



THE UP ISSI 2016 PROSPECTUS

50 YEARS OF DEVELOPING FILIPINO ENTREPRENEURS AND ENTERPRISES



UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE INDUSTRIES

“Enterprise upgrading is made possible when entrepreneurs develop strategies from a combination of success factors that allow them to simultaneously overcome a range of challenges.” — 2013 GIZ study

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MESSAGE FROM THE UP PRESIDENT

Throughout its long and eventful history, the University of the Philippines has utilized innovation and collaboration to help fulfill its core mission of teaching, research, and public service.

In today's global business environment, there is a pressing need for disciplines and sectors to work together to develop innovational ideas and solutions, and eventually, for these efforts to come to fruition.

This fifth edition of the *UP ISSI Prospectus* puts together the UP ISSI's accomplishments, to bring more attention to the Institute's various initiatives, and to make these more accessible to a larger audience. Having served Filipino entrepreneurs and enterprises for the past half century, the UP ISSI has proven itself to be a prime enabler of Philippine development.

I commend the Institute for the release of this new edition of its prospectus and I join the whole UP community in congratulating the UP ISSI for its many accomplishments, even as it embraces the challenges of a new century of growth and development in our country and in the world.

Maraming salamat at Mabuhay!

A handwritten signature in blue ink, appearing to read 'Danilo L. Concepcion', written in a cursive style.

ATTY. DANILO L. CONCEPCION
President, UP System



MESSAGE FROM THE UP ISSI OFFICER-IN-CHARGE

It is my honor and great pleasure to head the UP Institute for Small-Scale Industries as its OIC as it celebrates its 50th year as an institution dedicated to promoting the growth and development of micro, small and medium enterprises (MSMEs) in the country. Set up in 1966 as part of a bilateral agreement between the Philippine and Dutch governments, and reestablished in 1969 in UP as a research and extension unit, ISSI has prepared generations of entrepreneurs, managers and employees for different types and levels of work in a wide range of businesses and enterprises.

The MSME sector is the backbone of our economy, comprising over 99 percent of all businesses in the country and providing jobs for three out of every five working Filipinos. While ISSI has contributed much to the development of this sector, we need to work more closely with government and others and step up our collective efforts to help the sector realize its full potential as an engine for inclusive growth, poverty reduction and sustainable development.

Let us make the most of this 50th year anniversary by reviewing our experiences, taking stock of lessons and recommitting ourselves to ISSI's mission of providing research and capacity-building support to the MSME sector in the 21st century. On a personal level, I would like to take this opportunity to commend my ISSI colleagues for their commitment to support the MSME sector and the good work that they have done.

Thank you, ISSI family-- it was a great honor to have been part of this institution during its milestone year.

FIDEL R. NEMENZO, D.SC.

Officer-in-Charge, UP ISSI (February 2016 - February 2017)
Vice Chancellor for Research and Development, UP Diliman

50 YEARS SINCE THEN: ENTREPRENEURSHIP AND ENTERPRISE DEVELOPMENT AS RELEVANT AS EVER



Are entrepreneurs born or made? This is an age-old question that teachers and experts find difficult to answer.

It was also the same question that the University of the Philippines Institute for Small-Scale Industries, or UP ISSI, faced 50 years ago amid a growing trend to recognize the role of the entrepreneur and the small enterprise in building a country's economy.

The history of formal entrepreneurship training and enterprise development, and that of UP ISSI are intertwined. Theirs began at a defining crossroad in Philippine history when the nation was starting to establish entrepreneurship as a national policy.

Throughout 50 years of developing entrepreneurs and small enterprises, the Philippines promulgated laws and policies that set plans and strategies aimed at developing the small and medium enterprise or SME sector in the country. UP ISSI worked closely alongside these policies and initiatives that addressed the ever growing needs of Philippine SMEs through various training programs, research, extension and other development services.

Fifty years later, entrepreneurship and enterprise development are as relevant as ever as they continue to serve as cornerstones for nation building. UP ISSI's programs, projects and services remain cognizant of the needs of SMEs and have evolved to adapt to the ever-changing business landscape.

VISION Center of Excellence for Nurturing and Advancing an Entrepreneurial Society

MISSION Create and provide knowledge, know-how and information to empower entrepreneurs to grow and prosper

CORE PURPOSE Create and develop sustainable, viable and globally competitive micro, small and medium enterprises (MSMEs)

HISTORICAL MANDATE

- Established on 2 March 1966 between the Royal Kingdom of the Netherlands and the Republic of the Philippines
- Created as an organic research, extension and training unit of the University of the Philippines by virtue of Republic Act 6041 on 4 August 1969

CORE VALUES

Unwavering commitment	We always find solutions. We execute with passion.
Professionalism	We serve ethically with honor. We treat everyone with dignity and respect.
Integrity	We give honest service. We take responsibility for results.
Synergy	We value teamwork and support diversity. We build positive and lasting relationships with our stakeholders.
Service excellence	We serve as we lead. We surpass clients' expectations.
Innovation	We transform ideas into entrepreneurial actions. We anticipate changes for continuous improvement.

QUALITY POLICY

We provide best-in-class services and total customer experience to all our clients with honor and excellence.

ENVIRONMENT, HEALTH, SAFETY AND SECURITY POLICY

- We are committed to operate in a safe, healthy and environmentally friendly work environment.
- We shall comply with all applicable safety, health and environmental laws, regulations and other requirements.
- We shall continually improve our environmental performance and pursue prevention of environmental pollution in any form.
- We shall continuously educate and promote safety, wellness and environmental awareness to all our employees, clients, partners and other stakeholders.
- We shall safeguard and protect the assets and properties of the Institute.

SERVICE STREAMS

1. Training and Entrepreneurship Education
2. Research and Publications
3. Business Enterprise Development
4. Information and Public Affairs

TARGET PUBLICS

Final Publics

- Students
- Startups
- Entrepreneurs
- Women's groups
- Cooperatives
- Entrepreneurship educators and mentors
- SME single proprietors
- SME corporations

Intermediate Publics

- Trainers
- Extension officers
- Government organizations
- Non-government organizations
- Industry associations
- Financial institutions
- Local government units
- International partners
- Other private entities advocating the advancement of MSMEs

GREEN AND LEAN UP ISSI: FACILITIES AND BIODIVERSITY IN UP ISSI

The five-story Enrique T. Virata Hall, which houses UP ISSI inside the UP Diliman Campus, is strategically located along E. Jacinto Street at the entrance to the Diliman campus. This architectural masterpiece erected in the late sixties sits amid a backdrop of lush greenery of trees and vegetation.

On certain months of the year, migratory birds flock to the University and UP ISSI can be a good vantage point for bird watchers and nature lovers.

E. Virata Hall houses national artist Napoleon Abueva's famous sculpture, *Tribute to the Filipino Entrepreneur*. This is located in the Queen Juliana Atrium - named after Her Royal Highness Queen Juliana of the Netherlands.



In every corner and around the atrium on every floor, plants adorn the building, which was architecturally designed to let in natural air and lighting.

Certain initiatives were made to paint the UP ISSI building as the model for energy efficiency and water conservation. To complement the light-emitting diode (LED) lamps already put in place as early as 2012, motion sensors were installed in comfort rooms and along staircases to bring down electricity consumption and thus help in reducing the Institute's carbon footprint. A rainwater harvesting system was also set up to reuse rainwater accumulated from storage tanks placed on the second floor at the back of the building.

UP ISSI DIVISIONS AND SERVICE STREAMS

To live up to its purpose, UP ISSI delivers via four service streams:



TRAINING AND ENTREPRENEURSHIP EDUCATION

UP ISSI envisions to be the most preferred total capability building and development service provider. It offers a wide range of training courses that meet general requirements as well as specific needs of target participants. These programs are grouped into four categories: Management Development, Entrepreneurship Development, Quality and Productivity Improvement, and Project Development and Management.



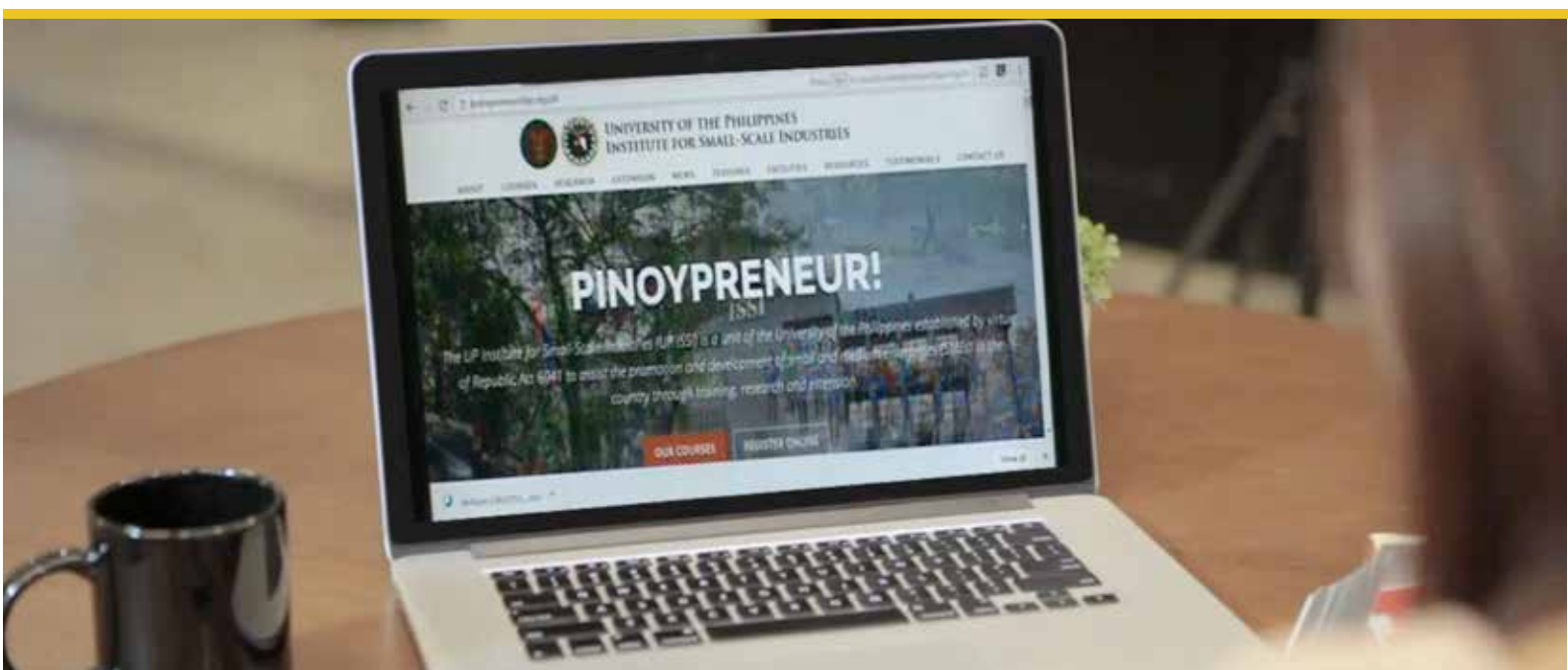
RESEARCH AND PUBLICATIONS

As a research and development institution on innovation, technology, quality, productivity, and entrepreneurship, UP ISSI pursues programmatic and focused research and development agenda. It develops and implements research studies that have impact on SMEs and SME stakeholders.



BUSINESS ENTERPRISE DEVELOPMENT

As an extension service provider on innovation, technology entrepreneurship, quality and productivity improvement, UP ISSI extends business counseling and other technical and enterprise development assistance to various sectors, including non-government organizations, academic communities, associations, cooperatives and government agencies.



INFORMATION AND PUBLIC AFFAIRS

Banking on its wealth of knowledge and information on innovation, quality, productivity and entrepreneurship, UP ISSI is providing information services through various media to widen its reach and impact on entrepreneurs and SMEs. Already, it has served many enterprises, entrepreneurs, SME development practitioners and other stakeholders through a host of knowledge-based and information technology-enabled services.

THE UP ISSI RESEARCH, EXTENSION AND PROFESSIONAL STAFF



Rolando Ramon C. Diaz

University Extension Specialist V
Master of Science in Industrial Engineering major in Operations Research, Bachelor of Science in Industrial Engineering cum laude, UP Diliman

Total Quality Management, Management Information System, Project Management, Total Productivity Program, Operations Management



Gloria S. Recio

University Extension Specialist IV
Master of Business Administration, Bachelor of Science in Business Economics, UP Diliman

Small Business Research, Business Planning, Case Writing, Materials Development



Leoncio T. Cubillas, Jr.

