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DTI boosts MSME development through Negosyo Fair 2017



DTI Secretary Ramon M. Lopez (inset) urges business counsellors to press on assisting aspiring entrepreneurs during the opening of the Negosyo Fair's Business Counsellors' Conference last 20 June 2017, at the Megatrade Hall 2, SM Megamall, Mandaluyong City.

The Department of Trade and Industry (DTI) convened aspiring entrepreneurs, existing micro, small, and medium enterprises (MSMEs), large corporations, business counsellors (BCs), program partners, and coordinators from Negosyo Centers (NC) across the nation for the Negosyo Fair 2017 held last 20-24 June 2017 at the Megatrade Halls 1-3, SM Megamall, Mandaluyong City.

With the theme "Build. Link. Transform. Connecting MSMEs, Creating Opportunities," the five-day event aimed to further enhance various areas in MSME development including enterprise development, capacity building, and establishment and enhancement of market linkages.

The fair included various activities for business counsellors as well as for the public. One of the biggest components of this year's event is the Business Counsellors' Conference which was expected to enhance the camaraderie of BCs and program partners nationwide. This gathering involved capacity building activities which focused on equipping BCs to help entrepreneurs increase their productivity and improve their operations.

Also, experts in business development, online marketing, franchising, and investments facilitated learning sessions for BCs and MSMEs.

"When you inspire, you transform people and give them the positive entrepreneurial mindset," Secretary Ramon M. Lopez told the BCs, encouraging them to continue helping the government in its initiatives to develop more innovative and resilient Filipino entrepreneurs.

Also part of the event is the three-day business exhibit which featured different business opportunities, including business ventures with low capital requirements and franchising opportunities, for MSMEs.



ROG Undersecretary Zenaida Cuison Maglaya (third from left) and TIPG Undersecretary Nora K. Terrado (second from left), together with (from left to right) Philippine Marines Commander Emmanuel B. Salamat, guest speaker and Pedro N' Coi owner Shamcey G. Supup-Lee, ROG Assistant Secretary Ameenah A. Fajardo, Department of Science and Technology (DOST) Undersecretary for Regional Operations Brenda L. Nazareth-Manzano, and NC-PMU Head and DTI-12 Assistant Regional Director Dorecita T. De Lima, officially open Negosyo Fair 2017 last 22 June 2017 at the Megatrade Hall 1, SM Megamall, Mandaluyong City.

The exhibit also included discussions on business packages, models, and technologies which MSMEs can avail to improve their businesses. Business matching was also part of the fair to push large corporations to source their supplies and services from MSMEs.

Moreover, the fair served as a venue for the cooperation between DTI and DOST to scale up the country's MSMEs through synchronization of programs on entrepreneurial development and scientific and technological advancements. Such joint initiatives will allow MSMEs to widen their markets and prepare them to integrate with the global value chain.

“During our time, when we were into SME development in the regions and provinces, it seemed like we're alone. But now, we already have partners from the private and government sector to really come up with better, more competitive, and innovative entrepreneurs,” said **Regional Operations Group (ROG) Undersecretary Zenaida Cuison Maglaya**.

BCs have also undergone a series of design challenges on promotion collaterals development, audio-visual presentation (AVP) production, web design, social media, and innovative strategies. After each region's outputs were evaluated, BCs from Region 7 garnered most of the awards, including the Best AVP, Best Web Design, and the Best Social Media Strategy. CARAGA was recognized for developing the most appealing and effective brochure, while Region 12 received the Most Innovative Strategy Award.

The NC Project Management Unit (NC-PMU) also acknowledged the best Centers which include NC Dumingag in Region 9 (Model 1), NC Cantilan in CARAGA (Model 2), and NC Echage in Region 2 (Model 3). These model centers were chosen based on their layout, presentation of services, and overall aesthetics.

BCs and program partners assist entrepreneurs who visit the Centers which are located in DTI offices, local government units, universities, or malls. To date, 538 NCs have already been established nationwide of which 284 are in Luzon, 122 are in Visayas, and 132 are in Mindanao.