

## 1st Batch of KMME 2023 launched

By: Nerson Ray F. Romero

City of San Fernando, Pampnaga -The Department of Trade and Industry Regional Office 3 has virtually launched the first batch of this year's Kapatid Mentor Me – Money Market Encounter (KMME-MME) program on May 16, 2023

A total of 48 mentees qualified for this batch with 7 mentees each coming from Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac, and Zambales while Aurora has 6 mentees. The program runs for a period of three months.

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## AURORA PRODUCTS MARKETING TO U.S. SOLDIERS

By: Conilyn T. Sabe



DTI-Aurora PD Aldrin Veneracion promotes local products to U.S soldiers during the Balikatan Bazaar.

CASIGURAN, AURORA – The Micro, Small, and Medium Enterprises (MSMEs) of Aurora marketed local products to U.S troops during the 2023 Balikatan Exercises held at the Aurora Pacific Economic Zone (APECO) in Barangay Estevez from April 13-20, 2023.

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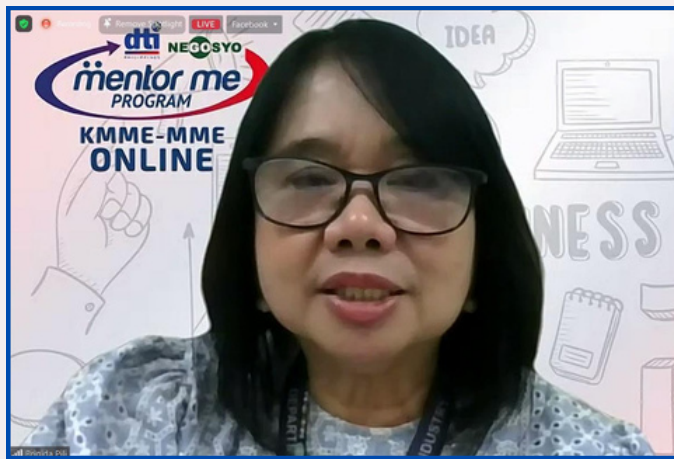
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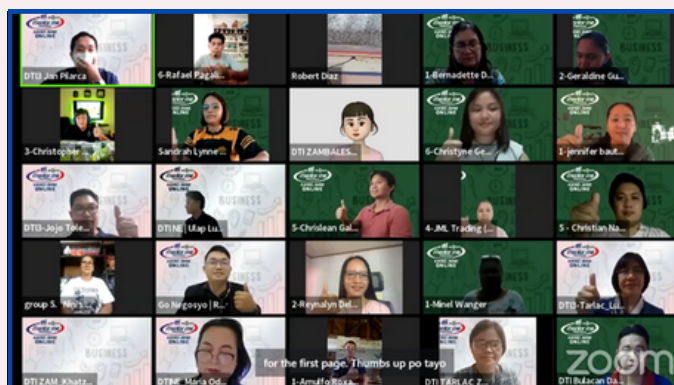
PCE-Go Negosyo Mentor-Coordinator  
Armando 'Butz' Bartolome



DTI ROG Undersecretary Blesila A. Lantayona



DTI-3 OIC Regional Director Brigida T. Pili



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The mentees, coming from different sectors, will undergo 10 online modules, coaching sessions, and will present their business improvement plans as their final presentation. Experts from the Philippine Center for Entrepreneurship (PCE), outstanding representatives from the government, banking and financial sector and online market platforms will serve as mentors and panel for the entire course.

PCE-Go Negosyo Mentor-Coordinator Armando "Butz" Bartolome gave a special message during the launching. He congratulated the new mentees and advised them to persevere and focus on the modules and activities. "Push on as mentees and when you become mentors, please don't forget to also help others," he added.

The KMME program aims to empower MSMEs (Micro, Small and Medium Enterprises) through mentorship and e-learning sessions. The sessions allow mentees to learn strategies on marketing, financial, human resources, and operations management, among others. With it, MSMEs are continuously kept abreast of innovative information, skills, and knowledge needed to scale up their businesses.

In her message, DTI Undersecretary Blesila A. Lantayona said that a graduate of KMME-MME program will surely benefit not only from the technical modules provided by the mentors but also from the vast network of enablers coming from the government sector.

For her part, DTI-3 OIC Regional Director Brigida T. Pili welcomed the participants and mentors through Zoom. "Upon completion of this online business course, you will become agents of change yourselves which will help bring to our country positive economic transformations," she said.

On August, the second batch of KMME mentees will undergo the same rudiments of the program.





Some of the U.S. soldiers visits the Balikatan Bazaar 2023 at APECO, Barangay Estevez, Casiguran, Aurora from April 13-20, 2023.



Adona Bernardino of Brianna Food Creations deals with the soldier customers during the Balikatan Bazaar 2023 at APECO, Barangay Estevez, Casiguran, Aurora from April 13-20, 2023.

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The Balikatan Enhanced Defense Cooperation Agreement (EDCA) is an annual exercise between the Armed Forces of the Philippines and the U.S. military designed to strengthen bilateral inter-operability, capabilities, trust, and cooperation built over decades of shared experiences.

In collaboration with the Department of Trade and Industry (DTI) Aurora Provincial Office, APECO invited the MSMEs of the province to set up booths of local products to be offered to U.S. soldiers.

“One of the objectives of the Balikatan Bazaar 2023, is the implementation of Kadiwa ng Pangulo para sa mga Mangagawa (KPM) and to give income opportunity for the marginalized sector thru selling of local produce and giving the U.S contingents the taste of Aurora food and cultural heritage”, APECO Community Relations Chief Luzed Anne Juanchon-Jandoc said.

Seventeen selected MSMEs have participated and catered to more than 200 U.S. soldiers, generating a total sales of Php 195,805.00. Some sold products were Balikatan shirts, wooden coasters, and souvenir items such as keychains, coin purses, ref magnets, and other wooden products.

DTI Aurora Provincial Director, Aldrin Veneracion has also visited and supported the event exhibitors. The MSMEs were very grateful for the event as they could sell and promote their products.

“Nagkaroon kami ng magandang memories na to think na magbebenta ka lang para kumita ay may mas higit pa pala doon. Ang magkaroon ng kaibigan from US Navy and co-traders na halos ilang araw din naming nakasama at nakausap.. Salamat po APECO and DTI sa opportunity na ito”, said Jayleen Bitong, owner of Bleue R Enterprises.

They also expect the event to be repeated in the future.

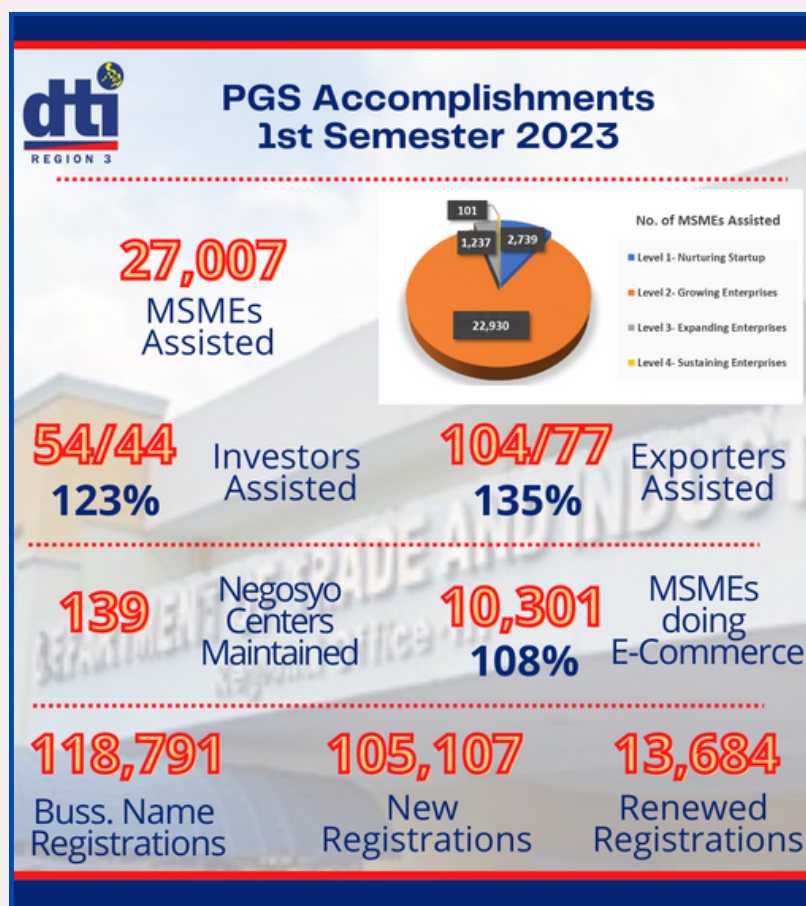
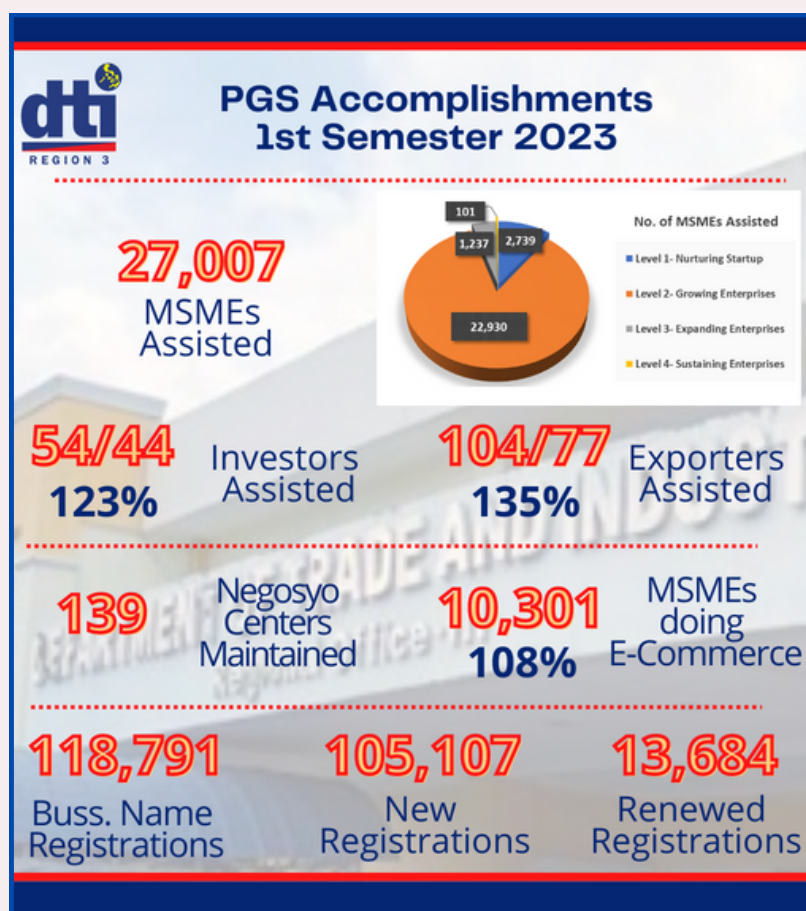
# DTI-3 1st Semester Accomplishments

