

Central Luzon

EXPRESS

The official online newsletter of DTI-Regional Office 3



Likha ng Central Luzon Trade Fair goes Silver

By: Carla S. Cunanan-Pangan

Central Luzon's premier regional trade fair, Likha ng Central Luzon, recently held its 25th edition on October 25, 2023 at the Megatrade Hall B, SM Megamall, Mandaluyong City.

The silver anniversary of the much awaited event was participated in by 165 Micro, Small, and Medium Enterprises (MSMEs) and generated a total sales of ₱64.76 Million.

25th
Likha
ng Central Luzon

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With the theme: “Supporting Market-Ready Entrepreneurs for 25 Years”, the LCL served as a vital platform for MSMEs to market their products, providing a unique opportunity for Region 3 businesses to showcase their locally crafted and artisanal offerings to a wider market.

“The remarkable sales achieved during this Likha underscore the economic impact and potential of our micro, small, and medium enterprises.,” DTI-3 OIC Regional Director Brigida T. Pili said. She extended her gratitude to those who visited the fair and supported the MSMEs.

“We extend our heartfelt gratitude to the dynamic entrepreneurs, dedicated partners, and our supportive community for contributing to the triumphant success of the 25th Likha ng Central Luzon Trade Fair,” she continued.

One of the highlights of the trade fair was the special setting. It showcased newly developed products that were assisted under the One Town, One Product (OTOP) program. Coffee, cacao, and wine products produced through the region’s Shared Service Facilities were also featured in the Likha Coffee and Beverage Corner.

The trade fair was organized by the DTI-Regional and Provincial Offices in Central Luzon, in partnership with Philexport-3, Regional Development Council-3, SM Supermalls, SOMAGO, and Central Luzon Growth Corridor Foundation Inc. (CLGCFI).

The Likha ng Central Luzon trade fair serves as the culminating activity of industry and trade-related programs and assistance given to entrepreneurs in Region 3.





By: DTI-3 RO CPD

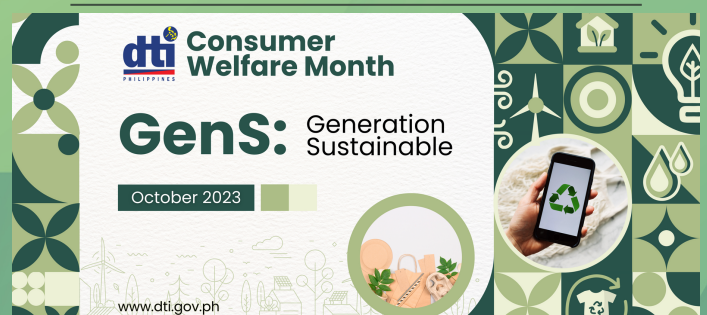
Embracing the theme, “Gen S: Generation Sustainable”, DTI Region 3 observed the Consumer Welfare Month (CWM) celebration through a series of activities promoting consumer awareness, education, and engagement that amplifies advocacy on sustainable consumption and production.

The CWM Kick-off Activity program held on October 03 at SACOP Ephatha Development Center marked the official commencement of the month-long festivities dedicated to consumer advocacy and empowerment. A highlight of this program is the Central Luzon Most Outstanding Gold Bagwis Award ceremony recognizing businesses that exemplify excellence in upholding consumer welfare. T&T Home Appliance Center, located in Nueva Ecija, claimed the coveted first place, with Toyota-San Fernando Pampanga securing second place, and Robinson Supermarket- Balagtas, Bulacan earning the third spot.

DTI-Region3 has hosted a Regional Consumer Quiz Bee, held on October 20 at the DTI Regional Office Conference Room. Among all the high school participants, represented by each province, First Placer- Xandrine Avril S. Tungol (Tarlac National High School, Tarlac), Second Placer- Reiz Chie Se Lajom (Lydia Villangca Trade School, Bulacan), and Third Placer- Cena Marielle Mendi (Regional Science High School-SBFZ, Zambales) emerged as the outstanding winners, showcasing their wide and in-depth knowledge in consumer-related information and fair trade laws.

