

Entrepreneur Asia-Pacific



The CACCI Entrepreneur Newsmagazine

A Publication of the Young Entrepreneurs Group of Asia-Pacific (YEGAP)

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Message from the Chairman



The Young Entrepreneurs Group of Asia Pacific, or YEGAP, has been established to give importance to entrepreneurs who have made and continue to make a difference in the field of business. Their different stories inspire us.

As we gather in meetings, breakout sessions, and even in the Internet, within the abundance of these earthly blessings, we in the YEGAP always bear in mind that there are those who are underprivileged in these very uncertain times. We fervently work towards making our business an instrument towards helping others achieve economic freedom.

As we applaud the success of inspiring entrepreneurs, we deepen our realization that we need each other even more amidst all these triumphs.

As we endeavor to meet people's needs through our products and services, we find more relevance in what we do and in what we create using the available resources around us.

As we admire the outstanding qualities and traits of entrepreneur mentors, we see the successes they enjoy in the people they employ and help.

And as we continue to do our tasks, we always remember that all these shall be means to an end, which is to ensure our preservation.

The YEGAP will continue to communicate the message of success through perseverance, vision, faith and service. It will continue to inspire a united Asia Pacific region, and remain strongly committed to show the world that we are truly blessed.

ANNA MARIE PERIQUET

YEGAP in Action

YEGAP Meets in Manila

Manila served as the venue for the 2008 breakout session of CACCI's Young Entrepreneurs Group Asia Pacific (YEGAP). The Manila gathering was one of the most well-attended gatherings of the group, with more than 100 participants from various CACCI member countries in attendance.

Held at the historical Manila Hotel, the session was an integral part

of the program of the 22nd CACCI Conference, which was hosted and organized by the Philippine Chamber of Commerce and Industry (PCCI). It was designed to provide members of YEGAP to discuss trends and developments, problems and issues, and prospects for growth of entrepreneurship in the region.. The participants also explored possible areas of cooperation among CACCI

members in promoting entrepreneurship among the youth.

The meeting was opened by **Ms. Anna Marie Periquet**, YEGAP Chairperson. She welcomed all the participants and said that there was a need to work together amidst the global challenges that are ongoing in order for all member countries to attain global competitiveness.

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YEGAP in Action

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After her opening statement, Ms. Periquet introduced **Mr. Tetshiyuko Udo**, Chairman of the Japan Entrepreneurship Group. Mr. Udo gave an update on the various projects of the group in Japan. He said that the main role of his group is to listen to the various issues and problems of their members and formulate solutions that are forwarded to the Government for their consideration.

Mr. Udo's speech was followed by the presentation of **Mr. Dennis L. Cunanan**, National President, Junior Chamber International-Manila, who spoke on the "Experience of Youth Entrepreneurship in the Philippines". Mr. Cunanan highlighted the following points:

a. Entrepreneurship is the backbone of the Philippine economy, with MSMEs comprising 99% of businesses in the country. However, certain challenges face Philippine entrepreneurs as follows: Inadequate access to technology; Lack of financing; Inadequate logistics; and Lack of marketing advice;

b. There is a need to promote entrepreneurship for the youth in order to solve the problem of unemployment. By creating more enterprises, more businesses and jobs will be created, which will lead to a better quality of life for the Filipinos.

c. The Philippine Government has been instituting measures to establish Young Entrepreneurship Programs to promote entrepreneurship. President Gloria Arroyo issued EO 470 in 2005, which established the "Youth Entrepreneurship Program", which enjoined the active participation of the private business sector in ensuring the success of the program. The E.O. has the following components: Entrepreneurship Education; Credit Assistance and Lending; Role Modeling and Mentoring; Business Plan Development and Training; Market Syndication and Linkaging; and Business Information Network.

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YEGAP Chairperson Ms. Anna Marie Periquet from the Philippines welcomes guest speakers and delegates to the Manila breakout session



A view of the large audience that turned up for the YEGAP breakout session and listened to the interesting speakers' presentations.



Mr. Wilson Jacob from India, winner of the 2nd Asia-Pacific Young Entrepreneur Award, makes a presentation on his business venture.

