

## *Department of Trade and Industry Inks Deal with Three Service Providers*



The Department of Trade and Industry Regional Operations Group (DTI-ROG) has entered into partnerships with the private sector, namely: Edukasyon.ph, MyLegalWhiz, and Customer Frontline Services, during the DTI-ROG General Assembly 2016 held in Davao City on November 09, 2016. The partnerships were forged to address the challenges faced by Negosyo Centers throughout the country and better help micro, small and medium enterprises (MSMEs).

DTI-ROG Undersecretary Zenaida Cuison-Maglaya welcomed the partnerships with the companies, saying these will elevate the services offered by Negosyo Centers nationwide. “We are continuously exploring new ways to better improve the centers’ services, with the end-goal of furthering government’s service delivery to all MSMEs in all parts of the country. This will ensure that more entrepreneurs are created, and as many existing MSMEs will be assisted.”

## E-payment for Business Name Registration with Globe Fintech Innovations



To further streamline Business Name (BN) Registration in all the Negosyo Centers throughout the country, the Department of Trade and Industry Regional Operations Group (DTI ROG), which spearheads the establishment of Negosyo Centers in the various cities, provinces, and municipalities nationwide, is eyeing to partner with the private sector in pursuing innovative solutions aimed at making BN payment more efficient.

Currently accounting for the bulk of Negosyo Center services, the processing of BN registration takes an average of 15 minutes. This however can still be improved by further streamlining the process, and making it more convenient to the MSME clients.

To do this, DTI ROG is looking at pursuing an e-payment system for BN Registration in partnership with leading IT solution companies, such as Globe Fintech Innovations (Mynt) and Manila Express Payment System (MEPS). This will be done by using the MEPS, wherein a cash-in machine can be installed in Negosyo Centers to accept payments for BN registration. By employing this e-payment system, the BN process will be cut shorter since clients will no longer have to wait in line. Users can cash in money through MEPS.

Once implemented, Globe Fintech Innovations will launch a caravan to show MSMEs how to use GCash so as to encourage them to use this mode of payment for BN registration. Ultimately, giving MSMEs a taste of e-commerce is in line with DTI's goal of encouraging more of our MSMEs to go online and take advantage of the opportunities that can be availed of through e-commerce and digital marketing.

*Mynt is the financial services arm of Globe Telecom that focuses on payments, remittance, loans, business solutions, and platforms. It is widely known for their service GCash through which users can pay bills, buy prepaid load, send and receive money.*

## Negosyo Center to Make Onsite Registration Available through Edukasyon.ph

Negosyo Centers all over the country conduct numerous entrepreneurship trainings for MSMEs, spreading the word and helping facilitate the registration processes of MSMEs nationwide. In line with this, the Department of Trade and Industry Regional Operations Group (DTI-ROG) looks to tap Edtech startup Edukasyon.ph, an online platform which has a diverse list of schools, colleges, universities, and training centers that students can explore to find an educational institution that fits their career aspirations, as well as make the promotion of, and registration to Negosyo Center trainings, more convenient for MSMEs.

Through this platform, DTI will be able to provide MSMEs a quick registration portal to FREE entrepreneurship trainings in over 372 Negosyo Centers all over the country. Negosyo Centers will have a microsite where they can showcase their training facilities and contact information for easy access to MSMEs who may need to know more about the services they can offer. This will enable the centers to intensify their promotion efforts to reach as many potential and existing MSMEs. On the other hand, by just browsing the website, MSMEs will be able to easily find different entrepreneurship trainings that will fit their business needs, thus help them gain relevant knowledge and skills they would need in setting up their business.



DTI Undersecretary for Regional Operations Group Zenaida Cuison-Maglaya welcomed the partnership with Edukasyon.ph, saying that this will open doors for would-be entrepreneurs to help them start and expand their business. "This is a most welcome partnership as we really push entrepreneurship because we want more people to become entrepreneurs, and start their own businesses," Maglaya said.

Henry Motte-Muñoz, Founder and CEO of Edukasyon.ph, said the partnership will encourage more aspiring Filipino entrepreneurs to venture into business. "We believe that awareness, education on how to put up a business will encourage more Filipinos to venture into entrepreneurship," Motte-Muñoz said, adding that "officially, we become the government's partner in making entrepreneurship a reality for every Filipino, through the Negosyo Centers."

At Edukasyon.ph students can log on to the website [www.edukasyon.ph](http://www.edukasyon.ph) and search for educational institutions that fit their career aspirations. They can explore from a diverse list of careers and choose from more than 6,000 senior high schools, 2,000 colleges and universities, and 4000 tech-voc schools and training centers.

