

MESSAGE

Greetings to the entrepreneurs and awardees of the first **WE Awards for Purposeful Entrepreneurship!**

First of all, congratulations to Josiah Go and Chiqui Escareal-Go for organizing the Day 8 Conference for Entrepreneurs. We also like to cite the couple for their continued advocacy in empowering our people through entrepreneurship and for launching this award to recognize entrepreneurs who've balanced business success with fulfilling personal lives.

Congratulations also to the inaugural awardees: Francisco "Dean Pax" Lapid of SPAC Information Technology, Jorge Wieneke of Tokyo Tempura, Zarah Juan of Zarah Juan Brand, and Dr. Anton Mari Lim of Yellow Boat of Hope. Your entrepreneurial success stories become all the more meaningful not only by serving as examples to others but also because of your efforts to pass on your knowledge so that others may succeed as well. I hope that through this award, more entrepreneurs will be inspired to follow your footsteps.

I'd like to recognize Dean Pax Lapid and Jorge Wieneke for sharing their time, talents, and resources to support the Micro, Small, and Medium Enterprises (MSMEs) development programs of the Department of Trade and Industry (DTI). These programs include the Kapatid Mentor ME and the Kapetirya project, among others. We often say that their service is not just pro-bono, sometimes, it's *pro-abono*. Meanwhile, Zarah Juan is one of our mentors and we also hope to see Dr. Anton in our future mentoring sessions.

Mentoring is one of the key elements of DTI's 7Ms of Successful Entrepreneurship (Mindset, Mastery, Mentoring, Money, Machines, Market Access, and Models of Business) because it teaches aspiring and thriving entrepreneurs best practices and key insights on the road to success in running a business. This is just one of the ways that DTI is supporting MSMEs, as mandated by President Rodrigo Roa Duterte to fulfill his promise of *Tapang at Malasakit* in giving our people a more comfortable life.

I urge everyone to find their own ways of paying it forward to help Filipinos, especially those at the bottom of the pyramid. As such, I hope to see more WE Awardees next year.

Thank you and *mabuhay!*



RAMON M. LOPEZ
Secretary

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