

RIMAT *ti* AMIANAN

DTI Region 1 Official Publication

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Helping the NATION,
to HEAL as ONE



COVID19

Vaccine



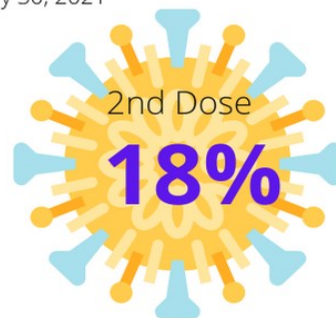
RD Grace F. Baluyan, ARD Daria R. Mingaracal and Atty. Jennifer V. Peralta are now fully vaccinated.



DTI Region 1 Vaccination Status: As of July 30, 2021

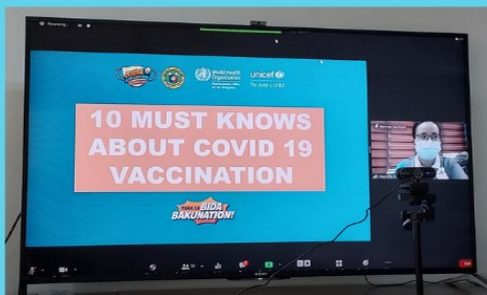


**DTI R1 supports
RESBAKUNA**



DTI supports the advocacy campaign of DOH Region 1 to increase the demand and acceptance of COVID-19 vaccine as strategy to achieve herd immunity. A vaccination awareness program was conducted and attended by staff from the different work units on May 11, 2021. Dr. Magnolia Brabante, from Department of Health- Center for Health Development 1, discussed the details of the vaccine program including the frequently asked questions about the vaccine.

RD Grace Baluyan reminded all the participants to always practice the health protocols. She also promoted the acceptance of COVID-19 vaccines and encouraged all to get vaccinated. "The vaccination program of the government is a major strategy to combat COVID-19. It is our responsibility to make it work. Let us convince other people to be vaccinated. Let's be a messenger of optimism." She added.



Pilipinas, Angat Lahat!

119 entreps complete online mentoring program!

The Department of Trade and Industry (DTI) in partnership with the Philippine Center for Entrepreneurship (PCE) Go Negosyo continue their efforts to help and mentor more entrepreneurs toward success amid the pandemic Covid19. A total of 109 mentees from the two batches have successfully finished the Kapatid Mentor Micro Entrepreneurs-Money Market Encounter (KMME-MME) Online program of DTI.

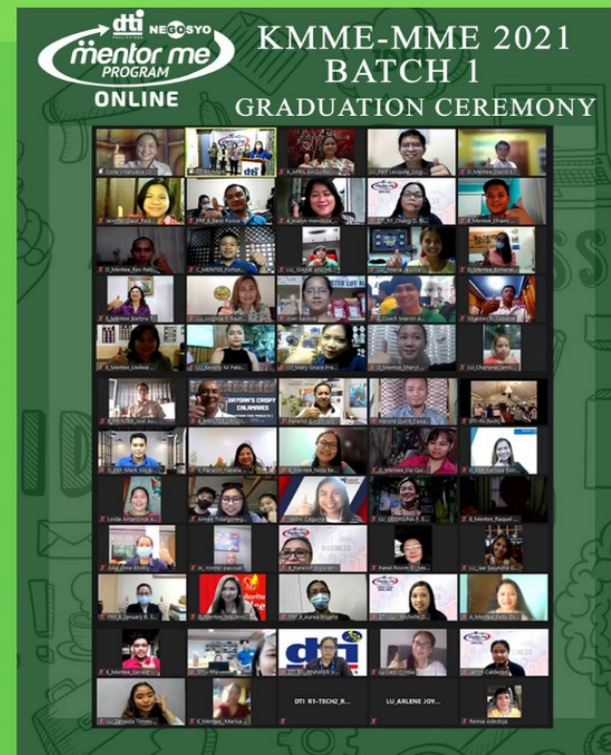
After the 12 weeks of online mentorship sessions, the mentees presented their Business Improvement Plans (BIP) to expert panelists coming from the government, digital market and financing institutions. This was followed by the culmination activity and virtual graduation ceremony graced by DTI Secretary Ramon Lopez, PCE-Go Negosyo Joey Ma. Concepcion III, DTI ROG Usec. Blesila A. Lantayona, BSMED Dir. Jerry T. Clavesillas and Regional Director Grace Falgui-Baluyan.

The Online KMME Program was developed as the practical delivery mechanism for the mentorship modules to propel MSMEs to survive and to thrive in spite of the unprecedented setbacks that now confront businesses of all types and sizes brought about by the pandemic.

Started in 2016, the KMME Program is part of the Negosyo-Kapatid Project that aims to help MSMEs scale up and become globally competitive enterprises through coaching and mentoring sessions. This capacity-building program brings together experts and industry leaders to provide free mentoring sessions to be conducted by PCE-accredited mentors.

Mentees who have undergone the program lauded its "big brother-small brother" concept. Through the program, they have established linkages among their "kapatids" and gained better and effective market positioning strategy.

DTI R1 has already conducted 24 runs of KMME Programs producing a total of 583 mentee graduates. The program has also resulted to the creation of five (5) industry organizations which have become partners of DTI R1 in improving the plight of MSMEs in all the provinces. The La Union Entrepreneurs for Progress Association, Pangasinan Entrepreneurs for Development Association Incorporated, Kalye KwatrosaBantay, Inc., KMME Batch 5 Ilocos Sur, Inc., and Partuat ti Kailokuan Marketing Cooperative implement programs on access to markets and technology. Apart from helping other MSMEs, these groups have provided assistances to marginalized communities and health workers###



Youth Entrepreneurship Program

empowering the YUPEES in this time of pandemic



TOP 1

Aldrich John Limos
Ilocos Norte
Masagana Eco Farms



TOP 2

John Paul Naoe
La Union
Jaypee's Bakeshop



TOP 3

John Kris Badua
Ilocos Norte
Snow Ice Korean Bingsu Cafe

The Youth Entrepreneurship Program (YEP) is created by virtue of Republic Act No. 10679 to promote youth entrepreneurship development. The program is implemented by DTI in close collaboration with partners such as the MSME Development Council, Philippine Youth Entrepreneurship Association, National Youth Commission, DepEd, Commission on Higher Education, National Wages Productivity Commission, Cooperative Development Authority, Technical Education and Skills Development Authority, Philippine Chamber of Commerce and Industry, Philippine Center for Entrepreneurship- GO Negosyo, Philippine Trade Training Center and the Center for Strategic Reforms of the Philippines.