University Extension Specialist III
Master of Technology Management, UP Diliman; Bachelor of Science in Electrical Engineering, Cebu Institute of Technology; Standards Based Management Systems, Asian Institute of Management; Advanced Training in Industrial Management, RVB The Netherlands

Entrepreneurship Development, Project Management, Value Chain Analysis



Ian Jester M. De Vera

University Extension Specialist III
Master of Technology Management, UP Diliman; Bachelor of Arts in Legal Management cum laude, University of Sto. Tomas (UST); APEC Training Course on Enhancing Entrepreneurship Skills for SMEs, Vietnam; Training Course on Improving the Managerial Skills of Entrepreneurs in Agribusiness SMEs, Sri Lanka, Certified Level 1 TRIZ Practitioner

Entrepreneurship Education, e-Learning, Web Design



Ma. Luisa Solarte-Lee

University Extension Specialist III
Licensed Chemical Engineer; Master of Development Administration, Australian National University; Bachelor of Science in Business Management, Bachelor of Science in Chemical Engineering, Pamantasan Lungsod ng Maynila

Accredited GTZ Trainer and Facilitator Small Business Consulting, Research and Training, Entrepreneurship Instructional Materials Development, Business Continuity Planning



Ma. Blessilda A. Clerigo

University Extension Specialist II
Master of Industrial Relations major in Human Resource Management (ongoing); Master of Arts in Education, UP Diliman; Bachelor of Science in Psychology, Far Eastern University (FEU); Diploma in Industrial Relations, UP Diliman; Project and Program Administration Course, The Netherlands; Human Resource Management Course, Turin, Italy; SME Management Development Course, Sweden; International Export Marketing Course, Malaysia; Management Consultancy Course, India

Small Business Counseling, Human Resource Management, Program/Project Development and Management



Senedith A. Delos Reyes

University Extension Specialist II
Master of Business Administration, UP Diliman; Bachelor of Science in Food Technology, UP Los Baños; Supply Chain Management Course, Thailand; Student Exchange Program, Graduate School-Ecole Supérieure des Sciences Commerciales d'Angers, France

Program Management and Administration



Jocelle P. Mamaril

University Extension Specialist II
Units in Master of Arts in Education (ongoing), UP Diliman; Bachelor of Science in Hotel, Restaurant, and Institution Management cum laude, UP Diliman; Licensed Professional Teacher; JICA Training Program for Young Leaders-SME Development and Promotion, Shikoku, Japan; Financially Empowering Women through Education Industry, Kuala Lumpur, Malaysia

Program Management, Special Education



Reynold Ferdinand G. Manegdeg

University Extension Specialist II
Master of Industrial Relations, UP Diliman; Bachelor of Science in Commerce major in Economics, UST; Certified Level 1 TRIZ Practitioner; APEC Train-the-Trainer Workshop on Promoting SME Business Continuity Plans, Chinese Taipei, Taiwan

Entrepreneurship, Business Development, Customer Relationship Management, Marketing Research, Business Continuity Planning



Nova Z. Navo

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University Extension Specialist II
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**Joanna Rose T. Laddaran**

University Extension Specialist I
Units in Master of Arts in Education (ongoing), Bachelor of Arts in Philosophy cum laude, UP Diliman; Professional Evaluation and Certification Board ISO 22301 Foundation Certified; APEC Train-the-Trainer Workshop on Promoting SME Business Continuity Plans, Chinese Taipei, Taiwan

Research, Business Continuity Planning

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Program Management and Administration

**Maria Fe S.E. Reyes**

University Extension Specialist I
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Training Program Management and Administration

**Mohidin P. Abdul**

University Extension Specialist I
Master of Arts in Islamic Studies, Units in Master of Arts in Philippine Studies, Bachelor of Arts in Islamic Studies, UP Diliman; Bachelor of Science in Customs Administration, Mindanao Institute of Technology; Shariah Training Course, National Commission on Muslim Filipinos

Training Program Management and Administration

**Bernie F. Villaluna**

University Extension Specialist I
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E-Commerce, Program Management, Industrial Automation

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Project Accounting, Business Planning, Small Business Research

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Licensed Librarian; Units in Master of Library and Information Studies, UP Diliman; Bachelor of Arts in English, PUP-Manila

Web Content Development, Program Administration

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Certificate in Professional Education Program (21 units); Bachelor of Arts in Philosophy, UP Diliman

Research, Training Program Administration

**Karen Kay B. Coballes**

University Extension Associate II
Units in Master of Arts in Development Communication (ongoing), UP Open University; Bachelor of Arts in Mass Communication, New Era University

Marketing, Program Planning, Business Enterprise Development

**Ivy Marie L. Ganadillo**

University Extension Specialist I
Master of Arts in Asian Studies, UP Diliman; Bachelor of Arts in Political Science, Polytechnic University of the Philippines (PUP)-Manila

Research, Publication Management, Philippine-China Studies

**Marsha Lee A. Delfinado**

University Extension Associate II
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Business Enterprise Development

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Program Management and Administration

**Nelín E. Dulpina**

University Extension Associate II
Units in Master of Arts in Women and Development (ongoing), Bachelor of Arts in Anthropology, UP Diliman

Program Administration



Jaylyn D. Manglicmot
University Research Associate II
Units in Master of Arts in Education (ongoing), UP Diliman; Bachelor of Arts in Philippine Arts, UP Manila
Research, Training Program Administration



Doris Z. Olegario
University Extension Associate I
Bachelor of Science in Business Administration, Philippine School of Business Administration
Training Program Management and Administration

THE UP ISSI ADMINISTRATIVE PERSONNEL



Ivy R. Argote
Administrative Officer III
Licensed Professional Teacher; Diploma in Industrial Relations, UP Diliman; Certificate in Professional Education Program, UP Diliman; Bachelor in Business Administration, PUP-Manila



Loida J. De Vera
Administrative Assistant I
Bachelor of Science in Office Administration, PUP-Manila



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Administrative Assistant II
Units in Bachelor of Arts in Education, Golden Gates College, Batangas



Emerlita O. Marciano
Administrative Assistant I
Units in Associate in Secretarial Science, FEATI University



Jovy Anne G. Walo
Administrative Assistant II
Units in Bachelor of Science in Nursing, Our Lady of Fatima University



Joel F. Almosara
Administrative Aide VI
Secondary Education, San Jacinto High School, Masbate



Rodolfo C. De Jesus
Aircon Technician II
Units in Refrigeration and Airconditioning Vocational Course, Samson Technological School



Jose L. Brevia, Jr.
Administrative Aide IV
Units in Bachelor of Arts in Political Science, FEU



Danilo E. Madraso
Laboratory Technician II
Units in Bachelor of Science in Electronic and Computer Technology, Asian College of Science and Technology-Cubao



Samuel G. Rojo
Administrative Aide IV
Two years in Secondary Education, Cebu Central College



Ma. Jessa T. Burac
Administrative Assistant I
Bachelor of Science in Office Administration, Catanduanes State Colleges

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Chief Executive Officer, Ronirose Ltd.
Chartered Financial Analyst
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Masters in Finance, Universita Bocconi, Milan, Italy
Masters in Corporate Finance, Exchange Student
ESSCA Ecole de Management, Angers, France
BSBA Accountancy, UP Diliman
Finance, Accounting, Entrepreneurship, Business Strategy

ALMONTE, CRISPINA B.

Freelance Trainer and Facilitator
Master of Arts in Public Administration, UP Diliman
Units in Doctor of Philosophy in Philippines Studies, UP Diliman
Master of Arts in Economics Education, Center for Research and Communication
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Master of Business Administration, Polytechnic University of the Philippines (PUP)
Bachelor of Science in Accounting, FEU
Accounting

BALITA, CARL E.

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Doctor of Philosophy in Education, Pamantasan ng Lungsod ng Maynila (PLM)
Master of Arts in Nursing, PLM
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CABALO, REYNALDO D.

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Freelance Trainer and Facilitator
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Bachelor of Science in Accounting, Ateneo de Davao University
Microfinance, Strategic Planning and Capacity Building

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Assistant Dean, School of Business and Economics, University of San Carlos (USC) Cebu
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Master of Management, UP Cebu
Bachelor of Business Management, UP Cebu
Business Management

DELA CRUZ, REGINA C.

Assistant Revenue District Officer, Bureau of Internal Revenue
Bachelor of Science in Accounting, PUP
Master of Business Administration, Philippine Women's University
Business Taxation and Tax Computerization

DELA PEÑA, FORTUNATO T.

Secretary, Department of Science and Technology
Professor, Department of Industrial Engineering and Operations Research, UP Diliman College of Engineering
Master of Science in Industrial Engineering, UP Diliman
Graduate Studies in Operations Research, Polytechnic Institute of New York
Diploma in Industrial Quality Control, Bouccentrum International Education, The Netherlands
SME Promotion and Development, Technology Management, Technology and Technology Transfer, Manufacturing Productivity, Quality Management Practice, Work Measurement

DOQUENIA, MARIETTA M.

Faculty, PUP
Master of Business Administration, PUP
Bachelor of Science in Accountancy cum laude, PUP
Spreadsheet Accounting

DY, DIOGENES C.

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Certified Public Accountant
Bachelor of Science in Business Administration and Accountancy magna cum laude, UP Diliman
Finance, Accounting

EBALO, CHUCK G.

Technical Director and Quality Management Representative, Instrumentation and Control Specialists, Inc.
Certified Instrument Engineer Instrumentation Project Consultant, Factory Automation and Instrumentation Corporation
Vice-President for Academic Affairs and Head of Instrumentation and Automation, Philasia School of Instrumentation and Automation
Bachelor of Science in Electrical Engineering, UP Diliman
Instrumentation and Process Control, engineering Design, Installation, Implementation, Commissioning and Start Up, Technical Instrumentation Training

GATCHALIAN, MIFLORA M.

Governor and Chair, Awards Certification Committee, Institute for Quality and Productivity Foundation, Inc.
President and CEO, Quality Partners Company, Ltd. Philippines
Master of Arts in Statistics, UP Diliman
Diploma in Industrial Quality Control at the Bowcentrum International Education, The Netherlands
Doctor of Philosophy in Agricultural Engineering, University of Tokyo, Japan
Bachelor of Science in Food Science and Technology, UP Diliman
Sensory Quality Measurement, Statistical Quality Measurements, Food Safety & Quality, Total Quality Management

GUANZON, JAIME JR. S.

Freelance Trainer and Facilitator
Master of Business Administration, International Academy of Management and Economics
Bachelor of Arts in Economics, FEU
Enterprise and Strategic Planning, Small Business Research and Training

IGLESIAS, NILO M.

Assistant Manager, Credit Innovation and Advancement Group
Department of Loans and Credit, Bangko Sentral ng Pilipinas
Master of Business Administration, Las Pinas College
Bachelor of Science in Commerce major in Accounting, Roosevelt College
Finance, Accounting, Entrepreneurship, Project Feasibility Study Preparation, Project Management

IRENEO, JOSE M.

Executive Director, Philippine Institute of Certified Public Accountants National Office
Doctor of Philosophy in Commerce (ongoing), UST
Master of Business Administration, DLSU
Bachelor of Science in Commerce major in Accounting, PUP
Accounting, Financial Management

JAMON, VIRGINIO P.

Freelance Trainer and Facilitator
Master of Business Economics, University of Asia and the Pacific (UA&P)
Bachelor of Science in Agribusiness, UP Los Baños
Microfinance, Microenterprise and Livelihood Development, SME Finance, Program Administration

LABITAN, CONCEPCION P.

Freelance Trainer and Facilitator
General Manager, CPL Management Consultancy
Doctor of Philosophy in Counselling Psychology, DLSU
Human Resource Management and Development, Supervisory Effectiveness, Conflict Management

LAGUA, BENEL D.

Chief Executive Officer, Industrial Guarantee and Loan Fund
Finance Committee Head, National SME Agenda
Chair, SME Unified Lending Opportunities for National Growth (SULONG) Program
Management and Finance

LLAGUNO, ERICKSON L.

Assistant Professor, Industrial Engineering and Operations Research, UP College of Engineering
Master of Science in Industrial Engineering, UP Diliman
Bachelor of Science in Industrial Engineering, UP Diliman
Production Management, Total Quality Management

MORANDARTE, MELCHOR C.

Program Chair, Entrepreneurship, E.T. Yuchengco School of Business Malayan Colleges Laguna
Doctor of Business Administration, PLM
Master of Business Administration, Philippine Christian University
Bachelor of Science in Management, Mabini Colleges
Entrepreneurship, Social Entrepreneurship, Corporate Social Responsibility

NOROÑA, MARVIN I.

Managing Partner & Consultant, Academix2Business Consulting, Inc.

Certified Professional Industrial Engineer

Doctor of Business Administration, DLSU

Master of Business Administration, UP Diliman

Bachelor of Science in Industrial Engineering, UP Diliman

Production & Operations Management, Strategic Management, Total Quality Management, Project Management, Supply Chain Management

PALACA, HENRY O.

President and Managing Director, Quality Plus Management Consulting Co., Inc.

Licensed Quality Auditor of the International Register of Certified Auditors

Master of Technology Management, UP Diliman

Bachelor of Science in Industrial Engineering, UP Diliman

Production/Operations Management, Total Quality Management, Quality and Process Improvement, Quality Audit

PARDIÑAS, CHRISTINE S.

Assistant Vice President for Supply Chain and Logistics, Rustan Supercenters, Inc.

Master of Business Administration, UP Diliman

Bachelor of Science in Industrial Engineering, UP Diliman

Organization Development, Strategic Marketing, Production/Operations Management, Supervisory Development, Work Attitude and Values Enhancement

PARREÑO, MERCEDES A.

Provincial Director, Department of Trade and Industry – Rizal Provincial Office

Master of Business Administration, San Sebastian College

Master in Development Management, AIM

Bachelor of Science in Animal Science, UP Los Baños

Project Development and Evaluation, Program and Project Management, Organizational Development and Strategic Planning

PASAHOL, EDWIN C.

Senior Trade and Industry Development Specialist, Department of Trade and Industry

Master in Development Management, Development Academy of the Philippines

Master of Business Administration, PUP

Bachelor of Science in Business Administration major in Management, PUP

Entrepreneurship, Knowledge Management, Business Plan Preparation

QUINTOS, MARIA FIDES C.

