

PRESS RELEASE

PDRF, CCCI holds training for entrepreneurs in business continuity, disaster preparedness

MAY 19, 2023 CEBU—The Philippine Disaster Resilience Foundation (PDRF) recently facilitated the Business Recovery Training organized by the Cebu Chamber of Commerce and Industry (CCCI) in partnership with the Cebu City Government through the Cebu Investments Development Concierge Center Project for business owners in Cebu.



Participants and facilitators of the Business Recovery Training in Cebu

Conducted on April 12–14, 2023, in Golden Prince Hotel and Suites, Cebu City, thirty-five (35) Cebu business owners participated in the three-day Business Recovery Training aimed at equipping nano and micro-enterprises with knowledge, skills, and strategies for developing their business continuity plans to ensure the sustainability of their businesses during disruptions.

The training covered various topics with interactive sessions, including risk assessment, crisis management, financial management, and communication planning. The participants also developed business continuity and individual roadmaps to implement in their businesses.



One-on-one session between a training participant and PDRF Executive Director Veronica Gabaldon

This collaboration between PDRF and CCCI is one of the many examples of how public-private partnerships are crucial in empowering businesses to be disaster resilient.

“CCCI is privileged and fortunate to have tapped the expertise of the PDRF team to conduct the training. All the participants gave a very good rating of the training. The combination of lectures and small group exercises helped them understand and realize the importance of BCP in their business. They liked the exercises as these made the training program a fun learning experience for them. They found the training so timely and to help them protect their business from future disruptions thus enabling them to grow their business,” said Elpe Canoog, Business Development Manager of CCCI.

###

About the PHILIPPINE DISASTER RESILIENCE FOUNDATION

The Philippine Disaster Resilience Foundation (PDRF) is the country's major private sector vehicle and coordinator for disaster resilience. As an alliance of businesses dedicated to building the disaster risk management capabilities of the private sector in the country, PDRF aims to contribute to the sustainable development and the general welfare of the Filipino people. For more information, visit www.pdrf.org.

Media Contact:

Isabel Almenteros-Maravilles

Senior Communications Officer
Philippine Disaster Resilience Foundation

E: malmenteros@pdrf.org.ph

PDRF-IMU-PR-01-00