



Memorandum

REFERENCE NO. 2019-09-30
TO All Honorable Mayors
FROM LCP Executive Director
SUBJECT Invitation to the Biggest Mobile App Summit and Expo in the Philippines
DATE 04 September 2019

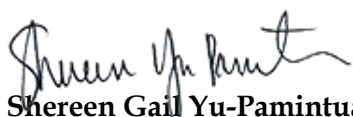
The Office of the Presidential Adviser for Entrepreneurship, headed by its President and Chair of the ASEAN Business Advisory Council Philippines, Mr. Joey Concepcion, cordially invites city mayors and technical officers to the event called, "**SIGN UP: Angat Lahat sa Digital!**" on 23 September 2019 at the World Trade Center in Pasay City.

SIGN UP is touted as the biggest digital event in the country and expects to gather 15,000 delegates including entrepreneurs, founders of Philippine startup companies, local governments, and policymakers.

The event aims to promote the digitalization of micro, small, and medium enterprises to encourage economic growth and prosperity. It will feature a series of panel discussions on digital platforms and success stories, as well as an exposition of participating digital and mobile app companies.

Interested parties may confirm their attendance by contacting the Go Negosyo Secretariat at (02) 638 8489 or by visiting the event website at www.signup.ph.

Thank you very much and we look forward to your participation.


Atty. Shereen Gail Yu-Pamintuan
LCP Executive Director

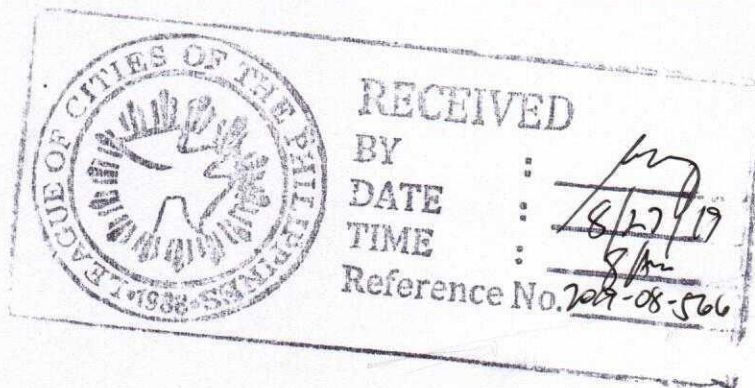
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OFFICE OF THE PRESIDENTIAL ADVISER FOR
ENTREPRENEURSHIP

Aug. 25, 2019

Hon. EDGARDO LABELLA
National Chairman
League of Cities of the Philippines



Dear Hon. Labella,

True to its commitment of building a country of enterprising Filipinos, the Office of the Presidential Adviser for Entrepreneurship and Go Negosyo is organizing the upcoming **SIGN UP! (The biggest mobile app summit and expo in the Philippines Para sa Negosyo)** on September 23, 2019, Monday at the Halls A, B, and C of the World Trade Centre, Pasay City, Metro Manila.

The summit will be especially beneficial for micro and small entrepreneurs, students and teachers where they will learn more about digital platforms in the country as well as showcase those whose lives have been impacted positively by these platforms. The summit is expected to be the biggest digital event with **around 15,000 people** expected to attend including the founders of the digital platforms, thought leaders, government enablers and the beneficiaries of these platforms.

Digitalization of MSMEs has been a priority since we adopted the *Prosperity for All Agenda* last 2017. With the end goal of bringing about 70 million to 80 million Filipinos to be part of the growing digital economy, we have been supportive of digitalization initiatives and digital platforms that create opportunities for micro and small entrepreneurs such as the mom and pop stores, small eateries, motorcycle drivers, masseuses and other professions and small enterprises related to tourism, and all the entrepreneurs in the informal economy.

In this regard, we would like to **invite you and other officials of the League of Cities of the Philippines** to attend the summit. Also, we would like to **request for an official endorsement** from your office, recommending for **all city government offices in the Philippines to attend the event**. (Interested parties can inquire about the summit via the Go Negosyo Secretariat at [02] 638-84-89.)