Training Specialist, St. Luke's Medical Center

Master of Science in Family Psychology and Counseling, St. Scholastica's College

Bachelor of Science in Psychology and Bachelor of Arts in Guidance and Counseling, St. Scholastica's College

Human Resource Management, Marketing, Effective Business Communication

RAÑESES, NESTOR O.

Associate Professor, Industrial Engineering and Operations UP College of Engineering

Affiliate Faculty, UP Technology Management Center

Master of Science in Industrial and Systems Engineering, University of Wisconsin

Bachelor of Science in Industrial Engineering, UP Diliman

Total Quality Management, Lean Six Sigma and Process Optimization, World Class Manufacturing Technology, Business Process Management

RESURECCION, RENE S.L.

President, Passion for Perfection, Inc.

Director, Floodgates Foundation

International CEFE Trainer

Instructor, Dale Carnegie Course, The Haggai Institute and the Asian Theology Seminary

Doctor of Philosophy in Philippine Studies, UP Diliman

Master of Arts in Development Studies, The Netherlands

Human Resource Management, Training of Trainers, Performance Management, Labor Management

REYES, EDITHA A.

Treasurer, Small Enterprises Research and Development Foundation

Diploma in International Business Management, Waterloo Lutheran University, Ontario, Canada

Master of Business Administration, UP Diliman

Bachelor of Science in Business Administration, UE

Business Administration and Management

SUSON, EDWIN M.

Assistant Professor 3, Marketing and Entrepreneurship Department, UST

Registered Financial Planner

Master of Arts in Applied Business Economics, UA&P

Master of Science in Management, UA&P

Marketing, Personal Finance and Wealth Management, Entrepreneurship, Business Development

VELAS, KARLA M.

Revenue Officer, Assessment Division, Bureau of Internal Revenue

Doctor of Public Administration (units), UP Diliman

Doctor of Business Administration, Jose Rizal University

Bachelor of Science in Business Administration major in Accounting, UE

Managerial Accounting, Business Taxation, Finance Accounting, Entrepreneurship, Marketing

VENTURA, ROSARIO S.

Freelance Trainer and Facilitator

Strategic Human Resource Management, Columbia University

Executive Development Program, Tokyo Kenshu Center

Management Development Program, AIM

Master of Business Administration, AdMU

Bachelor of Arts in Sociology, UP Diliman

Master of Arts in Sociology, UP Diliman

Strategic Human Resource Management

VILVESTRE, ANTHONY PHILIP N.

Certified Six Sigma Black Belter

Licensed Civil Engineer

Master of Technology Management, UP Diliman

Bachelor of Science in Civil Engineering, UP Diliman

Total Quality Management, Six Sigma, LEAN Six Sigma, Continuous Process Improvement, Statistical Process Control, Quality Audit

UP ISSI ORGANIZATIONAL CHART AS OF 30 JUNE 2017



Dr. Michael L. Tan
Chancellor
UP Diliman



Prof. Rolando Ramon C. Diaz
Officer-in-Charge
UP ISSI

Qu
Mana
System

Administrative Delivery Division (ADD)



Prof. Rolando Ramon C. Diaz
University Extension Specialist V
Head



Ivy R. Argote
Administrative Officer III
Assistant to the Head

Business Enterprise Development Division (BEDD)



Engr. Leoncio T. Cubillas, Jr.
University Extension Specialist III
Head



Marsha Lee A. Delfinado
University Extension Associate II
Assistant to the Head

Information and Public Affairs Office (IPAO)



Ian Jester M. De Vera
University Extension Specialist III
Head



Engr. Bernie F. Villaluna
University Extension Specialist I
Assistant to the Head



INSTITUTIONAL LINKAGES



Institutional Member, APEC SME Working Group. APEC's Small and Medium Enterprises Working Group (SMEWG) encourages development of SMEs and builds their capacity to engage in international trade. Established in February 1995 as the Ad Hoc Policy Level Group on SMEs, its objective was to help SMEs improve their competitiveness and to facilitate a more open trade and investment environment. In 2000, the group was renamed SMEWG and granted permanent status. SMEWG attains the Bogor Goals by fostering enabling business environments for SMEs to grow and develop into export-ready (internationalized) firms, through the sharing of information on best practice initiatives and the conducting of capacity-building activities.



Institutional Member, Asia Professional Education Network (APEN). An international network composed of universities in Asia, APEN aims to contribute to the sustainable and equitable development of Asian economies. Recognizing that a key factor in achieving stable economic progress is the capacity of high-level human resources, APEN promotes the Project Based Learning, which is an educational method that provides acquisition of knowledge, skills, competencies and hands-on training on business practices. In conjunction with fostering development of industrial human resources, APEN promotes SME development with focus on the areas of: higher industrial human resources, SME connectivity, and SME finance.



Institutional Member, United Nations Office for Disaster Risk Reduction (UNISDR) Private Sector Alliance for Disaster Resilient Societies (ARISE) Philippines. ARISE Philippines supports the UNISDR in its aim to create risk-resilient societies by energizing the private sector in collaboration with the public sector and other stakeholders to achieve the outcome and goal of the Sendai Framework in a transparent and inclusive way that delivers local and measurable impact.



Institutional Lead, ASEAN Internship Network. The ASEAN Cooperation Project entitled "Establishment of a Regional Program for the Promotion of Internship Scheme for Staff Exchanges and Visits for Skills Training" is listed as one of the initiatives under the ASEAN Strategic Action Plan for SME Development (2010-2015). It is a priority project under the ASEAN Economic Community (AEC) Blueprint for the period 2010-2014. The project aims to develop an ASEAN internship framework and a regional network in ASEAN with an alliance of stakeholders from the ASEAN Member States and a network of universities, SME agencies, SMEs and industry champions. This is to improve the competitiveness of SMEs in the region by providing them opportunities to develop and enhance business competencies through internship scheme and business exposure activities.

Institutional Member, ASEAN SME Working Group

Composed of the SME Agencies of all member countries of the Association of Southeast Asian Nations, the ASEAN SME Working Group seeks to ensure the advancement of SMEs in the region since it was established in 1995.



Institutional Member, Business Continuity Managers Association of the Philippines (BCMAP). Started in 2006, BCMAP was formed by a group of practitioners who were interested in the business continuity practice. The organization is active in formalizing membership and certification programs, fora and other events. In partnership with the Disaster Recovery Institute International, BCMAP also conducts certification classes in the Philippines and promotes the art and science of the business continuity practice in the country.



Institutional Member, Entrepreneurship Educators' Association of the Philippines, Inc. (ENEDA). ENEDA is a non-stock, non-profit professional organization composed of the nation's entrepreneurship educators, teachers, and trainers from leading schools, colleges, universities and other training and academic institutions. It promotes excellence in entrepreneurship education in the country and recognizes the need for entrepreneurship educators and entrepreneurs from all over the country to come together and share ideas to raise academic standards.



Institutional Member, FilipInnovation Network. The Network is composed of key stakeholders that are involved in fostering innovation in the Philippines in the light of the country's goal to be globally competitive. Committee members are involved in the conceptualization of the National Innovation Summit and the development of the framework and strategy to promote innovation.



Institutional Member, Industrial Guarantee and Loan Fund (IGLF) Governing Board. IGLF is a fund that has played a key role in the transformation of many small-scale enterprises. Unlike the sad plight of other government financing programs that have floundered, the IGLF has remained sustainable and viable. The IGLF Governing Board is composed of representatives from the National Economic and Development Authority as chair, the Bangko Sentral ng Pilipinas as vice-chair, the Development Bank of the Philippines (DBP), the Department of Trade and Industry (DTI), the Department of Finance, and UP ISSI. The UP ISSI director is a member of the IGLF Governing Board while two ISSI staff members sit on the IGLF Technical Advisory Group.



Partner-in-Mission, Management Association of the Philippines (MAP) Educated Marginalized Entrepreneurs Resource Generation (EMERGE). UP signed a memorandum of agreement with MAP in conjunction with EMERGE project, where UP is designated as one of the partners-in-mission. An inclusive growth program of MAP focused on livelihood and job generation, EMERGE aims to develop relevant courses with three key components: funding, mentoring, and values formation.

For its part, UP designated ISSI as the lead unit to implement EMERGE with MAP.



Advisory Member, Micro, Small and Medium Enterprises Development Council (MSMED Council). MSMED Council was created by virtue of Republic Act (RA) No. 9501, otherwise known as the Magna Carta for MSMEs, with a specific mandate to spur the growth and development of MSMEs throughout the country, by facilitating and coordinating national efforts to promote the viability and growth of MSMEs, including assisting relevant agencies in tapping local and foreign funds for MSME development and promoting the use of existing programs.

On 15 July 2014, Pres. Benigno S. Aquino III signed into law RA 10644 or the Go Negosyo Act of 2014, which placed UP ISSI as one of the members of the Advisory Unit of MSMED Council.



Institutional Member, Philippine Chamber of Commerce and Industry (PCCI) Committee on Education. A proactive catalyst of development, PCCI promotes and supports the drive for globally competitive Philippine enterprises in partnership with the government, local chambers, and other business organizations. The main responsibility of PCCI is to provide focused advocacy for business growth and sustainable development through business services for the advancement of grass-root entrepreneurship, chamber development, international trade relations, business innovation and excellence, and operational efficiency. These will be achieved through a professional organization in close cooperation with various stakeholders in public and private sectors.



Institutional Partner, The Small Enterprises Research and Development Foundation (SERDEF). Established in 1976 as a non-stock, non-profit foundation, SERDEF focused initially on developing entrepreneurial skills through training. It has since become a private institutional medium that initiates, sponsors, and conducts programs and projects for the promotion and development of small-scale industries. Its range of capability-building services from training to research and consultancy, addresses a growth arc of a spectrum of business establishments from small- to medium-scale down to micro enterprises. By virtue of a memorandum of agreement between SERDEF and UP, the Foundation undertakes various development programs and projects for SMEs in collaboration with UP ISSI.



Institutional Member, UP Enterprise Steering Board (Enterprise Business Incubation Program). The Enterprise Business Incubator Program, consisting of mentoring from successful entrepreneurs and professionals, networking events, and coaching sessions, increases a tech startup's success rate, lowers its setup costs, and assists in the marketing of its innovations more efficiently.



Institutional Member, UP Diliman Technology Management Center (UPTMC) Coordinating Council. The Center was established through a resolution approved by the UP Board of Regents on 23 February 1995. TMC is mandated to serve two fundamental purposes: (1) to respond to the urgent need of firms and industries for technology upgrading, productivity improvement, and enhanced global competitiveness; and (2) to respond to the established requirements of the Philippine government for expert advice and assistance on science and technology. TMC is the first institution of its kind in the country and in the ASEAN region, being an interdisciplinary undertaking which draws from the expertise, experience, and perspectives of nine affiliated UP Diliman units, including ISSI.

UP ISSI SCORECARDS

**81 TRAINING PROGRAMS
RUN IN 2016**



**CUSTOMER
SATISFACTION
RATING**

4.65

FOR TRAINING PROGRAMS (OUT OF 5.0)

3,107

**PARTICIPANTS
TRAINED IN
2016**



**RESEARCH STUDIES
AND PUBLICATIONS
COMPLETED IN 2016**

1,708

**FIRMS PROVIDED
CONSULTANCY
OR TECHNICAL
ADVICE IN 2016***



*includes firms that benefited from the Integrated Organizational Survey and Assessment, Enterprise Assessment Report and Back-Home Action Plan evaluation in various training programs of UP ISSI

59,512

**TOTAL WEBSITE PAGEVIEWS
IN 2016**

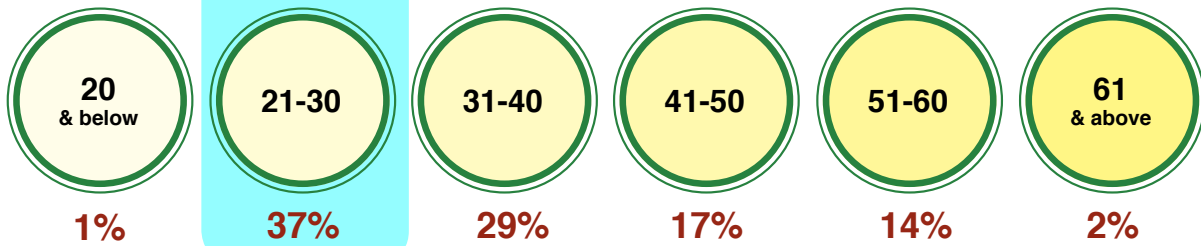


5,600

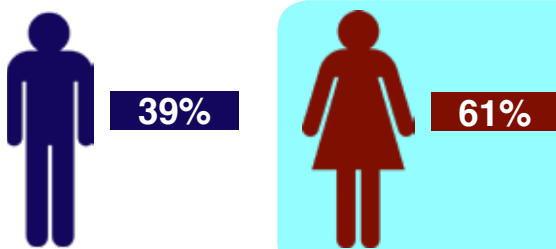
**SOCIAL MEDIA
FOLLOWERS**

2016 DEMOGRAPHICS OF UP ISSI TRAINING PARTICIPANTS

AGE



GENDER



TYPE OF INDUSTRY

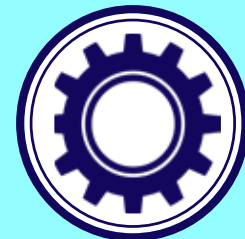
MANUFACTURING

15%



SERVICE

74%



TRADING

7%

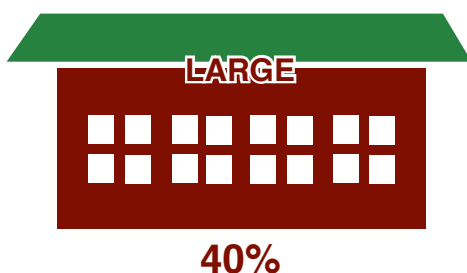
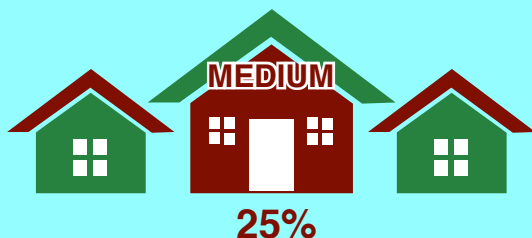
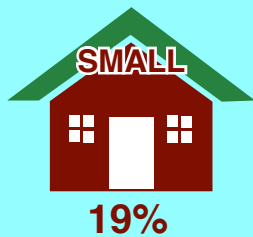
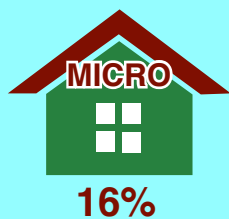


