



cordially invite you to the Awarding Ceremony of the

2025

PRESIDENTIAL AWARDS

FOR OUTSTANDING MICRO, SMALL, AND
MEDIUM ENTERPRISES (MSMEs)
AND PRESIDENTIAL RECOGNITION FOR
OUTSTANDING DEVELOPMENT PARTNERS

AUGUST 18, 2025

HEROES HALL, MALACAÑAN PALACE

Registration starts at 12:30PM and venue closes at 2:00 PM

Attire: Barong or Filipiniana

TIME	ACTIVITY
12:30 PM – 2:00 PM	REGISTRATION/SNACKS
2:00 PM – 2:15 PM	FINAL REHEARSAL
2:15 PM – 2:30 PM	PRELIMINARIES <ul style="list-style-type: none"> • Announcements • Invocation • Philippine National Anthem
2:30 PM – 3:00 PM	AWARDING <ul style="list-style-type: none"> • Awarding/Recognition of MSME Finalists • Citation of Good MSME Practices
3:00 PM – 3:30 PM	ARRIVAL OF THE EXECUTIVE SECRETARY LUCAS P. BERSAMIN MESSAGE AND PRESENTATION OF THE AWARDEES Secretary MA. CRISTINA A. ROQUE Department of Trade and Industry MSME Development Council Chair AWARDING CEREMONIES PRESENTATION OF WINNERS TO HONORABLE ES LUCAS P. BERSAMIN <ul style="list-style-type: none"> • Presidential Recognition for Outstanding Development Partners <ul style="list-style-type: none"> • Strengthening MSME Ecosystem • Upscaling Knowledge and Skills • Accelerating Technology and Innovation • Optimizing Domestic Market • Penetrating Global Markets Presidential Awards for Outstanding MSMEs <ul style="list-style-type: none"> • Presentation of Winners <ul style="list-style-type: none"> • Micro Enterprise Category <i>Awarding of Winner</i> • Small Enterprise Category <i>Awarding of Winner</i> • Medium Enterprise Category <i>Awarding of Winner</i> KEYNOTE MESSAGE Executive Secretary LUCAS P. BERSAMIN Office of the President
3:30 PM – 3:45 PM	GROUP PHOTO OPPORTUNITY WITH THE EXECUTIVE SECRETARY <ul style="list-style-type: none"> • 1st Batch: Five Development Partners • 2nd Batch: Nine MSME Finalists • 3rd Batch: Three MSME winners • 4th Batch: MSME winners & Board of Judges • 5th Batch: MSME Development Council Members & Advisory Unit • 6th Batch: Presidential Awards and Recognition Secretariat
3:45 PM – 4:00 PM	EXIT OF THE EXECUTIVE SECRETARY
4:00 PM	END OF PROGRAM

Board of Judges



Imelda C. Tiongson

Chair, Board of Judges
Treasurer, WomenBizPH and Vice Chairperson of
Pru Life UK/Women's Business Council Philippines

Imelda Tiongson is President & CEO of Opal Portfolio Investments, specializing in distressed assets and corporate turnarounds. A former senior banker, she's now a board director, governance expert, and fintech advocate. She teaches finance and governance, chairs and sits on multiple boards, and has helped draft key business laws. Her expertise spans digital transformation, risk, and strategic planning.



Kristoffer Eduard M. Rada

Vice Chair, Board of Judges
Head of Corporate Affairs
Voyager Innovations and PayMaya Philippines

Kristoffer Rada is Head of Corporate Affairs at Maya Philippines, overseeing government relations, communications, and sustainability. Formerly with ByteDance, he has nearly 20 years of public affairs and media experience across sectors. He holds degrees in Sociology and Law from UP, with further studies at NUS and Columbia.



Eugene S. Acevedo

Former President and CEO
Director
Rizal Commercial Banking Corporation

Eugene Acevedo, former CEO of RCBC, led the bank's rapid digital and business growth, earning multiple innovation awards. A 40-year banking veteran, he held senior roles at Citibank across Asia. He holds degrees in Physics and Business, completed Harvard's AMP, and is pursuing a doctorate at AIM. He's also a bestselling author, Gold Quill awardee, and LinkedIn thought leader.

Board of Judges



Enrique I. Florencio

Secretary General
Association of Development Financing Institutions
in Asia and the Pacific

Enrique is an ESG and sustainability expert with over 20 years of experience. He is Secretary-General of ADFIAP, a Certified Sustainability Assurance Practitioner, and CPAE. He advises on ESG integration in finance, works with global partners, and delivers training on sustainability. He holds graduate degrees in Business Administration and Educational Technology.



