

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

WELCOME MESSAGE

Magandang umaga sa ating lahat.

Allow me to extend my deepest gratitude to the United Nations Department of Economic and Social Affairs represented by Mr. Ke Liu, for providing us this invaluable platform to address the critical issues facing our creative industry.

To the UN Resident Coordinator in the Philippines, Mr. Gustavo González, thank you for gracing our activity and for your unwavering support.

To my friends in the government, our esteemed Undersecretaries, Directors, and representatives, your presence here signifies your commitment to our shared goals.

To the Bureau of SME Development, led by Director Emma Asusano, your dedication and hard work in organizing this event are truly commendable.

I would also like to acknowledge our national consultant, Mr. Joel Santos, President of Thames International Business School in the Philippines, for his instrumental role in developing the module for Creative AGE for SDGs: Accelerating Growth of MSMEs in the Philippines and for his active support in making this activity happen.

Good morning and welcome to the 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. It is an honor to gather today with representatives from the national government, local government units (LGUs), academe, and non-governmental organizations (NGOs). Your presence underscores our collective commitment to fostering a resilient and innovative creative industry.

The creative industry is a vital component of our economy, serving as a significant driver of innovation, cultural expression, and economic growth. However, MSMEs in this sector face numerous challenges, particularly in the face of rapid technological advancements, market volatility, and the ongoing need for sustainable and socially responsible practices.

Today's workshop is designed to address these challenges head-on by equipping our MSMEs with the tools, knowledge, and strategies necessary to enhance their resilience and adaptability. By focusing on capacity building, we can empower our creative enterprises to navigate the complexities of the digital age, leverage emerging technologies, and integrate the Sustainable Development Goals (SDGs) into their business models.

Through the assistance of UNDESA and our national consultant, we have developed a comprehensive module that addresses leadership and management, innovative product

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development, financial acumen, human resources, marketing, e-commerce, and more. This module is designed to provide practical approaches to fostering creativity and innovation while ensuring that our MSMEs remain competitive and sustainable. Importantly, this module is set to be implemented nationwide, ensuring that the benefits of this program reach all corners of our country.

Our goal today is to garner your support in implementing this module within your respective localities and institutions. Your roles are crucial in ensuring that the knowledge and skills imparted here reach the broader community, thus building a robust ecosystem where our creative enterprises can thrive.

I encourage you to engage actively and share your insights. Together, let us build a stronger, more resilient creative industry that not only enriches our cultural landscape but also propels us towards achieving the 2030 Agenda for Sustainable Development.

Thank you for your commitment to this cause. I look forward to our collective efforts in driving the progress of our creative MSMEs.

Mabuhay!