



NEWSLETTER 2024

Negosyo Center, CARP boost support for local businesses in San Miguel, Bulacan

By: Jennifer D. Apolinar, NC San Miguel, Bulacan

SAN MIGUEL, BULACAN – In a concerted effort to boost the growth of Micro, Small and Medium Enterprises (MSMEs) in San Miguel, Bulacan, the Department of Trade and Industry (DTI) - Bulacan Provincial Office, together with the Comprehensive Agrarian Reform Program (CARP), teamed up with Negosyo Center of San Miguel, Bulacan to conduct a series of impactful enterprise visits.

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

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

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

[>> continued on p. 3](#)



DTI REGION 3
**NEGOSYO
CENTER**
NC-Assisted MSMEs Directory 2024



**DTI 3 NC-Assisted
MSMEs Directory
2024**

Let's support our local
businesses and
entrepreneurs by
promoting and sharing
their profiles.





From left to right: STIDS Marisol G. Bunoy of DTI-Bulacan, Marifi G. Cruz, owner of Ria's Pork Chicharon, and BC Jennifer D. Apolinar of NC-San Miguel, showcasing the delectable Pork Chicharon Bagnet.

H2O Irrigators Association, Inc. welcomes Manatal Multi-Purpose Cooperative to Zambales

By: Johanna Llabres, NC San Narciso, Zambales

SAN NARCISO, ZAMBALES - On February 15, 2024, the H2O Irrigators Association, led by its Chairman, Noel Gragasín, hosted the Manatal Multi-Purpose Cooperative's benchmarking mission to observe their rice wine production at Barangay Namatacan, San Narciso, Zambales.

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

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

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

>> continued on p. 3



H2O President Nolan Gragasín welcoming the Manatal Coop members headed by Cris Marquez



Gragasín sharing the Mission and Vision of the association



Gragasín giving basic introduction on how to process rice wine



Gragasín showing how fermentation of rice wine looks like

<< H2O Irrigators Association Inc. from p. 2



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

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

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

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

<< Negosyo Center, CARP boost support from p. 1

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

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

Showing off a delectable array of flavors!

From left to right: BC Jennifer D. Apolinar, Erwin Gonzales, owner of Gonzales Homemade Pastillas, and STIDS Marisol G. Bunoy, presenting the irresistible variety of Pastillas De Leche crafted by Gonzales Homemade Pastillas during the enterprise visit on February 12, 2024.

DTI Bataan, LGU Samal hold trade fair for pilgrims

By: Armida T. Santos, NC Samal , Bataan

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

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

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

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

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

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



NC BC Armida Santos together with Vice Mayor Ronnie Ortiguerra and Members of Daughters of Mary Immaculate International.



In action: Selling products to Pilgrims as their pasalubong to their love ones.



From left to right: Luz Silvestre of Luann's Food Products, NC BC Armida Santos, and staff of Mrose Food Products.



From left to right: Mr. and Mrs. Oconer of Janna's Homemade Food Products, NC BC Armida Santos, Cindy Eusebio of Magpoc's Araro and a staff from Dvid's Food Products. Showing the product of Janna's Homemade Food Products and Dvid's Food Products.

Glowing in Harmony: Parol Artisans Embrace Unified Standard

By: Charmaine S. Tiongson, NC-City of San Fernando, Pampanga

In February 22, 2024 the Bureau of Philippine Standards (BPS), in collaboration with the Department of Trade and Industry (DTI)-Pampanga and the Local Government Unit (LGU) of City of San Fernando, Pampanga, took a proactive step by organizing a laboratory visit to the BPS testing facility in Cavite. Fifteen parol makers from the City of San Fernando, Pampanga (CSFP) were present during the laboratory visit. The visit provided an opportunity for the parol makers to gain firsthand insight into the testing procedures and protocols employed by BPS to ensure the quality and safety of products.

Assistant Secretary Atty. Amanda Marie F. Nograles of the Consumer Protection Group (CPG), Ma. Lourdes Carmella Jade D. Pangilinan, CSFP Tourism and Investment Promotions Officer (CTIPO), and BPS Director Neil P. Catajay showed their support during the visit. Their attendance indicates a diverse blend of expertise, suggesting discussions or initiatives involving government, tourism promotion, and regulatory standards within the laboratory's context.

The parol makers had the opportunity to observe BPS conducting testing procedures. Witnessing these tests firsthand allowed them to gain insights into the quality and safety measures employed by BPS to ensure that products meet established standards. The benefits of testing equipment or machines for consumers include Product Quality Assurance, Safety Compliance, Protection from Harmful Substances and Legal Compliance.

The visit was followed by a conference for the region's creative lights industry. With the theme "Lights and Lanterns: Shining Safely to the World" the conference convened 130 parol-makers from Pampanga and Tarlac, alongside industry stakeholders.

DTI Region 3 OIC-Regional Director Brigida T. Pili and Kolin Low of UL Standards & Engagement emphasized the importance of standards especially in electricity-powered products.

CTIPO Pangilinan highlighted City of San Fernando's parol-making tradition, while DTI-Pampanga Provincial Director Elenita R. Ordonio discussed DTI's support for the parol industry.

ULSE Program Director Deb Prince introduced the UL Standards Program, and Neo Hsiao led a technical presentation on UL 588 and supply chain management. Following this, parol and lighting makers from Region 3 expressed gratitude and announced a progressive program for industry advancement. An open forum addressed queries, including the process for establishing standards. The parol-makers also welcomed the initiative to regulate a standard for creative and decorative lights, recognizing its potential to enhance production processes and global competitiveness.

The objective of the event is to establish unified standards, streamline manufacturing, and ensure safety compliance within the lantern industry. By doing so, the event aimed to promote industry growth and competitiveness while prioritizing consumer safety and satisfaction.



Parol Manufacturers from Region 3, with BPS Director Neil Catajay, DTI-Region 3 Regional Director Brigida T. Pili, DTI-Pampanga Provincial Director Elenita R. Ordonio, City Tourism and Investment Promotions Officer Ma. Lourdes Carmella Jade D. Pangilinan, Regional Director of UL Standards & Engagement Kolin Low, employees of LGU-City of San Fernando and DTI-Pampanga.