YEP is a focused program to address the young demographics of the country become productive individuals through entrepreneurship by providing a comprehensive package of interventions. It also seeks to support the growth agenda of the government which is to double the number of entrepreneurs in the country by 2022 that can lead to broadening of the gains of economic development, address inequality and uplift the quality of life of Filipinos, particularly the youth.

In region 1, the YEP launching was conducted on April 21, 2021 via a blended modality (Physical, Online and FB Live). A total of 113 participants attended the launching program. Participants to this activity were composed of potential and existing youth entrepreneurs, representatives from government agencies, financing institutions, academe, local government units and other partner organizations.

During the launching, various seminars were conducted with the following topics delivered by accomplished mentors: Entrepreneurial Mindset by Ms. Michelle Varela of SDS Protech Philippines; Ways to Fund Your Business by Mr. Raymond Joshua Tan of Philippine Young Entrepreneurs Association; Business Opportunities: Post Pandemic by Mr. Joel L. Cruz of JLC Communications; Learning the E-Commerce Basics by Google Philippines; and Managing Logistics by Imarie Kaye Giron of Food Panda, Inc.

“

We look forward to the growth of young entrepreneurs and seeing more people benefitted by these enterprises.

Providing assistance to youth entrepreneurs and encouraging the youth sector to engage in business has always been among the priorities of DTI Region 1.

DIR. GRACE FALGUI-BALUYAN
DTI-Region 1



Youth Entrepreneurship Program (YEP)
launching of DTI Region 1 | April 21, 2021

Business Pitching Sessions with Coaching Breaks

Twelve (12) Youth Entrepreneurs or Yeppers from the four (4) provinces of Region 1 were pre-selected to participate in the 6-day Business Pitching Module. Business Pitching is a presentation of business idea to potential investors/financiers. This activity equipped the Yeppers with the proper business pitching skills which is a key factor in influencing investors and financing institutions to invest and fund their business plans and ideas. Coaching sessions were likewise done to firm up the skills of the Yeppers on Business Pitch after successfully completing the following modules: Module 1: Business Planning Workshop with Business Model Canvas; Module 2: Video Marketing and Website Preparation; Module 3: Business Pitching: Pitch Perfect.

Business Pitch Presentation and Graduation

Finally, the Yeppers presented their respective Business Pitch to a panel of bankers and investors on May 18, 2021. This highlighted the young entrepreneurs' novel business ideas and unique value propositions to entice possible funding and investment. A Graduation was also held after the Business Pitch presentations. The Yeppers were awarded their Certificates of Completion and Negosyo Kits to augment their existing resources.

The Eleven (11) Youth Entrepreneurs had successfully presented their Business Pitch to the members of the panel of judges.

After the business pitch presentation, top three (3) performers were awarded each with P10,000 worth of Negosyo/Livelihood Kits and the other presenters were awarded with P5,000 each worth of Negosyo/Livelihood Kits in the form of Gift Certificate. The purpose of the Kits is to augment the operation of their existing business enterprises. ### Leo Corsino

CESO, partners with two Ilocos Sur Women Groups under its AWE Program



The Canadian Executive Service Organization (CESO), a leading volunteer-based development organization of Canada is partnering with two (2) Ilocos Sur women organizations to improve and promote the economic and social wellbeing of one of the marginalized and vulnerable sectors, the women's group. These organizations are the Cervantes Women Development Center (CISWDC), a group of meat processors based in Rosario, Cervantes and the Borobor Rural Improvement Club, (BRIC) who are also into food processing based in Borobor, Sto. Domingo.

Under its Accelerating Women's Organization (AWE) Program, the CESO has committed to provide technical assistance to these 2 women groups along areas of their business operation specifically product development, production, quality control, financial procedures and marketing among others. The AWE Program harnesses the knowledge and skills of volunteer Canadian experts and advisors to implement these services through trainings/seminars/webinars. This is the third engagement of CESO in Ilocos Sur as it helped the City of Vigan in crafting its Comprehensive Environmental Plan and the Municipality of Sta. Catalina in reducing its dependence to pesticides by adopting ecologically-based pest management practices to curtail environmental pollution and safeguard human health.

"The selection of these women organizations is indeed timely as we celebrate the National Women's Month. Through CESO assistance, they will be guided by an experienced business advisor who can provide them consultancy services to sustain their business operation and deliver satisfactory services to their members," said Mr. Matt Navalta, CESO's Country Representative in the Philippines.

The CESO shall provide consultancy services to four (4) women organizations in the Region. The consultancy services shall include business coaching and mentoring sessions, technical assistance and business continuity planning preparations. ### Benigno Q. Ponce

DTI ILOCOS NORTE CONDUCTS 1ST PHYSICAL TRADE FAIR DURING COVID19 PANDEMIC

BY MARICOR S. RACELA

Yes we are back! After a year of not being able to mount a physical trade fair in the province due to our observance of the minimum health protocols, DTI Ilocos Norte is back to the trade fair grounds.

