

QC GOVT PARTNERS WITH FIRST CIRCLE

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THE Quezon City government partnered with finance service provider First Circle for the financial literacy program of small and medium enterprises (SMEs) in the city.

During the virtual launch of the program on Monday, Quezon City Mayor Maria Josefina “Joy” Belmonte said the partnership will provide city entrepreneurs “two-pronged support” of financial assistance and financial literacy.

“It is very timely to have this partnership with First Circle that will provide financial literacy programs that will equip them with money management skills, something that is vital to their growth and success,” Belmonte noted.

First Circle said the partnership includes free quarterly financial literacy webinars for the access of SMEs in the city.

The partnership with Quezon City also serves as First Circle’s first collaboration with a local government unit.

“We will ensure that this partnership and this program will reach our QC entrepreneurs and that they will benefit as much as possible from the learnings that they will receive,” Belmonte said.

“Through this we hope to achieve economic recovery after more than two years of hardship brought about by the pandemic and we hope that this recovery will benefit as many of our small- and medium-sized business owners as possible,” the Quezon City mayor continued.

Belmonte also highlighted some programs the city government launched to aid SMEs amid the pandemic.

This includes a wage subsidy program, a capital assistance program and a caravan to feature city-made products.

First Circle chief executive officer Patrick Lynch said the partnership was founded on the “strong desire to grow small businesses.”

Lynch also said small businesses require different things, making it important to develop a program that would be relevant and beneficial for them.

Meanwhile, First Circle head of Customer Success Marcus Erlano underscored that one of the firm’s advocacy is financial literacy, which includes making entrepreneurs understand the importance of credit.

“We are looking forward to building a strong partnership with the Quezon City government and the businesses in the city, a partnership that will foster financial literacy and strong financial partnerships with us,” Erlano said.