

2024

Annual Report



Department of Trade and Industry
Region III



2024 Annual Report
Department of Trade and Industry Region 3

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Foreword

The year 2024 was a testament to the Department of Trade and Industry – Region III’s commitment to building a more inclusive, resilient, and innovative economic landscape in Central Luzon. Guided by the DTI’s strategic priorities and aligned with national development goals, we remained steadfast in supporting our micro, small, and medium enterprises (MSMEs), empowering consumers, and fostering competitive and business-friendly local economies across the region.

This report reflects the collective efforts of our provincial offices, partners in local government, industry, and civil society. From accelerating digital transformation and promoting regional franchising to strengthening consumer protection and industry development, every initiative we pursued this year was rooted in the goal of creating meaningful impact in the lives of our kababayans.

As we look ahead, DTI Region III remains committed to innovation, collaboration, and service excellence—continuing to be a catalyst for sustainable economic growth in the heart of Luzon.



Mission

The main catalyst in enabling innovative, competitive, job-generating, inclusive business, and empowering consumers.

Vision

A higher level of competitiveness for the Philippines and 2nd in ASEAN in foreign direct investments by 2028.

Core Values

Passion
Integrity
Creativity
Competence
Synergy
Love of Country

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Message from the Regional Director

Warm greetings from the Department of Trade and Industry – Region III!

It is with great pride that we present the 2024 Annual Report of the DTI-3. This report captures the milestones, innovations, and collaborative achievements that defined our year, as we pursued our shared goal of fostering inclusive and sustainable economic growth across Central Luzon.

The year brought significant leadership changes in the Department from the national level to our own regional office as I concluded my tour of duty and turned over the reins to Director Edna D. Dizon. These transitions, while notable, did not disrupt our direction. DTI-3 stayed the course, focused on delivering services that matter to our MSMEs, our consumers, and our local communities.

In the first half of 2024, we pushed forward key initiatives that created real impact. We widened access to financing and franchising, and strengthened our capacity-building efforts through the Kapatid Mentor Me (KMME) program. Our entrepreneurs brought Central Luzon pride to international trade fairs and missions, reaching new markets, exploring breakthroughs, and expanding their networks.

We also championed the region's creative talent through initiatives like Fiesta Haraya, Pustura, and Fiesta Kulinarya—celebrating Filipino identity, and culture. And on the consumer front, we continued to protect and empower buyers through our partnership with the Local Price Coordinating Councils and programs like the Timbangan ng Bayan in our public markets.

Everything we achieved was made possible because of the passion and dedication of the men and women of DTI Region 3. Guided by our core values—passion, integrity, creativity, competence, synergy, and love of country—we worked as one team to meet and exceed our goals.

As I formally turned over the leadership to RD Edna Dizon, I did so with full confidence that the programs and initiatives we began will be sustained and strengthened under her capable guidance. I know she shares the same commitment to excellence and service that defines our organization.

After more than 40 years of service with DTI, I look back with deep gratitude and pride. It has been an honor to serve alongside passionate colleagues and partners, and to help uplift the lives of our MSMEs and communities.

To all our partners in government, the private sector, and civil society—thank you for walking this journey with us. Your support and collaboration have made all the difference.

To the DTI Region 3 family—thank you for your trust, your service, and your heart.

Together, I believe we can continue building a Central Luzon that is inclusive, resilient, and full of promise.

Mabuhay ang DTI Region 3!

Dir. Brigida T. Pili

Regional Director
Department of Trade and Industry Region 3
March 2023 to July 15, 2024



Message from the Regional Director

Warm greetings to our valued partners, MSMEs, stakeholders, and fellow champions of inclusive growth.

It was both an honor and a responsibility to take on the leadership of DTI Region III in the second half of 2024, following the meaningful tenure of RD Brigida Pili. I am deeply grateful for the strong foundation she laid and for the trust given to me by the top management of the Department to carry forward the work we all believe in. With the unwavering support of our provincial offices, regional staff, and development partners, we were able to sustain our momentum and deliver programs that matter to our MSMEs, consumers, and communities.

The year 2024 was a time of continued innovation, collaboration, and impact. Much of what we have accomplished is the result of strong partnerships across national and local government, the private sector, the academe, civil society, and the grassroots communities we serve.

Guided by the five-point agenda of Secretary Ma. Cristina Roque—digitalization, franchising, mentoring, financing, and diversification—we pursued initiatives that enabled MSMEs to grow and adapt.

Digital transformation remained a key priority. Programs like Etaas ang Pinay MSMEs, Tindahan Mo, I-level Up Mo, and digital platform onboarding supported women-led and community-based businesses. We partnered with LGUs, business chambers, and Small Business Corporation to expand access to loan financing. Through our OTOP program and the Design Center of the Philippines, we helped entrepreneurs enhance their product offerings and market readiness.

We strengthened market access through trade fairs such as Likha ng Central Luzon and the CARP Regional Trade Fair, as well as international missions. Livelihood assistance continued through Pangkabuhayan sa Pagbangon at Ginhawa (PPG), and productivity was boosted via our Shared Service Facilities (SSF).

We proudly showcased Filipino ingenuity with Fiesta Haraya, a celebration of creativity rooted in our cultural identity and entrepreneurial spirit. At the same time, our Negosyo Centers remained vital touchpoints for MSME support and development.

On consumer protection, we intensified our price and product monitoring activities while continuing education and advocacy to ensure consumer welfare is safeguarded.

We also celebrate our region's recognition in national platforms like the Philippine Quality Award and CMCI, reflecting our commitment to excellence.

We are also proud to stand alongside our dedicated partners from the public and private sectors, the academe, and civil society—whose continued collaboration and trust have made our shared successes possible.

As we move forward, we carry our mission with renewed energy—grounded in DTI's core values and always with the people at the center of what we do.

Mabuhay ang MSMEs ng Gitnang Luzon!

Dir. Edna D. Dizon

Regional Director
Department of Trade and Industry Region 3
July 16, 2024 up to present





The Secretary's Directives



Guided by the five key directives of Secretary Ma. Cristina A. Roque – AI and Digitalization, Franchising, Mentoring, Financing, and Diversification—the Department of Trade and Industry Region 3 continues to align its programs and initiatives to build a more inclusive, resilient, and future-ready MSME sector across Central Luzon. These strategic priorities serve as a roadmap to help local entrepreneurs adapt to emerging technologies, expand their market reach, and access vital support services. Through targeted interventions, DTI-3 empowers MSMEs to scale up sustainably and thrive in an increasingly competitive economic landscape.

DTI Secretary Ma. Cristina A. Roque



AI and Digitalization



Franchising



Mentoring



Financing



Diversification



AI and Digitalization

DTI supports MSMEs in adopting artificial intelligence and digital tools to streamline operations, improve efficiency, and enhance customer engagement. Embracing digital transformation is essential for businesses to stay competitive in an increasingly tech-driven market.

E-TAAS and Pinay MSMEs 2024



Select women MSMEs from the region during the E-TAAS ang Pinay MSMEs Program training component facilitated by the Philippine Trade Training Center and DTI-3.

The "E-TAAS ang Pinay MSMEs 2024" initiative, led by the Philippine Trade Training Center, and the Bureau of Small and Medium Enterprise Development aims to empower Filipino MSMEs, especially women entrepreneurs, by enhancing their digital skills. The program, held in Pampanga on November 20-21, 2024, featured three key training modules: E-VIRAL, E-PUBLISH, and E-CONSULT. These modules covered topics such as online business growth, digital presence setup, and digital marketing strategies. The event saw participation from 24 women entrepreneurs from Bulacan and Pampanga, representing diverse businesses like food products, wearables, and handmade goods. The training was well-received, though feedback suggested more time per module and careful participant selection for future sessions. The program successfully provided valuable insights and practical skills to help participants thrive in the digital economy.

TikTok onboarding

During the Fiesta Kulinarya held on September 9-10, 2024, TikTok Shop conducted a learning session aimed at guiding MSMEs through the onboarding process on the platform. The session offered practical insights on setting up a TikTok Shop, listing products, and using the platform for marketing and sales. Participants learned effective digital selling strategies that would help them expand their market reach online. The session was well-attended and received positive feedback, with MSMEs expressing excitement about applying their new knowledge to boost their business operations. By equipping local entrepreneurs with the tools and skills to thrive in e-commerce, the activity supports the broader goal of digitalizing MSMEs. This initiative forms part of ongoing efforts to strengthen the competitiveness of local enterprises and connect them with wider markets through innovative digital platforms.



Mr. Klaude Mandaya, TikTok Shop Philippines Seller and Incubation Manager, provided an overview of the TikTok Shop onboarding process during the Fiesta Kulinarya on September 9-10, 2024 at SM City Pampanga Event Center.

Franchising

DTI Region 3 actively promotes franchising as a viable growth strategy for MSMEs, helping them scale up through business replication and brand expansion. By partnering with reputable franchise organizations, DTI-3 provides awareness campaigns and business matching activities that open franchising opportunities for local entrepreneurs.

Franchise Negosyo para sa Central Luzon

DTI Region 3 supported the “Franchise Negosyo para sa Central Luzon” held on June 28, 2024, at SM City Clark in Angeles City. The activity was organized by the Philippine Franchise Association (PFA) to promote franchising as a viable business model for aspiring and existing entrepreneurs. Around 20 franchise exhibitors participated, showcasing a wide range of affordable and accessible franchising opportunities suited for micro, small, and medium enterprises (MSMEs).

DTI-3 Assistant Regional Director Edna D. Dizon acknowledged the potential of franchising in helping MSMEs scale and sustain their businesses. The Department invited MSMEs and other stakeholders in the region to explore the benefits of franchising as a strategic step toward growth and competitiveness.



DTI-3 Assistant Regional Director Edna D. Dizon speaks before the participants of the Franchise Negosyo para sa Central Luzon at SM City Clark on June 28, 2024.



Financing

DTI offers various financing support programs for MSMEs, including loan facilitation through partner institutions like the Small Business Corporation (SBC) and other government financial institutions. These services aim to improve access to affordable credit, helping entrepreneurs sustain operations, expand capacity, and recover from economic challenges.

Loan Assistance

The Provincial Government of Pampanga, in line with national goals, is committed to fostering the growth of micro and small enterprises (MSEs) to generate employment and drive economic development. To support this, the Sangguniang Panlalawigan passed Ordinance No. 866, establishing the Pampanga Loan Assistance Program (PLAP) for MSEs in partnership with PAMCHAM.

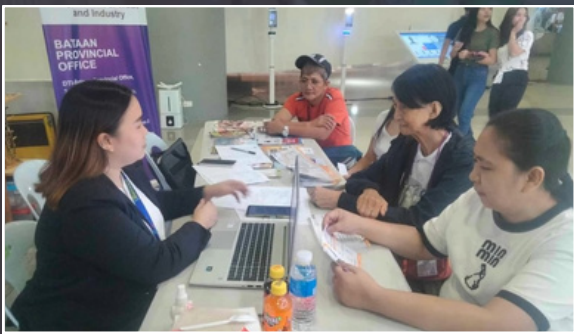
The Department of Trade and Industry (DTI) Pampanga, as a member of the Screening Committee, helps evaluate applicants. With a Php40 million fund allocated starting 2024, the program offers zero-interest loans ranging from Php50,000 to Php500,000. Registered MSEs in industry, agribusiness, or services—whether sole proprietorships, cooperatives, partnerships, or corporations—may qualify. In 2024, Php4.1 million in loans have been granted to 41 MSEs. PLAP aims to provide accessible, affordable financing to help MSEs improve operations, boost productivity, and enhance profitability, ultimately contributing to a more vibrant and inclusive local economy.



Monitoring of PLAP beneficiaries



Awarding of checks for PLAP beneficiaries (Batch 3) with Pampanga Governor Dennis G. Pineda (standing in orange), Vice Governor Lilia G. Pineda (seated in white), PAMCHAM officers, DTI and PCEDO representatives.



Accessing financial assistance through the Small Business Corporation's (SBC) Direct Lending program for MSMEs.

The Department of Trade and Industry (DTI)-Bataan continues to strengthen its support for micro, small, and medium enterprises (MSMEs) through the Small Business Corporation's (SBC) Direct Lending Program.

From January 2023 to October 2024, a total of ₱44.3 million in loan funds has been released to 239 MSMEs in Bataan. Out of 438 loan applications received, 241 were approved.