For more information on the event, please see **attached our summit briefer and working program** on the next page. Please expect our team to reach out to your office to seek for your confirmation through our Program Chair **Josephine Romero** (at mobile +63-998-9981235 or email jophine@gmail.com), and our Programs Development Officers **Gianina Napo** (at mobile +63-917-1238161, or email gianinajoy.pce@gmail.com), or **Patrick Tiongson** (at mobile +63-917-123-8313 and gopat.pce@gmail.com).

Our profound gratitude for your kind consideration of our request.

Sincerely,

JOSE MA. A. CONCEPCION III
Presidential Adviser for Entrepreneurship
Chair, ASEAN Business Advisory Council Philippines
Founder, Philippine Center for Entrepreneurship (Go Negosyo)

date - send on
signature - August
By - JP

SIGN UP!

The Biggest Mobile Summit and Expo Summit in the Philippines Para sa Negosyo

23 September 2019 | Halls A, B and C, World Trade Center, Pasay City

TIME	ACTIVITY	RESOURCE
07:00AM- 9:00AM	Registration	
8:00AM- 9:00AM	Pre-program	
9:00AM- 9:10AM	Opening Salvo	
9:10AM- 9:20AM	Welcome Remarks	Mr. Jose Ma. Concepcion III Presidential Adviser for Entrepreneurship; Founder, Go Negosyo; Chair, ASEAN Business Advisory Council Philippines
9:20AM- 10:50AM	Keynote Panel	<ol style="list-style-type: none"> 1. Sec. Ramon Lopez, Department of Trade and Industry* 2. Sec. Arthur Tugade, Department of Transportation* 3. Sec. Isidro Lapena, Technical Education and Skills Development Authority* 4. Sec. Gringo Honasan, Department of Information and Communications Technology* 5. Mr. Caesar B. Dulay, Bureau of Internal Revenue* 6. Atty. Martin B. Delgra III, Chairman, Land Transportation Franchising and Regulatory Board*
10:50AM- 11:35AM	Panel 2: Why Sign Up? (Forum of Digital Platforms)	<ol style="list-style-type: none"> 1. Brian Cu, President of Grab Philippines* 2. Angeline Tham, CEO of Angkas* 3. Dan Majarocon, Managing Director of Lalamove Philippines*

**Program as of Aug 22, 2019. Program is still subject to change.*

		4. Dino Araneta , CEO of Quadx* 5. Dennis Ng , CEO of Mober*
11:35AM- 12:25PM	Panel 3: Why is Digitalization Pro-poor? (Forum on Success Stories)	<i>Beneficiaries of the ffg platforms:</i> 1. Grab 2. Angkas 3. Lalamove 4. Quadx 5. Mober 6. Foodpanda
12:25PM- 01:00PM	Plenary Talk on Digital Marketing	
01:00PM- 01:45PM	Panel 4: Why Sign Up? (Forum of Digital Platforms)	1. Ray Alimurung , CEO of Lazada Philippines* 2. Martin Yu , Associate Director of Shopee Philippines* 3. Dom Danao , CEO of Magpie* 4. Hamilton Angluben , General Manager of Cashalo* 5. Raffy Montemayor , General Manager of Carousell Philippines* 6. Jeffri Cheong , Kaodim Group (Gawin.ph) 7. David Foote , CEO of Zennya*
01:45PM- 02:30PM	Panel 5: Why is Digitalization Pro-poor? (Forum on Success Stories)	<i>Beneficiaries of the ffg platforms:</i> 1. Lazada 2. Shopee 3. Magpie 4. Cashalo 5. Carousell 6. Zennya 7. Gawin
02:30PM- 06:00PM	Sign Up Hour	
06:00PM	End of Program	

**invited*

**Program as of Aug 22, 2019. Program is still subject to change.*

NEGOSYO

SIGNUP

ANGAT LAHAT SA DIGITAL!

