

# Central Luzon EXPRESS

The official online newsletter of DTI-Regional Office 3



## BPS-ULSE Conference Illuminates Path for Lantern Industry Advancement

By: Nerson Ray F. Romero

The Department of Trade and Industry-Bureau of Philippine Standards (DTI-BPS), in collaboration with UL Standards and Engagement (ULSE), DTI-Region 3, and DTI Pampanga, proudly hosted the BPS-ULSE Conference 2024 at the Laus Group Event Centre in San Fernando, Pampanga. Themed "Lights and Lanterns: Shining Safely to the World", the conference aimed to enhance knowledge and expertise in the decorative lantern industry, particularly in meeting international safety standards for the global market.

turn to page 4 >>



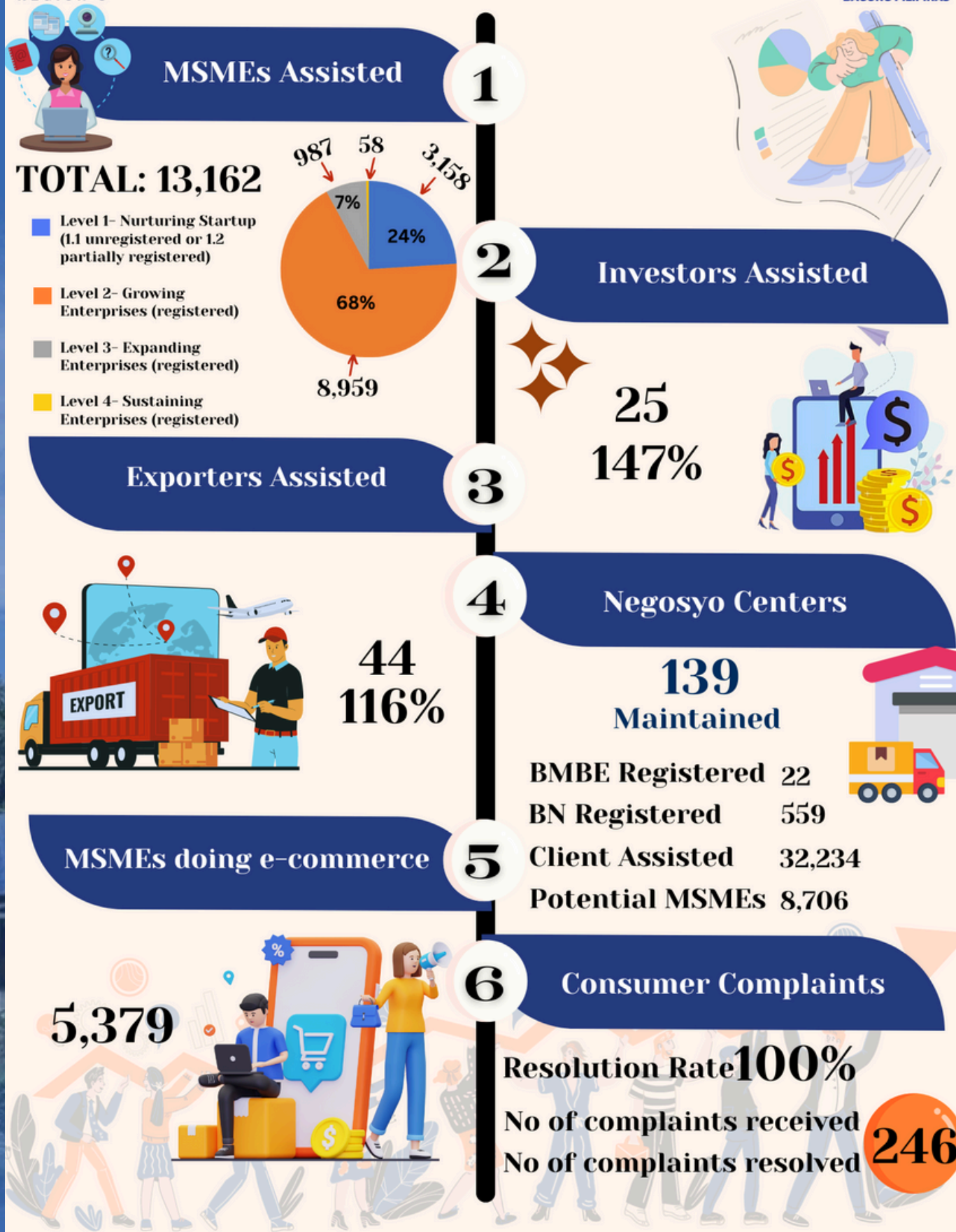


# DTI-3 2024 1st QTR HIGHLIGHTS

By: Anna Liza M. Cunanan



## PGS ACCOMPLISHMENT AS OF 1st QUARTER OF 2024





# DTI-3 2024 1st QTR HIGHLIGHTS



## OORC ACCOMPLISHMENT AS OF 1st QUARTER OF 2024



No. of applications for permits/accreditation/license processed within the prescribe time upon receipt of complete application

1

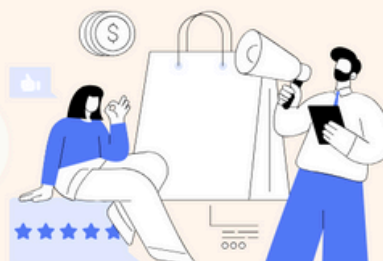
**Total: 1,522**

Repair shop accreditation	1,044
Sales Promo	459
PETC	10
PS Mark	5
TRC	4



No. of consumer awareness & advocacy initiatives undertaken

2



**257**  
**113%**

No. of consumer education information materials produced

3

**13**  
**87%**



Customer Satisfaction Rating

4

**99.49%**  
Very Satisfied



**100%**  
Satisfied

The infographics above provide a detailed view of DTI-3's PGS and OORC Accomplishment Reports for the First Quarter of 2024. Thanks to the diligent efforts of our Provincial and Regional Offices. The unwavering dedication of our teams not only helped us meet but also surpass our targets, showcasing our constant commitment to delivering exceptional service. Our agency maintains a strong Customer Satisfaction Rating, consistently surpassing 90% across all services in every DTI-3 office. Congratulations to all for this achievement!







<< from page 1

DTI-3 OIC Regional Director Brigida T. Pili welcomed the delegates, encouraging a fruitful dialogue to discuss standards, sustainability, and safety of decorative lanterns. Regional Director Kolin Low of ULSE commenced the conference with an introduction of ULSE.

Highlighting the significance of the event, City of San Fernando Mayor Vilma B. Caluag expressed gratitude to DTI, Sec. Alfredo Pascual, and UL Standards and Engagement for their support. She emphasized how such activities enrich lantern makers and business owners, contributing to the growth and quality of the industry.

The morning session featured insightful presentations on regulatory frameworks for decorative lighting products by Ms. Carolyn Manley and Mr. James Ensor from the U.S. Consumer Product Safety Commission (CPSC). Additionally, the Head of the City Tourism and Investment Promotions Office (CTIPO) Ms. Ma. Lourdes Carmella Jade Pangilinan provided an overview of the City's Christmas Lantern Industry. At the same time, DTI-Pampanga Provincial Director Elenita Ordonio discussed DTI Programs and Policies affecting MSMEs. ULSE Program Director Deb Prince introduced the UL Standards Program and how the UL 588 Standard enhances festive seasons' safety.

In the afternoon, Engineering Manager Neo Hsiao delved into the technical aspects of UL 588 and supply chain requirements. Parol manufacturers, Mr. Roland Quiambao of Rolrens Lantern Making and General Merchandise, and Ms. Daisy Flores of Smiling Star Enterprise shared the local industries' sentiments, opportunities, and challenges. Mr. Kevin Chen of Bojie Manufacturing Corporation also shared their challenges as a decorative lantern manufacturing company.



Closing the event, BPS Director Neil Catajay summarized the key takeaways from the event. He stated that the standardization of decorative lanterns serves for the benefit of manufacturers and business owners as standardization ensures and enhances market competition, establishes trust, and stabilizes supply to market demands both locally and internationally.

Moderated by Mr. Joseph Pineda of DTI-Pampanga and Ms. Mary Ann Natividad of ULSE, the conference drew 157 participants from various public and private sectors.

The BPS-ULSE Conference 2024 served as a beacon of knowledge and collaboration, paving the way for the advancement of the decorative lantern industry in both local and international markets.





**Tarlac**  
PHILIPPINES

# Tarlac craftsmanship showcased in Germany

**By: Grace Lugtu**

Twelve (12) Tarlac MSMEs namely: Betis Crafts, Car-Ofel Woodworks, Gracia's Amor Rattan Products Manufacturing, Lauriza Furniture Center, North Shine Enterprises, Oricon Corporation, Pascasio Pottery, PumiceUnlimited Ventures, Red Slab Pottery, Richver Woodcrafts, SouthEast Metro Arts, and Woodinspirations Crafts joined the Ambiente Trade Show in Frankfurt, Germany on January 26-30, 2024.

This was initiated by the Provincial Government of Tarlac (PGT) in collaboration with the Department of Trade and Industry (DTI) Tarlac Provincial Office and DTI Center for International Trade Expositions and Mission (CITEM).

The MSMEs negotiated with a total of 123 buyers and generated about \$495,000 worth of booked sales and sales under negotiation.

After the event, the PGT and DTI Tarlac delegation headed to Italy for the Opening of the Torato Bag Factory owned by Tarlaqueño Overseas Filipino Worker (OFW) in Milan.

They also met about 200 OFWs in Bologna for an investment mission.

The Province of Tarlac hopes to sustain its presence in Europe and other parts of the world through its finest crafts and create investment opportunities for the OFWs.







# Business name registration spikes in 2023

**By: Nerson Ray F. Romero**

The Department of Trade and Industry Central Luzon reported a significant increase in business name registration for the past year. For 2023, the total number of Business Names (BN) registered with DTI-3 reached 128, 498. This is 8.17% higher than the total number of business names processed in 2022 of 118,791.

DTI-Bulacan office registered the highest number of BNs with 39,605, Pampanga with 30,564, and Nueva Ecija with 20,907. Tarlac reported 13,659 while Zambales had 11,534. DTI-Bataan registered 9,572 BNs and Aurora with 2,657.

For 2023, 87.87% or 112,916 Business Names processed were new registrations while 12.13% or 15,582 were renewals. BN registrations are regulated under the Business Name Law Act 3883 and have a validity of five (5) years but can be renewed as early as 180 days before their expiration.

Starting in August last year, DTI implemented a full online Business Name registration process. The move intends to help accelerate the digital transformation of MSMEs and is pursuant to Republic Act 11032 or the Ease of Doing Business Act.

OIC DTI-3 Regional Director Brigida T. Pili said that the significant increase in new BN registration may be attributed to the full implementation of the online process. She said, “the increase indicates a positive response from our business owners in registering their business names. With the simplified online process, more businesses, particularly MSMEs, have conveniently legitimized their businesses by using their electronic devices.”

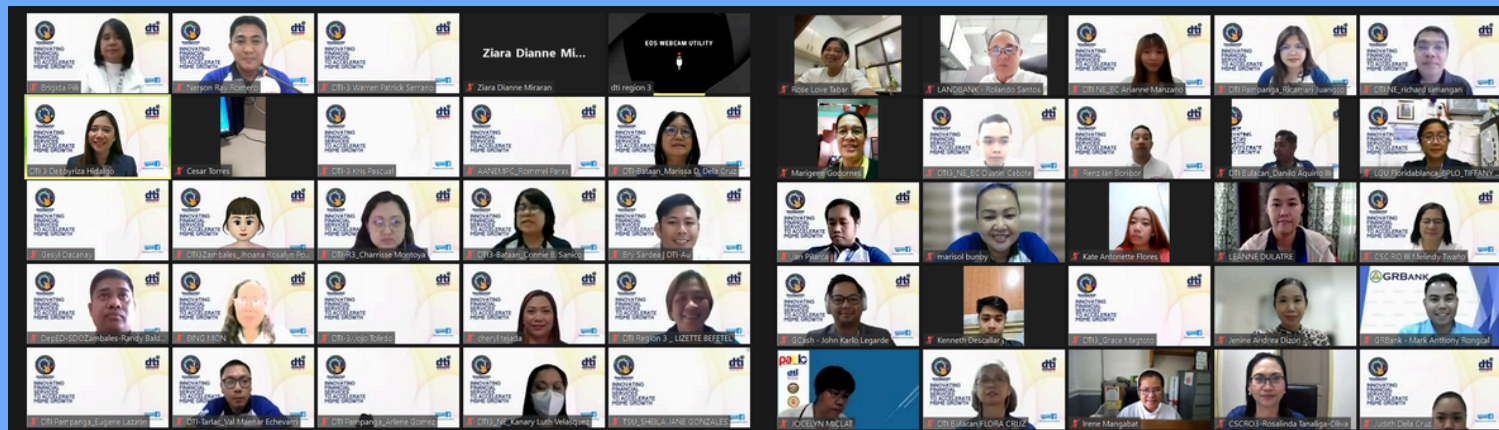
While walk-in applicants at Negosyo Centers and DTI offices are still welcome, they are directed to use either their devices or designated computer units to independently file and process BN registration applications through the BNRS website (<https://bnrs.dti.gov.ph>).

Director Pili also said that payments for the registration could also be made online through GCash, PayMaya, Landbank, Credit/Debit Cards, or over-the-counter 7-11 and Bayad Centers. Business Name registration fees are as follows: barangay, PHP200; city/municipality, PHP500; regional, PHP1,000 and national, PHP2,000. A documentary stamp tax of PHP30 shall be added per application processed.



# MSMEs explore Digital Financial Services in CL Touchpoint Biz Con

By: Nerson Ray F. Romero



The Department of Trade and Industry Region 3 (DTI-3) successfully held the fifth run of the Touchpoint Business Conference on March 25, 2024, via Zoom Conference.

With the theme, “Innovating Financial Services to Accelerate MSME Growth”, the virtual conference brought together industry leaders, MSMEs, professionals, members of the academe, local government units, and other government and non-government agencies to explore innovative strategies and solutions in financial services.

The sessions featured a dynamic lineup of distinguished speakers and thought leaders who shared valuable insights and expertise on various financial services and MSME development aspects.

"We are thrilled with the overwhelming response and success of the Touchpoint 5.0," said Director Brigida T. Pili, OIC Regional Director of DTI-3. "The event serves as a platform for industry stakeholders to come together, exchange ideas, and explore innovative approaches to accelerating MSME growth in Central Luzon. We are confident that the insights and connections made during the conference will have a lasting impact on the region's business landscape."

Throughout the conference, participants were given valuable insights into a wide range of topics. Atty. Bridget Rose M. Mesina-Romero of the Bangko Sentral ng Pilipinas provided updates on the latest regulations on Digital Payments and Related Services including the QR Ph. The QR Ph is a unified QR code standard for payments in the Philippines. It allows consumers to conveniently make payments by scanning QR codes using their mobile banking apps or e-wallets, regardless of the provider. This initiative aims to promote interoperability and enhance the efficiency and accessibility of digital payments across different platforms and service providers.

Engr. Ramon Hernandez of the Cybersecurity Division of the Department of Information and Communications Technology (DICT) discussed cybersecurity measures and best practices in digital finance, highlighting the importance of safeguarding financial transactions and data against cyber threats.