The deployment of an SBC staff member at the 1Bataan Negosyo Center has made the loan application process more efficient and accessible to local businesses. This initiative has allowed MSMEs to boost their working capital, acquire machinery, purchase raw materials, and expand operations. These improvements have enabled local enterprises to increase productivity and competitiveness, thereby contributing to economic activity and growth in the province.

DTI-3 remains committed to creating an enabling environment for MSMEs to thrive, recognizing their vital role in driving inclusive and sustainable economic development in the region.



Awarding of checks for PLAP beneficiaries (Batch 1) with Pampanga Governor Dennis G. Pineda (center back row), PAMCHAM officers, DTI-3 officials and PCEDO representatives.

Diversification

DTI promotes business diversification among MSMEs to help them adapt to market changes, reduce risks, and explore new income streams. Through product development, market expansion, and skills training, DTI empowers enterprises to innovate and stay competitive in a dynamic business environment.

International Trade Fair and Mission

In 2024, the Department of Trade and Industry (DTI) Zambales supported the international exposure of local MSMEs and government partners through two key initiatives. The Olongapo Zambales Manufacturers and Marketing Cooperative (OZMAC) participated in the Lifestyle Vietnam Show on October 18–21 in Ho Chi Minh City, funded by the Tatak Pinoy Management Office. This marked OZMAC's first experience at an international trade fair, offering exposure to innovative product designs and potential market linkages within Southeast Asia's 690-million population. Five OZMAC MSMEs joined the fair exhibiting handicrafts, wearables, homestyles, bags, and home decors. The MSMEs had total sales of \$1,895.00.

Earlier, from June 26–29, a delegation of 11 representatives from DTI, the Zambales Provincial Government, the MSMED Council, and OZMAC attended the Taipei International Food Show (TIFS). The mission aims to explore food industry trends, packaging innovations, and international market demands. These experiences provided MSMEs with insights on product development and market readiness while equipping government stakeholders with knowledge to better support MSME growth and competitiveness in the global trade environment.



Jun Farin

Olongapo Zambales Manufacturers and Marketing Cooperative (OZMAC) booth on the Lifestyle Vietnam Show 2024 from October 18-21, 2024 at the Sky Expo Center in Ho Chi Minh City, Vietnam.

PROPAK Asia

DTI OTOP Philippines showcased the innovation and quality of local products on a global stage, featuring 40 MSMEs from Luzon, Visayas, and Mindanao at PROPAK Asia 2024 in Bangkok, Thailand. Region 3 was represented by RPO Fine Foods Corp, Mins Miraculous Mushroom, and Akita Herbal Products. Participants attended seminars on global packaging, hygiene design, and food foresight, while some identified necessary equipment upgrades and engaged in B2B meetings for potential product orders. One of the delegates, Jamina Leene Reyes of Cley's Food Products, purchased a handheld inkjet printer at the event, which she says will help label her best-selling bottled crab paste.

The DTI delegation, led by Undersecretary for MSME Development Group, also visited the Thailand Institute of Scientific and Technological Research (TISTR) to explore innovations in product development and packaging. Additionally, delegates toured ICONSIAM, Bangkok's premier shopping destination, where they observed best practices in promoting local crafts and MSMEs. ICONCRAFT and SOOKSIAM provided insights into Thai craftsmanship and food innovation, offering inspiration for similar initiatives in the Philippines.



Representatives from DTI-3 and Zambales led by RD Brigida T. Pili, Zambales Provincial Government, MSMED Council, and OZMAC attending the Taipei International Food Show.

Product development with Design Center of the Philippines

DTI Region 3, in partnership with the Design Center of the Philippines, implemented a Product Development initiative under the Shared Service Facilities (SSF) Program to enhance the design and marketability of non-food products. This initiative supported MSMEs across Central Luzon in developing innovative products showcased at the Likha ng Central Luzon (LCL) Trade Fair 2024.

A total of 40 MSMEs from various provinces participated, resulting in the creation of 109 diverse products, including bags, home décor, handicrafts, and lighting solutions. Key beneficiaries included Mariveles Bagmakers, Khalimah Handicrafts, and Bayong Gracia Bags, among others. Several designs were commercialized during the fair, demonstrating the project's success in bridging MSMEs to a broader market.

This collaboration highlights DTI Region 3's commitment to fostering creativity and innovation among local enterprises, strengthening their competitive edge in the industry, and advancing the growth of the non-food sector through sustainable product development initiatives.



MSMEs from Tarlac and Aurora provinces have their products checked for improvement by experts from the Design Center of the Philippines



Improved products as a result of prodev initiatives



Central Luzon MSMEs showcased their products at the OTOP booth during the ProPak Asia 2024 in Bangkok, Thailand

Mentoring

DTI Region 3 strengthens its mentoring support for MSMEs through initiatives like the Go Negosyo 3M on Wheels, Kapatid Mentor ME (KMME), and E-Tindahan, E-Level Up Mo programs. These platforms provide valuable guidance on entrepreneurship, digitalization, and scaling up, helping local enterprises become more competitive and sustainable.

Go Negosyo 3M on Wheels

The Negosyo 3M (Mentorship, Money, Market) Program on Wheels successfully gathered 618 aspiring and existing entrepreneurs at SM City Bataan for a day of mentorship, learning, and networking. The event aims to empower micro, small, and medium enterprises (MSMEs) by providing valuable insights from 67 industry experts and government officials as mentors.

The participants benefited from a comprehensive mentorship session, where business experts provided one-on-one and group mentoring sessions, covering crucial areas such as financial management, marketing strategies, and business sustainability.



Negosyo 3M (Mentorship, Money, Market) Program on Wheels at SM City Bataan



KMME-MME Online Graduation 2024

KMME - MME

The Region 3 KMME-MME Online Program 2024 helped 48 women entrepreneurs scale their businesses through a 10-module online course, coaching, and mentoring by Go Negosyo-accredited mentors. Participants developed and defended Business Improvement Plans (BIPs), which were evaluated on presentation, content, and application of learned concepts. All mentees passed and graduated on June 20, 2024.

The program resulted in a 15-30% sales increase for monitored graduates. A key challenge is securing consistent funding for future program runs and addressing intermittent internet connectivity and power outages.



Sari-sari store owners joining the online "Tindahan Mo, I-Level-Up Mo" capability building sessions.

Tindahan Mo, i-Level-Up Mo

The "Tindahan Mo, I-Level-up Mo" under the Sari-Sari Store Advancement Program is a pivotal initiative designed to empower over one million (1M) sari-sari store owners across the Philippines.

By embracing digital transformation, enhancing financial literacy, and promoting sustainable business practices, this program aims to elevate Micro, Small, and Medium Enterprises (MSMEs) into more resilient, innovative, and competitive entities within the national economy.

The main goal of the program is to give free web-based seminars to sari-sari stores every last Wednesday of the month, 9:00 a.m. to 10:30 a.m., from June until October 2024.

A total of 186 MSMEs/Sari-Sari Stores from all over the region were treated to informative and capacity-building online sessions focused on levelling up their skills and capacity as micro entrepreneurs.

By and large, the program has been quite helpful in providing relevant learnings to the participants. Nonetheless, improvements regarding the onsite selling are still being considered. Suppliers/sellers who participated are few, which limited the choices of sari-sari store buyers. Communication and timely advisory on relevant information could still be improved in terms of accuracy and speed of dissemination.



Accomplishment

HIGHLIGHTS



MSMES assisted

Level 1 7,712
Level 2 35,594
Level 3 2,481
Level 4 116



3,440

No. of permits, licenses, accreditation processed



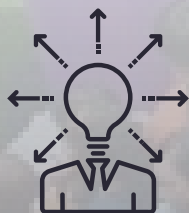
106,151

No. of clients assisted by Negosyo Centers



20,153

No. of MSMEs doing e-Commerce



64%

Level of Consumer Awareness Increased



962

104% of target

No. of Consumer Awareness and Advocacy Initiatives undertaken

DTI Region 3 has consistently met and even surpassed most of its targets under the Performance Governance Scorecard (PGS) and the Organizational Outcome Report Card (OORC). This achievement is a testament to the unwavering commitment of all seven (7) Provincial Offices and the Regional Office Functional Groups, each diligently contributing to the agency's goals for Calendar Year 2024. All measure under the PGS have met the passing rate, reaffirming the dedication of DTI-3 associates in fulfilling the agency's objectives and strategic plans.

CENTRAL

2024



Investors assisted 69 99% of target

Exporters assisted 142 101% of target

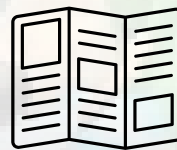


Compliance to Fair Trade Laws

Compliance rate **97.50%**
Firms Monitored **761**
Firms Penalized **19**



1,076 100% resolution rate
No. of consumer complaints resolved



79 104% of target
No. of Consumer education materials produced



48 KMME Graduates



99.72 %
Client Satisfaction Rating

Despite budget constraints in implementing programs and projects, the agency has effectively delivered on its commitments through strong leadership support and collaboration with various stakeholders. The successful implementation of approved projects and initiatives reflects DTI-3's continuous efforts to empower businesses, ultimately driving economic growth both within and beyond the region.

LUZON





Programs

Comprehensive Agrarian Reform Program

The Department of Trade and Industry (DTI) Region 3 (Central Luzon) made significant strides in supporting agrarian reform beneficiaries (ARBs) through its Comprehensive Agrarian Reform Program (CARP). The initiatives focused on enhancing market access, entrepreneurship, and capacity-building for the region's Micro, Small, and Medium enterprises (MSMEs).

Entrepreneurial Support and Capacity-Building

DTI Region 3 provided comprehensive support to CARP beneficiaries, including:

- Managerial and Skills Training: Programs to enhance entrepreneurial and technical skills.
- Product Development: Assistance in improving product quality and marketability.
- Regulatory Requirement: Compliance with FDA-LTO and HALAL Certification.
- Shared Service Facilities (SSF): Access to equipment and facilities to boost production efficiency.
- Market Matching: Initiatives to connect ARBs with potential buyers and markets.
- Strategic Partnership and Consultancy Services: Forging a strategic development partnership with private and public stakeholders for better programs for the farmer beneficiaries.



Risk Management and Business Resiliency Seminar for an ARB in Maria Aurora, Aurora Province



Product Skills training in the Province of Zambales



Skills training on Fruit Processing in the Province of Nueva Ecija



MSME Halal Accreditation in the Province of Pampanga



Trade Fair in the Province of Tarlac

7th CARP Regional Trade Fair

One of the highlights of the year was the 7th CARP Regional Trade Fair held at Marquee Mall in Angeles City. The event featured 114 MSMEs, all CARP beneficiaries, and achieved total sales of ₱8.39 million.

The sales surpassed the previous year's ₱8.12 million despite of the threat of typhoon Pepito in the region. Sales breakdown includes ₱7.19 million in cash sales, ₱1.07 million in booked sales, and ₱127,750 in ongoing negotiations.

Pampanga led the provinces with ₱4.32 million in sales, followed by Nueva Ecija (₱1.53M), Bataan (₱860K), Tarlac (₱760K), Zambales (₱500K), Bulacan (₱330K), and Aurora (₱250K).

Programs Outcome

DTI CARP Region 3 assisted 197 ARBOs/MSMEs, covering 162 Agrarian Reform Communities, benefiting 10,725 farmer beneficiaries. This assistance resulted in P58.768 million in investments, and P167.511 million in sales.

These efforts aim to empower ARBs to become self-sustaining entrepreneurs and active contributors to the regional economy.



7th CARP Regional Trade Fair
Marquee Mall, Angeles City
November 14-17, 2024



CARP Kiosk launching in
Bataan Province



Product Development
consultation in Tarlac province



Product marketing / AVP
training in Bulacan

Be Your Own Boss

The Department of Trade and Industry's Be Your Own Boss (BYOB) program is a flagship initiative designed to nurture the entrepreneurial spirit among Filipino youth, particularly students and young aspiring entrepreneurs. Aimed at building a generation of self-reliant and business-minded individuals, BYOB introduces participants to the fundamentals of entrepreneurship, including business ideation, financial literacy, marketing, and planning.

Through engaging and practical sessions, the program equips the youth with the confidence and skills to pursue business opportunities and transform their ideas into viable enterprises. BYOB also connects participants with DTI support services such as mentoring, access to Negosyo Centers, and financing and market linkage opportunities.