Dr. Sergio R. Ortiz-Luis, Jr.

President and CEO
Philippine Exporters Confederation, Inc.

Dr. Sergio R. Ortiz-Luis Jr. is a leading Philippine export advocate, serving as President of PHILEXPORT since 1991. He is Vice Chair of the Export Development Council, Director at the Philippine International Trading Corp., and holds various public and private sector roles. He is also Honorary Chair of the Philippine Chamber of Commerce and Employers Confederation. With numerous civic and diplomatic roles, he has received multiple national awards for business and public service.



Joselito O. Hallazgo

Director (Credit and Surety Fund)
Cooperative Development Authority

Joselito Hallazgo leads the Credit Surety Fund (CSF) Service at the Cooperative Development Authority, overseeing efforts to improve MSMEs' access to credit through CSF Cooperatives. A proactive leader, he drives compliance, capacity building, and financial inclusion by blending cooperative support with institutional finance.



Ryzpah R. Capicio

Assistant Director,
Corporate Governance and Finance Department,
Securities and Exchange Commission

Ryzpah R. Capicio, CPA and MBA, is Assistant Director of the SEC's Corporate Governance and Finance Department and Secretary of the Microfinance NGO Regulatory Council. She oversees compliance and audit functions and leads the accreditation of MF-NGOs under the Microfinance NGOs Act, enabling them to access preferential tax benefits.

Presidential Awards for Outstanding MSMEs

The Presidential Awards for Outstanding Micro, Small, and Medium Enterprises (MSMEs) recognizes enterprises that showed excellence in growth, competitiveness, innovation, and sustainability in the Philippines. It is mandated by the Magna Carta for MSMEs (RA 9501) and is conducted by the MSME Development Council.

From April to May 2025, the Presidential Awards Secretariat screened a total of 65 nominees across the three main categories - Micro Enterprise, Small Enterprise, and Medium Enterprise. On June 3 and 4, the Committee on Awards and Recognition assessed the entries and endorsed the top 3 finalists for each category for the final evaluation.

Last June 18, 2025, the finalists presented before the Board of Judges as they deliberated on the winners for each of the three categories. The Board of Judges were likewise empowered to select among the finalists, recipients of Special Citations falling under the following: **Digitalization and Innovation Award, Sustainability and Resilience Award, Community Impact and Inclusivity Award, Export Excellence Award, Green Economy Practices Award, and Customer Experience Excellence Award.**

The eligibility requirements of the nominees are as follows:

- The Nominee must be engaged in business activity or enterprise within the industry, agribusiness and/or services sectors, whether operating as a single proprietorship, cooperative, partnership, or corporation.
- The Nominee must be 100% Filipino-owned and duly registered with appropriate government agencies.
- The Nominee must have been in operation for at least three (3) years and has shown profitability for the last two (2) years at the time of nomination.
- The nominee must be a recipient of national or international MSME award/s for the past five (5) years.
- Enterprises that have previously received any Presidential Awards (at the time of nomination), regardless of the award category, are ineligible for re-nomination. Additionally, previous finalists of this Presidential Awards who have not transitioned to a higher category (e.g. micro to small, small to medium, micro to medium) within the past two (2) years are also ineligible to be nominated in the same category.
- The Nominee must have no unresolved derogatory records or existing adverse credit records. Resolved criminal, civil, and administrative charges will be duly noted during the evaluation process.

Presidential Awards for Outstanding MSMEs

- The nominee must formally consent to and accept the rules of the award, complete the nomination form and supporting documents, participate in the judging process, and attend the awarding ceremony as scheduled.

The Presidential Awards for Outstanding MSMEs has three categories:

1. **Micro Enterprises** – for businesses whose asset size, excluding land, does not exceed Three Million Pesos (P3,000,000.00) at the time of nomination.
2. **Small Enterprises** – for businesses whose asset size, excluding land, range from Three Million and One Pesos (P3,000,001.00) to Fifteen Million Pesos (P15,000,000.00) at the time of nomination.
3. **Medium Enterprises** – for businesses whose asset size, excluding land, range from Fifteen Million and One Pesos (P15,000,001.00) to One Hundred Million Pesos (P100,000,000.00) at the time of nomination.

The nominees were evaluated based on the following criteria:

- Market Development – sustained growth in sales for the last three years, online presence, market breakthroughs, etc.
- Technology and Innovation – new products developed or digital solutions adopted
- Human Resource Development – employment generation, and workers' training and skills development implemented, etc.
- Sustainability, Community Linkages, and Environmental Impact – community-oriented, climate conscious or sustainability initiatives, etc.
- Financial Management – positive gross/net profit margin, total asset turnover, increase in net worth, etc.