Mr. Jan Dennis Cervantes, Senior Accounts Management Specialist of the Small Business Corporation (SB Corp) shared insights into the various sources of financing available to MSMEs through digital banking, empowering entrepreneurs with the knowledge to access funding for their businesses. He provided affordable loan options that can be availed of by MSMEs and budding entrepreneurs.

In addition, representatives from digital payment platforms showcased innovative solutions and technologies in digital payments. Mr. Renan Santiago of Maya, Mr. John Karlo Legarde of GCash, Ms. Jecca Masangkay, and Mr. Heall Penales of Paycools presented how their payment platforms cater to the needs of MSMEs and consumers for ease of digital payment.

The conference also featured a question-and-answer segment to address inquiries and foster interactive discussions among participants.

Almost 400 participants joined through the Zoom conference while more than 500 tuned in to the Facebook livestream.





# CONSUMER PROTECTION



## DTI, FEDACOR conduct consumer awareness seminar

By: Grace Lugtu

SAN JOSE, TARLAC –The Department of Trade and Industry (DTI), in partnership with the Federation of DTI Accredited Consumer Organizations of Region 3, organized a Consumer Awareness and Responsiveness Education Seminar (CARES) in San Jose, Tarlac on March 15, 2024.

OIC Provincial Director Florencia Balilo said; the event seeks to expand the knowledge of the participants on their rights and responsibilities as consumers.

“This activity is part of the World Consumer Rights Day celebration that aims to increase the awareness of the consumers on their rights and responsibilities. DTI, together with the consumer organizations, strengthens the advocacy on consumerism to promote the welfare of the consumers,” she said.

The speaker, Mr. Casiano Supan of Tarlac Consumers Council Inc. (TCCI), discussed the eight consumer rights and five responsibilities, the seven types of consumers, and the Fair Trade Laws. He also talked about the roles of TCCI in consumer protection.

Thirteen (13) employees from the Municipal Social Welfare and Development Office of San Jose joined the said event.

## *DTI, FEDACOR, LGU inspect weighing scales in Mayantoc*

By: Grace Lugtu

MAYANTOC, TARLAC – To assure fair trade practices, the Department of Trade and Industry (DTI) Region 3 and Tarlac, together with the Federation of DTI Accredited Consumer Organizations of Region 3 and the Local Government Unit (LGU) of Mayantoc, conducted a saturation drive at Mayantoc Public Market on March 15, 2024.

“This activity aims to assist the LGUs to strengthen the advocacy on the implementation of the Law on Weights and Measures to protect the interest and promote the welfare of the consumers,” OIC Provincial Director Florencia Balilo said.



A total of 50 analog and digital weighing scales were inspected and all were found to be accurate and in good working condition.

DTI seeks to ensure that consumers get the best value for their money when making purchases.



# 13 Zambales LGUs receive Timbangan ng Bayan

“SAKTONG TIMBANG, SAKTONG PRESYO NG DE-KALIDAD NA PRODUKTO!”

By: Melody A. Tangonan



Enacted in 2022, Republic Act (RA) 11706 or the 'Timbangan ng Bayan' Law amended Chapter II, Title III of the Consumer Act, orders all provincial, city, and municipal governments to establish accessible "Timbangan ng Bayan" Centers in all public and private markets, including supermarkets, and when possible, in flea markets or “tiangge” and grocery stores, within their respective localities.

RA 11706 is a breakthrough from the DTI's "Timbangan ng Bayan" Project, which advocates the installation of weighing scales with corresponding cases in selected markets of key Local Government Units nationwide to protect consumers from unfair and unconscionable sales acts or practices and ensure that they get the best value for money.

On February 22, 2024, the Provincial Government of Zambales, DTI Zambales, and the Provincial Local Price Coordinating Council of Zambales awarded the 24 Timbangan ng Bayan to the 13 municipalities in Zambales. It was attended by representatives from different LGUs, Market Administrators, and Consumer Groups.

The program was formally opened by Engr. Edwin Ebdane, PPDO Head. According to Engr. Ebdane this project was initiated by the DTI Zambales and was fully supported by the Provincial Government of Zambales. The project can help promote and encourage fair, honest, and equitable relations among parties in consumer transactions and protect consumers against unfair business practices.

OIC Regional Director Brigida T. Pili was present during the Awarding of Timbangan ng Bayan. In her message of support, RD Pili said that during this time when the inflation rate is high, having TNBs in public markets will help consumers get the best value for their money as they are getting the correct measurements of the products that they are buying. The TNB Centers will provide consumers with a convenient way to verify the weight and quantity of the goods they are purchasing. She also noted that the market supervisor should be in charge of the safekeeping and routine maintenance of the Timbangan ng Bayan instruments and shall be responsible for maintaining a record of every product found to be deficient in quantity or substandard in dimension. She ended her message with a promise that the DTI would continue to collaborate with the Local Government Units and other National Government Agencies to effectively implement and enforcement of trade regulations and provide protection to consumers through consumer education and information dissemination programs.



Hon Hermogenes E. Ebdane, Governor of the Province of Zambales then gave the inspirational message. In his message, Gov. Ebdane mentioned how the province gained first-class status when it achieved its annual revenue growth of P2.09 billion from 2020 to 2022. He said that the province consistently demonstrated its average annual income over the past three years. Being recognized as a first-class province signifies that Zambales is on an upward trajectory of economic growth which will undoubtedly benefit its communities and ensure more equitable distribution of resources.

The ceremonial ribbon cutting was led by Gov. Ebdane, OID RD Pili, PD Tacbad, Engr. Ebdane, and members of the Provincial LPCC. It was immediately followed by the awarding of the 24 Timbangan ng Bayan to the 13 municipalities in Zambales.

For his closing message, Director Enrique D. Tacbad of DTI Zambales said that the project aims to implement the public market standards and measures in terms of business and industry conduct. The DTI ensures that all consumers are protected from unfair and unconscionable sales acts or practices and that they get the best value for their money. The agency will still continuously implement its “Ikot Palengke” program to check the prices and supply of basic necessities and prime commodities as well as the accuracy of weights and measures and if the goods have appropriate price tags and to further consumer protection in the province. He then congratulated everyone for the success of the event.

The event ended with the destruction of the defective weighing scales. These defective weighing scales were confiscated during the conduct of "Ikot Palengke" Program of DTI Zambales together with the LPCC Members in different municipalities of Zambales.







## Strengthening Consumer Advocacy:

# Fedacor-3 Hosts Empowerment Workshop in Bataan

By: RO Consumer Protection Division

On March 19-20, 2024, the Federation of Consumer Organizations in Region 3 (Fedacor-3) held a significant workshop aimed at strengthening consumer advocacy and protection. The event took place at Mountainbay Camp in Balanga City, Bataan, and brought together key stakeholders from across the region to discuss and strategize on improving consumer rights and interests.

The workshop commenced with an opening prayer led by Mr. Edwin Villanueva, followed by welcoming remarks from OIC Provincial Director Eileen Ocampo of DTI-Bataan, who expressed gratitude for choosing Bataan as the host location for this vital initiative.

The first day featured insightful presentations, starting with Trade-Industry Development Analyst (TIDA) Jenilyn Santiago's introduction to the 7Rs of sustainable consumption. Santiago's session highlighted the various activities linked to each "R" and underscored the crucial role of consumer organizations in promoting sustainable consumption practices. This was followed by Consumer Protection Division Chief Engr. Gerardo Maglalang's comprehensive session on strategic planning, which included SWOT identification and the development of vision, mission, goals, and objectives.

[turn to page 11>>](#)







<< from page 10

Participants were grouped by province to create and present SWOT analyses for their respective consumer organizations, fostering a thorough understanding of local challenges and opportunities. The day concluded with a workshop where participants developed program planning matrices for the coming year.

Day two saw the presentation of these planning matrices, with each organization outlining their initiatives for 2024. These presentations demonstrated the commitment of consumer organizations to address local consumer needs and enhance welfare within their provinces.

The event also marked the announcement of future plans, including income-generating projects such as training in the calibration of weighing scales and conducting CARES and market visits.

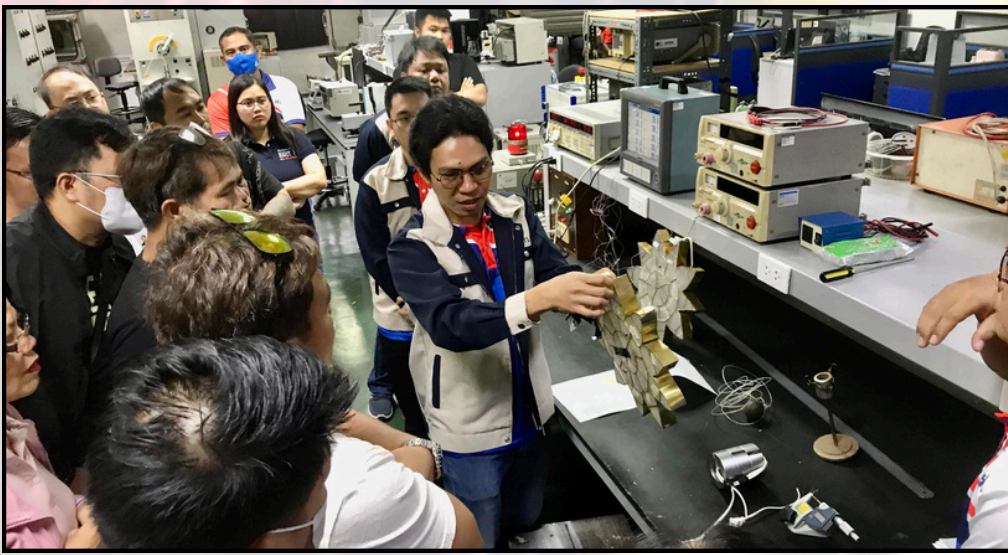


The workshop not only empowered consumer organizations with the tools and knowledge to advocate more effectively but also reinforced the importance of collaboration and strategic planning in achieving their goals. Fedacor-3's commitment to consumer protection and education continues to foster a fair and competitive marketplace, ensuring that consumer rights are upheld and respected.

As the event drew to a close, the collective efforts and shared insights highlighted the vital role that strong consumer organizations play in advocating for consumer rights and promoting ethical business practices.







# Parol Artisans explore standards for decorative lights

By: Charmaine S. Tiongson

On February 22, 2024, the Bureau of Philippine Standards (BPS), in collaboration with the Department of Trade and Industry (DTI) Pampanga and the Local Government Unit (LGU) of San Fernando, Pampanga, organized a laboratory visit to the BPS testing facility in Cavite. This proactive step brought together fifteen parol makers from the City of San Fernando Pampanga (CSFP), providing them with the opportunity to gain firsthand insight into the testing procedures and protocols employed by BPS to ensure product quality and safety. The visit was marked by the presence of Assistant Secretary Atty. Amanda Marie F. Nograles of the Consumer Protection Group (CPG), Ma. Lourdes Carmella Jade D. Pangilinan, CSFP Tourism and Investment Promotions Officer, and BPS Director Neil P. Catajay, reflecting a diverse blend of expertise and a commitment to promoting government, tourism, and regulatory standards.

During the visit, the parol makers observed the testing procedures conducted by BPS, allowing them to understand the measures in place to ensure that products meet established standards. This firsthand experience highlighted the benefits of the testing equipment and machines used by BPS, which include ensuring product quality assurance, safety compliance, protection from harmful substances, and legal compliance.

The involvement of high-level officials emphasized the significance of maintaining rigorous standards to safeguard consumer interests and promote excellence in parol making. Additionally, the practical insights gained by the parol makers during this visit underscored the importance of adhering to these standards to enhance the quality and safety of their products. The event successfully illustrated the collaborative efforts between government bodies and local artisans in promoting the highest standards of product excellence and consumer protection.





## UPSKILL Holds Regional Innovation Ecosystem Assessment

By: Maria Cristina V. Valenzuela

The U.S. government, through the United States Agency for International Development (USAID), in partnership with the Research Triangle Institute (RTI) International, has a New Higher Education Area project, called U.S.-Philippines Partnership for Skills, Innovation and Lifelong Learning or UPSKILL. It is a new project worth 30 million USD with the primary objective of strengthening the higher education system in the Philippines for broad-based, inclusive growth.

One of the key components of the project is to advance sector-focused regional alliances that align with regional priorities. Through this project, revitalized efforts will be forged, to further strengthen and expand the Regional Inclusive Innovation Centers (RIICs) through the complementation of resources of the government, the academe, and the private sector partners in key economic areas, to make valuable contributions in job creation, youth employment, and inclusive innovation.

To assess the assets and gaps related to capacities needed to support the growth of such regional alliances, UPSKILL, together with the consortium partner Massachusetts Institute of Technology (MIT) D-Lab, conducted a Regional Innovation Ecosystem Assessment in Region III on February 23, 2024, at the E-Library of Bulacan



*From left: Engr. Zedrick Farin-THRIVE CL Secretariat, Ms. Marella Castro-RIIC-3 Adviser, Dr. Cecilia Gascon-Former BulSU President, Mr. Brian Jonas Spielberg of (MIT) D-Lab, Ms. Leonora Magaling of TLM Yema Buko Pie and Pasalubong Center, Dr. Jehan Echavez of the Bulacan Chamber of Commerce and Industry, Ms. Adrienne Louise Cacho -Regional Innovation Manager for the UPSKILL Program, Maria Cristina Valenzuela of DTI Bulacan Provincial Office and Mr. Aaron Galang of DTI-3 Regional Office*

State University (BulSU)-Main Campus in the City of Malolos, Province of Bulacan.

The face-to-face interview provided the opportunity for the stakeholders from the government, the academe, and the industry representatives, to identify critical strengths and weaknesses and to share their perspectives for the development of sector-focused regional alliances aligned with priorities, where the region has a competitive edge and can achieve sustainable growth and prosperity.

The respondents from the industry sector were THRIVE CL client TLM Yema Buko Pie and Pasalubong Center, the Shared Service Facilities Cooperator Bagong Barrio Multi-Purpose Cooperative, and a representative from the Bulacan Chamber of Commerce and Industry. Other respondents were from the Department of Science and Technology-Bulacan Provincial Office, BulSU Innovation and Technology Support Office, SULONG Central Luzon Start-Up Consortium, Business Assistance for Research Acceleration and Sustainability-Technology Business Incubation (BARAS-TBI), and BulSU STEM faculty members.

The results of these interviews will serve as inputs to the initial assessment and survey which will be conducted in the months of April and May 2024.



*From left: DTI Bulacan-Maria Cristina Valenzuela with Bulacan MSME assessment participants: Mr. Robert Dela Cruz and Ms. Madilyn Sapico of Bagong Barrio Multi-Purpose Cooperative and Ms. Leonora Magaling of TLM Yema and Buko Pie & Pasalubong Center*





# DTI Bulacan Launches Gabay sa Barangay

**By: Emmanuel R. Caleon**

The Department of Trade and Industry Bulacan Provincial Office (DTI Bulacan) initiated the pilot launching of its Gabay sa Barangay: Enterprise Development Program last 16 February 2024 in the Municipality of Pulilan and the City of Malolos with barangays Dulong Malabon, Lumbac, and Tibag in Pulilan and Balayong, Caniogan, and San Vicente in Malolos as pilot areas.

