PAGASA MEMBER AWARDED THE ASEAN IB AWARD

Sunday, 29 September 2024

The ASEAN Inclusive Business Forum based in Lao People's Democratic Republic recognizes Prince Retail Group (representing the Phils.) as the only retailer serving the Base Of the economic Pyramid (BOP) or the poorest bottom population of the Philippines helping alleviate poverty, uplifting the poor and marginalized brother-Filipinos in the far flung communities of our country's lowly farmers and fishermen. Today, more than 10 million Filipinos living in the periphery of the country benefited economically notwithstanding the apparent improvement of the municipalities concerned. Direct employment by the Prince Group of 9,000 souls as bread winners has also impacted more than 12,000 families including services from principals, agencies and micro entrepreneurs- the very essence of inclusive business for economic growth. PAGASA warmly congratulates Robert/Judith Go and Family for this economic and social feat.