By: Anna Liza M. Cunanan

DTI Region 3 records remarkable achievements in assisting MSMEs and protecting consumers in the 1st Semester of 2023.

The Department of Trade and Industry (DTI) Region 3 has demonstrated its unwavering commitment to supporting Micro, Small, and Medium Enterprises (MSMEs) and ensuring consumer protection during the 1st semester of 2023. The region has achieved remarkable milestones in various areas, reflecting the agency's dedication to fostering economic growth and enhancing consumer welfare.

For the 1st semester of 2023, the DTI Region 3 has successfully assisted an impressive total of 27,007 MSMEs. This significant support enables these enterprises to thrive, contributing to the region's economic sustainability and development. Investor assistance has also been notable, with 54 investors being guided and supported by DTI, surpassing the initial target of 44 with a remarkable 123% rate. The same applies to exporters, as 104 exporters were assisted, exceeding the target of 77 by 135%.



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# DTI-3 1st Semester Accomplishments



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Maintaining 139 Negosyo Centers has been crucial in providing entrepreneurs with accessible and valuable services. The centers have assisted 68,002 clients, equipping them with the necessary knowledge and resources for their business endeavors. Additionally, 10,301 MSMEs have embraced e-commerce opportunities, exceeding expectations with a 108% rate of adoption.

The KMME Program, known for its success in mentoring MSMEs, has produced 48 new graduates, further expanding the network of successful entrepreneurs committed to scaling their businesses.

In the realm of consumer protection, DTI-3 conducted an impressive 259 monitoring activities on 1,077 establishments, achieving a 100% compliance rate. This ensures that consumers are protected from unscrupulous practices and have access to quality products and services.

Business name registration has been on the rise, with a total of 118,791 registrations, including 105,107 new registrations and 13,684 renewals. This reflects the entrepreneurial spirit in the region, with an increasing number of businesses formalizing their operations.

DTI Region 3 has also actively promoted MSMEs through trade fairs, resulting in sales totaling 20.194 Million pesos from 63 trade fairs organized or participated in. The agency has also organized 13 successful diskwento caravans, generating sales of 15.581 million pesos, providing consumers with access to affordable products.

Efforts in consumer complaints resolution and mediation have been commendable, with 388 complaints resolved or mediated, achieving a 100% resolution rate. Face-to-face and virtual mediations have been effectively utilized, ensuring consumer satisfaction.

Client satisfaction ratings speak volumes about the quality of DTI Region 3's services, with an outstanding 99.33% very satisfied rate, garnered from an impressive 98.52% retrieval rate.

These accomplishments are a testament to the hard work, dedication, and professionalism of the DTI Region 3 team, showcasing their commitment to the growth of MSMEs and consumer protection in the region. With such robust achievements, the region is poised for further progress and success in the second half of 2023.

# DTI-3 CARP at a glance

By: Riza Lina V. Dayrit



## CARP PERFORMANCE

COMPREHENSIVE AGRARIAN REFORM PROGRAM

1ST SEMESTER 2023



### MARKET DEVELOPMENT AND MARKETING SERVICES

**173 (115%)**



**81 (127%)**

Business Matching  
and Local Product  
Promotion

**16 (133%)**

Trade Fairs  
Facilitated

**67 (110%)**

Enterprise  
Promotions and  
Product  
Development

**12 (100%)**

Business  
Trainings and  
Seminars  
Conducted

### STRATEGIC PARTNERSHIP AND CONSULTANCY SERVICES

**111 (114%)**



**114 (118%)**

Agency  
Partnership  
Agreements

**43 (98%)**

Business Trainings  
and Seminars  
Conducted

**58 (132%)**

Profiling and Project  
Monitoring/Validation  
Conducted

**6 (150%)**

Strategic  
Business  
Consultancy

## PROGRAM OUTCOME

MARKETING AND TECHNICAL  
ADVISORY SERVICES

**284 (115%)**

**168 (130%)**

AGRARIAN REFORM  
COMMUNITIES SERVED



**11,878 (119%)**

AGRARIAN REFORM  
BENEFICIARIES ASSISTED



**189 (113%)**

ARBOS/CARPRENEURS  
ASSISTED



**P48.245M (119%)**

INVESTMENT GENERATED



**P102.449M (129%)**

SALES GENERATED



**500 (175%)**

JOBS GENERATED





# DTI-3 holds fourth run of Touchpoint Biz Con

By: Nerson Ray F. Romero

With the theme "Bolstering the Creative Industries to Support MSME Growth", the Department of Trade and Industry Regional Office III held the Touchpoint 4.0 – A Central Luzon Business Conference on April 27, 2023 via Zoom online platform and live streamed through the official Facebook page DTI Region 3 – Central Luzon.

On its fourth run, Touchpoint showcased the current trends, updates, and innovations in the Philippines' Creative Industry. It aims to promote the potentials of the sector and help it move forward.

More than 500 participants coming from the different provinces and sectors joined thru Zoom and Facebook livestream.

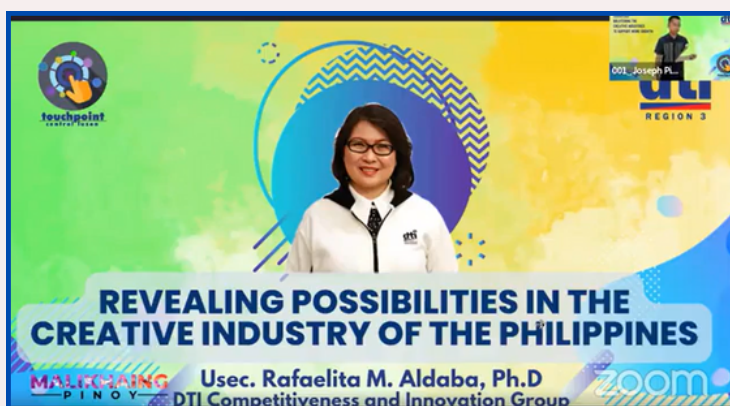
Hon. Christopher "Toff" De Venecia of the 4th District of Pangasinan and principal author of the Philippine Creative Industries Development Act served as the guest speaker of the conference. He talked about extensive policy support of the government to the creative industries in the country.



Meanwhile, DTI Undersecretary for Competitiveness and Innovation Group Rafaelita M. Aldana discussed the vast possibilities of the creative industries and its impact in the economy.

A team from the De La Salle University, which was commissioned by the National Commission for Culture and the Arts, presented the Creative Economy Roadmap of the Philippines. The group is composed of Dir. Glorife Soberano-Samodio, Dr. Emelina Sarreal, Dr. Maria Paquita-Bonnet, Dr. Lars Raymund Ubaldo, and Dr. Francia Santos

Further, Atty Exequiel D. Valerio, Assistant Chief of the Accreditation and Standards Division of the Intellectual Property Office discussed the Intellectual Property Rights of artists and other persons engaged in the creative industry.



# CPD holds webinar on RA 11900, IRR



By: Consumer Protection Division –  
 Regional Office

The Department of Trade and Industry Region 3, thru its Consumer Protection Division, held a Webinar on RA 11900 or The Vaporized Nicotine and Non-nicotine Products Regulation Act and its Implementing Rules and Regulations (IRR) last May 24, 2023, via Zoom platform.

One hundred fifty-eight (158) participants, which are composed of stakeholders from the vape industry, and DTI monitors and enforcers from all the provinces of Region 3 attended the session.

RA 11900 lapsed into law on 25 July 2022 while its IRR, issued by DTI as the lead implementing agency, has been effective since last December 28, 2022. The law seeks to regulate importation, manufacturing, selling, packaging, distribution, use and communication of vapor products/refills, vapor product

devices, heated tobacco products (HTP), HTP consumables and devices, as well as novel tobacco products.

Mr. R.A. Aragonces from the Consumer Policy Advocacy Bureau (CPAB) presented the salient features of the law. Included in his presentation are; products covered by the law, requirements for health warnings, fiscal markings, tamper resistant and child-resistant designs, sale of products, restrictions on product communications, advertisements and sponsorships, prohibitions on the use in public places, standards for designated vaping areas, product registrations, immediate recall, ban, or seizure of products, and penalties for non-compliance.