Empowering Aspiring Entrepreneurs: Seminar Launched at TESDA Provincial Training Center in Pampanga

By: Jerahmeel Grace A. Macapagal, NC-Arayat, Pampanga

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

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

On the first day of the seminar, DTI-Pampanga Trade-Industry Development Specialists Carl Mejia and Arlene Gomez, together with Negosyo Center Business Counselor Grace Macapagal took the lead in facilitating discussions on Entrepreneurial Mindset in the New Normal. The sessions were designed to provide participants with valuable insights and strategies to adapt and thrive in today's rapidly changing business landscape. The seminar continued with a micro-teaching presentation on the second day, providing attendees with an opportunity to refine their teaching skills in a supportive environment. Capping the activities on the last day, the participants engaged in entrepreneurship role-playing activities and celebrated their achievements with a simple graduation.

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



Supervising TESD Specialist Maria Edita Hernandez welcomes the guests and presents the program overview.

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

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

As the seminar progresses, organizers remain optimistic that it will inspire and empower a new generation of entrepreneurial leaders in Pampanga. With a diverse range of topics and expert-led discussions planned for the coming days, the event is shaping up to be a pivotal moment for the local entrepreneurial community.



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

Empowering Women Entrepreneurs: Celebrating PEPCo's Fourth Anniversary

By: Alfine B. Bonus, NC-MACCII, Angeles City, Pampanga

ANGELES CITY, PAMPANGA – The Department of Trade and Industry (DTI)-Pampanga, in collaboration with the Negosyo Center - Metro Angeles Chamber of Commerce and Industry, Inc. (NC-MACCII), celebrate the fourth anniversary of the Pampanga Entrepreneur Producers Cooperative (PEPCo) on March 5, 2024, with an exhibit dedicated to Women's Month.

PEPCo is dedicated to support Micro, Small and Medium Enterprises (MSMEs) in the agricultural and industrial sectors within the province of Pampanga. Their primary goal is to empower local producers of high-quality goods, enabling them to thrive in the market. PEPCo achieves this by offering a range of supportive business models and opportunities for members to enhance their enterprises and expand their reach. Through collaboration and shared resources, they aim to foster growth and sustainability within the local business community.

The event was made possible with the generous support of Robinsons Place-Angeles City, which offered complimentary exhibition space for the cooperative.

Sixteen members of PEPCo participated in the exhibit, showcasing a variety of items including batirol, nuts, fashion accessories, paintings on tissue paper, housewares and herbal products. The exhibition ran from March 5 to March 10, 2024.



Pampanga Entrepreneur Producers Cooperative 4th Anniversary and Women's Month Exhibit March 5 – 10, 2024 at Robinsons Place-Angeles City



Unveiling ceremony with Vice Mayor Vicky Vega, DC Ma. Cristina Evangelista, Maria Katreena Mercado and some PEPCo members.



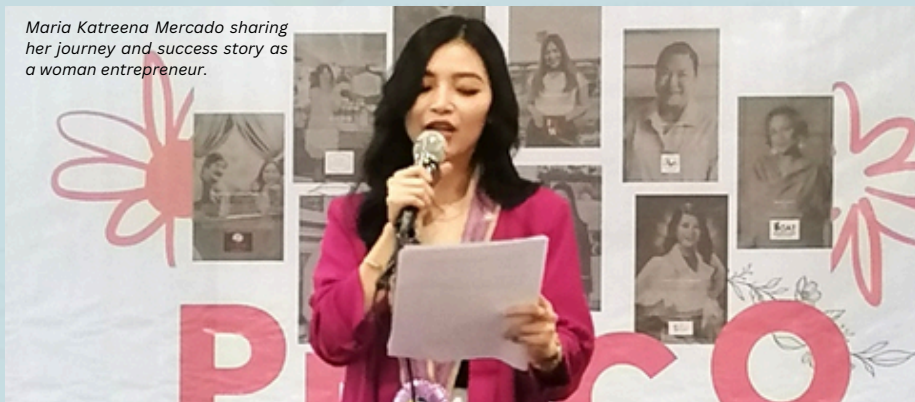
Vice Mayor Vicky Vega (left) and DC Ma. Cristina Evangelista (right), delivering their encouragement and inspirational messages.

>> continued on p. 8

MARCH 5 - 10, 2024

<< Empowering Women Entrepreneurs from p. 7

Maria Katreena Mercado sharing her journey and success story as a woman entrepreneur.



Angeles City Vice Mayor Vicky Vega graced the event as a special guest. In her message, she underscored the importance of PEPCo, associating each letter in its name with a significant concept: P for Purpose, highlighting the group's mission and its impact on other businesses; E for Empowerment, stressing the importance of empowering other businesses and entrepreneurs; P for Passion, encouraging a continued passion for their endeavors; and Co for Commitment, underscoring the commitment to their business pursuits.

Maria Katreena Mercado, a successful businesswoman and owner of Travaille Travel and Tours and Nirvana Printmaster, also shared a meaningful and encouraging message, especially directed at fellow businesswomen like herself, stating, "Babae ka at hindi babae lang" (You are a woman, and you are not just any woman).

Meanwhile, DTI-Pampanga Division Chief Ma. Cristina Evangelista reaffirmed DTI Pampanga's unwavering support for the cooperative. She shared that DTI stands ready to provide assistance to PEPCo, ensuring its continued growth and success as a vital component of the local entrepreneurial landscape.

The collaboration between DTI-Pampanga, PEPCo, and Robinsons Place-Angeles City served as a platform for empowering women, providing them with opportunities for growth, leadership, and entrepreneurship within the community.



Top view of PEPCO Women's Month Exhibit



She Shines! Empowering Women in Business

By: Charmaine S. Tiongson, NC-City of San Fernando, Pampanga

In celebration of the Women's Month, DTI-Pampanga and the Local Government Unit (LGU) of the City of San Fernando, Pampanga (CSFP) collaborated to organize a Trade Fair for women entrepreneurs, aptly themed "Womenpreneur." The fair was held last March 14-16, 2024 at the Robinson's Star Mills, City of San Fernando, Pampanga.

The fair aimed to showcase and celebrate the invaluable contributions of women in the business industry. It provided a platform for 17 Micro, Small and Medium Enterprises (MSMEs) to showcase their products. DTI-Pampanga Provincial Director Elenita R. Ordonio also graced the fair to show her support to the women entrepreneurs of the city.

The event featured a diverse range of locally made and handcrafted products, highlighting the creativity, skill, and innovation of women entrepreneurs. From artisanal crafts to homemade delicacies, attendees explored and supported these talented exhibitors' offerings. Among the showcased products include handicrafts made of rattan, perfumeries, women bags and accessories, food products such as polvoron, pastillas, cashew nuts, and other pastry products.

