



**PARTICIPATION TO SIGN UP (THE BIGGEST MOBILE APP SUMMIT
AND EXPO IN THE PHILIPPINES PARA SA NEGOSYO)**

Memorandum Circular No. 2019-155

18 SEP 2019

1.0 Background

- 1.1. Digitalization of MSMEs has been a priority in line with the Prosperity All Agenda in 2017. With the end goal of bringing about 70 to 80 million Filipinos to be part of the growing digital economy, it is vital to advocate for digitalization initiatives and digital platforms that create opportunities for micro and small entrepreneurs and enterprises related to tourism, and all the entrepreneurs in the informal economy.
- 1.2. In line with this, the Office of the Presidential Adviser for Entrepreneurship is organizing 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 at the World Trade Centre, Pasay City. Registration starts at 7:00 AM.
- 1.3. The conduct of the summit is an opportunity to learn more about digital platforms in the country and the lives which have been impacted positively by these platforms. It 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.

2.0 Purpose

- 2.1 This Memorandum Circular is issued to enjoin Local Economic Investment Promotion Officers (LEIPOs) of Local Government Units to participate in the said event in recognition of its relevant in growing local economy.

3.0 Scope/Coverage

- 3.1 All Provincial Governors and City and Municipal Mayors

4.0 Policy Content and Guidelines

4.1 Registration and Logistics

Registration is free of charge while other transportation, accommodation and meals during the activity shall be charged against LGU funds subject to the usual

existing accounting and auditing regulations. Meals can be purchased from the food booths at the venue.

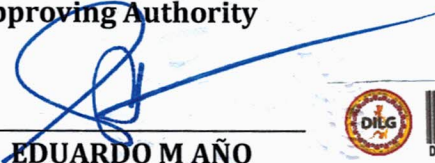
4.2 Participants

Local Economic Investment Promotion Officers (LEIPOs) of all the provinces, cities and municipalities are encouraged to participate in this activity.



4.3 Dissemination

All DILG Regional Offices are hereby directed to cause the widest dissemination of the Memorandum Circular.

5.0 Approving Authority



EDUARDO MAÑO
Secretary

 
DILG-08EC 11062018-08841

6.0 Feedback

6.1 Interested parties can inquire about the summit via the Go Negosyo Secretariat at (02) 638-84-89.

6.2 The team will reach out to your office to seek for your confirmation through the Program Chair Josephine Romero (at mobile +63-998-9981235 or email jophine@gmail.com) and the Programs Development Officers Gianina Napo (at mobile +63-917-1238161, or e-mail gianinajoy.pce@gmail.com) or Patrick Tiongson (at mobile +63-917-123-8313 and gopat.pce@gmail.com).