

MESSAGE

Undersecretary Zenaida C. Maglaya
Department of Trade and Industry



Speaking in behalf of DTI Secretary Ramon Lopez, Undersecretary Zenaida C. Maglaya congratulated the NWPC for organizing a conference, which gives emphasis to productivity improvement as key to making the MSME sector increasingly competitive.

She said the passage of the MSME Development Plan and the issuance of Executive Order 50 will strengthen collaborations between the government and private sector towards helping the MSME sector grow and become viable enterprises.

She said “the DTI is cognizant that in today’s era, where emerging technological breakthroughs and business models are inevitable, the impact to the MSME sector is infinite and the challenges and opportunities it brings are immeasurable.”

As a final note, she said “Today is an opportunity for all of us to collectively take action as one nation in advancing our MSMEs as drivers of economic prosperity and that through innovation, Philippine MSMEs will achieve greater competitiveness not only here but in the global market.”