

P R O G R A M

Day 1 – May 21

I. Opening 10:00 - 12:00

Welcome Address
Mr. Jesus Molina
Coordinator General, AECID

Conference Overview
Prof. Ron T. Chua
Convenor, PinoyME Capacity Building Working Group

Keynote Messages
Dr. Aris Alip
Managing Director, CARD-MRI
Convenor, PinoyME BDS Working Group

Mr. Rommel Juan
President, Binalot Fiesta Foods

Open Forum
Mr. Dan Songco
Project Manager, PinoyME

LUNCH BREAK 12:00 – 1:30

ECHO STORE exhibit

II. Plenary Presentations 1:30 – 4:00

- BDS: The Lay of the Land
Ms. Ve Villavicencio
Executive Director, Peace & Equity Foundation
- Growing MEs: The Secrets of Success
Prof. Dado Sibayan
UP – ISSI Research and Extension Department
- Survey on BDS Models
Mr. Jiji Rodriguez,
Former Head, TSPI Business Development Program

III. Plenary Session 4:30 – 6:30

Understanding the Value Chain

Ms. Chin Nobleza
Project Officer, SDC-Asia

Ms. Camille Buenaventura
Executive Director, San Miguel Foundation

Mr. Roger Cruz
President, Phil Mango Seedling Corp

Synthesis/Open Forum Prof. Ron Chua

Day 2 – May 22

IV. Concurrent sessions: BDS programs and services

FIRM-LEVEL 8:30 – 10:30

Room A. Selling to the high-end market: Product development, pricing, packaging, and merchandising

Ms. Chit Juan
Marketing Head, Echo Store

Mr. Vic Roaring
Executive Director, APFTI

Room B. Upscaling BDS: Developing growth-oriented MEs

Mr. Rey Ambao
Director, TSKI MSI-BDS

Mr. Julius Alip
Operations Manager, CARD-BDSFI

INDUSTRY-LEVEL 10:30 – 12:00

Room A. Food safety: Standards and good practice in food manufacturing

Mr. Raul Hernandez
President, ECOP - IPC

Room B. The new middlemen:
Consolidating ME products to achieve scale

Mr. Bam Aquino
President, Microventures, Inc.

V. Project workshops: 1:00 – 2:30

Product development

Mss. Reena Francisco and Jeane Javelosa
EchoStore

Value chain development

Mr. Jonah Nobleza
Enterprise Development Specialist, SDC Asia

Marketing and merchandising ME products

Mr. Steven Cua
President, Phil. Amalgamated Supermarkets Asso.

Becoming part of a sari-sari store chain

Messrs. Bam Aquino and Mark Ruiz, Hapinoy

Packaging

Mr. Raul Hernandez
President, ECOP - IPC

Value-chain Financing

Mr. Lanny Nañagas
Finance Committee Head, PinoyME Foundation

Mr. Dan Songco, PinoyME

VI. Plenary: Summing up 3:00 – 4:30

Prof. Ron Chua

Conference Synthesis

Prof. Ron Chua
Mr. Dan Songco

Day 3 – May 23

Host organizations will sponsor on-site demonstration of their work.

1. **Echo Store – Serendra, Makati City**
2. **UMFI Warehouse – Pasig City**
3. **Welcome Supermart – Quezon City**
4. **INSOL Enterprise Center - Morong, Rizal**