



**United  
Nations**

Department of  
Economic and  
Social Affairs



## **Policy Workshop**

# **STRENGTHENING RESILIENCE OF WOMEN AND YOUTH-LED MICRO-, SMALL AND MEDIUM-SIZED ENTERPRISE (MSMEs) IN THE CREATIVE INDUSTRY IN THE PHILIPPINES FOR IMPLEMENTING THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT**

## **Programme**

Date: 26-27 May 2022 (GMT +8)

Venue: Columbus Function Room, 42/F Discovery Suites Manila, Philippines

Zoom: <https://bit.ly/MSMEPolicyWorkshop2022>

Meeting ID: 919 1381 8339

Passcode: 256227

## **I. Background objectives**

The micro, small, and medium-sized enterprise (MSME) sector in the Philippines is crucial in creating employment and entrepreneurship opportunities. It is deemed as the engine of economic growth, job creation and poverty eradication of the country. However, the COVID-19 pandemic has negatively impacted MSMEs, undermining their contributions to inclusive and sustainable growth. Combined with the unexpected and devastating effects of the recent typhoon that affected many parts of the country, the pandemic has highlighted the urgent need to implement robust policies and good practices aimed at strengthening MSME resilience, especially among women and youth MSME entrepreneurs. In that regard, elevating the resilience of MSMEs will contribute to the implementation of the 2030 Agenda for Sustainable Development and the SDGs in the Philippines.

Bringing onboard relevant MSME stakeholders in the Philippines in an inclusive manner, the policy workshop will provide outcomes and policy recommendations that will contribute to expanding opportunities to elevate MSME resilience, in particular, through the effective utilization of e-commerce models and digital technology. The workshop will focus on the creative industry sector that has grown into an important pillar of the national economy.

## **II. Objectives and expected output**

The primary objective of this workshop is to consult with policymakers, MSME entrepreneurs, development partners and stakeholder groups in the Philippines to identify, document and exchange experiences and lessons learnt on enhancing MSME resilience for building back better. The workshop will explore potential gaps constraining MSME resilience and their contributions to the 2030 Agenda for Sustainable Development in the Philippines. It will identify areas where the MSME project would provide added value. Key messages from the workshop will inform the policymaking process in the Philippines as well as planning and implementation of the MSME project in the country.

Through intensive knowledge exchange and dialogue among stakeholders, the workshop will:

- Facilitate strategic discussions on potential contributions of MSMEs to the 2030 Agenda for Sustainable Development in the Philippines, with the focus on MSMEs in the creative industries sector
- Identify, document and exchange experiences, and lessons learned on enhancing MSME resilience in the Philippines, including relevant policy frameworks and operational mechanisms as well as good practices initiated by MSME entrepreneurs

- Develop recommendations informing planning and implementation of the implementation of the MSME project of DESA in the Philippines on elevating MSME resilience for achieving SDGs and building back better

Discussions of the workshop will focus on the following questions (non-exhaustive):

- What are the demands, gaps and opportunities for elevating MSME resilience in the Philippines?
- What are potential contributions of different stakeholder groups towards elevating MSME resilience for building back better in the Philippines? What are existing good practices and effective actions that have achieved demonstrable impacts on elevating MSME resilience and their contributions to SDGs?
- How can the different stakeholder groups including policymakers, MSME entrepreneurs, MSME umbrella organizations, development partners and researchers could work together to support MSME resilience and further the implementation of this project? Where DESA's MSME project will provide added value and how can it achieve synergies with MSME supporting initiatives of development partners.

By the end of the workshop, key messages and recommendations will be identified for the effective planning and implementation of the MSME project of DESA on elevating the resilience of women and youth-led MSMEs for building back better in the Philippines. Discussions of the workshop will focus on the creative industry sector that has grown into an important pillar of the national economy.

### III. Programme

Time	Activity	Moderator
<b>Day 1 (26 May 2022) GMT +8</b>		
09:00 AM - 09:30 AM	<b>Registration</b>	Secretariat
09:30 AM - 09:45 AM	<b>Opening Remarks</b> <b>Mr. Amson Sibanda</b> Chief, National Strategies and Capacity Building Branch Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs	<b>Ms. Michelle Maramag</b> Department of Trade and Industry-BSMED
09:45 AM - 10:00 AM	<b>Welcome Remarks</b> <b>Undersecretary Blesila A. Lantayona</b> Regional Operations Group Department of Trade and Industry	
09:30 AM - 9:45 AM	<b>Introduction on DESA's MSME Project</b> <i>This session will introduce two projects of DESA on enhancing the potential of MSMEs for achieving SDGs in the Philippines</i> <b>Mr. Clark Ke Liu</b> Sustainable Development Officer National Strategies and Capacity Building Branch Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs	
9:45 AM - 10:00 AM	<b>Group Photo and Tea Break</b>	