The Gabay sa Barangay project aims to capacitate the barangay officials, especially the Barangay Development Councils in enterprise-building initiatives to help assist the development of businesses in their respective areas. DTI believes that growing a business or an enterprise starts from the barangay. By capacitating barangay officials on enterprise building and equipping them to have an enterprising mindset, barangays will have better opportunities to grow and expand their economies. The Gabay sa Barangay development program intends to make barangay officials as future coaches and mentors in their own right, allowing them to guide the development of their local businesses operating in their areas.

The Gabay sa Barangay Enterprise Development program will have series of capacity building activities on areas of business development and eventually the pilot areas will be required to develop their own barangay business development plans.

Together with DTI, other relevant agencies like DOST, DILG, and other institutions will seek partnerships to make this program successful.

In 2022, DTI Bulacan has started working on this project with two (2) barangays. This first version of Gabay sa Barangay has provided training directly to the local business owners and potential entrepreneurs by providing Entrepreneurial mindset and skills training. The year will bring in more opportunities for learning for the intended barangays to attend more capacity development training with the engagement of DTI's Negosyo Centers Business Counsellors who are expected to deliver the training.

This 2024, DTI Bulacan is targeting to capacitate around twenty (20) barangays in Bulacan, covering all the congressional districts, to implement the Gabay sa Barangay Program.





# ***A Japanese Encounter with Sabutan Fibers of Aurora***

By: Bryan Omar D. Sardea



Suikosha Company and KIS Design stand in excellence in diverse sectors such as manufacturing, distribution, and retail, while also excelling in creativity and innovation. Suikosha's prowess spans various industries, from manufacturing to retail, while KIS Design is renowned for its cutting-edge designs in household items and fashion accessories, elevating the creative landscape.

Initially, Ms. Henia Macaroncio, their project manager in their Manila office, visited Aurora Province to scout the sabutan fiber, for which Aurora is known, particularly in the central towns of Baler, San Luis, and Dipaculao. Her three-day expedition introduced her to the knowledge of sabutan cultivation and processing, facilitated by interactions with local growers and processors. On February 19, 2024, she culminated her visit with a meeting with DTI-Aurora's STIDS Bryan Sardea to discuss the prospects of a visit from her Japanese employers upon receiving sabutan samples and

their interest in witnessing the product cycle firsthand.

A few weeks later, DTI Aurora, through STIDS Sardea, was informed of the interest signified by the top management of KIS Design and Suikosha Company. Again, Ms. Macaroncio asked for assistance in preparing a travel itinerary to maximize the Japanese business travel. Aurora's sabutan would be the last leg of their visit, following Tacloban, Cebu, and Bohol, before flying back to Japan. In March 15, 2024, their itinerary in Baler includes a visit to the DTI Provincial office to meet PD Aldrin Veneracion, who gave them broad insights into the Sabutan Industry in the province and directions for potential improvements. He also provided information on other native products the province's MSMEs could offer.

Their itinerary includes visits to Sabutan and other wearable weavers/producers/manufacturers in Aurora: FACE Enterprises, Mene Crafts and Things, Aura Enterprises, Calabuanan Baler ARBs Development Association, and Aurora Cacao Agri-Cooperative

Other sabutan producers and processors were also coordinated and informed of the visit. Despite some logistical constraints, they said they would support the whole industry



turn to page 16 >>



<< from page 15

by providing manpower, raw materials, and other needed interventions.

The Japanese production managers are curious about how the sabutan products are being manufactured. They were presented with the sabutan product conversion, from propagation, extraction, treatment, weaving, and product assembly, up to the finishing touches. They were amazed at the intricacies of each process, in addition to the fact that the sabutan plant is endemic to the province. They also visited the fossilized cacao leaf processors and were amazed at how these products are produced.

The Japanese marveled at the province's unique resources and craftsmanship. Their visit to Aurora bore the potential of forging partnerships with local MSMEs. They procured native products from Cebu, Tacloban, and Bohol solely for redistribution purposes in Japan. Notably, their interest in purchasing sabutan placemats hinted at a transformative approach, as they aim to delve into the manufacturing process themselves, to gauge market viability. Should their market testing yield positive outcomes, it could pave the way for substantial opportunities for sabutan players and the industry as a whole to penetrate the discerning Japanese market.





# MSME DEVELOPMENT

## Nueva Ecija 2024 MSME Summit organized

By: Alfee Rei L. Galapon

SAN JOSE CITY, NUEVA ECIJA – In line with the crafting of the Micro, Small, and Medium Enterprise (MSME) Development Plan 2023-2028, the Department of Trade and Industry – Nueva Ecija (DTI-NE) organized the 1st Semester 2024 Nueva Ecija MSME Summit at Tayabo Nature Park, San Jose City on March 26, 2024.

The gathering graced by Vice Mayor Alexis “Ali” G. Salvador and San Jose City’s Sangguniang Panlungsod was participated in by about 50 MSMEs from all over the province. Vice Mayor Ali expressed the support of the local government of San Jose City in advancing MSME development and anticipates forging extensive collaboration with DTI-NE.

The summit served as an avenue to celebrate and honor the hard work of the MSMEs assisted by DTI-NE and its 34 Negosyo Centers. Provincial Director Richard V. Simangan showed his appreciation for the efforts of the entrepreneurs and for their active engagement with the government towards building a vibrant and dynamic local economy in Nueva Ecija.

In the course of the summit, DTI-NE’s Business Development Division (BDD) presented with pride its physical accomplishments for F.Y. 2023 and its plans and pipelined activities for F.Y. 2024 including trade exhibits, inter-agency collaborations, and specialized skills training.

As part of BDD’s strategic planning, a needs assessment was facilitated to determine locally responsive initiatives that are aligned with the priority directions of the MSME Development Plan. MSMEs expressed their interest in e-commerce and digital marketing, visual merchandising, financial management, building effective negotiation skills, trends in food business, sustainability, and logistics, among others.

The result of the said assessment will act as a guidepost of DTI-NE in the implementation of its MSME-related initiatives for the year.







# MSMED COUNCIL TO STRENGTHEN MSMEs OF ZAMBALES

By: Gilbert D. Villanueva

The Micro Small and Medium Enterprise Development Council (MSMEDC) Zambales conducts its 1st Quarterly Meeting on February 22, 2024 at the Museo De Iba, Sand Valley Heritage House, Iba, Zambales.

The purpose of the meeting is to revisit the composition and discuss the functions of the council and to further create a collaborative action to strengthen the Micro-Small and Medium Enterprises (MSMEs) of Zambales.

"We hope to further strengthen the Council as it has been performing before. Through the chairmanship of Mr. Benjamin Farin Jr., we should come up with a solid and viable activity for MSME Development in the province", Chief Marilou C. Arcega of the Business Development Division, DTI Zambales Provincial Office, said.

The MSMED Council was created through Republic Act (RA) No. 6977, amended by RA No. 8289, and further amended by RA 9501 otherwise known as the "Magna Carta for Micro, Small and Medium Enterprises of 2008", to effectively spur the growth and development of MSMEs, throughout the country, and to carry out the policy declared in the Act.

RA 9501 states that the Council shall be the primary agency responsible for the promotion, growth and development of micro small and medium enterprises in the country by way of facilitating and closely coordinating national efforts to promote the viability and growth of small and medium enterprises. It also includes assisting relevant agencies in the tapping of local and foreign funds for small and medium enterprise development, promoting the use of existing programs, and seeking ways to maximize the use of local labor resources.

The member agencies presented their regular programs, projects and activities that are geared towards MSME Development.

After the meeting, Chairman Farin Jr. promoted the Eco-Friendly Label Printing facility of the Olongapo Zambales Manufacturers Cooperative (OZMAC) which is worth P1.6 Million. This was funded by Zambales 2nd District Representative Doris "Nanay Bing" Maniquiz. He urged the council members to strengthen the promotion of the facility since Eco-labeling is one of the advocacies of the MSMED, thereby giving the MSMEs, and other stakeholders quality, eco-friendly, and business-friendly alternatives.

DTI-3 Regional Director Brigida T. Pili congratulated MSMEDC Zambales and OZMAC for coming up with a project that benefits both the local manufacturers and micro-entrepreneurs of the province; and the environment as well.

Present during the meeting are DTI-3 Regional Director Brigida T. Pili, MSMEDC Chair Benjamin D. Farin Jr., DTI-Zambales Provincial Director Enrique D. Tacbad, DOST-PSTO Zambales PD Didith Montevirgen, TESDA-Zambales PD Rene Dela Cruz Jr., DILG-Zambales Lloyd Janver Apan, DAR-Zambales Dana Domingo and Anna Marie Mallare, PRMSU-Christine Pacheco, Zambales Tourism-Maria Domitela Mora and Kevin Nacabuan, Zambales PPDO-Engr. Cary Fallorin, and DTI - Zambales BDD Chief Marilou Arcega, STIDS Gilbert Villanueva and TIDS-CARP Andy Marc Bactad.





# ***DTI Nueva Ecija's YEP Initiatives at a Glance***



**By: Debbyriza T. Hidalgo**

CABANATUAN CITY, NUEVA ECIJA – Through the Youth Entrepreneurship Program (YEP), DTI – Nueva Ecija (DTI-NE) has been making significant strides in empowering the youth through entrepreneurship and financial literacy. Here's a snapshot of DTI-NE's 1st quarter activities benefitting about 1,000 students from the province:

## **Design Thinking Workshop**

Gapan City Colleges | January 30, 2024

With focus on fostering innovative thinking and entrepreneurial problem-solving, DTI-NE kicked off the year with the Design Thinking Workshop participated in by 45 college students from GCC.



## **Branding, Packaging and Labelling, and Basic Food Safety Seminar**

Gapan City Colleges | February 15, 2024

Aiming to equip aspiring entrepreneurs with practical skills, DTI-NE organized a seminar with 151 students and providing insights on how to effectively brand and market their products while ensuring food safety standards.



## **YEP and CLSU Professional Selling Activity**

Central Luzon State University | February 20, 2024

In collaboration with CLSU, DTI-NE facilitated a selling activity aimed at providing BS Business Administration students with hands-on experience in selling. Ninety-five (95) students were linked with ten (10) micro-enterprises, offering them insights into real-world sales and marketing strategies.

## **StudentPreneur Product Exhibit and Seminar**

Nueva Ecija University of Science and Technology | February 26, 2024

DTI-NE with NEUST organized a product exhibit and seminar for over 150 entrepreneurship students. Forty-five (45) innovative products such as food items, and wearables and homestyle were showcased. The seminar covered topics including business name registration and packaging.

turn to page 20 >>





<< from page 19

### **JMA Neutron: Marketing Genius Seminar**

Wesleyan University – Philippines | March 6, 2024

DTI-NE collaborated with WUP in hosting a seminar on digital marketing and business continuity with nearly 300 BS Marketing and Financial Management students gaining insights on leveraging digital platforms for business growth and ensuring continuity in uncertain times.

### **YEP Participation at the Caban ng Tuwa Trade Fair**

NE Pacific Mall, Cabanatuan City | March 15-19, 2024

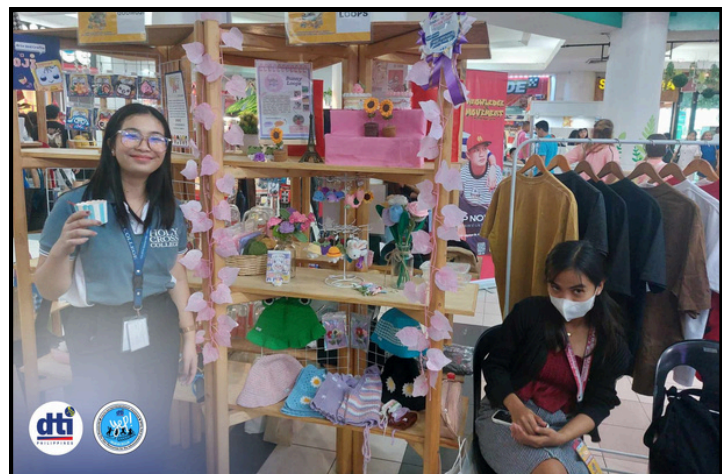
Eight (8) youth exhibitors from NEUST and PHINMA-AU joined the Caban ng Tuwa Trade Fair, highlighting the creativity and innovation of young entrepreneurs.

### **YEP Financial Literacy Caravan**

Gapan City Colleges | March 22, 2024

The YEP Financial Literacy Caravan continues, reaching 89 students from GCC. The YEP Caravan is a notable accomplishment of DTI-NE in partnership with the Bangko Sentral ng Pilipinas (BSP). In 2023, this benefitted over 700 students, equipping them with essential financial management skills in making informed decisions about their finances.

Despite the limitations in resources, through collaboration with educational institutions and industry partners, DTI-NE's YEP is paving the way to a brighter future for young Novo Ecijanos.







## DTI, PRMSU PARTNER FOR YEP

Iba, Zambales – The Department of Trade and Industry (DTI) Zambales Provincial Office and the President Ramon Magsaysay State University (PRMSU) signed the Memorandum of Agreement (MOA) and successfully piloted the YEP! You Can Be Your Own Boss (YCBYOB) Workshop to twenty-eight (28) student-preneurs of PRMSU Main Campus, Iba, Zambales on March 11-15, 2024.

The 28 participating student-preneurs are from the different Colleges of PRMSU such as Mechanical Engineering, Nursing, Arts and Sciences, Education, Information and Technology, Tourism, and Business Administration.

“This collaboration of DTI and PRMSU institutionalizes many more meaningful projects of the two agencies that will focus on preparing the youth for the world of entrepreneurship,” says DTI Zambales Provincial Director Enrique D. Tacbad during the culmination of the YEP! YCBYOB cum MOA Signing.

The workshop aims to equip students with practical life and entrepreneurship skills to start their own small businesses. It's an interactive training that guides participants through the process of generating innovative business ideas, creating a business model, and presenting their plans. Ultimately, it empowers them to launch their own ventures.

“After the 4-day workshop, you will be presenting your business plans through a business pitch competition, where three (3) will be selected as Best Business Pitch Presenters.” says Marilou C. Arcega, DTI Zambales Chief of Business Development Division (BDD), during the Opening Program and Module Introduction.

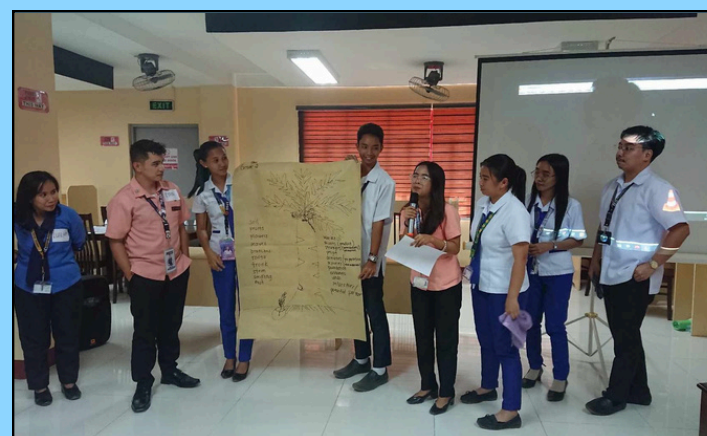
DTI Zambales and PRMSU-Office of the Student Affairs and Services (OSAS), collaborated to roll-out the program, whilst the whole 5-day workshop was administered by DTI Zambales YEP Focal STIDS Gilbert Villanueva, through the support of Negosyo Center Business Counselors of Cabangan, Botolan, Iba, Palauig and Sta. Cruz, Zambales.