On May 6-10, 2021, DTI Ilocos Norte mounted the Locally Sourced SME Summer Trade Fair 2021 at the Robinsons Place Ilocos, San Nicolas, Ilocos Norte. The mounting of the 5-day physical trade fair was in collaboration with the Robinsons Place through the Mall's Locally Sourced Program. The event showcased exciting products from the participating 32 SME exhibitors, 2 LGUs (LGU Dingras and Badoc) and 1 Academe (MMSU), and generated a whopping sales of PHP3.009M

During the Opening Ceremonies on May 6, 2021, DTI-Ilocos Norte Provincial Director Rosario Q. Quodala gave her Opening Remarks and Welcome Address. DTI-ROI Regional Director Grace Falgui-Baluyan who was not able to physically attend the ceremonies expressed her support to the activity and commendations to the DTI Ilocos Norte team through a video message. San Nicolas Hon. Mayor Alfred P. Valdez, who was physically present during the Opening Ceremonies gave his Inspirational Message and assured the DTI and the MSME exhibitors of his continued support in the conduct of trade fairs to showcase the products of homegrown entrepreneurs. Other esteemed guests during the Opening Ceremonies were DTI Ilocos Sur Provincial Director Grace R. Lapastora, Robinsons Place Ilocos Mall Manager Jan Paul Antonio and KBP Ilocos Norte President Cely Paz. After the program, the Online OTOP Hub of Ilocos Norte, ShopIlocosNorte.ph which was virtually launched in December 2020 was re-launched. The re-launch of the ShopIlocosNorte.ph facilitated the online purchases of trade fair enthusiasts who could not physically visit the trade fair. The services of Arkila, the logistics partner of the ShopIlocosNorte.ph was tapped to deliver the purchases made by the trade fair online buyers.



Several activities like Seminar on BMBE, Bayanihan CARES Orientation, Basic Business Recording and Info Drive on Access to Finance were conducted during the 5-day fair. Further, since the trade fair coincided with the celebration of Mother's Day, weekend activities dubbed "All for the Love of Mom" like Craft Demonstrations on Handmade Fashion Earrings by International Artist Angeli Maranan Banaag and Coco Shellcraft by Del Mar MPC through Ms. Juvy Crucina were also conducted.

The conduct of trade fair is part of the continuing commitment of the DTI to promote the best and latest offerings of MSME clients as a result of the various interventions of the DTI through its various programs. With the Covid 19 pandemic, the DTI Ilocos Norte shall continue to find creative ways to help homegrown MSMEs sell and promote their products while continuing to promote safety for all.###



DTI-Ilocos Norte organizes Councils for five Priority Industry Clusters

On May 19-21, 2021, DTI-Ilocos Norte successfully organized in separate batches the Provincial Industry Councils (PICs) for the identified five (5) priority industry clusters namely, Coffee, Cacao, Processed Fruits and Nuts (PFN), Wearables and Homestyles (W & H), and Bamboo.

Highlights of the organization of the Provincial Industry Councils (PICs) were the presentation of the Industry Roadmap of each industry cluster and the election of the respective Chairman and Co-Chairman for each industry cluster, with the DTI acting as the Secretariat for each of the 5 PICs. The PICs were organized to allow convergence, collaboration and partnerships of stakeholders composed of MSMEs, National Government Agencies, Local Government Units and the Academe in addressing the identified issues and concerns of each industry cluster and in maximizing government resources as these priority industries advance their bid for growth and global competitiveness.



The elected Chairman and Co-Chairman for the 5 Priority Industries are the following:

Coffee:

Chairman - Telesporo Lorenzo (Piddig Coffee Growers MPC)

Vice Chairman - Ansel Julius Calivoso (LCU-Pagudpud)

Cacao:

Chairman - Dr. Bielmaju Waley (Inuwayan Farms)

Vice Chairman - Mr. Kent Ramil (DOST)

Processed Fruits and Nuts:

Chairman - Editha Dacuycuy (Refmad Farms)

Vice Chairman - Elma Gabriel (Prov. Govt. of Ilocos Norte)

Wearables and Homestyle:

Chairman: Elizabeth C. Benemerito (Del Mar Shellcraft MPC)

Vice Chairman: Racelyn Madalipay (Prov. Govt. of Ilocos Norte)

Bamboo:

Chairman - Forester Warner Guillermo

(Cabaritan Fortuna Green Developers Assn.)

Vice Chairman - Forester Charlie Batin (DENR)

Co-Vice Chairman - Forester Rosario Cadang (DENR)

The Industry Cluster Enhancement (ICE) Program of the DTI intends to build alliances with relevant agencies and institutions to develop competitive and innovative SMEs, implement a program for productivity and efficiency and create conducive business enabling environment. ###
Maricor S. Racela

DTI-ILOCOS NORTE ISSUES 1ST SAFETY SEAL CERTIFICATIONS IN REGION I

On June 23, 2021, DTI Ilocos Norte through the Consumer Protection Division awarded the DTI Safety Seal Certification to Robinsons Supermarket and Mongding Construction Supply, the first two recipients of the voluntary certification in the region.

DTI Ilocos Norte Provincial Director Rosario Q. Quodala with Mr. Dominador B. Alberto, the Officer in Charge of the Consumer Protection Division awarded the Safety Seal Certification to the managers of Robinsons Supermarket and Mongding Construction Supply, located at the Robinsons Place, San Nicolas and Brgy. 17 San Francisco, Laoag City, respectively.

To date, a total of eleven (11) establishments have applied through the DTI Safety Seal Microsite, ten (10) applications have been approved, and one (1) establishment shall be subject to reassessment.

The Safety Seal Certification Program is a voluntary certification scheme that affirms that an establishment is compliant with the minimum public health standards set by the government and uses or integrates its contact tracing with StaySafe.ph.

Based on the DOLE-DOH-DILG-DOT-DTI Joint Memorandum Circular No. 21-01 or the implementing guidelines of the Safety Seal Certification program, DTI shall be the Issuing Authority for Supermarkets, Groceries, Convenience Stores, Membership Shopping Clubs, Construction Supply, Hardware Stores, Logistics Service Providers, Barbershops and Salons, and Service and Repair Shops. ### Maggie S. Macugay





LIVELIHOOD SEEDING PROGRAM – NEGOSYO SERBISYO SA BARANGAY Strengthens Micro Entrepreneurs in ELCAC – affected Communities

In its continuing effort to address the need to create more economic activities in the countryside particularly in conflict-affected areas, the Department of Trade and Industry (DTI) together with the members of the Ilocos Sur Poverty Reduction and Livelihood Enhancement Cluster (PRLEC) awarded Livelihood Kits to fifty- six (56) micro-entrepreneurs in Sitio Linggawa, Barangay Pidpid, Sta. Cruz and Sitio Kinpatubbog, Barangay Poblacion, Suyo in the province of Ilocos Sur.

