

CONCEPCION: USE DIGITAL TECH TO BENEFIT MSMEs

The rapid growth of digital adoption in the ASEAN bodes well for the region's economies, but its growth must be inclusive, with micro, small and medium enterprises (MSMEs) being crucial to a sustainable growth, to fully realize the expanding opportunities presented by digital transformation.

ASEAN-BAC Philippines Chairman Joey Concepcion expressed this opinion during a panel discussion on ASEAN's Digital Powerhouse at the Nexus of Connectivity and Transformation. The session was held on the first day of the ASEAN Business Investment Summit in Jakarta, Indonesia last September 3, 2023. The session gathered some of the region's biggest tech players, as well as key stakeholders from leading multinational companies, global financial institutions, and government organizations. The session delved into the development of strategic policies – including financial technology, e-Trade, and cross-border trade facilitation.

"All of these tools are important to uplift the lives of our people.



Go Negosyo founder and ASEAN BAC Philippines Chairman Joey Concepcion speaks with fellow panelist Kok Ping Soon, CEO of Singapore Business Federation at the ASEAN Business Investment Summit last September 3.

That's why we are here: how do we solve big problems especially for those who are at the bottom of the pyramid," he said, as he pointed out that four of the ten countries in the ASEAN have nearly a fifth of their populations still living in poverty.

"The power of digital has to be used. Crisis pushed people to use these tools and this is one of the reasons we in the ASEAN BAC Philippines proposed to sign an MOU with each ASEAN country to focus on sectors that will bring development, specifically agriculture and MSMEs," he said. He also

pointed out that digitalization will stand to benefit even the one-man businesses—also known as nanpreneurs—who now have a better chance at succeeding because they have access to marketing tools and digital payment solutions.

"We are the big brothers ... Unless we embrace the MSMEs in our value chain this is going to take a long time ... That is our mission as ASEAN BAC heads, to see to it that greater prosperity is achieved," he said. The ASEAN BAC was organized to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration.

"The power of digitalization is there; we just have to use it," he said. "It's time that we really focus on the objective of greater prosperity, especially for those at the bottom of the pyramid, using whatever tools we have," he said.

The ASEAN has emerged as the world's fastest-growing internet market, with a 40 percent annual growth in the value of e-commerce between 2016 and 2021. Further, it is set to become the world's fastest growing

digital market driven by a growing consumer market and the rapid adoption of social commerce platforms by its population.

This growth must be inclusive in order to unlock the benefits, said Concepcion, and emphasized that it must be used to enable MSMEs. He cited the Philippines case as an example of how digital technology has helped MSMEs compete with big corporations, and gave birth to a thriving digital economy that was further hastened by the pandemic lockdowns.

"We must enable MSMEs to use digitalization to their advantage," he said. Digital growth is seen to boost cross-border e-commerce by providing MSMEs with access to new markets, and is hoped to promote financial

inclusion to underserved populations.

With Concepcion during the sessions were Sam Myers, Deputy Trade Commissioner for Asia Pacific (Southeast Asia) at the UK Department for Business and Trade; Haslina Taib, CEO of Dynamic Technologies; Yuen Kuan Moon, CEO of Singtel; and Kok Ping Soon, CEO of Singapore Business Federation.

Bank of Indonesia Governor Dr. Perry Warjiyo, Temasek Holdings CEO Dilhan Pillay Sandrasegara; and Japan External Trade Organization Chairman Ishiguro Norihiko delivered keynote remarks, while ASEAN-BAC Indonesia Policy Manager for Digital Transformation Yohanes Lukman gave a policy presentation. **PR**



CARD Astro Laboratories mark 4th Anniversary

To celebrate its 4th anniversary, an institution under the CARD Mutually Reinforcing Institutions (CARD MRI), CARD MRI Astro Laboratories offered various exclusive deals and discounts on all essential products to its clients on August 6 to 7, 2023.

"We deeply appreciate our loyal clients who have steadfastly supported the CARD Astro brand," stated CARD Astro President Maria Gracia Q. Contreras. "While we may be relatively new to this industry, the trust you place in our brand means everything to us. Rest assured, our commitment to enhancing our offerings and introducing products you'll love remains unwavering," added Contreras.