Finalists - Micro Enterprise Category



Agriko Multi-Trade & Enterprise Corporation

Zamboanga Del Sur, Region 9

Agriko-Multi-Trade & Enterprise Corporation began with founder Gerry T. Paglinawan, a returning OFW who established Paglinawan Organic Eco Farm in 2010, earning recognition as the “Organic Man.” Agriko officially started in 2013 when Gerry’s personal illness led him to create a turmeric tonic that aided his recovery. Inspired by its healing effects, he developed organic, ready-to-drink wellness products, growing into a mission-driven enterprise promoting health and sustainability.



Heavens Bakehaus & Enterprises

Lanao Del Norte, Region 10

Heaven’s Bakehaus & Enterprises, founded in 2012 by police officer Marc Claro and wife Roly Ann with ₱5,000, is known for their signature product, Piaya de Iligan, and employing marginalized individuals including out-of-school youth and persons with disabilities. Despite COVID challenges, they remained resilient through flexible work and productivity tools. In 2021, they became a DOST-FNRI Enhanced Nutribun adopter, contributing to feeding programs while earning recognition as Iligan’s Best Pasalubong.



House-of Musa-Runway Fashion-Travel and Entertainment Production

Davao Del Norte, Region 11

House of Musa began in 2020 in Davao del Norte, turning discarded banana trunks into artisanal fabric for sustainable fashion. Founded by Joy Soo, it started training Persons Deprived of Liberty in banana fiber weaving with DTI partnership. The viral “Mask of Hope” gained global attention, leading to invitations to New York, Paris, London, and LA Fashion Weeks. Now operating in 15 countries, supporting 100+ PDL weavers and local artisans.

Finalists - Small Enterprise Category



Gift of Grace Food Manufacturing Corporation

Benguet, CAR

Gift of Grace Food Manufacturing began in 2015 as Grace's homemade kimchi side-hustle, evolving into a major supermarket supplier after she left the insurance industry in 2017. Starting with tiny capital in the family kitchen, they now supply to Robinsons, SM, Savemore, and Puregold. The company employs stay-at-home mothers and senior citizens, sources from Cordilleran farmers, uses eco-friendly packaging, and aims to place healthy products in every Filipino household by 2030.



Pasciolco Agri Ventures

Quezon, Region 4A

Pasciolco Agri Ventures, maker of Quezon's Best brand, began as a 1990s coconut processing family business uplifting local farmers. Despite early challenges, they shifted to value-added organic coconut products with international certifications (EU, USDA, JAS). Now selling in 30+ countries with products like coconut sugar and virgin oil, they adapted during COVID through digital sales while supporting farming partners and women's cooperatives.



Tonio's Sisig

Quezon, Region 4A

Tonio's Sisig began in 2015 as a home-based venture in Lucena City with ₱1,000 capital, selling signature sisig to neighbors. Founded by a former working student and her husband Tonio, they pivoted to frozen food delivery during COVID-19, sparking significant growth. Now with 400+ outlets in Southern Luzon, they achieved 189% sales growth in 2022 and 323% by mid-2023, focusing on inclusive employment and serving the Filipino community.

Finalists - Medium Enterprise Category



Innovention Food Resources Inc.

Quezon City, NCR

Famous Belgian Waffles started in September 2012 when Euclid and Kate Cezar opened a small kiosk in SM North EDSA, serving waffle sandwiches from Kate’s family recipe. Their innovative grab-and-go concept quickly became popular, growing from one outlet to over 100 in just one year. Despite early challenges, they built systems focused on continuous improvement. Today, they operate hundreds of branches nationwide through internal innovation and strong demand.



Nutridense Food Manufacturing Corporation

Pangasinan, Region 1

Nutridense Food Manufacturing Corporation, established in 2014 in Sta. Barbara, Pangasinan, is a social enterprise fighting malnutrition through science-based nutritious foods. Certified by FDA, cGMP, HACCP, and Halal, it partners with government programs like DepEd’s School Feeding. With 90% of ₱367.87M sales from government partnerships, the company achieved 550.4% growth in three years, expanding from 7 to 186 employees and 206sqm to 4,000 sqm production space.



Siargao’s Bounty Seafoods Corporation

Cebu, Region 7

Siargao’s Bounty Seafoods Corporation began when Philip “Bimboy” Señora II and wife Ma. Liza started selling seafoods door-to-door in Siargao. Their resilience transformed this humble venture into a leading seafood processor now exporting to South Korea with plans for US, Japan, and EU markets. Operating from a 1,000-sqm facility with 160+ employees, SBSC emphasizes people-first leadership and community empowerment, earning national recognition.