YEGAP in Action

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Honorable Jose Ma. Concepcion, Cabinet Secretary and Presidential Adviser for Entrepreneurship, talked about the country's experience in Entrepreneurship. In his presentation, Mr. Concepcion pointed out:

a. Entrepreneurship is the solution to the problem of poverty facing the Philippines as it will help solve the unemployment problem. Thus, it is important to ignite Filipinos to be entrepreneurs. It is important that people are trained at a young age to be entrepreneurs by integrating entrepreneurship in course curriculums and more importantly through character formation. By training them young, you are giving them the confidence to succeed in business in the future.

b. Through his appointment as Presidential Advisor for Entrepreneurship, he started the program called "GO Negosyo", which pushes on the creation of more enterprises and entrepreneurs in the country. They do this by having caravans, publications, shows, mentoring the young and having successful businessmen to be speakers so that students can learn the ins and outs of business.

c. In order for the Philippines to be more successful, there is a need for micro businesses to be transformed to large companies. Based on their research, capital is not the main problem facing the country but the business plans/ models used by many entrepreneurs lack differentiation. These entrepreneurs lack the knowledge to address this, so the Go Negosyo is helping them through their different programs.

Mr. Wilson Jacob, Founder, Kottayam Port and Container Terminal Pvt, made a presentation on Kottayam Port & Container Terminal, an Export promotion Infrastructure Development Project and a public-private partnership initiated by the South Indian Chamber of Commerce and Industry. Mr. Jacob said that the objectives of the company

are to facilitate and induce exports from the districts of Idukki, Kottayam and Pathanamthitta; to promote cargo consolidation; and to promote Inland Water Navigation. He mentioned the social benefits of the project, which include: employment generation, increased trading activity within the neighboring districts, diversion of containers from road to water transport hence minimizing road congestion and increasing lifespan of roads, fuel economy and earning of carbon credit, development of tourism, earning of foreign currency, development of an export promotion industrial park and watercraft park connected to the port, and modification of bridges in this waterway.

Mr. Mohammad Lutfar Rahman, Chairman International Finance Investment and Commerce Bank, spoke about his accomplishments in business, particularly his companies in Bangladesh. He pointed out that he has business interests are mostly oriented towards rural areas and non-profit organizations. His businesses are in banking, television channels, Insurance. He is affiliated with Non Profit Business Organizations such as Rugganj Employment and Youth Development Association, AL-Manar Trust and Hospital, Bangladesh Cricket Control Board. He is considered to be the youngest Chairman of a Bank in the history of South Asia. His main business is the International Finance Investment and Commercial Bank Limited. When he met took over the bank in 2006, it was a Z BANK (non-dividend bank), but under his guidance and management the bank has become profitable and is now an "A" category in the Capital Market within one year. He was able to do this by introducing new products for its clients such as women entrepreneur loans, agricultural loans, youth loans, SME financing.

The Open Forum that followed the presentations discussed the integration of entrepreneurship in the curriculum of public schools in the primary and secondary levels, which the Go Negosyo team is working out with the Department of Education. The Cagayan Chamber of Commerce and Industry

from the Philippines expressed its intention to link up with Mr. Rahman, who replied that he would gladly help the Chamber. The Bacolod Chamber of Commerce expressed their interest to join YEGAP, to which Ms. Periquet said it would not be a problem as the Chamber is a member of PCCI

The session also discussed the following activities of the YEGAP: (i) YEGAP Newsletter; (ii) 2nd Asia-Pacific Young Entrepreneur Awards; and (iii) the creation of YEG Chapter in each CACCI member country (noting that Hong Kong formed its YEGAP chapter recently).

Before adjourning the session, YEGAP agreed to meet again in Yokohama, Japan during the 23rd CACCI Conference scheduled on May 31-June 1, 2009.

The Yokohama gathering of CACCI is also significant as it coincides with the 150th Anniversary of the opening of the Port of Yokohama, one of the largest international trading ports in Japan. CACCI delegates will participate in the Commemorative Ceremony which will take place on the morning of May 31, 2009. Around 4,000 invited visitors and guests – including members of the Japanese Imperial Family - are expected to attend this important event. ■

Join Us . . . Be a member of YEG-AP now!

The Young Entrepreneurs Group Asia-Pacific (YEG-AP) invites you to be a part of the most dynamic group of young entrepreneurs from Asia and the Pacific.