CARD Astro was established in 2019, months before the start of the COVID-19 pandemic in the country and has since then assisted and provided CARD MRI facilities with disinfecting items such as hand sanitizers, dishwashing solutions, alcohol, and dish soap amid lockdowns and stringent health regulations. It also

has perfume brands Aris (for men), Anie (for women), and Lorenze (for men and women).

"Continually maintaining safety on CARD facilities is both an accomplishment and an honor for us," said Contreras.

She also commended the CARD Astro staff for their significant contribution to the growth and development of the organization; hence, she encouraged them to continue offering their consumers the best products.

Meanwhile, Contreras said that while it is the company's main goal to keep all the facilities under CARD MRI clean and safe, it is also part of their long-term goal to uplift more economically and socially disadvantaged households in the next few years, in line with the mission of CARD MRI to eradicate poverty.

As of April 28, 2021, the institution received its License to Operate (LTO) from the Food and Drug Administration (FDA), allowing its products to be sold in markets

cont. on page 2

STRAIGHT NEWS PUBLISHING

TODAY'S NEWS AND BEYOND

VOL. I • NO 12. • Sept. 20-26, 2023 • P 10.00

BSP: No need to hike rates if there's no further supply shocks



Comelec allows suspension of 4 mayors, other local execs

There is hope in palay farming

Gov't workers get free MRT-3, LRT-2 rides next week

Gatchalian wants more plantilla positions under ECCD Council



THE MONETARY BOARD IS SCHEDULED TO HAVE ITS NEXT POLICY MEETING ON SEPTEMBER 21, 2023



PRO CALABARZON Regional Director PBGEN CARLITO M GACES warmly welcomes BGEN JOSE AUGUSTO V VILLAREAL, Assistant Division Commander, 21D Philippine Army held at PRO4A Kiosk Camp BGen Vicente P Lim in Calamba City, Laguna. PRO4A



St. Peregrine Pastoral Center in Sta. Cruz, Cavite City, witnessed a remarkable medical mission thanks to the support of Governor Jonvic Remulla and the unwavering dedication of Cavite Provincial Government's medical mission team. City Councillor Jet Barera and former Cavite City Mayor Totie Paredes joined forces, ensuring the success of this noble

endeavor. Vice Governor Athena Bryana Tolentino's heart warming gesture of sponsoring free lugaw for all participants added a heartwarming touch. A total of 151 patients received essential medical care, reaffirming the power of unity and compassion in serving the community. - CK Torres



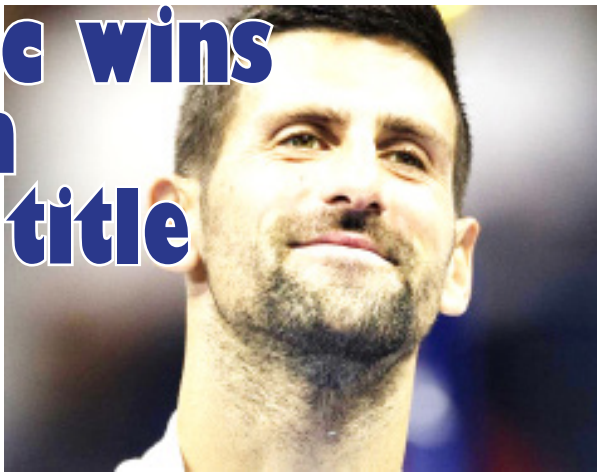
DILG urges LGUs to pass ordinances to help rice retailers

Novak Djokovic wins 2023 US Open men's singles title

ANKARA – Novak Djokovic won the 2023 US Open men's singles title by beating Daniil Medvedev 6-3, 7-6(7-5), 6-3 in the finals on Sunday.

The Serbian legend bagged his fourth US Open singles title at Arthur Ashe Stadium in New York after wins in 2011, 2015, and 2018.

Djokovic started the match fast after he gave only two points to his Russian opponent in the first three games.



After winning the second set with a tiebreak, he then managed to clinch all three sets in a row by winning the third.

The 36-year-old, who also became the oldest US Open champion, bagged his third major championship this year and with a total of 24 Grand Slam titles, he equaled Margaret Court's all-time record.