**THE BIGGEST MOBILE APP SUMMIT AND EXPO IN THE PHILIPPINES
PARA SA NEGOSYO**

SEPTEMBER 23, 2019

WORLD TRADE CENTER, PASAY CITY

www.signup.ph

A man with glasses and a green hoodie is speaking into a microphone. The background is dark with blue light streaks. A large white circle on the right contains a quote.

JOEY CONCEPCION
Presidential Adviser for Entrepreneurship &
Go Negosyo Founder

“Digitalization is pro-poor where people from low-income communities can benefit and achieve prosperity. It creates great impact in the lives of many Filipinos today. The digital transformation that we are experiencing helps achieve the goal of the government on inclusive growth and development. These breakthroughs are actually turning Filipinos into self-earning entrepreneurs by providing marketplaces for services and products.”

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ANGAT LAHAT SA DIGITAL!

EVENT DETAILS

DATE: 23 September 2019

TIME: 9:00AM- 6:00PM

VENUE: Halls A, B and C of
World Trade Center, Pasay
City

NEGOSYO

I believe that by unity,
cooperation, and hard work, we
shall achieve our aspiration for
our country including sustainable
development and the good life
that we all wish for the Filipinos.
Let us work together to realize
our hopes and dreams for our
people and nation.

Congratulations at mabuhay
kayong lahat!

**PRESIDENT RODRIGO ROA
DUTERTE**

Republic of the Philippines





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THE EVENT

SIGN UP! is designed to be the biggest mobile app summit and expo in the Philippines that aims to gather mobile app platforms who are helping micro-entrepreneurs become self-earning entrepreneurs in the digital economy. **SIGN UP!** also highlights the impact of platforms in helping achieve inclusive growth and prosperity for all.

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SUMMIT OBJECTIVES

- To highlight digitalization as pro-poor and a tool that will help achieve inclusive growth and development;
- To serve as an avenue to showcase on how can aspiring and existing MSMEs benefit from digitalization; and
- To facilitate sign ups to the digital platforms



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SUMMIT COMPONENTS

- Plenary
- Sign Up Expo
- Regional Sign up and Simulcast



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THE PLENARY

- Creating an Enabling Environment for Digitalization of MSMEs in the Philippines
- Opportunities for MSMEs in the Digital Economy
- Success Stories of MSMEs going Digital

SIGN UP EXPO

- On-site activation and on-boarding opportunity for attendees
- Target of 40+ participating digital and mobile app platforms





REGIONAL SIGN UP & SIMULCAST

- Simultaneous livestreaming and sign up expo in 5 key areas: Cebu, Davao, General Santos, Iloilo and Cagayan de Oro

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STAKEHOLDERS BREAKDOWN

- Aspiring and Existing Micro, Small and Medium Entrepreneurs (MSMEs)
- Government Enablers (National and Local Government Units)
- Digital Platforms, App Founders and Startups and their beneficiaries
- Academe
- Media