The grand culmination of CWM 20203 took center stage on October 24 at the Waltermart Activity Center, San Agustin, City of San Fernando, Pampanga. The event was attended by 150 representatives of consumer organizations and DTI provincial offices across the region.

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DTI-3 EXCOM with Central Luzon's Most Outstanding Gold Bagwis Awardees

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As part of the CWM culminating activity, the DTI3 Regional Office has organized the Dulaang Pangmamimili contest. This roleplay competition rooted in the CWM theme combined elements of pantomimes, dialogues, song, and dance, aiming to communicate the importance of responsible consumer behavior and sustainable practices. Consumer Affairs Council of Castillejos (Zambales) clinched the first-place spot, followed by Bongabon Consumer Affairs Council (Nueva Ecija) in second place, and Bulacan Consumer Affairs Council – Guiginto Chapter (Bulacan) securing the third position.

A Regional Spoken Poetry Contest for high school students was also held during the event, with Gabriel Luis Mangune (Caluluan National High School, Tarlac) claiming the top spot, Teodoro Gian Carlo Paraiso (Bajet- Castillo High School, Bulacan) securing second place, and Kim Clarise Nunag (Nueva Ecija University of Science and Technology) earning the third-place position. Original pieces revolving around the topic of consumerism are presented by participants. This contest aimed to encourage creativity and thoughtfulness in exploring the aspects of consumer rights, responsible consumption, and ethical business practices.

Overall, Consumer Welfare Month 2023, under the theme "Gen S," became a platform for promoting sustainable values, encouraging responsible consumption, and fostering a generation that prioritizes the well-being of both consumers and the planet. The series of activities throughout the CWM aimed to encourage consumers to consider the long-term impact of their choices on the environment, society, and future generations.



DTI-3 OIC Regional Director delivering her opening remarks during the CWM opening ceremony.



CWM Quizbee Champion Xandrine Avril S. Tungol of Tarlac National High School



CWM Spoken Poetry Champion Gabriel Luis Mangune of Caluluan National High School, Tarlac



Zambales Consumer Affairs Council during their presentation for Dulaang Pangmamimili



The Department of Trade and Industry Region 3 (DTI-3) held the NCBC Year-End General Assembly, bringing together key stakeholders from across Central Luzon. The assembly, held on December 5, 2023, at Orchids Garden, CSF, Pampanga, served as a platform to recognize and celebrate the achievements of business counselors in driving the success of the Negosyo Center program and other DTI-led initiatives for MSMEs.

The event commenced with an invocation and warm welcome to all participants, setting the tone for a day of reflection and appreciation. RD Brigida Pili delivered an inspiring opening remark, expressing gratitude to all business counselors for their dedication and unwavering commitment throughout the year. She emphasized the importance of camaraderie and unity in fostering a thriving entrepreneurial landscape in Central Luzon.

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In addition to recognition and appreciation, the assembly featured presentations of the 2023 NC Accomplishment Report at both provincial and regional levels, highlighting the significant milestones achieved in supporting MSMEs. Special citations were awarded to individuals whose contributions went above and beyond, further underscoring the collaborative spirit of the NC program.

The NCBC Year-End General Assembly served as a testament to the hard work, dedication, and innovation of business counselors in Central Luzon. DTI-3 remains steadfast in its commitment to empowering MSMEs and fostering economic growth in the region, and events like these play a crucial role in recognizing and celebrating the invaluable contributions of those on the frontline of entrepreneurship support.