Edukasyon.ph is an online education enterprise that provides information on local and international educational opportunities for Filipino students. It was established by French-Filipino Henry Motte-

## Negosyo Centers Reach 372 Nationwide (as of November 10, 2016)



There are now **372** Negosyo Centers operating in various cities and municipalities throughout the country, bringing the services of government closer to MSMEs, particularly the small businesses. These centers have been established in strategic locations that are easily accessible to the public, particularly the MSMEs. Support structures have been put in place from both private groups and government agencies, most especially the Local Government Units, to ensure the effective delivery of services.

As of date, there are now a total of 96 cities with Negosyo Centers, accounting for 66% of the total 145 cities in the country. On the other hand, a total of 249 municipalities already have Negosyo Centers, representing 17% of the total 1,489 municipalities in the country.

Of the **372** centers as of date, **282** Centers are LGU-run, while **73** Centers are located in DTI Offices, **66** in DTI Provincial Offices, and 7 in the Regional Offices.

There are **11** Negosyo Centers managed by the Academe, 3 in Malls, and 3 were set up in partnership with local chamber organizations and Villar Foundation.

Muñoz in 2014. A graduate of the London School of Economics and Harvard Business School, Henry was inspired to launch an education website in the Philippines because of the poor sources of information on academic opportunities in the country and overseas. Henry is one of 10 Filipinos included in the 2016 Forbes 30 under 30, which features young entrepreneurs, innovators, and leaders in Asia across 10 fields.

*Edukasyon.ph was established by French-Filipino Henry Motte-Muñoz in 2014. A graduate of the London School of Economics and Harvard Business School, Henry was inspired to launch an education website in the Philippines because of the poor sources of information on academic opportunities in the country and overseas. Henry is one of 10 Filipinos included in the 2016 Forbes 30 under 30. The list features young entrepreneurs, innovators, and leaders in Asia across 10 fields.*

## Syllabi of Small Business Counsellors Courses Developed



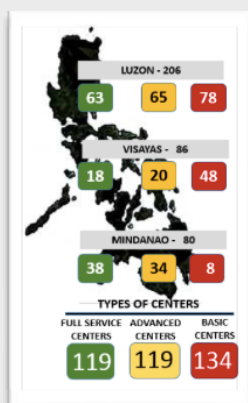
To adequately deliver the services of the Negosyo Center, Business Counsellors have been hired and are being trained in all areas of business facilitation. This will ensure that MSMEs are given every available assistance from government that will contribute to the growth of entrepreneurship all over the country.

The following six courses were developed for Business Counsellors and are being used to educate and train them to be equipped and skilled:

- **SBCC 101 – Diagnosing an Enterprise.** Introduces the different principles and methods used to diagnose the viability, productivity, profitability and sustainability of an enterprise.
- **SBCC 102 – Business Environment.** Designed to strengthen knowledge and skills in providing counselling to MSMEs on business registration, licensing, and business environment.
- **SBCC 103 – Strategic Marketing.** Designed to develop knowledge and skills in conducting sessions on marketing, including marketing management and strategies, utilizing adult-learning methodologies to facilitate mentoring, and guiding SMEs through the changing value proposition conditions in the business environment.



## Negosyo Centers Widen reach thru an Increase in the Types of Centers Established



The Centers are classified into three types, namely: Full Service, Advanced, and Basic Centers. Each type differs from the others in terms of the: (a) package of services offered; (b) amenities and size of office spaces; and (c) the number of business counsellors deployed and their capabilities/expertise.

Of the **372** Centers, there are now **119** Full Service Centers operating in the country, **119** Advanced Centers, and **134** Basic Centers.

Of the total, **206** centers are operating in Luzon, followed by **86** centers in Visayas, and **80** centers in Mindanao.

## Negosyo Centers Assist 466,184 Clients



The various Negosyo Centers nationwide have assisted a total of **466,184** clients as of month-end of October 2016. Of these, **60% (279,132)** are existing; **8% (36,414)** are newly created clients, while **32% (150,638)** are potential entrepreneurs.