Gallery



Presidential Recognition for Outstanding Development Partners

The Presidential Recognition for Outstanding Development Partners acknowledges institutions whose programs and services demonstrated remarkable impact to the MSME sector. It was initiated by the MSME Development Council to recognize the efforts of government agencies, industry associations, chambers of commerce, academe, etc. that implemented projects or programs.

Recipients of the Presidential Recognition for Outstanding Development Partners are categorized into the following:

- **Strengthening MSME Ecosystem** – This category refers to development partners that create a conducive business environment for MSMEs through policies, regulatory reforms, incentives, and ease of doing business initiatives.
- **Increasing Financing Prospects** – This category refers to development partners that improve MSME access to funding, credit, or investment opportunities.
- **Upscaling Knowledge and Skills** – This category refers to development partners that provide training, mentorship, or education for MSME capacity building.
- **Accelerating Technology and Innovation** – This category refers to development partners that promote and facilitate MSME adoption of new technologies and innovative solutions.
- **Optimizing Domestic Markets** – This category refers to development partners that help MSMEs expand within local markets and strengthen market linkages.
- **Penetrating Global Markets** – This category refers to development partners that support MSMEs in entering and competing in international markets.

From April to May 2025, the Presidential Awards and Recognition Secretariat received a total of 68 nominees for Outstanding Development Partners. On June 3 and 4, the Committee on Awards and Recognition screened the nominees and endorsed their choices for each category for the confirmation of the Board of Judges.

Outstanding Development Partners



Strengthening MSME Ecosystem Category

Local Government Unit - Iriga City

Project R.E.X. – “Reform for Ease and eXcellence” (Raising the Standard for Business Service Delivery)

This program is an innovative reform initiative by Iriga City’s Local Government Unit (LGU) designed to elevate business service delivery by simplifying, digitizing, and accelerating government transactions. At its core, the program aims to attract investments and bolster MSME development, positioning Iriga as a dynamic hub for inclusive economic growth.

Accelerating Technology & Innovation Category



Cagayan State University - Electromobility Research and Development Center (eMRDC)

Electromobility Research and Development Center (eMRDC) Program: Venturing on Electric Transportation

The center advances research in electric transportation systems, emphasizing localized development and sustainable mobility. At inception, eMRDC-CSU launched two DOST-funded projects: 1. Design, Development, and Fabrication of e-Trike Components and Assembly of e-Trike; and 2. Viability Study on Converting Conventional Tricycles to E-Trikes and Related Policy Analysis.

Upscaling Knowledge and Skills Category

University of the Philippines Institute for Small-Scale Industries (UP ISSI)



ENTRELEAD: Entrepreneurial Learning and Advisory Development Hub

The Communities of Practice for Entrepreneurship (COPE) Program and Gaining Advancement through Business Advisory and Support Services (GABAY) programs are flagship initiatives of the UP ISSI designed to advance the knowledge, skills, and resilience of MSMEs in the Philippines. Both are rooted in inclusive, accessible, and innovation-driven capacity-building frameworks, particularly addressing the evolving needs of entrepreneurs in underserved communities.

Outstanding Development Partners



Optimizing Domestic Markets Category

Davao City Chamber Of Commerce & Industry, Inc (DCCCII)

Davao City Chamber Of Commerce Events

The DCCCII spearheads initiatives driving economic growth in the Davao Region. Its flagship events include the Davao Investment Conference (Davao ICON), highlighting regional investment potential, and the Davao Agri Trade Expo (DATE), Mindanao’s largest agribusiness event connecting agriculture, livestock, and aquaculture stakeholders through exhibits and innovation showcases.

Penetrating Global Markets Category

Provincial Government of Tarlac - Provincial Cooperative and Enterprise Development Office (PCEDO)