Implemented under the Livelihood Seeding Program - Negosyo Serbisyo Sa Barangay (LSP-NSB) of the DTI, the provision of livelihood kits aims to support the existing business activities of the residents in the barangays and enhance their capacities to generate higher income. Recipients of the livelihood kits are former members of Underground Mass Organizations and supporters of Communist Terrorist Groups (CTGs) who have pledged their allegiance to the Philippine government. The livelihood kits identified by the beneficiaries include livestock raising, sari-sari store and bigasang bayan.

The delivery and awarding of the livelihood kits was conducted on April 7-9, 2021 and was facilitated by the members of the 81st Infantry Battalion (IB) of the Philippine Army (PA). It is the first LSP-NSB livelihood kit awarding activity of the DTI-Ilocos Sur for 2021.

“As the government delivers its commitment to realize progress and reduce poverty incidence in your place, we expect that you will also fulfill your responsibility to embrace these projects and manage it properly,” DTI Provincial Director Grace R. Lapastora said. “Feel free to tell us through the Philippine Army whatever you need from the government to ensure that the objectives of the LSP-NSB will be realized,” PD Lapastora reiterated.

In his message, 2LT Anthony William M. Pen of the 81st IB PA extended his words of support to the beneficiaries and encouraged them to seriously develop their livelihood so that the effort of the government will not go in vain and that the much desired progress will be attained. Additionally, he reminded the residents to continue supporting the government’s initiatives of building and maintaining peace in the locality.

The representatives of the other member-agencies of the PRLEC namely, the Cooperatives Development Authority (CDA) and the Department of Environment and Natural Resources (DENR) discussed their programs and services during the 3-day activity.

Mr. Raymond Pilorin, Provincial Cooperative Development Specialist of CDA – Ilocos Sur oriented the members of the Kinpatubbog Camote Growers Association and the Linggawa Food Processors Association about cooperativism, in preparation for the registration of these organizations as cooperatives.



These 2 organizations are the beneficiaries of the Shared Service Facility (SSF) Projects of the DTI on the proposed establishment of a Community Bakery in Sitio Linggawa and Sitio Kinpatubbog.

Ms. Trinidad Libertino, Forester I of the DENR likewise, presented the agency's programs which can be tapped by the residents in these sitios. She expressed DENR's support to the proposed SSFs explaining to the group the special land use of the proposed site of the bakery project which is a timberland area.

The Ilocos Sur Electric Cooperative (ISECO) represented by Mr. Michael V. Dacio and Mr. Enrique C. Buquing participated in the activity. The ISECO is being tapped by the DTI-Ilocos Sur to shoulder the construction /and repair of the proposed bakery buildings in the 2 sitios.

Meanwhile, the Local Government Units of Suyo and Sta. Cruz represented by Ms. Fermina S. Balala of the Municipal Agricultural Office and Brgy. Captain Walter Juldo of Barangay Pidpid, respectively expressed as well their gratitude to the member-agencies of the PRLEC. Ms Balala was designated by the LGU Suyo to oversee the implementation of the LSP-NSB Project. Beneficiaries of the livestock kits underwent a Seminar on Profitable Livestock Raising to enhance their knowledge and ensure a successful implementation of their projects. The recipients of the retailing kits on the other hand, also underwent an Orientation/Seminar on Pricing and Costing.

Sitio Kinpatubbog of Brgy. Poblacion, Suyo and Sitio Linggawa of Brgy. Pidpid, Sta. Cruz are both identified as Local Communist Armed Conflict (LCAC) affected communities in Ilocos Sur. ### Patricia Hugo



BIG WINS FOR ILOCOS SUR COFFEE IN NATIONAL COMPETITION

Coffees from the Province of Ilocos Sur dominated the 2021 Philippine Coffee Quality Competition (Robusta Category). A total of 103 entries participated in the said competition – 34 entries for Arabica Category and 69 entries for the Robusta Category. Out of the entries for the Robusta Category, 13 entries are from Region 1 particularly from the Province of Ilocos Sur. Among the entries, Top 6 winners were selected and the top 5 slots are all entries from Ilocos Sur:

1st Place: **Mabini C. Ubuan** - San Elias, Sigay Ilocos Sur

2nd Place: **Marielle M. Gannad**- Gregorio Del Pilar, Ilocos Sur

3rd Place: **Erlinda Dao-ayan**- Gregorio Del Pilar, Ilocos Sur

4th Place: **Rodolfo A. Aciong**- Cayus, Quirino, Ilocos Sur

5th Place: **Juana Bitongan**- Gregorio Del Pilar, Ilocos Sur

The announcement of winners and awarding ceremony was conducted virtually on May 26, 2021. Now on its 4th year, the event which was co-organized by the Department of Trade and Industry (DTI), Department of Agriculture (DA), Barista and Coffee Academy of Asia, Inc. (BACAA) and the Agricultural Cooperative Development International and Volunteers in Overseas Cooperative Assistance (ACDI/VOCA) aims to identify the best specialty coffees in the Philippines to motivate producers to improve their coffee quality and to improve market access as these coffees are made known to specialty buyers through the competition results and subsequent auction. Entries from the Province of Ilocos Sur consistently land in Top 5 since its initial participation in 2018. ### BENIGNO Q. PONCE



1st Place



BOI – L.O.K.A.L. Awareness Seminar for Local Government

BOI – LOKAL Awareness Seminar for Local Governments (Linangin ang Obligasyon at Kakayahang tungo sa Aktibong Lokal na Pamumuhunan) is an awareness seminar for government frontliners of the Local Government Units.

DTI La Union conducted said seminar on May 17, 2021 at Ariana, Bauang, La Union which aims to capacitate the Investments facilitation skills of the local government officials, Local Economic and Investment Promotion Officers (LEIPOs), Business Permits and Licensing Officers (BPLOs), Treasurers, Building Officers, Municipal Assessors, and DTI frontline officers. Moreover, it bridges the gap between the investors and the LGUs helping them align their local business processes on mandates of the RA11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018 and to be updated on other relevant government issuances and initiatives on investments promotion.