In Region 3, DTI continues to roll out BYOB in partnership with educational institutions to inspire the next wave of entrepreneurs. By investing in the entrepreneurial capacity of the youth, BYOB contributes to inclusive growth and long-term economic sustainability.



DTI-Nueva Ecija facilitated the conduct of YEP! Be Your Own Boss sessions on May 20-24, 2024. This was joined by about 40 students from Gapan City College (GCC). The activity was made possible in partnership with the local government of Gapan City and GCC. As a culminating activity, a business pitch was held to provide the participants an opportunity to apply what they have learned.

MSMED
COUNCIL



DTI Bulacan conducted five (5) You Can Be Your Own Boss (YCBYOB) training in 2024 and provided learning opportunities for existing and potential entrepreneurs. Though YCBYOB is under the Youth Entrepreneurship Program (YEP), DTI Bulacan has expanded the program beyond the youth sector.



The Department of Trade and Industry Bataan, through its Negosyo Center, held two You Can Be Your Own Boss (YCBYOB) workshops from November 11 to 13, 2024 at the OTOP Center in Balanga City. The YCBYOB aims to equip students with essential business skills. Sixty-eight (68) BSBA students from Tomas Del Rosario College participated. Another YCBYOB run was held on December 10, this time with 26 Entrepreneurship students from Bataan Heroes College. Topics included business ideation, customer profiling, financing, and a simulation activity called the Business Expense and Savings Training (BEST) Game.



YEP! You Can Be Your Own Boss workshop | President Ramon Magsaysay State University | March 11-15, 2024

The Department of Trade and Industry (DTI) Zambales and President Ramon Magsaysay State University (PRMSU) signed a Memorandum of Agreement and piloted the YEP! You Can Be Your Own Boss (YCBYOB) Workshop for 28 PRMSU student-preneurs on March 11-15, 2024. The 4-day workshop equipped students with life and entrepreneurship skills through hands-on training, business model creation, and pitching. Three participants were named Best Business Pitch Presenters and awarded certificates, cash prizes, and invitations to showcase their products at the Zambales Dinamulag Festival. Industry experts and local officials served as panelists.



Twenty-seven young entrepreneurs from Tarlac successfully completed the four-day Youth Entrepreneurship Program (YEP) – You Can Be Your Own Boss – held from July 16 to 19, 2024. The activity was conducted in partnership with the Philippine Chamber of Commerce and Industry, which sponsored the event. Participants from various municipalities underwent training and a screening process. The program culminated in a Business Pitch Competition, with Marquez Food Products winning first place, followed by Bangus Longgy and Satisfull Co. Awards were given during BisConEx 2024 at the Diwa ng Tarlac Convention Center.



YEP! You Can Be Your Own Boss workshop | DTI-3 Regional Office | September 3-6, 2024

DTI Pampanga joined the 4-day Youth Entrepreneurship Program (YEP) - You Can Be Your Own Boss (YCBYOB) workshop from September 3-6, 2024, at the DTI Region 3 office in San Fernando, Pampanga. The event gathered aspiring and current young entrepreneurs from Pampanga, Bulacan, Tarlac, and Bataan to build their entrepreneurial skills.

Six youths from Pampanga completed the program, with one group winning the 1st Place - Best Business Pitch award. This success was made possible through the guidance of TIDS Eugene Lazatin, TIDS Carl Mejia, NC TIDA Alfine Bonus, and Business Counselor Katherine Velasquez.



Pangkabuhayan sa Pagbangon at Ginhawa program

The Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program of the Department of Trade and Industry (DTI) is a livelihood seeding and entrepreneurship development initiative aimed at helping individuals and communities recover from economic shocks, disasters, or displacement. The program provides a package of assistance that includes entrepreneurship training and the provision of livelihood starter kits or equipment tailored to the beneficiaries' existing or intended businesses. DTI implements the PPG program in partnership with local government units and other national agencies to ensure the sustainability of the assistance provided.



Awarding of PPG Livelihood Kits to MSMEs affected by Super Typhoon Carina in Zambales province.

In November 2024, DTI Zambales awarded 81 Livelihood Packages under the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) Program to micro-businesses affected by Super Typhoon Carina. Beneficiaries across Olongapo City, Castillejos, San Felipe, Cabangon, Botolan, Iba, and Palauig received kits for sari-sari stores, eateries, sewing, and other ventures. DTI officials urged recipients to manage finances well and maintain contact with Negosyo Center counselors for continued guidance and support. The program helps disaster-hit individuals and communities rebuild their livelihoods.

In 2024, the DTI-Bataan reached a significant milestone benefitting 70 MSMEs from across Bataan during the PPG Awarding Ceremony held on December 11, 2024, at Brgy. Doña Francisca Subdivision in Balanga City. The event highlighted the success of the PPG program in providing practical solutions for micro-entrepreneurs affected by calamities or facing economic challenges by providing them with the necessary tools to recover or expand small businesses, empowering them to achieve financial independence.





In 2024, Pampanga received a Php 5 Million budget to support typhoon-affected beneficiaries in food processing, food service, manufacturing, and retail sectors. Vice Governor Lilia G. Pineda's intervention led to the profiling of 90 new beneficiaries and updates to existing ones. A total of 311 eligible recipients received livelihood kits.

On December 11, 2024, OIC-Provincial Director Maria Cristina Valenzuela led the distribution of DTI-Pangkabuhayan sa Pagbangon at Ginhawa (PPG) livelihood kits to 80 microenterprises in Bulacan. The program provided 65 sari-sari store kits, 6 eatery kits, and more, valued at Php 11,400 each, along with business continuity seminars to support recovery and growth.



On December 5, 2024, DTI Tarlac awarded livelihood kits to 77 sari-sari store owners in Camiling, Tarlac under the PPG Program. The recipients, affected by Typhoon Carina, were assessed and validated by the local government. On December 23, 2024, 15 more store owners received similar assistance. Camiling Mayor Erlon Agustin encouraged them to sustain their businesses.



The Department of Trade and Industry (DTI) Nueva Ecija supported 160 MSMEs, including 140 disaster-affected businesses and 20 former rebels, through its Pangkabuhayan sa Pagbangon at Ginhawa (PPG) project. Livelihood kits worth ₱800,000 were distributed in Gapan City and Zaragoza. The program offers financial aid, training, and business support to help beneficiaries recover and thrive.



Halal Certification

DTI Region 3, under the Tatak Pinoy Industrial Policy (TPIP) Program, has been actively facilitating Halal Certification for MSMEs in Central Luzon to enhance market access. As of December 2024, 17 out of the targeted 20 MSMEs have successfully obtained Halal Certification, with ongoing efforts to complete the remaining certifications within the first quarter of 2025. Notable accomplishments include full certification in Aurora, Bataan, and Nueva Ecija, while Tarlac and Zambales have exceeded their targets. Bulacan and Pampanga are still in the certification process.

This initiative has resulted in 121 Halal-certified products, positioning Region 3 MSMEs for broader market opportunities. DTI Region 3 remains committed to achieving its goal and strengthening Halal industry participation in the region.

	Target MSMEs	Accomplished
Aurora	3	3
Bataan	3	3
Bulacan	3	3 New & 2 Renewal
Nueva Ecija	2	2
Pampanga	3	On-going
Tarlac	3	4
Zambales	3	5



Table discussion of the Muslim Mindanao Halal Certification Board auditors with Ms. Regina Agadier of the ZambaCoco



Awarding of Halal Certifications to Aurora MSMEs



Visitation and Halal Inspection of Mins Miraculous Mushroom in Bulacan



Bataan MSMEs receiving their Halal Certification



Visit and inspection of Dr. Ismail Abaya (in red), HALAL Certifier/Founder & President of 1HALAL Global Technology Corporation to the production area of R.P. Corpus Sales Enterprise on December 27, 2024 in Brgy. Estipona, Pura, Tarlac



Nueva Ecija MSMEs receiving their Halal Certification

Diskwento Caravan

The DTI Region 3 successfully conducted Diskwento Caravans (DC) across the seven provinces of Central Luzon in 2024. This program aims to provide affordable goods to consumers while supporting manufacturers and businesses.

Discounts of 5% to 50% helped consumers save on basic necessities and prime commodities while boosting local businesses. The coordinated efforts with the key partners including local government units, the Department of Agriculture, and the Department of Social Welfare and Development, ensured smooth implementation of the DC runs.

The DC remains a vital initiative of DTI, supporting economic growth and consumer welfare. DTI-3 aims to continue and improve this initiative to ensure that more communities benefit from accessible and discounted goods.



Early Christmas Diskwento Caravan held on December 5-6, 2024 at the City of San Jose del Monte, Bulacan



Balik Eskwela Diskwento Caravan in Tarlac on July 18, 2024



In-store diskwento caravan in Central Aurora on November 15-17, 2024



Balik Eskwela Diskwento Caravan in Balanga City, Bataan on July 15-17, 2024

Total Sales **₱ 22.25 Million**

Number of Runs **27**

Barangays covered **1,154**

Consumers benefited **70,684**

Number of transactions **43,829**

LPCC Convention

The Department of Trade and Industry (DTI) actively supports the Local Price Coordinating Councils (LPCCs) in their mission to stabilize prices of basic necessities and prime commodities. Through initiatives like the LPCC Toolkit, DTI enhances the councils' capacity to monitor market conditions, enforce price regulations, and protect consumers from undue price fluctuations.



An attendee asks a question during the LPCC Summit at the Tanghalang Nicanor Abelardo in Malolos City, Bulacan.



DTI Tarlac OIC- Division Chief Maria Divina Gloria Ramos welcomes the participants during the Tarlac LPCC 2nd Convention.

On October 28, 2024, DTI Bulacan, led by OIC PD Maria Cristina V. Valenzuela, hosted the first Local Price Coordinating Council Summit at Tanghalang Nicanor Abelardo, successfully convening provincial stakeholders.

The event was organized in close collaboration with the Provincial Government of Bulacan, chaired by Governor Daniel R. Fernando, uniting diverse municipal and city price councils from across the province.

Atty. Caesar Jose F. Francisco, OIC Director and State Counsel III from the Department of Justice's Office for Competition, delivered a keynote address effectively promoting market competition and consumer protection.

The summit established partnerships, enabling the Local Price Coordinating Council to work with the Office for Competition and enforce the Price Act for market fairness and consumer rights in Bulacan.

This gathering marked a new chapter of proactive cooperation, with the Local Price Coordinating Council committed to safeguarding consumers against price manipulation and addressing critical consumerism issues throughout the province.

On June 27, 2024, the Department of Trade and Industry (DTI) Tarlac convened the Local Price Coordinating Councils (LPCCs) of the province in a convention themed "Gearing up the LPCCs of Tarlac," held at the Capitol Center Building Roof Deck, Macabulos Drive, Tarlac City.

The event was attended by 47 LPCC representatives from various municipalities across the province. The activity aims to strengthen collaboration with Local Government Units (LGUs) through the Provincial and Local Price Coordinating Councils. It also served as a venue to deepen the participants' understanding of the Price Act, clarify the roles and responsibilities of the LPCCs, and encourage members to be active advocates of consumer protection and welfare.

Building on this momentum, another LPCC convention was conducted on October 9, 2024, with 43 participants in attendance. A webinar was featured with the topic "Consumer Rights in the AI Era," which explored how consumers can uphold their rights in a fast-evolving digital environment.

Additionally, a SWOT Analysis session was facilitated to help assess the LPCCs' capabilities, identify challenges, and plan strategic improvements.

Creatives

DTI-3 actively promotes the creative industries in Central Luzon through a range of flagship initiatives. One of its major programs, Fiesta Haraya, is a celebration of Filipino creativity and innovation, bringing together stakeholders from various creative sectors to highlight regional talents and cultural assets. DTI-3 also mounts trade fairs showcasing MSMEs and their unique, locally crafted products in fashion, home décor, and processed food. Other programs like the Pustura, Fiesta Kulinarya, Influencers and Content Creators (ICC) Summit, among others, reinforce DTI-3's commitment to developing a vibrant creative economy and positioning Central Luzon as a creative hub.



Pustura: Central Luzon's fashion show spotlighted emerging and established designers from the region, showcasing handcrafted gowns, barong, bags, and jewelry. Held on May 23, 2024, at SM Pampanga, the event celebrated local culture and craftsmanship, with all seven provinces presenting their unique creations to a broad and appreciative audience.



