

# What's Up @ dti PHILIPPINES

An internal information service by the Knowledge Management and Information Service for DTI Employees

Follow us on your favorite social networks:  DTI.Philippines  @DTIPhilippines  @DTI.Philippines  DTIPhilippines

## Negosyo Center goes online!



*Department of Trade and Industry (DTI) Secretary Ramon M. Lopez in his keynote message emphasized the great contribution of the digitalization of the Department's services in assisting more existing and potential micro, small, and medium enterprises (MSMEs). Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona (upper right) and Negosyo Center Project Management Unit (NC-PMU) Director Emma C. Asusano (lower right) also gave encouraging welcome messages during the Negosyo Center Online Portal Launch on 1 June 2020 held via Zoom and streamed online via Facebook.*

**Department of Trade and Industry (DTI) Secretary Ramon M. Lopez** led the launch of the Negosyo Center Online Portal (NCOP) on 1 June 2021 to assist micro, small, and medium enterprises (MSMEs) transition into the digital platform and address mobility concerns of entrepreneurs during the COVID-19 pandemic.

*"Digitalization extends DTI's reach in helping MSMEs through our various entrepreneurial programs and projects nationwide. It will also push the promotion of entrepreneurship in the country,"* Secretary Lopez said in his keynote message during the livestream feed.

NCOP is a one-stop-shop portal for businesses providing business ideas, a step-by-step guide to registering a business, assistance to growing and expanding operations, and free consultations from various industry experts.

During the launch, **DTI Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona** emphasized the potential assistance that this new digital platform will give to both existing MSMEs and potential MSMEs. *"This will provide a safe and a convenient way of accessing the Negosyo Center services, especially during the pandemic. With the NC Online Portal, we now have a powerful redundancy to the existing physical Negosyo Centers,"* she said.

As of 15 May 2021, 73% of all the provinces, cities, and municipalities in the country are covered by 1, 187 physical NCs established nationwide while as of May 2021 alone, NCs have assisted 214, 532 MSMEs, 397, 188 clients, and 6, 215 registered Barangay Micro Business Enterprise (BMBEs).

On the same note, **Director Emma C. Asusano** of the **Negosyo Center Project Management Unit (NC-PMU)** said the event is a milestone not only for *Negosyo Center* but for the whole of DTI and the MSMEs as well.

Secretary Lopez said that even before the pandemic, DTI has been at the forefront in advocating digitalization efforts to greatly contribute to more inclusive economic growth.

The Secretary noted that the Department has been implementing its Digital Transformation initiatives, with many of its services now available online including the Business Name Registration, Import Commodity Clearance and Philippines Standard License provision, and even the application for Philippine Contractors Accreditation Board license, among others.

Programs for MSMEs have also gone online, such as the *Kapatid* Mentor ME, CTRL BIZ: REBOOT Now Project, digital *Bagsakan* projects, virtual trade fairs, digital stores and malls. Lastly, DTI financing programs through the Small Business Corporation may be availed through the online platform too.

This NCOP launch is a component of the NC Business Counsellors (NCBCs) General Assembly, which started on 27-27 May 2021 wherein three batches of learning sessions were conducted on topics: Business Name Registration, Government's Initiatives in Jumpstarting MSMEs, and Google My Business.

Right after the launch, a total of 498 NCBCs from across the regional offices were recognized for their invaluable years of service. The Silver award was given to 445 NCBS who have served for three to five years, while the Gold award was given to those who have been with their NCs for more than five years.

Closing the event was **ROG Assistant Secretary Asteria C. Cabarte** who also commended the NCBCs for their dedicated hard work in bringing DTI Services closer to the MSME clients in their respective localities.

NCOP was made possible through the initiative of the Regional Operations Group (ROG), together with Digital Philippines, headed by **Assistant Secretary Mary Jean T. Pacheco**, the Bureau of Small and Medium Enterprise Development (BSMED), and the NC-PMU, with assistance from the Information Systems and Management Service (ISMS) and Knowledge Management and Information Service (KMIS).