Ngayon makakausap natin ang OTOP Focal Person ng DTI Iloilo. So Miss Shayne, paano nakatulong ang OTOP Program ng DTI sa ating mga MSMEs dito sa Iloilo?

So ang OTOP po natin, yung OTOP Program has two components. One is yung OTOP NEXT GEN where yung MSMEs natin can avail of a package of assistance in capacity building, marketing, and product development (ProDev) initiatives. So, kasama ditto sa ating ProDev assistance yung pag-improve ng kanilang packaging designs, bago or in-trend na mga product designs and branding and part of it is the assistance in intellectual property. So yung mga logos or yung mga brand names ng MSMEs natin developed through our product dev, pwede natin silang maregister for a trademark.

For the second component, we have this OTOP Hub, (insert photos of OTOP Hub file names otophub1-5) it’s a retail space where the products of our MSMEs can be found and at the same time it’s easy for the local and foreigners to purchase pasalubong items for their loved ones.

Wow! (insert wow sounds) So sadyang napakalaki ng suporta na naitutulong ng OTOP Program ng DTI Iloilo sa ating mga MSMEs. So thank you so much Maam Shayne!