

NEGOSYO SEMINAR



MSMEs

NEGOSYO SEMINAR FOR DTI ONE TOWN ONE PRODUCT PROGRAM AND MICRO, SMALL AND MEDIUM ENTREPRENEURS

Philippine Trade Training Center
Sen. Gil J. Puyat Ave. cor. Roxas Blvd., 1300 Pasay City
March 2, 2009

PROGRAMME	
8:00	Registration
8:30	Philippine National Anthem Invocation
8:35	Opening Remarks MA. THERESA "Angel" PELAYO-TY Assistant Secretary – NCR/RODG
8:50	OTOP Negosyo Seminar Overview RAMON M. LOPEZ Executive Director, Philippine Center for Entrepreneurship – Go Negosyo
9:10	Inspiring Stories of Metro Manila Entrepreneurs BAM AQUINO , Founder of Hapinoy and Rags2Riches MICHELLE ASENCE , General Manager of ZenZest Asia Corporation
MASTERING SELF	
9:30	Mangarap, Maniwala, Magsikap Dream, Believe, Achieve: Importance of Having Positive Entrepreneurial Mindset ARMANDO "BUTZ" BARTOLOME Franchise Guru and AFFI Director President, GMB Franchise Developers
OPPORTUNITIES	
11:00	Go na Go sa Go Negosyo! Finding Business Opportunities and Choosing the Market for your Business LUIS CRUZ Start-up Consultant

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12:30	LUNCH
PRODUCT DEVELOPMENT AND INNOVATION	
1:30	<i>Produkto at Serbisyo Ko, Eto Na!</i> Developing and Innovating Actual Products and Services REUEL VIRTUCIO Executive Director, Punla sa Tao Foundation
MARKETING	
3:00	<i>Pagbebenta ng Produkto Upang Kumita</i> Marketing Your Business PROFESSOR JAY BERNARDO Director, ACE Center for Entrepreneurship and Management Education, Inc.
FINANCING	
4:30	<i>Paghawak ng Pera at Puhunan: Pag-ipon, Pag-ikot, Pag-utang</i> Funding Your Business and Managing Your Finance ARMAND BENGCO Executive Director, Colayco Foundation for Education, Inc.
6:00	Closing Message RAMON M. LOPEZ Executive Director, Philippine Center for Entrepreneurship – Go Negosyo
6:00	Distribution of Certificates

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