As a small business owner, I cannot overstate the importance of trade fairs in

our journey towards success. These events provide invaluable opportunities for entrepreneurs like me to showcase our products and connect with potential customers and partners," said Julieta Sampang, owner of Julrhey Food Products.

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



DTI-Pampanga Provincial Director, Elenita R Ordonio (middle), Trade-Industry Development Specialist (TIDS) Melanie Quito (right) and Business Counselor Charmaine Tiongson (left) showing their support to the womenpreneur of the City of San Fernando.

NC-Balanga City joins Balanga LGU's National Women's Month Celebration

By: Lizette A. Befetel, NC-Balanga City, Bataan

In March, the Negosyo Center (NC)-Balanga City actively participated in the National Women's Month Celebration organized by the City Government of Balanga.

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

On March 13 – 15, 2024, a trade fair for women entrepreneurs was held at the City Hall grounds. Roumeer Plant Trading, a NC Balanga-assisted micro enterprise, joined the fair through the support of Trade-Industry Development Analyst (TIDA) Lizette Befetel. The enterprise sold herbs, ornamental plants, and fruit-bearing trees during the three-day fair.

On March 12, 2024, a Pampering Tuesday was held which provided free manicure, pedicure, and eye-detox services to COB Women employees. A gender sensitivity training with the Kalipunan ng Liping Pilipina (KALIPI) ng Bataan, barangay officials and other stakeholders was also held on March 23, 2024. Capping the celebration is a film-showing about women empowerment at the City Hall AVR on March 26, 2024.

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

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



NC-TIDA Lizette A. Befetel with City Economic Development Investment and Promotion Office (CEDIPO) OIC Head Edmer C. Fabian and CEDIPO Administrative Officer IV Reynaldo P. Guevarra



NC-Balanga City together with CEDIPO and Housing Management Office of Balanga City LGU

NC-Arayat, BJMP Collaborate to Unlock Business Potential for PDLs

By: Jerahmeel Grace A. Macapagal, NC-Arayat, Pampanga



Business Counselor Grace Macapagal conducting Business Opportunity Seminar to the PDLs of BJMP Arayat

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

Jail Officer 1 Manolet Caranto said in his welcome speech that everyone, regardless of their circumstances, has the potential to create something meaningful and impactful. This collaboration between NC Arayat and BJMP is a testament of the power of opportunity and the transformative potential of entrepreneurship.

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

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

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

One of the PDLs said that the program opened his eyes to the possibilities that lie ahead. He never thought that he could see a future beyond the walls, but that day he feels inspired and empowered.

The activity underscores the commitment of both organizations in fostering inclusive growth and supporting marginalized communities. By harnessing the untapped business potential of PDLs, the initiative aims to break the cycle of poverty and dependence, empowering individuals to become self-reliant and productive members of society.

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

Empowering Women Entrepreneurs: Training in Food Processing

By: Rosenne P. Fernandez, NC-Apalit, Pampanga

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

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

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

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

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

>> continued on p. 13



DTI Negosyo Center Business Counselor (BC) Paul Ocampo fosters an entrepreneurial mindset and introduces the various services offered by DTI to the wives of farmers in San Simon, Pampanga.

<< Empowering Women Entrepreneurs from p. 12

Following the seminar is a Skills Training on Meat Processing. The trainees were oriented with the importance of sanitation and food safety procedures before going to meat processing. With the expert guidance of the trainer and resource speaker Lilibeth Manliclic from the Office of the Provincial Agriculturist (OPA) and DTI-Pampanga CARP Associate Melanie Quito, participants were instructed in the art of making chicken tocino and chicken cordon bleu, witnessing firsthand the process from raw ingredients to final product.

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

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

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

In essence, the Meat Processing and Vegetable Pickling Skills Training not only equipped participants with practical skills but also instilled in them a sense of empowerment and self-reliance. As these women entrepreneurs embark on their entrepreneurial journeys, they carry with

them the knowledge and confidence needed to thrive in their endeavors, contributing to the economic growth and prosperity of their community.



DTI-Pampanga CARP Associate Melanie Quito spearheads the skills training session in pickled vegetables. Quito ensures participants receive hands-on guidance through every step of the process so that attendees will gain practical skills and insights.



Lilibeth Manliclic (leftmost), representing OPA, not only exemplifies the importance of proper attire but also conducts a thorough demonstration on the art of meat processing.



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

A New Hub for Local Flavors and Crafts

By: Jhoana Rosalyn Pona, NC Castillejos, Zambales

CASTILLEJOS, ZAMBALES — The Castillejos Pasalubong Center celebrated its grand opening on March 19, 2024, offering local delicacies and souvenirs to boost tourism and the local economy.

The Pasalubong Center is one of the projects of the Castillejos Micro Small and Medium Enterprises Association (CMSMEA). Its inception is a culmination of collaborative efforts of local MSMEs, Local Government of Castillejos, and DTI Zambales through Negosyo Center Castillejos (NC-Castillejos).

The center aims to promote local products and delicacies, serving as a one-stop destination for tourists looking to take home a piece of Zambales. From handcrafted souvenirs to delectable treats, it offers a diverse array of goods that highlight the town's unique culture and heritage.

The ceremony commenced with a short program led by NC Castillejos Business Counselor Jhoana Rosalyn Pona. Punong Barangay Fermin Yabut expressed his gratitude to the community for their unwavering support in making the Pasalubong Center a reality and articulated the significance of this milestone. "Today, we celebrate more than just the inauguration of a store. We celebrate resilience, creativity, and unity. This center symbolizes our commitment to showcase the best of Castillejos to the region," Yabut said.

Randy Serafica, the President of CMSMEA, expressed his gratitude to everyone who contributed to making the center a reality. "Thank you for believing in our vision and for standing by us every step of the way. We are immensely grateful for the support of our LGU and DTI Zambales in bringing this project to life. A special thanks to all the MSMEs who have cooperated with our Pasalubong Center," he said.

Municipal Councilor Voltaire Avera reaffirmed the commitment to uphold ethical practices, ensuring that every purchase supports local communities and preserves cultural heritage. "This Pasalubong Center is more than just a marketplace; it is a testament of our resilience and creativity. It is a platform for our local entrepreneurs to thrive and showcase their talents to the world," he remarked.



