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Title: Globe aids local culinary entrepreneurs through latest myBusiness tools

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The World Street Food Congress 2017 over the weekend proved to be a smashing success for Asia's culinary scene.

The Congress gathered and celebrated "foodies" from all fronts, from the most creative chefs to the most discerning diners. As it was evident that the market is becoming more and more adventurous with the latest and most ingenious flavors that the food industry has to offer, Globe has extended its hand to support up-and-coming culinary entrepreneurs through its myBusiness program.

Last Friday, Globe showed its support to the annual street food exposition through the myBusiness Academy—an open dialogue where seasoned individuals from the culinary industry gathered to discuss food concept trends and customer loyalty, along with a food photography workshop. Speakers at the event included the most revered personalities, with no less than author and international culinary rockstar Anthony Bourdain among its headliners, joined by World Street Food founder KF Seetoh, Greg Drescher (vice president of strategic partnership and leadership at Culinary Institute of America), and the Philippines' very own Chef Sau del Rosario.

"Globe is about creating possibilities. Street food is about inclusivity, and we want to make sure everyone learns the trends, the opportunities, and the future of this culture," Derrick Heng, senior advisor for Globe myBusiness, described the company's intentions.

Just in time for the country's largest street food jamboree, Globe rolled out its plans to expose culinary entrepreneurs to programs that will enhance their business skills, while also teaching them how to avoid classic pain points.

"Globe myBusiness is all about spotlighting technological innovations especially when it is geared to contribute to the success of Filipino entrepreneurs," Heng explained. "This edition of the Globe myBusiness Academy will give them an experience that we hope will help them improve their business materials through food styling and food photography on social media."

Among these new innovations tailor-made for business owners are the digital rewards app Rush, and the Globe myBusiness ThePLAN bundled with the latest Huawei P10 device.

At P1,299 a month, business owners will be able to develop a personalized branded loyalty app to ensure that customers will keep coming back, through a digital punch card that rewards each visit or purchase. The app even provides real-time analytics and deep and actionable customer insights. The new Huawei flagship device Huawei P10—which is part of Globe myBusiness ThePLAN 1799—on the other hand, will be perfect for business owners wanting to showcase their food products, through its advanced Leica Dual-Camera 2.0 system. It also comes with 8 GB data, free access to Viber, unlimited calls to Globe and TM customers, unlimited texts to all networks and a Duo landline number.

More information regarding Globe myBusiness offerings is available at <https://mybusiness.globe.com.ph>. JB