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17th Bagsakan continues to uplift MSMEs



Department of Trade and Industry-Trade Promotions Group (DTI-TPG) Undersecretary Abdulgani M. Macatoman graced the 17th Bagsakan selling fair on 4 September 2020 at Festival Mall in Alabang, Muntinlupa City. He later toured the selling area together with Bureau of Domestic Trade Promotion (BDTP) Director Marievic M. Bonoan and Filinvest Land Inc. Senior Vice President Joselito F. Santos.

The Department of Trade and Industry (DTI) has rolled out the 17th Bagsakan selling activity in its continued efforts to enable local entrepreneurs cope up with the lingering effects of the COVID-19 pandemic with an end in view of helping the country's economy.

Led by the Bureau of Domestic Trade Promotion (DTI-BDTP) of the DTI-Trade Promotions Group (TPG), in coordination with the DTI-Regional Operations Group (ROG), this one-day selling fair showcased the best products of micro, small, and medium enterprises (MSMEs) from Bataan, NCR, Laguna, Rizal, and Samar on 4 September 2020 at Civic Drive, Festival Mall, Alabang, Muntinlupa City.

The event featured a rich selection of fresh vegetables, fruits, *alimango*, *sugpo*, *hipon*, healthy rice, organic eggs, wild honey, shrimp bagoong, smoked fish, crab paste, Bicol express, *sinantolan*, *kinunot*, *laing*, different flavors of jams, *tapa*, *shanghai na bangus*, *Alaminos longganisa*; favorite Filipino snacks and pasalubong products like *suman*, *polvoron*, *araro* cookies, varieties of chips, cashew, peanuts, butter cookies, tamarind balls, sweet and spicy squid and *dilis*, *nilasing na hipon*, and more.

"Kaya binuo ang Bagsakan event kung saan tinutulungan natin ang mga MSMEs mabenta ang mga produkto ng mga fruit and vegetable growers kasama na ang mga cooperatives. So far naka 93 MSMEs na tayong natulungan. Nakita natin na naging malaking tulong ito sa

ating mga MSMEs,” said **DTI-TPG Undersecretary Abdulgani M. Macatoman** who graced the event.

Also showcased were fashion items, health and wellness products and home essentials such as varieties of washable face masks; stylish abaca footwear from Liliw, Laguna; authentic woven *tikog* and *buri* bags and *banigs* from Samar; locally inspired and trendy blazers, jackets, bags and shoes; colorful sofa mats and door mats; as well as hand soap and home cleaning supplies. The event will also feature persons with disability (PWD)-led MSMEs and social enterprise namely Handcrafted by Harl’s with their popularly known leather and *tikog* facemask “Maska”; and Everything Green with their eco-friendly and stylish footwear.



The Bagsakan Special Project is an initiative of the DTI-BDTP to help MSMEs promote their products and bring pre-ordered items closer to consumers for pick up while observing social distancing. Orders are taken before the event and various payment options are made available for added convenience. Through this initiative and the DTI-BDTP social media accounts, more MSMEs, local farmers and fruit growers are able to showcase their products. Consumers and institutional buyers are also encouraged to place bulk orders to help the MSMEs sustain their businesses.

Since March 2020, the DTI-BDTP has conducted 16 Bagsakan selling activities which generated more than PhP 6 million sales and assisted 93 MSMEs, farmers, fruit growers and social cooperatives from Pangasinan, Ilocos Sur, Cagayan, Isabela, Nueva Vizcaya, Quirino, Bataan, Bulacan, Pampanga, Tarlac, Zambales, Laguna, Quezon, Cavite, Rizal, Palawan, Oriental Mindoro, Guimaras, Samar, Zamboanga, NCR and Cordillera Administrative Region. The DTI-BDTP is working on partnerships to expand the Bagsakan Special Project in various commercial establishments as well as in e-commerce platforms.

For complete information on the products, contact information and payment options, posters are published online via the DTI-BDTP Facebook.