Dr. Roy N. Villalobos, University President, expressed his appreciation to DTI Zambales Provincial Office for identifying PRMSU to be the first to implement the program this year. He also acknowledged the efforts of Dr. Lilian F. Uy, Vice President for Students Affairs, Cecilia B. Garson, LLB., Director of OSAS, and Dr. Christine R. Pacheco, Head of the newly created Economic Enterprise Development Services (EEDS), for an impressive inaugural project since its creation two months ago. He added, “these kinds of activities are what we are aiming for that is why I personally pushed for the creation of this unit.”

Recognizing the importance of the YEP Program of DTI, representatives of Zambales 2nd District Representative Doris “Nanay Bing” Maniquiz and Board Member (BM) Carl Eric B. Rico, were present during the culmination.

The Top-3 Best Business Pitch Presenters received a Certificate of Recognition, cash prize from BM Rico, and invitation from the Provincial Tourism to showcase their products at the upcoming Zambales Dinamulag Festival 2024.

“I am humbled and thankful to be given the opportunity to participate at the YEP! You Can Be Your Own Boss workshop of the DTI. Receiving this Top-1 Best Business Pitch Presenter award, gives me so much motivation to pursue my business idea, for my family and specially for myself.” says Jherein Cacnio, a 4th Year Nursing student and owner of Rhein's Food Products from Barangay Banuanbayo, Cabangan, Zambales.





# WOMEN'S MONTH

## Empowering Communities Through Innovation: A Seminar on Upcycling Product Development

By: Lota M. Yasa

A seminar-workshop was held on February 20, 2024, at Eagle Cement Corporation in Barangay Akle, San Ildefonso, Bulacan, aimed at nurturing an innovative mindset and promoting the development of upcycled products among local community groups. Coordinated by DTI-Bulacan in collaboration with Eagle Cement's Community Relations Officer, Ms. Annaline Buizon, the event was facilitated by product design consultant Mr. Ronald Rommel Vilorio.

Among the participants were the Akle Women's League, champions of Project WOW (Wealth of Waste), an initiative in collaboration with Eagle Cement aimed at harnessing the potential of waste materials generated by the company. Alongside them were members of Agri Integrated Services, Inc., a dedicated male group entrusted with maintaining and enhancing Eagle Cement's bamboo project.

During the seminar-workshop, participants were tasked with the challenge of developing upcycled products. They utilized waste materials such as conveyor belts, wooden pallets, plastic drums, old tires, and bamboo. Through collaborative effort and ingenuity, participants successfully achieved this objective, showcasing the potential of upcycling as a sustainable and profitable endeavor.

This initiative shows how important it is to take care of the environment and how communities can make a big difference through innovative ideas. By using what they have locally, places like Barangay Akle are not just reducing waste but also making money, which helps sustainable development and empowers them.

As the seeds of innovation continue to flourish in Barangay Akle and beyond, it is evident that initiatives like these are pivotal in shaping a more resilient and resourceful future for all. Through collaboration, creativity, and a commitment to sustainability, communities can truly unlock their full potential and pave the way for a brighter tomorrow.





# **SHE SHINES!**

## ***Empowering Women in Business***

**By: Charmaine S. Tiongson**

In celebration of Women's Month, DTI Pampanga and the Local Government Unit (LGU) of the City of San Fernando, Pampanga collaborated to organize a Trade Fair for women entrepreneurs, aptly themed "Womenpreneur." The fair was held last March 14-16, 2024 at Robinson's Mall, City of San Fernando, Pampanga. This initiative aimed to showcase and celebrate the invaluable contributions of women in the business industry. The Trade Fair provided a platform for 17 MSMEs (Micro, Small, and Medium Enterprises) to exhibit their products. DTI Provincial Director Elenita R. Ordonio visited the fair to show her support to the women entrepreneurs of the City of San Fernando.

The event featured a diverse range of locally-made handcrafted products, highlighting the creativity, skills, and innovation of women entrepreneurs. From artisanal crafts to homemade delicacies, attendees had the opportunity to explore and support the offerings of these talented exhibitors.



Among the showcased products include handicrafts made of rattan, perfumeries, women's bags and accessories, food products such as polvoron, pastillas, cashew nuts, and other pastry products.

Through the Womenpreneur Trade Fair, DTI Pampanga and the LGU demonstrated their commitment to empowering women in business and fostering a supportive environment for their entrepreneurial endeavors. This initiative not only celebrated the achievements of women entrepreneurs but also provided them with a valuable platform to showcase their talents, expand their networks, and access new opportunities for growth and success in the marketplace.

## **Women daycare workers trained in starting a business**

**By: Grace Lugtu**

The Department of Trade and Industry (DTI) Tarlac Provincial Office, through the Negosyo Center Bamban, conducted a How to Start Your Business Seminar for daycare workers. This is in line with the Women's Month Celebration of the Municipal Social Welfare and Development Office of Bamban.

According to OIC Provincial Director Florencia Balilo, the training was designed to teach the attendees about entrepreneurship and unlock their potential. "This seminar aims to equip the attendees with knowledge on the basics of going into business. We hope that this activity will help them discover their entrepreneurial capabilities and give them the confidence to engage in it," OIC Provincial Director Florencia Balilo said.

Business Counselor Luis Casupanan discussed the characteristics of an entrepreneur, different types of businesses, business opportunities, and the risks and rewards of entrepreneurship.



One of the participants, Dina Cura, shared how she was enlightened about starting a business.

"I learned how to open a business. I became informed about the advantages and disadvantages of being an entrepreneur. I was also inspired by the entrepreneurial journey of some MSMEs," she said.

About 20 women daycare workers participated in the event.



# Empowering Women Entrepreneurs: Training in Food Processing

**By: Rosenne P. Fernandez**

In celebration of National Women's Month and with a commitment to empowering women in entrepreneurship, the Municipality of San Simon, Pampanga, in partnership with the Municipal Agricultural Office, conducted a transformative Meat Processing and Vegetable Pickling Skills Training on March 19, 2024.

Held at the Government Center in Sto. Niño, San Simon, Pampanga, the event saw the participation of the wives of local farmers, eager to acquire new skills that could serve as a foundation for their startup businesses.

Municipal Agriculture Officer Liralaine Capua welcomed the participants, setting the tone for an engaging and informative session.

"This program embodies our commitment to empower women, especially the wives of our farmers, in entrepreneurship," Ms. Capua said. She also emphasized the importance of community support in fostering economic growth.

The session transitioned into a Business Opportunity Seminar led by DTI Negosyo Center Business Counselors (BC) Paul Ocampo and Rosenne Fernandez. The seminar underscored the significance of entrepreneurship and provided practical insights into starting and managing a business.

Following the seminar is a skills training activity on meat processing. The trainees were first oriented on the importance of sanitation and food safety procedures before diving into meat processing. Under the expert guidance of the trainer and resource speaker Lilibeth Manliclic from the Office of the Provincial Agriculturist (OPA) and DTI CARP Associate Melanie Quito, participants were instructed in the art of making Chicken Tocino and Chicken Cordon Bleu, witnessing firsthand the process from raw ingredients to final product.



*Ms. Lilibeth Manliclic demonstrating the art of meat processing.*

The Vegetable Pickling segment of the training introduced the participants to the technique of preserving and flavoring various vegetables. As participants actively engaged in the training, they acquired valuable knowledge and skills in both meat processing and vegetable pickling.

Upon completion of the training, the participants were honored with a small graduation ceremony, marking their achievement in acquiring new skills. To further support their entrepreneurial endeavors, each participant received a livelihood or business kit courtesy of the Municipal Agricultural Office of LGU San Simon.

"As farmers' wives, these skills are very helpful. Now, we can help with our husbands' crops through this training. We feel more confident and excited to use what we learned to support our family's farm work," shared Maria Santos, one of the enthusiastic participants.

In essence, the Meat Processing and Vegetable Pickling Skills Training not only equipped participants with practical skills but also instilled in them a sense of empowerment and self-reliance. As these women entrepreneurs embark on their entrepreneurial journeys, they carry with them the knowledge and confidence needed to thrive in their endeavors, contributing to the economic growth and prosperity of their community.



*The processed meat and pickled vegetables demonstrated during the training session.*



*DTI CARP Associate Melanie Quito spearheads the skills training session in pickled vegetables.*



# Entrepreneurs Unite: *Launching Likhang Bulacan Entrepreneurs Association*

By: Lota M. Yasa

On January 17, 2024, a group of fourteen resilient entrepreneurs gathered at the Department of Trade and Industry (DTI) Bulacan to chart a course for their continued participation in trade fairs, a vital avenue for marketing their products and expanding their businesses.

The group deliberated on whether to revive their previous organization or establish a new one that would encompass all sectors. They recognized that the journey to success begins with a single step, but the cooperation and unity of all members are essential for sustained growth.

DTI Bulacan Division Chief (DC) Maria Cristina Valenzuela welcomed the group, emphasizing DTI's unwavering support for Micro, Small, and Medium Enterprises (MSMEs). She acknowledged the past contributions of the GTH Bulacan association, which has been an active partner in trade fairs, marketing events, and various MSME development activities. The association had gained regional renown for being the most active organization but faced several challenges, including the unfortunate demise of its president and the suspension of operations for some members, leading the organization to lie dormant for a period.

Highlighting ongoing discussions with PCEDO, DC Valenzuela revealed the shared goal of revitalizing microenterprise organizations in Bulacan. The aim was to establish an active organization that includes all sectors. The GTH Bulacan association, in its prime, successfully fronted in the negotiation for trade events, also enabling members to participate in international exhibitions in Japan, the US, and Canada. Government preference for assisting groups over individuals was emphasized, with Governor Daniel Fernando actively encouraging the establishment of cooperatives.



DC Valenzuela also reassured the entrepreneurs of DTI's and Director Edna Dizon's unwavering support. She emphasized that their assistance line is always open, ready to help in any way possible.

Unified in their decision to create a new organization, the entrepreneurs collectively named it the "Likhang Bulacan Entrepreneurs Association." The leadership roles were entrusted to Ms. Myta Garcia of Armyths International Fashion Accessories as President, Mr. Myron Padios of Remix F.D. Food Trading as Vice President, Linda Hipolito of Mommy Linda Food Products as Secretary, Angelito Rey of Lito Rey Boneless Tinapa as Treasurer, and Dan Florencio of Dan & Espie Scent as Public Relations Officer. In addition to enrolling each business as members, they committed to recruiting others to bolster their ranks.

Ms. Athena Madlang-awa of PCEDO pledged support, promising to assist in securing accreditation from the Provincial Government. This accreditation would open doors for financial assistance from the provincial government, further strengthening the association's foundation.

With optimism and a shared commitment, the Likhang Bulacan Entrepreneurs Association was born, and its members pledged their time and resources to ensure its success, symbolizing a new chapter in the entrepreneurial landscape of Bulacan.



# NC, CARP boost support for San Miguel Bulacan MSMEs

**By: Jennifer D. Apolar**

San Miguel Bulacan – In a concerted effort to boost the growth of micro, small, and medium enterprises (MSMEs) in San Miguel, Bulacan, the Department of Trade and Industry (DTI) Bulacan, along with the Comprehensive Agrarian Reform Program (CARP), teamed up with Negosyo Center San Miguel Bulacan to conduct a series of impactful enterprise visits.

"Through this partnership, we aim to provide comprehensive support and resources to empower local businesses," stated Senior Trade and Industry Development Specialist Marisol G. Bunoy.

The initiative, spearheaded by Business Counselor Jennifer D. Apolar, focuses on raising awareness and utilization of DTI and Negosyo Center services, including the Barangay Micro Business Enterprise (BMBE) program and trademark assistance from the Intellectual Property Office of the Philippines (IPOPHIL).



"This collaboration underscores our commitment to nurturing a thriving business environment in this town," emphasized Apolar during the visits to various MSMEs, including Ria's Pork Chicharon and Gonzales HomeMade Pastillas.

Discussions during these visits covered crucial topics tailored to the needs of each business, ranging from trademark applications to food safety protocols and license acquisition, reflecting the dedication to holistic support for local enterprises.

The joint effort between CARP and Negosyo Center signifies a pivotal step towards driving economic development and sustainability in San Miguel Bulacan, ultimately empowering local businesses to thrive.

## 50 Bulacan MSMEs Label Up

**By: Danilo F. Aquino III**

The culmination of the Label Up Program, organized by the Department of Trade and Industry (DTI) Bulacan through the Negosyo Center, was met with immense delight by all participants. The highly anticipated Turnover Ceremony of Newly Developed Printed Labels took place at the DTI Provincial Office located at 2F HTJRP Building, MacArthur Highway, Sumapang Matanda, City of Malolos, Bulacan on January 31, 2024. The event saw the active participation of 50 Micro, Small, and Medium Enterprises (MSMEs) from Bulacan province, supported by dedicated Business Counsellors from each city and municipality's Negosyo Centers.



Label-Up! Innovating Labels, Innovating Business is a label improvement program aimed at enhancing the product packaging and labels of MSME beneficiaries. The transformation of product labels is leading to improved market visibility, consumer engagement, and business growth for the participating MSMEs.



# Market and product promotion in Nueva Ecija, amplified!

By: Alfee Rei L. Galapon



CABANATUAN CITY, NUEVA ECIA – The Department of Trade and Industry – Nueva Ecija (DTI – NE) amplifies its market and product promotion initiatives by organizing trade exhibits with local governments, facilitating participation to KADIWA ng Pangulo launching, and expanding the coverage of OTOP Nooks in strategic areas within the province.

For the 1st quarter, DTI-NE has already facilitated the participation of 258 MSME exhibitors in five trade fairs, six KADIWA launches, and three OTOP Nooks. These recorded total sales amounting to Php6,005,834.00 or about 31% of the province's target sales for the year.

Highlights include the participation of 21 micro, small, and medium enterprises (MSMEs) during the Tawid ken Kultura Trade Fair in Ilocos Sur this January 23 to February 14 with staggering sales of about Php3,000,000.00; the 1st Provincial KADIWA launching in Palayan City last March 04 with 43 exhibitors and total sales of about Php250,000.00; and the sales of OTOP Nooks in Pantabangan that reached about Php130,000.00.

DTI-NE's market and product promotion activities are aimed at creating more opportunities for home-grown entrepreneurs by identifying and connecting them with wider markets within and outside the province.

As relayed by Ms. Grace Ador Dionisio of RedJ Mushroom Farm, "Isang napakagandang pagkakataon at oportunidad po ang pagsali sa mga trade fair sapagkat dito po unang naipakikilala ang aming mga produkto. Lumawak at lumaki ang aming mga buyer at mga sinusupplyan. Nakatatagpo rin po kami ng mga gustong magpatraining about sa mushroom production." RedJ Mushroom Farm, located in Guimba, Nueva Ecija is one of the active exhibitors at DTI-NE's trade fairs with their flavorful mushroom chips.

For the remaining months of the year, DTI-NE is committed to further advancing MSMEs' access to markets, above and beyond. Aside from the trade fairs and KADIWA activities, DTI-NE will be exploring the possibility of setting up additional OTOP Nooks in strategic locations including Cuyapo, Carranglan, and Bongabon. This is to tap the potential markets in neighboring provinces as prepare the MSMEs for the establishment of the OTOP.Philippines Hub in Nueva Ecija.







