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PHILSME

March 2025 | www.philsme.com



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TOUCH OF GREEN MNL

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MAY 9-10, 2025

EVENT DATE



10:00AM - 06:00PM

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LOCATION

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**30 Keynotes &
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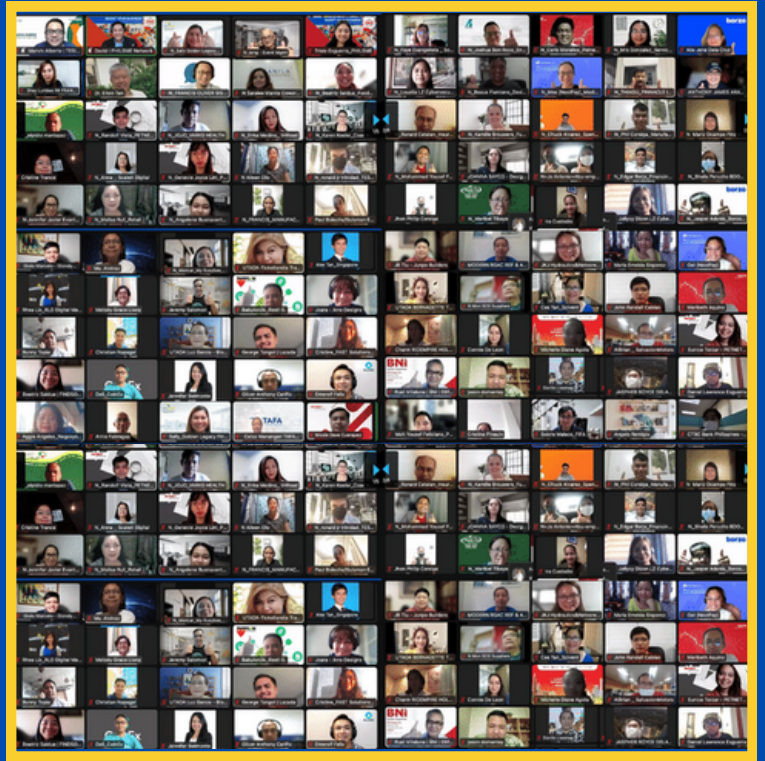
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WHAT IS **PHILSME**?

The Philippine SME Business Network, also called "**PHILSME**" is a professional membership group of business solution providers dedicated to empowering Small and Medium Enterprises (SMEs), Start-Ups, and Entrepreneurs. Our goal is to provide members with a proactive communications platform to increase their business growth and help develop new business relationships.