As the local governments in La Union need to craft or update their Local Investment and Incentive Codes, Citizens 'Charter and regulations and policies to combat the COVID-19 pandemic, important legislations and relevant issuances should guide them toward realizing a full economic recovery. ### Mark Joseph Alonen



WORLD CONSUMER RIGHTS DAY 2021



The consumer movement marks the 15th of March as the World Consumer Rights Day every year as the means of raising global awareness about the consumer rights and needs. It is an annual occasion observed on a global level to protect the rights of consumer and to ensure that the consumers are not subjected to market abuse or social injustice that may undermine their rights.

The Department of Trade and Industry La Union Provincial Office observes this annual event by conducting awareness seminar to various stakeholders. In this year's celebration, the Samahan ng may Kapansanan ng City of San Fernando was identified to be the beneficiary of the said activity. The World Consumer Rights Day is an opportunity to draw attention to the fundamental rights of all consumers. The seminar which was conducted on March 15-16, 2021 at the Conference Room, DTI La Union Provincial Office highlights the topics on Sustainable Consumption and Production, Rights and Responsibilities; Consumer Act of the Philippines, R.A. 10754: An Act Expanding the Benefits and Privileges of Persons with Disability, R.A. 10909: No Short Changing Act, and DAO 20-70:2020 – Revised Guidelines on the Recognition of Consumer Organization.

With the theme "Tackling Plastic Pollution", World Consumer Rights Day 2021 aims to raise awareness on sustainable consumption and practices focusing on the production and consumption of plastics which pose a major problem in environmental pollution. The campaign gave emphasis on 7Rs: Rethink, Refuse, Reduce, Reuse, Recycle, Repair, and Replace. Eradicating plastic pollution is going to be a long road, so we need to start today. ### Mark Joseph Alonen

A food entrep's appetite for SUCCESS

The story of Maritess Lazaro

As a certified foodie, Ms. Maritess See-Lazaro and Mr. Chris Lazaro started their MaiKai Hawaiian Shave Ice at Sebay Surf Central last October 2019 after their Hawaii trip. They have been inspired to conceptualize the said dessert having seen the business opportunity in the SurfTown in San Juan, La Union. However, their newly established business was temporarily closed in March 2020 due to the COVID-19 pandemic. They were hoping to open by December 2020, but had to give up the old location in early 2021 since tourism in La Union has not opened yet due to travel restrictions. They finally decided to transfer its location and strategize to shift their target market to the locals.

With the increasing number of COVID-19 cases and the implementation of community quarantine, Maritess and her family were stuck in their own home in San Juan with limited choices of places to buy grocery items and only few restaurants were open. They had so much time in their hands but they had nothing to do since the beach area was shut – no swimming, no surfing. They can't even meet up with their friends due to COVID scare.

The couple thought of giving an option by providing simple yet quality food to the community of San Juan.

Thus, they put up a simple barbeque shop in the Poblacion area. They were lucky to have found a great location and finally pursued their plan to build their own restaurant and liquor shop in the area. They opened Luckies Wine & Spirits on December 18, 2020 while Papa C's Sizzler was launched on January 7, 2021 followed by the transfer of MaiKai on April 17, 2021.

Her passion to entertain and interact with people kept her going despite the challenges brought about by the pandemic. The learnings from her mentor – her Dad and the KMME Program helped her go back to the basics of entrepreneurship. Having a clear vision, proper planning, and marketing skills made her regain their business. She also believes that all the difficulties they have encountered made them stronger and more resilient. At present, Maritess aims to grow her network and be of help to those in need of help.

The pandemic gave Maritess and her husband an opportunity to rethink, relaunch, and revive their roadmap together as a team once again. The couple set their priorities and incessantly help each other to survive this pandemic for their family and the community.

– Mark Joseph O. Alonen



BANTOG SAMAHANG NAYON MPC

Bantog, Asingan, Pangasinan

“ A BLESSING BROUGHT BY PANDEMIC”



Bantog Samahang Nayon MPC (BSN MPC) of Bantog, Asingan Pangasinan specializes on the production of Dairy Products that includes Fresh and Pasteurized carabao's milk, (flavoured and unflavoured), pastillas, kesong puti, yoghurt and icecream products. This DTI- CARP Assisted Cooperative once tested by the pandemic because the production were put on hold and no income were generated. Despite of this turmoil, they didn't lose hope. Instead of throwing away the produced fresh milk, they were encouraged to process this and shared it to the community. Many families, including senior citizens and children, front liners were benefited from this.

Aside from the processed milk, they also gave foodpacks to the families who are in need during the pandemic. The Chairman, Mr., Rolly Mateo headed the distribution of 85 food packs to less fortunate members and non-members of the Cooperative; 65,000 fresh milk packs to senior citizens and children in their municipality. Further, they also give free Mineral water refills to those who need potable water.

Mang Rolly as he was called by many said in his local dialect "Nagasat kami ta addaan kami, ket no sino ti addaan isu ti mangtulong dagiti awanan, ta ni Apo Dios haan nga matmaturog". Truly, God never sleep, what goes around comes around.

When the quarantine was lifted, the operation of BSN MPC in the processing of pasteurized milk continued. Blessings poured out as they were able to partner with the Department of Education's (DepEd) Feeding Program. They were tasked to supply flavored pasteurized milk to different primary schools in the 6th District of Pangasinan. During the first semester of this year, they managed to seal a contract with DepEd worth Php 68 million both for dairy milk and milky bun. The cooperative also entered into MOA with the DSWD for their Supplementary Feeding Program having a contracted amount of Php19 million starting August 2021. Additional opportunity is also up for grab for BSN MPC as they gear for the second contract with DepEd, called "Rumaragasang Pagpapala". This feeding program will cover other districts of Pangasinan, thus, wider market and higher revenue for them.

BSN-MPC is also the recipient of the new 2-storey-building funded by the congressional district office of District 6 and other National Government Agencies which will be inaugurated tentatively on August 2021. They also have created 58 new jobs both for unemployed out of school youth and unemployed community members.