The 2nd Zambulat Arts and Music Festival was held at CASA San Miguel, Zambales from May 24–26, 2024. The event opened with a Kapihan, followed by a performance from the Pundaquit Virtuosi. Highlights included discussions on the Creative Industries Act, an art exhibit, crafts and food fair, and live music performances.



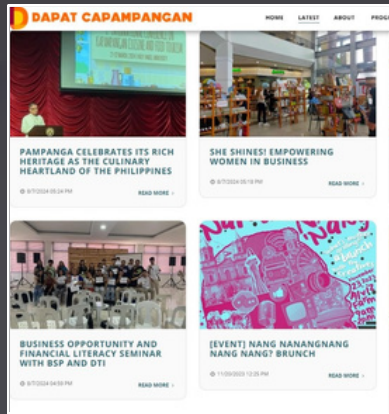
Tabnuan: Mabalacat City Cultural Center launching on February 28, 2024 at Poblacion, Mabalacat Pampanga. The City is a recipient of DTI's Lunsod Lunsad program to transform it into a creative hub. The City of San Fernando, Pampanga is also a recipient of Lunsod Lunsad which funded the exhibition and promotion of the Giant Lanterns in the USA.



"LASA: Tasting Baliwag Tradition and Culture" is a project that showcases Baliwag's rich culinary heritage, promoting the city as a hub for culinary and heritage tourism. Featuring dishes like serkele, Baliwag longganisa, lechon manok, and delicacies such as pastillas, bibingka, and kakanin, it also highlights innovations in rabbit meat products.



The Ico and Lety Cruz Art Competition and Artist Residency project significantly promoted local art and culture. The Art Competition, held on May 28, 2024, attracted nearly 100 artists whose works were exhibited in two major Baliwag malls for a month, drawing more than 3,000 visitors.



DTI Pampanga promotes local creatives through Dapat Capampangan, a website featuring MSME success stories and programs, and Hoy, Balu Mo?, its social media platforms on YouTube, Instagram, and Facebook showcasing services, events, and inspiring Kapampangan entrepreneurs.



Fiesta Kulinarya is a celebration of Central Luzon's rich culinary heritage. The event features local chefs and food entrepreneurs, showcasing diverse regional flavors through live cooking demonstrations, food tasting booths, and cultural performances.



DTI Nueva Ecija's Lunsod Lunsad Project Finale sa Parke Grand Recital & Exhibit, dubbed as Sining Saya, Sining Sigla. The project engaged 2,299 participants in workshops, performances, and public art displays.



The ICC Summit 2024, held on November 12 at SMX Clark as part of Fiesta Haraya, celebrated digital content creation through networking, skills training, and the launch of a Content Creators Manifesto in support of the Creative Industries Development Act.



DTI-Bulacan held the Malikhaing Malolenyo Terno Gala Night to promote the local designers of the city. The event, held on July 6, 2024, at the Feliza Flordeliza Pavillion, featured 8 local designers and gathered 200 attendees for the show.



The Harana sa Plaza Concert Series, held on February 11-13, 2024 at the City Amphitheater, of the City of San Jose del Monte, Bulacan, celebrated the talents of local artists through music, dance, and visual arts, drawing over 2,000 attendees each night.

Fiesta Haraya



Influencer and Content Creator Louie R. Sison during the ICC Summit

On November 11-13, 2024, DTI Region III staged its 2024 Fiesta Haraya edition, dubbed "Imagination in Motion," at the SMX Convention Center Clark and SM Telabastagan. Special emphasis was on the sub-sectors of visual and performing arts, craft, and content creation. The three-day activity served as a platform for the celebration, promotion, and enrichment of the diverse talents and creativity of Central Luzon artisans.

The activities also served as an avenue for convening creative industry key stakeholders and providing a platform for knowledge exchange, allowing creatives to learn from one another, fostering cross-disciplinary collaborations, and advancing the creative landscape of Region III. Different forums were facilitated that allowed participants and stakeholders to raise the issues and challenges in their respective domains and sectors that may be addressed through targeted government interventions.

Two separate activities, namely the OTOP Pre-Christmas Holiday Fair and Synestisya, were also facilitated during the event. Both activities were aimed at showcasing the different visual arts, creative products, and goods produced in the region and to further expand the market reach and the development of new markets.

On the second day, the region's content creators and influencers gathered for a summit which provided networking opportunities, skill-building activities, and insightful sessions on content monetization, personal branding, and AI content.

CIRCA 2024 or the Creative Industries of Region 3 Community Assembly gathered for creative performances and informative sessions on the development of the industry in Central Luzon.



OTOP Pre-Christmas Holiday Fair at SM-Telabastagan



Opening of Synestisya: Visual Arts with DTI-3 ARD Richard Simangan, DOT R3 RD Richard Deanos, Tarlac Governor Susan Yap and DTI CIG's Atty. Gio Franco Gomez,



Opening performance of the Fiesta Haraya on November 11, 2024 at SMX Convention, SM City Clark



Awarding of certificate to resource speakers during the CIRCA 2024.



Provincial Highlights

AURORA

Livelihood Packages

To aid small businesses in their recovery from Typhoon Carina, DTI Aurora distributed livelihood kits to 11 microenterprises under the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program. The awarding, held from December 4-6, 2024, took place at the DTI Aurora Provincial Office and BOSS Dingalan.

Each beneficiary received a customized livelihood package—including food processing kits, hotel consumables, and store supplies—

tailored to help them restart their operations. In total, Php 165,000 worth of assistance was provided.

Beyond financial aid, beneficiaries also received specialized business consultations to strengthen their recovery strategies. DTI Aurora introduced them to the Enterprise Rehabilitation Financing program of SBCorp, offering additional funding opportunities to help them rebuild and sustain their businesses.



San Luis Organic Cacao Producers Cooperative members receive their food processing packages tailored-fit for their operational improvement



Members of the Rural Improvement Club - Barangay Gupa Dingalan receive food processing livelihood packages from STIDS Bryan Sardea.



Dingalan Mayor Shierwin H. Taay, giving a message to the 9 PPG beneficiaries they endorsed to DTI as recipients of the livelihood support packages. These beneficiaries, under the tourism sector, were affected severely by flooding during the onslaught of the recent typhoons that hit Dingalan.



DTI-3 Regional Director Edna D. Dizon speaks to the 229 LSP-NSB beneficiaries of Casiguran, Aurora.

Microenterprises in Aurora face unique challenges, especially in geographically isolated and economically struggling areas. To help local businesses thrive, the Department of Trade and Industry (DTI) continues to implement the Livelihood Seeding Program – Negosyo Serbisyo sa Barangay (LSP-NSB), providing essential support to small entrepreneurs.

In 2024, DTI Aurora extended assistance to 647 microentrepreneurs, prioritizing the DICADI (Dinalungan, Casiguran, Dilasag) municipalities and conflict-affected areas in Dipaculao—communities that often receive less support.

Sari-sari store owners received customized

livelihood kits to strengthen their businesses and sustain their families.

DTI leaders, including Asec. Dominic R. Tolentino Jr. and RD Edna D. Dizon, personally encouraged beneficiaries, reaffirming DTI's commitment to fostering resilient and self-sufficient local enterprises.

With continued perseverance, these small businesses can drive growth and stability in Northern Aurora.

Beneficiaries: Dipaculao – 49; Dinalungan – 144; Casiguran – 229; and Dilasag – 225



DTI Regional Operations Group Assistant Secretary Dominic Tolentino gives a message to 144 LSP-NSB beneficiaries from the town of Dinalungan, Aurora.



DTI-3 RD Edna D. Dizon speaks to the 49 LSP-NSB beneficiaries in Dipaculao town.

BATAAN

OTOP & CARP Kiosks

The Department of Trade and Industry (DTI) Bataan Provincial Office continues to strengthen local enterprise development with the launch of seven (7) new OTO (One Town, One Product) and CARP (Comprehensive Agrarian Reform Program) Kiosks in 2024, bringing the total for the province to twelve (12). These kiosks serve as vital retail hubs for micro-entrepreneurs and agrarian reform beneficiaries, expanding their market reach and boosting economic opportunities.

More than just retail spaces, these kiosks serve as platforms for economic growth, showcasing a diverse range of locally made food and non-food products. By providing increased visibility and expanded sales opportunities, they empower micro, small, and medium enterprises (MSMEs) and agrarian reform beneficiaries to thrive in a competitive market.

DTI Bataan, in collaboration with the Provincial Government of Bataan through its Provincial Tourism Office, Local Government Units, tourism establishments, and pasalubong centers, remains committed to further expanding these kiosks.



OTO Kiosk at the Dinalupihan Negosyo Center.



OTO Kiosk at the La Jolla Luxury Beach Resort.



Launching of CARP Kiosk at the Watchlife Pasalubong Center in Mariveles, Bataan.



OTOP Kiosk at the White Corals Beach Resort



OTOP Kiosk at the Morong Star Beach Resort

The kiosks are strategically located in key commercial and tourism areas across the province:

1. Morong Star Beach Resort, Morong
2. Bataan White Corals Beach Resort, Morong
3. La Jolla Luxury Hotel and Resort, Bagac
4. Ajaye Pasalubong, Balanga City
5. R&A Pasalubong, Morong
6. Ima Pamangan, Pilar
7. Bataan Tourism Office, Balanga City
8. Watchlife Pasalubong Store, Mariveles
9. Bataan Negosyo Center, Provincial Government Office
10. Hermosa Negosyo Center
11. Orani Negosyo Center
12. Dinalupihan Negosyo Center

With the increasing number of visitors to Bataan, efforts to promote local products help boost their visibility and contribute to the province's economic growth. These initiatives play a vital role in supporting micro, small, and medium enterprises (MSMEs), giving them opportunities to expand their market reach.

DTI Bataan remains committed to inclusive growth by empowering local entrepreneurs and creating platforms for them to thrive. By highlighting homegrown products and strengthening local enterprises, DTI ensures that Bataan's economic development is sustained while preserving the province's cultural identity through proudly made local goods and services.



CARP Kiosk at the Ima Pamangan in Pilar, Bataan.



CARP kiosks in Watchlife Pasalubong Center (left) and Ajaye Pasalubong (right)

BULACAN



DTI-3 RD Edna D. Dizon giving a message during the launching of the Gabay sa Barangay: Enterprise Development Program at Dulong Malabon, Pulilan, Bulacan

Gabay sa Barangay

The Gabay sa Barangay: Enterprise Development Program, launched by the Department of Trade and Industry (DTI) Bulacan in 2024, aims to empower barangay officials, volunteers, and MSMEs to support sustainable local economic growth. By identifying and maximizing barangay-level resources, the program fosters entrepreneurship and promotes inclusive development.

The program officially launched on February 16, 2024, in Malolos, with the support of national agencies such as DILG, DOST, DICT, and the Provincial Government of Bulacan (PGB). DOLE, PAO, and PSWDO further affirmed their commitment during the Moving Forward Activity on July 11 and November 28, 2024.

Sixteen barangays participated, completing six key modules covering strategic planning, marketing, finance, operations, and consumer rights. These sessions culminated in the creation of Sustainable Barangay Business Development Plans for 2025, signaling the start of the program's second phase.

This initiative not only boosts enterprise growth at the grassroots level but also builds stronger, self-reliant communities that can drive long-term economic resilience.



Gabay sa Barangay Modules 3 (Managing your Finances and Resources) and 4 (Business Operations) held in Barangay Laog, Angat, Bulacan



Gabay sa Barangay training in Barangay Caniogan, City of Malolos, Bulacan



To uphold safety and excellence in the pyrotechnic industry, DTI-Bulacan conducted an advocacy program for manufacturers and distributors in Bulacan on November 25, 2024.

Pyrotechnic Industry

Bulacan, known for its world-class fireworks, especially in Bocaue—the Pyrotechnic Capital of the Philippines—continues to uphold safety and excellence in the industry. On November 25, 2024, DTI Bulacan and the Bulacan Pyrotechnic Regulatory Board conducted an advocacy program for manufacturers and distributors, focusing on industry compliance and self-regulation. Fifty-seven participants, including dealers and retailers, attended to learn about the Philippine National Standards, PS license applications, and prohibited firecrackers.

