HARVARD STUDENTS GET FIRST-HAND INSIGHTS INTO SINAR MAS AGribusiness AND FOOD DURING INDONESIA AND CHINA FIELD TRIP

Twelve students from the Harvard Business School in Boston had first-hand insight into the operations of Sinar Mas Agribusiness and Food, as they spent a few days with the company in January 2015.

The students took part in a mandatory first-year FIELD course or Field Immersion Experiences for Leadership Development. Sinar Mas Agribusiness and Food is one of the 156 FIELD global partners in 13 countries, hosting 930 students in total.

Executive Director Jesslyne Widjaja: “We are pleased to be working with Harvard Business School to provide students with experiential real-world learning experience in Indonesia and China. We feel that the students were able to gather insights on the ground that they would not be able to get from a classroom discussion alone.”

While in Jakarta and Shanghai, the students pitched their ideas to the Company’s leadership team, conducted field research with consumers and presented their final recommendations to the management.

“We are extremely grateful to Sinar Mas Agribusiness and Food and all the FIELD Global Partner organizations for all they do on behalf of our students,” said Professor Tony Mayo, the faculty head of FIELD. “The students benefit immeasurably from this experience and we hope the partner organizations do as well.”

About FIELD:

FIELD has three modules that run through the entire first year of the two- year MBA program. The first module focuses on developing individual leadership skills through team feedback and self-reflection. The second focuses on developing global intelligence by immersing them in a foreign country to develop a new product or service in-country for their Global Partner organization. The final module brings all the lessons together by challenging students to develop and launch their own micro-business as part of a small team back in Boston.

About Sinar Mas Agribusiness and Food:

Sinar Mas Agribusiness and Food is the largest oil palm plantation group in Indonesia and the second largest in the world. We are listed on the Singapore Exchange under the name of Golden Agri-Resources Ltd (“GAR”) since 1999. With an extensive global marketing network, we offer our palm oil products in some 70 countries today.

The large scale and integrated nature of our palm oil operations allow us to promote efficiency, productivity, quality and sustainable growth across the entire value chain. We manage over 470,000 hectares or about 4.5% of Indonesia oil palm plantation area which produce about 8% of the country’s output, making us one of the world’s most efficient palm oil companies. GAR is committed to being the leader in sustainable palm oil production by adopting the best industry practices and standards, managing the environment responsibly, creating employment and empowering the communities.
Our downstream operations are in the best position to grow its global, diversified customer base through strong distribution, branding, merchandising, destination processing, shipping and logistics. While our priority is to enlarge capacity in Indonesia, we also seek out growth opportunities in the various destination countries that we serve.

- Photo 1 (top left): Students from Harvard Business School interacting with Sinar Mas Agribusiness and Food management team
- Photo 2 (top right): Students of Harvard Business School in Sinar Mas Agribusiness and Food China Office
- Photo 3 (bottom left): Group photo with students of Harvard Business School's FIELD programme in the Jakarta Office
- Photo 4 (bottom right): Group photo of Harvard Business School students who visited Sinar Mas Agribusiness and Food China operations