

“Radiating positivity, creating connectivity”

CEBU BUSINESS WEEK

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VIRTUAL CEBU GREAT SALE 2020

By: **ELIAS O. BAQUERO**

The Philippine Retailers Association (PRA) Cebu Chapter has organized an industry-wide virtual event from September 15 to October 31, 2020 to assist enterprises reach out more customers through the sale activity and take advantage of digital tools and channels for doing business.

Dubbed as “The Great Cebu Sale 2020”, it seeks to boost economic activities.

“One of the ways that businesses can thrive in current times is to hasten the transition to digital and The Great Cebu Sale 2020 can provide the impetus for companies to make their products and services available in various channels,” said PRA Cebu Chapter President Chester Lim.

The Great Cebu Sale Chairperson Camille Villaruel-Aldeguer and Co-Chairperson Raki Urbina said the PRA Cebu Chapter through the virtual event can assist enterprises in getting more customers and boosting their sales.

PRA Cebu organized the event in collaboration with Cebu Chamber of Commerce and Industry (CCCI), Mandaue Chamber Commerce and Industry (MCCI), Hotel, Resort and Restaurant Association of Cebu, Inc. (HRRACI), Cebu Business Club (CBC), Cebu Alliance of Tour Operation Specialists, Inc. (CATOS), Cebu Filipino-Chinese Chamber of Commerce (CFCCC), Hardwares Consolidated, Inc. (HCI), and Mactan Export Processing Zone Chamber of Exporters and Manufacturers (MEPZ-CEM).

Aldeguer said about 170 sale participants have signed up. Consumers can expect up to 50 percent discounts from partner merchants.

Aldeguer added that The Great Cebu Sale 2020 will promote new ways of doing business to stimulate consumer spending. It will also help companies encourage people to support and buy local products.

Urbina said business firms collaborated to find ways on how to support each other, like the coming event.

HRRACI President Carlo Suarez said this is the first big business sector collaboration in Cebu where sale participants will offer 30 to 50 percent off on regular rates during the event.

CATOS President Alice Queblatin said that because tourism is severely impacted by pandemic, they will drum up interest in travel. Although Department of Trade and Industry (DTI) Assistant Secretary Asteria Caberte said Cebu is big enough to support domestic tourism, Queblatin believes a lot has to be done to encourage people to travel again.

As economic activities start to revive in Cebu, Caberte said DTI will enforce stringent guidelines in workplaces and establishments together with the Department of Labor and Employment (DOLE), pre-

paring businesses for “better normal” and virtual sale is in the right direction.

MCCI President Steven Yu said it is now time to give businesses the confidence to reopen and encourage them to fully embrace digital technology. Revving up consumer spending is also equally important in reversing the economic slowdown, he pointed out.

PRA President Emeritus Robert Go and CBC President Dondi Joseph said the future of business

shouldn't be left to chance and it is within the ability of the business community to create opportunity out of difficulty.