To further ensure public safety, DTI and the Board, led by Governor Daniel R. Fernando and PNP Chief P/Gen. Rommel Francisco Marbil, inspected fireworks retailers in Bocaue on December 18, 2024. The inspection emphasized adherence to safety regulations under RA 7183.

In a post-inspection press conference, officials reminded consumers to only buy fireworks with Product Standard Licenses and avoid banned products. These efforts aim to safeguard communities and promote safe, joyful celebrations during the holidays.



Inspection of pyrotechnic products in Bocaue, Bulacan.

NUEVA ECIJA

Market Digitalization

The Department of Trade and Industry (DTI) Nueva Ecija successfully implemented its province-wide Public Market Digitalization program, bringing significant benefits to consumers.

This initiative provides easy access to price information for basic necessities and prime commodities through the strategically placed e-Price Watch Boards (ePWBs) in public markets, and readily available QR codes. These allow consumers to quickly and easily compare prices for basic necessities and prime commodities, empowering them to make informed purchasing decisions.

This transparency combats price gouging and ensures fair pricing. The convenience extends beyond the market itself; consumers can conveniently check prices from the comfort of their homes using the QR codes.

All 32 Local Government Units (LGUs) embraced the program, highlighting its positive impact across Nueva Ecija. The user-friendly system, supported by DTI's comprehensive training, ensures easy adoption and maintenance.

The program's success underscores DTI's commitment to protecting consumers and promoting fair market practices, significantly improving the shopping experience in the public markets of Nueva Ecija.



Price watch boards situated in public markets in Nueva Ecija.



DTI-Nueva Ecija Provincial Director Richard V. Simangan addressing the attendees during the launching of Market Digitalization in San Leonardo town, Nueva Ecija on July 17, 2024.



2024 Youth Entrepreneurship Program Summit with the theme: ONE: Zeroing in on Building a Community of Inclusive Young Innovators. | Nueva Ecija University of Science and Technology | May 2-3, 2024

Youth Entrepreneurship Program

DTI-Nueva Ecija's Youth Entrepreneurship Program (YEP) is a focused initiative aimed at empowering young Filipinos to become successful entrepreneurs. Through a series of trainings, mentoring sessions, and business development activities, YEP equips aspiring youth with the knowledge, skills, and tools needed to start and sustain their own businesses. By fostering innovation and an entrepreneurial mindset, the program supports the creation of job opportunities and contributes to the province's inclusive growth and economic resilience through youth-led enterprises.

DTI-Nueva Ecija, in collaboration with the Nueva Ecija University of Science and Technology (NEUST) and the Youth Entrepreneurs Society (YES) Nueva Ecija, conducted the 2024 YEP Summit on May 2-3, 2024.

The summit themed "ONE: Zeroing in on Building a Community of Inclusive Young Innovators," was participated in by about 300 students and representatives from the 13 partner academic institutions of DTI-NE. As finale to the summit, a business pitching activity was conducted to highlight the innovative projects of students from Nueva Ecija.



DTI Nueva Ecija Youth Entrepreneurship Program Summit 2024 at Nueva Ecija University of Science and Technology on May 2-3, 2024.

PAMPANGA



Keni Ka – 4th Coffee Table Book of DTI Pampanga highlighting the One town One Product (OTOP) of the 22 cities and municipalities of the province

This initiative supports the Philippine Creative Industries Development Act (RA 11904), which promotes culture and language as key drivers of economic and creative growth. By incorporating regional languages into government programs, agencies not only strengthen cultural heritage but also contribute to the development of local creative industries.

DTI Pampanga's continued use of the Kapampangan language in its initiatives demonstrates how tradition can harmonize with innovation. It reinforces the importance of inclusivity and cultural identity in public service.

Moving forward, DTI Pampanga remains committed to this approach, setting an example of how language can drive meaningful and community-centered development.

Branding

The use of the Kapampangan language in branding DTI Pampanga's programs strengthened cultural identity and deepened connections with local MSMEs. By integrating native terms such as Pasikatan, Pasantingan, Dapat Capampangan, Hoy Balu Mo?, Pamitipun, Manyali Tamu and Magaral Tamu, the initiative preserved and promoted Kapampangan heritage while making programs more relatable and engaging.

This strategy encouraged MSMEs to participate, as they saw these initiatives as tailor-fit for their community, reinforcing a sense of local pride and ownership. This initiative's success was nationally recognized through its SPRINTS 2021 nomination, processed in 2024.

Beyond cultural preservation, this linguistic rebranding became an effective marketing tool. The distinct Kapampangan names made programs more memorable and accessible.



DTI-Pampanga's Pasantingân Program is a product development initiative under OTOPI Next Gen that aims to enhance the packaging and design of local products through expert-led clinics and hands-on collaboration with designers.

Derived from the Kapampangan word meaning "to improve," Pasantingân guides MSMEs through a four-phase development journey to help them mass produce elevated, market-ready designs. For the year 2024, the program has led to the development of 107 product prototypes under OTOPI Next Gen, 10 prototypes in FabLab, and 20 branding designs highlighting its impact on product elevation in Pampanga.



Magaral Tamu or "to study" is DTI Pampanga's brand for all capacity building initiatives spearheaded by all Negosyo Centers



Manyalitamu or "to buy" is DTI Pampanga's branding for all marketing and promotions events

"Magaral Tamu," which means "to study" in Kapampangan, serves as the official branding for the skills training programs conducted by Negosyo Centers in Pampanga. This initiative reflects the province's commitment to continuous learning and capacity building for MSMEs. Trainings include food processing, handicrafts making, bag making, and fashion accessory production equipping participants with practical skills that can help them start or grow their own businesses. In 2024, a total of 99 trainings were conducted benefiting 4,201 trainees across the province.

"Manyalitamu," meaning "to buy" in Kapampangan, is DTI Pampanga's brand for trade fairs and selling events. Through this initiative, DTI partners with local malls to offer small and medium-sized enterprises (SMEs) accessible venues to showcase and sell their products. It promotes local entrepreneurship, supports community livelihood, and helps MSMEs reach a broader market while celebrating Kapampangan culture through proudly made local products. Under this initiative, DTI Pampanga organized 45 local trade fairs, engaging 520 total exhibitors, and generating PHP 25M in total sales for the year 2024.

DTI Pampanga also expanded its reach internationally, with participation in 3 international trade fairs, featuring 17 exhibitors in PIFS, 6 in IFEX, and 28 in Manila FAME providing broader exposure for Pampanga's local enterprises.

"Pamitipun," or "gathering" in Kapampangan, is being conducted in December and serves as the year-end business conference of the Business Development Division. During the event, DTI awards their partners, including financing and academic institutions, and local malls. MSMEs are also being awarded for being active partners and supporters of DTI-organized activities. The 4th Pamitipun was held on September 27, 2024 at Queen Pia's Place, City of San Fernando, Pampanga.

"Pasikatan", meaning "to popularize" or "to make known" is the official training brand of the One Town, One Product (OTOP) Next Generation Program, designed to equip MSMEs with skills and knowledge to enhance their products and branding through specialized workshops and capacity-building activities. Now on its third year, a total of three marketing module courses—Digital Photography, Social Media Marketing, and Speed matching—were held in June at SACOP Epatha in Maimpis, City of San Fernando, Pampanga.

"Pupul," meaning "to harvest," is the first gathering of all KMME mentees in Pampanga from 2017 to 2024. Held on August 30, 2024, the event celebrated the fruitful harvest of knowledge, growth, and success gained through years of mentorship, highlighting the impact of the KMME program on local entrepreneurs.



Pasikatan 2024: Digital Photography Workshop on June 7, 2024 at SACOP Epatha Development Center, Maimpis, City of San Fernando, Pampanga.



First ever gathering of all KMME mentees of the province from 2017-2024 branded as Pupul (Harvest) held on August 30, 2024 at Lola Ima, City of San Fernando, Pampanga



Pamitipun - an annual townhall meeting conducted last September 27, 2024 at Queen Pia's Place Baliti, City of San Fernando Pampanga

TARLAC



The Tarlac Province booth at the Ambiente International Trade Fair Show in Frankfurt, Germany on January 26-30, 2024.

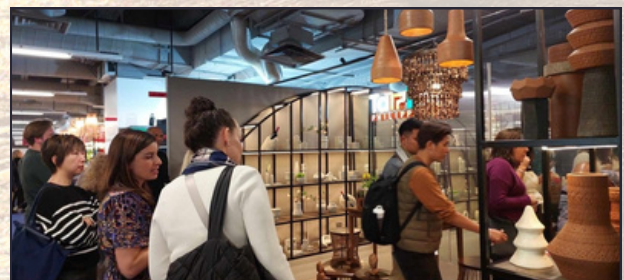
Ambiente Trade Fair

Twelve 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.

During the event, the MSMEs engaged with a total of 123 buyers, generating 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.



Tarlac Governor Susan Yap speaking with the OFWs in Bologna, Italy.



The 2024 BizConEx with former Senator Benigno "Bam" Aquino as keynote speaker.

BizConEx

In line with the celebration of National MSME Week with the theme "Innovate to Elevate MSMEs," the Tarlac Micro, Small, and Medium Enterprises Development Council (MSMEDC) successfully held the Tarlac BizConEx (Business Conference Expo) 2024 on July 30 to 31 at the Bulwagang Kanlahi, Diwa ng Tarlac Convention Center in Tarlac City.

The two-day event gathered over 700 participants from different sectors, including MSMEs, government agencies, potential investors, suppliers, students, and aspiring young entrepreneurs.

One of the event's major highlights was the keynote address delivered by Hon. Paolo Benigno "Bam" Aquino IV, former senator and author of the Go Negosyo Act, who inspired the audience with his message of innovation, resilience, and inclusive growth.

Through plenary sessions, exhibits, and networking activities, the Tarlac BizConEx served as a dynamic platform to empower local businesses and connect them with valuable opportunities for growth and collaboration.



A briefing on the Philippine Quality Award (PQA) was conducted, and the 2023 PQA Regionalization Program awardee from Tarlac was honored.

The event also featured interactive learning sessions such as the Employer's Forum with DOLE, SSS, PhilHealth, and Pag-IBIG Fund, as well as the Product Development X Innovation Forum, with contributions from DTI-IPO, DOST, Tarlac State University, Tarlac Agricultural University, and the Provincial Government of Tarlac – PCEDO.

Additionally, the event included the awarding of the DOLE Tulong Panghanapbuhay sa Ating Disadvantaged (TUPAD) Workers Payout, recognition of Tarlac's nominee for the Presidential Award for Outstanding MSME, the DTI KMME & YEP Graduation, the DOST SETUP Awarding, and the BizConEx Vlogging Contest winners. These sessions and recognitions were designed to support and elevate MSME growth and draw inspirations for others.



MSMEs showcasing their products during the BizConEx 2024.

ZAMBALES



Awarding of Timbangan ng Bayan - Twenty four (24) weighing scales, "Timbangan ng Bayan" were awarded to the 13 municipalities of Zambales (represented by the Public Market Administrators).

Timbangan ng Bayan

On February 22, 2024, the Provincial Government of Zambales, in partnership with DTI Zambales and the Provincial Local Price Coordinating Council, awarded 24 Timbangan ng Bayan (TNBs) units to 13 municipalities in the province.

The ceremony was attended by Zambales Governor Hermogenes E. Ebdane, DTI Region 3 Regional Director Brigida T. Pili, DTI Zambales Provincial Director Enrique D. Tacbad, representatives from various LGUs, market administrators, and consumer groups.

This initiative aims to promote fair, honest, and equitable trade practices in public markets by ensuring the availability of calibrated and accessible weighing scales.

The Timbangan ng Bayan project supports the protection of consumer rights and helps prevent deceptive and unfair sales practices. By providing accurate weighing tools, the program ensures consumers get the correct value for their money, reinforcing public trust in local markets and encouraging a culture of transparency and accountability among vendors and market operators.



Zambales PPDO Head Engr. Edwin Ebdane during his opening message.



DTI-3 Regional Director Brigida T. Pili delivering her message during the Awarding of the Timbangan ng Bayan. Representatives from the 13 municipalities of Zambales received weighing scales to be placed in public markets.



Zambales Gov. Hermogenes Ebdane Jr. (center) leads the awarding of the Timbangan ng Bayan to the public markets of the province.



Officers of the Olongapo-Zambales Market Masters Association (OZMMA) and Zambales Consumers Affairs Council (ZCAC) take their oath before DTI-3 Regional Director Brigida T. Pili.