Ribbon-Cutting Ceremony with (from left) DTI Zambales Division Chief Marilou C. Arcega, CMSMEA President Randy Serafica, Nagbunga Punong Barangay Fermin Yabut, and Municipal Councilor & Livelihood Chairperson Voltaire Avera.

DTI-Zambales Division Chief Marilou Arcega expressed her admiration for the MSMEs of Castillejos. "I am amazed by how active the Castillejos MSMEs are. Develop your products with quality. Keep up the good work and know that your local government and the Negosyo Center are always here to support you," she said.

The entrepreneurs also shared their joy at being able to share their craft with a wider audience.

"This center gives us hope for the future," Janice Beltran, a skilled weaver/entrepreneur said. "It's a place where our traditions can thrive and be appreciated by people from all walks of life," she continued.

As visitors departed with bags full of souvenirs and hearts full of memories, they carried with them a piece of Castillejos - a reminder of the warmth and hospitality that defined their experience at the Pasalubong Center.

Also, in attendance were Sangguniang Bayan Member Romeo Calimlim, Business Licensing Office Head Randy Enriquez, Municipal Tourism Coordinator Marcelo Luna, Barangay Officials, DTI Zambales Senior Trade - Industry Development Specialist Cynthia Jaravata, and Castillejos MSMEs who played a pivotal role in the project's development.



Exploring Kapampangan Culinary Heritage

By: John Martin T. Madla, NC-Mexico, Pampanga

ANGELES CITY, PAMPANGA - The first International Conference on Kapampangan Cuisine and Food Tourism, held at Holy Angel University (HAU) on March 21 and 22, 2024, concluded with resounding success. Over two days, attendees were treated to a diverse array of plenary sessions exploring the rich history and unique facts surrounding the Kapampangan cuisine.

Esteemed speakers of high caliber offered invaluable insights on various topics related to Kapampangan culinary heritage, captivating participants from universities, government agencies, media outlets, and other stakeholders.

On the first day, renowned Chef Claude Tayag kickstarted the conference with a discussion on "Pampanga as Culinary Capital: Fact or Fiction?" Her insights into the culinary identity of Pampanga provided a thought-provoking analysis of the province's gastronomic heritage.

Social Historian and Antiquarian Augusto Marcelino "Toto" R. Gonzalez, delved into the opulence of "Haute Kapampangan Cuisine: The Provisions, Prodigality and Pride of Pampanga's Old Landed Gentry."

Eugenio Ramon "Chef Gene" R. Gonzalez, a seasoned Chef and Founder of the Center for Asian Culinary Studies, discussed the culinary scene of the 1898 Malolos Congress in "Reconstructing the Dinner of the 1898 Malolos Congress: The Grand Birth of a Nation in Culinary Terms."

The day concluded with Most Rev. Pablo Virgilio David, also known as Bishop Ambo, President of the Catholic Bishop's Conference of the Philippines, exploring "The Adventurousness of Kapampangan Taste Buds." He highlighted the unique culinary preferences and practices that characterize Kapampangan cuisine including the "tiltilan", which the Kapampangan's always have whenever they eat.

>> continued on p. 16



Members of the HAU Rondalla welcoming the participants and guests with traditional Kapampangan music. (Picture by: Chris Lean Tungol, NC-Sta. Ana, Pampanga)



Bishop Ambo with the Topic the Adventurousness of Kapampangan Taste Buds.

<< Exploring Kapampangan Culinary Heritage from p. 15

"At the core of Kapampangan culture lies a cherished tradition known as "tiltilan," a practice deeply rooted in the culinary customs of the province," Bishop Ambo said. He explained that the tiltilan culture is not unique to the Kapampangan's but out ingenuity the Kapampangans made combinations of the basic aslam (Vinegar), patis (Fish Sauce) and toyu (Soy Sauce) to create a whole variety of flavors.

Throughout the conference, attendees were reminded of the famous Kapampangan saying, "Basta Kapampangan, Manyaman.... Maglutu" underscoring the pride and joy associated with Kapampangan culinary heritage.

The series of sessions continued on the second day. Elizabeth Ann Quirino, an esteemed journalist, food writer, and cookbook author, explored "Food Writing with a Kapampangan Accent: Genre Bending with Cookbooks, Blogs, and Memoirs," while anthropologist and cultural historian Dr. Fernando Zialcita, shared how Kapampangans appreciate food through their sense of smell.

Dr. Krstyl N. Obispado traced the historical ties between Mexican and Filipino cuisines in "Tamales and Other Dishes: Tracing Mexican Impact on Filipino Cuisine via the Galleon Trade Route."

Clang Garcia, a culinary heritage explorer and TV host, discussed "Beyond Food: Packaging Pampanga as a Sustainable Gastronomy Destination." Mr. Ige Ramos, a noted Visual Artist, Book Designer and Author, delved into the sensitive topic of "Makuriliyu: Food Shaming in the Culinary Capital."

Palanca Award-winning playwright and essayist Prof. Jose Victor Torres, reminisced about a time when cooking was a labor of love, not just a quick meal in his touching exploration of "Food Memories: When Cooking Meant Fire and Not Microwave".

The conference served as a platform for collaboration and exchange, fostering meaningful discussions and connections among participants. With its successful conclusion, the International Conference on Kapampangan Cuisine and Food Tourism has paved the way for further exploration and appreciation of Kapampangan culinary heritage on both local and international levels. This significant event

underscores the importance of preserving and promoting Kapampangan culinary traditions for future generations to cherish and enjoy.



Dr. Fernando Zialcita (pre-recorded conversation via zoom) with the topic Ethnography of Kapampangan's Appreciation of Good Food by Smelling.



Arti Sta.Rita concluded the conference with an extravagant performance (Picture by: Chris Lean Tungol, NC-Sta. Ana, Pampanga)



The Food Fair photo during the 1st Conference for Kapampangan Cuisine and Food Tourism. It showcases the different selection of products from various municipalities, highlighting the rich culinary heritage of the province. (Picture by: Alfine B. Bonus, NC-MACCI, Angeles City, Pampanga)



Solo Parents in Sucad, Apalit Elevate Entrepreneurial Skills

By: Jerahmeel Grace A. Macapagal, NC-Arayat, Pampanga

APALIT, PAMPANGA - On March 22, 2024, thirty-eight solo parents from Sucad, Apalit, gathered to participate in a Business Opportunity Seminar aimed at enhancing their entrepreneurial skills. The seminar was presented by NC-Arayat Business Counselor (BC) Jerahmeel Grace Macapagal and organized as a continuation of the participants' recent skills training on dishwashing liquid and fabric conditioner production.