Djokovic celebrated his newly achieved record and commemorated the late NBA star Kobe Bryant by wearing a special T-shirt with a portrait of Kobe and a "24" printed on it.

Medvedev couldn't repeat his 2021 US Open title success against the same opponent in this year's finals.

Djokovic, who has played a record 36 Grand Slam singles finals, will be named as the new world No.1 after winning the competition by passing Spain's Carlos Alcaraz in the rankings. (Anadolu)





27 NATURAL HEALTH AND NUTRITION TIPS THAT ARE EVIDENCE-BASED

9. Don't eat heavily charred meats

Meat can be a nutritious and healthy part of your diet. It's very high in protein and a rich source of nutrients

However, problems occur when meat is charred or burnt. This charring can lead to the formation of harmful compounds that may increase your risk for certain cancers

When you cook meat, try not to char or burn it. Additionally limit your consumption of red and processed meats like lunch meats and bacon as these are linked to overall cancer risk and colon cancer risk

10. Avoid bright lights before sleep

When you're exposed to bright lights — which contain blue light wavelengths — in the evening, it may disrupt your production of the sleep hormone melatonin.

Some ways to help reduce your blue light exposure is to wear blue light blocking glasses — especially if you use a computer or other digital screen for long periods of time — and to avoid digital screens for 30 minutes to an hour before going to bed

This can help your body better produce melatonin naturally as evening progresses, helping you sleep better.

11. Take vitamin D if you're deficient

Most people do not get enough vitamin D. While these widespread vitamin D inadequacies are not imminently harmful, maintaining adequate vitamin D levels can help to optimize your health by improving bone strength, reducing symptoms of depression, strengthening your immune system, and lowering your risk for cancer.

If you do not spend a lot of time in the sunlight, your vitamin D levels may be low.

If you have access, it's a great idea to have your levels tested, so that you can correct your levels through vitamin D supplementation if necessary.

12. Eat plenty of fruits and vegetables

Vegetables and fruits are loaded with prebiotic fiber, vitamins, minerals, and antioxidants, many of which have potent health effects.

Studies show that people who eat more vegetables and fruits tend to live longer and have a lower risk for heart disease, obesity, and other illnesses

13. Eat adequate protein

Eating enough protein is vital for optimal health, as it provides the raw materials your body needs to create new cells and tissues

What's more, this nutrient is particularly important for maintenance of a moderate body weight. High protein intake may boost your metabolic rate — or calorie burn — while making you feel full. It may also reduce cravings and your desire to snack late at night

to be cont. for next issue



CAMP CAPIN-PIN, Rizal - In honor of those who sacrificed their lives fighting for peace, the Himlayan ng mga Bayani was inaugurated in Tagkawayan, Quezon on Thursday, September 7, 2023.

It comes after five CAAs were brutally killed while one soldier and two more CAAs were injured in an ambush by NPAs using anti-personnel mine, which is a violation of the United Nations Anti-Personnel Mine Ban Convention, near the boundary of Labo, Camarines Norte and Tagkawayan, Quezon last September 1. The ceremony, held at the Tagkawayan Public Cemetery, was led by Quezon Gover-

nor Hon. Angelina "Doktora Helen" Tan as part of the government's efforts to honor the fallen CAA heroes who sacrificed their lives defending the peace and security of their community. Shortly after, a public viewing was also held at the Tagkawayan Gymnasium for the fallen CAA heroes.

Among those who extended their sympathies were Gov. Tan, Tagkawayan Mayor Hon. Luis Oscar T. Eleazar, Jomalig Mayor Hon. Nelmar T. Sarmiento, Guinayangan Mayor Hon. Maria Marienden M. Isaac, Southern Luzon Command Commander Lt. Gen. Efrén P. Baluyot, 2nd Infantry "Jungle Fighter" Division

Commander Maj. Gen. Roberto S. Capulong, 201st Infantry "Kabalikat" Brigade Commander Brig. Gen. Erwin A. Alea, and 85th Infantry "Sandiwa" Battalion Commanding Officer Lt. Col. Joel R. Jonson.

The families of the fallen CAA heroes also received financial assistance from the Quezon provincial government. Gov. Tan mentioned that the NPAs tested the SIPS status of the province but vowed that the collaborative peace efforts of the LGUs, security forces, and various stakeholders will be stronger to ensure the safety and security enjoyed by the peace-loving Quezonians.