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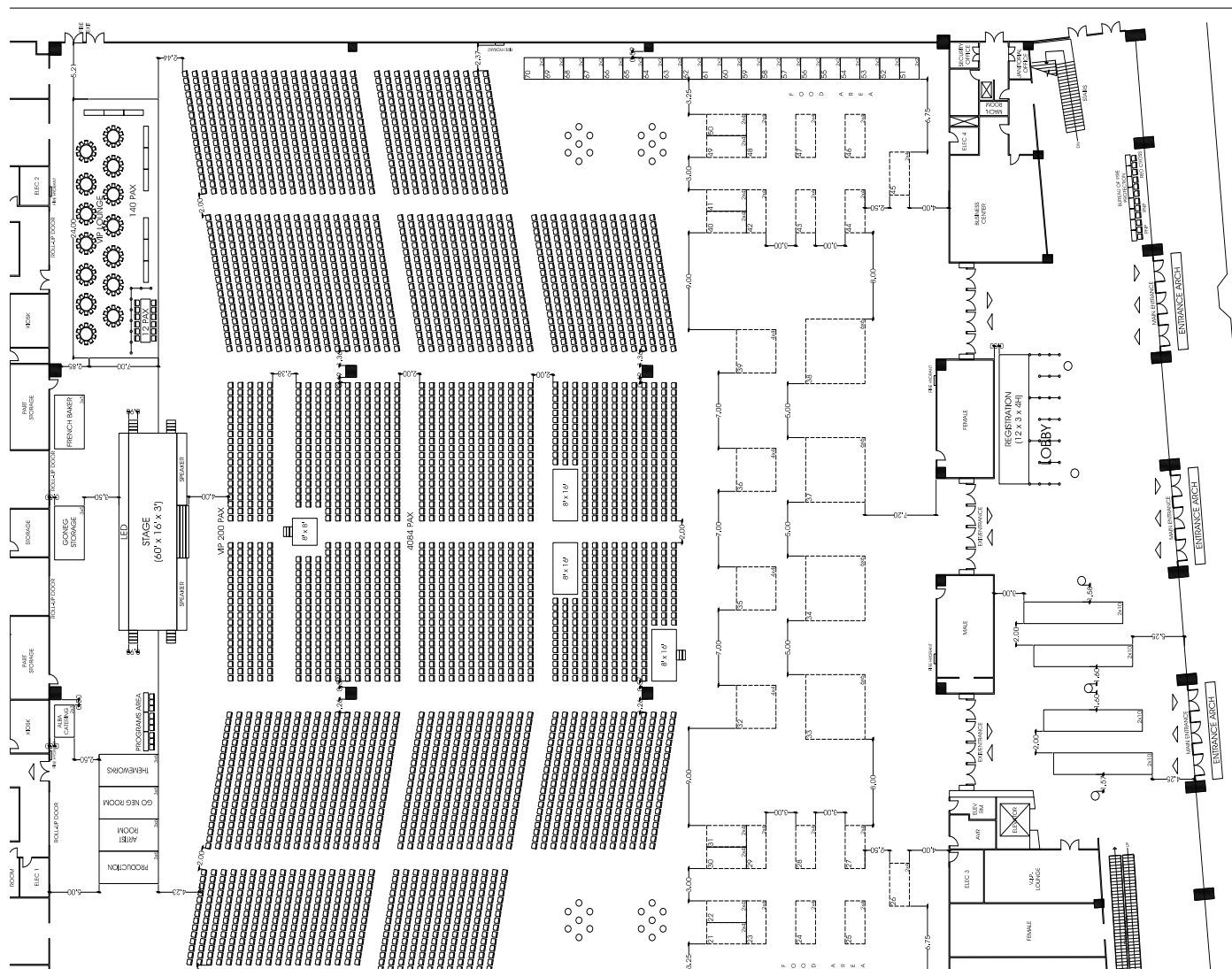




World Trade Center Metro Manila 2/F WTCMM Building, Gil Puyat
Ave. Extension cor. Diosdado Macapagal Boulevard
Pasay City, Philippines 1300