This meaningful initiative was made possible through the collaborative partnership of the Department of Trade and Industry (DTI) - Pampanga and the Pampanga Manpower Training Center. Together, these organizations are committed to empowering solo parents by providing them with valuable skills, knowledge, and resources to explore and excel in business opportunities.

Led by BC Grace Macapagal, the seminar covered a wide range of essential topics crucial for aspiring entrepreneurs. Participants were given insights into effective business planning, innovative marketing strategies, prudent financial management, and the importance of building strong customer relationships. The session was designed to be interactive, fostering an environment where participants could actively engage, ask questions, and share experiences.

The participants were appreciative of the opportunity to further hone their entrepreneurial skills. Many voiced their renewed motivation and eagerness to apply the practical knowledge and strategies learned from the seminar to their respective business ventures.

Barangay Kagawad Nelson Binuya expressed his support of the program stating that the it aims to help solo parents meet the daily needs of their families through livelihood opportunities.

Caroline Mandap, a participant in the seminar, stated that the seminar has been very helpful to her. "I gained practical knowledge on how to start a small business, and because of this, I feel more confident in venturing into entrepreneurship to provide a better future my family," Caroline said.

The Business Opportunity Seminar for solo parents highlights the significance of community support and collaboration in fostering economic empowerment and self-reliance. By equipping solo parents with essential entrepreneurial skills, this initiative aims to pave the way for sustainable growth, innovation, and success within the community.

Both DTI-Pampanga and Pampanga Manpower Training Center remain dedicated to supporting the entrepreneurial aspirations of solo parents in the region. They are committed to offering ongoing support, training, and resources to help participants realize their business goals and dreams.

NC-MACCII joins forum to end sexual violence

By: Alfine B. Bonus, Negosyo Center-MACCII, Angeles City, Pampanga

"Empowered Women, Empower Women"

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

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

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

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

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



Photo taken during the roundtable group discussion



The bags are handmade by the women themselves. Flyers available to provide information to the attendees.

4Ps Graduates Trained on How to Start a Business

By: Grace Lugtu, DTI-Tarlac

BAMBAN, TARLAC – In partnership with the Municipal Social Welfare and Development Office (MSWDO) of Bamban, Tarlac, the Department of Trade and Industry (DTI) – Tarlac Provincial Office, through the Negosyo Center-Bamban, conducted an entrepreneurship seminar for the 18 graduates of Pantawid Pamilyang Pilipino Program (4Ps).

This was held during their graduation ceremony dubbed as “Pugay Tagumpay para sa mga Sambahayang 4Ps.”

“We hope that this activity will encourage the participants to consider going into business to sustain their needs and become financially independent,” DTI-Tarlac OIC-Provincial Director Florencia Balilo said.

The learning event aimed to educate the beneficiaries on entrepreneurship. Business Counselor Luis Casupanan focused his discussion on the characteristics of an entrepreneur, the rewards and risks of entrepreneurship, business types, and determining product lines or services.

According to Honeybee Guevarra, one of the participants, this widened their perspective and look into the possibility of becoming entrepreneurs to earn a living.

“Since we have graduated from the 4Ps program of DSWD, this is a big help for us to open our minds to the idea of earning through business opportunities so that we will no longer experience difficulties in life,” she said.

Dueg Residents Trained in Coffee Drink Preparation

By: Grace Lugtu, DTI-Tarlac

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

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

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

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

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

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

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

The Local Government Unit of San Clemente plans to put up a café in Dueg for potential investment and employment generation.

San Manuel LGU, DTI-Tarlac Conduct Training on Food Processing

By: Grace Lugtu, DTI-Tarlac

SAN MANUEL, TARLAC – In support of the project of the Local Government Unit of San Manuel, Tarlac headed by Mayor Doña Tesoro, the Department of Trade and Industry (DTI) – Tarlac Provincial Office, through the Negosyo Center-San Manuel, assisted the conduct of Skills Training on Meat Processing and Kakanin Making for the residents of the said municipality.

DTI-Tarlac OIC-Provincial Director Florencia Balilo said the activity aims to introduce new skills to the participants and encourage them to venture into business.

“Having a strong network with the San Manuel LGU leads us to more potential MSMEs. We hope that this opportunity will inspire the attendees to engage in entrepreneurship to uplift their lives as well as their community,” she said.

The resource speaker, Arceli Orondo, taught the participants the process of making tocino, longganisa, siomai, carioca balls, puto, and kutsinta.

38 San Manueleños joined the kakanin making while 77 participated in the training on meat processing.

After the activity, the LGU awarded the participants with livelihood kits to aid them in starting their businesses.

Women daycare workers trained in starting a business

By: Grace Lugtu, DTI-Tarlac

BAMBAN, TARLAC – The Department of Trade and Industry (DTI) -Tarlac Provincial Office, through the Negosyo Center-Bamban, conducted a Seminar on How to Start Your Business for daycare workers.

This is in line with the Women’s Month Celebration of the Municipal Social Welfare and Development Office of Bamban.

According to DTI-Tarlac OIC-Provincial Director Florencia Balilo, the training was designed to teach the attendees about entrepreneurship and unlock their potential.

“This seminar aims to equip the attendees with knowledge on the basics of going into business. We hope that this activity will help them discover their entrepreneurial capabilities and give them the confidence to engage in it,” OIC-PD Balilo said.

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

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

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

About 20 women daycare workers participated in the event.

Business Opportunity Seminar: Empowering Individuals into Successful Entrepreneurs

By: Angelie Pabalate, NC Lubao, Pampanga

The Department of Trade and Industry (DTI)-Pampanga Provincial Office through Negosyo Center (NC) - Lubao held a business opportunity seminar at the office of the Talete King Pamanyulung Kapampangan Foundation Inc. (TPKI) in Barangay Siran, Guagua, Pampanga on April 11, 2024. The participants are loan beneficiaries of TPKI, an organization that provides a platform for individuals to access financial assistance.

The seminar served as a platform for the individuals to explore avenues for entrepreneurial growth and development now and in the future. The activity is aligned to the community development initiatives and microenterprise support programs of TPKI.

NC-Lubao Business Counselor Angelie Pabalate served as the resource speaker for the activity. She shared valuable knowledge about different business opportunities and market demands. The attendees also learned how to make wise decisions in effectively and efficiently using their loans to start a business.