Membership in YEG-AP will provide international exposure and networking opportunities with colleagues and potential business partners from other countries in the Asia-Pacific region. Membership and nomination forms are available at the CACCI Secretariat Office with headquarters in Taipei, Taiwan through tel. Nos (886 2) 2725-5663/4 You may also email us at cacci@cacci.org.tw

Indian Businessman Wins 2nd Asia-Pacific Young Entrepreneur Award

The Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI) named a young businessman from India as the winner of the 2nd Asia-Pacific Young Entrepreneur Award.

In a glittering ceremony held during the Gala Dinner of the 22nd CACCI Conference on October 23, 2008 in Manila, Mr. Wilson Jacob, Chairman and Managing Director of Kottayam Port and Container Terminal Pvt. Ltd. from India, received his trophy from Philippine Vice President H. E. Mr. Noli de Castro. The 45-year old Mr. Jacob was cited for his entrepreneurial and business leadership, contribution to the social well being of the local community, practice of good business ethics, and support of the chamber movement in his home country and the Asia-Pacific region as a whole.

Mr. Jacob's company - Kottayam Port and Container Terminal Pvt. Ltd.,- is an export promotion infrastructure development project with 49% equity from the government of India located at Kottayam, Kerala. It is the first of its kind of PPP (Public Private Partnership) project promoted by the South Indian Chamber of Commerce and Industry and the Ministry of Commerce of India.

Mr. Jacob is also actively engaged in other businesses, including Peniel Industries (metal crusher plant); Crystal Infotech (software development, web hosting and web design company); Gospel Home High School (one of the leading ICS public schools in Calcutta); and Aegis Builders Private Limited (developer of villas, flats and other infrastructure development projects).

Mr. Jacob is President of the Indian Chamber of Commerce and Industry (an affiliate body of the Federation of Indian Chambers of Commerce and Industry or FICCI); Chairman of the Indian Council of Education; Vice President of the All-Kerala Crusher Owners Association;

and District Secretary of All-Kerala Roller Skating Association. He is an active member of FICCI and has joined many of its business delegations to other countries.

The two other finalists of the 2nd Asia-Pacific Young Entrepreneur Award were Mr. Mohammad Lutfar Rahman, Chairman of the International Finance Investment & Commerce Bank Limited from Bangladesh, and Mr. Ashrafal Alam Jewel, Founder of the R. B. Group of Companies from Bangladesh.

At 37 years of age, Mr. Rahman is the youngest bank chairman in the banking history not only of Bangladesh but also of South Asia. He is Managing Director or Director of several organizations engaged in various sectors (insurance, securities, television, ceramics, textiles, cotton spinning, and agricultural production).

Mr. Alam, 42 years old, has 23 years of business experience in importing, trading assembling, manufacturing, and marketing in Bangladesh. The R. B. Group of Companies is

the fastest growing business group in electrical, electronics and automobile industries in Bangladesh. He also cultivates 20 acres of land where he grows various crops.

A project of the Young Entrepreneur Group Asia Pacific (YEGAP) of CACCI, the Asia-Pacific Young Entrepreneur Award was first launched in 2006 in commemoration of the 40th Anniversary of CACCI held in Taipei, Taiwan.. The first winner of the Award was Mr. Mohammad Solayman Rubel, Managing Director of Rare Group from Bangladesh. ■



Mr. Wilson Jacob receives his trophy from Philippine Vice President Mr. Noli de Castro after having been declared winner of the 2nd Asia Pacific Young Entrepreneur



Mr. Jacob poses with Mr. Teisuke Suzuki, Vice President de Castro, Ms. Anna Periquet and Mr. Harvey Chang during the awarding ceremony.

Entrepreneur Idol

In the following interview, Mr. Wilson Jacob, winner of the 2nd Asia-Pacific Young Entrepreneur Award presented by CACCI during the 22nd CACCI Conference held in Manila in October 2008, shares his ideas, experiences, and advices on starting a business, who his mentors and sources of inspirations are, and what lessons he has learned from his initial ventures, among others. The 45-year-old Mr. Jacob is the Chairman and Managing Director of Kottayam Port and Container Terminal Pvt. Ltd., an export promotion infrastructure development project with 49% equity from the government of India located at Kottayam, Kerala.



Mr. Wilson Jacob

What was your first “business venture” and what was the biggest lesson you learned from it?

An animal feed factory. It closed down in the 3rd year. I then learned how to do a business.

