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## PRIVATE ENTERPRISE ACCELERATED RESOURCE LINKAGES (PEARL) PROJECT, PHASE II

<b>Project No.</b>	:	A-030594
<b>Project Cost</b>	:	Cdn\$ 10M
<b>Duration</b>	:	6 years (2002 - 2008)
<b>Canadian Executing Agency</b>	:	Agriteam Canada Consulting Ltd.
<b>Location</b>	:	Nationwide
<b>Implementing Agencies</b>	:	Board of Investments (BOI) and Bureau of Small & Medium Enterprise Development (BSMED) of the Department of Trade and Industry (DTI)

### PROJECT DESCRIPTION:

The design of the PEARL 2 Project reflects the successes and experiences gained from two previously CIDA-funded projects: the Enterprise Support Project (ESP) and PEARL I. Certain principles apply to all aspects of the project and these include: undertaking interventions through business organizations (meso-level) to allow greater leverage of efforts; carefully selecting partners committed to working with dynamic SMEs and providing sustainable services; focusing energies on specific sectors and regions where possible; and working with organizations that are targeting enterprises which have a clear orientation on growth and increasing competitiveness.

The project focuses on the following three initiatives to support the development of SMEs:

**1. Sectoral Enhancement Component:** This component will support the development of key labor-intensive sectors within the Philippines, as identified by DTI, namely: Furniture and Home Furnishings: Gifts and Housewares: Food and Food processing; Wearables (fashion accessories); Organic and Natural Products; and Information Technology.

Within these sectors, the project works with strong sector associations which will play a lead role in delivering business support services to, and mobilizing SME members, and related suppliers, to improve their production performance, market expansion, management capabilities, and long-term sustainability.

- 2. Partnership Development Facility (PDF) Component:** This is a responsive mechanism that will contribute to projects of eligible BSOs in their efforts to promote SME development and job creation.
- 3. Capacity Development for Investment Promotion (CDIP) Component.** This component will provide assistance and support to the Board of Investments (BOI) and local investment promotion groups to increase their capacity to promote Philippine SMEs as potential strategic partners with foreign companies.

Program activities are largely concentrated in the National Capital Region, Western Visayas and Mindanao. However, focus will also be given to poor and deserving regions such as the Autonomous Region in Muslim Mindanao (ARMM).

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**PROJECT GOAL:**

The Private Enterprise Accelerated Resource Linkages Phase 2 (PEARL 2) Project aims to foster an environment conducive to the development of dynamic Philippine SMEs that can create jobs for both men and women.

**PROJECT PURPOSES:**

To contribute to the increased capacity of organizations to deliver business support services to SMEs.

To increase the competitiveness of SMEs in selected sectors, and to strengthen the reach of those sectors in domestic and export markets.

To contribute to an improved climate for investment promotion.

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