



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL  
LOS ANGELES, CALIFORNIA



Press Release  
AASC-030-2020

## PhilConGen Attends DTI's *Trabaho, Negosyo, Kabuhayan* Webinar Series: PHL Entrepreneurship in the New Economy

(Photo credit: Photo taken during the interview and the poster was shared by PTIC)

01 June 2020, Los Angeles – The Philippine Consulate General joined anew the Representatives of the Philippine Trade and Investment Centers (PTICs) in the United States for the second installment of their webinar series dubbed, “*Philippine Entrepreneurship in the New Economy*” held on 28 May 2020.

Sharing his expertise on the topic was Mr. Jonathan Petalver, CEO and President of Petalver Management Consultancy Services. During his talk, he presented the post-CoViD-19 world as an equalizer of business opportunities as it brings (almost) everyone back to zero. According to Mr. Petalver, the key for any business to take off or survive CoViD-19 is to transform to a digital brand.

He also gave practical tips for business starters pointing out the importance of developing a business plan, a sales strategy and cash flow management plan. While any business can be viable, he identified food, real estate and eCommerce sectors as “industry potentials for 2020.” It would be wise for prospective entrepreneurs to carefully study and develop familiarity with the field of business he wants to enter in, he further advised.

The Consulate General was represented by Consul Rea G. Oreta, Information Officer Mary Grace “Joss” Leaño together with PTIC-LA’s Trade Commissioner Eric C. Elnar who also moderated the webinar.

The webinar series is under the Philippine Department of Trade and Industry’s (DTI) banner “*Trabaho, Negosyo, Kabuhayan*” (or TNK, which translates to “Program or Employment, Entrepreneurship and Livelihood”), a flagship program of the DTI instituted for the realization of *Ambisyon Natin 2040* and the Philippines’ 2030 Agenda for Sustainable Development. END.