Amidst the effects of the pandemic, the BSN-MPC still managed to survive and grow bigger and stronger. Indeed, a HAPPINESS OVERLOAD for all the members and the farmer beneficiaries of BSN-MPC. With all the positive opportunities happening, the members are all hopeful that they will eventually realize the mission of the Cooperative "TO LIFT UP THE SOCIO-ECONOMIC OF EACH AND EVERY MEMBER."

The Cooperative is a recipient of DTI-Shared Service Facilities for Dairy Milk Processing (Yoghurt, Pasteurized and Ice Cream). They also have undergone different Skills training and Productivity training which are a big help on their business venture. "Without the help of DTI and other government agencies, we are nothing." Mang Rolly said with a big smile. ###
Regeon C. Abalos





DTI - DISKWENTO CARAVAN PROGRAM CONTINUE ROLLIN' IN PANGASINAN AMIDST PANDEMIC

The Department of Industry Pangasinan Provincial Office continued to conduct series of Diskwento Caravan in the province amidst pandemic. Last February 26, 2021, a caravan was held at Brgy. Bued, Calasiao, Pangasinan. The launching of the Diskwento was graced by Asec. Domingo "Dominic" Tolentino and Asec. Demphna Du-Naga together with DTI Region 1 Director Grace Falgui – Baluyan, Provincial Director Natalia Basto – Dalaten, Hon. Mayor Joseph Arman Bauzon of Calasiao, Pangasinan and Captain Carlito Dion of Barangay Bued.

On his message during the opening program, Asec. Dominic congratulated the DTI Region 1 for being one of the Regions with highest number of Diskwento Caravans conducted and for being one of the highest in terms of sales generated for the year 2020. Asec. Dominic urged the DTI to continue the conduct of Diskwento Caravan to help the consumers get access to cheaper basic commodities.

Asec. Demphna Du Naga also gave her inspirational message during the opening program of the Diskwento Caravan. Asec. Du Naga expressed her profound gratitude to the exhibitors specially to the Micro Small and Medium Enterprises (MSMEs) who were actively participating in the activity. Likewise, she encouraged other local MSMEs to join the Diskwento Caravan in the future to showcase their products and to increase their exposures as part of their marketing strategies.

Hon. Mayor Joseph Arman C. Bauzon welcomed the guests, exhibitors and consumers participating in the diskwento caravan.

On his message, Mayor Bauzon expressed his profound gratitude to DTI and partner stakeholders for bringing basic goods closer to the buying public of Brgy. Bued and nearby barangays in Calasiao, Pangasinan. The Diskwento Caravan in Bued, Calasiao was conducted with fourteen (14) exhibitors who are local distributors and some Micro Small and Medium Enterprises (MSMEs) who are members of Pangasinan Entrepreneurs Development Association, Inc. (PEDAI) and PHILEXPORT – Pangasinan. The one-day Diskwento Caravan has generated at least Php 184,000.00 sales and was able to cater to approximately 491 buyers/consumers.

As of the 1st semester of 2021, DTI Pangasinan was able to conduct a total of five (5) Diskwento Caravan in 5 LGUs; Calasiao, Sta. Maria, Bani, Urdaneta City and Mapandan with total sales generated amounting to Php 1,136, 398.00 and benefited at least 2,481 buyers/consumers.

To ensure the safety of the buyers and to comply with the new normal, DTI, partner LGUs and exhibitors joined forces to strictly implement the minimum health protocols like checking of body temperature before entering the selling area, filling-out of contact tracing form and social distancing. Likewise, designation of entrance and exit were also provided to control the flow of the buyers and to implement the less contact policy.

DTI R1 has already conducted 17 Diskwento Caravans in the region, generating a total sales of Php3.97 million. #

BY RUTH SALAZAR



NEGOSYO SERBISYO sa BARANGAY

- THE LIVELIHOOD SEEDING PROGRAM-NEGOSYO SERBISYO SA BARANGAY (LSP-NSB) INTENDS TO MAXIMIZE THE POTENTIAL OF BARANGAYS TO BECOME ECONOMICALLY INDEPENDENT AND MAKE THEM MORE EFFECTIVE PARTNERS IN THE ATTAINMENT OF NATIONAL GOALS.

ACCOMPLISHMENTS as of June 30, 2021



268
BARANGAYS
COVERED

48

TRAININGS
CONDUCTED



4,237

TRAINING
PARTICIPANTS/
INDIVIDUALS
PROVIDED WITH
INFORMATION



842

MSMES
ASSISTED



gettyimages.com - 30219598



1,543

NEGOSYO
CLINIQUE
CONDUCTED

750

LIVELIHOOD
KITS AWARDED



Wilma Balas – From 'factory worker' to Business Owner

Everybody has his/her own story that defines who he/she is as a person today. For Wilma Balas, her story is not so extraordinary but full of pride and accomplishment. In 2008, the twenty-nine year old Wilma from Ambaracao, Naguilian, La Union decided to leave her hometown and went to work in Taiwan with high hopes to provide a quality life to her family, especially to her two loving kids.

In July of 2020, her visa reached the maximum stay as a factory worker in Taiwan. Left with no choice, she came home during the surge of COVID19 pandemic crisis in the Philippines. Jobless at that time, she visited different government agencies hoping to get some financial assistance but unfortunately, she was told she is not qualified. With the little money left in her hands, she decided to start a small sari-sari store business and had it registered at the Negosyo Center Naguilian with business name Chelsy Sari-Sari Store. Upon registration, she was able to share her story with our NC Naguilian staff while filling out the ECPMS Form/Client's Profile.

Fast forward, upon the endorsement of LGU-Naguilian, she was included as one of the beneficiaries of the DTI Livelihood Seeding Program – Negosyo Serbisyo sa Barangay (LSP-NSB). She attended the Personal Entrepreneurial Competency and Business Expense Savings Training (BEST Game) last August 28, 2020 and was awarded with a Sari-Sari Store Livelihood Kit amounting to Php 8,000 on October 8, 2020. The kit consisted of basic necessities and prime commodities. Thankful with what she received, she started her business with excitement and much eagerness. To date, Wilma's Chelsy Sari-Sari Store has grown fast. Aside from the grocery items she is selling a year ago, she has already incorporated and started offering frozen products, soft drinks and other beverages, and meat products to her customers. She generates an average daily sales of Php 2,000.00 to Php 3,000.00 which to her is a big accomplishment considering that she just a rookie in the business. Wilma is looking forward to have a branch of her store on a more strategic location to further increase her daily sales and to serve more customers.