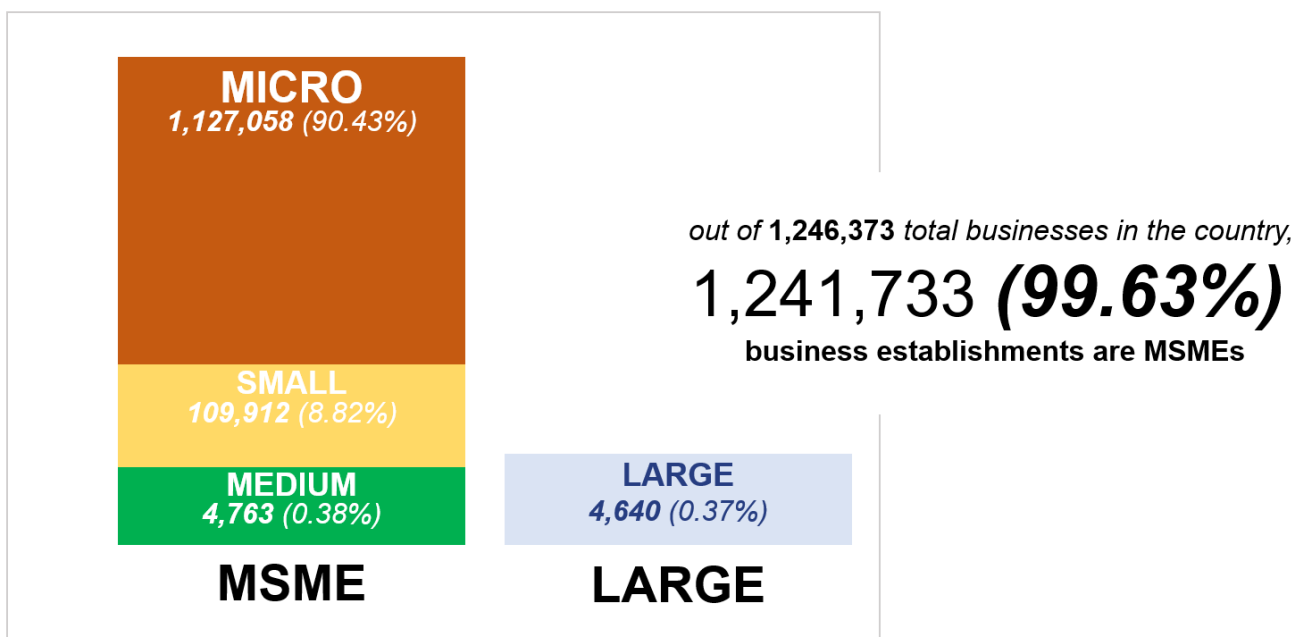
International Trade and Investment Mission Assistance Program

The International Trade and Investment Mission Assistance Program is a flagship initiative of Provincial Government of Tarlac, implemented through PCEDO in partnership with DTI-Tarlac. This program is designed to support the globalization of Tarlac-based MSMEs by providing them access to international markets through trade fairs, investment missions, and export development initiatives.