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30TH PHILSME BUSINESS
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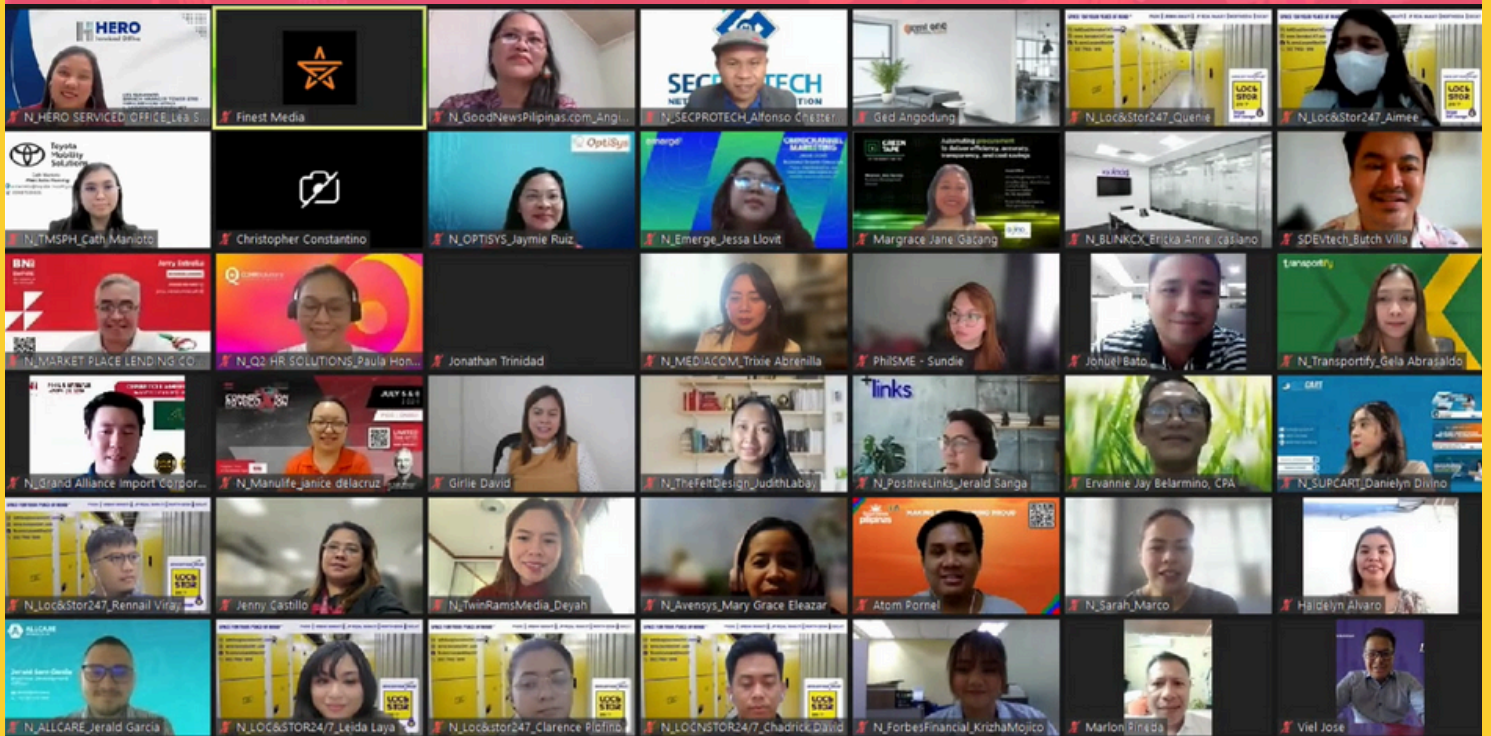
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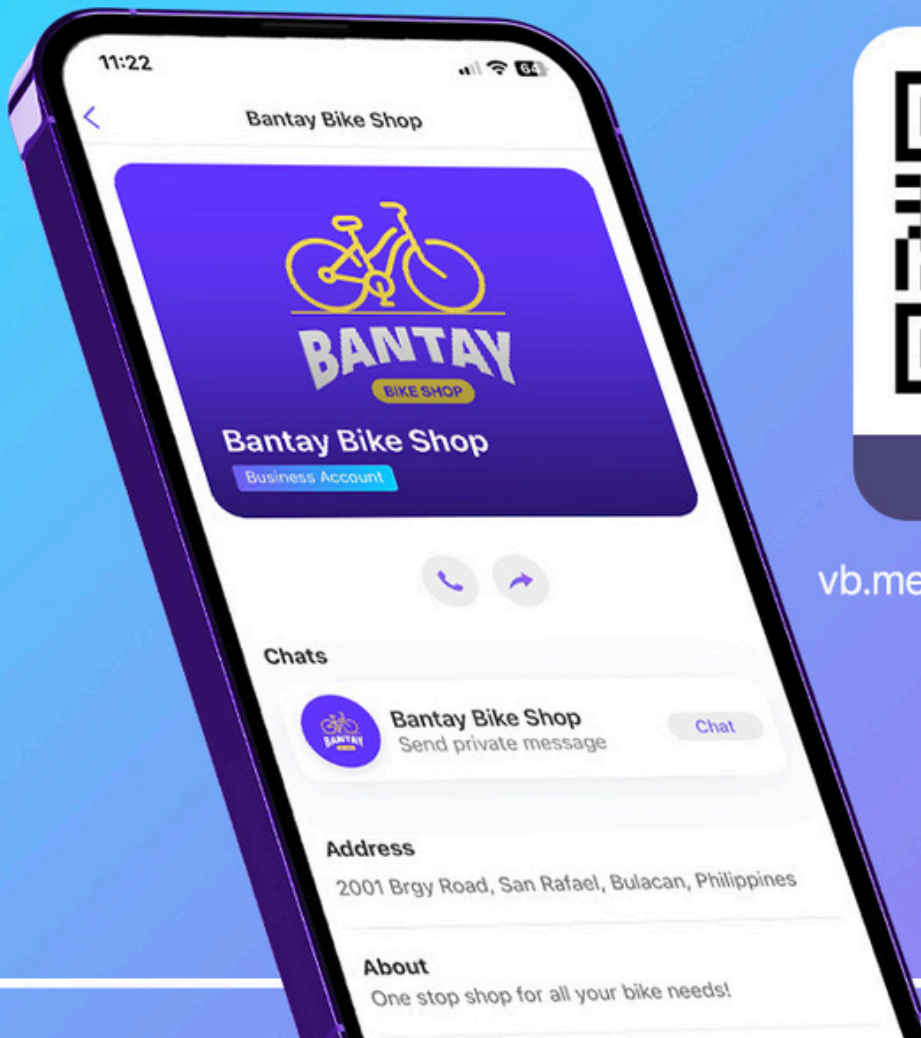