## CASECHCOM members undergo Coco Vinegar Production training

By: Marisol G. Bunoy

A two-day training on coco vinegar production using the acetator kit for the Catholic Servants of Christ Community Multi-Purpose Cooperative (CASECHCOM) in Brgy. Sullivan, Baliuag, Bulacan was held last March 4-5, 2024. The acetator kit was provided by DOST under their Community Empowerment through Science and Technology (CEST) program through the effort of DTI-CARP Bulacan after seeing the success and its market potentials. This activity was a follow through of the vinegar production conducted last August 2023, which was done manually. Experts from the DOST Industrial Technology Development Institute (ITDI), Engr. Marvin Mendoza and Mr. Sammuel Sario, along with DOST-Bulacan, under the leadership of Provincial Director Ms. Angelita Quiñones Parungao, was asked to be trainer for the seminar. The training equipped the cooperative members with vinegar basics, use of Pearson Square method, lectures on data monitoring and recording, preparation tasks such as drum cleaning, washing, alcoholic liquid preparation, drum preparation, and rechecking the attachment of the acetator kit.



CASECHCOM MPC has been the focus of CARP program for several years now. It has been provided with various interventions such as Shared Service Facilities, product development, and market development activities. In addition, the members also underwent several seminars which greatly improved their productivity.



# NEGOSYO CENTERS



Ms. Babylin Soliman, a trainer from PMTC, showing the process of fabric conditioner production, engaging Solo Parents in hands-on participation.



Business Counselor Sen Fernandez of DTI Negosyo Center Apalit, extends a warm welcome to all attendees, setting the tone for the event with her opening remarks.

## Solo Success of Solo Parents: By: Rosenne P. Fernandez Entrepreneurship Training in Soap, Detergent, and Fabric Conditioner Making

Solo parents in Sucad, Apalit, Pampanga, received a boost in their journey towards self-sufficiency with a special entrepreneurship training event held at the Sucad Barangay Hall, Sucad, Apalit, Pampanga on March 22, 2024. and sponsored by AGRI Partylist Wilbert T. Lee, in partnership with the Provincial Manpower Training Center (PMTc) of the Provincial Government of Pampanga. The event aimed at equipping solo parents with practical skills in soap, detergent, and fabric conditioner making, offering them opportunities for sustainable livelihoods.

The day began with a prayer and welcome messages from DTI Negosyo Center Business Counselor Sen Fernandez and Barangay Councilor Nelson Binuya, highlighting the importance of community support in such initiatives.



DTI Negosyo Center Business Counselor (BC) Jerahmeel Grace Afan Macapagal facilitated a Business Opportunity Seminar (BOS), guiding attendees on how to utilize the skills gained from the training to explore various business opportunities. Ms. Wilmie Nichols from PMTC detailed the organization's programs, underlining their dedication to skills development within the communities. This set the stage for Ms. Babylin Soliman to conduct hands-on training, with attendees actively participating. The training covered everything from appropriate dress code to essential aspects of product formulation.

Each participant received a business kit, to support their entrepreneurial endeavors.

The event fostered a sense of camaraderie and empowerment among the solo parents of Sucad, offering them tangible skills and resources to pursue entrepreneurship confidently. With the support of local officials, organizational partners, and Congressman Wilbert T. Lee's sponsorship, the training event exemplified the potential for grassroots initiatives to drive positive change in communities. As solo parents embark on their entrepreneurial journeys, they become beacons of resilience and hope for a brighter future.



# ***NC Arayat and BJMP Collaborate to Unlock Business Potential of PDLs***

By: Jerahmeel Grace A. Macapagal



In a groundbreaking collaboration, Negosyo Center Arayat and the Bureau of Jail Management and Penology (BJMP) joined forces to host a specialized session on the business potential of Persons Deprived of Liberty (PDL). The event took place on March 15, 2024, at the BJMP Arayat facility, marking a significant step towards empowering incarcerated individuals with entrepreneurial skills and mindset.

The initiative aims to equip PDLs with the necessary knowledge and skills to establish their own businesses, paving the way for a fresh start and cultivating hope for a better future.

By focusing on entrepreneurship as a pathway to rehabilitation and reintegration, the collaboration seeks to transform lives and contribute to the socio-economic development of the community.

During the session, participants were introduced to various business concepts, opportunities, and practical skills essential for starting and managing a successful enterprise which was discussed by Business Counselor Grace Macapagal.

The collaborative effort between Negosyo Center Arayat and BJMP underscores the commitment of both organizations to fostering inclusive growth and supporting marginalized communities. By harnessing the untapped business potential of PDLs, the endeavor may break the cycle of poverty and dependence, empowering individuals to become self-reliant and productive members of society.

Participants expressed gratitude for the opportunity to learn and grow, highlighting the transformative impact of the session on their outlook and aspirations. Many shared their newfound enthusiasm for entrepreneurship, expressing optimism about their ability to create positive change in their lives and contribute to their families and communities upon release.

## **PORAC SK EQUIPPED WITH FINANCIAL AND ENTREPRENEURIAL SKILLS**

By: Amelia F. Latag

The Department of Trade and Industry Pampanga through Negosyo Center Porac and in coordination with Bangko Sentral ng Pilipinas, organized a Business Opportunity Seminar and Financial Literacy session for Sangguniang Kabataan Chairpersons and Counselors on February 20, 2024. The aim of the seminar was to inspire and equip youth with the skills, knowledge, and confidence to embark on entrepreneurial ventures.

The seminar commenced with a module on Business Opportunity, facilitated by DTI Negosyo Center Business Counselor, Amelia Latag. Topics included entrepreneurial mindset, business startup, qualities of successful entrepreneurs, and business planning. Importance was placed on developing comprehensive business plans covering aspects like product development, organization, marketing, and finance. Additionally, DTI programs and services available through Negosyo Centers in nearby municipalities were presented to aid youth in launching their businesses effectively.



The second module focused on Financial Literacy, in partnership with Bangko Sentral ng Pilipinas. Ms. Ma. Lourdes Laconsay, BSP's Regional Economic Affairs associate, led discussions on topics such as the New Generation Currency, savings and budgeting, debt management, digital financial management, and cyber hygiene. Participants also learned about BSP and the Department of Interior and Local Government's Financial Inclusion project, particularly the Palengke-QR Ph Plus Program.

The event was well-received by the youth attendees, who expressed gratitude for the knowledge and skills gained, as well as the inspiration and motivation to pursue entrepreneurship.



# Dueg residents trained in coffee drink preparation

By: Grace Lugtu

In support of the municipality's tourism program, the Public Employment Service Office (PESO) and the Municipal Social Welfare and Development Office (MSWDO) partnered with the Department of Trade and Industry (DTI) – Tarlac Provincial Office, through the Negosyo Center San Clemente, to facilitate a seminar on starting a business with barista training for 16 Dueg residents.

Sitio Dueg is located in the mountainous area of San Clemente which boasts of its serenity and mesmerizing nature views.

"With the growing number of tourists visiting the area, this is a chance for the locals to consider entrepreneurship as an alternative source of income," OIC Provincial Director Florencia Balilo said.

For the entrepreneurship seminar, Business Counselor Anthony Corpuz discussed the rewards and risks of entrepreneurship, business opportunities, and the requirements and permits needed to start a business.



On the other hand, the resource speaker, Ms. Antonette Agustin, a café owner taught how to operate an espresso machine and the basics of making coffee drinks such as Espresso, Americano, and Latte, to name a few.

For Glory Geronimo, one of the participants, this is another learning opportunity that she could apply for a living.

"I have learned something new that I could use in the future. I thank DTI, PESO, and MSWDO for providing us with new knowledge," she said.

The Local Government Unit of San Clemente plans to put up a café in Dueg for possible lease or employment.

## DTI Bataan, LGU Samal hold trade fair for Visita Iglesia pilgrims

By: Armida T. Santos



Samal Bataan – The Department of Trade and Industry – Bataan through Negosyo Center (NC) Samal partnered with the Local Government Unit of Samal in holding a trade fair for pilgrims during the Lenten Season.

Samal is home to one of the oldest churches in the country, the Saint Catherine of Siena Parish Church. With a rich history spanning 428 years, the church serves as a significant pilgrimage site, attracting thousands of devotees embarking on the sacred Lenten tradition of Visita Iglesia.

From February 17 to March 23, the grounds of the ancient church transformed into a bustling marketplace, hosting a trade fair for local entrepreneurs. More than ten Micro, Small, and Medium Enterprises (MSMEs) joined, exhibiting local products such as araro cookies, mushroom chicharon, gourmet food products, pickled mango, pesto sauce, chili sauce, fried capiz meat, mussel chips, pastillas, banana chips and pastries. In addition, other stalls also offered snacks and refreshments to the travelers.

NC Samal Business Counselor Armida T. Santos emphasized that the event is a collaborative effort between DTI-Bataan, Samal Mayor Alexander Acuzar, and Tourism Officer CJ Manansala.

"Almost every day, scores of people visit the church. During lent, the number of visitors more than doubles. This is why we took the opportunity to provide a place for our MSMEs to showcase local products," Santos mentioned.

The trade fair at the pilgrimage site not only foster economic growth but also enhances the cultural and spiritual experience for visitors, creating a harmonious blend of commerce and spirituality during the Lenten season.



# ***Empowering Aspiring Entrepreneurs:***

Seminar Launched at TESDA Provincial Training Center in Pampanga

By: **Jerahmeel Grace A. Macapagal**



(2nd row) TIDS Carlito Mejia, (front from left to right) ) Business Counselor Grace Macapagal, TIDS Arlene Gomez, Supervising TESD Specialist Maria Edita Hernandez, and ATTAP Secretary Desiree Villocino together with the TESDA Associates, Association of TVET Trainers and Assessors of Pampanga (ATTAP) organizers and TESDA Assessors.

On February 27, 2024, a three-day specialized train-the-trainer and capacity-building seminar aimed at empowering Pampanga's emerging entrepreneurs commenced at the Technical Education and Skills Development Authority (TESDA) Provincial Training Center in Guagua. Organized by the Association of TVET Trainers and Assessors of Pampanga (ATTAP) in collaboration with TESDA, the seminar was attended by 26 accredited trainers and assessors who delved deep into the intricacies of entrepreneurship training. The event is part of a broader initiative to foster a thriving entrepreneurial ecosystem in the region.

Ms. Maria Edita Hernandez, Supervising TESD Specialist, welcomed the participants, saying she is thrilled to see such a dedicated group of trainers and assessors coming together to champion entrepreneurship in Pampanga. She believes their commitment to learning and growth will benefit the local business community.

On the first day of the seminar, DTI-Pampanga Trade-Industry Development Specialists Carl Mejia and Arlene Gomez, together with Negosyo Center Business Counselor Grace Macapagal took the lead in facilitating discussions on Entrepreneurial Mindset in the New Normal.

The sessions were designed to provide participants with valuable insights and strategies to adapt and thrive in today's rapidly changing business landscape.

The seminar continued with a micro-teaching presentation on the second day, providing attendees with an opportunity to refine their teaching skills in a supportive environment. Capping the activities on the last day, the participants engaged in entrepreneurship role-playing activities and celebrated their achievements with a simple graduation.

The seminar's focus on capacity-building and train-the-trainer methodologies highlights the commitment of both ATTAP and TESDA to equipping local trainers and assessors with the latest techniques and knowledge. By doing so, the organizations aim to enhance the quality of entrepreneurship training and support the growth of innovative startups and small businesses in Pampanga.

Participants expressed their enthusiasm for the seminar, emphasizing the importance of continuous learning and adaptability in the face of evolving challenges. Many attendees lauded the initiative as a valuable opportunity to upgrade their skills and better serve the needs of aspiring entrepreneurs in the region.

Ms. Jesusa Viesca, one of the participants, shared her perspective, stating that attending the seminar had been an eye-opening experience for her. She feels better equipped to support aspiring entrepreneurs in her municipality.

As the seminar progressed, organizers remained optimistic that it will inspire and empower a new generation of entrepreneurial leaders in Pampanga. With a diverse range of topics and expert-led discussions for the the-day training, the event turned out to be a pivotal moment for the local entrepreneurial community.



# NC Balanga City joins LGU's Women's Month Celebration

By: Lizette A. Befetel



The Negosyo Center (NC) Balanga City actively participated in the National Women's Month Celebration organized by the city government.

NC Balanga City, in collaboration with the Balanga City Government Unit, acknowledges the strength, resilience, and accomplishments of women, while advocating for a fairer and inclusive society. With the theme "Lipunang Patas sa Bagong Pilipinas: Kakayahan ng Kababaihan, Patunayan", the City of Balanga (COB) Government organized a series of activities to foster gender equality and women empowerment. The celebration was highlighted on March 8 with a poster and slogan-making competition for Senior High School students.

On March 13 – 15, a trade fair for women entrepreneurs was held at the City Hall grounds. Roumeer Plant Trading, a NC Balanga-assisted micro enterprise, joined the fair through the support of Trade-Industry Development Analyst (TIDA) Lizette Befetel. The enterprise sold herbs, ornamental plants, and fruit-bearing trees during the three-day fair.

On March 12, a Pampering Tuesday was held which provided free manicure, pedicure, and eye-detox services to COB Women employees. A gender sensitivity training with the Kalipunan ng Liping Pilipina (KALIPI) ng Bataan, barangay officials and other stakeholders was also held on March 23. Capping the celebration is a film-showing about women empowerment at the City Hall AVR on March 26.

TIDA Befetel, also joined the advocacies by wearing purple-colored shirt or dress every Friday of the month.

March is designated as Women's Month in many countries around the world. It is a global celebration of the social, economic, cultural, and political achievements of women.

# NC MACCII joins forum to end sexual violence

By: Alfine Bonus

*"Empowered Women, Empower Women"*

Before the Women's Month celebrations ended, Business Counselor (BC) Alfine Bonus from DTI Negosyo Center MACCII participated in a lecture and roundtable group discussion with the Alaya Women Center and other government and non-government groups to provide support. This event took place on March 27 at the Pamintuan Mansion in Angeles City.

The Alaya Women's Center, based in Angeles City, is a resource center supporting individuals involved in or at risk of commercial sexual exploitation. Their mission is to end all forms of sexual violence against women and girls through gender justice and equality. The group's leader, who has been a victim of violence, is determined to establish a safe haven for women involved in the sex trade, a space for healing, and a platform for education for those perpetually vulnerable to commercial sexual exploitation

The center offers three programs. The first is 'Sulagpo', meaning 'to fly,' which provides education and training for those seeking higher academic learning or new skills for employment. They partner with the Department of Education (DepEd) for alternative learning sessions. The second program, 'Bale ni Maria Sinukuan', is a community space for artisans and healing, focusing on indigenous crafts, art, and cuisine. They believe in the healing power of traditional practices. The third program, 'Ligtas na Pamayanan', is a campaign against gender-based violence, implementing small-scale projects at the grassroots level. The group also creates products to sustain their financial needs and support the women in their community. Some of these products include bead accessories, bags, kimchi, and strawberry jams.

During the discussions, the attendees were given the opportunity to introduce themselves. The discussions primarily focused on how various agencies could assist Alaya Women. Some proposed assistance includes alternative learning programs offered by the DepEd. Additionally, PhilHealth offered to support the group by endorsing them to their rural health centers.

On the part of DTI, BC Alfine Bonus, invited the group to participate in upcoming trade fairs, training, and seminars which may assist them in finding institutional buyers through market matching.



