

**The Regional Interactive Platform for Philippine Exporters (RIPPLES) is a partnership program of the Export Marketing Bureau (EMB) with the DTI Regional Operations Group (DTI-ROG) and Export Pathways Program (EPP). It aims to expand the supply base of internationally-competitive Philippine export products and services by extending strategic company-level interventions such as assistance with product designs, market info seminars, compliance with market requirements, export marketing activities and international trade fair participation to potential and existing exporters enrolled under the EPP. When deemed export-ready, these companies are matched with prospective foreign buyers, and their products are promoted in the export market.*

Who will be the instructors of the program?

The SMERA Counselors, who are trained based on their business competencies and entrepreneurial skills, act as lecturers/trainers to the SMEs.

What are the functions of a SMERA Counselor?

- A. To provide continuous learning program for entrepreneurs such as skills, tools and expertise.
- B. To provide business guidance, coaching and counseling.
- C. To provide basic information on how to start business to SMEs.
- D. To provide practical business advisory to SMEs.

Where does the DTI-R02 SME Roving Academy conduct On-Site Counseling?

The SMERA Counseling Training is conducted in small convention halls, production centers and other areas at the convenience of MSMEs, without compromising its conduciveness and quality of learning.

What will the participants receive from the program?

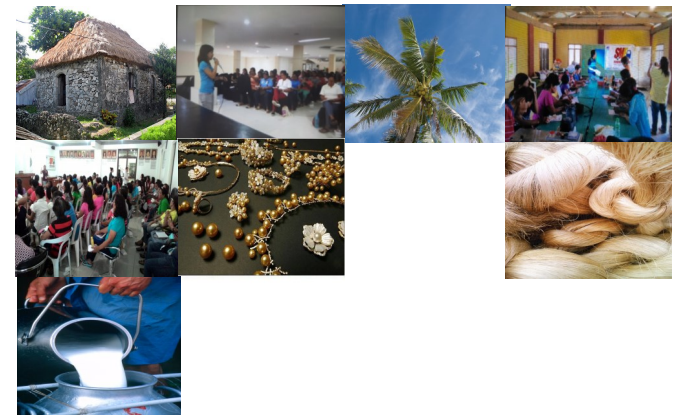
Aside from the knowledge that they will acquire from the curriculum offerings, the participants will receive Certificates of Attendance/Participation for every curriculum subject attended and Certificates of Completion for every curriculum levels completed.

How to avail?

If you want to know more about SME Roving Academy, please contact or visit the DTI Regional/Provincial or Satellite Office nearest your location or place of business.

The SME Roving Academy (SMERA) has been a vital contributor to the improvement and empowerment of identified SMEs. With its continuous efforts and initiatives under the inclusive growth agenda, the DTI-Region 02 SMERA has assisted a total of 5,264 SMEs throughout Region 2 based on 274 actual runs conducted as of 2015; furthermore, DTI-Region 02 SMERA has been able to produce graduates for curriculum levels I and II in which they are eligible to enroll the subjects under level III.

With these achievements, DTI-Region 02 SMERA aims to give developmental opportunities and educational experiences to would-be and existing entrepreneurs by providing capability-building trainings/seminars and skills improvement activities which are instilled through continuous learning program.



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What is SME Roving Academy?

Small and Medium Enterprise Roving Academy is a management training program for would-be entrepreneurs, SME owners and managers of micro and small to medium-sized businesses. It aims to provide continuous learning program for entrepreneurs to help them better set up and step up their operations and improve their competitiveness, thereby facilitating easier access to domestic and international markets.

The academy is an on-site learning institute for SMEs which integrates Business Development Services (BDS) at the local and national levels. The accelerated training modules are designed to assist entrepreneurs in making meaningful progress toward business success and sustain business growth.

What are the objectives of the SME Roving Academy Program?

- A. To help SMEs grow by providing them skills, tools and expertise to manage their business;
- B. To provide continuous learning for a more empowered SMEs;
- C. To enhance the competitiveness of SMEs in the domestic and global market; and
- D. To improve access of MSMEs to government and private sector services particularly in areas where these services may be limited.

Source: SMERA Operations Manual
& Implementing Guidelines



Who are the beneficiaries of SME Roving Academy?

Participants include existing, potential, would-be entrepreneurs and members of cooperatives and associations in village enterprises whose business activities are along:

- A. the priority industry cluster (ex. dairy, cacao and furniture industry, etc.)
- B. the beneficiaries of Shared Service Facilities (SSF) and Bottom-Up Budgeting (BUB) and,
- C. the trading and services sector

Participants may also come from any of the following sectors:

- Out-of-school youth (OSY) and new graduates
- Workers in the informal sector
- Women and Persons with Disabilities (PWDs)
- Rural Improvement Clubs (RIC)
- 4Ps beneficiaries
- Agrarian Reform Beneficiaries (ARB) (under CARP Program)
- OFW beneficiaries
- Retirees
- Housewives



What are to be learned in the program?

Based on the RIPPLES* Program, Stages 1 to 7 constitutes the growth and development of MSMEs. Within these stages, DTI-Region 2 has come up with a customized learning stages that aims to prepare an enterprise with modules that are tailor-fitted according to the region's/province's MSMEs needs.

The following are learning stages and its corresponding modular subjects:

Level 1 - Start-Up and Capability Building Stage

- How to Start and Sustain a Business/Business Name Registration and Permits Procedure
- Food Safety and 5S of Good Housekeeping
- Product Costing and Pricing
- Personality Improvement and Good Grooming
- Customer Relationship Management

Level 2 - Market Awareness

- Management Process, Planning and Control
- Financial Management and Bookkeeping
- Basics of Marketing
- Product Packaging and Labeling
- Effective Trade Fair Participation and Visual Merchandising

Level 3 - Market Readiness

- Effective Selling and Negotiation Skills
- Green Productivity
- Trademarks and Brand Management
- Business ethics

Level 4 - Export Readiness

- Design and Market Trends/Updates
- Product Development Clinic
- On-line Marketing
- International Business Etiquette and Protocols