When asked of her most valued character as an entrepreneur, Wilma enthused that one must have the patience in starting and growing a business, he/she must know how to deal with customers with different attitude, and must have the discipline in handling business finances.

Lastly, she is grateful to the DTI for giving her the chance to grow her small enterprise through the livelihood kit and for guiding her to have the right entrepreneurial mindset and capabilities in successfully running the business through the training and seminar she has attended.

By: Ma. Pamela D. Gabriel



SAFETY SEAL



The Department of Trade and Industry- Region 1 (DTI R1), through its provincial offices has issued Safety Seal Certificates to 62 business establishments in the region as of July 31, 2021.

The Safety Seal Certification is a voluntary certification scheme that affirms that an establishment is compliant with the minimum public health standards set by the government and uses or integrates its contact tracing with StaySafe.ph.

In a statement, Regional Director Grace Falgui-Baluyan said that with the Safety Seal, the public can feel safer and be assured that an establishment is following the minimum health protocols. "We encourage business establishments to apply for the Safety Seal. It is their social responsibility to ensure that their businesses are safe for everyone," she added.

DTI encourages the following establishments to apply for the Safety Seal Certification:

- Supermarkets, Groceries, Convenience Stores
- Membership Shopping Clubs
- Construction Supply, Hardware Stores
- Logistics Service Providers
- Barbershops and Salons
- Service and Repair Shops

The implementing guidelines, checklist and application details are available online and can be accessed through this link <https://www.dti.gov.ph/safetyseal/>. ###



REGIONAL DEVELOPMENT COUNCIL
ILOCOS REGION

INVESTMENT GUIDE

ILOCOS NORTE • ILOCOS SUR • LA UNION • PANGASINAN



2021

THE REGION 1 INVESTMENT GUIDE

Under the chairmanship of the DTI-1, the Investment Promotion Technical Working Group (IP-TWG) crafted the Region 1 Investment Guide which aims to highlight the Investment potentials and opportunities in the Ilocos Region. As the region is still battling the economic and social challenges and adverse impacts brought about by the pandemic, the group is hopeful that with the aid of the Investment Guide, prospective investors will see through the region's competitive advantages and what Ilocos Region can offer in terms of investing in its strategic commodities and emerging industries. The R1 IP-TWG supports all the investment promotion efforts of the concerned regional line agencies, provincial governments, local government units and private stakeholders, to attract investors and bring in investments that will help generate jobs and boost the economy of Region 1 again. The guide is set for distribution this September 2021 both in hard and digital copies. ### Kathleen Mateo

CITIES & MUNICIPALITIES
COMPETITIVENESS INDEX

REGION-1 COMPETITIVENESS ROADMAPS ALL SET FOR LOCALIZATION & ADOPTION

Last May 26, 2021, the Department of Trade & Industry – Region 1 presented via Zoom to the Regional Development Council-1 the region's Competitiveness Roadmaps which were anchored on the framework of the CMCI's Competitiveness Pillars—Economic Dynamism, Government Efficiency, Infrastructure, Resiliency and the newest pillar on Innovation. These roadmaps which were crafted together with the assistance of the other line agencies, academes and private business associations, aim to guide and give direction to the region's competitiveness agenda for the next 8 years. Successfully, the same was approved under RDC-1 Resolution No. 43, s.2021 endorsing the Region 1 Competitiveness Roadmap 2021-2028 to the Local Government Units for localization and adoption. ###Kathleen Mateo



PROTECTING CONSUMERS THROUGH OPERATION TIMBANGAN

The Department of Trade and Industry (DTI) Enforcement Team along with the members of the Local Price Coordinating Council (LPCC) conducted a surprise inspection of weighing scales in the public market of Bani, Pangasinan last May 20, 2021.

Present during the activity were DTI Enforcement team led by Mr. Noel Abraham V. Gapuz (Enforcement Team Leader), Danzen B. Imus and Jayson P. Tarog (Team members), Mr. David Credo (Municipal Treasurer) Ms. Yolly Viloria (Market Supervisor and Inspector).

The inspection was initiated and requested by the Local Government Unit (LGU) of Bani during the LPCC Meeting held on April 29, 2021 as a response to numerous complaints received by their office from the buying public of Bani against market vendors who are using not calibrated and tampered weighing scales to deceive the consumers.

As a result of the inspection, ten (10) weighing scales were confiscated for calibration and some were subject for destruction by the LGU.

After the joint operation, DTI Pangasinan also monitored compliance of business establishments with the Minimum Health Protocols to avoid the spread of COVID-19. Monitored firms were some dine-in restaurants and Barbershops and salons in the public market. ### Ruth Salazar



DTI – IN LIVELIHOOD SEEDING PROGRAM CONTINUES...

DTI Ilocos Norte continues to help Micro Enterprises (MEs) recover from their losses brought about by the Covid19 Pandemic through the provision of livelihood kits. Through the Negosyo Serbisyo sa Barangay (NSB) Program, qualified beneficiaries receive a livelihood kit amounting to Php5,000.00 to 8,000.00 each.

From January to June of this year, DTI Ilocos Norte have already distributed a total of 134 Livelihood Kits composed of Sari-sari Stores, Carinderia and Food Processing kits to qualified beneficiaries in the municipalities of Nueva Era, Vintar, Adams, San Nicolas, Burgos, Banna, Paoay, Pagudpud and Dumalneg.

During the conduct of the Distribution of Livelihood Kits Ceremonies, Provincial Director Rosario Q. Quodala stressed the need for all stakeholders like the LGU and the Barangay Development Council to fully cooperate with one another in extending the following: Improved Business Climate in the area through Negosyo Service Helpdesk, and Improved Access to Training and Technology as DTI brings it services nearer to the people.