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PROMO DURATION: UNTIL MARCH 27, 2025

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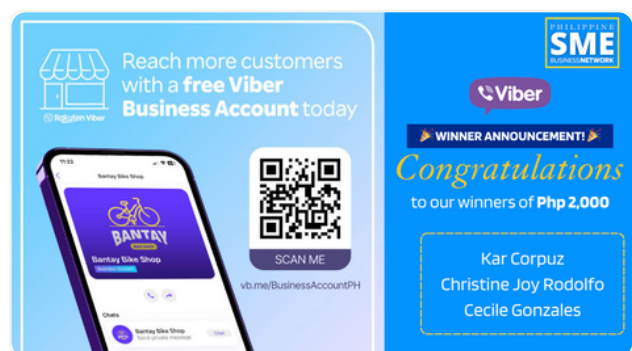
New Year, New Connections: The 28th PHILSME Business Networking Meeting

The PHILSME community kicked off the new year with the 28th Business Networking Meeting, bringing together professionals, entrepreneurs, and business leaders eager to expand their networks and explore fresh opportunities.

The highlight of the event was the two networking breakout room sessions, where participants shared their personal and business visions for 2025. Instead of featuring a guest speaker, this session was all about the attendees – giving them the platform to articulate their goals, aspirations, and strategies for the year ahead.

Celebrating Big Wins and Exciting Announcements

The meeting also recognized winners from exciting contests, including our **Premium Luggage Giveaway** and the **Viber business account promo**.



Another exciting announcement was the rebranding initiative in partnership with Design for Tomorrow. The lucky recipient of a full-scale rebranding service was **Touch of Green MNL**, whose inspiring journey resonated with the entire community.



The Road to the 16th Philippine SME Business Expo

One of the most anticipated parts of the meeting was the official launch of the **16th Philippine SME Business Expo**, set for **May 9-10, 2025, at SMX Manila**. This year's theme focuses on driving **momentum, ingenuity, resilience, and customer-centricity**—essential traits for businesses aiming to scale and thrive.

Alongside the expo, the **PHILSME Business Conference** will make a comeback, featuring top industry leaders, CEOs, and experts sharing insights on entrepreneurship, business strategies, and innovation. Early bird tickets will be available starting **March 5, 2025**



Member and Exhibitor Spotlight

The event also highlighted exhibitors and members of the PHILSME community.

Get to Know Some of our Exhibitors and Members:

1. **Petnet Forex Solutions** is the corporate arm of Petnet, specializing in accessible and efficient B2B foreign exchange services.

Company Representative: Ma. Jecca P. Masangkay, Trader

2. **Saucy Momma**, established in 2023 by Kyle and Jacky Sotelo, is a culinary endeavor driven by a passion for flavorful cuisine and a commitment to food safety.

Company Representative: Jackilyn Ann Sotelo Owner and Brand Manager

3. **CODE33** is a SaaS (Software-as-a-Service) technology solution and consulting company. CODE33 provides valuable intelligent solutions, process coherence, data accuracy, positive user experience, and time optimization.

Company Representative: Ritchie Paz, Chief of Business Alliance and Partnership

4. **RevAds** brings a fresh approach to promoting brands.

Company Representative: Lance Arthur Martinez, CEO & Founder

5. **Toyota Mobility Solutions Philippines (TMSPH)** is an integrated mobility solutions provider, offering a suite of technology and data-driven systems & applications that can improve efficiency in transportation of people and goods, resulting in optimum resource utilization.

Company Representative: Angelica Anoñuevo, Corporate Sales

6. **GATE** is considered as one of the country's pioneer distributors of major retailers and chain accounts across the Philippines.