THE VENUE



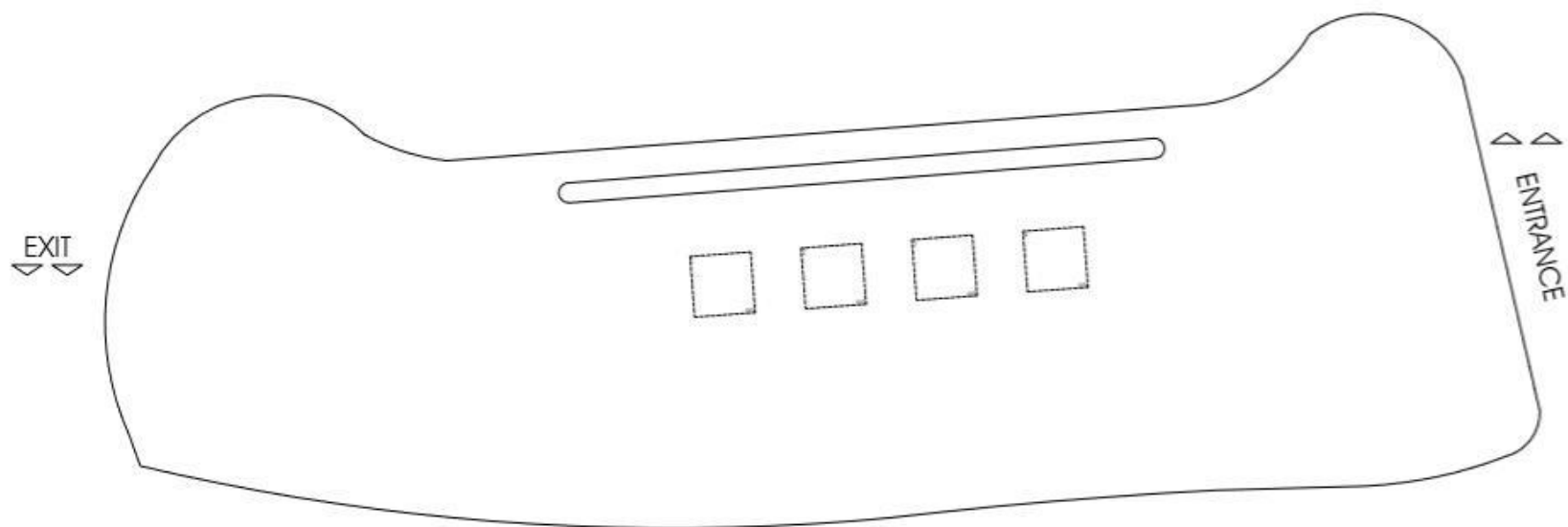


1 FLOOR PLAN
A-1 NOT TO SCALE

FLOOR LAYOUT

VIP (Theater): 200
Gen. Admission: 4084

TOTAL: 4284



PARKING LAYOUT

1 FLOOR PLAN
A-2 NOT TO SCALE

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PROGRAM FLOW

7:00AM- 9:00AM

8:00AM- 9:00AM

9:00AM- 9:10AM

9:10AM- 9:20AM

9:20AM- 10:50AM

10:50AM- 11:35AM

11:35AM- 12:25PM

12:25PM- 01:00PM

01:00PM- 01:45PM

01:45PM- 02:30PM

02:30PM- 06:00PM

6:00PM

REGISTRATION

PRE-PROGRAM

OPENING SALVO

WELCOME REMARKS

PANEL 1

PANEL 2

PANEL 3

PLENARY TALK

PANEL 4

PANEL 5

SIGN UP HOUR

END OF PROGRAM

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THE CONVENORS



OFFICE OF THE PRESIDENTIAL ADVISER FOR
ENTREPRENEURSHIP

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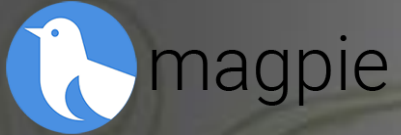
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CO-PRESENTORS



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IN PARTNERSHIP



SUPPORTED BY



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DIGITAL ALLIANCE

Grab

ANGKAS

Shopee

LALAMOVE

Lazada

cashalo

Oriente

magpie

QUAD^X

zennya

mober

FIRST CIRCLE

PayMaya

AIDE

GCash

Galleon

POSIBLE
Brought to you by AISB

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moneygment

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ACUDEEN

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DIGITAL ALLIANCE

ENTREGO

ENTROPIA
MADE IN FUTURE

foodpanda

gawin



MetroDeal
Live your City for Less

Microsoft

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Technologies Inc.

RCBC
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