ARD Edna Dizon, in her message, urged the participants to support and comply with the requirements of the law so as to avoid any legal implications that may hamper their business operations.



# RIIC3-THRIVE CL and ARISE Plus Philippines Project Collaboration and Innovation for Startups

By: Maria Cristina V. Valenzuela



On June 14, 2023, “ARISE Plus Philippines Project Business Mission to the Philippines on Startups and Innovation: Roundtable Discussion with THRIVE Central Luzon RIIC” was held at the College of Nursing AVR, Pimentel Building of the Bulacan State University (BulSU) in the City of Malolos, Bulacan. The hybrid Roundtable Discussion with THRIVE Central Luzon RIIC was attended by representatives from Central Luzon SUCs, HEIs and Technology Business Incubators from Region 3. It intends to get insights from the stakeholders on how the government, the industry, and the academe can collaborate to address critical gaps that hinder priority industries’ contribution in the global value chain. It aims to explore how Regional Innovation Ecosystems work and how grassroots innovations are being supported.

ARISE Plus Project Associate Program Manager Mayara Louzada Alarcao Sobral and Mr. Miguel Alino Lopez, National Youth Expert, presented the objectives and background of ARISE in fostering inclusive economic growth and poverty reduction in the Philippines by enhancing the country's trade performance and competitiveness, through linkages with the EU industry, and targeted support to address the gaps, especially concerning

inclusive innovation and the entrepreneurship ecosystem.

The status of the Philippine Startup & Innovation Ecosystem in the country was presented by Mr. Karl Lyndon Pacolor, Division Chief of the Competitiveness Bureau of the Department of Trade and Industry, which is the lead partner in the International Trade Centre. OIC-Regional Director Brigida T. Pili of DTI Region 3, shared her insights on the importance of

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OIC-RD Brigida T. Pili of DTI Region 3 giving her message during the “ARISE Plus Philippines Project Business Mission to the Philippines on Startups and Innovation: Roundtable Discussion with RIIC 3 THRIVE Central Luzon”

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collaboration among stakeholders including the government, the academe, industry sectors in enhancing the competitiveness of MSMEs through Startups and inclusive innovation. The DTI's Shared Service Facilities, including BulSU's Food Processing and Food Testing Laboratory, which was formally turned-over earlier on the same day, is one of DTI's projects for startups and for innovation to improve the productivity and quality of products and services. Through this SSF, more products were already developed and are expected to be developed for commercialization, with continuous research and innovation to ensure global competitiveness.

In addition, capacity building activities for MSMEs and the Youth Entrepreneurs were also implemented by DTI. Moreover, OIC-ARD Edna D. Dizon, Concurrent Provincial Director of DTI Bulacan, clarified if there are existing projects in Central Luzon, but it was noted that this is the first activity outside Metro Manila. She emphasized the importance of funding in providing support to Startups and innovation projects.

The representatives of SUCs and HEIs also



Front (from left): DC Karl Lyndon Pacolor of DTI-CB, Ms. Mayara Louzada Alarcao Sobral of ARISE Plus Philippines Project, OIC-RD Brigida T. Pili of DTI Region 3, PSTO Michelle Quiambao of DOST Pampanga and Mr. Miguel Alino Lopez, of ARISE Plus Philippines Project

shared their respective insights and initiatives on innovations and Startups.

The roundtable discussion was followed by site visits to Technology Business Incubators (TBI) in BARAS TBI of Bulacan State University, and in Sibul Technology Business Incubator of Pampanga State Agricultural University, through the initiative of the Regional Inclusive Innovation Center - THRIVE Central Luzon.

Indeed, collaboration is crucial in maximizing the expertise and resources of all stakeholders to maintain an innovative ecosystem.



ARISE Plus Philippines Project site visit at BARAS TBI in Bulacan State University, City of Malolos, Bulacan



# DTI-Bataan conducts Labor Day Activities

By: Teresita E. Magtanong, Lealyn May B. Ramos



DTI-Bataan Provincial Office joined the Department of Labor and Employment in the 121st Labor Day Celebration with the theme “Pabahay, Bilihing Abot-Presyo, Benepisyo ng Matatag na Trabaho Para Sa Manggagawang Pilipino, last May 1, 2023 at Freeport Area of Bataan (FAB) Administration Building Parking Lot, Mariveles, Bataan.

One of the highlights of the labor day activities was the distribution of salaries of the eight hundred forty-four (844) DOLE-TUPAD beneficiaries at the Mariveles Sports Complex. Bataan District 3 Congresswoman Gila Garcia, and Mariveles Mayor AJ Concepcion gave short messages for the beneficiaries. DOLE Bataan Provincial Director Leilani Reynoso, and other partner agencies namely DTI, TESDA and PESO also gave brief messages and shared their programs and services. Moreover, DTI and TESDA had set up their respective booths to give information and assistance about the services they offer.



L-R: TIDS Lealyn May B. Ramos, OIC-PD Eileen E. Ocampo and NCBC Charito S. Martinez

Furthermore, in partnership with the Department of Agriculture, the Kadiwa ng Pangulo para sa Manggagawa Trade Fair opening was graced by Congresswoman Garcia, Mayor Concepcion, DOLE Provincial Director Reynoso and DTI OIC-Provincial Director Eileen Ocampo. It was participated by eighteen (18) MSMEs and agripreneurs, and generated a total sales of P51,835.00.





# Tarlac Mompreneurs take Centerstage

By: Grace Lugtu



Mompreneurs of Tarlac took centerstage on May 17, 2023, at SM City Tarlac in celebration of Mother's Day.

In partnership with SM City Tarlac, the Department of Trade and Industry Tarlac, conducted various seminars, highlighting the sharing of the entrepreneurial journey of two Tarlaqueña Mompreneurs to inspire more mothers to go into business.

Among the topics and activities were Consumer Awareness and Responsiveness Education Seminar (CARES), DTI Programs and Services, Sharing of the Stories of Gertie's Bakeshop and Fastfood and Golden Crown Petals and Herbs, Social Security System (SSS) Services, Packaging

by Licton Industrial Corporation, Putting Your Business Online via SOMAGO Online Shopping, and Product Development Consultations.

"We are very grateful to our partner, SM City Tarlac, and the updates of our speakers from SSS, Licton, and SOMAGO. We also thank our mompreneurs, Ms. Gertie Garcia and Ms. Faye Sado for inspiring the participants with their stories. We challenge our MSMEs to upgrade their products through better design and packaging and widen their market by going online aside from their physical stores", OIC PD Zaida Garibay said. Ninety (90) entrepreneurs and would-be entrepreneurs joined the said event.



Ms. Gertie Garcia of Gertie's Bakeshop sharing her entrepreneurial journey



Designers Jerikko Cabalo and Harold Cariaga giving one-on-one product development consultations



# 3M On Wheels Empowers Pampanga MSMEs

By: Arlene P. Gomez



On April 15, 2023, 3M On Wheels, a free mentorship program that provides quick-stop mentorship for entrepreneurs, arrived at Marquee Mall to empower local MSMEs (Micro, Small, and Medium Enterprises). The event aims at providing entrepreneurs with access and knowledge to quality capacity building, financial assistance, and market opportunities.

3M On Wheels stands for Mentorship, Money, and Market, and is conducted by the esteemed network of Go Negosyo Mentors. Through on-site one-on-one mentorship encounters, entrepreneurs can gain valuable insights from successful business leaders.

The event was attended by various Pampanga MSMEs, including members of the Pampanga Entrepreneur Producers Cooperative (PEPCO). The mentorship sessions were well-received, providing entrepreneurs with valuable insights on how to improve their businesses.

In addition to the mentorship sessions, an Expo was also featured. The Department of Trade and Industry (DTI) of Pampanga set

up a booth to promote the services of DTI and Negosyo Centers. The Expo allowed entrepreneurs to connect with various organizations that can support their business growth and development.

3M On Wheels is a testament to the commitment of Go Negosyo and its partners in empowering MSMEs across the Philippines. Through mentorship, financial assistance, and market opportunities, entrepreneurs can build sustainable businesses that contribute to the growth of their communities.

As the program continues to roll out across the country, more entrepreneurs will have access to the support and guidance they need to succeed in today's competitive business landscape.





# DTI Zambales Consumer Protection Division conducts "ikot-palengke" program

By: Melody Tangonan



Ikot-palengke program at  
Cabangan, Zambales | May 19, 2023

**"Tamang Timbang, Tamang Presyo Para sa Mamimiling Pilipino"**

DTI Zambales Consumer Protection Division together with the Local Price Coordinating Council (LPCC) members – Mayor's Office, Market Administration Office, Municipal Agriculture Office, Philippine National Police, Business Permits and Licensing Office (BPLO) and different Consumer Groups spearheaded the conduct of "Ikot-Palengke" in different municipalities of Zambales and in Olongapo City. For the second quarter of 2023, the team conducted total of 19 market visits, monitored 2,581 stalls, confiscated 92 defective weighing scales and registered 160 unregistered weighing scales on the spot.

Strategic market monitoring seeks to address the issues of profiteering, hoarding, and other artificial shortages that affect prices. It also aims to ensure the availability of other alternative products to BNPCs in the event of a supply shortage.



Ikot-palengke program at  
Iba, Zambales | April 20, 2023



Ikot-palengke program at  
Castillejos, Zambales | May 25, 2023



Ikot-palengke program at  
Olongapo City, Zambales | June 20, 2023

Ikot-Palengke program is DTI's initiative to ensure consumer protection against unscrupulous business practices and consumer protection amidst inflation.

DTI urges everyone to be a smart, critical and disciplined consumer.



