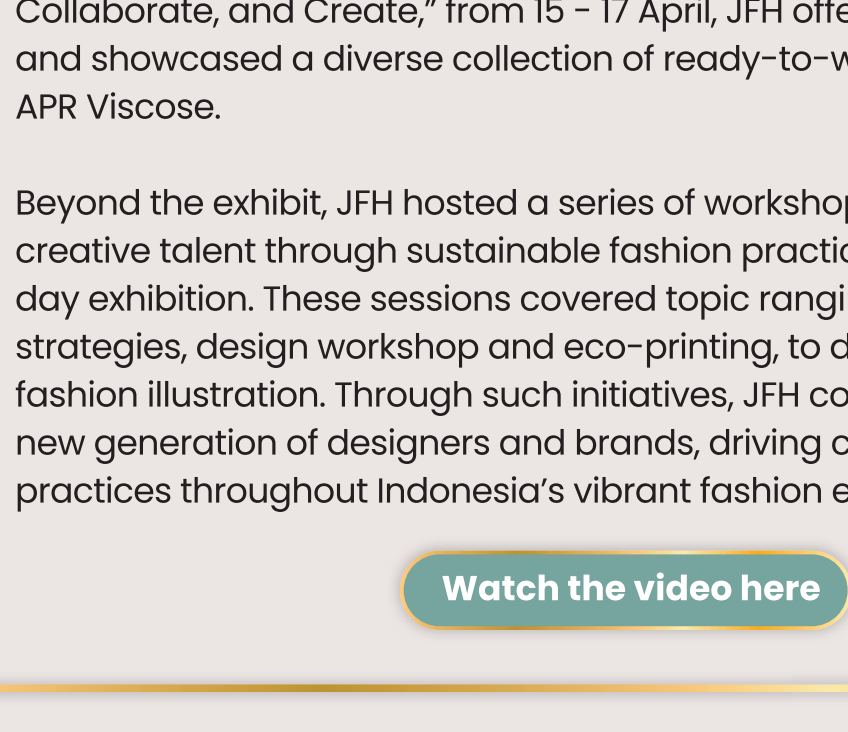
These testimonial videos aim to show the strength of our partnership and the positive impact we achieve together. We believe these stories will highlight how our collaborative approach helps our partners succeed and thrive. We’ve rolled out three videos highlighting our partners, keep an eye out for the next installment coming soon!

[Watch the video here](#)



JAKARTA FASHION HUB

## Connecting with Designers and Artisans at Indo Intertext



Supporting our commitment to nurturing creative talent and sustainable fashion in Indonesia, Jakarta Fashion Hub (JFH), an initiative of APR, made its exhibition debut at Indo Intertext 2025. Embracing the spirit of “Connect, Collaborate, and Create,” from 15 – 17 April, JFH offered fabric consultations and showcased a diverse collection of ready-to-wear garments featuring APR Viscose.

Beyond the exhibit, JFH hosted a series of workshops aimed at supporting creative talent through sustainable fashion practices throughout the three-day exhibition. These sessions covered topic ranging from fashion business strategies, design workshop and eco-printing, to digital design and 3D fashion illustration. Through such initiatives, JFH continues to empower a new generation of designers and brands, driving creativity and responsible practices throughout Indonesia’s vibrant fashion ecosystem.

[Watch the video here](#)

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