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ABOUT THIS ISSUE

The Philippine startup and the micro, small and medium enterprise (MSME) community has been hardly hit by the coronavirus disease 2019 (COVID-19) pandemic.

This issue of *BusinessWorld In-Depth*, with the theme, “Starting Up and Again: How the country’s startups and MSMEs are bouncing back from the COVID-19 crisis,” focuses on the journey of this important sector from the beginning of the Metro Manila lockdown in March up to the present “new normal”.


“Accepting and adapting to change” narrates how the MSMEs initially responded to the effects of the community quarantine. While some businesses closed and decreased their number of workforce, some were able to innovate, digitally transform, and pivot even amid the crisis.

“A critical period for startups” looks back at the impact of the COVID-19 pandemic on the Philippine startup businesses as revealed by the results of the PwC Philippines’ survey done in April in partnership with the Department of Trade and Industry, QBO Innovation Hub, and IdeaSpace.

“Future-proofing and reinventing your small business” shares valuable insights straight from respected entrepreneurs and startup owners about how they were able to rise above the challenges brought by the COVID-19 crisis through hard work, passion, and innovation during the BusinessWorld SparkUp Entrep Series held in June.

“Lighting the way forward for MSMEs” reports key takeaways from the “Rethinking Small Business Strategy and Support Post-COVID-19” webinar series, organized by Asian Institute of Management Rizalino S. Navarro Policy Center for Competitiveness and the Konrad-Adenauer-Stiftung Philippines Office in October.

Lastly, “The ‘new normal’ track for startups” gives hope about the Philippine startup sector powering up the new normal. Rene “Butch” Meily, president of QBO Innovation Hub, talks about this and the Philippine Startup Week this month which puts the spotlight on Filipino startups’ resilience.

We hope that these stories will provide readers a deeper understanding of the journey of our country’s startups and MSMEs during this difficult time and will inspire everyone to have strength and courage to start again, create something new, and grow even further, no matter what. 

Josielyn Luna-Manuel
Special Features Editor