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ASSIST

ASSIST is a non-stock, non-profit international capacity building organization with its headquarters in the Philippines. It aims to achieve and witness meaningful change to and for our planet and the people living on it. Since 2003, ASSIST has implemented over 20 projects funded by multi-lateral donors such as European Union, USAID, UNEP, UNIDO, DEG, GIZ, etc.

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PRO-FIT

PROmoting Food Industry Competitiveness Training Program



UP ISSI

University of the Philippines Institute for Small Scale Industries (UP-ISSI) was established in 1969 under the umbrella of the country's national university, the University of the Philippines. UP ISSI pioneered in stimulating, promoting, and developing the small-scale industry sector. Being the forerunner in enterprise development, the Institute designed and implemented trainings in the field of entrepreneurship, management consultancy and regional industrial development and offers low-cost automation courses.

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SEQUA

SEQUA gGmbH is a development organisation operating worldwide that promotes the development of the private sector and its business membership organisations as well as qualification of skilled employees and managers. Its programmes and projects are both publicly and privately funded and are oriented at the principles of a social market economy. sequa is a non-profit company whose shareholders are Germany's top business membership organisations (DIHK, ZDH, BDA, BDI) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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AFOS

AFOS Foundation for Entrepreneurial Development Cooperation is a non-profit organization founded by the members of the Federation of Catholic Entrepreneurs (BKU). AFOS supports capacity building of business associations and chambers, microfinance, diffusion of Catholic social teachings and building free and just societies oriented to the German concept of "social market economy". Aside from the Philippines, it currently has ongoing projects in Nigeria and Ghana, Africa.

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IMPLEMENTING PARTNERS



PROJECT BRIEF

Micro, small, and medium enterprises (MSMEs) account for more than 99% of establishments in the Philippines, employing 70% of the total labour force. Undeniably, MSMEs constitute the backbone of the economy, playing a major role in the country's growth and development, and are crucial for the development of the private sector. The MSMEs in the Philippine food sector have great potential. Up to 42% of manufacturing value added is achieved in the food industry.

Nevertheless, local MSMEs in food production and processing have a very small presence in the Philippine market. The majority of the food products that are available within Philippine retail chains are produced in neighbouring Asian countries. The problem is that the development of the sector is slowed by uncoordinated and professionally or technically outdated qualification for MSMEs, especially on food safety. Many companies do not comply with programmes like GMP and HACCP because they avoid the costs underestimating the benefits of those programmes. Another problem is lack of adequate public action against noncompliance with food regulations and standards.

This project aims at introducing a variety of qualification courses on food safety regulations and standards in order to enhance the capacity of local MSMEs in the food and beverage industry and make them competitive in the local and foreign markets. In cooperation with relevant stakeholders, it will create awareness and address benefits of food safety regulations and standards. It will also create a coordinated effort of relevant stakeholders to develop curricula for various qualification courses on food safety regulations and standards and it supports the implementation of these courses.



Curriculum Development	Curriculum and related training materials are developed for the identified five (5) courses namely Certified Quality Associate, Diploma in Food Safety Management, Certification Programme on Good Manufacturing Practices, Certified Food Safety Professional and Basics of Food Safety, Hygiene and Food Handling.
Awareness Forum	1-day kick off conferences, in Manila and in Cebu, with the participation of government agencies (FDA, TESDA, DOST), industry associations (MNCCI), academic institutions (UP-ISSI, TVET centers), and international organizations (GIZ, DEG, EU) are organized.
Train-the-Trainer Workshop	30 trainers coming from UP-ISSI, TESDA, PTTC and other TVET Centers in the country are qualified during the 20-day TOT programme.
Pilot Implementation of Certification and Diploma Courses	One run of the developed curriculum is implemented at UP-ISSI accommodating 25 students per course.

PROJECT ACTIVITIES/ DELIVERABLES



Administration of Basic Course for SMEs	200 operators from 10 SMEs are provided with interactive visual aids and 2-day training program.
Internship and Field Visit	To ensure that participants will have hands-on experience and learn from best practices, internships and factory visits at local SMEs are organised. For that matter memorandum of understandings (MoU) are established between UP-ISSI and various SMEs in the food and beverage industry of Luzon.
E-Learning Toolkit	The curricula of the qualification courses will be designed and transformed into a self-paced e- learning kit.
Culmination Ceremony	A closing ceremony is organized for project partners, supporters, and all relevant stakeholders (TESDA, FDA, PTTC, MNCCI) concerned with food safety.



METHODOLOGY

PRO-FIT is a Public-Private Partnership project which targets three levels of beneficiaries - the individuals, industries and institutions.

Joining and supporting the project will allow the target group to benefit at three levels.

OUTPUT:

- Harmonized curricula for five courses concerning food safety regulations and standards
- 20-day ToT for 30 people
- E-learning kits for the courses in form of 200 CDs and as online download
- 2 kick off and 1 closing conferences for multistakeholder groups

OUTCOME:

- Increase in awareness and appreciation of food safety, good manufacturing practices, and responsible production
- Enhancement of local capacity to implement food safety standards and practices through the pool of local trainers and developed curriculum
- Improvement in total productivity and product quality of those SMEs participating in the courses

IMPACT:

- Food and beverage SMEs have better chances of entering domestic and foreign markets and contribute to a growing economy in the Philippines

BENEFITS