AGRICULTURE

4%



INDUSTRY SIZE



SPECIAL TRAINING PROGRAMS AND SEMINARS

SMALL BUSINESS COUNSELORS' COURSE (SBCC)

Following the initial batch of 312 certified small business counselors in 2015 were 680 more in 2016 through the Small Business Counselors' Course (SBCC) being conducted by UP ISSI in coordination with the Department of Trade and Industry (DTI) Human Resource and Administrative Service (HRAS) as well as its various regional offices in Luzon, Visayas, and Mindanao. Producing more than double the total certified business counselors the previous year, UP ISSI stayed true to its thrust of continuous improvement in the service of the Philippine micro, small, and medium enterprises (MSMEs).

SBCC is a ladderized program which aims to capacitate and upgrade the knowledge, aptitude, skills and habits of DTI's supervisors, technical and non-technical staff assigned in various Negosyo Centers in the regions. Negosyo Centers are one-stop shops created under Republic Act (RA) No. 10644 that are responsible for "ease of doing business and facilitating access to services for MSMEs within its jurisdiction." They are also mandated under the law to provide assistance to MSMEs in the availment of technology transfer, production and management training programs and marketing assistance of the DTI, Department of Science and Technology, UP ISSI, Cooperative Development Authority, Technical Education and Skills Development Authority and other agencies concerned.

RA 10644 or the "Go Negosyo Act" provides an opportunity to capacitate and standardize counseling competencies of DTI staff in providing business development services to the public, especially the MSMEs.

UP ISSI brought SBCC 101 in 14 regions in the country plus one regional cluster, producing a total of 680 certified business counselors. The Institute is gearing towards the conduct of the next courses in the SBCC ladder: SBCC 103 to 105.



The graduates of SBCC 101 from DTI Region VI with: Rebecca M. Rascon, OIC regional director of DTI Region VI (seated sixth from left, second row); Jocelle P. Mamaril (seated front row, extreme left) and Doris Z. Olegario (standing extreme left) of UP ISSI; and Doris D. Caparos of DTI-HRAS (seated fifth from left, second row).

SBCC Ladderized Program



The graduates of SBCC 101 from DTI National Capital Region Office (NCRO) with: (seated from left to right) Emma C. Asusano, OIC regional director of DTI NCRO and concurrent Area I head (third from left); Dorecita T. Delima, assistant regional director of DTI Region XII and program manager of Negosyo Center Program Management Unit; UP ISSI Training and Entrepreneurship Education Division Head Engr. Ma. Luisa Solarte-Lee; Dr. Fidel R. Nemenzo, UP ISSI OIC and vice chancellor for research and development of UP Diliman; Jerry T. Clavesillas, director-in-charge of DTI Bureau of Small and Medium Enterprise Development; Hedy J. Alcañices and Doris D. Caparos of DTI-HRAS. Also in photo are: Jocelle P. Mamaril of UP ISSI and Jessica L. Moral of DTI-HRAS (standing extreme right), and Janeve N. Ali of UP ISSI and Fel Andrué J. Pardo of DTI-HRAS (standing extreme left).



Thank you for a great five-day training. Thank you, [Department of Trade and Industry Human Resource and Administrative Services] for filling in the gaps to meet the competency standards. Thank you, UP ISSI, for being a significant partner in "Pioneering, Innovating, and Entrepreneurship".

The business counseling can't be perfected in five days, but at least we know now where and how to start, and we shall start now. That is the challenge that everyone of us shall take.

Artemio T. Almazan III
 Trade and Industry Development Specialist
 Department of Trade and Industry
 Leyte Provincial Office
 SBCC participant

2016 SBCC REACH (REGIONS AND NUMBER OF PARTICIPANTS TRAINED)



BUSINESS CONTINUITY PLANNING (BCP) SEMINAR

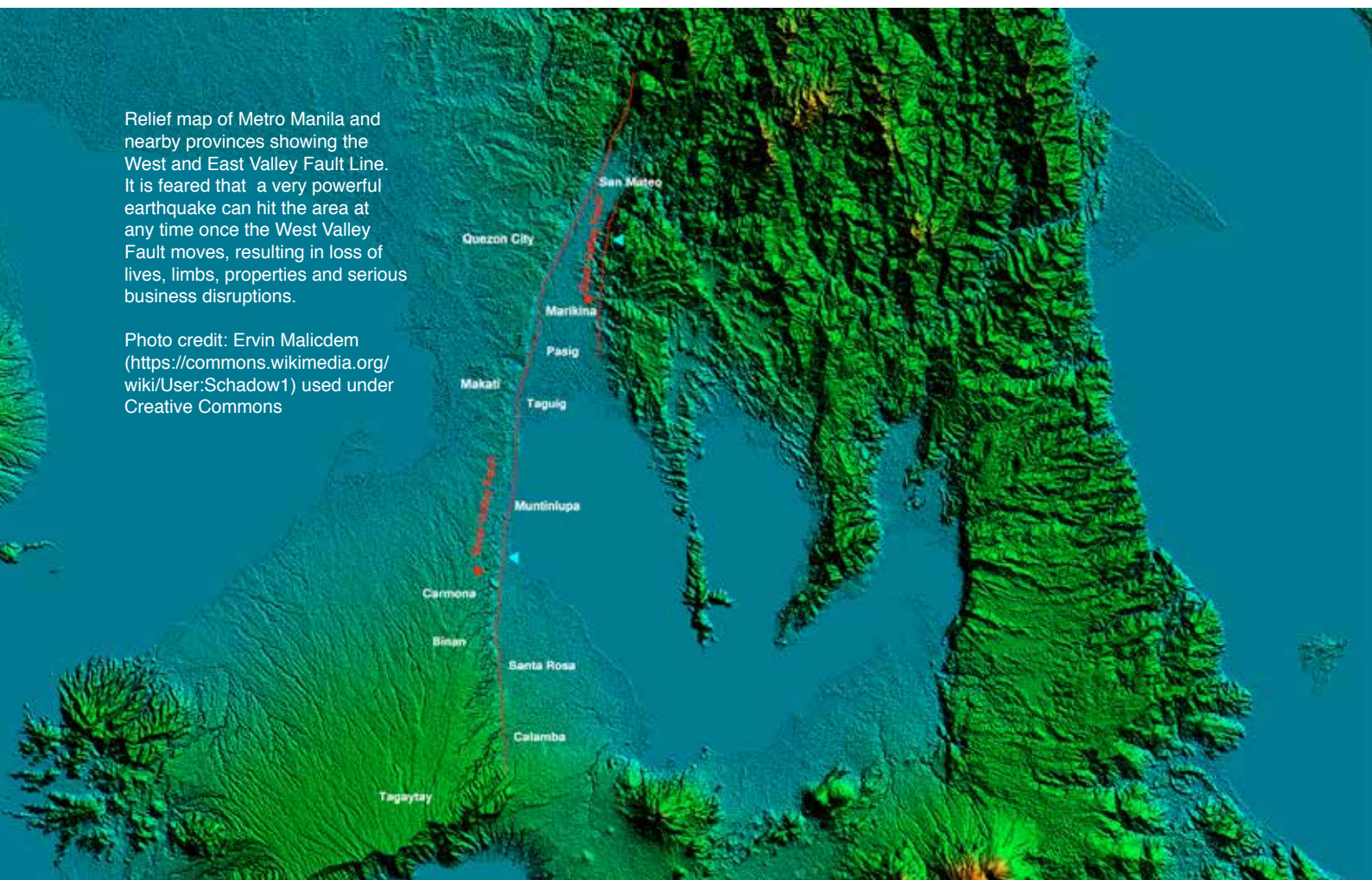
What do MSMEs prepare for? This is the first question that a Business Continuity Plan (BCP) participant has to answer during the two-day workshop on BCP. In June 2016, the Philippine Disaster Resilience Foundation (PDRF), the Humanitarian Leadership Academy (HLA) and UP ISSI forged a partnership to implement 40 runs of BCP seminars for MSMEs who are in vulnerable areas in the country. HLA through its global office in the United Kingdom gets funding support for this program from Unilever UK and Save the Children UK.

The pilot runs of the BCP were conducted in Samar, Cagayan de Oro and Cavite. The aim of the program is to train 1,000 MSMEs, 500 of which are small retailers of Unilever and another 500 MSMEs from various industry sectors. To date, 631 participants were already trained in 40 provinces and 13 regions of the country.

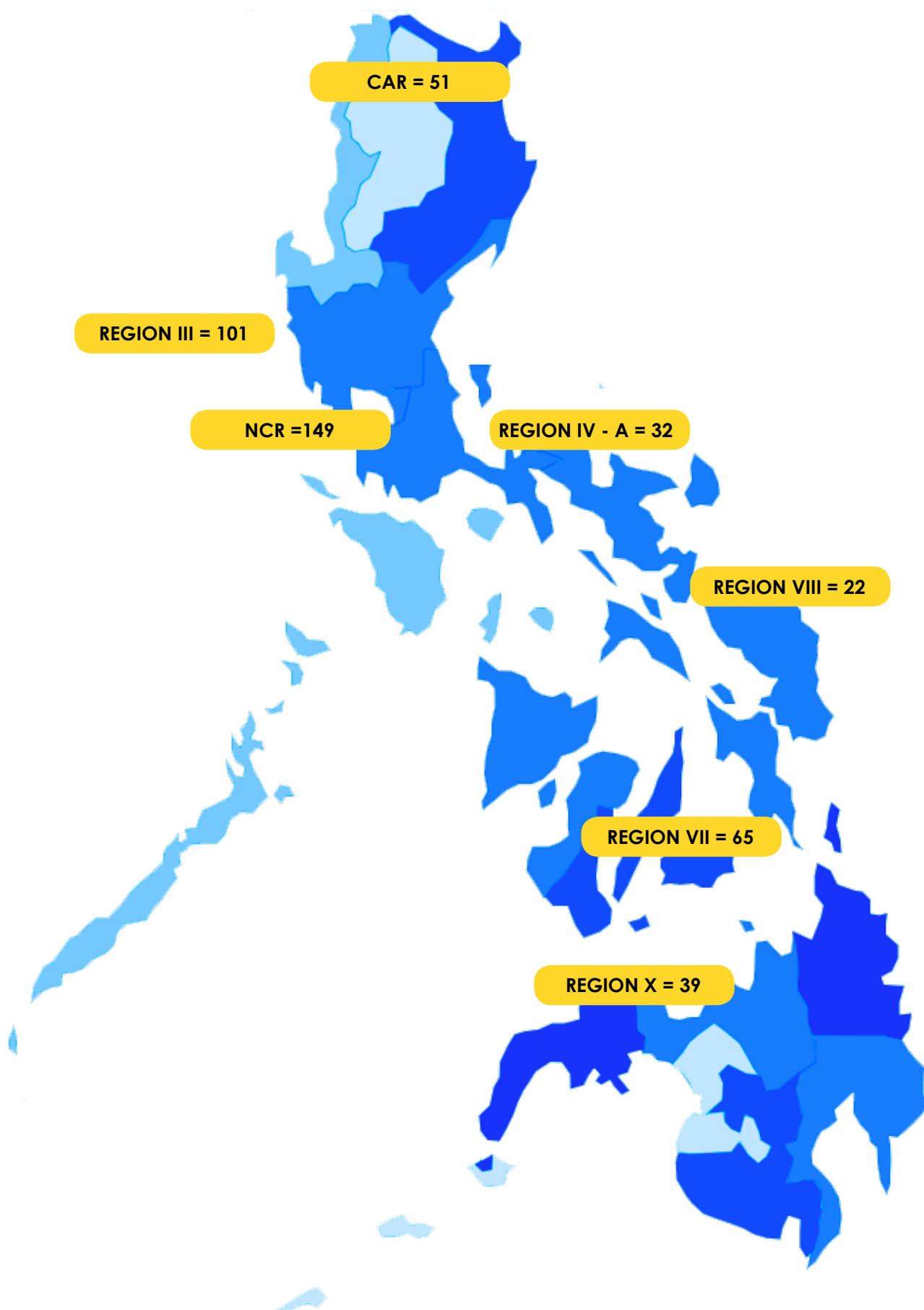
Two Training of Trainers (ToT) on BCP were conducted in Antipolo and Cebu last 20 to 24 February and 13 to 17 March 2017. A total of 25 trainers graduated from the ToT and they will complement the current pool of BCP trainers and facilitators to roll out the BCP seminars nationwide as the objective of both UP ISSI and PDRF in conducting the BCP ToT.