In addition, the participants were oriented with the various DTI programs that provide assistance to potential entrepreneurs. BC Pabalate underscored the importance of determination and dedication as keys to transform the participants' business aspirations.



Maricar Maglalong, the manager of TPKI, formally introduced Angelie Pabalate, Business Counselor of the DTI Negosyo Center-Lubao to the participants.



DTI-Lubao Negosyo Center Business Counselor (NCBC) Angelie Pabalate delivered an inspirational message to the participants, loan beneficiaries of TPKI.



NCBC Angelie Pabalate led an interactive seminar, encouraging active participation and collaborative learning.

Most attendees are parents and were all happy and excited to have been given a chance to learn of the various aspects of entrepreneurship, from strategic planning to effective marketing techniques.

"Maragul ku pasalamat na mika antining seminar dahil mikabalu ku na kahit keng mung kekaming talentu na magluta at maritak a puhunan menibat kareng kekaming inutang makapag simula kaming malating negosyu" (I am very thankful for the opportunity to participate in this seminar because it has opened my eyes to the potential within my simple talent for cooking and the modest amount of capital from my loan. It's inspiring to realize that I have a chance to start my own small business and pursue my entrepreneurial dreams)," Gina Mendoza said.

Through its Negosyo Centers, DTI provides business opportunity seminars to educate aspiring entrepreneurs about various business opportunities.

Celebrating Marilao: Showcasing Local Talent at the Pista ng Sariling Atin Night Bazaar

By: Jelley D. Magno, NC Marilao, Bulacan

MARILAO, BULACAN – On April 22, 2024, the Municipality of Marilao celebrated its 228th founding anniversary with pride and excitement throughout the community. One of the highlights of the festivities was the Pista ng Sariling Atin Night Bazaar, a lively three-night market hosted at the New Marilao Municipal Hall grounds. Seventy (70) exhibitors showcased a wide array of products, particularly food items ranging from freshly baked breads and traditional delicacies to innovative snacks like kangkong chips, skinless longganisa, jams, chili oil, and atchara. Additionally, attendees had the opportunity to discover unique offerings such as locally-made perfumes and eco-friendly dishwashing liquid.

The exhibitors, graduates of Mariano F. Santiago Training Center (MFSTC) named in honor of former Marilao Mayor Mario F. Santiago, stand as a testament to his dedication to education and livelihood development. Since its establishment on September 24, 2014, the center has been focused on offering free training programs that enhance individuals' skills and knowledge, empowering them to enhance their quality of life.

Mayor Henry L. Lutao inaugurated the bazaar, delivering words of encouragement that resonated deeply with attendees. His vision of transforming MFSTC graduates into successful entrepreneurs encapsulated the event's essence – fostering a culture of enterprise and community pride.

[>> continued on p. 23](#)



(From left to right) Business Counselor Jelley Magno, Mayor Henry Lutao, and DTI Bulacan Negosyo Center Coordinator Danilo Aquino III at the opening of the Pista ng Sariling Atin Night Bazaar.

<< Celebrating Marilao from p. 22

"We have once again organized this bazaar to ensure that our graduates understand that government assistance goes beyond just providing skills training. Our goal is for all of them to become small entrepreneurs, gradually establishing their presence in every corner of Marilao. We have additional programs in mind to further showcase the products they can create," Mayor Lutao said.

In line with this vision, the Department of Trade and Industry (DTI) Bulacan organized an Entrepreneurship Development Seminar for the MFS trainees and bazaar vendors on April 16, 2024. Through this seminar, participants were equipped with the knowledge and mindset necessary to thrive in the business world.

Mr. Danilo Aquino III, DTI Bulacan Negosyo Center Coordinator, stated, "The DTI, in collaboration with the Negosyo Center in Marilao, is committed to strengthening the Micro, Small, and Medium Enterprise sector. We achieve this through various programs and services. Rest assured, our support for MSMEs does not end tonight; we pledge to support their products every single day."

With 70 MSMEs presenting their products and talents at the Night Bazaar, the event showcased the vibrancy and creativity of Marileños. Both new and established entrepreneurs found inspiration and community support, nurturing a culture of collaboration and progress.

Mrs. Lorna Delos Santos, one of the exhibitors, expressed, "I am grateful for giving me the opportunity to sell my own product."

The Pista ng Sariling Atin Night Bazaar not only celebrated talent and entrepreneurship but also represented a collective dedication to promoting local businesses and empowering individuals to achieve new levels of success in Marilao, Bulacan.



Mayor Henry Lutao delivered a warm welcome message at the opening of the Pista ng Sariling Atin Night Bazaar, along with an inspiring message for the Marileños.



Mr. Danilo Aquino III, the DTI Bulacan Negosyo Center Coordinator, delivered a message of gratitude and motivation during the opening of the Pista ng Sariling Atin Night Bazaar.

18 Anao Residents Trained in Rice Delicacy Making

By: Grace Lugtu, DTI-Tarlac

ANAO, TARLAC – The Department of Trade and Industry (DTI)-Tarlac, through the Negosyo Center-Anao, and in partnership with the Barangay Council of San Francisco West, conducted Seminar on How to Start Your Business and Skills Training on Rice Delicacy Making in April 2024.

About 18 residents from the barangay attended the event.

DTI-Tarlac OIC-Provincial Director Florencia Balilo said that DTI is dedicated to fostering business growth, thus, they reach out and inspire people to start their ventures.

“As the arm of the government in developing businesses, we strive to connect to as many individuals as possible, to encourage them to consider going into business as their source of income,” she said.

NC-Anao Business Counselor Krizia Anne Dela Cruz discussed the considerations before starting a business, determining one’s product line, and the requirements of starting a business. She also shared the journey of some successful entrepreneurs.

On the other hand, the resource speaker, Danilo Gacusan, demonstrated the procedure for making puto, kutsinta, and tupig.

For a solo parent like Mary Lord Fermin, acquiring this new skill will help augment their income.

“Malaki po ang maidadagdag sa income ko as solo parent. Maraming salamat po sa DTI at sa Barangay Council ng San Francisco West. Marami po kaming natutunan at mai-aapply namin ito bilang karagdagang kita,” she said.

DTI, through NC-Anao, will regularly monitor and support the participants on their business development needs.



