

# CAVITE ENTREPS THANK DTI, BPI & PTTC FOR SME ROVING ACADEMY



Hundreds of entrepreneurs in Cavite were beyond grateful for the support given to them by the Department of Trade and Industry (DTI), the Bank of the Philippine Islands (BPI) and the Philippine Trade Training Center-Global MSME Academy (PTTC-GMEA) during the Show Me, Teach Me MSE training workshop held at Hotel Dominique in Tagaytay City on June 24-25, 2019.

The two-day free seminar was sponsored by BPI Foundation and PTTC to capacitate entrepreneurs in the province and help scale up their business. Participants to the workshop were grateful for the project as they were equipped with the proper knowledge and skills on basic business recording, plus a short course on food packaging, labeling design and product enhancement. These provided opportunities, which can further develop their products and services to be at par with the competition in the global market.

Being one of the lead partners of DTI-Cavite in promoting entrepreneurship, BPI-Foundation Associate Director Ma. Teresa Calalang warmly welcomed micro and small entrepreneurs to the award-winning program that empowers and recognizes MSEs as engines of economic growth. She encouraged everyone to network with each other, develop partnership, maximize learning and be more socially conscious to achieve sustainable growth. Ms. Calalang also introduced BPI-Foundation as the corporate social responsi-

bility (CSR) arm of the bank that regularly holds capacity-building to strengthen MSEs in order to give back to the community.

Meanwhile, DTI Provincial Director Noly Guevara and PTTC-GMEA Program Manager Mr. Gerald David delivered inspiring talks, reminding MSMES that their agencies are always open to collaborate and cater to their training needs. Director Guevara also shared factors that are very vital for entrepreneurs to consider including mindset, mastery, mentor, model, money, machine and market.

The lecture on basic financial literacy and business accounting provided by Mr. Joven Macapinlac, a university professor and a certified public accountant was highly appreciated by attendees who learned journal entries, particularly the accounting equation with the right way of balancing assets to liabilities and equity in business operations.

Techniques on good designs and labels for enhancing products and service quality were tackled on the second day. Mr. Raynor Zuleta from PTTC handled the workshop on food photography, packaging and project presentation; while Mr. Rey Soliven focused on product design for non-food goods like furniture, embroidery and sewing business, along with brand development and innovative ways on how to effectively promote services which are

mostly tourism-related.

Moreover, Mr. Soliven explained how branding helps shape a unique identity and image for the business. He shared how the use of photography especially on tourist sites, plus the concept of selfie and instagramable pictures can boost profitability. From the very basic concepts of tradition, craftwork and heirloom Mr. Soliven also covered elements like colors, fonts, and measurements that affect brand designs, constantly reminding participants of the principle "Good design SELLS."

Similarly important topics like consumer rights, micro-financing, bank loan programs and trade facilitation by the Philippine National Trade Repository (PNTR) were also presented as part of the advocacy to strengthen MSMEs. ----(PICAD)

FRESH HOPES FOR CAVITE INMATES: The Provincial Information and Communications Technology Office (PCTO) headed by Ms. Camille Lauren Del Rosario, in coordination with the Department of Information and Communications Technology (DICT) represented by Engr. Reynaldo Sy facilitated the launching of the Computer Learning Station and Tech4ed Center at the Cavite Provincial Jail on July 22, 2019. Board Member Rainier Ambion, Chairperson of the Committee on Peace, Public Safety and Order delivered an inspirational message and encouraged the inmates to strive hard in order to gain knowledge on information and technology. Inmates will be trained to use basic computer applications that will enable them to acquire knowledge and skills to pursue their education and work opportunities upon release. The program on information technology will further develop their self-esteem and provide them the knowledge that is needed upon going out of the prison. It also aims to reduce the violent behavior of inmates and inspire them to have hope for a better future.--PICAD

# INTENSIFYING ENTREPRENEURSHIP THRU THE NEGOSYO SA BARANGAY PROGRAM

With its undertaking to boost the entrepreneurial spirit among the members of the community, the Department of Trade and Industry-Cavite led by Provincial Director Noly Guevara remains persistent on carrying business assistance services closer to the people as Negosyo sa Barangay was launched to assist the budding entrepreneurs in the province. On July 23, 2019, DTI-Cavite, in cooperation with other partner agencies visited Barangay Urdaneta in the municipality of Magallanes to promote awareness and encourage the locals to engage in small businesses that can help uplift their financial stability.

Ms Analyn Varias, Specialist under the Consumer Protection Division of DTI-Cavite explained thoroughly the importance of RA 7394 or the Consumer Act of the Philippines which specifically focuses on the protection of the interest of the consumer, promote the consumer's general welfare, and establish standards of conduct for business and industry.

On the other hand, PD Guevara delivered the overview of the program encouraging the partakers to actively participate and broaden the possibility and significance of entrepreneurship. PD Gue-

vara emphasized that empowering the budding entrepreneurs highlighted the program which signifies its eagerness to generate more business opportunities for the locals.

During the event, free haircut, manicure and pedicure were provided by the Technical Education and Skills Development Authority (TESDA) Provincial Training Center-Paliparan which brought delight to the participants. Likewise, Puregold Price Club Inc. led by its Regional Manager Kelvin Robert Cuan demonstrated their support as they offered free application of Aling Puring Card and sold their products in discounted prices.

Representatives from the local government of Magallanes, the Department of Science and Technology (DOST), De La Salle University -Dasmarinas and the Department of the Interior

and Local Government (DILG) were also present and showed their commitment as they introduced their programs and accomplishments which help in the growth and development of the Cavitenos.

Ms. Corazon Tepora, one of the entrepreneurs produced by the Provincial Cooperative, Livelihood and Entrepreneurial Development Office (PCLEDO) shared her expertise in Dimsum Making and gave some tips on doing business.

In the afternoon, Mr. Rico Chavez of DTI-Cavite facilitated the lecture on How to Start a Business and inspired the 25 pre-selected entrepreneurs who have been given the opportunity to undergo various trainings to hone their skills on entrepreneurship.

Also in attendance were Barangay Chairmen Mar Reduca of Urdaneta, Ronald Espineli of Ramirez and Julius Bello of San Agustin. -- (PICAD)