Relief map of Metro Manila and nearby provinces showing the West and East Valley Fault Line. It is feared that a very powerful earthquake can hit the area at any time once the West Valley Fault moves, resulting in loss of lives, limbs, properties and serious business disruptions.

Photo credit: Ervin Malicdem (<https://commons.wikimedia.org/wiki/User:Schadow1>) used under Creative Commons



2016 BCP REACH (REGIONS AND NUMBER OF PARTICIPANTS TRAINED)



CREDIT ASSESSMENT AND LOAN MANAGEMENT (CALM) COURSE

The countryside financial institutions (CFIs) composed of rural banks, cooperative banks and thrift banks play a significant role in promoting and expanding the economy by providing the people predominantly in the rural areas and countryside with basic financial services.

For the development of stronger CFIs, the Bangko Sentral ng Pilipinas (BSP), Philippine Deposit Insurance Corporation, and the Land Bank of the Philippines jointly established the Countryside Financial Institutions Enhancement Program (CFIEP), which provides among others the capacity enhancement programs for CFIs.

To implement its various capacity enhancement programs, the CFIEP has tapped the UP ISSI to design and implement a six-day Credit Assessment and Loan Management (CALM) course for rural and cooperative banks.

Since 2013, there were five CALM programs conducted in various regions and provinces, namely Davao, Cebu, Iloilo, Oriental Mindoro and Naga City.

The CALM course was also included in CFIEP's training offerings to capacitate bank officers in recognition of the need to equip them in the areas of credit evaluation and other credit-related processes.

The cash flow or risk-based lending model was emphasized in this course and it was found to be effective for building up a quality loan portfolio and for increasing operational efficiency of financial institutions.

The course highlights the BSP Circular 855 or the Guidelines to Sound Credit Risk Management, and the preparation of the credit assessment report.

To date, approximately 150 bank officers and managers have been trained and they represented approximately 70 rural and cooperative banks.



Johnson M. Melo, vice president and chief operating officer of Lipa Bank, Inc. (seated extreme right, first row) is joined by other participants of the 4th Credit Appraisal and Loan Management course in Calapan, Oriental Mindoro. Also in the photo (seated in the second row from left to right) are Loida J. de Vera, program coordinator; Eduardo N. de Castro, consultant and resource person; Ma. Blessilda A. Clerigo, program manager; Maribel K. Buela, account officer of Land Bank of the Philippines in Calapan; and Susan S. Sarion, program manager of CFIEP.

NEGOSYO SEMINAR FOR SUPER RADYO DZBB

Last May 2016 UP ISSI and RGMA Network, Inc. forged a partnership that would deliver two-hour sessions entitled Negosyo Seminar to identified *barangays* or villages around Metro Manila as part of the network's Super Serbisyo. The Negosyo Seminar is part of half-day activities that starts with a zumba class and parlor games. The aim of the seminar is to provide concepts on personal entrepreneurial competencies of an entrepreneur, planning and managing an enterprise and programs and sources of assistance. As part of the partnership, UP ISSI gets promoted on air or through the network's radio frequency, DZBB 594.

To date, the Negosyo Seminar has reached and awarded certificates of attendance to 778 participants from various *barangays* in Metro Manila. Attendees were mothers, retirees and business owners. Of the business owners, mostly were variety or *sari-sari* store owners. There were 12 cities that served as sites and recipients of the seminar, namely: Caloocan, Malabon, Makati, Manila, Marikina, Muntinlupa, Novaliches, Parañaque, Pasig, Quezon City, Taguig, Valenzuela.

In 2017 another 20 runs are scheduled to be implemented with the seminar already started in Pasay, Malabon and Valenzuela.



Engr. Ma. Luisa S. Lee (middle in white and blue shirt) with the participants in one of the Negosyo Seminars sponsored by Super Radyo DZBB.

CONTINUING PROGRAMS

START YOUR OWN BUSINESS (SYOB) COURSE



Formerly the Entrepreneurial Career Development Program, the Start Your Own Business Course (SYOB) is one of the longest running course offerings in UP ISSI. First implemented in 1986, SYOB seeks to develop the entrepreneurial motivation and confidence as well as reinforce basic management skills of aspiring entrepreneurs. Now approaching its 50th run, UP ISSI stays true to its mandate in building and advancing an entrepreneurial Philippines, one Pinoypreneur at a time.



There's no young or old in the pursuit for learning; age doesn't really matter. I'm really proud that I have graduated from this course, and I always share whatever I learn here to my children and to other people as well. Aside from the important lessons in starting and managing the business, I gained self-esteem, and in the process, also gained more friends from among my co-participants.

Weng Francisco
Entrepreneur
47th Start Your Own Business course

PRODUCTIVITY THROUGH EFFECTIVE SUPERVISION (PES) COURSE



UP ISSI recognizes the pertinence of a supervisor's post as one of the most demanding in an organization. It requires the management of people and operation of critical resources and logistics, which if mismanaged could result to the breakdown of an organization. Through the Productivity through Effective Supervision (PES) course, UP ISSI aims to graduate effective supervisors who will drive their organization towards optimum levels of output through motivated employees.



The Productivity through Effective Supervision course is the best stepping stone prior to taking the Manager's Course. I enjoyed preparing the Back Home Action Plan and the actual presentation before the evaluators from UP ISSI. I highly recommend the course to all my friends and my officemates.

Charisse Ann F. Perez
Goldilocks Bakeshop, Inc.- Cake Plant
49th Productivity Through Effective Supervision course

TOTAL COMMUNICATION COURSE (TCC)



Previously known as the PowerComm Course, the Total Communication Course (TCC) harnesses the power of communication in one's professional as well as personal life. TCC employs active training methodologies which encourage the participants to share the stage with the resource speakers by being speakers themselves. Through the enhancement of oral and written communication skills in English, focusing on effective use of language, voice and body, UP ISSI turns ordinary speakers into confident communicators.



CREATIVE AND EFFECTIVE SELLING TECHNIQUES (CEST) COURSE

The Creative Selling Techniques (CEST) Course develops in each participant a positive outlook in the art of selling. CEST is suited for individuals who want to enhance their present selling and negotiation skills or to reinforce their plan of pursuing sales as a career and generating more revenues through selling. The concept of sales has expanded beyond the products and services that are being offered by the company: it includes the person doing the sales. Developing this person into a creative and dynamic agent who gains more ground through increased sales for the company is the aim of CEST.



The Creative and Effective Selling Techniques course helped me understand the fundamentals of selling, its connection in marketing and the importance of preparing a sales plan.... This is good for entry-level sales professionals and entrepreneurs who need to acquire and practice sales techniques and a glimpse of strategic views.

Francesca Amor L. Dorio
Management Professional
20th Creative and Effective Selling Techniques course

TOTAL PRODUCTIVE MAINTENANCE (TPM) COURSE



While several manufacturing enterprises have been experiencing frequent machine breakdowns, they are still continuously implementing the traditional maintenance program, which is reactive and expensive. The Total Productive Maintenance course or TPM leverages on a proven approach to accelerate organization capability development, which ultimately translates into higher levels of business performance. This six-day program will tackle principles and framework of TPM as well as different tools and techniques in preventive maintenance that are effective in addressing equipment maintenance issues.



TOTAL QUALITY MANAGEMENT (TQM) COURSE

The Total Quality Management (TQM) course aims to equip the participants with the right mindset and skills in implementing total quality that will enable their organizations to compete globally and attain sustained business success and growth. TQM is the process of continuously providing more added value that matters most to customers: no defects, no errors, no problems, no complaints, easy-to-do business with 100 percent on-time delivery, superlative responsiveness as well as flawless execution by highly motivated and efficient people. Constant innovation and passion for excellence and growth are but a few of the expectations when one lives by the tenets of TQM.



The course has given me the necessary information on ways to improve my organization's quality system, especially on how to make our processes more effective to enable us to meet our client's requirements. I started to have a wider perspective of how quality bond all the elements in the organization, propelling it towards successful operations, and have sustainable growth and profitability.

Marilou Abiera, MD
25th Total Quality Management course

FACTORY AUTOMATION COURSES

The Comprehensive Course on Instrumentation and Process Control, Programmable Logic Control (PLC) Course, and Supervisory Control and Data Acquisition Control System Course are the three factory automation courses offered by UP ISSI for engineers, engineering graduates, instructors of technical schools and industrial technicians. All the three courses employ sufficient simulation of industrial applications in the laboratory as the hands-on portion of the programs.



Through the Comprehensive Course on Instrumentation and Process Control, we are exposed and we are able to familiarize ourselves with the practical applications and technologies for instrumentation and process control. We learned the basic theories and concepts. As we learned instrumentation, may we be instruments of efficient transformation in our society. As we understand the process control, may we be productive and competent in all our endeavors. Six Saturdays are over, time to apply all the learning in our own work. We are all now calibrated and ready to face any challenge.

Ryan E. Villamer
 Supervisor, Maynilad Water Services, Inc.
 59th Comprehensive Course on Instrumentation and Process Control



UP ISSI helped me extend my comfort zone [and become] immersed in the comprehensive and advanced instrumentation and process control courses.

Michelle Ann Buccat
14th Advanced Instrumentation and Process Control Course

ACCOUNTING FOR NON-ACCOUNTANTS (AFNA) COURSE



The Accounting for Non-Accountants (AfNA) course enables participants to have knowledge on basic accounting terms, concepts, and their applications. At the end of the course, the participants are expected to have a good grasp of the accounting cycle, among others. They are also expected to gain knowledge and confidence in preparing financial statements and analyzing financial transactions and records.



Thank you ...for teaching us the basics of cash flow statements, internal controls and bank reconciliation... for giving us a very insightful and comprehensive introduction to the basics of accounting, and the accounting cycle.

Engr. Neil Kendrick L. Sy
Vice President for Finance, Synergy Corporation
41st Accounting for Non-Accountants course

FINANCIAL MANAGEMENT FOR ENTREPRENEURSHIP AND INVESTMENT (FINEST) COURSE

One of the newest courses being offered by UP ISSI, the Financial Management for Entrepreneurship and Investment or FINEST course helps make money work for the individual. This course aims at upgrading the financial management skills of finance managers, business owners or anyone who wish to use financial management for effective decision making using financial tools and techniques. The 6-Saturday course includes financial statement analysis, working capital management, financial forecasting, capital budgeting and business taxation.



This course has been of great help to us from understanding not only the basics but also up to the details involved in financial management. In the six sessions, our resource speakers have not only provided theoretical concepts but also real life examples. A practical approach has allowed us to better understand the various financial data. A comprehensive module enabled us to learn the essential tools and skills for financial analysis and planning. Through the interactive nature of the sessions, we did not only learn from the resource person but also from our classmates.

Jimmie Neil C. Kang
1st Financial Management for Entrepreneurship and Investment course

STRATEGIC MARKETING COURSE (SMC)

The Strategic Marketing Course (SMC) teaches a strategic framework of knitting together profit goals and their impact on the marketing strategy, market and product business portfolio, market segmentation and positioning strategies. The concept of strategic marketing provides a perspective and emphasis that extends beyond the traditional focus on managing the marketing mix, which is imperative for entrepreneurs and business startups alike.



STRATEGIC HUMAN RESOURCE MANAGEMENT (SHURE) COURSE



The organization's greatest assets are their personnel, for without them daily business functions such as managing cash flow, making business transactions, and dealing with customers could not be completed. Human resource management works to ensure that employees are able to meet the organization's goals. It is for this reason that the Strategic Human Resource Management (SHuRe) course was designed to provide participants with all the tools and practical knowledge needed to be an effective HR leader.



The 9th SHuRe (Strategic Human Resource Management) was a well-designed program that imparts outstanding benefits to those who take it. The resource speakers that we have had had been very professional and generous in sharing their knowledge and experiences within the challenging world of human resource management....

Maj. Romulus B. Rabara
Armed Forces of the Philippines
9th Strategic Human Resource Management course

MANAGERS' COURSE (MC)

The UP ISSI Managers' Course (MC) has been for decades the flagship training program of the Institute, having been the longest running and the most frequently held of all its courses. Now run for 21 consecutive Saturdays, MC is composed of modules which covers the four functional areas of management: marketing, operations, organization, and finance. Its curriculum continually evolves, responding to the ever-changing needs of the business environment and in keeping with modern management tools and technology.

MC's main application exercise is the conduct of the Integrated Organizational Survey Assessment or IOSA, which was formerly called the Integrated Plant Survey.

What used to be an exercise completed at the end of the course is now done in every module as the enterprise or IOSA site assigned to each group of participants is now treated as a running case. Thus, the participants learn about the marketing, production, organization and finance operations of the firm as the course covers these function areas of management in modules.

Besides being a practicum exercise where participants apply their knowledge about management, IOSA also has an extension or consultancy component. Guided by their coaches, the participants integrate their recommendations in an IOSA report, which are expected to be implemented by the owner.





