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National MSME Week 2022 highlights digitalization and resilience



The banner features the DTI Philippines logo, the MSMEEDC logo, and a stylized cityscape with digital elements. The text is centered and reads: NATIONAL MSME WEEK 2022, Theme: RISE MSMEs in the Digital Economy, Resilient, Innovative, Sustainable, and Empowered.

NATIONAL MSME WEEK 2022

Theme:
RISE MSMEs in the Digital Economy
Resilient, Innovative, Sustainable, and Empowered

The Micro, Small and Medium Enterprise Development Council (MSMEDC), through the Department of Trade and Industry (DTI), in cooperation with the Philippine Trade and Training Center – Global MSME Academy (PTTC - GMEA), organized a five-day virtual celebration of the National MSME Week 2022 on 11-15 July 2022 via Zoom and Facebook.

The Department of Trade and Industry (DTI) led the country's observance of the National MSME Week 2022 (NMW 2022) on 11-15 July 2022 which focused on the resilience of micro, small, and medium enterprises (MSMEs) in the digital economy despite the pandemic.

Chaired by DTI, the Micro, Small and Medium Enterprise Development Council (MSMEDC), in cooperation with the Philippine Trade and Training Center – Global MSME Academy (PTTC - GMEA), organized online events that highlighted the importance of e-commerce in sustaining the entrepreneurial journey of MSMEs in today's business landscape.

With the theme, "RISE MSMEs in the Digital Economy: Resilient, Innovative, Sustainable, and Empowered," the weeklong-celebration that was held via Zoom and Facebook Livestream also featured government programs and initiatives for steering the country toward a sustainable path to economic recovery.

“This year’s celebration of the National MSME Week is an affirmation of the government’s commitment to continue to help boost the Pinoy MSMEs to thrive and expand in an increasingly global and competitive e-commerce industry brought by the COVID-19 pandemic. We will continue to empower the MSMEs and maximize their strength to become more competent and resilient as they embrace the opportunities and challenges the new and better normal,” said **DTI Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona**.

Online sessions were conducted daily featuring various programs and initiatives being implemented by the government and private sectors to achieve the five (5) strategic goals under the MSME Development Plan 2017-2022 on Business Climate, Access to Finance, Management and Labor Capacities, Technology and Innovation, and Access to Markets.

Highlights of activities

Day 1 featured the Philippine Business Hub (PBH, formerly known as Central Business Portal), a single site for all the business-related information which aims to streamline business registration. The Negosyo Central Online Portal, various e-commerce audio-visual presentations (AVP), and a teaser video about the upcoming launch of the Barangay Micro Business Enterprise (BMBE) Online Registration System or BMBE-ONLINE were also presented.

Day 2 showcased a webinar entitled, Innovation and Business Models for MSMEs as presented by Mansmith and Fielders Inc. Chairman Josiah Go. This day also highlighted the Productivity Toolbox of the National Wages and Productivity Commission (NWPC).

Day 3 highlighted the webinar conducted by Norde International Distributors and Accelerating Makers entitled *“Upscaling the Wearables Industry through Digital Fabrication (DigiFab),”* which focused on different digital fabrication technologies.

Day 4 presented the new program of Small Business Corporation (SB Corp.), Resilient, Innovative and Sustainable Enterprises, Unleash your Powers (RISE UP), a loan program that aims to sustain the gains of MSMEs that have survived the past two years of crisis.

Lastly, Day 5 showcased the ASEAN Access, an online portal serving as a first port of call for ASEAN SMEs and other businesses for information on trade and other opportunities for market access in the region. Also featured was the partnership between DTI and Pilipinas Shell Petroleum Corporation (PSPC) to provide MSMEs and beneficiaries of the OTOP Program an additional physical channel and market access platform where OTOP products may be sold on a day-to-day basis.

Pursuant to Magna Carta for MSMEs, the second week of July has been declared as National MSME Week to institute a continuing awareness on the important role of MSMEs in national development.

Over 43,000 participants joined during the online celebration of the NMW 2022. To access the livestreamed videos, you may visit the [DTI Philippines Facebook](#) page.