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## Palace cites micro, small and medium enterprise achievers

By Helen Flores Updated July 09, 2009 12:00 AM



President Arroyo congratulates former senator Vicente Paterno, founding chairman of the Medium and Small Scale Industries Coordinated Action Program, during recognition of the 2009 Presidential Awards for Outstanding MSMEs yesterday. Looking on are Go Negosyo founding trustee Joey Concepcion and Trade Secretary Peter Favila. **Willy Perez**

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MANILA, Philippines – Nine individuals and 26 private institutions and local government units were given presidential citations yesterday for best practices in micro, small and medium enterprises (MSMEs) promotion and development.

President Arroyo conferred yesterday the first-ever Presidential Awards for Outstanding Micro, Small and Medium Enterprise to nine MSMEs from Luzon, Visayas and Mindanao and the Presidential Citations for best practices in MSME promotion and development to 26 private institutions and LGUs.

Named outstanding enterprises from Luzon were the Roger and Beth Pilinut Candy (micro), J. Emmanuel Pastries (small), and Lighthouse Cooperative (medium).

In the Visayas, the recipients were Doods Enterprises (micro), Filbake Food Corp. (small), and Vicmik Enterprises (medium).

Mindanao awardees were Lao Integrated Farm (micro), Manolette Bakeshop (small), and AMS Employees Fresh Fruits Producer Cooperative (medium).

In support of the President's program for MSMEs, Globe

Telecoms provided P30,000 cash and cellphone kits for each of the winners.

Mrs. Arroyo also awarded 26 Presidential Citations for best practices in MSME promotion and development, a majority of them LGUs which have streamlined their respective business licensing units.

The Presidential Citation for best practices in MSME promotion and development was given to the Chinese Filipino Business Club, Inc.; St. Mary's College in Tagum City, Davao del Norte; GTZ Technical Cooperation; St. Louie University Extension Institute for Small Scale Industries Foundation, Inc.; Inglass Sardines of Dipolog Association;

Simbag sa Pag-Asenso, Inc.; MASICAP MSME Development Foundation, Inc.; CARD Bank, Inc.; Bank of the Philippine Islands; Planters Development Bank; Fair Bank; National Wages and Productivity Commission and the Regional Wages and Productivity Boards; Cooperative Bank of Benguet and Baao Multi Purpose Cooperative.

The award was also conferred to the local governments of Aurora; Sta. Maria, Bulacan, Aliaga and Talavera in Nueva Ecija; Hermosa, Bataan; San Fernando, Angeles and Candaba in Pampanga; Lumban, Laguna; Camarines Sur; and Bayawan, Negros Oriental.

The awarding is part of the week-long activities of the Micro, Small and Medium Enterprise Development (MSMED) Week celebrated every second week of July in pursuance of Republic Act No. 9501, the Magna Carta for MSMEs, which the President signed in May last year.

Mrs. Arroyo also struck a gong signaling the launching of the 4th One Town, One Product (OTOP) Luzon Island Fair at the SM Megamall Megatrade Hall in Mandaluyong City.

She toured the exhibits of various products from the different regions of Luzon, including the booths of partner government agencies and other institutions providing assistance to MSMEs.

Assisting the President were Trade Secretary Peter Favila and Jose Concepcion III, Presidential Adviser on Entrepreneurship and vice chairman of the Micro, Small and Medium Enterprises Development (MSMED) Council.

The products showcased at the week-long fair included fashion accessories, fresh and processed food, furniture, jewelry, arts and crafts, garden accessories, houseware, home decorations, organic and natural products, healthcare and wellness services.

Favila said the OTOP program has already generated P11.2 billion or \$1 billion in export sales.

This year's MSMED Week celebration is spearheaded by the MSMED Council through the Department of Trade and Industry (DTI) in cooperation with the Philippine Center for Entrepreneurship's "Go Negosyo" program.

Concepcion said the government and the private sector are working together to help small entrepreneurs expand their businesses.

"Our greatest challenge is to help them become as wealthy as the other entrepreneurs out there so that they can also expand their business and be able to create jobs that are very important today as we face a world financial crisis," Concepcion said.

"It is also job creation that will eradicate poverty," he said.

Favila said the DTI's SME Unified Lending Program for National Growth (Sulong) was able to assist 2.5 million MSMEs in the past five years.

In 2003, the President launched in Malacañang the Sulong program, which provided MSMEs with simplified and standardized access to short- and long-term financing.

Favila said more than 200 LGUs have initiated streamlining their business registration requirement under the government's MSMEs development plan.

"It is expected to increase the number of business registrants by at least 17 percent and increase tax collection to at least 26 percent," Favila said.

As MSMEs comprise 99.6 percent of all registered firms in the country, the President said focusing on their development is a major part of her overall national development plan.

In 2003 alone, some P26.76 billion was lent out to MSMEs and the President has tripled the amount provided for MSME financing until 2010 as part of her priority strategy for economic growth.

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