When I heard about UP ISSI's 113th Managers' Course and read the program overview, I found the answer to my prayers about bringing our family business into the next level. Each Saturday was a rich learning experience from experts in various fields. Our group activities, case workshops, fieldwork, and business game culminating activity were valuable tools that provided unique experiential knowledge and enhanced our interpersonal skills. They also created bonds of friendship and business linkages among our class.

All in all, the course was much more than I expected. And I am thankful for the opportunity to have taken part in it. We are deeply grateful to the UP ISSI management, our IOSA coaches, the project committee, and our prominent speakers for devoting their time and effort in making us fulfill our course objectives....

Ruperto J. Lavega, Jr.
Class President of 113th Managers' Course - Spearhead
President, Signrays Advertising, Inc.



Taking advantage of available and applicable methodologies and technologies, the UP, through the Institute for Small Scale Industries (ISSI), aims to improve the general learning experience of its students by expanding their entrepreneurial skills. [ISSI] employs an effective and efficient means of teaching, accessing and sharing information that fosters an environment conducive for self-directed learning and knowledge and information sharing among colleagues. The 21 Saturdays are considered time well spent. Despite the busy and hectic schedule, demands from work, family and other matters, my classmates and I were able to find time and make time for this endeavor--to unlearn old routines and learn new ideas on how to become good entrepreneurs.

May [ISSI's] array of resources continue to help future entrepreneurs in the fulfillment of their learning endeavors. Further, may our class, together with our fellow alumni, become instruments of national development through the skills learned from ISSI. Finally, I wish everyone the best and may you find the entrepreneurial force in you. Mabuhay tayong lahat!

Atty. Edward Martin M. Mananes
Class President of 113th Managers' Course - Masikap
Attorney IV, Legal Officer, Department of Public Works and Highway



ADVANCED LEADERSHIP AND MANAGEMENT (ALMA) COURSE

While the thrust of the MC has been to orient and upgrade knowledge and skills in marketing, financial, human resource and operations management, the Advanced Leadership and Management or ALMA course anchors on such competencies and further expands them with a greater emphasis on critical areas of management like leadership, innovation, technology, environment, people management, strategic management, risk management and customer relations management. It ultimately aims to equip participants with sustained growth competencies zeroing in on analytical and systematic approaches.



ALMA is more than just a training course for me. It's a realization, an awakening, a great part of me that I will never forget. My learning in ALMA has made me a better leader and most importantly a better person. Being a leader and manager does not mean that you are the center of everything. Rather, being a leader and manager is being a good servant to the employees as well as to the customers or clients. It's a big challenge one has to take because the role is rather complicated. But I think the bottomline is one should have "tatak UP" [UP brand] expressed as having "utak at puso" [brain and heart]. The combination of the two is the best tool a leader should have in order to achieve greatness.

My experience in ALMA has been memorable as well because of my new friends. We all stood from a common ground recognizing and respecting each other's ideas and principles. In addition to these beautiful people are the resource speakers and most especially our facilitators who have been our guide and friends also.

I will definitely treasure my learning in this course and I will surely miss everyone in this journey. It has been my honor to have become a part of the 6th ALMA.

Geraldine C. Geronimo
Senior Personnel Specialist
UP Human Resources Development Office
6th Advanced and Leadership Management course

RESEARCH PROJECTS

INDUSTRY CLUSTER PROJECT

Consistent with its mandate as a research and extension unit of the University, UP ISSI conducted the Industry Cluster Project, which was commissioned by the Department of Trade and Industry National Capital Region Office (DTI-NCRO).

This project considered the value chain approach used by the DTI Regional Office Group to capture all the stakeholders in the playing field of each industry cluster, analyzing the strengths and challenges as well as identifying programs, projects and activities that may shape the economic future in all of the country's 16 regions. In line with this approach is the National Industry Cluster Capacity Enhancement Project or NICCEP, which aims to capacitate the stakeholders in each industry cluster.

DTI-NCRO cited that there is a need to revisit the value chain map and the industry cluster plan of the NCR cluster team to set the direction for the industry to prosper.

The project focused on five industry clusters in NCR: cacao, coffee, health and wellness, homestyle and wearables (previously known as tourism support), as well as processed fruits and nuts.

Specifically, the project aimed to prepare an industry profile or situationer for the NCR stakeholders of the five selected industry clusters, identify the value chain map of the said industries and identify the possible interventions or assistance to contribute to the inclusive growth of employment, income and investment generation.

The project also involved identifying major industry players and stakeholders, industry strengths and weakness as well as strategies to address the gaps and issues in each cluster.



Photo credit: Freeimages.com/Bartek Anonim



Photo credit: Freeimages.com/Marcella Castro

CITIES AND MUNICIPALITIES COMPETITIVENESS INDEX

The Cities and Municipalities Competitiveness Index (CMCI) measure competitiveness at the local government using various indicators categorized into three pillars: economic dynamism, government efficiency and infrastructure. Each of the three pillars of competitiveness has its own set of quantifiable indicators and subindicators that are collected and used to arrive at the competitiveness scores and ranking of the different cities and municipalities.

Regional competitiveness committees or RCCs, consisting of representatives from the Department of Trade and Industry acting as focal person, the private sector through the Philippine Chamber of Commerce and Industry, the Department of Interior and Local Government, Philippine Statistics Authority, and an academic institution gather, compile and validate city- and municipality-level data in their respective regions. Participating local government units or LGUs were then ranked based on these data to determine the most competitive cities and municipalities in the country.

UP ISSI has been engaged in this project since 2013 as the partner academic institution of the RCC in the National Capital Region (NCR). Significant progress has been made since the first CMCI results were released. From 122 cities and 163 municipalities that participated in 2013, the number of participating LGUs increased to 136 cities and 399 municipalities in 2014. In 2015, 142 cities and 978 municipalities participated.



UP ISSI's Nova Z. Navo (extreme left) at the 4th Regional Competitiveness Summit held on 14 July 2016 at the Philippine International Convention Center in Pasay City with private sector co-chair of the National Competitiveness Council Guillermo M. Luz (6th from left), public sector co-chair and DTI Sec. Ramon M. Lopez (7th from left), former US ambassador Harry K. Thomas, Jr. (9th from left), DTI and Quezon City local government officials. (Photo credit: National Competitiveness Council website)

In 2016, all 17 LGUs in NCR were involved: Caloocan, Las Piñas, Makati, Malabon, Mandaluyong, Manila, Marikina, Muntinlupa, Navotas, Parañaque, Pasay, Pasig, Quezon City, San Juan, Taguig, Valenzuela and the municipality of Pateros. Most of them figured in the top rankings, including the most competitive city, Quezon City.

LGUs engaged in the exercise of gathering data have seen the value of benchmarking with the best in the country to pinpoint the areas that they need to improve on. NCR, as the premier region in the Philippines, has a lot to learn from the results. Apart from enhancing strong points and addressing weak areas, due attention may be accorded to change (increase or decrease) in scores. While the scores provide a picture of how LGUs are performing in terms of economic dynamism, government efficiency, and infrastructure, positive and negative changes in the scores depict improvements or deterioration in the performance that could serve as a tool for local chief executives in their policy decisions.

The Regional Competitiveness Council may serve to recommend actions to local chief executives on how to improve performance and attractiveness for investments.

The full rankings of the 2016 CMCI and full LGU profile may be viewed at <http://www.competitive.org.ph/cmciindex>.



Skyline of the National Capital Region, Philippines. Photo credit: Wikimedia Commons/Benson Kua

BUSINESS PERMITS AND LICENSES FIELD MONITORING AND EVALUATION SURVEY

The Anti-Red Tape Act of 2007 mandates all government instrumentalities and local government units (LGUs) to provide efficient services to the public and set benchmarks for processing business permits and licenses. While a lot has been achieved as regards eliminating some of the redundant procedures to shorten processing time for business application, still there are discrepancies in the claims of the LGUs and what is actually happening on the ground as attested by the business permit applicants themselves.

The Business Permits and Licenses Field Monitoring and Evaluation Survey or BPLS was conducted to validate the practices of the 17 LGUs in the National Capital Region (NCR), which are reported to have streamlined their business permitting process.

Using a multi-stage (quota and purposive) non-probability sampling, new business registrants and those applying for renewal were asked about their business application experience to assess whether LGUs were complying with mandated BPLS standards.

The survey proves to be very useful in gauging the concrete experience of the registrants and provides a measure in identifying the gaps in and consistency of the services provided by the government agencies involved in business registration.

The results of the BPLS for the year 2016 generally indicated a decline in the ratings in almost all indicators used, compared with the 2015 BPLS results.



OLD



NEW



The business of realizing dreams is now made easier.

It's more fun, and now easier, to do business in the Philippines!

MSME DISASTER VULNERABILITY AND RESILIENCE STUDY

The Philippines is among the most disaster-prone areas in the world. Considering the inevitable business disruptions, this study discusses threats challenging the business operations of MSMEs, explores MSME preparedness in business disruptions and determines the obstacles experienced in preparing a business continuity plan.

UP ISSI is conducting the MSME Vulnerability and Resilience Study, which is in line with the Institute's business continuity planning (BCP) training programs and workshops aimed at building a culture of preparedness among MSMEs in the Philippines.

The initial phase of this research project is a baseline study which was completed in January 2017. The baseline study described business disruption experiences and extent of BCP awareness of 100 MSMEs who were part of the Institute's BCP programs and workshops conducted from August 2014 to March 2016 in partnership with government agencies such as the Department of Trade and Industry and the Department of Agrarian Reform.

Data gathered through this baseline study shows that most MSMEs experienced business disruptions caused by natural disasters, and have no BC plans. The obstacles in preparing BC plans identified are: lack of information for building BCP, lack of budget, and lack of human resources.

Based on the results of the baseline study, UP ISSI will administer the MSME Disaster Vulnerability and Resilience Study to the MSME participants of its training programs conducted in 2017. This comprehensive survey will look into MSMEs' disaster experiences (natural and human-induced), impact of these disasters to their business operations, duration of disruption, support programs provided by the government and non-government agencies, and lessons learned from these disaster experiences.



Aerial view of Tacloban City after the onslaught of Typhoon Haiyan (local name Yolanda) in 2013. MSMEs reeled but remained resilient amid the destruction and damages brought about by the Category 5 super typhoon.

Photo credit: Russell Watkins/Department of International Development

MC AND SYOB TRACER STUDIES

As a way of assisting UP ISSI's Training Division, the Research Division will conduct tracer studies on the two flagship programs of the Institute, which are the Managers Course (MC) and the Start Your Own Business (SYOB) course.

These tracer studies will look into the impact of MC and SYOB and determine whether the intended outcomes of the two courses were attained. As such, they will help provide points for improvement for entrepreneurship training programs conducted by the Institute and consider ways to improve the course implementation and design.

This project is in part a curricular product evaluation that will document the effectiveness, relevance and adequacy of the training program by determining how well the product (the graduates) has achieved the goals of both the MC and SYOB. This study is designed to obtain both qualitative and quantitative data from the graduates.



MSME FRONTIER



MSME Frontier

A Journal of Entrepreneurship and Innovation



UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE INDUSTRIES

The Institute's new journal entitled *MSME Frontier: A Journal of Entrepreneurship and Innovation* was developed in coordination with the Office of the Vice Chancellor for Research and Development and with support from the Small Enterprises Research and Development Foundation. Dr. Elvira A. Zamora, UP vice-president for development and the MSME Frontier journal's editor-in-chief, shared that she envisions the journal to become a venue for producing relevant research outputs.

Through practical and theoretical studies, the journal aims to help improve the MSMEs' processes, strategies and outcomes and also aims to aid the government in advancing its economic policies and laws. The peer-reviewed journal accepts submissions along the topics of enterprise development, SME policy development, entrepreneurship education, green enterprises and innovation. Original, unpublished paper submissions are most welcome, and must be coursed through the journal's managing editor at issi.research@up.edu.ph.

PUBLICATIONS

PROCEEDINGS OF THE TARA NA, NEGOSYO NA! FOR SCIENTISTS AND RESEARCHERS



The Tara Na, Negosyo Na! for Scientists and Researchers is part of the UP ISSI Coffee and Entrepreneurship Discussion Series, which is envisioned to be a venue for eliciting ideas and facilitating conversations on entrepreneurship, innovation and creativity. It aims to keep all MSME stakeholders including aspiring entrepreneurs informed on the trends, recent developments, and other matters that impact on the sector. Specifically, the discussion series is an attempt to allow participants to:

- learn new ideas, knowledge, and best practices from industry experts, practicing academics, and flourishing entrepreneurs;
- establish mentor-mentee relationships; and
- gain access to invaluable networking opportunities with potential partners and markets.

The Tara Na, Negosyo Na! for Scientists and Researchers aimed to inspire scientists, engineers and researchers to channel their scientific experimentation and innovation activities towards contributing to the economic growth of the country and social welfare of the poor and vulnerable Filipinos.

