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DTI, Go Negosyo launch KMME in Quezon City



DTI-ROG Assistant Secretary Blesila A. Lantayona (front, ninth from right), Quezon City District 4 Councilor Irene R. Belmonte (front, tenth from right), PCCI-QC President Pacifico F. Maghacot Jr. (front, ninth from left), and DTI-NCRO OIC Director Anacleto C. Blanco, together with entrepreneurs from Quezon City, pose for a crowd shot during the launch of KAPATID Mentor ME in Quezon City last 31 May 2017.

The Department of Trade and Industry (DTI), in partnership with the Philippine Center for Entrepreneurship (PCE) through its advocacy arm Go Negosyo, launched the KAPATID Mentor ME (KMME) Program in Quezon City last 31 May 2017 at the Quezon City Experience Museum.

KMME, a program under the KAPATID *Angat Lahat* Project, aims to scale up local micro and small enterprises (MSEs) by educating them on different business concepts through a 10-module seminar series. Known entrepreneurs called 'Angelprenuers' who have made their mark in their respective industries are tapped to facilitate the learning activities.

Started in March this year, the program has already been rolled out in 54 areas nationwide, with Quezon City as the most recent across the country and the second in Metro Manila.

Over 220 MSEs from the area attended the launch, including the 22 selected mentees to attend the entire series.

DTI Regional Operations Group (ROG) Assistant Secretary Blesila A. Lantayona, together with Quezon City District 4 Councilor and Committee on Trade, Commerce,

and Industry Chair Irene R. Belmonte, Philippine Chamber of Commerce and Industry – Quezon City (PCCI-QC) President Pacifico F. Maghacot Jr. and DTI-National Capital Region Office (NCRO) Officer-In-Charge Anacleto C. Blanco, graced the opening.

“Our objective in this program is to scale up our MSEs, giving them the business know-how and make them realize that they do have the entrepreneurial spirit needed to make a business successful,” Lantayona said.

She likewise encouraged the mentees to take KMME seriously and enthusiastically, pointing out that this series of seminars, given at no cost to the participants, is equivalent to a million-peso worth of post-graduate studies in business administration.



Asec. Lantayona explains the important role of MSEs in the country’s economy and the necessity to provide them services that will help them level up.

The first two modules were taken up during the launch. Modules 1 and 2 covered topics on ‘Entrepreneurial Mindsetting and Values Formation’ facilitated by **Colayco Foundation Executive Director Armand Q. Bengco** and ‘Marketing’ presented by **Lamoijan Corp. President and Chief Executive Cecilio K. Pedro**, respectively.

The eight remaining modules will be available only for the 22 mentees who had undergone a rigorous process of selection. After completing the module, these entrepreneurs will have a culminating activity to present their business development plans.

DTI and PCE also invited successful local entrepreneurs including **Farron Café Farwa Hombre, Mont Albo Massage President and CEO Maynoll D. Montalbo**, and **Zen-Zest Asia Founder Michelle D. Asence-Fontelera** to share their respective entrepreneurial journeys.

In the following weeks, KMME will also be launched in other areas in Metro Manila to continue helping local MSMEs level up their businesses.

Aside from KMME, KAPATID *Angat Lahat* has two other pillars, namely Adopt-an-SSF (Shared Service Facility) in which DTI encourages large enterprises to fund SSFs, and Inclusive Business (IB), to link MSMEs to value chains of big enterprises.

Data shows that MSMEs compose 99.6% of businesses in the country, accounting to 62.9% of total employment in the Philippines.