Hands-on training on rice delicacy making for the residents of San Francisco West, Anao, Tarlac

DTI Capacitates 4Ps Beneficiaries on Entrepreneurship

By: Grace Lugtu, DTI-Tarlac

PANIQUEI, TARLAC – Two (2) runs of Entrepreneurship Mind-Setting Seminar were organized by the Department of Trade and Industry (DTI)-Tarlac Provincial Office, through the Negosyo Center-Paniqui in April 2024 for the Pantawid Pamilyang Pilipino Program (4Ps) beneficiaries, in coordination with the Municipal Social Welfare and Development Office of Paniqui.

“With the strong partnership with the Local Government Unit of Paniqui, we could easily reach out, deliver our services, and encourage entrepreneurship.” DTI-Tarlac OIC-Provincial Director Florencia Balilo said.

The speaker, Business Counselor Ranjee Mañalac, discussed the importance of the micro, small, and medium enterprises in the economy, the basics of entrepreneurship, and the characteristics of an entrepreneur.

For Armando De Jesus, one of the participants, the seminar was a big help in their preparation to venture into business.

“Malaking tulong po ang seminar kasi naihahanda po kami sa pagpasok sa negosyo,” he said.

Held at Paniqui Public Auditorium, 79 4Ps recipients joined the activity. DTI hopes the training inspired the beneficiaries to go into business to generate income and become economically empowered.

DTI Ignites Entrepreneurship Among Residents of Brgy. Bobon 2nd in Camiling

By: Grace Lugtu, DTI-Tarlac

CAMILING, TARLAC – The Department of Trade and Industry (DTI)-Tarlac, through the Negosyo Center-Camiling, and in partnership with the Local Government Unit of Barangay Bobon 2nd, conducted an entrepreneurship seminar in April 2024 and taught about 30 residents of the community on starting a business.

DTI-Tarlac OIC-Provincial Director Florencia Balilo said the activity aimed to equip the participants with the mindset and necessary skills and tools in venturing into business.

“The seminar aims to impart entrepreneurial skills among the attendees and guide them through the process of starting a business,” she said.

Business Counselor Angelie Mikka Aquino discussed the rewards and risks of entrepreneurship, business opportunities, how to choose their product line and location, financial requirements, and the business registration process and requirements.

According to Katrina Panado, one of the participants, she learned how to establish a business properly through the seminar.

“I got an idea on how to set up and start a business. I thank DTI for this learning opportunity,” she said.

DTI Upscales Cooperatives from Capas Through an Entrepreneurship Seminar

By: Grace Lugtu, DTI-Tarlac

CAPAS, TARLAC – The Department of Trade and Industry (DTI) - Tarlac Provincial Office, through the Negosyo Center-Capas, conducted an Entrepreneurial Mind-Setting Seminar in April 2024 for various cooperatives in Capas Town.

In coordination with the Municipal Cooperative and Enterprise Development Office, 18 members were able to join the activity, which was held at the Capas Municipal Hall Audio Visual Room.

“The learning event seeks to expand the abilities of the attendees in running, sustaining, and growing their businesses to generate jobs and income,” DTI-Tarlac OIC-Provincial Director Florencia Balilo said.

The speaker, Business Counselor Adrian Paolo David, emphasized the importance of entrepreneurship in economic development. He highlighted the role of the entrepreneurs in job creation and income generation. He also presented some business opportunities that could help them spot new ventures.

Further, he discussed the services of DTI-Negosyo Center on business development.

The training ignited ideas and inspiration among the participants, just like Jury Yumul.

“The training widened our knowledge of managing a business. It is good to attend seminars like this to gather ideas on starting new livelihood projects for the cooperative,” he said.

Housewives from Anao Join Skills Training on Jam and Confectionery Making

By: Grace Lugtu, DTI-Tarlac

ANAO, TARLAC – The Department of Trade and Industry (DTI)-Tarlac, through the Negosyo Center-Anao, and in partnership with the Local Government Unit of San Francisco West, conducted a skills training on jam and confectionery making in April 2024 for 18 housewives from the said barangay.

OIC Provincial Director Florencia Balilo said the training is designed for housewives since the process is easy and the materials are accessible.

“Considering the recipients are homemakers, we thought of a skill they could apply within their homes, utilizing their available utensils, and affordable, readily available raw materials, with marketable output,” she said.

The resource speaker, Mr. Danilo Gacusan, taught the process of making pastillas, polvoron, and jam using ube, mango, and coconut as the main ingredients.

Business Counselor Krizia Anne Dela Cruz also discussed the different programs and services of DTI through the Negosyo Center on business development which the participants could avail of for free.

As one of the participants, Maytala Foronda, recognized the benefit they acquired from the learning activity.

“Malaking tulong ang training sa pamumuhay ng bawat isa samain sapagkat ang bawat produktong ginawa namin ay pwede naming gawing pang negosyo. Dagdag pagkakakitaan lalo sa aming mga nanay,” she said.

DTI trains 4Ps Beneficiaries from Victoria on How to Start a Business

By: Grace Lugtu, DTI-Tarlac

VICTORIA, TARLAC – The Department of Trade and Industry (DTI)-Tarlac, through the Negosyo Center-Victoria, in partnership with the Municipal Social Welfare and Development Office of Victoria, conducted a Seminar on How to Start Your Own Business in May 2024, covering nine (9) barangays of Victoria, Tarlac namely Balang, San Jacinto, Lalapac, Bangar, Santa Barbara, Batang-Batang, Cruz, Calibungan, and Cabuluan.

A total of 496 Pantawid Familyang Pilipino Program (4Ps) beneficiaries attended the learning activity.

DTI-Tarlac OIC-Provincial Director Florencia Balilo said DTI extends its services to the 4Ps beneficiaries to equip them with knowledge on entrepreneurship and inspire them to consider venturing into business as an alternative source of income.

“The seminar covers the basic information on entrepreneurship which will guide the participants in starting their business. We hope this will motivate them to start their businesses to generate income and become financially independent,” she said.

Business Counselor Marcy Guevarra discussed the basics of entrepreneurship, the rewards and risks of entrepreneurship, business opportunities, determining product lines, and the steps and requirements in registering a business.

DTI encourages existing and aspiring entrepreneurs to visit the nearby Negosyo Centers for business development support.



During the Seminar on How to Start your Business for 4Ps beneficiaries in Victoria, Tarlac.



On June 14, 2024, the Department of Trade and Industry (DTI)-Pampanga and Negosyo Centers successfully conducted the second module of Pasikatan, centered on Social Media Marketing. Held in SACOP Ephatha Development Center, Maimpis, City of San Fernando, Pampanga, the session aimed to equip the SMEs of Pampanga with the necessary skills and knowledge to effectively leverage social media platforms for their business growth. The event was attended by 23 passionate entrepreneurs eager to enhance their digital marketing skills.