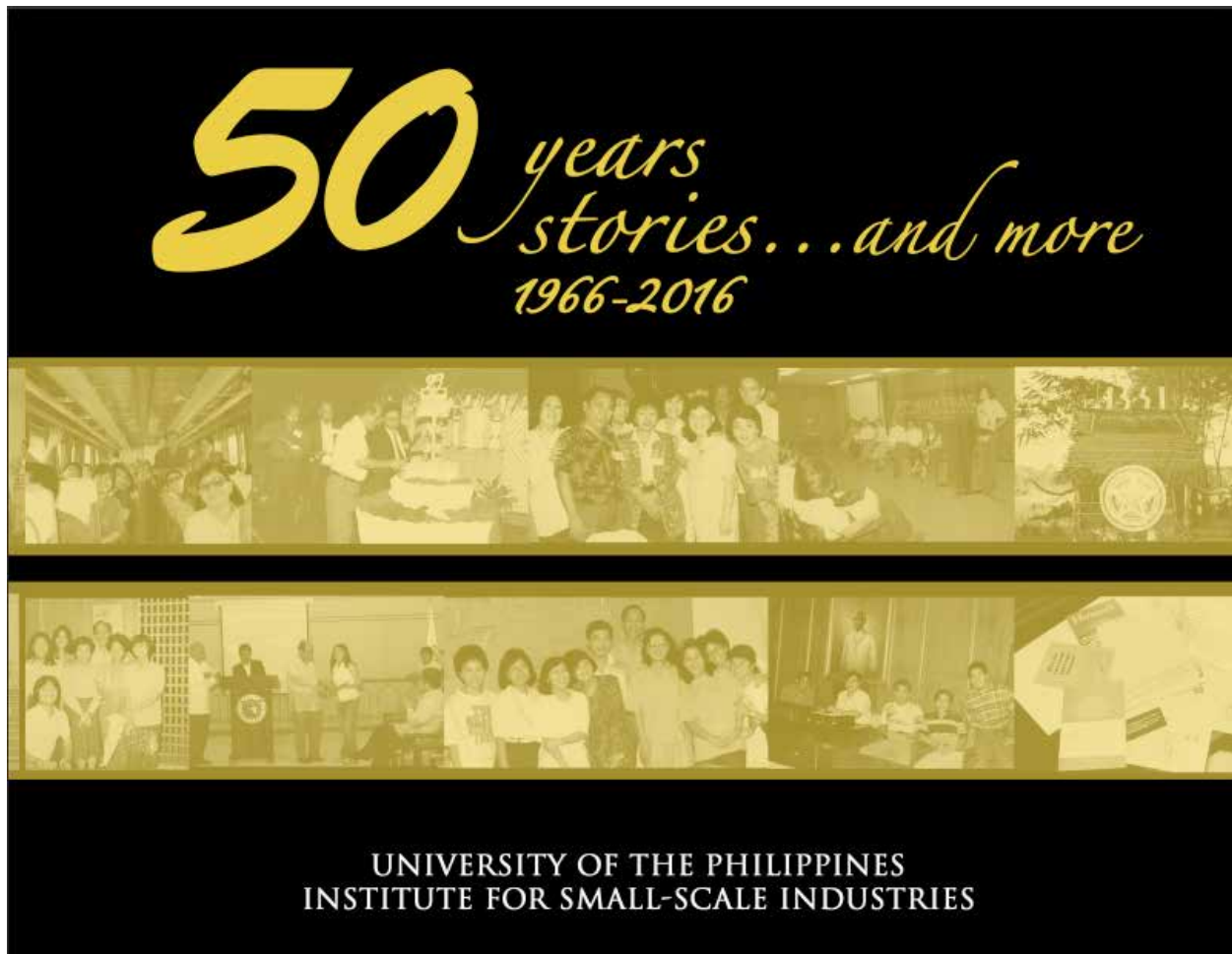
Held on 7 October 2015, the event brought together scientists and researchers who were able to translate the outcome of their research and innovation into projects that are helping fellow Filipinos and the country in general.

A publication in the form of proceedings of the forum was made available by UP ISSI.

50 YEARS, 50 STORIES AND MORE

The *50 Years, 50 Stories and More* is UP ISSI's 50th anniversary publication which chronicles the first five decades of UP ISSI through stories written by past and present staff of the Institute.

As cited by ISSI's Officer-in-Charge Dr. Fidel R. Nemenzo, "the publication recounts the story, achievements, and milestones of ISSI through historical sketches, informative trivia, and light and engaging short stories."



DEVELOPMENT OF LEARNING RESOURCES FOR ENTREPRENEURSHIP WITH THE DEPARTMENT OF EDUCATION

In the 80s UP ISSI was part of a project that sought to elevate entrepreneurship to a formal course in college. The project was called the Entrepreneurship Development for Collegiate Education Level or EDCEL. Three decades later, UP ISSI is back at the forefront of entrepreneurship education in the country, this time along the efforts to enhance the Philippine education system via the K-12 program.

UP ISSI has begun work on developing learning resources for the Entrepreneurship for Grades 11 and 12 under the support and supervision of the Department of Education. The Institute is to finish work on the learner's material developed for the Entrepreneurship subject for Grades 11 and 12 students; its four supplementary teacher's guides in the Academic, Arts and Design, Sports, and Technical, Vocational and Livelihood tracks; a manual for the Business Enterprise Simulation subject for Grade 12 students in the Accountancy, Business and Management strand; and its accompanying teacher's guide.

Once finished, these learning resources will benefit millions of senior high school students in public elementary schools all over the country.



UP ISSI Officer-in-Charge Dr. Fidel R. Nemenzo (left) presides over the project planning meeting with key officers and staff of the DepEd Bureau of Learning Resources as well as members of the the UP ISSI DepEd project team.

EXTENSION PROJECTS

BIODIVERSITY PARTNERSHIPS PROJECT WITH THE DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES

Feasibility and documentation studies were prepared under the Biodiversity Partnerships Project (BPP) with the Department of Environment and Natural Resources, with the main objective of encouraging investments to support biodiversity-friendly business enterprises.

The feasibility studies were made for the commercial application of *bakung* leaves in Sta. Teresita, Cagayan as well as a mobile cold chain facility for marine resources in the Northeast Cagayan Key Biodiversity Area.

The Institute also assisted in the documentation of Biodiversity-friendly enterprises in various sites such as the Quirino Coffee Enterprise in Barangay Jose in Maddela, Quirino Province; the Integrated San Lorenzo Enterprise in Lal-lo, Cagayan; and Baggao Weavers Association in Baggao, Cagayan; Alegre Nito Weavers Association in Sebaste, Antique; Tigbobolo Bamboo Craft Association in Culasi Antique; Malampaya Pancol Multi Purpose Cooperative in Taytay, Palawan; Patag Farmers Integrated Social Forestry Association in Silay Negros Occidental; and Gawahon Livelihood on Apiculture Development Association in Victorias City, Negros Occidental.



CITI MICROENTREPRENEURSHIP AWARDS MENTORING PROGRAM FOR LUZON WINNERS

The Citi Microentrepreneurship Awards (CMA) program is an annual nationwide search for outstanding Filipino micro entrepreneurs funded by Citi Foundation, the philanthropic arm of multinational banking and financial services corporation Citigroup. Done in partnership with the Bangko Sentral ng Pilipinas and the Microfinance Council of the Philippines, Inc. (MCPI), a non-stock, non-profit development organization for microfinance institutions (MFIs) in the Philippines, the CMA was launched in 2002 as part of the celebrations of Citi's 100th year in the Philippines.

In 2015, the CMA Country Team decided to add a mentoring component to the awards program, starting with the past winners in Luzon. Thus, MCPI engaged the services of UP ISSI to undertake the mentoring program initially for 15 past winners of the CMA in Luzon. The project was initiated to help each micro entrepreneur improve the business and elevate its products and services by developing an intervention based on the specific business needs of the winner.

In 2016, MCPI once again tapped ISSI to continue mentoring selected nine past recipients of the program and eight additional CMA winners in Luzon for a continuation of the said mentoring program.

The mentoring visits done in 2016 involved CMA winners from as far north as Benguet, La Union, Nueva Vizcaya and Aurora, and from as far south as Batangas, Laguna, Rizal and Oriental Mindoro.

Next year, the program would involve CMA winners in the Visayas region for the first time.



UP ISSI TECHNOLOGY-BASED BUSINESS INCUBATION AND INNOVATION CENTER

UP ISSI, banking on its 50 years of training entrepreneurs and developing enterprises in the country, is implementing an incubation program to nurture and advance the development of technology-based startups via the Institute's Technology-based Business Incubation and Innovation (TBII) Center. It consists of special purpose facilities set up by the Institute, in which selected startup companies with knowledge-based and innovative products and services are nurtured until they can develop their businesses for their eventual entry into the market.

UP ISSI follows an incubator framework in maintaining its TBII. It begins with opportunity identification, followed by business planning, incubation, mentoring, monitoring and evaluation, and ends in a logical framework analysis.

One of the key service features of the UP ISSI TBII program is the mentorship. Once an incubatee starts with the incubation program, a mentor will be assigned to guide the mentee in all the aspects of enterprise management, namely marketing, production, operations, organization, and finance. It is the job of the mentor to keep track of the startup entrepreneur's development and improvement, ensuring that the incubatee is on the right path to achieve the enterprise goals or key performance indicators.



Mentoring session with Engr. Leoncio T. Cubillas Jr., head of UP ISSI's Business Enterprise Development Division and TBII manager, and EasybusPH's founders.

MENTORING OF DANGGIT PROCESSORS IN BANTAYAN, NORTHERN CEBU

UP ISSI's Business Enterprise Development Team assisted the Sungko Seaweeds Farmers Association or SUSWEFAS, a community-based social enterprise located in Bantayan, Northern Cebu, in their *danggit* or dried fish processing operations. SUSWEFAS received, as a grant, a fish drying facility from non-government organizations Lutheran World Relief (LWR) and Tambuyog Development Center (TDC), which partnered to help the community devastated by super typhoons Yolanda and Ruby (internationally codenamed Haiyan and Hagupit respectively) in 2013 and 2014. The calamities left Central Visayas with numerous losses of lives, properties and sources of livelihood, including the marine-based products on which the community relied most of its income.

To speed up the region's recovery, LWR and TDC established a fish drying facility to improve the post-harvest and value-addition capacity of the community in Sungko, Bantayan, Northern Cebu.



Top left: Solar-powered mechanical fish drying facility aimed at improving post-harvest and value addition capacity of the community. Top right: Comparing notes with the officers of the Tambuyog Development Center and Lutheran World Relief Foundation for the consultancy project for the development and implementation of a business plan for the fish drying facility of the Sungko Seaweeds Farmers Association or SUSWEFAS in Barangay Sungko, Bantayan, Northern Cebu. In photos are: Engr. Dong Cubillas and Ferdz Manegdeg of UP ISSI's Business Enterprise Development Division. Bottom: Learning the financial aspect of the business plan with UP ISSI's Marsha Delfinado and members of SUSWEFAS.

CONSULTANCY PROJECTS WITH THE DEPARTMENT OF SCIENCE AND TECHNOLOGY

The Manufacturing Productivity Extension (MPEX), and Consultancy for Agricultural and Manufacturing Productivity Improvement (CAMPI) programs of the Department of Science and Technology (DOST) through its Technology Application and Promotion Institute (TAPI) partnered with UP ISSI to assist existing small-scale and medium-sized enterprises to increase their productivity by providing consultancy and extension services in the MIMAROPA, CARAGA and CALABARZON regions.

Potential beneficiaries of the programs were endorsed by industry associations and the Department of Trade and Industry and evaluated during the internship proper. The UP ISSI MPEX and CAMPI team, in consultation with the firm's management, identified the business functions where potential for productivity improvement was great and studied operational issues that needed to be measured, tabulated and analyzed. Preliminary recommendations were discussed with the firm's management and whenever possible implemented immediately.

A final report, which outlined the approaches, assessment, analysis, evaluation and recommendations made for the beneficiary firm, was then submitted to DOST-TAPI. A validation of the findings and recommendations was also conducted with the main objective of determining the impact of the consultancy service to the firm's productivity level.

