

National Capacity Building Workshop on Enhancing the Resilience of Micro-, Small and Medium-sized Enterprises (MSMEs) in the Creative Industry Sector for Accelerating Progress towards the 2030 Agenda in the Philippines

MESSAGE OF SUPPORT

Isang mapagpalang umaga sa ating lahat.

Thank you all for joining us at today's National Capacity Building Workshop focused on Enhancing the Resilience of Micro, Small, and Medium-sized Enterprises (MSMEs) in the Creative Industry Sector. Your presence here reflects our shared commitment to bolstering the resilience and sustainability of our creative enterprises in the face of evolving challenges and opportunities.

I extend my deepest appreciation to Undersecretary Sanchez for her insightful opening remarks.

A big congratulations to the organizers for spearheading this initiative and fostering dialogue among key stakeholders from the national government, local government units (LGUs), academia, and non-governmental organizations (NGOs). Your participation underscores our collective commitment to bolstering the creative industry, which serves as a cornerstone of innovation and economic vitality.

The creative industry not only drives cultural expression but also fuels economic growth by fostering entrepreneurship and job creation. However, our MSMEs in this sector face formidable challenges, from technological disruptions to market volatility. This workshop provides a timely platform to equip our enterprises with the skills and knowledge needed to navigate these challenges effectively.

I particularly acknowledge the efforts of our partners and collaborators, including the United Nations Department of Economic and Social Affairs and our esteemed UN Resident Coordinator in the Philippines, Mr. Gustavo González. Your support and engagement are invaluable as we work towards enhancing the resilience and sustainability of our creative MSMEs.

Today's workshops and sessions provide a vital platform for us to delve into critical issues facing the creative industry. From leveraging digital technologies to fostering innovation and promoting sustainable practices, each session aims to equip us with practical tools and strategies. These insights are crucial as we navigate the complexities of the modern economy and strive for inclusive growth.

As we embark on this journey together, let us seize this opportunity to collaborate, share experiences, and forge partnerships. By harnessing our collective expertise and creativity, we can pave the way for a vibrant and resilient creative ecosystem. Our goal is to empower MSMEs in the creative sector to not only survive but thrive in an increasingly competitive global market.

I am confident that today's workshop will yield actionable outcomes and foster meaningful collaborations. Together, we can build a future where our creative enterprises are not only

National Capacity Building Workshop on Enhancing the Resilience of Micro-, Small and Medium-sized Enterprises (MSMEs) in the Creative Industry Sector for Accelerating Progress towards the 2030 Agenda in the Philippines

economically robust but also cultural beacons that enrich our society. Thank you once again for your dedication and commitment to advancing the creative industry in the Philippines.

Muli, isang mapagpalang araw umaga sa ating lahat.