Company Representative: Butz de Castro, General Manager

The 16th edition of the PHILSME Business Expo is slated to return in May 2025 at the SMX Convention Center Manila in Pasay City, Metro Manila.

For more information about joining the PHILSME Business Network or exhibiting at the upcoming expo, visit philsme.com.

For Exhibition and Sponsorship inquiries, please contact Sunshine Sy at sunshine@philsme.com, text or call at 0968 569 8358, or visit the website at <https://www.philsme.com/>



Touch of Green MNL: A Story of Resilience and Growth



We are thrilled to share the inspiring journey of Kookie Reyes, CEO and founder of **Touch of Green MNL**, the winner of our Rebrand Initiative in partnership with **Design for Tomorrow**.

During the last PHILSME Business Expo, we sought out an SME business owner in need of branding support, and among numerous applications, Kookie's story stood out. Learn more about **Touch of Green MNL** and Kookie's deep passion for environmental sustainability and mental health.

Kookie faced an unexpected turn in her life when she lost her job in the real estate industry. What initially seemed like a temporary setback turned into a personal crisis, as she began experiencing unexplained health issues. After multiple tests, a doctor recommended a mental health checkup, leading to her diagnosis of **anxiety and panic disorder with agoraphobia** in early 2020.

Agoraphobia made it challenging for Kookie to step outside her home. To cope, she turned to **gardening**. Bringing plants into her personal space provided her with a sense of **safety, peace, and natural therapy**. The soothing sight of greenery and the routine of plant care became her solace, helping her navigate her mental health challenges.

Turning Passion into a Thriving Business

As the pandemic unfolded, Kookie realized that many others were also finding comfort in plants. The surge of interest in home gardening inspired her to turn her newfound passion into a business. She began selling plants online, initially through **Facebook and Instagram**, before expanding to **Lazada, Shopee, and TikTok**.

However, she soon recognized a common challenge among plant enthusiasts: **caring for plants could be complicated and intimidating**. This insight sparked an idea—she could simplify plant care by creating **ready-to-use plant sprays and potting mixes** tailored to different plant needs. With this innovation, **Touch of Green MNL** was born.

A Business with a Purpose

Beyond selling products, **Touch of Green MNL** promotes **mental wellness, environmental sustainability, and the joy of growing plants**. The business became more than a source of income—it became a source of healing and empowerment for Kookie. With the revenue generated, she was able to **afford therapy** and support her family and friends who had also lost jobs due to the pandemic.



Winning the Rebrand Initiative

This victory is a game-changer for Touch of Green MNL. The **branding support from Design for Tomorrow** will not only enhance her business's visibility but also provide fresh insights and connections that will propel her brand to new heights. "Our mission is to make gardening accessible for everyone, whether they are beginners or experts. We aim to be the most trusted one stop shop for all gardening needs by offering effective, ready to use solutions," Kookie shared.

"A rebrand would amplify our vision, allowing us to reach more people and further our goal of encouraging a connection with nature while fostering good mental health," Kookie continued. "This opportunity would not only elevate our brand but also support our commitment to helping others grow their own thriving green spaces especially now where pollution and rapid urbanization dominates."

"We can cultivate a community that is not only environmentally conscious but also mentally resilient."

Looking Ahead

'As she embarks on this next phase, Kookie is filled with gratitude and excitement. The recognition has boosted her confidence as an entrepreneur and reinforced her belief that her business has the potential to make an even greater impact. **Touch of Green MNL** continues to inspire, proving that even in the most challenging times, growth—both personal and professional—is always possible.

Maraming salamat, Kookie! Your journey reminds us all that with passion, perseverance, and a touch of green, we can cultivate success together even in the most difficult of times.