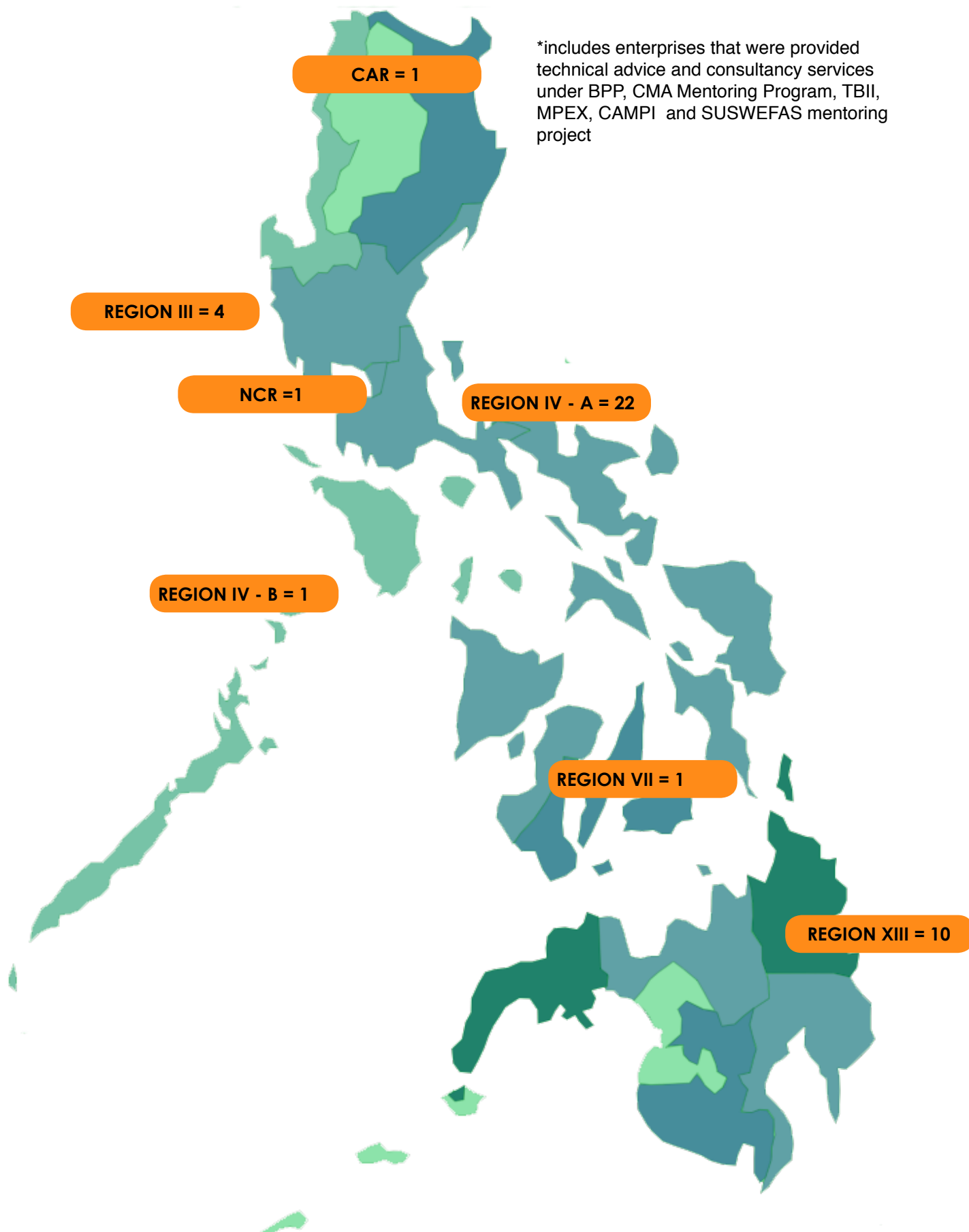
To date, a total of 210 firms from various sectors in furniture; gifts, toys and house wares; food; metal; ceramics; handicrafts; woodcraft; marbles; linens; shoes; bags and natural resources were assisted throughout the country.



Top left: MPEX project in Mogpog, Marinduque for Batayang Pamayanang Kristiyano Malunggay Crackers. Top right: MPEX project in Butuan City for Moleta Bread and Stuff bakery. Bottom: CAMPI project in Calauan, Laguna for Reyson's Food Processing.

2016 UP ISSI EXTENSION REACH* (REGIONS AND NUMBER OF ENTERPRISES PROVIDED CONSULTANCY OR EXTENSION SERVICES)

*includes enterprises that were provided technical advice and consultancy services under BPP, CMA Mentoring Program, TBII, MPEX, CAMPI and SUSWEFAS mentoring project



NEW WEBSITE AND WIDER SOCIAL MEDIA REACH

What has been good got even better in 2016, when UP ISSI revamped its official website to adopt a more vibrant and user-friendly design with new features in online registration. Now, visitors of the site can download the brochures of the courses they want to enroll in and register with an automatic notification and ticketing system.

The year 2016 also made another milestone for UP ISSI as the number of subscribers of its official Facebook page breached the 5,000 mark. This, as the Institute's online newsletter, the UP ISSI Wall News, also underwent a facelift to be more responsive and interactive to its own readers.



SPECIAL EVENTS

TARA NA, NEGOSYO NA! YEAR 6

The regular staple Tara Na, Negosyo Na, a seminar for aspiring entrepreneurs that is now on its sixth year, continued to be the banner event for UP ISSI's anniversary celebrations. The once-a-year appreciation seminar on entrepreneurship held last 5 August 2016 became an opportunity for would-be-entrepreneurs and other business-minded individuals to be treated to a whole-day business preparatory seminar that aimed to enable participants to demonstrate personal and entrepreneurial competencies.

UP ISSI Officer-in-Charge Dr. Fidel R. Nemenzo welcomed the participants with his encouraging remarks to the participants and explained how the Institute has been assisting businesses through the training programs it offers the whole year round.

"ISSI is here to support the [micro, small and medium enterprises] by offering capacity building programs, which has been a mandate of the Institute ever since," said Dr. Nemenzo, as he pointed out the importance of attending seminars to hone one's skills in entrepreneurship.

He also emphasized the role of small businesses which "provide foundation of our economy, for our national development."

He added: "Entrepreneurs are innovators, who sustain the lifeblood of our nation which eventually transformed to economic growth. Entrepreneurship with a purpose is not all about oneself, *hindi lang para sa sarili kundi para rin sa ating bayan* [not just for oneself but also for the nation]. That is the big picture here *at yan ang laging itinuturo ng ISSI* [and that is what is always being taught in ISSI]."

Meanwhile, Edwin C. Pasahol, senior trade and industry specialist of the Department of Trade and Industry, talked about being an entrepreneur, the identification and selection of a business enterprise, as well as the planning and management of a business.

The afternoon session saw the testimonials of successful entrepreneurs. The first speaker was Crispin R. Muryong, vice-president for operations of Sunlight Foods Corporation. The company started as a backyard business in Marikina City and now supplies big businesses with their food products.

The next speaker, Atty. Dulce Blanca T. Punzalan, president and chief operating officer of FilBamboo Exponents, Inc. and executive director and proprietor of Crea8 Innov8 Marketing, talked about the inspirations she got from her family who started as small farmers and fisherfolk and the hard work they did to sustain their family needs.

Capping off the testimonials of successful entrepreneurs was the talk of Benjo M. Cruz, owner and franchiser of Lugaw Republic. He told the successful story of how a simple man could get generous returns from a simple business.

The next phase of the seminar dealt on how aspiring entrepreneurs can set up their own businesses. UP ISSI's Ian Jester de Vera expounded on the enabling business environment for business startups. Lota M. Paras, senior science research specialist and cluster manager of the Department of Science and Technology, elaborated on access to productivity, efficiency and technology being offered by the government while Benel D. Laguna, chief executive officer of the Industrial Guarantee and Loan Fund and chief development officer of the Development Bank of the Philippines (DBP) talked about access to finance being offered by DBP to MSMEs.



Atty. Dulce Blanca T. Punzalan, president and chief operating officer of FilBamboo Exponents, Inc. and executive director and proprietor of Crea8 Innov8 Marketing (seated in the middle), together with the participants and organizers of Tara Na, Negosyo Na! Year 6 held in UP ISSI on 5 August 2016.

RATIONALIZING TECHNOLOGY-BASED BUSINESS INNOVATION AND INCUBATION CENTERS: DEVELOPING STRATEGIES FOR UP DILIMAN

“Proper implementation and enforcement of IP [intellectual property] rights by a startup is imperative. IP protection not only provides security against third-party infringements but also enhances the valuation and attractiveness of a startup to investors” — International Lawyers Network on the protection of IP rights in India.

UP ISSI, in celebration of its 50th founding anniversary, conducted a symposium entitled, “Rationalizing TBI Centers: Developing Strategies for UP Diliman” on 22 November 2016. It aimed to share the development strategies of technology business incubator (TBI) centers that are located in UP. Part of these strategies is to address the need to protect the startups’ new innovative ideas, including but not limited to product prototypes, business models as well as strategies in their marketing plans.

Ace C. Acosta of the Office of the Vice Chancellor for Research and Development (OVCRD) of UP Diliman discussed intellectual property or IP, which refers to “any creation of the mind or everything that the human mind is capable of making”.

Also in the roster of speakers in the symposium was UP ISSI’s Prof. Rolando Ramon C. Diaz, who discussed TBIs as a support program to startups that wanted to sell their technology-based products or services to the market. He explained the TBI’s key features as well as the guidelines for applying in the program.

Janmar P. Dimaano, chief executive officer of Easybus.PH and one of UP ISSI’s incubatees (seated second from right) with symposium attendees and UP ISSI’s division heads and staff.



Ace C. Acosta of the Office of the Vice Chancellor for Research and Development of UP Diliman talks about intellectual property. Also in the photo are (from left to right): Janmar P. Dimaano, chief executive officer of Easybus.PH and one of UP ISSI's incubatees, Prof. Rolando Ramon C. Diaz and Engr. Leoncio T. Cubillas, UP ISSI's administrative officer and head of Business Enterprise Development Division respectively.



Meanwhile, Janmar P. Dimaano, chief executive officer of Easybus.PH and one of UP ISSI's incubatees, shared how their participation in the Institute's Start Your Own Business course eventually led to their incubation in ISSI's TBI program, which started in February 2016. Dimaano said they are in the "pre-incubation phase" of the program and they already applied for a patent for the software application they developed for an online bus booking system.

UP ISSI's TBI Center offers not only office spaces for startup entrepreneurs but also free business counseling, discounts to ISSI's training programs as well as support linkage to the appropriate government agencies.



EMPOWERING ENTREPRENEURS: THE ISSI JOURNEY

In line with its 50th founding anniversary, UP ISSI conducted last 24 November 2016 a symposium with the theme “Empowering Entrepreneurs: The ISSI Journey”.

The said symposium showcased the Institute’s 50 years of experience in providing training, consultancy, research and information towards the development and promotion of small enterprises and entrepreneurship in the Philippines.

Dr. Fidel R. Nemenzo, UP ISSI’s officer-in-charge and UP Diliman’s vice-chancellor for research and development, started the symposium by sharing that the Institute was established in the 1960s to address the need to develop small and medium enterprises through training and capacity-building initiatives, consultancy and other technical activities aimed at increasing productivity. Dr. Nemenzo encouraged everyone to help ISSI review and strengthen its programs through their participation during the symposium.

UP Diliman Chancellor Michael L. Tan also graced the event. In his welcome speech, Chancellor Tan noted that the symposium speakers very well represented the pioneers of ISSI, and are among those who are firm advocates of developing industries in the country.

For his part, Dr. Cielito F. Habito, professor of economics at the Ateneo de Manila University, director of the Ateneo Center for Economic Research and Development, columnist at the Philippine Daily Inquirer and former director-general at the National Economic and Development Authority, shared his experiences and perspectives both as an academic and a policy maker on MSMEs and inclusive growth. His presentation focused on these five themes:

- Inclusive growth and development has been a compelling need for us
- Agriculture, tourism and manufacturing are the most inclusive sectoral growth drivers
- MSMEs must contribute more to the overall economy
- Traditional barriers to wider MSME growth call for creative new approaches
- MSME development must start with young Filipinos



Seated from left to right: Small Enterprises Research and Development Foundation Trustees Arlene E. Liberal and Serenidad F. Lavador, Prof. Ma. Luisa B. Gatchalian of Miriam College, former UP ISSI staff and former ILO Chief Technical Adviser Jaime M. Cortes, UP Vice-President for Development Elvira A. Zamora, Department of Science and Technology Sec. Fortunato T. dela Peña, UP ISSI Officer-in-Charge Fidel R. Nemenzo, Department of Trade and Industry Chief Trade and Industry Development Specialist Alicia M. Opeña, and UP ISSI Head of Research Antonette L. Dungca.

Dr. Habito emphasized that institutional support and coordination are critical in MSME growth.

The second speaker, Jaime M. Cortes, posed two challenges to the Institute:

- Develop capabilities and organize the necessary resources to take advantage of the APEC MSME Marketplace, which will open the door for: joint venture capitalists, outsourcing capabilities, international market, and private-public partnership.
- Sustain businesses across generations.

The former chief technical adviser of the International Labour Organization and former UP ISSI staff concluded by noting that “Entrepreneurship is more than just an economic term. It is a way of thinking. It is a way of inspiring creative individuals to pursue opportunities in spite of the risk.”

Meanwhile, Alicia M. Opeña, chief trade and industry development specialist at the Department of Trade and Industry’s Bureau of Micro, Small and Medium Enterprise Development, discussed the role and road ahead for MSMEs in the country through the four outcome areas of the MSME Development Plan: business enabling-environment, access to finance, access to markets, productivity and efficiency.

Lastly, Department of Science and Technology (DOST) Secretary and former UP ISSI Director Fortunato T. de la Peña talked about the challenges and successes in empowering MSMEs by sharing DOST’s Small Enterprise Technology Upgrading Program or SETUP initiative. SETUP aims to add value to local products, enhance competitiveness, and contribute to the creation of employment opportunities in the country.

The Institute’s new journal entitled *MSME Frontier: A Journal of Entrepreneurship and Innovation* was also announced during the symposium. The journal was developed in coordination with the Office of the Vice Chancellor for Research and Development and with support from the Small Enterprises Research and Development Foundation.

In his closing remarks, Dr. Nemenzo shared that the University itself can be a platform for businesses. UP ISSI can be a platform for tapping the rest of the University, exploring strengths and a range of capabilities as a service for the MSMEs. In light of the new environment where businesses are treading and the stronger commitment from the government to support MSMEs, Dr. Nemenzo challenged UP ISSI to reflect on its mandate and on its role as an academic institution.

He concluded by noting that the Institute is aiming to develop an entrepreneurial mindset or an entrepreneurial culture. Doing so would entail exploring and strengthening UP ISSI’s cooperation with other government institutions.

50 YEARS OF DEVELOPING FILIPINO ENTREPRENEURS AND ENTERPRISES









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