Who is your business mentor, or who had the greatest influence in your business life?

To be very honest, it was my father. He was not business man. He was an engineer in government services, but he had had lots of business visions while he was working.

Who gave you the best business advice and what was it?

I don't remember any one giving me any business advice.

What advice would you give someone starting out a business today?

Do not copy a business, try to find out and do a different business from others, and do it differently.

Do you have a favorite business book?

“Chicken Soup for the Soul.”

What principle of entrepreneurship do you wish you knew when you were first starting out?

When I put up my first business, I only knew how to start it. I didn't know any principles. I've learned them from my personal experience.

What has been the most satisfying decision you've made as a businessman?

Making a decision to start a business/industry and while running the business itself is very challenging. I've started four businesses. I cannot distinguish which ones among my decisions are satisfying and which ones are not. But I think all of them are good.

What was the toughest decision you had to make? How do you go about making tough decisions?

I think I am too good at making decisions at very crucial time and very fast, too. I think it's the grace of the God that makes me make the right decisions at the right time. The toughest decision was to start an ICD and Minor Port utilizing inland water way at my home town Kottayam in India.

What do you think are the most important attributes of a good and successful businessman?

When you are planning to start business/ industry, try to learn as much as possible about the business.

Of course you can hire highly technical manpower to run the business. But one should try to know anything and everything about that particular business. Ultimately, you are the leader and you are the one to make the decisions at a crucial time, to make the right decisions at the right time.

Are entrepreneurs born or made?

I think majority are born entrepreneurs, but some become entrepreneurs by circumstances.

Would you recommend to someone starting out a business to attend a business school, or skip the degree and learn along the way?

I believe the degrees and education have nothing to do with the business and entrepreneurship. One has to be an evergreen student in the business field. But a good education is always helpful for communication, marketing and other planning. But these expertise you can always hire or buy, but you cannot buy or hire entrepreneurship.

Is there any difference between India and the rest of the world in the nature of your industry?

Yes, very much. I believe India is the best country to start the business or an industry because of the availability of human resources and consumerism. Also, the business management theory of the US or other countries will not work in India. India has got its own business theories and principles especially in labor issues.

What changes have you seen as a result of your business venture?

My recent venture of setting up a minor port and an Inland container depot (Customs notified area for exports and imports) in my home town Kottayam has changed the region

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Entrepreneur Idol

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itself a lot. Two export promotion industrial parks are being set up by the government. Some of the social benefits resulting from my business venture are follows:

- Generation of employment (direct & indirect) for nearly 5000 people

- The export and import activity of the neighboring four districts has increased

- Diversion of nearly 7,200 containers from road to water transport from the first year itself.

- Promotion of smart waterways

- Lower maintenance (wear and tear) for roads & Vehicles

- Fuel economy

- Earning of carbon credit

- Minimizing the road congestion

- Life span of the existing roads will be increased

- New roads and flyovers planned for supporting this project will benefit the public

- Development of tourism

- Earning of foreign currency

- Development of an export promotion industrial park connected to this port is underway

- Development of Watercraft Park connected to this port

- Modification of bridges in this waterway has been planned so the feeder vessels can ply through inland waterway.

- The Government of India has constituted a commission for the development of Kerala Agricultural sector. We have submitted a proposal to the commission to include the above said bund for modification. The commission has appreciated our initiative, accepted the proposal for the modification of bund, and apportioned 1,110 million rupees for the total modification of the bund. With this, the permanent blockade in the waterway has been removed. Precisely this project has been instrumental for this development, which is beneficial to the entire central Kerala.

What were the challenges you faced in setting up your business and how did you manage them?

The challenges were many. Some of them are:

Breaking the mindset of the people – It was a big challenge for us to break the mindset of the people for undertaking such a project and galvanizing their support.

Raising the fund – The people believed me because of my style of performance. After seeing my passion for the project, various agencies and individuals came forward to invest in this project.

Preparation of detailed Project report – There was no previous standard set for this kind of project. Hence we had to start from scratch. We ourselves prepared the project report by collecting data from layman to experts. It is said that 50 % of the project is over if you make a good project report. And finally we did it successfully.