In the photo, along with BC Alfine Bonus from DTI-NC MACCII, are Trident Remollo from DepEd-ALS, Ms. Alegria Cruz from Aguman Sinupan Singing Inc., Ms. Jo-Ann Balingit, from Fulbright US Scholar, Dr. Rowena S. Zabat-San Mateo, from PhilHealth San Fernando. Also present from the Alaya Center are Ms. Gigi Gajclan, Cris Dela Cruz, and Mirasol Dela Cruz.



# CREATIVE INDUSTRIES



## EMPOWERING CREATIVITY:

### CITY OF SAN JOSE DEL MONTE'S LUNSOD LUNSAD PROJECT SOARS WITH "HARANA SA PLAZA, DALUYAN NG MGA LIKHA"

By: Judith B. Dela Cruz

The City of San Jose Del Monte successfully launched their Lunsod Lunsad project this year, the "Harana sa Plaza: Daluyan ng mga Likha" from February 11-13, 2024 held at the Amphitheater, New Government Center, City of San Jose Del Monte, Bulacan.

The DTI Bulacan creative team led by DC Maria Cristina Valenzuela together with TIDS Aaron Galang from the DTI-3 Regional Office attended the Day 3 of "Harana sa Plaza: Daluyan ng mga Likha" in the City of San Jose Del Monte, showcasing their support for the city's Lunsod Lunsad project.

The Lunsod Lunsad program of the Department of Trade and Industry aims to support and empower local creative talents, promote economic sustainability and develop the cultural and creative landscapes of the country's cities.

The "Harana sa Plaza: Daluyan ng mga Likha" of the City of San Jose Del Monte was a 3-day event filled with music, arts and dance, bringing together the San Joseños community to celebrate their heritage and creativity. The event also highlighted the significance of the collaborative efforts between the local government and DTI in promoting cultural events and creative initiatives within the community.







In photo: Mayor Crisostomo Garbo, Vice Mayor Atty. Gerald Guttrie Aquino, Asst. Dir. Jo-Dann Darong of the DTI Bureau of Industry Planning and Innovation, Exec. Dir. Oscar Casaysay of NCCA, CDC President Atty. Agnes Devanadera, DTI 3 RD Brigida Pili, and DTI Pampanga PD Elenita Ordonio, Paulo Feliciano of PFIF, Mrs Juliette Gomez Romualdez, Mabalacat City Council among others.

# Mabalacat City Unveils Tabnuan

## A New Cultural Hub: Gateway to Culture and Creativity

**By: Miah Minerva C. Gatbonton**

On February 28, 2024, the Mabalacat City LGU proudly inaugurated Tabnuan, a dynamic center for arts and culture nestled within the historic Old Municipio of Mabalacat City. Meaning "a gathering in one place" in Kapampangan, Tabnuan is envisioned as the primary hub for creativity and cultural expression, extending its arms to welcome local artists and artisans from surrounding areas. Beyond its role as an exhibit hall, Tabnuan embodies a sanctuary where talents flourish, performances resonate, and skills are honed, fostering a vibrant community of artistic excellence and heritage preservation.

Among the features of Tabnuan are the History Room, providing insights into the city's past; a Replica of the Original Mayor's Office, offering a glimpse into historical governance; a Pasalubong Center, showcasing local crafts and products; and a Training Room, facilitating skills development and workshops for aspiring artists.



On the second floor, visitors can explore an art exhibit highlighting the works of distinguished recipients of prestigious awards such as the Gawad Manlilikha ng Bayan and the Order of National Artists. This exhibition serves as a tribute to the contributions of these exemplary artists to the cultural landscape of the Philippines.

[turn to page 36 >>](#)







<< from page 35

Tabnuan is a testament to the commitment of the Mabalacat City LGU to promote and preserve the arts and culture within the community. The initiative is part of the Lunsod Lunsad Program under the Malikhaing Pinoy Program, spearheaded by the Department of Trade and Industry. The collaboration with various partners, including government officials, tourism officers, and industry leaders, underscores the collective effort to nurture and support the creative industries in the region.

The launch and inauguration of Tabnuan were attended by key figures dedicated to promoting the creative industries. Notable guests included Mabalacat City Mayor Crisostomo Garbo, Vice Mayor Atty. Gerald Guttrie Aquino, City Tourism Officer Arwin Paul Lingat, Asst. Dir. Jo-Dann Darong of the DTI Bureau of Industry Planning and Innovation, Exec. Dir. Oscar Casaysay of NCCA, CDC President Atty. Agnes Devanadera, DTI 3 RD Brigida Pili, and DTI Pampanga PD Elenita Ordonio, among others.

As Tabnuan opens its doors to the public, it invites everyone to partake in the vibrant tapestry of arts and culture, fostering appreciation, creativity, and community spirit in Mabalacat City and beyond.



As Tabnuan opens its doors to the public, it invites everyone to partake in the vibrant tapestry of arts and culture, fostering appreciation, creativity, and community spirit in Mabalacat City and beyond.





# Pampanga, the Culinary Heartland Celebrating A Blend of Heritage and Flavor

By: Alfine B. Bonus

Renowned for its vibrant culture, rich history, and delectable cuisine, Pampanga boasts itself as the culinary capital of the Philippines. While the province may be celebrated for its colorful lanterns and lively conversations, its culinary scene shines just as brightly, a treasure of heirloom recipes and flavors that entice the taste buds of many.

On March 21 and 22, the Center for Kapampangan Studies (CKS) and Holy Angel University (HAU) held the 1st International Conference for Kapampangan Cuisine and Food Tourism. The event served as a platform to celebrate and promote Kapampangan culture and gastronomy, welcoming both local and international guests, both in-person and virtually. HAU, the honored host, extended invitations to VIPs from National and Local Governments, Southeast Asian food researchers, heritage advocates, culinary historians, food writers, students and members of the academe, and renowned chefs from Pampanga.

One of the highlights of the event was the food fair organized by Department of Trade and Industry Pampanga through the assistance of its Negosyo Centers (NC) in MACCII, Sta. Ana, Mexico, Guagua, and Angeles City. The fair featured 29 MSMEs from 19 municipalities of the province showcasing their finest culinary creations, offering a glimpse into the assorted flavors of the Kapampangan food landscape.



Food Fair Opening Ceremony with Ms. Edelyn Cañero, owner of Edelyn's Homemade Nuts; Division Chief Ma. Cristina Evangelista of DTI Pampanga; Mr. Leopoldo Jaime Valdes, President of Holy Angel University; Ms. Maricel Pangilinan Arenas, Independent Director; Dr. Richard Dainos, Director of the Department of Tourism – Region 3 and Trade Industry Development Specialist Joseph Pineda of DTI Pampanga

From the fermented delicacies like 'burong asan' (fermented fish), to the indulgent sweetness of traditional desserts and the comforting warmth of tsokolateng batirol, every food exhibited was a testament of the province's culinary ingenuity.

The ribbon-cutting opening ceremony of the Food Fair was attended by honorable guests, including Mr. Leopoldo Jaime Valdes, President of Holy Angel University; Dr. Richard Daenos, Regional Director of the Department of Tourism - Region 3; Ms. Maricel Pangilinan Arenas, Independent Director; Division Chief Ma. Cristina Evangelista of DTI Pampanga; Trade Industry Development Specialist Joseph Pineda of DTI Pampanga; and Ms. Edelyn Cañero, owner of the famous Edelyn's Homemade Nuts.

The food fair not only provided a platform for local businesses to showcase their products but also served as a catalyst for promoting Pampanga's food tourism industry. By highlighting the province's unique flavors and culinary traditions, the event aimed to attract visitors from far and wide, inviting them to get on a culinary journey through Pampanga's storied past and vibrant present.

In an ever-evolving culinary landscape, Pampanga's gastronomic legacy stands as a testament to the enduring power of tradition, flavor, and community. Welcoming guests from across the world gather to savor the delights of Kapampangan cuisine, they not only indulge their taste buds but also forge lasting connections with the rich tapestry of culture and history that defines this vibrant province.

"The conference is to celebrate Kapampangan cuisine and to proclaim its goodness, uniqueness, and originality," CKS Director Mr. Robert P. Tangingco said.







# DTI-Bulacan starts Advocacy Campaign and Awareness for Creative Industries

By: Judith B. Dela Cruz

On March 7, 2024, the Department of Trade and Industry - Bulacan conducted Philippine Creative Industries Advocacy and Awareness Campaign to the junior and senior high students of St. Dominic Academy of Pulilan, Inc. in Pulilan, Bulacan, aimed at promoting awareness and advocacy for the Philippine Creative Industries.

One of the campaign's key objectives was to highlight the significance of creativity in driving economic growth and cultural development. Through informative discussions, students gained valuable insights into the potential career opportunities within the creative industries and their broader impact on society, which also empowers them to harness their talents and contribute meaningfully to the creative landscape of Bulacan and beyond.



On March 15, 2024, the Department of Trade and Industry - Bulacan spearheaded a Philippine Creative Industries Advocacy and Awareness Campaign to women entrepreneurs from Barangay Saog, Marilao, Bulacan. This initiative, conducted in partnership with Barangay Saog led by Kagawad Argie Boy Santiago, aimed to empower women entrepreneurs by highlighting the opportunities within the creative industries sector.

The campaign provided valuable insights into the potential of creative industries such as arts and crafts, fashion, design, and culinary arts. Through discussion of the Philippine Creative Industries, participants gained a deeper understanding of how they could leverage their creativity to develop sustainable businesses.

DTI Bulacan's collaboration with Barangay Saog underscores their shared commitment to promoting economic empowerment and gender equality within the community. By focusing on women entrepreneurs, the campaign aimed to create a supportive environment where they could thrive and succeed in their entrepreneurial endeavors.

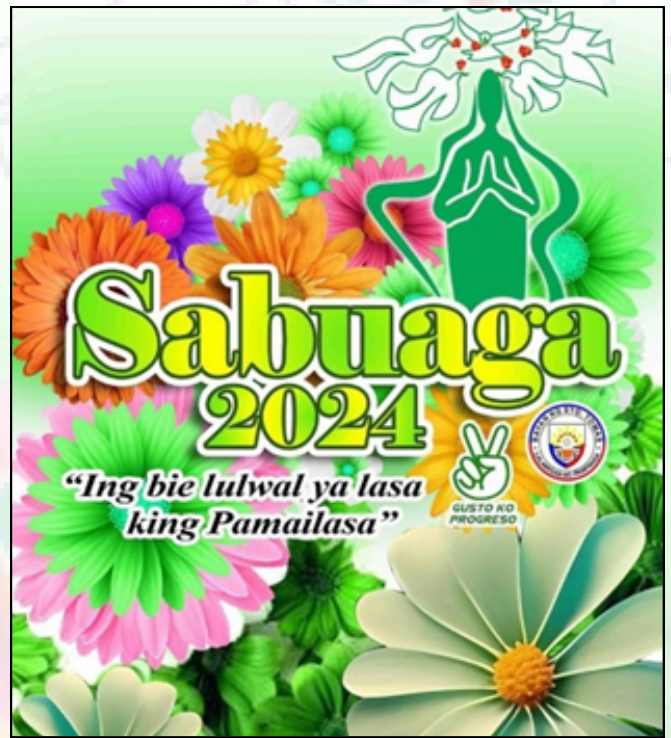


# DTI-Pampanga holds Trade Fair for 12th Sabuaga Festival

By: John Paul C. Espino

On the last day of March, the town of Sto. Tomas in the province of Pampanga opened its doors to a joyful and colorful celebration of Easter Sunday and the 12th Sabuaga Festival. One of the highlighted parts of the festivities was the Second Sabuaga Trade Fair, organized by the Department of Trade and Industry (DTI) Negosyo Center Sto. Tomas, where local small and medium enterprises (MSMEs) gathered to showcase their products and services.

The said trade fair served as a beacon and opportunity for 14 micro, small, and medium enterprises (Crushi Maki, Narmhys Creation, Chenas, BastiBakes Cakes and Pastries, Nutsguit, Maniyu, Kelsea Fashion Boutique, Kalye Barista, VM's Food Corner, Fresh Juice Co., Nohj Slochin food product, Dentelyann Food Station, Marco Food Corner and Jolan Ice cream) from Sto. Tomas and in other towns to exhibit their expertise and skills in crafting local products. The fair generated sales of PhP 117,894. From traditional delicacies to handicrafts and agricultural products, the booths at the Sabuaga Trade Fair displayed the richness and beauty of the local culture and industry of the town.



Through this project, the DTI Negosyo Center Sto. Tomas aimed to provide a platform for local entrepreneurs to be recognized and expand their market. By promoting local products, they not only give their own businesses a chance to thrive but also contribute to the economy of their community.

One of the primary objectives of the Sabuaga Trade Fair is to strengthen the economy of the town of Sto. Tomas by supporting local entrepreneurs. By providing the right training and support to them, their ability to compete in a wider market can be enhanced.

Overall, the Second Sabuaga Trade Fair is not just a celebration of local culture and industry but also evidence of the determination of the town of Sto. Tomas to strengthen its economy by supporting and empowering its local businesses. With continued support and cooperation from the government and the community, they are confident that their town will become even stronger and more progressive in the years to come.



# THE LOCAL DELICACIES OF PAMPANGA

By: Clau Meril S. Blanco

What comes to mind when you hear the name of your place?

During the 1st International Conference on Kapampangan Cuisine and Food Tourism held on March 21 to 22 at the Holy Angel University (HAU), the event highlighted the cooking demonstrations of the different municipalities of the province.

The different municipalities presented their finest cuisines which serve not only to nourish the body but also to reflect the rich culture and values of their respective locales.

On the first day of the event, the following municipalities did their demo: Sta. Ana, Minalin, Guagua, Porac, and Angeles. On the second day, the feature municipalities were Sasmuan, Bacolor, Magalang, and San Fernando.



The Panera bread and Enseladang Tulud Mangga (Mango Salad) of Sta. Ana was presented by Robbie Dela Cruz, Jesa Mae Quiambao, Emilyn Miranda, and Patricia Mangulus. These two make a good combination, i.e., bread with enseladang tulud mangga (mango salad) with ingredients such as tomatoes and onions.

Minalin presented their Buldit Silyo (rice cake with grated coconut.). This is also commonly called the Christmas Rice Cake, which makes it more special to serve during occasions like Christmas. However, locals also have this delectable food even without any special occasion. (photo, top right)



Ms. Rhoda Mercado and Mr. Reynolds Salas presented the Patcu of Guagua. The Patcu is a delightful kakanin loved by Kapampangans. It is a little sweet crepe made from rice and cassava flour with freshly grated mature coconut filling. This is also known as a childhood dessert which holds memories, and tradition.



The Uraro of Porac was presented by Rufina Mercado. The Uraro is a Filipino cookie made from arrowroot flour with a dry powdery texture, usually flower-shaped. Best as dessert after meals, this cookie may also be partnered with tea or coffee and is often a staple during fiestas, and holidays.



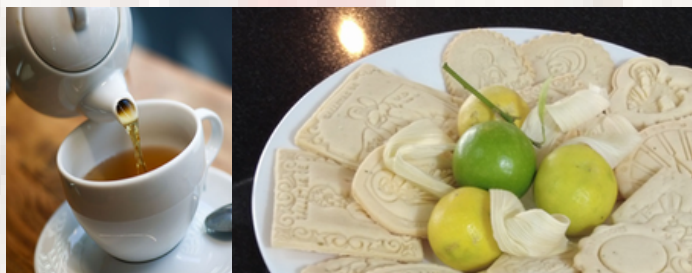
The well-established Aling Lucing's Style of Sisig cannot be missed out as this is one of Angeles City's pride. Aling Lucing offers a reinvented variant of sisig which is already famous in the country.

turn to page 41 >>





The popularity of Aling Lucing Cunanan's sisig helped establish Angeles City as the "Sisig Capital of the Philippines" and earning the owner the sobriquet "Sisig Queen".