10:00 AM - 11:30 AM	<p><b>Philippine MSME Situationer: Effects of the Pandemic and Disasters</b></p> <p><i>This session would discuss the impact of the Covid-19 pandemic and natural disasters on MSMEs in the Philippines, with focuses on MSMEs in the creative sector. It will present the results of various studies/surveys instituted by different entities regarding the sector's conditions and challenges, analyze key findings and highlight how the MSMEs are coping with the challenges</i></p> <p><b>Mr. Teddy Monroy</b> Country Representative United Nations Industrial Development Organization</p> <p><b>Ms. Maria Luisa Isabel L. Jolongbayan</b> Team Leader, Institutions and Partnerships Programme Team United Nations Development Programme</p> <p><b>Ms. Maes Alconcel</b> National Project Coordinator Office for Asia and The Pacific International Trade Center (ITC)</p> <p><b>Mr. Gil "Butch" Z.C. Carungay,</b> Focal Point, Cebu UNESCO City of Design</p> <p><b>Questions and Answers</b></p>	<p><b>Mr. Edwin C. Pasahol,</b> Department of Trade and Industry- Bureau of SME Development</p>
11:30 AM – 12:45PM	<p><b>International Good Practices on Enhancing Resilience of Women and Youth-led Micro-, Small and Medium-sized Enterprises (MSMEs), focusing on the Creative Sector (virtual)</b></p> <p><i>This session would present good practices from different countries on enhancing MSME resilience during the pandemic. The good practices would address various aspects such as entrepreneurship skills, access to finance, business development services, policy frameworks and good practices to strengthen MSME resilience.</i></p> <p><b>Mr. Tomás Diez</b> Co-Founder, Fab Lab Barcelona, Spain</p> <p><b>Mr. Joseph King Wiharjo</b> Founder, Fab Lab Bandung, Indonesia</p> <p><b>Mr. Adi Panuntun</b> Co-founder, Bandung Creative City Forum, Indonesia</p> <p><b>Questions and Answers</b></p>	<p>Department of Trade and Industry- Bureau of SME Development</p>
12:45 PM - 1:00 PM	<p><b>National Policy on Supporting MSME Resilience</b></p> <p><i>This session would present the policy environment on strengthening the resiliency of Philippine enterprises, including the lessons learned during the height of the pandemic.</i></p> <p><b>Director Bien A. Ganapin</b> Trade, Services, and Industry Staff National Economic and Development Authority</p>	<p>Department of Trade and Industry- Bureau of SME Development</p>
01:00 PM - 02:00 PM	<b>Lunch Break</b>	

2:00 PM - 4:00 PM	<p><b>Initiatives on Strengthening MSME Resilience in the Philippines</b></p> <p><i>The session would present strategies, initiatives and good practices on strengthening MSME resilience to the Covid-19 pandemic and natural disasters in the Philippines to accelerate the implementation of the 2030 agenda for sustainable development.</i></p> <p><b>Congressman Christopher De Venecia</b> District Representative, Pangasinan, 4<sup>th</sup> District</p> <p><b>Dr. Bruno Linyiru</b> Secretary Trade Ministry of Industrialization, Trade and Enterprise Development Kenya</p> <p><b>Dr. Pierre Horna</b> Legal Affairs Officer, Competition and Consumer Policies Branch United Nations Conference on Trade and Development</p> <p><b>Mr. Hideki Kagohashi</b> Enterprise Development Specialist International Labour Organization</p> <p><b>Questions and Answers</b></p>	<p><b>Ms. Georginia Pascual</b> Manager, ILO InSIGHT Project</p>
4:00 PM - 4:15 PM	<p><b>Tea Break</b></p>	
4:15 PM - 5:15 PM	<p><b>Elevating MSME Resilience for Building Back Better to Achieve the 2030 Agenda for Sustainable Development</b></p> <p><i>This session will bring together different key stakeholders, in particular, policymakers and MSME entrepreneurs to discuss the need for elevating MSME resilience. It could address how other entities from the government, private sector, and business associations can support the strengthening of MSME resilience for building forward better.</i></p> <p><b>Ms. Mabelline T. Cahulogan</b> Supervising Science Research Specialist Philippine Institute of Volcanology and Seismology Department of Science and Technology</p> <p><b>Mr. Edwin C. Pasahol</b> Chief, Program Development Division Department of Trade and Industry-Bureau of SME Development</p> <p><b>Mr. Rene "Butch" S. Meily</b> President Philippine Disaster Resilience Foundation (PDRF)</p> <p><b>Ms. Kae Batiquin</b> Manager, HoliCOW</p> <p><b>Mr. Wilson N. Limon</b> Creative Director, NIñOFRANCO RTW</p> <p><b>Questions and Answers</b></p>	<p><b>Mr. Gil "Butch" Z.C. Carungay,</b> Focal Point, Cebu UNESCO City of Design</p>
5:15 PM - 5:30 PM	<p><b>Synthesis and Reminders for Day 2</b></p>	

Day 2 (27 May 2022) GMT +8		
09:00 AM - 09:30 AM	<b>Registration</b>	Secretariat
09:30 AM - 11:30 AM	<b>Continued Discussion</b> <i>Questions and Answers</i>	<b>Mr. Gil "Butch" Z.C. Carungay,</b> Focal Point, Cebu UNESCO City of Design
11:30 AM - 12:00 PM	<b>Synthesis and Ways Forward</b> <i>This session will present key messages reached from the workshop on elevating MSME resilience for building forward better towards the 2030 Agenda for Sustainable Development</i>	
12:00 AM - 12:30 PM	<b>Closing Remarks</b>  <b>OIC-Director Emma C. Asusano</b> Bureau of SME Development Department of Trade and Industry	Department of Trade and Industry- Bureau of SME Development
12:30 PM - 14:30 PM	<b>Lunch</b>	