As part of the continued efforts to uphold fair trade practices and protect consumer rights, a ceremonial destruction of confiscated defective weighing scales was conducted during the awarding of Timbangan ng Bayan. The event was led by Hon. Governor Hermogenes E. Ebdane, Jr., DTI Regional Director Brigida T. Pili, and Provincial Director Enrique D. Tacbad.

The defective weighing scales were seized through DTI Zambales' "Ikot-Palengke" Program in collaboration with Local Price Coordinating Council (LPCC) members across various municipalities.

The activity highlights the government's strong commitment to ensuring honest transactions in public markets by eliminating the use of tampered or inaccurate weighing devices. It reinforces efforts to promote transparency, accountability, and consumer welfare, assuring the public that authorities are proactively working to maintain integrity and fairness in the marketplace.

Alongside the awarding of the Timbangan ng Bayan, newly elected officers of the Olongapo-Zambales Market Masters Association (OZMMA) and the Zambales Consumers Affairs Council (ZCAC) took their oath of office on February 22, 2024, at Balin Sambali, Iba, Zambales.

The ceremony signified a renewed commitment to uphold consumer rights and promote fair market practices across the province.

Attended by public officials, market administrators, and consumer advocates, the event underscored the shared responsibility of stakeholders in ensuring transparency, accountability, and service excellence in local marketplaces.

The formation of OZMMA and ZCAC strengthens the collective drive toward a consumer-friendly and equitable trading environment.



Destruction of confiscated defective weighing scales at the Awarding of Timbangan ng Bayan led by Hon. Gov. Hermogenes E. Ebdane, Jr., Regional Director Brigida T. Pili and Provincial Dir. Enrique D. Tacbad. 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.





Regional Highlights

Industry Development Division

Negosyo Centers

In 2024, DTI Region III's network of 139 established Negosyo Centers in Central Luzon has assisted a total of 106,151 clients across the region; the accomplishment is 2.46% higher compared to the 2024 target. BMBE registration is also up by almost 250% in comparison to the 2023 report.

The increase can be attributed to the rollout and adoption of the BMBE online portal, which made the registration process simpler, and the continuous advocacy campaigns of the business counselors.

A total of four hundred ninety-one training and seminars were facilitated in cooperation with partner LGUs, NGAs, and other key stakeholders in the region. DTI R3 has also managed to establish seven (7) learning centers across Region 3 in 2024. The centers will serve as educational resource hubs for NC clients to enhance their digital skills and upgrade their core competencies in the different functional areas of management.

To better serve the NC clients in 2025, the R3 NC project management unit has completed the re-fleeting of ICT equipment of R3 NCs with additional ICT equipment to be delivered in the coming months of 2025.



Launching of Pampanga Learning Center at NC City of San Fernando on December 16, 2024



Launching of Bulacan Learning Center at NC San Rafael, Bulacan on September 27, 2024



DTI R3 NC Regional Assembly on December 06, 2024, at Century Hotel, Angeles City

Competitiveness and Quality Awards



The Department of Trade and Industry (DTI) Region 3, through its Industry Development Division, successfully held the Central Luzon Creative and Competitiveness Summit on November 11, 2024 at the SMX Convention Center Clark. The summit gathered industry leaders, government officials, and creative talents from across the region to promote innovation and competitiveness in Central Luzon.

The event featured inspiring messages, creative presentations, a talent showcase, and a visual arts exhibit. A key highlight was the recognition of top-performing



Central Luzon LGUs that ranked in the top ten of the national Cities and Municipalities Competitiveness Index (CMCI).

The CMCI, administered by DTI's Bureau of Competitiveness Development, measures LGU performance across five pillars: Economic Dynamism, Government Efficiency, Infrastructure, Resiliency, and Innovation. Since 2013, DTI-3 has led CMCI implementation in the region, achieving full participation of all 130 LGUs since 2017, demonstrating Central Luzon's commitment to inclusive and sustainable local development.



2023 PQA Regional Awardees

The Philippine Quality Award (PQA) is the highest national recognition for exemplary organizational performance, established through Executive Order No. 448 in 1997 and later enacted into law via Republic Act No. 9013 in 2001. It aims to encourage both private and public sector organizations to achieve excellence in the delivery of their products and services, guided by the Performance Excellence Framework.

In 2022, the Department of Trade and Industry – Bureau of Competitive Development (DTI-BCD) began regionalizing the PQA to create a recognition system at the regional level for Levels 1 and 2. In 2023, seven Central Luzon MSMEs were nominated, and four successfully passed the assessment and received Level 1 Recognition during the Central Luzon Creative and Competitiveness Summit on April 24, 2024.

Consumer Protection Division



DTI-3 Regional Enforcement Team monitoring mandatory products across the region.

Regional Enforcement Team

The DTI-Region 3 Regional Enforcement Team (RET) conducted monitoring and enforcement across seven provinces, inspecting 133 establishments and conducting 27 activities in 2024. They monitored 45 types of products under the BPS mandatory certification, including lighting, wiring devices, steel products, plastic pipes, ceramics, cements, automotive products, chemicals, and other consumer goods, ensuring compliance with PS certification scheme and its technical regulations.

Eight firms were found non-compliant, with violations involving 1,623 pieces rolled steel bars, 11 pieces uncertified angle bars, 11 rolls of low carbon steel wires, 7 uncertified fire extinguishers, and 2 unaccredited service shops. These firms were penalized with fines imposed totaling ₱220,000.

Moving forward, RET commits to continuously intensify monitoring and enforcement in Central Luzon, enhance consumer advocacy on product standards, and strengthen partnerships with local government units and industry players to ensure fair and safe trade practices in the region.



DTI-Zambales kicked-off the 2024 CWM with the destruction of confiscated defective weighing scales.

Consumer Welfare Month

In line with the theme “Be Smart, Assert Your Consumer Rights,” DTI Region 3’s Consumer Protection Division (CPD) led the celebration of Consumer Welfare Month (CWM) 2024 with a series of activities promoting consumer awareness and empowerment.

The month-long campaign kicked off on October 1 at SACOP Ephatha Development Center with the Bagwis Excellence Quest 2024 awarding, recognizing outstanding establishments for upholding fair trade practices. CPD also hosted the Consumer Advocates Knowledge Battles, a quiz competition among consumer organizations. A Regional Consumer Quiz Bee was conducted on October 18, highlighting students' knowledge on consumer rights and laws.

The celebration culminated on October 22 at Waltermart-San Agustin with a Regional Spoken Poetry Contest and the Ms. Consumer Advocate pageant, both engaging student participants. Throughout October, DTI-3 Provincial Offices held local activities to echo the theme. These efforts reinforce DTI-3’s commitment to protecting consumer rights and promoting ethical business practices across Central Luzon.



More than 100 bikers participated in the Fun Bike in Mabalacat City in celebration of the Consumer Welfare Month



DTI-Aurora's Spoken Poetry Contest



CWM Activity at SM City Cabanatuan, Nueva Ecija



DTI-Bataan's Spoken Poetry contest during the 2024 CWM Celebration



DTI-Bulacan's 2024 CWM Awards

SME Development Division

One Town One Product

DTI Region 3's OTOP program remains a key accomplishment, supporting over 1,130 MSMEs across Central Luzon—exceeding its 770-target for the year. The program has enhanced product development and expanded market access, significantly boosting sales and contributing to the region's economy.

In 2024, 597 prototypes were developed in partnership with the Design Center of the Philippines and local designers, resulting in 189 new or improved brands. These were showcased at the 26th Annual Likha ng Central Luzon Trade Fair in Metro Manila, where 151 exhibitors generated P47.8 million in sales. Overall, OTOP MSMEs earned P128.467 million in 2024.

The six OTOP hubs and 16 kiosks also enabled wider product distribution, contributing P10.64 million in sales. These initiatives have connected MSMEs with institutional buyers like SM, Balikbayan Handicrafts, and the Fil-Am Chamber of Commerce.



DTI-3 visited the OTOP Hub Tagaytay for Product Exchanges and Benchmarking



The 26th Likha ng Central Luzon Trade Fair successfully concluded its five-day run at SM Megamall's Megatrade Hall 2, generating Php 47.806 million in sales. With the theme "Sustainable and Innovative Products, Proudly Tatak Pinoy," the fair featured 151 MSMEs from Central Luzon's seven provinces, showcasing products developed under OTOP Next Gen and SSF programs. Bataan led sales with Php 14.609 million, followed by Pampanga (Php 11.605 million) and Bulacan (Php 8.181 million), with the Wearables and Homestyle cluster emerging as the top-selling category.

Key officials, including DTI-3 OIC-RD Edna Dizon and representatives from the Filipino American Chamber of Commerce of Greater Houston, highlighted opportunities for international market expansion. Governor Susan Yap praised DTI for supporting MSMEs through trade fairs. Likha continues to be a vital platform for MSMEs' growth, reinforcing Central Luzon's reputation for excellence in craftsmanship and innovation.



26th Likha ng Central Luzon Trade Fair



Usapang Exports

DTI-EMB, in coordination with DTI Region 3, organized three Usapang Exports sessions in 2024, attended by over 200 existing and potential exporters. The first session, "Business Opportunities with the United Nations," held on January 24 at Royce Hotel, Clark Freeport Zone, Pampanga, focused on UN procurement opportunities.



Usapang Exports Session: "Export Opportunities for Clark Ecozone Locators and Exporters" June 2, 2024 | Royce Hotel, Clark Freeport Zone

On June 19, the second session, "Export Opportunities for Clark Ecozone Locators and Exporters," explored the region's export potential.

The final session, "The Philippine Export Development Plan (PEDP) 2023-2028: Cascading Government Programs and Services," took place on November 14 at Best Western Plus Metro Clark, Angeles City, and provided insights into government programs supporting exporters.

These activities aim to equip participants with knowledge and resources to expand their export businesses and engage in global markets.

Finance and Administrative Division

Learning and Development

DTI-3 recognizes its employees as its most valuable resource and a key driver of success. Thus, we are committed to fostering a culture of continuous learning and professional growth by investing in comprehensive learning and development interventions. These include in-house and external training programs, technical and managerial capability-building workshops, leadership development initiatives, coaching and mentoring, and participation in conferences and seminars.

By strategically bridging competency gaps and enhancing our employees' knowledge, skills, talents, and capabilities, we aim to empower them to perform at their best and contribute meaningfully to the Department's goals, resulting in public service excellence.

Dedicated to cultivating future-ready public servants, DTI-3 was also able to successfully send selected employees to foreign training programs and scholarships in 2024, despite the highly competitive and limited number of available slots for such interventions.



Seminar on Mental Health Awareness with Prof. Argel B. Masanda as speaker during the DTI-3 Hybrid Mid-year General Assembly



Learning session cum team-building activities for DTI-3 Drivers



Training and Learning sessions for DTI-3 housekeeping associates



JANYNE A. LUNA
DTI Region 3
Nueva Ecija Provincial Office

Master of Engineering in
Digital Transformation Technology
Soongsil University
Seoul, South Korea
KOICA Scholarship



**ATTY. COCO CHANEL
G. GARCIA**
DTI Region 3 - Bulacan Provincial Office

Master of Laws
The University of Melbourne
Melbourne, Australia
Government Staff Development
Program for Law and Policy



Project Dalubhasa Awardees: STIDS Marben De Jesus (leftmost), STIDS Leayn Mae Ramos (3rd fr L), PD Eileen Ocampo (3rd fr R), and STIDS Odessa Manzano (rightmost) with Sec. Ma. Cristina Roque, Asec. Leny Baluyut, and PD Richard Simangan.



DTI-Aurora



DTI-Tarlac



DTI-Zambales



DTI-Pampanga



DTI-Nueva Ecija



DTI-Bataan



DTI-Regional Office



DTI-Bulacan

To further strengthen our camaraderie, teamwork, and organizational harmony, we also conduct regular team-building activities that promote trust, cooperation, synergy, and employee engagement.

In the past year, DTI-3 continued to foster a culture of excellence through a range of rewards and recognition initiatives. These efforts aim to acknowledge outstanding performance, reinforce core values, and motivate employees across all levels.

Notably, STIDS Darby Raul L. Bognot, one of the "Mythical 5" awardees in the region earned the opportunity to compete for the Employee of the Year award at the national level and emerged as one of the finalists, bringing pride to the region and exemplifying its remarkable talent, dedication to public service, and culture of excellence.



