



CAMPUS STUDENT ORGANIZATIONS' TRADE FAIR



Urdaneta City University (UCU) demonstrates its commitment to supporting students and the local community in building financially and socially sustainable businesses through the Center for Student Leadership and Development (CSLD). One of the core mandates of the CSLD is to create economic and entrepreneurial programs designed to empower students with the practical knowledge and skills essential for navigating the world of business and trade. This initiative not only helps students acquire a foundational understanding of entrepreneurship but also equips them to manage and generate their own financial resources—resources that can significantly enhance their academic and co-curricular experiences.

To fulfill this mandate, the CSLD has launched a pilot project for the Campus Student Organizations' Trade Fair, an innovative approach aimed at encouraging campus-based entrepreneurial ventures. This fair provides accredited Campus Student Organizations (CSOs) with a platform to showcase their products and services, gaining hands-on experience in running a business. By participating in this Trade Fair, CSOs are empowered to generate income that can fund their future activities, enabling them to carry out meaningful programs aligned with their vision, mission, goals, and objectives (VMGOs).

Beyond creating financial opportunities for students, this initiative supports the university's larger goal of fostering a supportive campus community. The trade fair and other entrepreneurial programs initiated by the CSLD connect students with resources, such as mentorship programs, training workshops, and access to university facilities. Through these resources, UCU not only facilitates the immediate needs of student organizations but also prepares students to launch and sustain their own ventures beyond their university experience, bridging the gap between academia and real-world entrepreneurship.

By providing platforms like the Trade Fair and other entrepreneurial support, UCU exemplifies how a university can play an integral role in community development and in cultivating students' potential as future business leaders. This program illustrates UCU's dedication to fostering an environment that makes student life enjoyable, fulfilling, and meaningful, empowering students to contribute economically and socially within their communities.