# DTI-Pampanga, HAU hold LUCUB Orientation for MSMEs

By: Carlito M. Mejia



DTI Pampanga Provincial Office, in partnership with the Holy Angel University (HAU) – School of Business and Accountancy, successfully organized the Trends and Updates Seminar and LUCUB Orientation last April 18, 2023. The seminar aims at providing insights and ideas on the latest trends and updates on food and non-food sectors, as well as colors and designs to 22 MSMEs, HAU students, and DTI staff.

Guest speakers from the DTI – Design Center of the Philippines (DCP) openly shared their expertise and experiences on the latest trends and updates in the industry. The seminar highlighted the importance of keeping up with the latest trends and innovations to ensure the success and sustainability of the business.

Aside from the trends and updates, the participating MSMEs were briefed on the possible processes and different phases that need to be undergone by each MSME enrolled in the LUCUB (product development) program. This program is designed to help MSMEs in developing their products, from conceptualization to commercialization.

The seminar and orientation were well-received by the participants, who actively participated and engaged in the discussions. The program also provided a platform for MSMEs to network with each other and to share their experiences and insights.

Overall, the seminar and orientation were successful in achieving their goals of providing valuable insights and knowledge to the participants, as well as promoting collaboration and innovation among MSMEs. The DTI Pampanga Provincial Office and HAU – School of Business and Accountancy are committed to continuing their partnership in supporting the growth and development of MSMEs in the province.



# DTI TURNS- OVER SSF EQUIPMENT TO BULACAN STATE UNIVERSITY

By: Flora M. Cruz



L-R Dr. Maria Jenina A. Tongol, Head of the Regional Food Innovation Center and the Analytical Testing Lab of the BulSU, DTI Region 3 OIC-Assistant Regional Director Edna D. Dizon, OIC-Regional Director Brigida T. Pili, Dr. Cecilia S. Navasero-Gascon, BulSU President, and Dr. Allen N. Maroma present the signed Deed of Donation on June 14, 2023 at the College of Nursing AVR, Pimentel Hall, City of Malolos, Bulacan.

The Department of Trade and Industry (DTI) Region 3, led by OIC- Regional Director Brigida T. Pili, together with OIC -Assistant Regional Director Edna D. Dizon, turned over the Shared Service Facility (SSF) equipment to Bulacan State University (BulSU) on June 14, 2023 at the College of Nursing AVR, Pimentel Hall, City of Malolos, Bulacan.

The Shared Service Facilities (SSF) Project is a flagship project of the DTI that aims to improve MSME productivity and efficiency through better access to technology. The SSF project is meant to improve MSME competitiveness by providing machinery, equipment, tools, systems, accessories, and other auxiliary items, skills, and knowledge under a shared system. The project is a public-private partnership initiative being implemented through cooperators who can house the machinery and equipment and make these accessible to MSMEs. The equipment will remain under the ownership of DTI until the end of the agreement and will be donated to the cooperator or the beneficiaries that have proven that they can sustainably manage and operate the facility in accordance with the objectives of the project.

The SSF project on Food Processing and Food Testing Laboratory was launched in 2016 to assist micro, small, and medium enterprises (MSMEs) in their need for research, product improvement, and laboratory analysis.

The said SSF project is the 218th project donated to qualified cooperators in Central Luzon. The SSF equipment worth Php2,217,012 includes 5 types of machines namely: vacuum sealer, oven, foot sealer, High-Performance Liquid Chromatography (HPLC), and Fat Extraction System.

Director Pili gave a brief background of the SSF Project and the updates on the SSF bill, and expressed her hopes for more developmental and innovative projects involving the SSF.

University President, Dr. Cecilia S. Navasero-Gascon, as the cooperator, delivered a message of acceptance and gratitude for the donation of the SSF equipment to BulSU. She said that BulSU pledges to be a good steward of the equipment and vows to maximize the use of the facility.

Moreover, Assistant Regional Director Dizon congratulated BulSU for the SSF donation and expressed her hopes to see more gains thru serving not only MSMEs in Bulacan but also MSMEs in Central Luzon. She also encouraged BulSU to create more activities to highlight the products to be adopted by MSMEs.

Dr. Maria Jenina A. Tongol, Center Head of the Regional Food Innovation Center and the Analytical Testing Laboratory of BulSU, expressed her appreciation for the support of DTI in the operation of SSF Project.





## DTI, LGU, PNP, and TCCI inspect weighing scales in Capas, Tarlac

By: Grace Lugtu

The Department of Trade and Industry (DTI) – Tarlac, together with the Local Price Coordinating Council (LPCC) and Public Order and Safety Management Office (POSMO) of the Local Government Unit of Capas (LGU-Capas), Philippine National Police (PNP), and Tarlac Consumers Council Incorporated (TCCI), conducted a saturation drive at Capas Public Market on April 18, 2023.

“The inspection of weighing scales is conducted regularly in the public markets to ensure that consumers are protected from fraudulent vendors,” Trade-Industry Development Specialist Wessa Dizon said.

Out of the 68 analog and digital weighing scales inspected, 6 were found to be defective. They were confiscated and turned over to the LGU.

“The misrepresentation of the true weight and measure of goods sold is punishable by law under the Consumer Act of the Philippines or RA 7394,” Dizon said.

Likewise, a briefing on Label Law was conducted for the vendors to be aware of proper labeling and fair packaging of consumer products. DTI seeks to ensure that consumers get their money's worth in their purchases.

## DTI Tarlac capacitates traders on BIGI standards

By: Grace Lugtu

The Department of Trade and Industry (DTI) – Tarlac conducted a seminar about the Philippine National Standards on Black Iron and Galvanized Iron (BIGI) Steel Pipes on June 27, 2023, to capacitate and refresh distributors and retailers of the said products in the province.

The resource speakers, Engr. John Erick Ramirez and Engr. Andrea Mikhaela Lazarte from the Bureau of Product Standards (BPS) talked about the overview and function of BPS and the implementing guidelines and applicable Department Administrative Orders on BIGI steel pipes and tubes respectively.

Meanwhile, Engr. Pat Santos, Senior Technical Officer of the Philippine Association of Black Iron and Galvanized Iron Steel Pipes and Tubes Manufacturers Inc., explained the manufacturing process and discussed the marking requirements of the products.

OIC Provincial Director Florencia Balilo emphasized that the main thrust for holding seminars such as this is to ensure both consumer and supplier protection. “We encourage construction material retailers to comply with the corresponding regulations to guarantee product quality and safety,” she said.

A total of 48 owners and representatives of hardware and construction supply stores attended the activity.



# Diskwento Caravan rolls in Tarlac

By: Mary Ann V. Estacio



The Department of Trade and Industry (DTI) – Tarlac Provincial Office held its first on-site Diskwento Caravan for the year at the Jose V. Yap Covered Court, Brgy. San Nicolas, Victoria, Tarlac on May 19, 2023.

A total of 19 retailers, manufacturers, and distributors joined the said event as well as some local sellers from the town. The ceremonial cutting of the ribbon was led by the Chief Trade-Industry Development Specialist (CTIDS) of the Consumer Protection Division (CPD) of DTI Tarlac, Florencia Balilo, the Administrative Officer IV of the Local Government Unit (LGU) of Victoria, Emmanuel Apacible, and Tarlac Consumers Council Inc. President, Casiano Supan.

The Diskwento Caravan is a regular program of DTI aligned with the thrust of the agency to advocate consumer welfare. It aims to give access to basic necessities and prime commodities to consumers at discounted prices. Other consumer goods were also made available during the event, like agricultural products, certified household appliances, gadgets, and various food and non-food products.

“One of the directions of DTI is to provide quality consumer products at reasonable prices, thus the conduct of Diskwento Caravan. The CPD of DTI seeks to implement measures to ensure that consumers get the best value for their money,” CTIDS Balilo said.

To make the activity reach a further grasp, In-Store Diskwento Caravan was also organized in the various branches of Pandayan Bookshop in the province. School and office supplies were also offered at a discount. Alongside the fair, the members of the Victoria Tarlac Livelihood Association participated in the Consumer Awareness and Responsiveness Education Seminar which was presented by Mr. Casiano Supan.



“As consumer welfare advocates, everyone is encouraged to assert their consumer rights while at the same time practicing responsible purchase activities,” Balilo said. Likewise, DTI services such as monitoring on the compliance of Fair Trade Laws of establishments in the province were also elaborated by DTI Trade-Industry Development Specialist Wessa Dizon.

With the strengthening of networks among the government, private organizations, and industry players, the benefit of consumers will always be a prime concern.

The support of the LGU eased the conduct of the caravan as it provided the needed facilities. In partnering with them, discounted retail goods were readily accessible to the residents of the municipality and nearby barangays.

“Our gratitude to the Local Government Unit of Victoria, especially to Mayor Rex Villa Agustin and to the various manufacturers and retailers participating in the event for partnering with DTI in this endeavor,” Balilo said.





# DTI NUEVA ECIJA CONDUCTS TWO DISKWENTO CARAVANS

By: Honeylen Marie P. Fernando



For two consecutive months in the 2nd quarter of the year, DTI Nueva Ecija facilitated Diskwento Caravans in the LGUs of Bongabon and Carranglan on April and May, respectively. The former was conducted as one of the highlights of the celebration of the Sibuyas (Onion) Festival on April 1-2, 2023 at the municipal trading post, Curva, Bongabon while the latter was highlighted during the Gintong Butil Festival on May 11-12, 2023 at the Pag-asa Gym, Poblacion, Carranglan.

Both Diskwento Caravan were graced with the presence of the DTI3 OIC-Regional Director, Brigida Pili, Provincial Director Richard Simangan, Consumer Protection and Business Development Division team and the LGUs' key officials. A total of 56 wholesalers, distributors, retailers and local manufacturers exhibited during the caravan with 22 and 34, respectively. The number of households benefitted on these two caravans total to 2,476. The activity generated total sales of P1.238M for the following breakdown, Bongabon with P589M and Carranglan with P649.3M.