The municipality of Sta. Ana featured Galletas and Tsaang Baryu. The Galletas is not only an ordinary biscuit but it also symbolizes each place in Sta. Ana. They use molder to shape and mark the biscuit before baking it. It is best to pair it with Tsaang Baryu, a very healthy tea that claims to aid stomach acid. It is made of different kinds of leaves, like mango leaf. This was presented by Aljon Pangan, Jerick Kalaw, and Dustin Biando.



Bacolor featured the Batirul of Apag Marangle. Batirul is a hot chocolate drink which is best drank alone or with bread. Apag Marangle also serves exotic food like camaro. Camaro could only be harvested twice a year, during the rainy season, which makes it a rare and truly exotic. Apag Marangle also offers different kinds of dishes which are mostly Kapampangan pride delicacies.



Pituklip was presented by Jennifer Panlaqui Mercado which is Sasmuan's signature dish. This Thin Sticky Rice, often flavored with ube, is traditionally served during the Kuraldal festival in honor of Sta. Lucia. Legend has it that Pituklip, meaning "to fold," was born during the 17th century when a powerful storm disrupted the festival. Unable to hold the usual festivities, the community improvised using rice and sugar distributed by Cabeza de Barangay. With limited utensils, they folded the ingredients, giving rise to the beloved Pituklip tradition.



From Magalang, Plantanillas Carreon's Style by Francis Joseph Carreon is one of the famous pastries in Magalang. It is a unique and exciting combination of egg yolks formed as crepes and wrapped around pastillas gatas damulag (carabao milk pastillas).



From San Fernando, one of the city's traditional delicacies is called "morcon", which is a stuffed meat roll. A decorative presentation during fiestas and holidays, the Kapampangan morcon uses ground pork and beef mixed with onions, eggs, cheese. Wrapped, and steamed until cooked. It may look like a regular embutido, but one would be surprised at how good it is when this Kapampangan delicacy is consumed.



## 1Q CARP 2024 PERFORMANCE

By: Riza Lina V. Dayrit

### Pillar A

#### MARKET DEVELOPMENT AND MARKETING SERVICES



**82 (146%)**

**37 (132%)**

Business Matching  
and Local Product  
Promotion

**16 (400%)**

Trade Fairs  
Facilitated

**27 (123%)**

Enterprise Promotions  
and Product  
Development

**2 (100%)**

Business Trainings  
and Seminars  
Conducted

### Pillar B

#### STRATEGIC PARTNERSHIP AND CONSULTANCY SERVICES



**39 (200%)**

**2 (200%)**

Agency  
Partnership  
Agreements

**3 (50%)**

Business Trainings  
and Seminars  
Conducted

**34 (131%)**

Profiling and Project  
Monitoring/Validation  
Conducted

### Program Outcome



**121 (134%)**

MARKETING AND TECHNICAL  
ADVISORY SERVICES



**135 (97%)**

AGRARIAN REFORM  
COMMUNITIES  
SERVED

**9,942 (126%)**

AGRARIAN REFORM  
BENEFICIARIES ASSISTED



**166 (107%)**

ARBOS/CARPRENEURS  
ASSISTED

**136 (162%)**

JOBS GENERATED



**P24.176M (120%)**

INVESTMENT GENERATED



**P39.346 (130%)**

SALES GENERATED





## H2O IRRIGATORS ASSOCIATION INC. WELCOMES MANATAL MPC TO ZAMBALES

**By: Johanna M. Llabres**

On February 15, 2024, the H2O Irrigators Association, led by its Chairman, Mr. Noel Gragasin, hosted the Manatal Cooperative's benchmarking mission to observe their rice wine production at Barangay Namatacan, San Narciso, Zambales.

Through the Negosyo Center (NC) San Narciso Business Counselor (BC) Johanna Llabres' strong collaboration and networking with LGU- San Narciso and various agencies such as Philippine Rice Research Institute (PRRI), Department of Agrarian Reform (DAR Zambales), National Irrigation Authority (NIA Zambales), more activities were realized that benefited the micro-entrepreneurs of San Narciso particularly the H2O Irrigators Association Inc. which led to the successful execution of the requested benchmarking activity of Manatal Multi-Purpose Cooperative.

The mission led by Mr. Cris Marquez, director of Manatal Cooperative, was made possible through the recommendation of the PRRI which has significantly assisted in holding the project. Manatal Cooperative is based in Pandi, Bulacan, and plans to start a rice wine processing project themselves. Mr. Marquez was joined by Edgar Mapue, Rowena Esteban, Aquino Rivera and Jema Sta. Ana.

The delegation was toured around the facility and showed them the rice wine-making process from rice cooling, fermentation, manual filtration, bottling and packaging. Mr. Gragasin shared thoughts about FDA accreditation, starting from building design requirements, and process. "To make the venture successful, it has to be correct right from the start," Mr. Gragasin said. He also reiterated the importance of getting their acts together, and seeking assistance from the right people, partners and government agencies.

During the tour, both parties exchanged equally important experiences and agreed to explore the benefits of benchmarking. They also realized the need for planning, data collection, analysis, and implementation during the process.

H2O IA Members believed that by associating with wise people, you will become wise yourself - a quote from Menander that inspired the activity.

Benchmarking is a powerful tool that enables organizations to assess their performance, learn from industry leaders, and drive continuous improvement. Embracing benchmarking as a strategic activity can pave the way for organizational growth, innovation, and success in today's dynamic business landscape.

Moreover, the association will be regularly monitored through the Negosyo Center for their business growth and development from the benchmarking experience.



# DTI Bulacan Explores Sustainable Agriculture at Krystala's Farm and Campsite

By: Lota M. Yasa

Galaxy S20 FE 5G

On January 16, 2024, the Department of Trade and Industry (DTI) Bulacan associates embarked on an inspiring journey to the picturesque mountains of Sitio Duplas, Brgy. Kalawakan, Doña Remedios Trinidad. Their destination was Krystala's Farm and Campsite, owned by the visionary Ms. Fe Mendoza. The purpose of the visit was not just to admire the scenic beauty but to witness firsthand Ms. Mendoza's remarkable initiative in transforming a forested land into a productive and sustainable agricultural haven.

Ms. Mendoza, a former teacher, welcomed the DTI representatives with enthusiasm, eager to showcase her efforts in converting the once untouched landscape into a thriving farm. Calamansi, banana, and coconut trees adorned the landscape, revealing her commitment to sustainable agriculture. Beyond these, she also rents out lots where she cultivates sweet potatoes, cassava, and various vegetables, envisioning her farm as a holistic source of agricultural produce.



During the visit, Ms. Mendoza expressed her need for government support, particularly in obtaining seedlings to interplant with her existing 550 calamansi trees. Her goal is to establish a diversified and resilient farm that not only yields a variety of crops but also withstands the challenges faced by agricultural producers. She emphasized her struggles in selling sweet potatoes in public markets and shared her plan to process her produce within the next three years.

Responding to Ms. Mendoza's aspirations, the DTI representatives promised to facilitate a connection with the Municipal Agriculture Office. This collaboration aims to provide Ms. Mendoza with the necessary resources, including seedlings and training programs, to enhance her knowledge and skills in agriculture. The goal is not only to support her current endeavors but also to equip her with the tools needed to navigate the challenges of the agricultural industry successfully.

DTI is optimistic about forging a lasting partnership with Ms. Mendoza, recognizing her as an enthusiastic and visionary soul. Her role extends beyond being a mere producer; she is also a processor and a future market for local products. Ms. Mendoza's plan to set up a coffee nook at her farm further underscores her commitment to creating a sustainable ecosystem that benefits both the local community and the environment.

In summary, Ms. Mendoza's farm is a testament to how individual efforts, coupled with government support, can lead to a flourishing and sustainable future in agriculture.



# DTI - Zambales monitors SSFs

By: Yvonne C. Abadecio

DTI Zambales thru its Shared Service Facilities Program conducted quarterly monitoring of SSF Cooperators from Subic to Cabangan towns on March 20, 2024.

The monitoring was conducted by SSF Coordinator Yvonne C. Abadecio, STIDS Cynthia V. Jaravata, CARP Andy Marc F. Bactad, and was accompanied by the respective Business Counselors of each Municipalities from Subic to Cabangan, Ms. Kate Camu (Subic), Ms. Johana Rosalyn Pona (Castillejos), Ms. Johanna Llabres (San Narciso), Mr. Harold Alip (San Felipe), and Mr. Glenn Diano (Cabanagan).

The group visited first the Calapandayan Fishermen MultiPurpose Cooperative in Subic. Mr. Tirso Atiga, the cooperative chairman, mentioned their need for a glass bottle supplier for their fermented fish paste, especially with the upcoming fish season. They plan to transfer the paste into smaller containers for market display and are actively seeking a reliable supplier to ensure product quality and market success.

After Calapandayan, the group proceeded to the Cawag Tribal Association in Cawag Subic, where they were welcomed by Mr. Nole Cosme, a board member of the association. Mr. Cosme talked about their sales and production. "Okay naman po Ma'am, Sir, marami po kaming project ngayon. Busy po gumagawa ng educational toys para sa mga bata sa Day Care, mga lamesa at upuan," Cosme said while showing the shape blocks that they manufacture.

Following their visit to Subic, the team proceeded to the Rural Improvement Club-Magsaysay (RIC-Magsaysay) in Castillejos, Zambales. There, they met Ms. Corazon Gallardo, also known as Nanay Cora, an active member of RIC-Magsaysay and the owner of Cora's Cashew. Nanay Cora shared that she is currently searching for a supplier for raw cashew nuts. Due to the shortage of raw materials, their production is currently on hold. To address this issue, the team is actively exploring potential suppliers of raw cashew nuts to support their production needs, ensuring high-quality sourcing and efficient supply chain management to maintain an uninterrupted manufacturing process.



Mr. Cosma showing some of his products to the DTI-ZA group



SSF Coordinator Yvonne Abadecio (L), and BC Kate Camu (R) with Mr. Tirso Atiga, Chairman of the Calapandayan MultiPurpose Cooperative

Moving on from RIC-Magsaysay to Zambales Coconut Free Farmers Association (ZCFFA) in San Narciso town, Ms Regina Agadier, member of ZCFFA, expressed the need for additional sterilizer equipment to meet the growing demands and maintain the high standards of cleanliness and safety of their production. The group responded that they will make an effort to fulfill the request.

In San Felipe, the group were met by San Felipe Livestock and Organic Farmers Association (SaLoFa) chairman Mr. Gary Michaels. The latter pointed out that some of the provided equipment need repairs to ensure continuous use.

The group finally visited the Laoag Kaunlaran Association located in Cabangan, Zambales. Ms. Aurora Manglicmot, chairperson of the association, gave a tour of their production facilities showing the substantial volume of newly processed dried fish that they were working on.

In conducting a comprehensive assessment of the project's current status, it is evident that the cooperators involved are not only highly engaged but also consistently demonstrating a strong dedication to sustaining their production efforts. Their steadfast commitment serves to underscore the ongoing momentum and substantial progress of the project, significantly contributing to its overall success trajectory.



BC Johanna Pona, STIDS Cynthia, Ms Regina and SSF Yvonne having a meeting about the assistance needed by ZCFFA.



Ms. Aurora Manglicmot showing the volume of fish caught to CARP Andy Bactad



# SUCCESS STORY

## SIMULA NG PANIBAGONG BUKAS: Milking the cash carabao's potential niche market

By: Marilou A. Santos



The Simula ng Panibagong Bukas (SIPBU) Multi-Purpose Cooperative (MPC) located in San Jose City, Nueva Ecija was organized in 1998 by its 25 original members. The dairy module project of the cooperative started in 2001 when they were provided with 25 heifers and a bull by the Philippine Carabao Center (PCC) through its Carabao Based Enterprise Development program.

SIPBU MPC started milk collection in 2002 and became a member of the Nueva Ecija Federation of Dairy Carabao Cooperatives (NEFEDCCO), regularly supplying fresh buffalo milk. In support, the Department of Trade and Industry – Nueva Ecija (DTI-NE) awarded SIPBU MPC with two sets of milking machine and five milk containers under its Shared Service Facilities (SSF) project on November 15, 2013.

In the last five years, the cooperative harvested an average of 250 to 400 liters

of milk per day. However, just like any other business, SIPBU had a share of rough patches. The cooperative experienced spoilage due to limited market and low price of raw milk, and low collection of payment. Given the scenario coupled with the effect of rice tariffication law, the cooperative decided to process its milk harvest and produce flavored milk and pastillas.



turn to page 47 >>





The institutionalization of the National Feeding Program through Republic Act No. 11037 or the Masustansiyang Pagkain Para sa Batang Pilipino Act of 2018 opened numerous opportunities for SIPBU MPC. Starting in 2020, the cooperative participated in the program and supplied San Jose City with 1,000 sachets of processed milk per day for six months. This is part of the local government's initiative to address malnutrition in the city. With SIPBU's quality products, the cooperative was again tapped to participate in the program to cover select municipalities in Nueva Ecija and even Alfonso Castañeda, Aurora.

As part of the dairy convergence, the PCC facilitated training on milk processing to prepare SIPBU for a full-blown operation. Regular monthly milk testing was also conducted. Through the initiative of the NE-Micro, Small, and Medium Enterprise (MSME) Development Council and the local government of San Jose City, the cooperative was able to put up their new processing center, kiosk for processed milk, and bakery. SIPBU also received SSF upgrading assistance from DTI-NE for milk processing.

In 2022, the cooperative recorded a staggering gross income of about PhP29,000,000.00 – a rightful reward in ensuring stable supply of processed milk and in providing source of livelihood to dairy farmers.



The interest and commitment shown by the members reflected the dedication of the cooperative, eventually making SIPBU MPC and its members a model dairy entrepreneur within and outside Nueva Ecija. The cooperative was recognized as PCC's national awardee for Best Dairy Cooperative and Dairy Farmers, and as the Best Producer Cooperative in terms of milk production. These recognitions exemplify the commitment of the cooperative in advancing the establishment of dairy enterprises. With SIPBU's rise, other farmers were attracted to engage in buffalo dairy enterprise. To date, the cooperative has 54 dairy farmer members.

With its notable contributions to the local economy of the province, SIPBU was conferred with the recognition as DTI-Nueva Ecija's Best SSF for 2023. Indeed, SIPBU is embarking on a "panibagong bukas" for its members, the dairy industry, and the Novo Ecijanos.





# From Hobby to Business Success: The Sweet Journey of Caloneya's Party Needs Shop

By: Jerahmeel Grace A. Macapagal

## A Curious Beginning

Sparked by a simple curiosity to bake customized sweets, especially cakes, Caloneya's sweet journey began in early 2014 with its owner, Mrs. Aloha Bondoc. What started as a hobby quickly transformed into a passion, and before long, Caloneya's delicious creations became the go-to after-meal desserts for friends and family.

## A Passion-Turned Profession

With over a decade of experience working in a pharmacy and a year spent abroad, the owner of Caloneya's returned to the Philippines to be with her children and with a newfound love for baking. What began as a hobby soon evolved into a means to make a living and generate extra income, as the demand for her delectable cakes, cupcakes, and cookies continued to grow.