Identifying the suitable land with water way and road access – In Kerala, which is the smallest state in India, the availability of large land with water and road connectivity was difficult and at the same time very expensive, especially those areas with water frontage. We had to literally tap the satellite communication system, and roamed around through water and by road to identify the suitable land with water and road connectivity. We bought outright 10 Acres of land and constructed the entire facility. Another 68 Acres was acquired by the Industries Department of the Government of Kerala for this project.

Finding the PPP Partner – We understood that an infrastructure project like this definitely needed government support and assistance. So we needed an SPV arrangement. Hence we had to find a PPP partner, and we found one in KINFRA (a statutory body of the Government of Kerala).

Development of waterway – Even though we had an existing

waterway, it had to be developed and maintained for a vessel movement.

Development of road to the Port – The existing road to the facility was not sufficient for the container movement; hence we had to acquire the adjacent land belonging to the Education and Industries Department of Kerala for the widening of the road.

Land development – The land was water logged areas which had to be converted into a useful land. That was also a big challenge. Virtually we were constructing the building and business over water.

Blockade in the waterway – A bund blocking the waterway to prevent the sea water destroying the agricultural crops was already there. It had a lock facility with 6.6 meter vertical and 12 meter horizontal clearances. Through this the container movement was impossible. Availability of suitable barge which would pass through also was a bottleneck.

Construction of Barge was a big challenge – We had to use our ingenuity to design and construct a fully hydraulic propulsion container barge with 37 meter length, 7 meter width with 1.25 meter draft which can contain 10Nos of 20 feet containers and which would pass through this bund. This challenge also we took up.

Introduction of RO-RO (Roll on – Roll Off) to avoid two handlings – The question arose from the exporters, importers and Custom House Clearing agents whether the two crane handling was feasible. So in order to avoid two crane operations at port of origin and transit port, it was necessary to implement the Ro-Ro concept. Hence we had to design and construct the low bedded container trolleys with 25 tonnes capacity. The trolley mounted containers would be loaded and rolled on to the barge and rolled out for unloading. The handling made easy.

What do you do in your free time?

I spend time with my family, watch news, etc. ■

Special Feature

Youth Entrepreneurship in the Philippines: Issues and Challenges



Jose Ma. Concepcion III

The following article is the prepared text of the presentation made by Mr. Jose Ma. Concepcion III, Cabinet Secretary and Presidential Adviser for Entrepreneurship, during the breakout session of the Young Entrepreneur Group Asia Pacific (YEGAP) in Manila held in conjunction with the 22nd CACCI Conference on October 22-23, 2008.

Mr. Concepcion is the President and Chief Executive Officer of RFM Corp., one of the biggest diversified food and beverage companies in the Philippines, and concurrently holds similar positions in RFM subsidiaries. He is also Chairman of the Board of Unilever-RFM Ice Cream, Inc. and IGLO Phils. Mr. Concepcion is an awardee of the Ten Outstanding Young Men of the Philippines and was in the 1994 Time Global 100 List of Young Leaders for the New Millennium. Recently appointed as Presidential Consultant for Entrepreneurship, he helps develop the entrepreneurial mindset through "Believe & Inspire Movement," a national advocacy project, and spearheads the Philippine Center for Entrepreneurship Foundation, Inc.

Mr. Concepcion was invited by YEGAP to be one of the speakers during its Manila breakout session.

The General Context of Entrepreneurship in the Philippines

Entrepreneurs are the backbone of our economy. The Philippines is an entrepreneurial country. Small and medium-sized enterprises (SME), including micro-enterprises, account for 99 percent of all business establishments and 60 percent of the exporting firms in the Philippines. According to the Department of Trade and Industry, SME's currently employ about 55 percent of the Philippine labor force and contribute 30 percent to total domestic sales volume.

Among the current problems that Filipino entrepreneurs encounter today are the inadequate access to technology, financing capital, marketing advice and logistical problems in setting up and maintaining their competitiveness in their community. For this reason, the Philippine government has identified the need to foster entrepreneurial spirit to jumpstart our lagging economy.

To further emphasize the importance of developing entrepreneurship education, a recent study by the Center for Asia Pacific Studies reveals, "Out of every 100 children enrolled every year, 66 will complete elementary education, 42 will finish high school and only 14 will earn a college degree." A study by Smart Communications adds, "only 7.7% of graduates get employed". This means that out of 100 children that goes to school, only one will end up getting a job.