The activity primarily aims to improve consumers' access to basic and prime commodities through the mobilization of manufacturers/retailers selling basic food and non-food consumer items at a considerable discount. Also, it provides manufacturers the opportunity to exercise their corporate social responsibility and return the goodwill to the consuming public.

Generally, conduct of the Diskwento Caravan was a success mainly because of the support and cooperation and close coordination between DTI and the Local Government Units. It is recommended that similar activity be held / conducted in areas without supermarkets and big grocery stores which would mean more opportunities for local buyers/ consumers to access cheaper and discounted prices of basic and prime commodities and other household products.



# NC BALER CAPACITATES FOOD PROCESSORS IN FOOD SAFETY

By Gizel O. Dukha

The Department of Trade and Industry (DTI) – Aurora Provincial Office, through Negosyo Center Baler, trained existing food processors on the basics of Food Safety held at Moreno Lodge and Restaurant in Suklayin on May 19.

The activity's objective was to equip the Micro, Small and Medium Enterprises (MSMEs) with basic knowledge on safe and efficient food manufacturing to prevent, eliminate, and control adverse food-related incidents.

According to DTI Aurora Provincial Director Aldrin Veneracion, the program is part of the agency's campaign to correct substandard and dangerous products under the Republic Act No. 7394 or the Consumer Act of the Philippines.

PD Veneracion also emphasized the need to abide by the law to ensure they meet consumers' diverse demands and confidence.



PD Aldrin Veneracion emphasizes the need of ensuring food safety and adhering to guidelines on food preparations.

Business Counselor Gizel Dukha discussed the importance of food safety, Good Hygienic Practices, Food Safety Hazards, and Current Good Manufacturing Practices (CGMP) that can be applied by the participants in their production.

The participants now understand the potential sources of contamination and incorrect food product preparation.

The majority of them intend to have a production area of their own that complies with safety regulations.

# DISKWENTO CARAVAN KICKS OFF IN DINGALAN

By Maria Liezelle P. Perez

The Department of Trade and Industry (DTI) – Aurora Provincial Office, in collaboration with the local government of Dingalan, Aurora, conducted a Diskwento Caravan on June 15, 2023, at Municipal Public Market Covered Court in time with the town's founding anniversary.

Diskwento Caravan is a flagship project of DTI that aims to make discounted products more accessible to the general public.

This one-day event offers discounted prices on grocery items, frozen products, food items, home cleaning products, pillows, and more from participating distributors and retailers.

The caravan provides a venue for local dealers/producers to sell commodities at discounted prices.



According to DTI Aurora Consumer Protection Division (CPD) Head Pacita Bandilla, it also gives consumers access to purchased necessities and prime commodities at the best value for their hard-earned money.

A total of ten retailers, manufacturers, and distributors joined the event as well as some local entrepreneurs from the town.

The in-store caravan was also organized for three firms that offer discounted grocery items and RTW.



# DTI BULACAN DONATES CACAO PROCESSING EQUIPMENT THROUGH SSF

By: Paolo Mari T. Madlangbayan



DTI Bulacan donated cacao processing equipment to Talbak fruits and coffee growers association inc through the virtue of a deed of donation signed last June 5, 2023 at Talbak, Drt, Bulacan.

The Department of Trade and Industry (DTI) Bulacan Provincial Office thru its DTI-Shared Service Facility (SSF) Program has donated cacao processing equipment to Talbak Fruits and Coffee Growers Association Inc. (TFCGAI), an SSF co-operator, last June 5, 2023 at Talbak, Doña Remedios Trinidad, Bulacan.

SSF Project is meant to improve MSME competitiveness by providing machinery, equipment, tools, systems, accessories, and other auxiliary items, skills, and knowledge under a shared system. Thru this project DTI identified TFCGAI, an association of fruits and coffee farmers in the town of Doña Remedios Trinidad Bulacan with over one hundred (100) farmer members to be its co-operator of the project. The group has been a recipient of DTI interventions to help the association address the gaps in processing and marketing its cacao and coffee products since cacao and coffee is under the priority industry cluster of the department.

In the year 2021, DTI launched its very first SSF on cacao processing in the Province of Bulacan through TFCGAI. Equipment such as; winnower machine, cacao mellanger, multi-commodity solar dryer, moisture meter, industrial platform weighing scale and stainless working tables were given to the group in order for them to increase the productivity and address the processing equipment needs of cacao farmers, processors and stakeholders in the area and neighboring towns of Dona Remedios Trinidad.

In support to the SSF project in TFCGAI, DTI also gave package of marketing assistance such as promo collaterals through lighted promotional and directional signages, participation to trade fairs such as CARP regional trade fair and Likha ng Central Luzon, packaging and label development, provision of printed double wall insulated cups with lid and collapsible barista tables.

DTI will continue to monitor the progress of the SSF project whlie TFCGAI has agreed to continue the SSF project for the Bulakenyo Cacao processors.

# DTI-N.E. HOLDS SEMINAR ON STEEL PIPES

By: Honeylen Marie P. Fernando



The DTI Nueva Ecija, in partnership with the BPS and BI-GI Manufacturers Association, organized the Seminar on Steel Pipes on July 4, 2023 at the Plaza Leticia Restaurant, Cabanatuan City for the 72 hardware store owners and representatives.

The first resource speaker, Engr. Andrea Mikhaela Lazarte from the Standards Conformity Division of the Bureau of Philippine Standards (BPS) briefed the participants on BPS' mandate and functions. She also presented the new Philippine National Standards and Technical Regulations on steel pipes.

The second speaker, Engr. Patrocino Santos, the Vice-President of the Philippine Association of Black Iron and Galvanized Iron Pipes and Tubes Manufacturers, Inc., presented and discussed the common practices and problems in selling BI-GI steel pipes products. He also gave tips on how to prevent the acquisition of violative BI-GI steel pipes in the local market. In parting, he gave updates on the steel pipes industry.

The seminar was conducted with the aim of educating the participants on understanding the two new standards for steel pipes based on the approved PNS 26:2018 and PNS 2145:2020, differentiating safe and quality steel pipes versus substandard ones, hot-dipped galvanized iron steel pipes against pre-galvanized iron steel pipes and identifying approved markings, threading and color coding of steel pipes in accordance with the approved standards.

Generally, the seminar was a success mainly because of the overwhelming response of the hardware store owners as gleaned from the number of attendees coming from different cities and municipalities in the province. It is recommended that similar activity be conducted regularly to discuss other products covered under DTI mandatory certification scheme.







# DTI Pampanga Empowers MSMEs at BizCon

By: Joseph D. Pineda

The Department of Trade and Industry Pampanga participated in a business conference organized by the Pampanga Chamber of Commerce and Industry Inc. (PamCham) on May 11, 2023 at the Dencio's Bar and Grill, Laus Complex, City of San Fernando, Pampanga. The event, themed "MSME Talks: Navigating Through Partnership with Government," aims at providing valuable insights and guidance to micro, small, and medium enterprises (MSMEs) in the region.

The conference featured speakers from various government agencies and private sector organizations, all focused on equipping MSMEs with the knowledge and resources needed to thrive in today's competitive business landscape. On behalf of DTI, Pampanga Provincial Director Elenita Ordonio, TIDS Joseph Pineda, and NC TIDA Janyn Lyza Malig, shed light on the different programs and services offered by the DTI that MSMEs can avail of. They highlighted the importance of Business Registration and the benefits of being recognized as a Barangay Micro Business Enterprise (BMBE).

The conference also featured speakers from the Food and Drug Administration (FDA) and PHI Corporation, a private consulting agency specializing in FDA requirements, shared valuable information on regulatory compliance in the food industry.

PamCham Director Marylou Tolentino provided insights into the requirements set forth by the Bureau of Internal Revenue (BIR), while the Landbank of the Philippines discussed the various loan windows available for MSMEs.

The event drew a diverse crowd of MSMEs, both members and non-members of the Pampanga Chamber of Commerce and Industry. This inclusivity showcased the commitment of DTI Pampanga and PamCham in supporting entrepreneurs and creating a level playing field for all businesses in the region.

As the conference drew to a close, the sense of optimism and empowerment among the attendees was palpable. Armed with newfound knowledge and an expanded network, the MSMEs of Pampanga are now better equipped to navigate the intricacies of government regulations, confidently secure the necessary permits, and seize the opportunities that lie ahead.

In a rapidly evolving business landscape, the participation of DTI Pampanga in events such as the "MSME Talks" conference serves as a beacon of support for entrepreneurs, emphasizing the importance of government partnerships in propelling businesses towards success. Through continued collaboration and engagement, MSMEs in Pampanga can look forward to a future marked by growth, innovation, and increased competitiveness.

# DTI-PAMPANGA JOINS CLTV36 BITAG PUBLIC SERVICE CARAVAN

By: Lois Guia Guanlao

The DTI Pampanga Provincial Office participated in the celebration of the 16th year anniversary of CLTV36 with its theme CLTV36-BITAG Public Service Caravan which was held on May 31, 2023, at Robinsons Starmills Pampanga. The delegates to this event were the Trade and Industry Development Specialist Arlene Gomez and Negosyo Center Business Counselors Guia Lois Perez and Charmaine Tiongson. The team took the opportunity in providing assistance through the discussion of DTI programs and services highlighting Business Name Registration.

The event was also participated by other government agencies such as the Social Security System, Philhealth, Pag-IBIG, Department of Labor and Employment, Department of Agriculture, and National Telecommunications Commission, to name a few. There were also private companies that offered job opportunities to applicants, free diagnostic tests, free CPR training, and health and wellness assistance. While the public service is ongoing, representatives from each government agency was interviewed by CLTV36 media staff.