It comes after

five CAAs were brutally

killed while one soldier and two more CAAs were injured in an ambush by NPAs using anti-personnel mine, which is a violation of the United Nations Anti-Personnel Mine Ban Convention, near the boundary of Labo, Camarines Norte and Tagkawayan, Quezon last September 1.

The ceremony, held at the Tagkawayan Public Cemetery, was led by Quezon Gover

Mayor Eleazar encouraged the community members to be strong and continue working with the government to ensure the NPAs will not be able to sow terror in our communities again. **2ID**



Sa pangunguna nina DOH Usec. Eric Tayag; Carmona City Mayor Dahlia Loyola; RAISE co-convenor at Philippine Foundation for Vaccination (PFV) Executive Director Dr. Lulu Bravo; DOH-4A Representative Dr. Maria Beatriz Duzon at Senior Citizens Partylist representative Ding Latoja ay nagsanib pwersa para sa Raising Awareness on Influenza to Support Elderlies (RAISE) upang mabigyan ng libreng flue vaccine ang mga lolo at lola sa selebration ng Grandparent's Day na may kabuuang 6,500 na ang nabakunahan at layunin pa nila na mapalawak ito at patuloy na mapangalagaan ang kalusugan ng mga senior citizens na ginanap sa lunsod ng Carmona. IRINE GASCON

September 20-26, 2023

Himlayan ng mga Bayani inaugurated in Quezon

September 20-26, 2023

Q3 National Earthquake Drill Simulation at SM City San Pablo



SM Supermalls actively participated in the third quarter Nationwide Simultaneous Earthquake Drill (NSED) held last September 7. The actual earthquake drill, participated by shoppers, tenants, and employees, took place during regular mall operating hours. Evacuation and rescue drill simulations were carried out to enhance the mall's Emergency Response Team preparedness and coordination among tasked units. Working hand in hand, Medical as well as Search & Rescue Team gave first aid treatment to a simulated trauma victim at the mall. Staged at exactly 2pm, the drill demon-

strated various crisis scenarios of an earthquake to raise public awareness about the proper emergency response during and after this hazard. Employees and tenants were evacuated to the open spaces of the mall. In addition to simultaneous nationwide earthquake drill, SM malls in Laguna also conducts an annual refresher course for its employees, tenants, and affiliates on fire and earthquake preparedness. Topics like worst-case scenarios during fire and earthquake, evacuation routes, and first aid treatment were all being discussed to help the mall handle crisis if ever it will happen. #earthquake-drill2023 #beready #sm-citysanpablo #Onewiththecommunity #NSED

KATINKO, NOW OPEN AT SM CITY BACOR



SM CITY BACOR, CAVITE - NEW STORE ALERT! Katinko Store is now open here at the SM City Bacoor! Thinking of a perfect gift for grannies, titos, titas, and yuppies? Well, worry no more! Katinko is now here at SM City Bacoor with its different sets of gift kits specially made for the inner titas and titos within. Drop by at the lower ground floor of SM City Bacoor and gift yourself or grab one for your loved ones!



PNP urges public cooperation in election checkpoints

CALAMBA CITY, Laguna (PIA) – The Laguna Provincial Police Office (PPO) has appealed to motorists to cooperate in the implementation of election checkpoints across the region in line with the Barangay and Sangguniang Kabataan Elections on October 30.

Officer-in-Charge Police Colonel Harold Depositar said in a radio forum with the Philippine Information Agency-CALABARZON.

He added: "The police officers will identify the type of vehicle - whether it is a motorcycle, car, truck, or any other used on

commuters and motorists and everyone driving public and private vehicles, please be prepared (when passing through checkpoints in the province of Laguna). These checkpoints are implemented to maintain a peaceful and secure election," Depositar said in a radio forum with the Philippine Information Agency-CALABARZON.

The Laguna police chief also reminded the public that carrying firearms without a

special permit from the Commission on Elections (Comelec) is strictly prohibited under the Omnibus Election Code.