Further, PD Quodala encouraged all the recipients to make the most of what they have received, and to be of help to others as well. Present also during the distribution of livelihood kits is Hon. Portia R. Salenda, Provincial Board Member and Chairman on Committee of Trade, Commerce and Industry. Hon. Portia Salenda, in her Message, kept encouraging the recipients to properly utilize the livelihood kits that they have received.



Quoting the words of Ms. Dorotea Acupan, one of the recipients of a livelihood kit in Adams, Ilocos Norte - "Agyaman kami iti DTI iti bendisyon nga inyeg da kadakami. Pagyamanan mi ti yaay yo idadanun kadakami. Ket kadatayo a nakaawat, usaren tayo dagitoy nga naadal ken naawat tayo kas iti nakairantaan na tapno umado ket makatulong a rumang-ay iti panagbiag tayo".

The provision of livelihood kits is in line with the 10-Point Socio-economic Agenda of the National Government and the 2030 Sustainable Development Goals (SDGs) "to leave no one behind". ### Maricor Racela

65 NEGOSYO CENTERS IN REGION 1

NC Balungao, now ready to serve!



DTI Region 1, thru its provincial office in Pangasinan, launched and inaugurated the Negosyo Center-Balungao on June 9, 2021. The launching program was graced by RD Grace Falgui-Baluyan, ARD Daria R. Mingaracal, PD Natalia Dalaten, Mayor Ma. Theresa R. Peralta, VM Philipp Peralta and Pangasinan SMED Council Chairman Howard Chua-Cham.

In her message during the launching, RD Baluyan underscored the importance of the Negosyo Center in the municipality as this will surely bolster growth and development of MSMEs.

The establishment of the Negosyo Center (NC) in Balungao was the first in Region I this year and was made possible amidst the pandemic with the generous support of the Local Government Unit of Balungao and Pangasinan MSMED Council. With the addition of NC_Balungao, there are now a total of 65 Negosyo Centers in Region I in which 22 are located in Pangasinan.

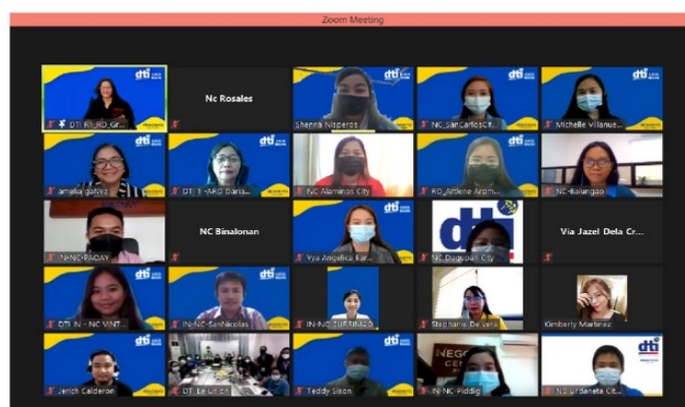
Just like in any Negosyo Centers in the country, NC Balungao will be responsible in promoting ease of doing business and facilitating access to services for MSMEs in Balungao and other nearby municipalities.### Bella A. Cerdan

E-Commerce Capability Training Program for the Negosyo Center Business Counselors in Region 1

The DTI Negosyo Center Region 1 facilitated the conduct of E-Commerce Virtual Capability Training on June 22 and 24, 2021. The training was attended by the 65 Negosyo Center Business Counselors and 3 regular staff in Region 1. It was conducted in 2 Batches with Ilocos Norte and Ilocos Sur in the first batch and La Union and Pangasinan in the second batch. Mr. Jerich V. Calderon, the CEO and Chief Technologist of Creative28 Web Solutions was the Trainer and Resource Speaker of the said training with the facilitators of the Negosyo Center Region 1 Team headed by Ms. Amelia E. Galvez, Head of DTI SMED RO1 and Program Coordinators, Ms. Michelle M. Villanueva and Ms. Shenna O. Nisperos.

One of the objectives of this training is to fully capacitate and deepen the learnings of the Business Counselors in Region 1 on topics such as Online Branding, E-Commerce and Social Media Marketing.

Fully aware of this objective, Mr. Calderon infused different methodologies in the training to ensure that the participants will assimilate fully the learnings. First, he conducted lecture to discuss the concepts and strategies in Branding, E-Commerce and Social Media Marketing. After which, he enjoined the participants to a workshop to apply the topic discussed and let them present their individual outputs for his evaluation.



He likewise introduced the various toolkits that the NCBCs can make use of as they conduct their Digital-related business counselling services in their respective Negosyo Centers.

With the enhanced capabilities acquired from the training, the NCBCs are more ready and capable in assisting a bigger number of MSMEs onboard to any e-Commerce platforms. This will facilitate the accomplishment of the DTIs mission to accelerate the online presence of at least 20% of MSMEs assisted. ### Michelle Villanueva

DTI joins Task Force on monitoring COVID-19 workplace prevention and control



DTI Regional Office 1- CPD Team, joined the Regional Task Force on Minimum Public Health Standards (TF-MPHS) in the monitoring and site assessment of business establishments and offices in the City of San Fernando, La Union on 08 July 2021. This is to check their compliance to minimum public health standards and provide recommendations to improve health protocol management in establishments and offices that are frequented by people. ###



MSME DEVELOPMENT IN THE ARCs (1st sem 2021)

I
N
P
U
T

77 ARCs Served

93 MSMEs Assisted

5,963 ARBs Served

TECHNICAL ADVISORY SERVICES

32 Trainings & Seminars

77 Market Matching

20 Promo Collaterals

7 Trade Fairs

4 Product Development Activities

7 Consultancy Service

6 Studies

O
U
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516 FBs & SLOs Trained

3 MSMEs Developed

25 MSMEs with FDA-LTO Licenses and CPR

22 MSMEs with SSFs

3 Product/Designs Developed
1 Prototype Executed

P 34,293,535 Investments Generated

P 51,135,048 Sales Generated

3,407 Jobs Generated

