



September 18, 2010, 11:00AM-7:00PM  
World Trade Center, Metro Manila

<b>PROGRAMME</b>	
<b>Hosts</b>	<b>PAUL ANDREW GORGONIO</b> and <b>KATRINA "INA" REYES</b> Philippine Center for Entrepreneurship-Go Negosyo
<b>11:00</b>	<b>OPENING</b>
<b>11:15</b>	<b>Negosyo Seminar Overview Presentation</b> <b>RAMON LOPEZ</b> Executive Director, Philippine Center for Entrepreneurship-Go Negosyo
<b>12:00</b>	<b>Tagumpay Mula Sa Kahirapan</b> Inspiring Stories of Successful Entrepreneurs (to be moderated by Ramon Lopez of Go Negosyo) <b>Siu Ping Par</b> , PR Gas House <b>Bard Montadillo</b> , Chicharific <b>Gilbert Jim</b> , Cantonese Dim Sum <b>Dimples Romana</b> , Red Digital Studios
<b>MASTERING SELF</b>	
<b>1:00</b>	<b>Mangarap, Maniwala, Magsikap</b> Importance of Having Positive Entrepreneurial Mindset <b>ARDY ROBERTO</b> , Chairman of Salt & Light Ventures, Inc.
<b>OPPORTUNITIES</b>	
<b>2:15</b>	<b>Negosyong Swak sa Negosyanteng Wais</b> Finding Business Opportunities and Finding the Market for your Business <b>LUIS CRUZ JR.</b> , Deputy Executive Director, PCE - Go Negosyo
<b>PRODUCT DEVELOPMENT AND INNOVATION</b>	
<b>3:30</b>	<b>Produkto at Serbisyong Patok, Innovative!</b> Developing and Innovating Actual Products and Services <b>REUEL VIRTUCIO</b> , Executive Director, Punla sa Tao Foundation
<b>MARKETING</b>	
<b>4:45</b>	<b>Produkto't Serbisyo Ko, Bibilhin Mo!</b> Essentials of Marketing for MSMEs <b>CARLO CALIMON</b> , Executive Director, Let's GO Foundation
<b>FINANCING</b>	
<b>6:00</b>	<b>Paghawak ng Pera at Puhunan: Pag-ipon, Pag-ikot, Pag-utang</b> Funding Your Business and Managing Your Finance <b>GLENN BATICADOS</b> , Social Enterprise Development Manager, Punla sa Tao Foundation