STIDS Darby Raul L. Bognot of DTI-Pampanga, DTI National Sprints "Mythical 5 Awardee"



Ma. Fatima David (2nd f L, seated)
STIDS, DTI-Tarlac
Program Title: Knowledge Co-Creation Program
(Group and Region Focus): Branding and Marketing of Products Utilizing Local Resources (B)
Date: January 17 to February 17, 2024
Okinawa, Japan



JOHNSEN V. JAVAR (standing 3rd fr L, back row)
TIDS, DTI Aurora
Program Title: Seminar on E-Commerce Management for Small and Medium Enterprises
Date: October 14-29, 2024
Beijing, China

Quality Management Review

QMS Implementation

In 2024, DTI Region 3 continued strengthening its Quality Management System (QMS) through regular QMS-TWG and Management Review Meetings, and participation to internal and third party audits.

The National Internal Quality Audit (NIQA) covered 12 key processes from May 6 - 21, 2024, assessing compliance, efficiency, and areas for improvement. The audit showed 98% compliance, with 53 positive findings, 64 opportunities for improvement (OFIs), and 4 nonconformities.

DTI Region 3 is among the first DTI offices to be audited for ISO 9001:2015 Recertification. This was conducted on December 10-13, 2024 at the Regional Office, and Tarlac and Pampanga provincial offices.



Day 2 of DTI-3 Third Party Audit at DTI-Tarlac PO on December 11, 2024



Opening Meeting of DTI-3 Third Party Audit at DTI-Pampanga PO on December 10, 2024

The audit covered top management, processes on provision of business development services, processes on provision of consumer protection services, issuance of business permits and licenses, customer satisfaction and feedback handling, procurement, human resources, finance, and general services.

DTI Region 3 consistently addresses audit findings promptly to ensure continual improvement in service delivery, maintaining its commitment to quality, consumer protection, and business development.



Group Photo during closing Meeting of Third Party Audit at DTI Region 3 on December 13, 2024 at DTI3 Conference Room, Maimpis, CSFP

Office of the Regional Director



Management Committee Meetings

DTI-3 remains committed to holding monthly Mancom meetings as a key platform for assessing performance, addressing challenges, and refining strategies for continual improvement.

These meetings promote collaboration among the seven Provincial Offices and Regional Functional Units, enabling informed decision-making, accountability, and progress toward corporate goals. Key agenda items include discussions on financial performance, client satisfaction performance, operational metrics (PGS and OORC), project updates, policy implementations, and other operational concerns.

The consistent conduct of these meetings strengthens governance, enhances efficiency, and ensures that the organization remains agile and responsive to evolving demands.



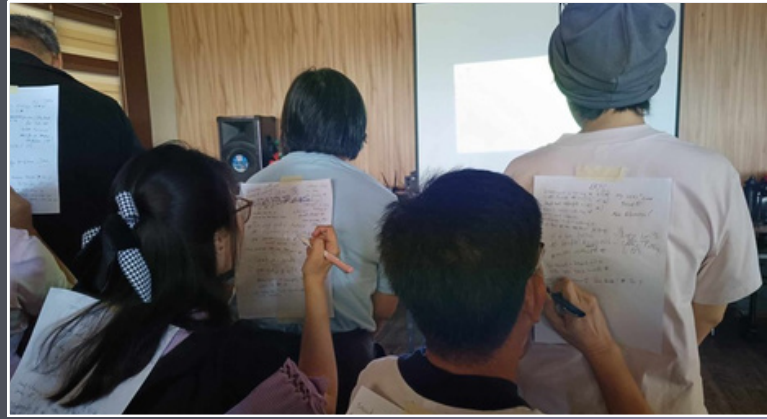
Planning Group Session

On December 17–18, 2024, DTI-3 successfully held its year-end Expanded Mancom Meeting and Planning Session at FarmRidge by Desmond, Pantabangan, Nueva Ecija.

The evening of December 17 was dedicated to breakout sessions and planning discussions per Functional Group. These sessions provided an opportunity not only to strategize and align the regional PGS and OORC targets for Calendar Year 2025 but also to discuss updates and clarify key definitions for consistent application across the organization.

The following day, each group presented their outputs, with some targets challenged by the body and subsequently recommended for adjustment to align with those downloaded by ROG, particularly the OORC targets based on the NEP.

Additionally, anticipated challenges and possible ways forward were presented for top management's review and feedback.



Teambuilding activity for Expanded ManCom

To strengthen collaboration and camaraderie, DTI-3 conducted a Teambuilding Activity for all Expanded Mancom Members during its year-end meeting and planning session. Facilitated by HRMO Triz and OH Rowie, the activity featured three engaging games: Pass the Number, I Got Your Back, and A Blessing to You is a Blessing to Me.

These exercises aim to foster teamwork, enhance communication, and reinforce a shared commitment to organizational goals. Through engaging activities, participants fostered trust, deepened connections, and developed a better appreciation of each other's strengths. Beyond promoting a positive work culture, the session also served as a refreshing break, boosting morale and motivation to ensure the leadership team remains engaged, united, and ready for the year ahead.





Partnerships & Collaboration

C.L.G.C.F.I.

Central Luzon Growth Corridor Foundation Inc.

The Central Luzon Growth Corridor Foundation, Inc. (CLGCFI), composed of the seven Provincial Governors of Central Luzon and DTI officials, continued to promote investment and regional growth in 2024. Key highlights include a Benchmarking Mission to Bataan, where delegates learned best practices in business and tourism development.

The Assessment and Planning Session and Midyear Assembly brought together provincial and DTI representatives to align strategies, with insights shared by Colliers Philippines. The 4th Quarter Meeting in Bulacan featured learning visits to enterprise centers and discussions with EMB and CITEM on 2025 programs.



CLGCFI Planning Session | Widus Hotel, Clark | February 28, 2024

The year closed with the General Assembly and Yearend Assessment, setting 2025 priorities. Throughout the year, CLGCFI also released its Invest Digest, a digital publication promoting Central Luzon's investment prospects, distributed to local and international partners. With continued collaboration and strategic planning, CLGCFI remains steadfast in driving economic progress and positioning the region as a premier investment destination.

C.L.A.B.

Central Luzon Association of BPLOs, Inc.

The Department of Trade and Industry Region 3 continues to support the Central Luzon Association of BPLOs, Inc. (CLAB) in its pursuit to achieve its vision of becoming a dynamic organization of empowered BPLOs championing business-friendly and competitive LGUs.

As CLAB's secretariat, DTI-3, thru the Industry Development Division (IDD), regularly organizes regular meetings in collaboration with the association. CLAB's major activity, the Regional Convention of Business Permit and Licensing Officers (BPLOs) was held on September 4-6, 2024 in Baguio City, marking the first time that the event was held outside Central Luzon.



5th Central Luzon Regional Convention of BPLOs

Now on its 5th run, the regional convention gathered the Business Permit and Licensing Officers (BPLOs) as well as Local Economic Development and Investment Promotion Officers (LEDIPOs) of Central Luzon. The event highlighted the collaboration among BPLOs and national government agencies with its theme, "Synergy in Service: Collaborative Pathways to Business Licensing Excellence." It was attended by 168 participants from 62 LGUs in the region.

R.S.M.E.D.C.

Regional Small and Medium Enterprise Development Council

The Regional Screening Committee for the Presidential Awards for Outstanding MSMEs and Development Partners convened to assess the nominees from Region 3. Committee members included representatives from DOST, SBCorp, LBP, TESDA, RTWPB, and the business sector.

Nominees included Jedidiah Food Industry OPC (Bulacan) for Outstanding Small Enterprise and Simula ng Panibagong Bukas MPC (Nueva Ecija) for Outstanding Medium Enterprise. For Outstanding Development Partners, PCEDO Bulacan, Philippine Carabao Center (Nueva Ecija), and DOST Bataan were nominated.

Region 3 proudly secured two national awards: PCEDO Bulacan won under the Creating / Improving Business Climate category, and DOST Bataan bagged the Providing / Improving Access to Technology and Innovation award. These recognitions highlight Central Luzon's commitment to MSME growth and innovation.



Presidential Awards Screening Committee conducting the table validation of nominees.



Nueva Ecija MSMEs together with Provincial Director Richard Simangan and DTI Nueva Ecija and RO-SDD Associates during the 2GO Getters BizExchange Workshop at Mana Café, Cabanatuan City, Nueva Ecija.

2GO

Logistics

2GO, the Philippines' largest logistics provider and part of SM Group, partnered with DTI Region 3 to empower online entrepreneurs in Central Luzon through the 2GO Getters community.

The initiative helps MSMEs expand beyond their local markets through workshops, digital marketing training, and exclusive promotions.

The 2GO Getters BizExchange Workshop held in Park-Inn Clark Freeport Zone and Mana Café, Cabanatuan City gathered over 100 participants, including MSMEs and DSWD beneficiaries, eager to enhance their online selling strategies. Experts, including TikTok Shop, shared insights on e-commerce, effective merchandising, and the importance of seamless logistics.

The partnership aims to equip small businesses with essential skills to thrive in the digital economy.



Canva training for DTI-3 Associates by DHVSU College of Computing Studies faculty members.

D.H.V.S.U.

Don Honorio Ventura
State University

DTI-3 associates participated in a focused training session on Canva, conducted by faculty members of Don Honorio Ventura State University (DHVSU). The session aims to enhance the participants' design skills, particularly in creating engaging digital content for public information, promotional materials, and creative report presentation. Held at the DTI-3 Regional Office, the training introduced key features of Canva, including layout tools, brand kits, and collaboration functions. Participants were guided through hands-on exercises, allowing them to create visually compelling graphics, social media posts, and infographics relevant to their work. The training also emphasized the importance of consistent branding and visual communication in government service.

The initiative is a collaboration with the DHVSU College of Computing Sciences through the university's Extension Services office.

Through this initiative, DTI-3 strengthened its communication capacity while fostering greater collaboration with the academe. The agency expressed its gratitude to DHVSU for its continued support in advancing digital competencies among public servants.



The Department of Trade and Industry Region 3 (DTI-3) employees participated in a Basic Life Support (BLS) training conducted by Don Honorio Ventura State University (DHVSU). The training equipped participants with essential lifesaving skills such as CPR, proper response to choking, and emergency first aid procedures. Facilitated by trained medical professionals, the session aims to strengthen workplace readiness in handling medical emergencies. DTI-3 recognizes the importance of ensuring employee safety and preparedness, especially in crisis situations. The activity forms part of the agency's commitment to health, safety, and continuous learning in the workplace, promoting a culture of care and responsibility.

S.M.C.

San Miguel Global Power

On April 30, 2024, DTI Bulacan, led by OIC Assistant Regional Director and concurrent DTI-Bulacan Provincial Director Edna D. Dizon, facilitated a consultative meeting with the Dumagat Indigenous Peoples of Bulacan in San Lorenzo, Norzagaray. The meeting, attended by various government and private agencies, including NPC-Angat Watershed, Bulacan State University, and San Miguel Global Power Foundation, aims to explore interventions for ancestral land utilization, job creation, and income opportunities for the IP community.

San Miguel Global Power, in partnership with DTI, pledged to support Kadusmana, a Dumagat group, through skills training, infrastructure development, and market access. DTI provided insights on entrepreneurship, product development, and business growth strategies tailored to the community's needs.

The consultation enabled the Dumagat community to voice their concerns and ensured their cultural heritage was integrated into sustainable economic programs. This initiative fosters self-reliance, economic resilience, and social inclusivity, paving the way for long-term development and prosperity.



Meeting with San Miguel Global Power and DTI to support Kadusmana in Norzagaray



Mr. Jeffrey Cruz of MERALCO delivering his welcome message to the online participants

MERALCO

Manila Electric Railroad and Light Company

On January 25, 2024, the Meralco team, led by Relationship Manager Jeffrey Cruz, met with DTI Bulacan to explore collaboration opportunities in supporting business owners. DTI Bulacan Division Chief Maria Cristina Valenzuela facilitated the meeting, where Meralco subsidiaries Radius Telecoms and Bayad Center presented their services.

Radius Telecoms' representatives, Larry Orgonio and Athina Esmaya, introduced Red Fiber, a high-speed internet service with 70-200 Mbps bandwidth at competitive rates, currently available in limited areas of Bulacan. Bayad Center's Ephraim Fajardo showcased their digital payment platform and franchise opportunities for MSMEs.