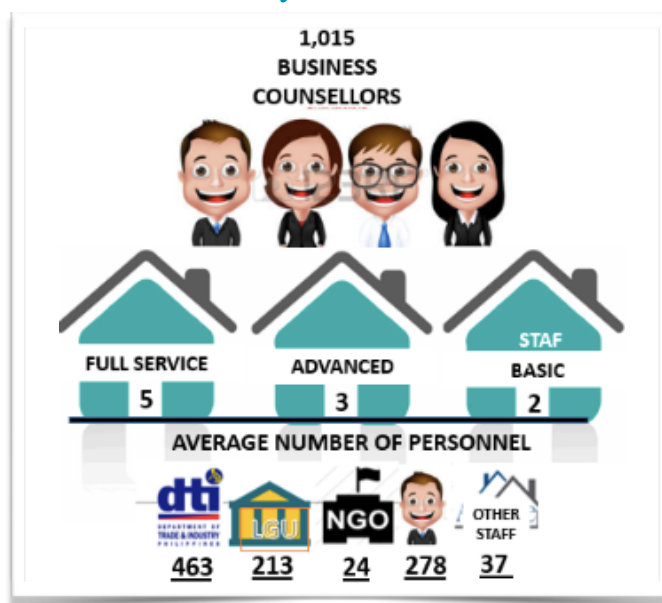
In terms of gender, **59%** of the total clients served are females, while **41%** are males. In total, the **372** Negosyo Centers have catered to an average number of **47,000** clients in a month.

• **SBCC 104 – Operations Management.** Designed to develop the knowledge and skills in conducting sessions, including the use of diagnostic tools on productivity and efficiency.

• **SBCC 105 – Financial Management.** Designed to develop knowledge and skills in conducting sessions on financial management for entrepreneurship and investment.

• **SBCC 106 – Investment Promotion.** Designed to develop knowledge and skills in addressing prospective investor queries and facilitate their business registration, as well as pursue investments promotion and its strategies to attract, retain, expand and/or diversify investments.

## Continuing Capacity-building Initiatives Further Boost Service Delivery



Currently there are **1,015** business counsellors manning the **372** Centers. They are mostly deployed by the Department of Trade and Industry and the Local Government Units.

Of the total, **278** were hired for this purpose and work together with the **213** LGU staff and **61** other warm bodies assigned by the NGOs, academe and other partners. The bulk of the work force are DTI personnel, numbering to **463** who serve as their mentors and coaches.

The Business Counsellors were trained on such courses as Small Business Counsellors Course 101, before they were fielded. About **20** trainings were already conducted this year, to include the following: Orientation on BMBE Law and FDA Registration, Orientation Workshop on Disability Sensitivity, Training on Business Plan and Project Proposal Preparation, Digital Marketing, as well as a number of sessions under the Mentor Me program.

Succeeding trainings will be more challenging as five new courses will be opened for the Business Counsellors that will cover marketing, financing, investment promotion, operations management, and business environment.

## Better services with Customer Frontline Services

The Department of Trade and Industry Regional Operations Group (DTI-ROG), in its effort to continuously improve the services of Negosyo Centers throughout the country, is looking for ways to solve existing operational issues and concerns, thus improve the centers' delivery of services to MSME clients nationwide. This includes coming up with solutions that will respond to felt gaps in payment collections and in facilitating Business Name (BN) Registrations.

"Not all Negosyo Centers throughout the country are located in DTI Regional and Provincial Offices. Those that are located in LGUs, NGOs, Malls, and the Academe, currently number to 299 Negosyo Centers, and these are not equipped with the needed software to facilitate BN Registration as well as collect payments from BN applicants", ARD Doris T. Delima, Negosyo Center Program Manager, said.



To address this gap, DTI-ROG has partnered with Customer Frontline Services (CFS), a local company engaged in outsourced professional tellering. In the proposed setup, CFS will provide the personnel who will do the above tasks, as well as carry out some, if not all, of the functions of Business Counsellors. This will enable the Negosyo Centers to process BN applications within the targeted 15-minute turnaround time, thus make operations more efficient that will redound to better service delivery for the MSMEs.

*Customer Frontline Solutions is a pioneer in outsourced professional tellering. It was created in 2008 to address the operational challenges of its parent companies, Meralco and Bayad Center. They offer a wide array of services: Outsourced tellering and frontline services; Customized customer solutions, and, Document and data management solutions. They have outsourced professionals for some of the country's top companies, and have been proven to improve operational efficiency and focus on core function, resulting in more revenues and higher customer satisfaction.*

## Accessible Legal Knowledge for MSMEs thru MyLegalWhiz



Negosyo Centers all over the country will soon experience the benefits of having relevant legal knowledge, guidance and assistance for their businesses through MyLegalWhiz, an online-based legal knowledge and service platform.

The Department of Trade and Industry Regional Operations Group (DTI-ROG), through the various Negosyo Centers operating nationwide, has inked a deal with MyLegalWhiz that will make valuable legal information more accessible to MSMEs. The company is an online-based, cloud-enabled, knowledge-enabled, guidance and research assistance platform that will allow Negosyo Centers, through their Business Counsellors, to search for thousands of information about Philippine laws, ask questions to "AskLEA" (Legal Engineer Assistant), and draft contracts needed for their businesses.

