

What's up @ dti

DEPARTMENT OF
TRADE & INDUSTRY
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

DTI honors Pinoy MSMEs in coffee table book launch



DTI Secretary Ramon M. Lopez presents the coffee table book “Sikap: Sipag at Abilidad ng Pilipino” to the delegates of the ASEAN 2017 MSME Development Summit held on 14 July 2017 at the Philippine International Convention Center (PICC) in Pasay City.

The Department of Trade and Industry (DTI) launched its coffee table book “*Sikap: Sipag at Abilidad ng Pilipino*,” which showcases success stories of micro, small, and medium enterprises (MSMEs) across the country. The event was part of the ASEAN 2017 MSME Development Summit held on Friday, 14 July 2017 at the Philippine International Convention Center (PICC), Pasay City.

The book highlights the stories of Filipino entrepreneurs and the help of the government that led to growth of their businesses. It narrates the stories of 35 MSMEs coming from different regions which flourish through *sipag* (industry) and *abilidad* (resourcefulness).

“These are stories of persistence, inspiring, and amazing transformation of ordinary people into full-fledged entrepreneurs through sikap,” said **DTI Secretary Ramon M. Lopez**.

More than recognizing these entrepreneurs’ journey from how they started their enterprises to where they are now, *Sikap* aims to inspire others to also venture into business.

Likewise, this book chronicles the various programs that have benefited the country’s MSMEs through the years.

These programs include *Negosyo Centers*, *Shared Service Facilities (SSFs)*, *Go Lokal!*, *KAPATID Angat Lahat! Mentor Me* program, *SME Roving Academy*, and *RIPPLES Plus*. DTI also hosts regional trade fairs and the *Sikat Pinoy National Trade Fairs*, as well as the *International Food Expo (IFEX) Philippines* and *Manila FAME* through its attached agency, the *Center for International Trade Expositions and Missions (CITEM)*, to raise productivity and improve product marketability of emerging entrepreneurs and integrate them to the domestic and global value chains.

“The MSMEs featured in this book reflect the thousands of Filipino entrepreneurs helped by the government in a conscious and collaborative effort to put them at the center of our trade agenda, as well as at the forefront of regional development through ASEAN,” Lopez said.



Secretary Ramon M. Lopez, together with Regional Operations Group (ROG) Undersecretary Zenaida Cuison Maglaya, Trade and Investments Promotion Group (TIPG) Undersecretary Nora K. Terrado, other DTI officials, and featured MSMEs, presents the Sikap coffee table book.

To date, 99.6% of business establishments in the country are MSMEs, comprising the 61.6% of the total workforce and contributing 35.7% to the country’s total value added tax. In 2016, these enterprises generated 2.78M jobs, USD 108.95B export sales, P69.44B domestic sales, and P180.31B worth of investments.

“To these MSMEs we attribute most of DTI’s success in pushing the growth of the business sector, strengthening the macroeconomic fundamentals in narrowing the income disparity, expanding the value chains, sustaining the increase in the country’s gross domestic product (GDP), broadening the domestic capital base, keeping revenues, increasing investments, and generating more jobs for Filipinos,” Lopez noted.

Accompanying the launch was a digital photo exhibit at the PICC Lobby, showcasing the profiles of the featured MSMEs. It also spotlighted MSMEs recognized in ASEAN through the ASEAN Business Awards from 2012 to 2016.

The book will be made available in all DTI offices and *Negosyo Centers*. Copies will likewise be distributed to government entities in the legislative and executive branch, as well as other organizations and trade and industry associations. It is also made available at the DTI Library at the DTI Main Office, as well as in the DTI Website, accessible through <http://www.dti.gov.ph/sikap>.