2023 Philippine MSME Statistics

NUMBER OF ESTABLISHMENTS

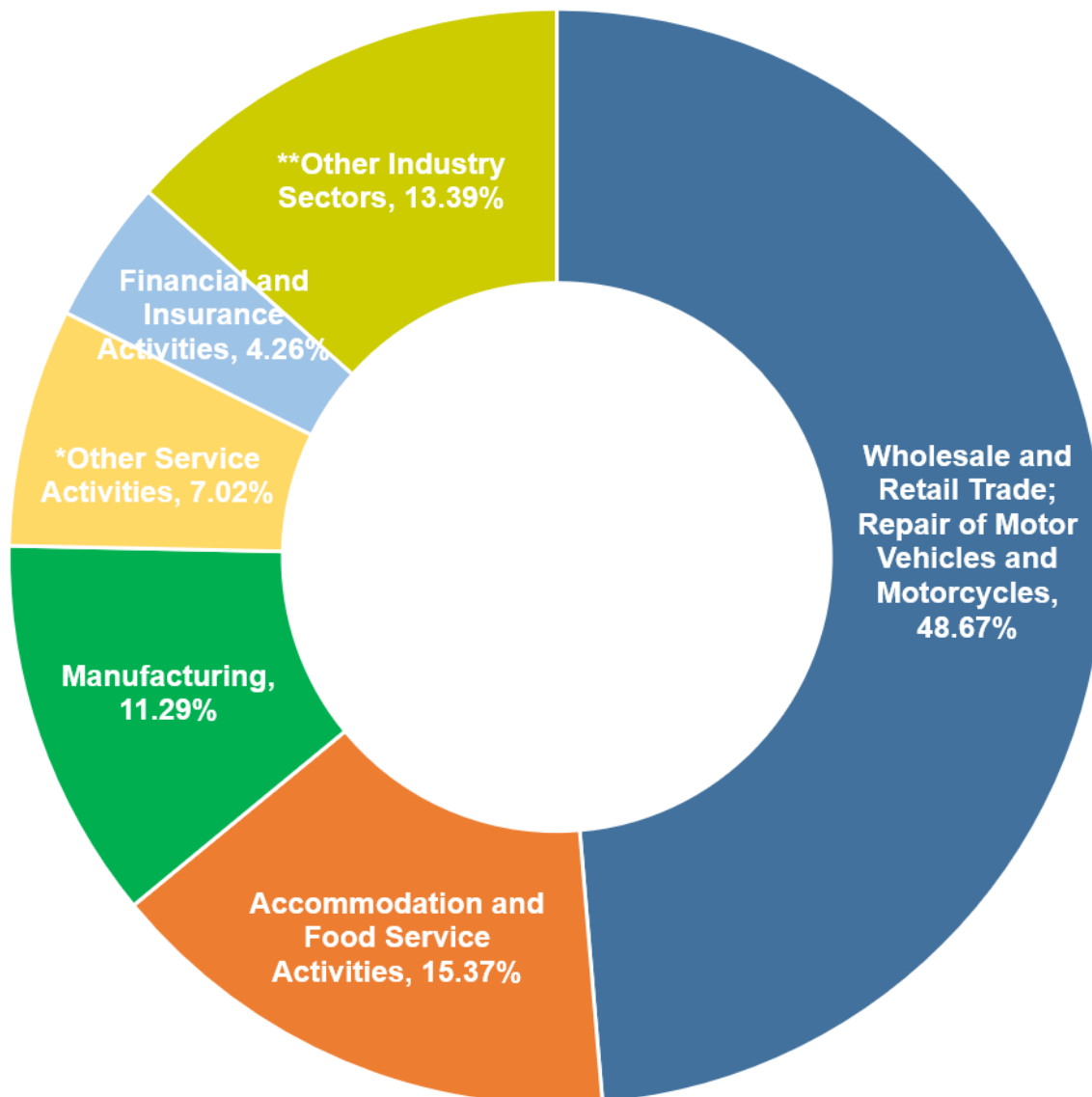
The 2023 List of Establishments (LE) of the Philippine Statistics Authority (PSA) recorded a total of 1,246,373 business enterprises operating in the country. Of these, 1,241,733 (99.63%) are MSMEs and 4,640 (0.37%) are large enterprises. Micro enterprises constitute 90.43% (1,127,058) of total establishments, followed by small enterprises at 8.82% (109,912) and medium enterprises at 0.38% (4,763).



Number of Establishments, PSA 2023 List of Establishments

SECTORAL DISTRIBUTION

The top five (5) industry sectors according to the number of MSMEs in 2023 were: (1) Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles (604,313); (2) Accommodation and Food Service Activities (190,899); (3) Manufacturing (140,180); (4) Other Service Activities (87,197); and (5) Financial and Insurance Activities (52,924). These industries accounted for about 86.61% of the total number of MSME establishments.



***Other Service Activities** include Personal Services for Wellness, except Spas, Repair of Personal and Household Goods, Funeral and Related Activities, Repair of Computers and Communications Equipment, Laundry Activities, and Other Personal Service Activities.

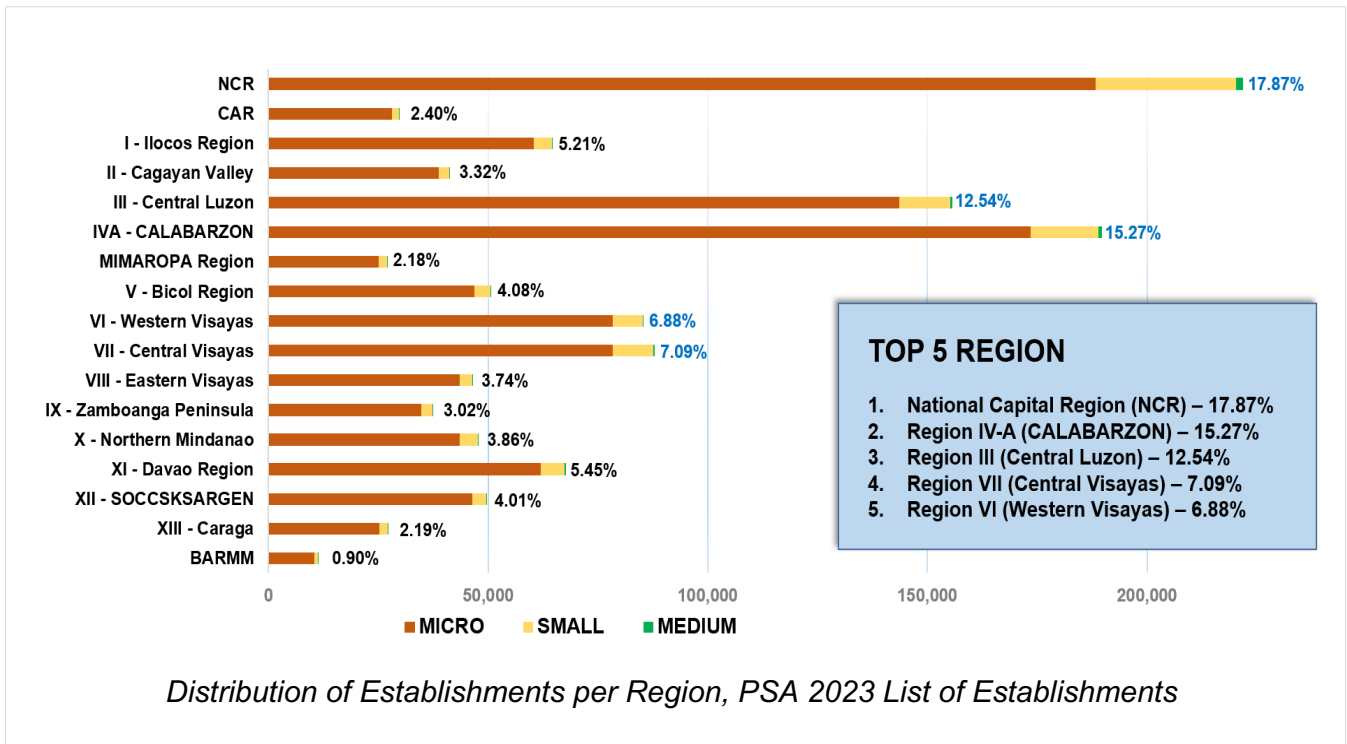
****Other Industries** (13.39%)