The Caravan took place at 10 in the morning with an informal opening and announcement of the participating agencies and companies. It was concluded by the awarding of certificates of participation.





# DTI-CARP initiates series of Digital Development activities for Agrarian Reform Beneficiaries

By: Jeypy E. Ocampo, Teresita E. Magtanong

This second quarter of 2023, DTI-Bataan, through CARP, focused on digital development activities for the Agrarian Reform Beneficiaries (ARBs).

On April 14, 2023, DTI-CARP conducted Orientation and Onboarding for SOMAGO, a new online marketing platform to expand the market of micro entrepreneurs by displaying and selling their produced products via online. A total of 13 ARBs joined the said briefing.

DTI CARP Bataan in partnership with Negosyo Center Pilar, conducted a seminar on “Google Business Profile and Geo Tagging” as part of CARP digitalization program last June 19, 2023 at Balanga City, Bataan. This was participated by (15) fifteen CARPreneurs and ARBOs from the province of Bataan.



DTI CARP Bataan has been providing capability development training in the area of digitalization to all CARPreneurs and ARBOs within the province of Bataan. This is a series of activities that help ARBs to increase their social media presence and to penetrate the online market.

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## DTI-BATAAN donates facility to BBMC, TAMCO

By: Teresita E. Magtanong

DTI-Bataan held its SSF turnover and donation to Binukawan Bikol Marketing Cooperative (BBMC), SSF on Fruits Processing Project located at Barangay Binukawan, Bagac, Bataan and Tala Multi-purpose Cooperative (TAMCO), SSF on Coffee Processing Project located at Barangay Tala, Orani, Bataan.

The turnover ceremony was conducted on May 24, 2023 in its respective area. DTI-Bataan OIC Provincial Director Eileen E. Ocampo together with Business Development Division Chief Ma. Concepcion B. Sanico, and STIDS CARP Jeypy E. Ocampo awarded the Certificate of Donation to Ms. Gina Mangalindan, Chairperson of TAMCO. While Chairman Carlito Cruz of BBMC received the Certificate of Donation from the DTI team. The awarding was both witnessed by the officers and members of each respective cooperative.

As part of the SSF project, DTI awards SSF equipment to eligible cooperators upon expiry of the usufruct agreement. Eligible cooperators are those that are fully operational and have at least 10% increase in production and sales.



BBMC Chairman Carlito Cruz (2nd fr L) signs the SSF Deed of Donation



TAMCO Chairperson Gina Mangalindan (2nd fr R) signs the Deed of Donation.



# PEPCo holds 3rd Anniversary Trade Fair

By: Alfine B. Bonus

Pampanga Entrepreneur Producers Cooperative (PEPCo) celebrates 3 Years of Success with Trade Fair and Collaborative Support.

Last April 13 to 20, 2023 the Pampanga Entrepreneur Producer Cooperative (PEPCo) marked a significant milestone as it celebrated its 3rd year anniversary. The cooperative, consisting of 19 dedicated members, organized a Trade Fair at Robinsons Angeles, showcasing their diverse range of products. The event was made even more special with the enthusiastic support of the Department of Trade and Industry (DTI) Pampanga, Negosyo Center MACCII (NC MACCII) and Robinsons Angeles. The collaborative efforts of these organizations resulted in a successful and memorable anniversary celebration.

The trade fair served as a platform to showcase the entrepreneurial spirit and creativity of the PEPCo members. The cooperative's diverse array of products, ranging from handicrafts, food products, fashion accessories, and more, captivated visitors throughout the event. The trade fair not only provided an opportunity for the members to exhibit their goods but also allowed them to interact with potential customers, building connections and fostering a sense of community.

DTI Pampanga played a vital role in assisting the PEPCo throughout the anniversary program. The department provided guidance and advice to the cooperative members, ensuring that their products met quality standards and were market-ready.

DTI Pampanga also facilitated workshops and training sessions, equipping the members with essential entrepreneurial skills and knowledge. With the department's support, PEPCo members gained a deeper understanding of market trends, customer preferences, and effective marketing strategies.

The NC MACCII demonstrated its unwavering commitment to empowering local cooperatives by extending its support to PEPCo. Through their collaboration, NC MACCII facilitated networking opportunities, connecting PEPCo with potential business partners, suppliers and ensured the event's smooth execution.

In addition to the trade fair, various activities were organized throughout the week-long anniversary celebration. The event not only provided a platform for PEPCo members to showcase their products but also contributed to the local economy by promoting entrepreneurship and supporting local businesses.

The 3rd year anniversary celebration of the Pampanga Entrepreneur Producers Cooperative was a resounding success, thanks to the collective efforts of the cooperative members, DTI Pampanga, NC MACCII and Robinsons Angeles. The anniversary celebration served as a testament to the cooperative's resilience, dedication, and commitment to promoting local entrepreneurship in Pampanga. With three years of success behind them, the PEPCo is poised to continue its journey of empowering entrepreneurs and contributing to the economic growth of the region.





# OTOP MSMEs dominate trade fairs in Nueva Ecija

By: Maria Odessa R. Manzano

## One Town One Product (OTOP) Program

The OTOP Program, since its implementation in 2003, has given the much needed attention to the local produce in the provinces. For more than a decade, OTOP has focused on advocacy and promotion. Starting 2017, the program kicked off gracefully and it was named OTOP Next Generation or simply OTOP NG. Basically, OTOP NG aims to dress up products with market potentials and to prepare them to places they will go.

## Nueva Ecija's OTOP Industry Partners

The MSMEs have always been the main beneficiaries of the OTOP NG. With the capability building enhancements that DTI give them, they become empowered MSMEs. In spite of the financial challenges DTI is experiencing for the year, still, it has managed to hold various trade fairs.

The key to the successful staging of trade fairs can be attributed to these MSMEs who have levelled up, and became DTI's industry partners. The participants to the trade fairs no longer rely on DTI for subsidy for participation fees.

## DTI Nueva Ecija's trade fairs

For the second quarter of 2023, DTI Nueva Ecija have successfully conducted 10 trade fairs versus the target of 3. Four (4) of which are OTOP Trade Fairs in partnership with Waltermart Cabanatuan City, San Jose City, Talavera and Gapan City. The 2 OTOP Trade Fairs in San Jose City and Cabanatuan City featured BIDA MSMEs account managed by Business Counsellors of Negosyo Centers. These BIDA MSMEs are also enrolled under the OTOP Next Gen Program. As DTI's partner, Waltermart provided the venue for these 4 OTOP Trade Fairs for free and as part of their corporate social responsibility (CSR) in support of DTI's OTOP.

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For the month of April, sales generated from trade fairs amounted to P766,631.00 versus the target of P690,000.00. For May, sales generated amounted to P1,241,335.00 versus a target of P1,120,000.00. For the 2nd quarter alone, DTI Nueva Ecija already generated total sales of P2,007,966.00 from trade fairs alone. A total of 111 OTOP MSMEs participated in all these trade fairs.

The Goodness in every trade fair

The challenge of limited budget has been successfully overcome with the support of the MSMEs as they invest in their participation to these trade fairs.

The trade fairs have also become a good venue for the participating MSMEs to network with one another by selling products with each other. Competition has become friendly as the MSMEs now carry each other's products to boost sales and promote other OTOP Products.

A "salo-salo" during egress also serves as an opportunity for the MSMEs to bond with one another and as a way of thanksgiving during the last day of the trade fair. Camaraderie and "bayanihan" is also evident during egress.



Way Forward

For the rest of the year, DTI Nueva Ecija will still stage several trade fairs. Some of the trade fairs the Nueva Ecija entrepreneurs will be participating in would be the 25th Likha ng Central Luzon Regional Trade Fair on October 25 to 29 at SM Megamall, the Taas Noo Novo Ecijano on August 31 to September 3, 2023 and the year end trade fairs in November and December.

In preparation for these upcoming events, an OTOP assessment, consultation and triage (ACT) is being done to come up with new products.



# Pampanga OTOP Hub relocates for better accessibility and increased sales

By: Alfine B. Bonus



The Pampanga OTOP Hub, situated inside Marquee Mall, has recently been relocated to a more advantageous and accessible location. The new space at Marquee Mall Level 2 beside Wonderbake is positioned closer to one of the mall's entrances and boasts several improvements that contribute to a better shopping experience. Notably, the new location benefits from enhanced lighting, which significantly enhances the visibility of the products on display. The improved lighting not only highlights the exquisite craftsmanship of the local products but also adds an element of allure, making the hub more visually appealing to customers.

The strategic placement of the Pampanga OTOP Hub near a mall entrance brings with it a multitude of advantages in terms of accessibility. Customers entering the mall will now be immediately drawn to the hub's vibrant displays and enticing array of locally made products. This prime location ensures a steady stream of foot traffic, which in turn amplifies the exposure and reach of the entrepreneurs and artisans who rely on the hub to showcase their creations.

The relocation to a more accessible area sets the stage for increased sales for the Pampanga OTOP Hub. The convenience and enhanced visibility provided by the new location are expected to attract a larger customer base,

encompassing both local residents and mall visitors. As a result, the sales potential for the local entrepreneurs and artisans will increase significantly.

Continuing its commitment to the Pampanga Entrepreneur Producers Cooperative, the operator of the Pampanga OTOP Hub, the DTI Pampanga expresses ongoing support by monitoring the hub's operations. This proactive approach ensures that the cooperative receives the necessary guidance and assistance required for its success. The partnership between the DTI Pampanga and Marquee Mall Administrators serves as a strong foundation for the triumph of this relocation project. Their collaborative efforts are aimed at providing an optimal platform for local entrepreneurship and ensuring the hub's prosperity.

