

## **Robinsons Department Store launches first *Go Lokal!* store in Robinsons Place Manila**



*From left to right:* Johnson Go, General Manager of Robinsons Department Store ; Rhodora Leaño, DTI Bureau of Domestic Trade Promotion Director; Rosvi Gaetos, DTI Assistant Secretary for Industry Promotion Group; Ramon Lopez, Secretary of the Department of Trade and Industry; Robina Gokongwei-Pe, President and COO of Robinsons Department Store; Mr. Irving Wu, Robinsons Malls Operations Director for Luzon; and Ms. Maricar Reyes, celebrity endorser of Robinsons Department Store

Robinsons Department Store, in partnership with the Department of Trade and Industry (DTI) opened the first *Go Lokal!* store in Robinsons Place Manila on March 24, 2017.

Robinsons Department Store, an affiliate of Robinsons Retail Holdings Inc., is the first mainstream outlet to launch *Go Lokal!*, a public-private collaboration between DTI and local retailer partners that aims to showcase modern and indigenous quality products crafted, designed, and created by innovative Philippine micro, small and medium enterprises (MSMEs).

The *Go Lokal!* program has been designed to serve as incubation, marketing, and branding platform for the best of Philippine MSMEs products including next generation One Town One Product (OTOP) offerings. This new market access platform via a design-led concept store is set to revolutionize the way hard-to-find and artisanal Filipino products are sold in the local market, and will bring together a specially-curated line-up that ranges from food, apparel, accessories, home décor, gadgets and gift items. They can be found in consumer-frequented locations as a mainstream distribution channel for world-class Filipino products while offering value for money for targeted consumers and tourists.

Trade Secretary Ramon Lopez said DTI is more than excited to open its first mainstream *Go Lokal!* store with Robinsons Department Store as its dynamic partner in this effort of maximizing market access and providing exposure to our MSMEs. “*Go Lokal!* is truly a vibrant model for MSME development and inclusive business. We are happy that committed partners like Robinsons have taken on this challenge. We look forward to opening more outlets in their malls and department stores across the country,” Sec. Lopez said.

Robina Gokongwei-Pe, President and COO of Robinsons Department Store, said that the program will benefit MSMEs because it’s a mainstream platform that brings them closer to a more diverse market and creates positive effects to the economy by encouraging entrepreneurship. “This partnership with DTI is Robinsons Department Store’s contribution to nation-building by providing our entrepreneurs an environment where they can be passionate about their businesses and prosper from their efforts, as we create opportunities for MSMEs to grow, succeed and make an impact to the retail industry,” said Gokongwei-Pe.

Johnson Go, General Manager of Robinsons Department Store, said that *Go Lokal!* is Robinsons Department Store’s way of supporting Filipino entrepreneurs into their initial foray into more mainstream markets by making them more accessible to both local and foreign consumers. “The diverse product line of *Go Lokal!* brings together the best products that the Philippines has to offer which are world-class locally-made quality products by our MSMEs,” said Go.

The DTI Secretary also said that aside from providing market access for MSME products, the *Go Lokal!* program is a platform for new entrepreneurs to test the marketability of their products without the fear of losing rental and commercial costs because their experience is free of charge.

Portion of *Go Lokal!* revenues will go to the various corporate social responsibility (CSR) projects of Robinsons Department Store including the government's drug rehabilitation program. #