Human Health and Social Work Activities (2.61%); Arts, Entertainment, and Recreation (1.72%); Real Estate Activities (1.47%); Administrative and Support Service Activities (1.40%); Professional, Scientific and Technical Activities (1.38%); Education (1.21%); Transport and Storage (1.11%); Information and Communication (0.89%); Agriculture, Forestry, and Fishing (0.82%); Construction (0.47%); Water Supply; Sewerage, Waste Management and Remediation Activities (0.11%); Electricity, Gas, Steam, and Air Conditioning Supply (0.11%); Mining and Quarrying (0.07%)

Distribution of MSMEs by Industry Sector, PSA 2023 List of Establishments

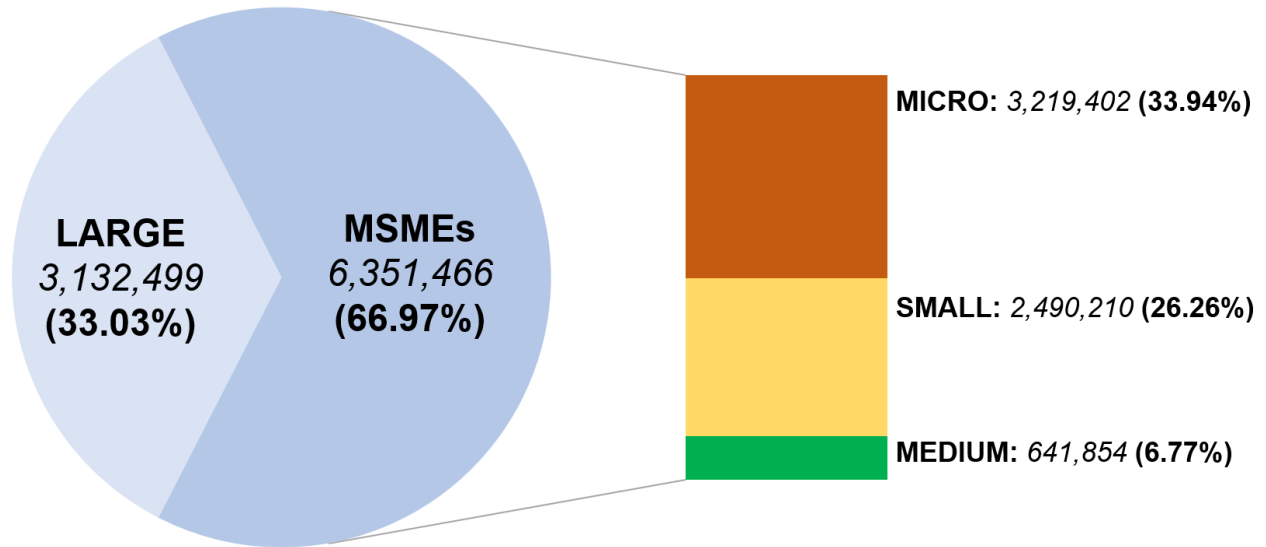
GEOGRAPHICAL SPREAD OF MSMES

Majority of the MSMEs can be found in the National Capital Region (NCR) with 221,893 (17.87%) business establishments, Region 4-A (CALABARZON) with 189,662 (15.27%), Region 3 (Central Luzon) with 155,708 (12.54%), Region 7 (Central Visayas) with 87,986 (7.09%), and Region 6 (Western Visayas) with 85,421 (6.88%). These top five (5) locations accounted for about 59.65% of the country's total number of MSME establishments. The regional concentration of MSMEs is largely associated with economic activity and population size.