Overall, the relocation of the Pampanga OTOP Hub to a more accessible and visually appealing location within Marquee Mall marks a significant milestone in the development of local businesses and artisans. With improved visibility, enhanced lighting, and a strategic placement near a mall entrance, the hub is expected to generate increased sales and attract a larger customer base. This move demonstrates a substantial investment in the local economy and underscores the region's commitment to supporting entrepreneurship and celebrating its unique cultural offerings.

# CAPACITATING THE MSMES of ZAMBALES UNDER THE OTOP NEXT GENERATION PROGRAM

By: Cynthia Jaravata



Packaging and Labeling cum Branding with Mr. Ryan Roberto on June 23, 2023 in Iba, Zambales

Each year, the One-Town, One-Product Next Generation Program puts a premium on the products of Zambales. It has assisted a number of MSMES not only in product development but in capacitating the MSMES as well as preparing them for bigger market opportunities.

For 2023, at least 80 MSMES were trained under the 2023 One-Town, One-Product Next Generation Capability Development Program. The Capability Development Program started with the 2 Productivity Enhancement Seminars (PES) conducted on June 7, 2023, in Iba, Zambales, with a total of 30 food processors attending the morning session and the non-food manufacturers in the afternoon session. Commencing with this training program, the MSMES were made to realize the huge role of its production area in coming up with better quality products. The PES enabled the participants to understand the 5S of Good Housekeeping, its importance, and its significance in production. Participants were encouraged to conduct in-plant workshops to be properly guided on good housekeeping techniques and strategies.

The PES was followed by the Packaging and Labeling cum Branding Seminar on June 23, 2023. The seminar was participated by 30 MSMES, with the majority of them classified as new and prospective MSMES. The seminar targets to convince the participants to register their respective businesses and consider developing their brands, logos, and labels. These MSMES are targeted to be part of next year's OTOP NG Product Development Program.



Productivity Enhancement Seminar in Iba, Zambales on June 7, 2023



# DTI-Bulacan gears up Student Leaders in Sustainability Forum

By: Alex Roy F. Dela Cruz



DTI Bulacan joined the Bulacan Local Sustainable Development (BLSD) in advocating sustainability in a forum with student leaders of Bulacan State University on May 2, 2023 at the AVR of the university's Business Administration Building. The event was dubbed as the Localization Initiative for UN-SDGs Education and Advocacy.

Mr. Alex Roy F. Dela Cruz, Senior Trade and Industry Development Specialist of DTI-Bulacan, underscored the agency's commitment to economic sustainability and its various programs for Micro, Small, and Medium Enterprises (MSMEs). He discussed the core programs of the DTI and their alignment with the United Nations Sustainable Development Goals (UN-SDGs).

The event drew participation from Forty-Seven (47) Student Leaders representing different colleges within Bulacan State University. The occasion was graced by esteemed guests from the Local Government of Malolos, including Provincial Governor Chief of Staff, Atty. Nikki Manuel Coronel, who delivered an inspirational message on behalf of Governor Daniel Fernando.

Mr. Al Ian Barcelona of AIB Consultancy Corp. and BLSD, Inc. CEO James Gregor Asuelo shared insights on Leadership, Governance, and the significant features of the UN-SDGs, emphasizing the importance of sustainable development.

The event culminated with the awarding of certificates of participation to the attendees. Both DTI-Bulacan and BLSD expressed their eagerness to continue collaborating on more projects, united by the shared goal of promoting sustainability and fostering business development.

The Localization Initiative for UN-SDGs Education and Advocacy served as an avenue for aspiring leaders and stakeholders to gain valuable knowledge on economic sustainability, aligning business practices with the UN-SDGs, and fostering a sustainable future for the province of Bulacan.

With the DTI's commitment to supporting MSMEs and its active involvement in promoting sustainable development, the event marked a significant step towards creating a business environment that prioritizes economic growth while contributing to the greater global goals of the UN-SDGs.



# DTI, PG Tarlac hold Provincial CMCI Data Pre-Validation Workshop

By: Ma. Fatima A. David



The Department of Trade & Industry (DTI) – Tarlac Provincial Office, in partnership with the Provincial Government of Tarlac (PGT) through its Local Economic and Investment Promotion Office (LEIPO) headed by Ms. Frances Canlas, gathered all the Cities and Municipalities Competitiveness Index (CMCI) focal persons and data encoders of the Tarlac Local Government Units (LGU) for a CMCI data pre-validation workshop in Baguio City on April 26 to 28, 2023.

The three-day workshop was conducted to make sure the data entered is accurate and accepted in the portal. As they exchanged best practices for acquiring the necessary data, it also served as a benchmarking activity for the participants. CMCI Region 3 Focal Person Barry Bernabe Pangilinan pre-validated the information presented by the CMCI focal persons.

“The LGU's strong contributions to the program's data collection helped Tarlac Province place 16th last year out of the 1,631 participating cities and municipalities. The data provided by the cities and municipalities that make up the province determine its ranking.

This year, we are hopeful that our province will be given a higher ranking through your accomplishments. Through this workshop, we can make sure that every LGU in the province participates fully and that the 2023 Local Data Capture Sheets are submitted on time,” DTI Tarlac Senior Trade-Industry Development Specialist Maria Divina Gloria Ramos said.

The CMCI is a program that annually ranks the country's cities and municipalities. It monitors the overall competitiveness of the local government units across five pillars: Economic Dynamism, Government Efficiency, Infrastructure, Resiliency, and Innovation.

As part of the event, PGT-LEIPO Frances Canlas delivered the first quarter updates on the province's local economic development and investment activities including their investment mission in Japan. Likewise, DTI Tarlac Trade-Industry Development Specialist Ma. Fatima David gave a brief introduction of the Technological Hive of Regional Innovation for a Vibrant Ecosystem, which is the Regional Inclusive Innovation Center of Central Luzon.



# DTI Tarlac Associates Pause and Reflect During Lent

By: Ma. Fatima A. David



In observance of the Lenten season, the Department of Trade & Industry (DTI) – Tarlac Provincial Office organized a province-wide recollection for its associates on April 4, 2023, at the Parroquia del Espiritu Santo, San Luis, Tarlac City.

Rev. Fr. Gerald A Cortes, one of the parochial vicars of St. Sebastian Cathedral Parish in Tarlac City, was invited to share his thoughts and act as the guest lecturer during the said activity. Currently, Fr. Cortes serves as the director of Tarlac Diocesan Commission on Social Communication and Mass Media and the assistant director of Radio Maria Philippines.

During the activity, the participants had their way of the cross, and Fr. Cortes delivered his talk. He urged the attendees to remember Jesus' sufferings and to live in accordance with the example He gave us.

In his talk, Fr. Gerald shared that the way of the cross is the way of Christian Life. "The cross we bear alongside our family may be the one that weighs the most.

because we depend on the people we love to protect us, they have the potential to hurt us the most. However, just as Simon of Cyrene assisted Jesus on the cross, there will always be those who will assist us in bearing ours. Similarly, the difficulties and setbacks we go through are merely seasonings for life. God allowed us to fail in order to make us stronger. It is God's way of letting us know there is something better in store for us," he said.

Moreover, Fr. Gerald emphasized that the way to the Christian Life is to live with the Christian virtues of kindness, love, charity, contentment, humility, patience, being family-oriented, and God-centered.

"This Lenten recollection allows us time for self-renewal and a pause from our work to make time for prayer. This tradition serves as a reminder for us to keep serving God and putting Him first in all that we do. We are grateful to Fr. Gerald for helping us focus on our spirituality today and may the Lord lead us as we pursue our life's purpose," DTI Tarlac OIC Provincial Director Zaida F. Garibay said.

# DTI - Bulacan joins RTF - ELCAC 3 Serbisyo Caravan dubbed as Project Pagbangon

By: Alex Roy F. Dela Cruz



On May 19, 2023, DTI Bulacan, as part of the Regional Task Force to End Local Communist Armed Conflict in Region 3 (RTF-ELCAC 3) held a Serbisyo Caravan dubbed as "#Project Pagbangon: An RTF-ELCAC 3 Convergence and Community Consultation" with the theme "Sama na sa Pagbabago" held in Barangay Siling Bata, Pandi, Bulacan. Around 800 residents of Villa Lois, mostly former members of the Kalipunan ng Damayang Mahihirap (KADAMAY), received various services from the different government agencies.

The highlights of the activity include, Brgy. Siling Bata Barangay Captain, Renato Esteban's message to his constituents which was delivered by his representative named Evelyn Bucat. The lead agency, National Intelligence Coordinating Agency of Region 3 or NICA-3, emphasized the importance of anti-insurgency during their briefing on Executive Order Number 70 by Regional Director Niño Anthony Balagtas and NICA resource speaker Geraldine Gasacao.

DTI-Bulacan represented by Negosyo Center Business Counselors Hanna Sarmiento and Angelito Guzman, facilitated a brief discussion on DTI programs and services followed by

information dissemination and consultation on DTI's available assistance for existing and potential entrepreneurs.

Representatives from different government agencies such as DILG, DSWD, DOLE, DA, and TESDA, among others, also gave their messages of support and a brief orientation of their programs and advocacies. Qualified beneficiaries from the community were also given financial assistance by DSWD and medical supplies provided by DOH to continue the battle against the threat of COVID-19 pandemic. This was then followed by the ceremonial withdrawal of support of Twenty-One (21) former KADAMAY members who pledged their allegiance to the government, signing of the Pledge of Allegiance, and singing of the Pilipinas Kong Mahal.

