

MAKING “GO NEGOSYO, SAGOT SA KAHIRAPAN AND ENTREPRENEURSHIP” AS BANNER PROGRAMS OF THE ADMINISTRATION AND EXPANDING THE COMPOSITION OF THE SMALL AND MEDIUM ENTERPRISE DEVELOPMEN...

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WHEREAS, Republic Act No. (RA) 9501, An Act to Promote Entrepreneurship by Strengthening Development Assistance Programs to Micro, Small and Medium Scale Enterprises, Amending for the Purpose RA 6977, as Amended, Otherwise Known as the “Magna Carta for Small Enterprises” and for Other Purposes, approved on 23 May 2008, transformed the Small and Medium Enterprise Development Council into the Micro, Small and Medium Enterprise Development Council (MSMED);

WHEREAS, under RA 9501, the Council shall be headed by the Secretary of Trade and Industry as Chairman, and may elect from among themselves a Vice-Chairman to preside over the Council meetings in the absence of the Chairman. The members shall be the following:

- a) Secretary of Agriculture;
- b) Secretary of the Interior and Local Government;
- c) Secretary of Science and Technology;
- d) Secretary of Tourism;
- e) Chairman of Small Business Corporation;
- f) Three (3) representatives from the Micro, Small and Medium Enterprise (MSME) sector to represent Luzon, Visayas and Mindanao;
- g) One representative from the Labor sector, to be nominated by accredited labor groups;
- h) A representative from the private banking sector: to serve alternately among the Chamber of Thrift Banks, the Rural Bankers’ Association of the Philippines; and the Bankers’ Association of the Philippines.

WHEREAS, Section 31, Chapter 10, Title III, Book III of Executive Order 292, otherwise known as the Administrative Code of 1987, provides continuing authority to the President to reorganize the administrative structure of the Office of the President;

WHEREAS, the National Anti-Poverty Act provided for a People’s Credit and Finance Corporation (PCFC) to serve micro enterprises under the oversight of the National Anti- Poverty Commission;

WHEREAS, part of the 10-point program of the Administration is to create 6-10 million jobs and support 3 million entrepreneurs;

WHEREAS, there is a need to integrate government-private sector efforts in developing MSME’s;

NOW, THEREFORE, I, GLORIA M. ARROYO, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. “Go Negosyo, Sagot sa Kahirapan and Entrepreneurship” shall be made banner programs of the Administration.

SECTION 2. Expansion of Micro, Small and Medium Enterprise Development (MSMED) Council - The

membership of the MSMED shall be expanded to include the heads of primary agencies involved in micro, small and medium finance activities of the national government, such as but not limited to the following:

- 1) Cooperative Development Authority
- 2) National Livelihood and Development Corporation
- 3) People's Credit and Finance Corporation
- 4) University of the Philippines Institute for Small Scale Industries

SECTION 3. All training and capacity-building programs shall be unified into one Entrepreneurship Development Framework (EDF). An Entrepreneurship Summit shall be mounted to present such EDF, with specific roles from government agencies and private sector groups as identified by the MSMED Council. The EDF shall be cascaded to all local government units.

SECTION 4. The local officials, i.e. Governors and Mayors, shall be encouraged to become Negosyo Champions.

SECTION 5. For better communication campaign, the above shall be put under one banner called Negosyo.

SECTION 6. A holistic approach shall be developed from Entrepreneur Mindset (Go Negosyo), Market-Orientation and Access, Product Innovations/Technology and Design, Financing Support, to Fora for Networking and Mentoring (Go Negosyo) that shall be made available to MSME's.

SECTION 7. The corresponding executive budget for the above program shall be consolidated.

SECTION 8. The Press Secretary shall conduct an advocacy and awareness campaign on the above.

SECTION 9. All executive issuances, rules, regulations or parts thereof which are inconsistent with any of the provisions hereof are hereby repealed, amended or modified accordingly.

SECTION 10. This Executive Order shall take effect immediately.

Adopted: 24 Apr. 2009

(SGD.) GLORIA M. ARROYO
President of the Philippines

BY THE PRESIDENT:

(SGD.) EDUARDO R. ERMITA
Executive Secretary

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