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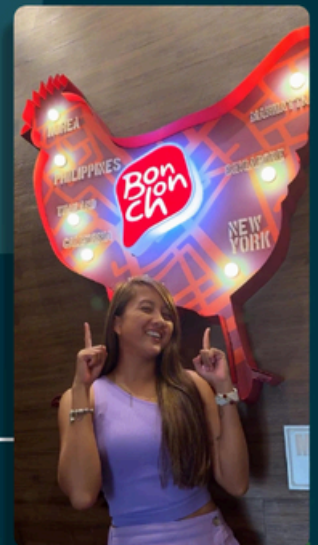
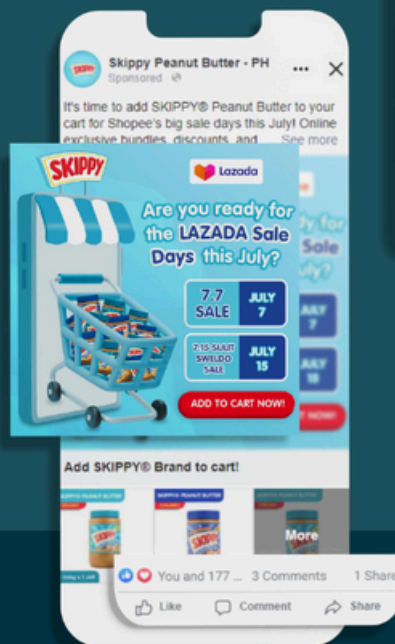
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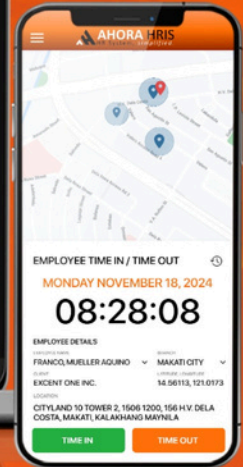
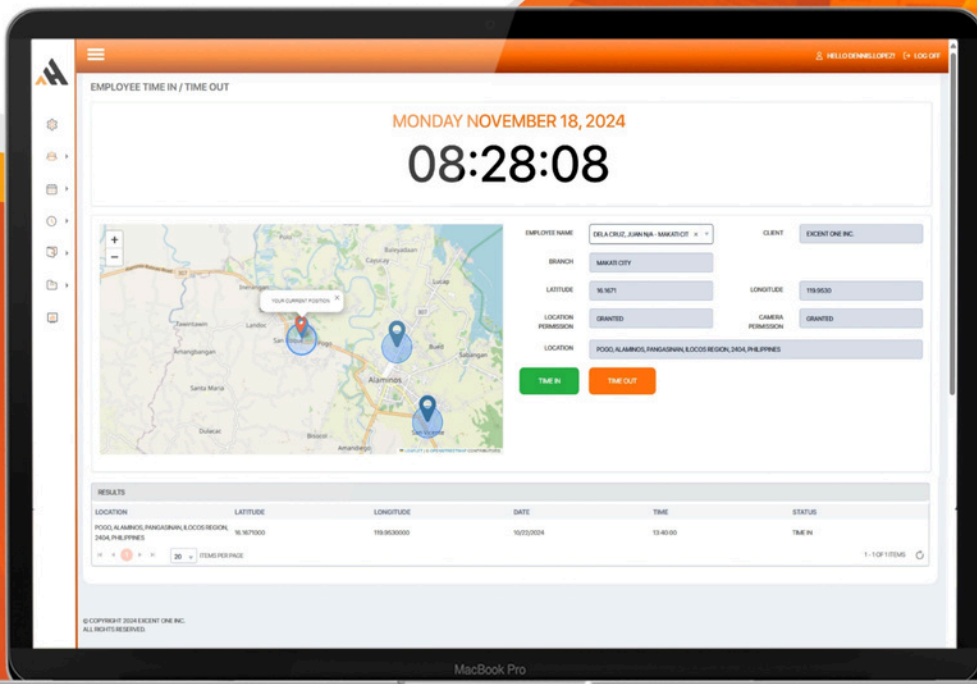
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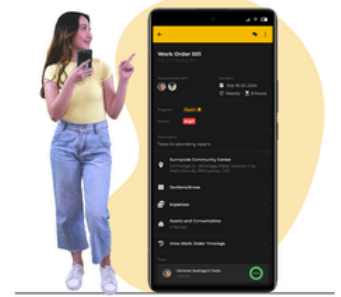
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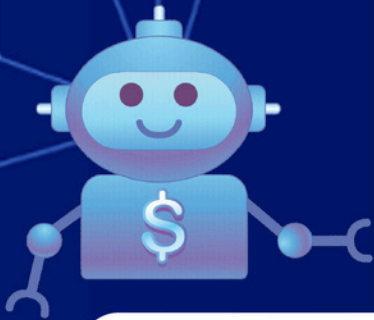