Pasikatan, derived from the Kapampangan term meaning "to popularize" or "to make known," is a three-module marketing course specifically designed for Micro, Small, and Medium Enterprises (MSMEs). Originally a six-week digital marketing course aimed at helping MSMEs overcome the challenges of marketing their products during the pandemic, this year's initiative focuses on enhancing the marketing capabilities of these enterprises through digital photography, social media marketing, and business speed matching.

"The Pasikatan program is a testament to our commitment to empowering local businesses," said DTI-Pampanga Division Chief Ma. Cristina Evangelista during her opening remarks. "We encourage all participants to actively engage in this session and take full advantage of the insights shared by our expert," she added.

Ann Tristine Yabut, an expert in content creation and social media marketing, served as the resource speaker for the event. Her extensive expertise and practical insights provided the attendees with valuable knowledge on crafting engaging and effective social media content. Yabut covered essential topics, including creating an effective social media presence, understanding the fundamentals of social media marketing, and optimizing profiles. She challenged participants to reflect on their recent social media activities and provided actionable tips to overcome common challenges in posting and content creation.

>> continued on p. 29

<< Pasikatan Module 2 from p. 28



DTI-Pampanga DC Ma. Cristina Evangelista giving the opening remarks and an overview of the Pasikatan program.



NCBC-MACCII Alfine Bonus hosting the seminar and introducing the resource speaker.

Yabut recommended several applications to assist in content creation, including ChatGPT for planning a calendar of activities to be posted, Pinterest for inspiration and reference images (PEGs), Canva for poster layouts and designs, CapCut for video editing, Preview for Instagram management and Meta Business Suite and Business Manager for creating ads, scheduling posts, and managing accounts in one place.

Throughout the session, Yabut emphasized the importance of understanding the target audience, maintaining consistency in branding, and utilizing various tools to enhance content creation. Her guidance was aimed at helping the SMEs develop a robust social media presence, thereby increasing their reach and engagement with potential customers.

Nariza Valencia, owner of Pamita Belly Lechon and one of the participants,

shared her thoughts on the program: "The insights and practical tips shared by Ms. Yabut were incredibly valuable. I now feel more confident in managing my business's social media accounts and creating engaging content. My mistake was not maintaining my business's online presence as I had started before."

The module has significantly boosted the skills of Pampanga's SMEs. With insights from Ms. Ann Tristine Yabut, businesses are now better equipped to promote their products and services online. As the Pasikatan course continues, it aims to further empower local businesses, fostering growth in the province.

Yabut emphasized the importance of maintaining an online presence, saying, "Kailangan natin magparamdam sa online platforms kung gusto natin makilala" (We need to be active on online platforms if we want to be known), which is essential in today's digital age.



Ann Tristine Yabut as the speaker during the Pasikatan Module 2: Social Media Marketing seminar.



Nariza Valencia, the owner of Pamita Belly Lechon, shares her insights and key takeaways from the program.



DTI Negosyo Centers in Central Luzon serve as vital hubs for empowering local entrepreneurs and promoting inclusive growth. With 139 centers spread across Region 3, these centers provide essential services such as business registration assistance, advisory on business development, and access to various support programs. By fostering a culture of entrepreneurship and innovation, Negosyo Centers play a crucial role in driving economic progress and creating opportunities for individuals and communities throughout the region.

Acknowledgment

The DTI-3 Negosyo Center extends its deepest appreciation to all those who contributed to this edition of the newsletter. We would like to express our gratitude to the hardworking and dedicated team for making this publication possible through their efforts in gathering and organizing valuable information.


We also want to thank the contributors for sharing their stories and insights, which are essential in providing useful and inspiring content to the readers.


We are truly grateful to our partners and supporters for their continuous support and cooperation, which are vital in achieving our goals and effectively serving the community.

Finally, we extend our thanks to the readers for their interest and engagement; your support motivates the DTI-3 Negosyo Center to strive for excellence.

Thank you all for your invaluable contributions.



Volume 1 Issue 1



DTI REGION 3
NEGOSYO CENTER

NEWSLETTER 2024

EDITORIAL TEAM
Barry Bernabe J. Pangilinan
Editor-in-Chief
Nanette D. Linatoc
Managing Editor
Nerson Ray F. Romero
Content Editor
Marlon P. Apostol, Jr.
Layout Artist

CONTRIBUTORS/SOURCES
Jennifer D. Apolinar, NC San Miguel Bulacan
Johanna M. Llabres, NC San Narciso, Zambales
Armida T. Santos, NC Samal, Bataan
Charmaine S. Tionson, NC CSF, Pampanga
Jerahmeel Grace A. Macapagal, NC Arayat, Pampanga
Alfine B. Bonus, NC MACCII, Angeles City, Pampanga
Lizette A. Befetel, NC Balanga City, Bataan
Rosenne P. Fernandez, NC Apalit, Pampanga
Jhoana Rosalyn Pona, NC Castillejos, Zambales
John Martin T. Madla, NC Mexico, Pampanga
Chris Lean Tungol, NC Sta. Ana, Pamapamga
Grace Lugtu, DTI Tarlac
Angelie Pabalate, NC Lubao, Pampanga
Jelley D. Magno, NC Marilao, Bulacan
NC TIDAs, DTI 3

ADVISORY BOARD
Dir. Brigida T. Pili
OIC-Regional Director, DTI 3
Dir. Edna D. Dizon
OIC-Assistant Regional Director, DTI 3
Raquel R. Malig
Division Chief, DTI 3 - IDD

SECRETARIAT
Industry Development Division
Department of Trade and Industry - Regional Office 3
Malikhain cor. Maagap Streets,
Diosdado Macapagal Government Center,
Brgy. Maimpis, City of San Fernando, Pampanga
2000, Philippines
Tel.: (+6345) 6259291
Email: r3_pmu@negosyocenter.gov.ph

Credit goes to the owners of the
photos used in this newsletter



DTI-3 Negosyo Center Newsletter 2024

Let's support our local businesses and entrepreneurs by promoting and sharing this issue.

 /DTI.Philippines  @DTIPhilippines  @DTI.Philippines  /DTIPhilippines  1-384 (1-DTI)  +63.917.8343330  www.dti.gov.ph

 r03@dti.gov.ph  DTI Region 3 - Central Luzon  DTI Central Luzon