## Building a Brand with DTI

The Department of Trade and Industry (DTI) played a crucial role in shaping Caloneya's business journey. As a registered business with a DTI certificate, Caloneya's gained credibility and recognition in the local market. The DTI's support provided the opportunity to introduce her products to fellow Kapampangans through trade fairs, further establishing the brand as a trusted name in the industry.

## From Home Kitchen to Physical Store

After nine successful years of home-based baking and selling out countless batches of cakes, cupcakes, and cookies, Mrs. Bondoc took the next big step in its entrepreneurial journey. On September 8, 2023, the owner fulfilled a long-held dream by opening Caloneya's first physical store located in San Nicolas, Arayat, Pampanga. The new storefront not only showcases her mouthwatering creations but also serves as a testament to the owner's dedication, hard work, and unwavering commitment to quality.



## A Quote to Inspire

Reflecting on the journey, Mrs. Bondoc shares a powerful insight: "A man's future is uncertain, but if we shape what we want to see in it, just keep going." This quote encapsulates the spirit of perseverance, creativity, and determination that has fueled her success story from its humble beginnings to becoming a beloved brand.

In just a few years, Caloneya's Party Needs Shop has transformed from a curious hobby into a thriving business, serving delicious treats and spreading joy to customers across the community. With a strong foundation, unwavering passion, and continuous support from loyal customers and organizations like DTI, Caloneya's Party Needs Shop is poised for even greater success in the years to come.







# Journey of Reflection: DTI-TPO's 2024 Lenten Recollection

By: Paolo Manese

Lent, a period of penitential preparation leading to Easter, holds a special significance for Christians, especially during Holy Week when Catholics deeply contemplate the Passion of Jesus Christ.

On March 22, 2024, the Department of Trade and Industry – Tarlac Provincial Office (DTI-TPO) held its Lenten Recollection led by Rev. Fr. Robert Cabrera with the theme “Journey to Passion, Death, and Resurrection.”

Fr. Robert’s reflections centered on two pivotal themes: Love and Forgiveness. “You cannot be a true disciple of Christ if you do not know how to love and forgive,” he emphasized.

He also expounded on the relationship between a master and disciple, highlighting the necessity of deep mutual understanding. A master must exemplify credibility, while a disciple’s role is to bear witness. Ultimately, a master should embody humility, with the disciple faithfully following.

Fr. Robert underscored the depth of God’s unconditional love, citing John 15:12-13: “My command is this: Love each other as I have loved you. Greater love has no one than this: to lay down one’s life for one’s friends.”



This can be applied in our everyday lives. We must continue to spread love as the world has enough of hatred. Jesus is a constant reminder that loving one another makes the world better.

The recollection concluded with a Holy Mass, reinforcing the spiritual journey embarked upon.

The path to becoming a committed disciple of Christ is challenging, yet we are assured that God will guide us. As Fr. Robert’s favorite Ben&Ben song “Leaves” suggests, “All will be alright in time,” echoing hope and trust in Divine providence.





# Embracing Responsibility in Every Transaction

Pursuant to the previous article on “Know Your Consumer Rights”, consumers also have corresponding responsibilities when engaging in a transaction in the marketplace. Being fully aware of your duties will not only create a balanced economy but it will also encourage consumers and businesses to be proactive in avoiding disputes and providing only quality goods and services.

The Five (5) Basic Consumer Responsibilities are the following:

## 1. Critical Awareness (Responsibilidad na Mapanuring Kamalayan)

The responsibility to be more alert and questioning about the use and the price and quality of goods and services we use.

## 2. Action (Responsibilidad sa Pagkilos)

The responsibility to assert ourselves and act to ensure that we get a fair deal. Consumers shall continue to be exploited so long as they remain passive.

## 3. Social Concern (Responsibilidad sa Pagmamalasakit na Panlipunan)

The responsibility to be aware of the impact of our consumption on other citizens, especially the poor, exploited, disadvantaged, or powerless sector, whether in the local, national or international community.

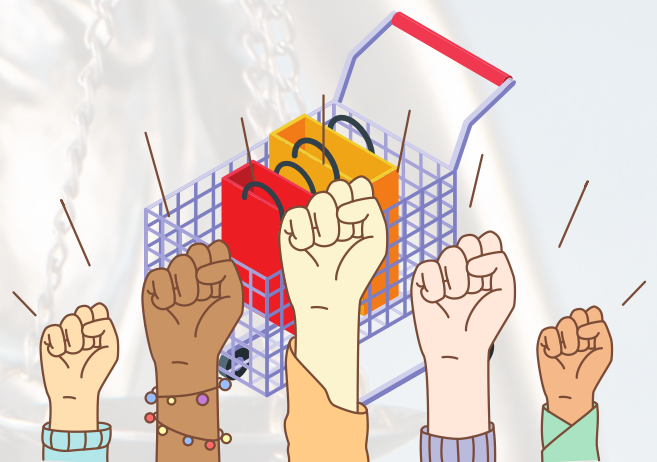
## 4. Environmental Awareness (Responsibilidad sa Kamalayan sa Kapaligiran)

The responsibility to understand the environmental consequences of our consumption. We should recognize our individual and social responsibility to conserve natural resources and protect the earth for future generations.

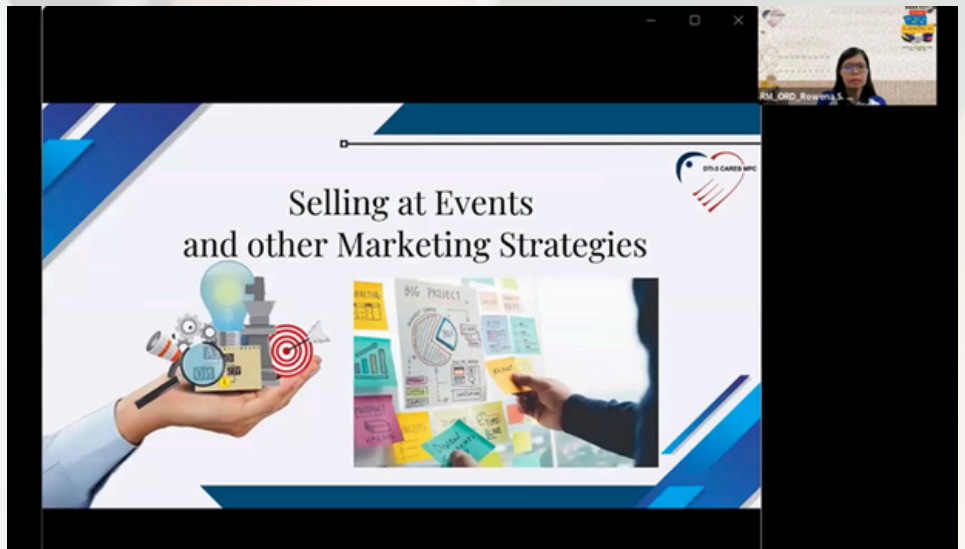
## 5. Solidarity (Responsibilidad sa Pagkakaisa)

The responsibility to organize together as consumers to develop the strength and influence to promote and protect our interests.

As explicitly stated in Policy Advisory No. 23-01, Series of 2023, RE: Five (5) Consumer Responsibilities, these responsibilities should be referred to or invoked in all matters related to consumer protection, including but not limited to settlements, decisions, resolutions in mediation or adjudication of consumer complaints.







## DTI-3 Coop declares Php 1.352 M dividends, bares plans

**By: DTI-3 CARES MPC**

The DTI-3 Family of Responsible and Caring Employees MPC or DTI-3 CARES MPC conducted its Annual General Assembly via Zoom on March 25, 2024. There were 196 attendees out of the 214 current members, garnering 91.59% participation, which provided a quorum for the assembly.

In her message, Regional Director Marieta P. Hwang of the Cooperative Development Authority reminded the Directors of the Cooperative that members should not be the ones doing all the jobs of the cooperative and should hire their employees. One of the emcees and current Accountant of the cooperative, Mr. Marc del Rosario, confirmed that the DTI-3 CARES MPC currently has two employees, one of whom is currently being trained to be the cooperative's bookkeeper. This announcement received a nod from the CDA head.

DTI-3 MPC current Chairperson Rowena S. Miranda provided the report to the members on the current state of the cooperative and bared the plans which include the intention to come up with the coop's store where One Town One Products (OTOP) will be actively promoted and sold to nearby government offices within and outside the government center. This, she said is a plan that she and current DTI Regional Director Brigida T. Pili have been discussing and wanting to make a reality not only to provide better income for the cooperative but also to provide alternative exposure for OTOP and other products of the MSMEs. Currently, the DTI-3 cooperative is selling products from the various clientele of the DTI-3, aside from its main business which is financing. Chairperson Miranda also happily shared through her AVP that the cooperative can be found via TikTok, Lazada, and Facebook.

<https://www.lazada.com.ph/shop/dti3caresmpc>  
| <https://www.tiktok.com/@dticaresmpc> |  
<https://www.facebook.com/DTI3CARESMPC> )

turn to page 52 >>





DTI-3 Regional Director Brigida T. Pili giving the Message from the DTI-3 Management

<< from page 51

Vice-Chairman Enrique D. Tacbad presented the updated Articles of Cooperation and By-Laws of the cooperative. At the same time, the rest of the BODs took turns presenting the different sections of the Development Plan which include Organizational Development, Capacity Building of the coop members, Capital Build-up, Plans for the increase in membership, GAD program, Social Responsibility/Community Development, among others. These were then approved through a majority vote from the members. The voting was facilitated by the Committee on Election head Mr. Jan Ricardo I. Pilarca together with his member Mr. Joseph D. Pineda. The minutes of the 2022 General Assembly was presented by General Manager Riza Lina V. Dayril and was likewise approved by the body.

One of the much-awaited and most anticipated parts of the annual General Assembly of the cooperative is the declaration and distribution of dividends among the members. In its Board Resolution No. 06, series of 2024, the Board of Directors declared dividends amounting to P1.352M or 75% of its net income for CY 2023. This is distributed based 60% capital contribution and 40% patronage refund.



CDA-3 Regional Director Marieta P. Hwang providing latest updates from the Cooperative Development Authority

The election of four (4) board of directors, and three (3) each for the election and audit and inventory committees was also conducted. Re-elected Board of Directors were:

Regional Office – Rayciel V. Regalado\*  
Aurora – Charlyn Kristel F. Galang  
Bataan – Teresita E. Magtanong  
Tarlac – Mary Ann V. Estacio

Elected Audit and Inventory Committee and Election Committee members were:

*Audit and Inventory Committee:*

Sofia Sandra C. Sanchez  
Providencia P. Dizon

\*Rayciel V. Regalado (replaced by Jose C. Dizon, Jr.)

*Election Committee:*

Jan Ricardo I. Pilarca  
Patrizia Anika D. Aldana  
Jesusito D. Maregmen, Jr

Raffle prizes were given to all attendees and the winner of the theme for the GA, was also awarded a cash prize. This year's winner is Jennifer Apolinar, a Business Counsellor of the DTI Bulacan Provincial Office. The winning theme is "DTI-3 MPC: Tugon sa Hamon, Gabay sa Tagumpay".





## Birthdays

### April

Aldrin M. Veneracion  
Ma. Charisse R. Miravalles  
Sofia Sandra P. Cruz  
Filipina M. Mon  
Lunabelle A. Sison  
Marilou C. Arcega  
Nerson Ray F. Romero  
Melissa R. Perez  
Angelito V. De Guzman Jr.

Eury Glen Q. Delos Santos  
Janice D. Guilalas  
Jon Bryan G. Santos  
Elizabeth M. Cruz  
Windylee Caren N. Manuel  
Mark Jhared G. Nagaño  
Raphael M. San Pedro  
Alfredo L. Marchan

### May

Lealyn May B. Ramos  
Marissa D. Dela Cruz  
Cindy M. Jaime  
Flora M. Cruz  
Ronan B. Rosete  
Eugene L. Lazatin  
Rowen S. Miranda  
Rayciel V. Regalado  
Jesusito D. Maregmen Jr.  
May Ann A. Bermas  
May Joy G. Policarpio  
Eddie Boy M. Cruz

Irha Joyce C. Aquino  
Jay-Ar S. Manansala  
Cyren Joy V. Sulit  
Jonathan Mark. G. Dagdag  
Ana Angeilica G. Elcano  
Denise Ayshin M. Fajardo  
Ruth Christel Ann C. Galapon  
Michael John S. Manalo Jr.  
Aldrey C. Pinlac  
Krizia Anne O. Dela Cruz  
Ma. Jesalyn B. Dueñas  
Ranjee T. Mañalac

### June

Marisol G. Bunoy  
Marilou A. Santos  
Darwin P. Manumbali  
Janyne A. Luna  
Araceli Isabel P. Lising  
Jan Ricardo I. Pilarca  
Norlito L. Tiglao  
Charisse M. Montoya

Riza Lina V. Dayrit  
Maria Teresa R. Bondoc  
Lyra Mae J. Cuento  
Jane L. Gatdula  
Jenny Queen Y. Sanchez  
Angelie Mikka E. Aquino  
Queency C. Tumolva

## Congratulations!

**Johnsen V. Javar**

Trade-Industry Development Specialist (Reappointment)  
DTI-Aurora





## CL EXPRESS EDITORIAL BOARD

OIC- RD BRIGIDA T. PILI  
Editorial Adviser

ROWENA S. MIRANDA  
Editor-in-Chief

NERSON RAY F. ROMERO  
Layout & Graphics Design

### CONTRIBUTORS

Anna Liza M. Cunanan  
Atty. Jenine Andrea D. Dizon  
Grace Lugtu  
Alfee Rei L. Galapon  
Debbyriza T. Hidalgo  
Marilou A. Santos  
Gilbert D. Villanueva  
Yvonne C. Abadecio  
Lizette A. Befetel  
Armida T. Santos  
Johanna M. Llabres  
Jennifer D. Apolinar  
Alfine B. Bonus  
John Paul C. Espino  
Clau Meril S. Blanco  
Nerson Ray F. Romero  
Paolo Manese  
Riza Lina V. Dayrit

Danilo F. Aquino III  
Lota M. Yasa  
Judith B. Dela Cruz  
Maria Cristina V. Valenzuela  
Emmanuel R. Caleon  
Marisol G. Bunoy  
Bryan Omar D. Sardea  
Charmaine S. Tiongson  
Melody A. Tangonan  
Jerahmeel Grace A. Macapagal  
Amelia F. Latag  
Miah Minerva C. Gatbonton  
Rosenne P. Fernandez  
DTI-3 RO CPD  
DTI-3 RO IDD  
DTI-3 Human Resources Unit  
DTI-3 CARES MPC





**SCAN ME**

(for the Flipbook Version)

<https://bit.ly/3x5qjyr>





## Department of Trade and Industry - Region 3

Malikhain St. cor Maagap St., Diosdado Macapagal Government Center,  
Maimpis, City of San Fernando, Pampanga 2000

Tel: (+6345) 625-9290

Fax: (+6345) 625-9607



/DTI.Philippines



@DTI.Philippines



@DTIPhilippines



/DTIPhilippines



+639178343330



www.dti.gov.ph



1-384 (1-DTI)



R03@dti.gov.ph



DTI Region 3 - Central Luzon



@DTIRegion3



625-9290



dti\_r03