The serbisyo caravan aims to bring the government services closer to the public, particularly to the vulnerable sectors of the society. This also serves as advocacy program to counter the recruitment and propaganda of local terrorists and communist groups by creating awareness campaigns on the government's true initiatives and programs for the masses.





# DTI - Pampanga, HAU to launch "KapabalJuan" Coffeetable books

By: Joseph D. Pineda



On April 17, 2023, the Department of Trade and Industry (DTI) Pampanga, in collaboration with Holy Angel University's (HAU) Center for Kapampangan Studies and School of Business and Accountancy, launched the "KapabalJuan" Coffeetable Books Project at Plaza San Jose in Angeles City.

The project aims to promote the Micro-Small and Medium Enterprises (MSMEs) in the province by highlighting the entrepreneurial spirit and success stories of Kapampangan entrepreneurs. The project consists of three coffeetable books: "Love Pampanga", "Manyagumpe - Manyamang Tagumpe", and "Amanu - 101+ Quotes from Kapampangan Entrepreneurs".

The event was opened by HAU President Engr. Leopoldo Valdes Jr., who emphasized the importance of collaboration between academic institutions and government agencies in promoting local industries. DTI Region 3 Assistant Regional Director Edna Dizon, Vice President for Student Services and Director of Center for Kapampangan Studies Mr. Robert P. Tantingco, and Associate Dean of School of Business and Accountancy Dr. Christina Naguit also delivered messages of support for the project.

The event also featured performances by HAU Rondalla and HAU Chorale, which showcased Kapampangan culture and artistry.

DTI Pampanga Provincial Director Elenita R. Ordonio explained that the coffeetable books project is part of the agency's effort to support the MSMEs in the province by providing them with a platform to showcase their products and services.

At the end of the event, the HAU President, the HAU Center for Kapampangan Studies, and the HAU School of Business and Accountancy received hardcopies of the coffeetable books.

The "KapabalJuan" Coffeetable Books Project is just one of the many innovative projects of DTI Pampanga in promoting local industries and supporting the MSMEs. The agency also launched "Kodernu", a monthly newsletter, "Hoy Balu Mo", a podcast, and [dapatcapampangan.com](http://dapatcapampangan.com), a website that showcases these projects.

With the success of this collaboration, DTI Pampanga and HAU are looking forward to more partnerships that will promote and support local industries and MSMEs in the province

# DTI BULACAN CONDUCTS SEMINAR ON DESIGN TRENDS AND UPDATES IN PANDI

By: Judith Dela Cruz



On April 27, 2023, the DTI-Bulacan facilitated a seminar on Design Trends and Updates at Bagong Barrio, Pandi, Bulacan in cooperation with the Bagong Barrio Multipurpose Cooperative or BBMPC. The seminar was attended by twenty-six (26) participants composed of sellers/tenants of Disenyo Pandi and some of the members and officers of BBMPC including Vice Chairman Ramon Santos and Manager Percy Rapanut.

The seminar aims to provide the participants with the latest updates and trends to enhance their design skills and knowledge, leading to better performance and productivity. The seminar was also an opportunity for the participants to learn from the invited speaker some tips and techniques to innovate their products and stay up to date in the design industry.

The seminar was conducted by Mr. John Guarnes, a global fashion designer and an expert in the field of design, who shared his experiences and valuable insights on the latest trends and updates in design. He discussed the emerging trends in terms of colors, materials and fashion designs among others. Moreover, the speaker also discussed the importance of understanding and implementing these trends to stay relevant in the industry.

The seminar ended with a Q & A session, where the participants showcased their products and asked questions from the speaker and sought advice on various design related topics. Overall, the seminar on Design Trends and Updates was well received and appreciated by the members of BBMPC and Disenyo Pandi who found it informative and very timely.



# Manila FAME 2023 Roadshow in Region 3

By: Joseph D. Pineda



On May 16, 2023, the Center for International Trade Expositions and Missions (CITEM) embarked on a significant journey as they visited Region 3 for the Manila FAME Roadshow 2023. The delegation, led by CITEM's Executive Director, Dr. Edward Ferreira, aims to promote and highlight the exceptional craftsmanship of Filipino artisans to a wider audience.

The day commenced with a lunch meeting held at the Department of Trade and Industry (DTI) Region 3 conference room. In attendance were DTI Region 3 Director Brigida Pili, ARD Edna Dizon, provincial directors from the seven provinces, as well as other DTI associates. Alongside them were representatives from PhilExport Region 3 and the Pampanga Furniture Industries Foundation (PFIF), who were there to listen to the presentation by CITEM.

During the meeting, CITEM took the opportunity to present the grandeur and artistry that would be showcased at Manila FAME 2023. As one of the country's most esteemed trade events, Manila FAME serves as a platform to exhibit and celebrate the rich cultural heritage of the Philippines, emphasizing the craftsmanship and innovation of its artisans.

Following the productive lunch meeting, the CITEM delegation embarked on a tour of some of the remarkable establishments in the region. Their first stop was Deco Central in Clark, where they were treated to a feast of furniture and furnishing collections. The diverse array of styles and designs showcased the versatility and creativity of Filipino craftsmanship.

The next stop was at JB Woodcraft in Betis, Guagua Pampanga, where the delegation had the opportunity to witness firsthand the export-quality furniture produced by local artisans. The attention to detail, fine craftsmanship, and use of high-quality materials were evident in every piece on display. This visit further highlighted the remarkable talent and skill possessed by Filipino furniture makers.

The Manila FAME 2023 Roadshow in Region 3 proved to be an enriching experience for all involved. The collaboration between CITEM, DTI Region 3, PhilExport Region 3, and PFIF demonstrated a united front in promoting the Philippine creative industry and fostering trade opportunities for local artisans and manufacturers. The event successfully showcased the exceptional craftsmanship, innovative designs, and cultural heritage that embody the essence of Filipino artistry.



# HR Page

By: Mark Anthony Lodrigito

Human Resource  
Management Unit



## Birthdays

### July

Zara N. Tangson  
Benjamin B. Luna  
Eileen E. Ocampo  
Librada C. Estrella  
Emmanuel R. Caleon  
Richard V. Simangan  
Kanary Luth P. Velasquez  
Rhia C. Laxa  
Emil Paolo B. Galang  
Arlene P. Gomez

Catherine N. Santiago  
Jelley D. Magno  
Susie E. Emeterio  
Marc Lindon S. Lazaro  
Gabriel P. Villarico  
Mario C. Romero  
Gilbert D. Villanueva  
Cynthia V. Jaravata  
Florellyn A. Caniete  
Maria Liezelle G. Pombo

Dustin Mark S. Cabote  
John Errol P. Santos  
Joseph Paul S. Ocampo  
Bernadette Kate S. Pablo  
Mary Ella Grace B. Aquino  
July P. Lagman  
Renz Joseph L. Perez  
Crisanto D. Acupan  
Rionel D. Malit  
Leonel T. Cortez

### August

Dizon, John Crist T.  
Madlangbayan, Paolo Mari T.  
Faronilo, Romeo Eusebio E.  
Pineda, Joseph D.  
Pilarca, Francis Angelo I.  
Garcia, Coco Chanel G.  
Dominguez, Adrielle R.  
Amen, Diana Airese E.  
Pangan, Carla C.  
Conilyn A. Tordil

Noel V. Segaya  
Michael A. Taroma  
Marjorie C. Villaflores  
Rosalie T. Sadsad  
Darwin G. Musni  
Emmanuela D. De Leon  
Monette V. Montemayor  
Eugene A. Manuel  
Kate Chandlen B. Conde  
Monaliza R. Bautista

Johnrick S. Gamboa  
Rutger Pykehuer C. Salinas  
Christine Jane G. Toribio  
Kenneth E. Gabay  
Jean V. Aquino  
Luis M. Casupanan  
Francis Harold C. Alip  
Jade Lee B. De Leon

### September

Galang, Charlyn Kristel F.  
Santos, Gerardo B.  
Leano, Jersie G.  
Dela Cruz, Alex Roy F.  
Sunga, Rowena N.  
Carreon, Jenny E.  
Valenzuela, Maria Cristina V.  
Suyayen, Gerald Dennis S.  
Canaveral, Allan A.  
Dela Cruz, Micko Roa L.  
Bognot, Darby Raul L.  
Linatoc, Nanette D.  
Calilung, Abigael R.  
Lodrigito Mark Anthony R.

Pacleb, Ronald Allan D.  
Bruno, Fe G.  
Mallari, Wessa B.  
Bulda, Evangeline S.  
Tangonan, Melody A.  
Tacbad, Enrique D.  
Francis Ceasar A. La Torre  
Pauline E. Alegre  
Reymart L. Cruz  
Mark Joseph T. Borja  
Erika C. Ochoa  
Kenneth P. Buencamino  
Cherry C. Gamit  
Bernardino P. Sunga

Danica Chen G. Evangelista  
Jeremy Ian S. Lulu  
Charina May B. Manuel  
Allen Royce B. Gamit  
Alfine B. Bonus  
John Martin T. Madla  
Karel Xhane F. Manarang  
Joana Marie R. Obena  
Erica P. Turla  
Liesel Ann O. Ventura  
Kelvin V. Fule  
Cristofferson R. Bernabe  
Reymelinda T. Gonzales  
Kim Laurence L. Lacanilao

*Congratulations! - newly hired and promoted associates*

**Marc Lenon S. Del Rosario**

Accountant II - DTI 3 - Regional Office

**Rionel Q. Malit**

Administrative Aide IV - DTI 3 - Regional Office





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*Erratum: The article "Bulacan to House Largest Green House Facility in the Country" published in CLExpress 1st Quarter 2023 is authored by Ms. Lota M. Yasa and not by Ms. Maria Cristina V. Valenzuela.*



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