



## **DTI AND CITYMALL SIGNS PARTNERSHIP AGREEMENT FOR THE 'GO LOKAL' PROJECT TO HELP MICRO ENTREPRENEURS AROUND THE COUNTRY**

The Department of Trade and Industry (DTI) and CityMall Commercial Centers Inc on Monday, January 23, 2017 signed an agreement to collaborate in rolling out 'Go Lokal' shops across CityMalls nationwide.

The DTI 'Go Lokal' program aims to provide mainstream market access for the best of micro, small and medium enterprises (MSMEs) from the various regions of the Philippines. The chain of 'Go Lokal' shops will showcase the next generation of high quality and unique Filipino products from each town.

In addition to helping MSMEs market superior products, this DTI-CityMall partnership will also be donating five percent (5%) of the project income of the 'Go Lokal' shops to the drug rehabilitation program of the government, which will aid in sustaining selected drug rehabilitation centers.

"Maximizing everyday exposure in mainstream markets like CityMalls nationwide will raise the chances of success for many amazing MSME products. These products would no longer be limited to short term exposure in trade fairs. We are thankful to CityMall and the DoubleDragon group under the leadership of Mr Injap Sia and Mr Tony Tan Caktiong for their full support to this pioneering program of President Duterte and the DTI" said DTI Secretary Ramon Lopez.

"We are happy to be working with DTI on this project which will enable CityMalls across the country to be the breeding ground of micro entrepreneurs from different provincial parts of the Philippines as we expect that through this project these micro entrepreneurs could eventually progress from micro to small, to medium, and eventually to large entrepreneurs in the future." said DoubleDragon Chairman Edgar "Injap" Sia II

"This Go Lokal project of helping the small entrepreneurs is personally special for me because few years ago I myself was also once an SME start-up probinsyano entrepreneur." Injap added.

The 'Go Lokal' Program is set to be launched in various CityMalls in Luzon, Visayas and Mindanao starting March this year.