Participants engaged in discussions, highlighting the importance of internet services and digital payments in modern business operations. DTI and Meralco agreed to work together in promoting digitalization in public markets and enterprises, ensuring businesses in Bulacan have access to essential online tools for growth and efficiency.



The partnership of DTI – Bataan with GN POWER DINGININ LTD. CO. brought about a benchmarking mission to Tarlac Agricultural University (TAU) in Camiling, Tarlac and the conduct of a Digital and Social Marketing Training for Persons with Disabilities (PWDs) in Mariveles, Bataan.



A staff from TAU explaining to the delegates the process of manufacturing engineered bamboo.

GN Power

In 2024, the DTI Bataan Provincial Office, in partnership with GN Power Ltd. Co. – Dinginin, implemented key initiatives to support inclusive growth and sustainability. A benchmarking mission to Tarlac Agricultural University (TAU) explored best practices in bamboo cultivation to strengthen Bataan’s own bambusetum project. The visit, joined by local government, academic, and farmer group representatives, was warmly welcomed by TAU officials.

On November 22, DTI-Bataan also conducted a Digital and Social Marketing Training for Persons with Disabilities in Mariveles. The training empowered PWD entrepreneurs with skills to expand their businesses using digital platforms, reinforcing DTI’s commitment to inclusive development.

S.E.C

Securities and Exchange Commission

On June 28, 2024, over 100 participants—including aspiring and existing micro, small, and medium enterprises (MSMEs) and Business Permit and Licensing Office (BPLO) staff—attended the regional roadshow on Business Name and One-Person Corporation (OPC) registrations. Organized by the Department of Trade and Industry (DTI) in partnership with the Securities and Exchange Commission (SEC), the event was held at Bulwagang Kanlahi, Diwa ng Tarlak, in Tarlac City.

The activity aimed to inform and encourage business formalization by exploring suitable structures like sole proprietorship and OPC. DTI and SEC representatives discussed procedures for business name registration, OPC setup,



Atty. Richard Laus of SEC-Tarlac talks about the classifications of corporation.

and Barangay Micro Business Enterprise (BMBE) registration.

Both agencies highlighted that business registration provides legal identity and operational legitimacy—building credibility, ensuring compliance, and opening opportunities for growth and investment. The roadshow reinforced the government’s commitment to supporting MSMEs through accessible, simplified business registration services

B.S.P.

Bangko Sentral ng Pilipinas

The Department of Trade and Industry (DTI) Nueva Ecija and the Bangko Sentral ng Pilipinas (BSP) have launched a public market digitalization program to modernize local market transactions. This initiative promotes efficient payment systems and better consumer protection by introducing digital tools such as electronic price watch boards and cashless payment options.

To support smooth implementation, DTI and BSP worked closely with the Local Government Units (LGUs), conducting orientations and forums to build awareness and support. Upon LGU endorsement, the partnership expanded to include financial institutions and service providers.

These open forums encouraged feedback from stakeholders, allowing for continual improvement. This initiative not only simplifies transactions but also empowers market vendors with access to digital opportunities, driving inclusive growth in the local economy.



DTI Nueva Ecija Provincial Director Richard Simangan addressing the participants during the launching of the Market Digitalization and PalengQR Ph programs.



DTI-Nueva Ecija Provincial Director Richard Simangan speaks before officers and members of ALO-NE during the latter's year-end program.

A.L.O.-N.E

Association of Licensing Officers - Nueva Ecija

Nueva Ecija, the largest province in Region 3, ranked 47th nationwide in the 2024 Cities and Municipalities Competitiveness Index (CMCI), thanks to the efforts of the Association of Licensing Officers – Nueva Ecija (ALO-NE), Inc.

ALO-NE was established to strengthen collaboration among LGUs in streamlining, documenting, and processing Mayor's Permits.

In 2024, ALO-NE organized activities promoting professional growth and improved licensing services. These included a CMCI orientation in the 1st quarter; a local study mission to Sorsogon City in the 2nd quarter; CSC's Supervisory Training and the CLAB Convention in the 3rd quarter; and the National BPLO Convention and 11th ALO-NE General Assembly in the 4th quarter.

A consistent partner of DTI Nueva Ecija, ALO-NE remains committed to enhancing business licensing through modern practices, inter-LGU cooperation, and continuous service improvement across the province.



Leaf it to Us: Branching Out for the Ozone project at the Balbalungao Earthfill Dam in Lupao, Nueva Ecija.

D.E.N.R. & L.G.U. Lupao

In observance of the International Month for the Preservation of the Ozone Layer in September, DTI-Nueva Ecija spearheaded the Leaf it to Us: Branching Out for the Ozone project at the Balbalungao Earthfill Dam in Lupao.

Approximately 1,200 “narra” saplings were planted, covering an area of about one hectare. This initiative was made possible through the support of various partners, including the LGU Lupao, NIA-UPRIIS Division 1, NE-PENRO, PAO Producers Cooperative, Parista Barangay Defense System MPC, and Potter’s Hand Agri Coop.

The project highlights the critical role of the business sector in safeguarding the environment and advancing the Sustainable Development Goals (SDGs). Specifically, it supports SDG 13: Climate Action, SDG 14: Life Below Water, SDG 15: Life on Land, and SDG 17: Partnerships for the Goals. This collective effort underscores the importance of collaboration

C.C.I.

Columban College, Inc.

The Department of Trade and Industry – Zambales Provincial Office (DTI-ZPO) inked a memorandum of understanding (MOU) with the Columban College, Inc. on October 28, 2024 aimed at promotion, collaboration and support to DTI’s consumer-related activities.

The MOU’s main objective is the establishment and installation of DTI Consumer Corner at the school’s main gate entrance, providing easy access to consumer-related information materials that can help the students, teachers and school personnel in making informed decisions. The partnership project also seeks to organize a youth consumer organization to foster informed, responsible, and empowered young consumers who are capable of shaping a more ethical, fair and sustainable consumer environment.

The signing of the MOU ceremony was attended by the DTI-Zambales Provincial Enrique D. Tacbad, PhD, and Columban College, Inc. School President Rev. Fr. Raymann G. Catinding, EdD, together Consumer Protection Division Chief Evangeline S. Bulda and Dean of College and Business and Accountancy Elmer F. Callo, PhD, as witnesses.



Signing of Memorandum of Understanding between DTI-Zambales and Columban Inc. for the promotion and support of Consumer-related programs and activities of DTI.



FEDACOR 3rd Quarter Meeting and Market visitation at the Municipality of Guagua, Pampanga with Mayor Anthony Torres. (seated center)



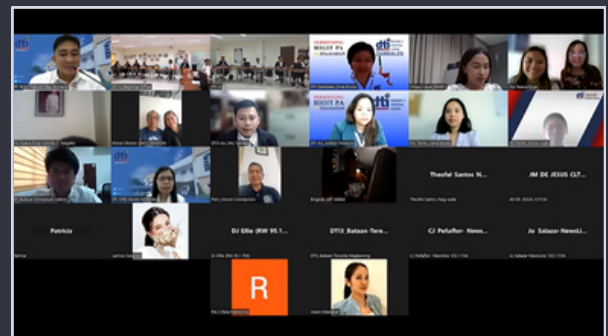
New FEDACOR-3 officers in a light moment with DTI-3 Regional Director Brigida T. Pili. (seated^d fr R)

FEDACOR-3

The Department of Trade and Industry Region 3 (DTI-3) continues to strengthen its partnership with the Federation of DTI-Accredited Consumer Organizations in Region 3 (FEDACOR-3) to advance consumer protection and empowerment in Central Luzon. FEDACOR-3 plays a vital role in supporting DTI-3's consumer education, monitoring, and advocacy efforts at the grassroots level. In 2024, the oathtaking of new FEDACOR officers on April 19 reaffirmed their commitment to the cause. Meanwhile, the upcoming 3rd Quarter Meeting and market visitation in Guagua, Pampanga on July 8 served as a platform for collaboration, dialogue, and strengthening consumer engagement. Together, DTI-3 and FEDACOR-3 work to build a fair, safe, and informed consumer environment in Central Luzon.

MEDIA

The Department of Trade and Industry Region 3 (DTI-3) values its strong partnership with media as a vital ally in advancing consumer awareness and promoting MSME development. Through regular press briefings, radio interviews, and feature stories. Our media partners help amplify DTI-3's programs, services, and advocacy efforts across Central Luzon. This collaboration ensures that timely, relevant, and accurate information reaches consumers, entrepreneurs, and the general public—empowering them to make informed decisions. DTI-3 also recognizes the media's role in highlighting local success stories, encouraging entrepreneurship, and promoting responsible business practices. Together, DTI-3 and its media partners work hand in hand to build a more informed, resilient, and empowered regional economy.



1st Quarter Online Kapihan with the Media



CLTV Media Company interviewing PD Richard Simanagan during the CARP Trade Fair.

DTI-NE IS 2024 OUTSTANDING BSP STAKEHOLDER AWARDEE



The Department of Trade and Industry (DTI) Nueva Ecija received a prestigious award from the Bangko Sentral ng Pilipinas (BSP) for its active partnership in promoting BSP programs and services.

This recognition highlights DTI Nueva Ecija's success in advancing public market digitalization, enhancing financial literacy across communities, and effectively implementing consumer-focused initiatives.

The award was presented at the 2024 Outstanding BSP Stakeholders Appreciation Ceremony (OBSAC) in San Fernando City, La Union on November 25, 2024.

DTI Nueva Ecija's Public Market Digitalization project, incorporating BSP's Paleng QR Ph Plus, aims to modernize public markets, encouraging the adoption of digital payment methods for ease and efficiency, particularly in tourist-oriented areas.

This initiative addresses the lagging digitalization of public markets nationwide, striving to elevate services for both consumers and public servants.

This award is a testament to DTI Nueva Ecija's commitment to continually come up with innovative projects that strengthen consumer protection and welfare.



L-R TIDS Teresita Evangelista, PD Richard Simangan, BSP Area Director Atty. Olivia Cornejo Mallari, and CTIDS Romeo Faronilo

AWARDS

BULACAN CONSUMER AFFAIRS COUNCIL RECEIVES NATIONAL CONSUMER ORGANIZATION RECOGNITION



The certificate of recognition was awarded to BCAC officers headed by its President Mr. Jose Sosa and Vice Pres. Atty. Benjamin Mogpo Jr. during the 2024 World Consumer Rights Day Celebration in Ortigas, Metro Manila.

The Bulacan Consumer Affairs Council (BCAC) has been a key advocate for consumer protection in Bulacan since 2015. Led by Jose F. Sosa, it serves as the advocacy arm of DTI Bulacan, promoting consumer awareness and protection. As an Accredited Consumer Organization, BCAC has participated in national discussions on key issues such as the Rice Tarification Law, Sim Registration Law, and amendments to the Consumer Act.

BCAC spearheaded the Huwaring Palengke project, pushing LGUs to improve public market services. With Governor Daniel Fernando's support, BCAC has successfully implemented programs benefiting consumers.

On March 15, 2024, BCAC was recognized as a National Consumer Organization by the DTI Philippines Consumer Protection Group, making it the first in Region 3.

The award was received by BCAC officers and DTI Bulacan representatives during the 2024 World Consumer Rights Day Celebration in Ortigas, Metro Manila.



BCAC President Mr. Jose Sosa delivering a message during BCAC's recognition as a National Consumer Organization

AWARDS

Key Officials



Brigida T. Pili
Regional Director
March 2023 - July 15, 2024



Edna D. Dizon
Regional Director
July 16, 2024 - present
Assistant Regional Director
March 2023 - July 15, 2024



Elenita O. Ordonio
Assistant Regional Director (OIC)
July 16, 2024 - November 6, 2024



Richard V. Simangan
Assistant Regional Director
November 7, 2024 - present



Aldrin M. Veneracion
Provincial Director
DTI - Aurora



Eileen E. Ocampo
Provincial Director
DTI - Bataan



Maria Cristina V. Valenzuela
OIC- Provincial Director
DTI - Bulacan



Richard V. Simangan
Provincial Director
DTI - Nueva Ecija



Elenita R. Ordonio
Provincial Director
DTI - Pampanga



Florencia A. Balilo
OIC Provincial Director
DTI - Tarlac



Enrique D. Tacbad
Provincial Director
DTI - Zambales

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