What happens to the rest? Students who do not graduate or

cannot find decent employment in the country usually fall into the trap of joining the unemployed population, or resort to dealing with illegal drugs and crime as a means of living. The scarcity of jobs has further contributed to the exodus of skilled workers abroad, where, 2,000 Filipinos leave the country everyday to seek higher income and greater opportunities in career advancement

I therefore believe that a viable solution to overcome these challenges today is by promoting Entrepreneurship and giving Filipinos the proper knowledge and tools in start their own businesses. What better age to start planting the seeds of entrepreneurial knowledge and skills than among the youth.

One is never too Young to be an Entrepreneur

The importance of developing an innovative and entrepreneurial culture is a crucial part of the Philippines developed state future. Entrepreneurship directly leads to more business, more job opportunities and better quality of life. Starting and running a business can be a real option for young people, offering an alternative means of achieving both financial and personal independence. There are 24 million youth in the Philippines today and counting. Of these 24 million, 39% or 9.36M are part of the labor force while 40% or 9.6M are living below the poverty line. Encouraging young people to consider business ownership as a viable option is becoming increasingly important given the current trend towards globalization. Supporting youth entrepreneurship can benefit both the Filipino Youth and the economy.

It can: 1) create employment opportunities, through self-employment and by providing additional employment opportunities; 2) give young people a sense of meaning and purpose; 3) promote innovation and resilience in young

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people; and 4) help young people develop life skills.

In addition, young entrepreneurs may be more responsive to the opportunities that arise from new trends. Enterprise education programs are one way young people can be introduced to entrepreneurship. It involves learning about business development, administration and management and developing the skills of enterprise through teaching methods that encourage responsibility, initiative and problem solving.

What is the Philippine Government Doing?

As an answer for the global Call to engage the young in economic development and nation building, the Philippine Government has instituted measures through policies and programs. President Gloria Macapagal Arroyo has issued E.O. 470 in 2005 which enhanced the program of "establishing the Youth Entrepreneurship Program ..." which largely enjoined the active participation of the private business sector in ensuring the success of the program. Vital provision of this order states that:

"SECTION 1. Approval of the Youth Entrepreneurship Program (YEP). The YEP as formulated by the NYC is hereby approved for implementation. The Program, which is envisioned to develop the entrepreneurial skills of the youth hereby contribute to nation-building, shall the following components:

a. Entrepreneurship Education, which involves the immersion of the youth in the principles and ideas around the character, psychological and attitudinal demands of entrepreneurship, as well as the provision of technical assistance such as basic skills training on the preparation/development of business plans, starting and managing business enterprises, and other management efficiency

enhancement modules;

b. Credit Assistance and Lending, which involves the provision of information on available credit and lending facilities in government agencies and the system/mechanism to access available resources for viable and profitable business proposals;

c. Role Modeling and Mentoring, which involves the exposure of the youth to personalities in the business community who are worth emulating; establishment of a mentor-apprentice relationship between the Youth and the Agency, local business club or business personality; organizing , meetings and activities; making a dedicated web-site that can provide venues for interactions; and giving the youth insight on market trends, business opportunities and new technologies that will improve products, services and business operations;

d. Business Plan Development and Training, which involves the provision of technical assistance such as basic skills training on the preparation/development of business plans, starting and managing business enterprises, continuing entrepreneurship education and competence development activities aimed at improving business operations;

e. Market Syndication and Linkaging, which will link the young entrepreneurs with the market through the organization of trade fairs and/or business matching activities; and

f. Business Information Network, which involves the provision of continuing information assistance to young entrepreneurs concerning market trends, other business opportunities and technologies that will improve products, services and business operations through publications or internet access."

The Technology Resource Center (TRC) of which I am also its Deputy Director General has been identified as one of the Council member tasked to coordinate the components of the YEP. Thus, we have included in our products and service offerings programs or windows targeting the young Filipino would be entrepreneurs.

DEPED's Youth Entrepreneurship and Cooperativism in Schools Program (YECS)

The YECS is an official co-curricular program that serves to support, enhance and enrich the work education and skills training program in the curriculum, particularly the TEPP. It aims to establish a shift from the employment creation culture by nurturing the entrepreneurial and cooperative environment, skills and competencies of the students. It is being implemented in partnership with the Department of Trade and Industry (DTI) and the Cooperatives Development Authority (CDA) and entered as one of DepEd's commitment in the employment summit

Student Technologists and Entrepreneurs of the Philippine Program (STEP)

The STEP is a co-curricular organization to enhance life-long skills and support the learning competencies of the work-education and skills training program of the TEPP component of the MAKABAYAN subject.

