

EMPOWERING MSMEs THROUGH DTI TOOLS AND PESO SERVICES

Opportunity 2.0 recently held multi-sectoral events in **General Santos City** and **Davao City**, enabling local enterprises to find innovative ways of collaborating with the Department of Trade and Industry (DTI), the Public Employment Service Office (PESO), and upskilled youth.

Over 20 **Davao City industry representatives** recognized tech-savvy youth's valuable contribution to the local workforce and discussed with government partners key digital tools and services for marketing and recruitment. Realizing the important role of digital marketing in the business landscape, participants saw the need for an immediate shift to tech-based solutions by engaging digitally equipped youth.

OTHER EVENT PARTNERS



39 General Santos enterprise owners committed to hosting work immersion, mentoring aspiring entrepreneurs, and providing business opportunities for the youth. Recognizing the value of sustained investment in youth development, participants also sought to become part of the local youth development alliance.

