

Leyte NC Caravan serves 537 MSMEs; Trade Fair overshoots sales target by 162%



Shoppers patronize local products sold during at discounted prices during the Leyte Negosyo Center Caravan

A total of five hundred thirty-seven (537) microenterprises (MEs) in Leyte were assisted during the Leyte Negosyo Center Caravan held at Visayas State University (VSU) Main Campus, Baybay City last April 23-27, 2019 in line with the university's annual Founding Anniversary.

The six-day event aims to equipped local Micro, Small, and Medium Enterprises (MSMEs) as well as those who aspire to start their own business with additional

learnings on entrepreneurial skills and concepts through the different activities

organized by the Negosyo Center Business Counsellors of District 5 which are as follows: Kapatid Mentor Me Micro Enterprises (KMME), Small Medium Enterprise Roving Academy (SMERA) trainings in Digital Marketing, Nutritional Labelling and Food Safety, Branding, Trademarks and Copyrights, and coaching and business counselling services.

Trade Fair Exhibit

A five-day Leyte Negosyo Caravan Trade Fair was likewise conducted in the campus which generated a total sales of Php1.6 Million, overshooting its sales target..(p.2)

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Model A Negosyo Center opens in VSU Baybay City

A full service or Model A Negosyo Center is now open in VSU Main Campus in Baybay City to cater the needs of existing and aspiring entrepreneurs in the area.

Present during the launching held last April 25, 2019 were DTI Assistant Secretary Blesila A. Lantayona, DTI Leyte PD Desiderio P. Belas, Jr., VSU President Dr. Edgardo E. Tulin, Baybay City Mayor Carmen L. Cari, Baybay City Chamber of Commerce Vice President Mr. (p.3)

Leyte NC Caravan serves 537 MSMEs...



Launching of the KMME Batch 7 held at VSU Baybay City

of Php1Million by 162%: Php1,020,154.00 was cash sales and Php606,140.00 was booked sales. A total of 44 Leyte exhibitors from the processed food and homestyles and wearables sectors joined the Trade Fair Exhibit from April 23-27, 2019 at VSU, Baybay City. Ten (10) of these MEs were new exhibitors and are regular DTI clients who were graduates of the Kapatid Mentor ME Program of DTI Leyte.

Kapatid Mentor Micro Enterprise goes to VSU

Three Hundred thirteen (313) MSME witnessed the Launching of the KMME Batch 7 with PCE-Accredited Mentor & Executive Coach Dr. Leonor Rene Caneja and PCE-Accredited Mentor Marketing Sensei Jerry Concabo Yao as Module 1 and 2 Mentors with topics on entrepreneurial mindset and marketing mindset, respectively. Thirty MEs for Batch 7 were pre-identified on the said event.

These training and seminars are among the basic services of Negosyo Centers to help MSMEs increase their awareness and capacitate them to set up and/or step up.








SME Roving Academy (SMERA)

A kick-off training dubbed as Youth Entrepreneurship Digital Marketing was conducted last April 23, 2019 in Room 202 of the Department of Computer Science which was attended by 53 Micro-Entrepreneurs (MEs). This activity was facilitated by Atty. Rugsy De Vera, CEO and Co-founder of Zeend.com online selling platform. Ten MEs enrolled in the said online selling platform.



A training on Nutrition Labeling and Improving the Competitiveness of ME Food Processors thru the SSF Food Testing Laboratory was held on April 24, 2019 wherein 50 MSMEs were oriented on Nutrition Labelling and were able to benchmark the Food Testing Laboratory in VSU. A Branding your Business Seminar and an Orientation on Trademarks and

A GLIMPSE OF LEYTE NEGOSYO CENTER CARAVAN...

-  **537** Total Clients Assisted
-  **428** Existing MSMEs
-  **109** Potential MSMEs
-  **5** Training organized
-  **1** Negosyo Center Model (academe-based) Established
-  **1** Trade Fair Organized
-  **P 1.6M** Sales Generated

Copyrights was likewise conducted on April 26, 2019.

The DTI Leyte Negosyo Center Caravan of business development services is a manifestation of the strong partnership of DTI with VSU in its annual founding anniversary. A month before the activity, the two parties signed a Memorandum of Agreement that strengthens their ties in their effort to continuously develop and promote local MSMEs in the Province. ###

Model A Negosyo Center opens in VSU...



DTI Assistant Secretary Lantayona led the NC VSU Ribbon Cutting Ceremony together with VSU President Tulin and Baybay City Mayor Cari, witnessed by DTI Leyte PD Ed Belas and other VSU Officials.

Chim Lin, DTI R8 officials, MSMEs and other guests.

A Memorandum of Agreement for NC VSU was signed by stakeholders represented by PD Belas, Jr. (DTI), President Tulin (VSU), Mayor Carmen Cari (LGU Baybay) and Mr. Lin (Baybay City Chamber of Commerce) in the presence of DTI Asec. Lantayona and officials of VSU.

Negosyo Center VSU is the 34th NC established by DTI Leyte Provincial Office since 2015. It is also the second Model A Negosyo Center of the province following NC Tacloban which was established four years ago.###

Negosyo Center is a one-stop-shop of services that cater the needs of MSMEs in processing documentary requirements in order for them to be established, and to access information essential for their growth and development. It has three (3) basic services which are Business Registration Assistance, Business Advisory and Business Information and Advocacy.

The establishment of Negosyo Centers is provided in Republic Act 10644 or otherwise known as the Go Negosyo Act. The purpose of this act is to bring government services closer to MSMEs; to boost assistance for them to grow and flourish; and intensify the promotion of entrepreneurship in the country.



Activities in Photos



KMME MODULE 3: Market Driven Product Development Innovation and Market Growth Expansion held at Ace Francis Hotel, Tacloban City with Mr. Clark Nebrao as Mentor

ANNOUNCEMENTS!!!



KMME SCHEDULE OF ACTIVITIES

Date	Module	Venue	Mentor
May 3, 2019	Module 3: Market Driven Product Development Innovation & Market Growth and Expansion	ACE Francis Hotel, Tacloban City	Clark Nebrao
May 9, 2019	Module 4: The Business Model Canvas and Key Partners	ACE Francis Hotel, Tacloban City	Renea Tan
May 16, 2019	Module 5: Operations Management	ACE Francis Hotel, Tacloban City	Maximo Yap
May 23, 2019	Module 6: Supply and Value Chain	ACE Francis Hotel, Tacloban City	Maximo Yap
May 30, 2019	Module 7: Human Resource and Organization Management	ACE Francis Hotel, Tacloban City	Leonor Caneja
June 6, 2019	Module 8: Entrepreneurial Accounting and Financial Management	ACE Francis Hotel, Tacloban City	Jacinto Tilbe
June 11, 2019	Module 9: Taxation	ACE Francis Hotel, Tacloban City	Ronald Solis
June 20, 2019	Module 10: Business Law (Obligations & Contracts)	ACE Francis Hotel, Tacloban City	Ronald Solis
June 27, 2019	BIP Presentation & KMME Graduation	TBA	

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Diskwento Caravan Balik Eskwela Edition

May 22-25, 2019

Plaza Rizal, Tacloban City