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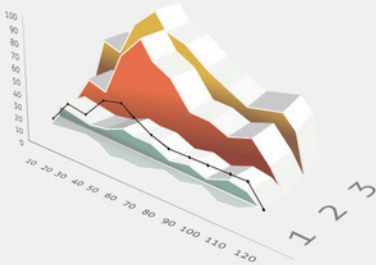
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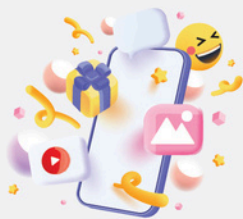
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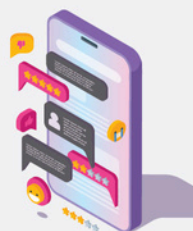
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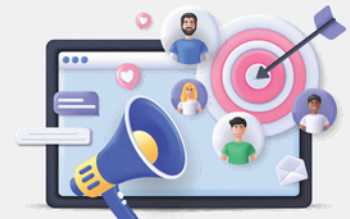
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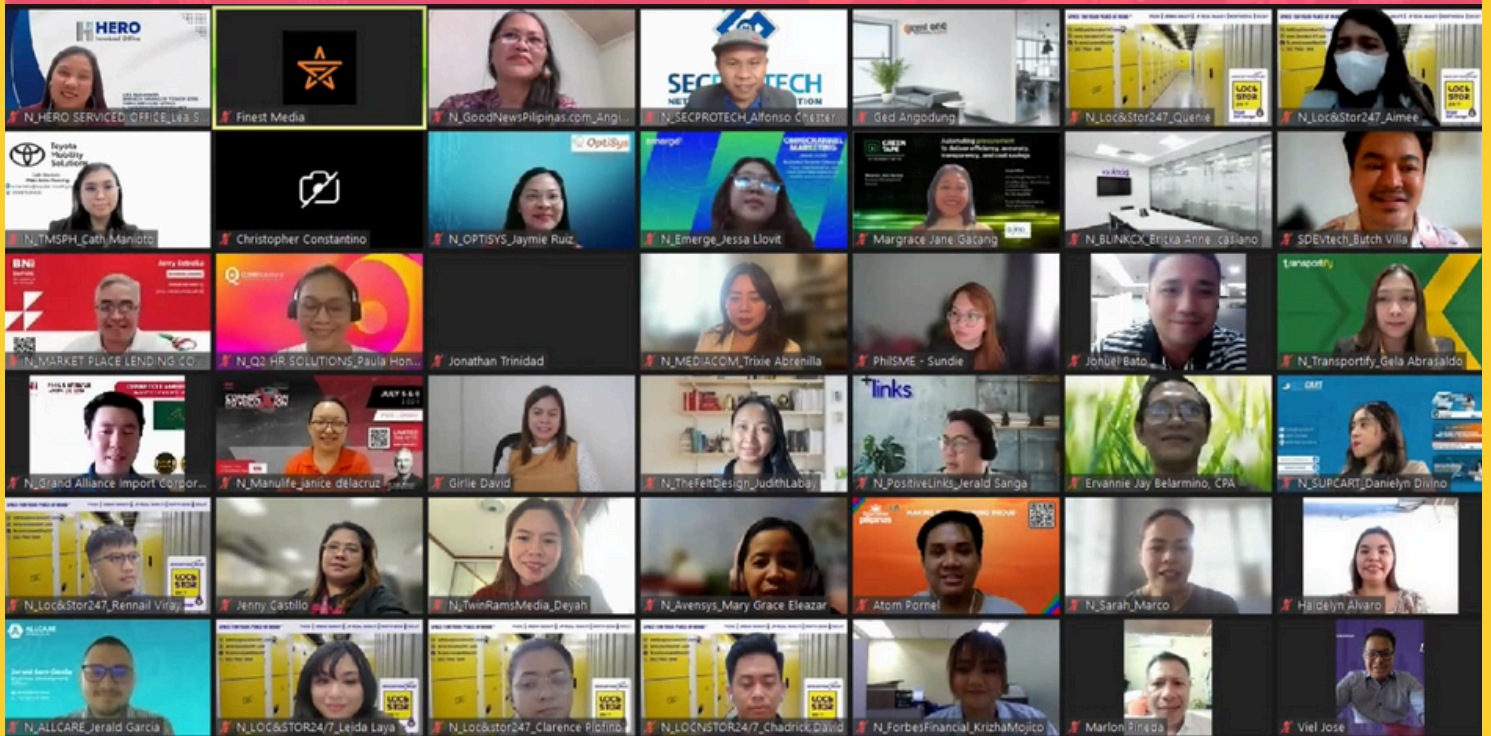
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