EMPLOYMENT

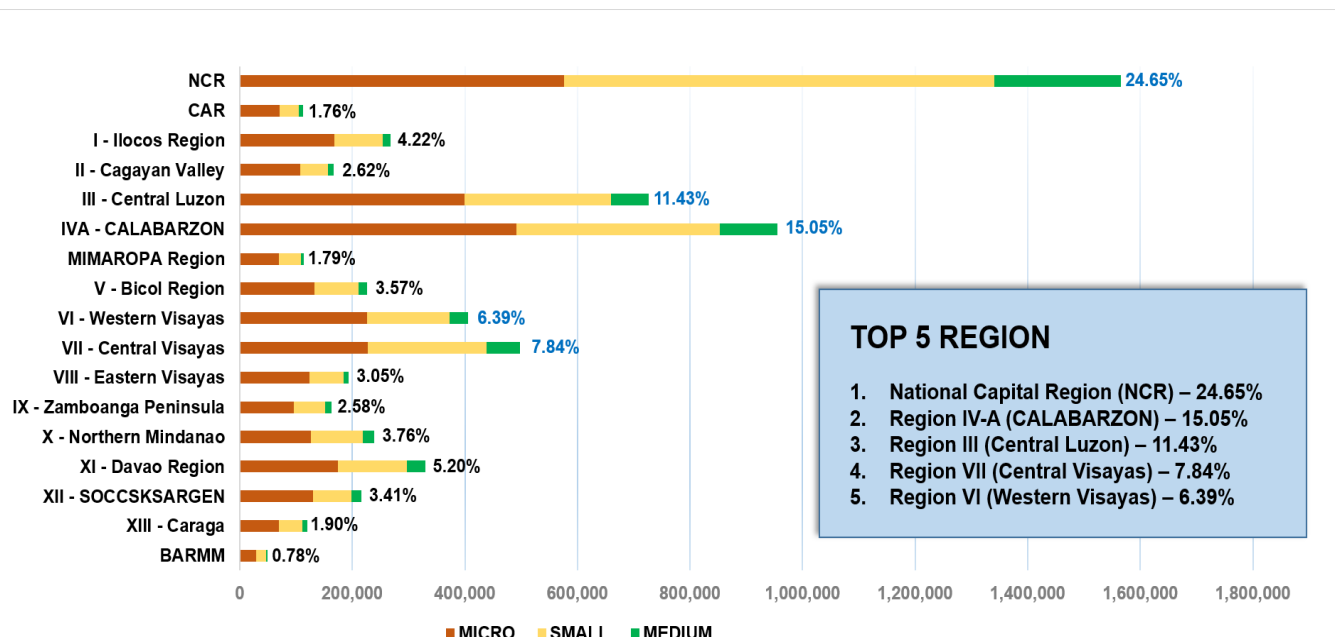
Collectively, these MSMEs generated a total of 6,351,466 jobs or 66.97% of the country's total employment. Micro enterprises produced the biggest share (33.95%) closely followed by small enterprises (26.26%) while medium enterprises lagged behind at 6.77%. Meanwhile, large enterprises generated a total of 3,132,499 jobs or 33.03 of the country's overall employment.



MICRO	3,219,402
SMALL	2,490,210
MEDIUM	641,854
LARGE	3,132,499
TOTAL	9,483,965

*Contribution of Establishments to Total Employment,
PSA 2023 List of Establishments*

In terms of regional distribution, the majority of jobs are generated by MSMEs in the National Capital Region (NCR) with 1,565,495 jobs; followed by MSMEs in Region 4-A (CALABARZON) with 955,843; Region 3 (Central Luzon) with 726,288; Region 7 (Central Visayas), 497,774; and Region 6 (Western Visayas), 405,683.



Distribution of Employment per Region, PSA 2023 List of Establishments

By industry sector, MSMEs in the Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles sector generated the most number of jobs with 2,393,655 followed by Accommodation and Food Service Activities (947,353), and Manufacturing (814,867).

Data Source: Philippine Statistics Authority (PSA)