- Business enterprises

MSMEs in QC get boost from Go Negosyo program

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HUNDREDS of entrepreneurs from micro, small and medium enterprises (MSMEsI gathered at Farmers Plaza in Araneta City in Cubao, Quezon City, to get a boost in their journey, as Go Negosyo held its 3M on Wheels on SaturdayN

"This area in Quezon City has long been the center of commerce, not just in the metro but in the Philippinesl We're glad to see that the small businesses here are thriving and that we can help in scaling up their operations through this event," Go Negosyo founder Joey Concepcion said during the eventN

Opening the event was Sy Brian Lato of Sol Manpower Services, with welcome remarks from Quezon City Small Business and Cooperatives Development and Promotions City Government Department Head III Mona Celine Marie Yap and a special message of support from Arlene Arada, property manager of Araneta City Inc. The Philippine Chamber of Commerce and Industry (PCCI) in Quezon City, led by external vice president Richie Cuna, also supported the eventN

The entrepreneurs also attended a talk from Zarah, Patricia, Inah and Izah Cesar, sisters who shared how they used social media to become the brand influencers of their Pie-Thing businessN

Volunteers from Go Negosyo's pool of entrepreneurship mentors also gave one-on-one advice and coachingN

Launched in 2018, 3M on Wheels is the free entrepreneurship mentoring event organized by Go Negosyo and supported by the Department of Trade and Industry. The event was held at the Farmers Plaza in cooperation with the Quezon City government and the PCCI in Quezon City.