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DTI launches the Gawang Pinay Digital Store



Department of Trade and Industry's (DTI) Gawang Pinay project empowers women amidst the lingering effects of the COVID-19 pandemic. (Clockwise from top left) JIDA Aqua Resources Founder Jilna P. Hilponia, The Boholona Essentials Founder Junalyn E. Alivio, and Mori Notes Founder Mitzi Uy Chan with other women-led enterprises from across the archipelago join the Gawang Pinay Digital Store that runs from 24 August 2020 – 30 September 2020.

The Department of Trade and Industry (DTI) launched Gawang Pinay, a Digital Store that features 96 women-led micro, small, and medium enterprises (MSMEs) representing 11 regions in the country on 24 August 2020, powered by UnionBank's GlobalLinker, a free platform designed to help businesses of any size.

Spearheaded by the Resource Generation and Management Service (DTI-RGMS), in close collaboration with the Bureau of Domestic Trade Promotion (DTI-BDTP), Regional Operations Group (DTI-ROG), and the Knowledge Management and Information Service (DTI-KMIS), Gawang Pinay campaign highlights local businesses that are either managed by women or employ a majority of women. As part of DTI's Gender and Development (GAD) Program, Gawang Pinay recognizes the important role of women in the economy.

"Women in the Philippines have always been at the entrepreneurial forefront, and our country is blessed with many talented and determined women entrepreneurs. This is why we are proud to showcase their products that contribute to the country's economic development," DTI Secretary Ramon M. Lopez said.

The Digital Store is also an effort to help these women-led MSMEs transition to online selling, an essential move amidst the COVID-19 pandemic. *"We want our Pinay MSMEs to be adept in online selling and learn to partner with various well-known organizations in the e-commerce business,"* said **DTI-ROG Undersecretary Blesila A. Lantayona**, DTI's Gender and Development Point Person and MSME Development Advocate.

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“We must empower women with tools and skills for their businesses as more Filipino women turn into entrepreneurship, and they are likely to achieve success because of their attention to detail and unique ability to multitask,” said **Trade Promotions Group (DTI-TPG) Undersecretary Abdulgani M. Macatoman.**



Over 500 products are on sale that include processed food and beverages, gifts and souvenirs, houseware and décor, fashion accessories, wearables, heirloom products, and health and wellness products.

“These products have undergone transformation through the various DTI assistance, and we are confident that these products will be patronized by our fellow Filipinos as part of the push to ‘Buy Local, Go Local,’” Secretary Lopez added.

From the part of the private sector, **UnionBank Vice President for SME Platforms Jose Paulo Soliman** recognized the significant contributions of women entrepreneurs in the economy.

‘We are so excited that Union Bank GlobalLinker has partnered with the DTI for the Gawang Pinay Digital Store. In these challenging times, they need our support now more than ever. UnionBank is here to help and empower them by providing the necessary tools and skills to turn their brick-and-mortar stores into brick-and-click stores,’ Soliman said.

On the same note, **RGMS Director Lydia R. Guevarra** said this online platform proves that local women entrepreneurs have the capability to adopt innovation and embrace new platforms to further hone their potentials and be present in the e-commerce industry.

“The COVID-19 pandemic has quickly transformed not only our lives but also the entrepreneurial set-up of our women micro entrepreneurs (WMEs). In order to maximize the presence of WMEs in the digital space, the Gawang Pinay online trade fair supports our WMEs in marketing their products and increasing their sales. This way, we also showcase and recognize the innate hard work and dedication that WMEs put in crafting and creating their products and services,” Guevarra said.

These “Proudly Pinay-made” goods are on sale from 24 August to 30 September 2020. Visit the Gawang Pinay Digital Store via this link:
<https://unionbank.globallinker.com/mobile/GawangPinay>.