In a press briefing, PNP Chief Information Officer PBGen. Redrico Maranan said the "plain view doctrine" will be observed in checkpoints which means that motorists only need to lower their windows and turn on the lights inside their vehicles when passing through the checkpoints.

Maranan also reminded those conducting



Pag-aaral sa daloy ng mga Produktong agrikultural, patuloy na isinusulong ng DA-PRDP RPCO CALABARZON



Patuloy na isinasagawa ng Department of Agriculture – Philippine Rural Development Project (DA-PRDP) Regional Project Coordination Office (RPCO) CALABARZON ang pag-aaral nito sa mga daloy ng produktong agrikultural o Value Chain Analysis (VCA). Ito ay upang patuloy na magabayan ang mga lokal na pamahalaan, publiko at pribadong sektor, at mga magsasaka sa pagbuo ng mga proyektong, o programa patungkol sa agrikultura.

Ang VCA ay isang masusing pag-aaral na nagpapakita ng mga pinagdaraanang proseso ng isang produktong agrikultural mula sa pagkuha ng inputs hanggang sa marketing, ugnayan ng mga prodyuser, trader, processor,

etc., mga problemang nararanasan sa industriya, at mga oportunidad tungo sa pag-unlad. Katuwang ng DA-PRDP ang DA Regional Field Office IV-A, mga lokal na pamahalaan, at iba pang ahensya sa pagbuo o pag-update ng mga VCAs.

Nakapagsagawa na ang DA-PRDP RPCO ng 15 VCAs sa mga sumusunod na produkto: dairy cattle, coffee, virgin coconut oil, banana, mangga, seaweeds, pineapple, cacao, chicken egg, broiler chicken, lowland vegetables, beef cattle, abaca, goat, at coconut oil. Dito lahat naka-angkla ang mga proyektong pinopondohan at ipinapatupad ng DA-PRDP. Nakabatay rin sa mga ito ang Provincial Commodity Investment Plans o PCIPs na naglalaman ng mga interbensyon, proyektong, o programa para sa pagpapaulan ng sektor ng agrikultura sa kanilang mga lokalidad.

Ngayong taon, ina-update ng RPCO CALABARZON ang VCAs nito tungkol sa chicken egg at cacao base sa mga naging pagbabago sa industriya. Inaasahang matatapos ito sa katapusan ng taon. **PR**

DOUBLE THE FUN AT KENNY ROGERS ROASTERS SM CITY MOLINO

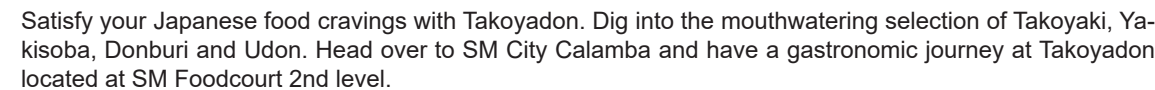


SM CITY MOLINO, CAVITE - Double the awesomeness with 2 boxes for P160 promo! Head on now at Kenny Rogers Roasters at SM City Molino and bring home these all-time favorite muffins! For delivery, visit www.kennyrogersdelivery.com.ph or call 8-555-9000. Also available via Grabfood and Foodpanda. Promo runs until September 24, 2023 ONLY. Per DTI Fair Trade Permit No. FTEB-175034 Series of 2023.

checkpoints to respect the human rights of motorists by honoring their decision to refuse a body search or enforce an inspection of their vehicle and compartments without consent.

Meanwhile, Depositar assured Laguna residents that his office is open to any reports or concerns from the public and called for their cooperation and support in ensuring a peaceful election.

"Let us be vigilant and inform the police immediately if they find out about any problems involving candidates or disturbances in the barangays," he said.



Here at SM , we celebrate the incredible love, wisdom, and warmth that our grandparents bring into our lives. They are the keepers of cherished stories, the source of endless laughter, and the embodiment of unconditional love.To all the grandparents out there, your presence is a gift beyond measure. Your guidance has shaped us, your stories have inspired us, and your love has warmed our hearts. Thank you for being the pillars of our families and for showering us with love! Happy Grandparents Day and Happy Sunday, everyone!! #smcitysanpablo #smcitycalamba #smcitysantarosa #GrandparentsDay #grandparentsday2023 #grandma #grandpa #loloandlola