"Serving MSMEs is a great honor for us," said MyLegalWhiz founder Atty. Dexter Feliciano. "Over the years, we have been helping non-lawyers acquire valuable research before seeking formal legal advice, and we would like to extend these services to thousands of our entrepreneurs through DTI's Negosyo Centers.

"We have a network of lawyers and researchers from different backgrounds who can assist in providing legal guidance in various areas of inquiry. It must be emphasized though that what we provide should not be construed or taken as legal advice or legal counseling. Our role is to help the public get a better understanding of legal issues and concepts to help them understand their rights and remedies in a given situation. Consulting with a proper lawyer is still advised when contemplating a certain course of action," according to Atty. Katrina Chua, MyLegalWhiz Head of Legal Research.

*MyLegalWhiz was established in 2012 by Atty. Dexter Feliciano when he was still a third-year law student in the De Lasalle-FEU MBA JD Program. MyLegalWhiz is the first subscription-based, cloud-enabled legal knowledge and research assistance in Asia. Atty. Feliciano founded MyLegalWhiz to make legal research and advice more efficient, and thus cheaper for Filipinos, both lawyers and non-lawyers.*

## SSF Project Brief Flyers Released

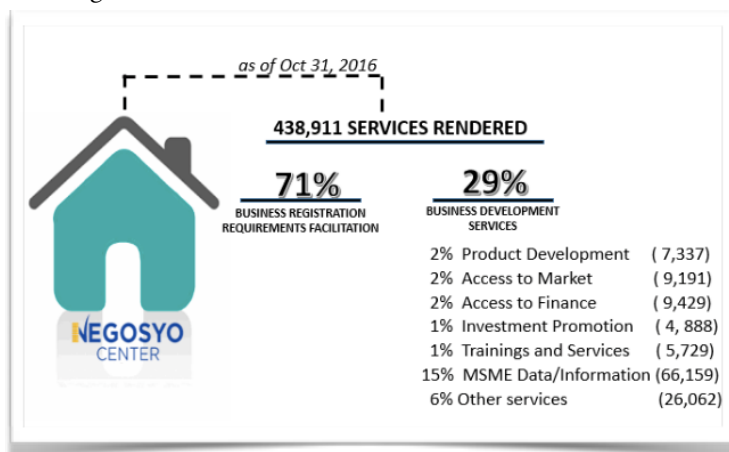


The NC-PMU embarked on a project that will give MSMEs relevant data on various investment/business opportunities in cooperation with the DTI Regional Offices. This will serve as guide to MSMEs in choosing possible business ventures they can go into, thus provide clients with sound business decisions.

Initially, Project Brief (PB) flyers on Turmeric Powder Processing, Ice Cream Making, Coconut Sugar Production, Food Testing Laboratory Service, Bottled Sardines Production, Tamarind Balls Processing, and Tofu Making are made available for distribution. Before the year ends, more than 170 PB flyers will be made available in Negosyo Centers nationwide. Great business ideas ... **GRAB YOUR FREE COPIES NOW!**

## Government Efforts Bolstered thru 438,911 Services Rendered

An estimated **71%** of the services rendered by Negosyo Centers were mostly in **Business Name Registration** and helping clients on other business registration requirements of other government agencies. **Business Advisory** and **Business Information Advocacy** made up **29%** of the services rendered, focusing on various business development services tailored according to the client's needs. This includes product development, trade promotion, financing facilitation, investment promotion, and SME counselling.



**Product Development:** The Centers have conducted product clinics, came up with product catalogues, assisted clients on their packaging and labelling designs, as well as prepared product profiles.

**Access to Market:** Other than joining trade fairs, selling missions, and product selling thru pasalubong center, Negosyo Centers have encouraged clients with market-ready products and services to promote and reach out to new markets thru the digital marketplace.

**Access to Finance:** A total of 971 loan applications were endorsed to partner Financing Institutions, involving 2,999 MSMEs who availed of loans amounting to PhP272, 245, 426.00.

**Business Information and Advocacy:** Technical, market, and investments related materials were disseminated and information campaigns were conducted through publications and thru technology, managerial and entrepreneurship trainings, seminars, and dialogues. These Trainings and Seminars conducted by the Centers numbered to 5,729, participated in by 177,282 clients.

**OFW Help Desks.** OFW Help Desks are being set-up in Negosyo Centers nationwide to serve the needs of the country's growing number of Overseas Filipino Workers (OFWs) and/or their families who intend to pursue micro enterprise ventures. This is being done in cooperation with the DOLE and OWWA in support of the Reintegration Program for OFWs through the Negosyo Centers.



