



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release
AASC-090-2020

PHILCONGEN LA Joins *Entrepinayship's* 5-day Global Virtual Retreat



PANEL: Filipina Workers Around the



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Screenshots taken from the livestream.

23 November 2020 – The Philippine Consulate General participated in *Entrepinayship's* five-day Global Virtual Retreat titled “Here for Substance: Elevating Conscious Leaders and Entrepreneurs in the Diaspora” on 17-21 November 2020 in the Philippines, Middle East & Europe, Canada, Australia & Asia, and the U.S.A.

Entrepinayship, a global organization based in the U.S.A. founded by Filipino-American Anna Marie Cruz, is dedicated to economic empowerment and inspiring women to explore entrepreneurship as the vehicle for economic resiliency and innovation for Filipinas worldwide.

The five-day, five-region virtual and immersive experience took place alongside Global Entrepreneurship Week (16-20 November), and also celebrated female founders during Women’s Entrepreneurship Day (19 November). It featured more than 60 speakers and 40 sessions, including workshops, group coaching, and inspirational fireside chats.

The global conference drew Filipinas worldwide – small business owners, growth entrepreneurs, freelancers, or purpose-driven leaders – and helped them identify, create, and unlock new opportunities within today’s emerging economic reality.

Among the conference’s Filipina keynote speakers were fashion designer Josie Natori, founder and CEO of The Natori Company, and former White House commissioner on small business; scientist Aisa Mijeno, co-founder and CEO of SALt (Sustainable Alternative Lighting); and Felicitas “Joji” Pantoja, president and CEO of Coffee for Peace (CFP). Other featured speakers at the global summit include:

- Aurora Almendral, award-winning journalist for The New York Times, National Geographic, and NBC News;
- Catherine Buan, award-winning investor relations executive at Asana;
- Catherine Ceniza Choy, author of “Empire of Care,” professor and associate dean at University of California Berkeley;
- Asia Jackson, activist, entertainer, and founder of the Magandang Morenx Movement;
- Anya Lim, founder of renowned social enterprise Anthill Fabric Gallery;
- Nicole Ponseca, James Beard nominated chef and author of “I Am a Filipino” cookbook
- Kristina Rodulfo, beauty editor for Women’s Health magazine;
- Grace Talusan, award-winning author of “The Body Papers” and Writer-in-Residence at Brandeis University;
- Janine Tugonon, model, presenter, and former Miss Philippines; and
- Kalika Yap, serial entrepreneur and podcast host of Entrepreneurs’ Organization’s “Wonder”

For each region, the global retreat featured daily sessions for wellness, highlighting *Entrepinayship*’s holistic approach to entrepreneurship. The daily sessions included a culturally inspired yoga practice “Breath and Binusuan,” led by Lululemon Legacy Ambassador Kaye Penaflo, as well as trauma-informed chair yoga, led by therapist Ria Tirazona. The culturally accessible practices reminded women to practice their own self-care, especially during the pandemic, when often doing so much caring for others. Coaching sessions were offered by Gallup-Certified strengths coach May Soriano and creative business coach and *momprenneur* Rechie Valdez.

Other interactive experiences included a virtual wine tasting with Filipina-American sommeliers, happy hour with Filipina-founded Kasama Rum, and a paper doll activity designed by a Filipina graphic artist who pivoted and launched her business during the pandemic.

Post’s GAD Focal Point Persons Consul Dyan Kristine B. Miranda-Pastrana and Hazel Manahan-Mendoza attended the all-women event. Consul Miranda-Pastrana moderated the panel on *Filipina Workers Around the World – What was it Then, Now, and Now What?* with Dr. Catherine Ceniza Choy, author of Empire of Care, award-winning journalist Aurora Almendral, Labor Attaché Angela Librado of the Philippine Overseas Labor Office (POLO) in Washington, D.C. END.