The DOST-Academe Technology-Based Enterprise Development (DATBED)

It has been the common practice among Filipinos to finish school to be able to secure employment. The DOST however, wants to do away with this perspective by enabling Filipino youths become employer themselves by starting their own enterprise.

The DOST - Academe Technology-based Enterprise Development (DATBED) Program "aims to develop entrepreneurial competencies among students, young professionals including out of school youths in selected academic institutions and non-government organizations while at the same time creating income generating projects for the involved institutions." ■

From Chocolates to Coffee Beans



Ms. PACITA U. JUAN

Ms. Pacita U. Juan is one of the founders of Figaro Coffee Company and a speaker during the breakout session of YEGAP on May 31, 2009 in Yokohama.

Born to a family of entrepreneurs, Ms. Pacita U. Juan started selling chocolates when she was only eight years old. Throughout school, she would venture into various buy and sell businesses and after college she and friends set up a coffee shop outside campus, called “Sa Plato”.

Years after, she ventured into show business and set up an entertainment lounge with some college friends. In 1993 she again put up a business with friends, this time a coffee shop named Figaro Coffee Company.

About the Figaro Coffee Company

The Figaro Coffee Company was established by a group of seven friends whose zeal for coffee was acquired from their travels all over the world. This passion began as a hobby of brewing, tasting and experimenting with many varieties of coffee from around the globe. It soon grew into a business, with the purpose of sharing the fine art of European coffee culture with as many people as possible.

The first Figaro Coffee Store formally opened in November 1993, a simple kiosk located in one of Manila’s premiere malls. Originally, Figaro offered a selection of specialty coffees from around the world, always freshly brewed, as well as a variety of coffee

and tea paraphernalia. The seven friends managed the Coffee Store themselves, serving their customers personally, and teaching them how to brew and enjoy their own coffee at home. This kind of personalized service endeared Figaro to its customers, generating a devout following of deeply serious coffee drinkers.

Social Entrepreneurship

After 15 years at its helm and making Figaro almost a household name, Ms. Juan now has moved to a bigger undertaking and looking forward to the country’s self sufficiency in coffee by 2015.

As a person always seeking for opportunities where there is crisis or challenge, she has niched into Social Entrepreneurship, a new field she has chosen to develop by founding small businesses with a social cause.

She recently launched a program called “Gising at magkape” (Wake up and drink coffee) to encourage farmers to go back to their coffee farms to awaken the dying industry. She was tasked by the Department of Agriculture to spearhead this coffee

ECHOstore has also evolved into a mentoring service called ECHOteach where volunteers teach design and product development to marginalized sectors who otherwise would not have access to trends in today’s global market.

Furthermore, designers and artists have formed ECHOdesignlab where handicrafts and artisan crafts are subjected to scrutiny for design and sustainability of concept before they are launched in the market.

Ms. Juan also encourages the adoption of another profit dimension: Environmental Profit. ECHOstore sells and promotes products made from recycled newspapers, magazines, tarpaulins, odds and ends that become useful yet environmentally-friendly products.

To help her in her advocacy work for social entrepreneurship, Ms. Juan has been very active in organizations such as the Management Association of the Philippines and the Institute of Corporate Directors. She sits as Director in the following NGOs: Peace and Equity Foundation, Philippine Coffee Board Inc. and Nayong Pilipino Foundation.

She gets invited to speak in international conferences such as APEC Women Leaders Network and Global



Figaro top execs attend seminar on Organic Coffee in Kampala Uganda.

production campaign.

Another one of her latest ventures is ECHOstore, hailed as the first sustainable lifestyle specialty store in the country and works with the nation’s big NGOs as a marketing aggregator for their livelihood programs. These NGOs bring their partners’ products to ECHOstore for market access especially to the upscale market.

Summit of Women, and has represented the Philippines in the Organization of Women in International Trade and in the Economic Opportunities for Women in Asia and the Pacific.

Truly, chocolates and coffee were just the beginning. For Ms. Juan, the mission now is to encourage more people, especially the youth, to adopt Social Entrepreneurship as a way of life. ■