Outstanding Business Counselors

Provincial Level:

- DTI Aurora - Ma. Liezelle Perez
NC Dingalan
- DTI Bataan - Rosalie Trinidad
NC Dinalupihan
- DTI Bulacan - Danilo Aquino III
NC Calumpit / Bulacan
- DTI N. Ecija - Elizabeth Cruz
NC San Isidro
- DTI Pampanga - Alfine Bonus
NC MACCII
- DTI Tarlac - Jhoy Alouh Pangilinan
NC Tarlac City
- DTI Zambales - Johanna Rosalyn Pona
NC Castillejos

Regional Level:

- 2023 Best Regional BC
Alfine Bonus
NC MACCII
- 1st Runner Up - Elizabeth Cruz
NC San Isidro
- 2nd Runner Up - Rosalie Trinidad
NC Dinalupihan

2023 CARP PERFORMANCE

Pillar A

MARKET DEVELOPMENT AND MARKETING SERVICES



291 (115%)

133 (115%)

Business Matching
and Local Product
Promotion

32 (107%)

Trade Fairs
Facilitated

104 (121%)

Enterprise Promotions
and Product
Development

22 (105%)

Business Trainings
and Seminars
Conducted

Pillar B

STRATEGIC PARTNERSHIP AND CONSULTANCY SERVICES



156 (122%)

8 (114%)

Agency
Partnership
Agreements

71 (108%)

Business Trainings
and Seminars
Conducted

67 (134%)

Profiling and Project
Monitoring/Validation
Conducted

10 (200%)

Strategic Business
Consultancy

Program Outcome

P210.756M (130%)

SALES GENERATED



174 (101%)

AGRARIAN REFORM
COMMUNITIES
SERVED

12,567 (113%)

AGRARIAN REFORM
BENEFICIARIES ASSISTED



216 (116%)

ARBOS/CARPRENEURS
ASSISTED

1,258 (240%)

JOBS GENERATED



P66.588M (108%)

INVESTMENT GENERATED

447 (117%)

MARKETING AND TECHNICAL
ADVISORY SERVICES



6th CARP RTF earns P 8.1 M sales

By: Nerson Ray F. Romero

A total of 106 micro, small, and medium enterprises (MSMEs) across the region showcased their products at the 6th Comprehensive Agrarian Reform Program (CARP) Regional Trade Fair on November 16-19, 2023 at the Event Center, Marquee Mall, Angeles City, Pampanga.

Participating exhibitors are beneficiaries of the government's Comprehensive Agrarian Reform Program. The MSMEs are recipients of the Department of Trade and Industry's (DTI) services and programs such as livelihood skills training, provision of Shared Service Facilities, product development assistance, and marketing support through exposure of products in fairs and market matching.

With the theme: *Likha ng ARBs: Ipagmalaki at Tangkilikin*, the fair featured the best food and non-food products of CARP beneficiaries from the seven provinces of Central Luzon. Visitors were delighted to see agricultural products, processed foods, handicrafts, woodcrafts, wearables, gifts and holiday decors, and bamboo and rattan products.

DTI-3 OIC Regional Director Brigida T. Pili reported that the fair generated a total of Php 8.1 million in sales, demonstrating the significant economic impact of empowering micro-entrepreneurs. It also provided a valuable opportunity for consumers to access affordable and quality products while supporting local businesses.

"We are pleased with the success of the 6th CARP Central Luzon Regional Trade Fair, which highlights the resilience and ingenuity of our micro-entrepreneurs," said Director Pili. "Through initiatives like this, we aim to foster a vibrant entrepreneurial ecosystem and contribute to the overall development of Central Luzon."

The DTI Region 3 expresses its gratitude to all participants, partners, and stakeholders who contributed to the success of the trade fair. Moving forward, the department remains committed to supporting micro-entrepreneurs and promoting inclusive economic growth in the region.





OTOP Central Luzon is in the House

By: Carla S. Cunanan-Pangan



A total of 15 OTOP-assisted MSMEs from Region 3 recently displayed their quality products during the OTOP Bazaar at the House of Representatives in Quezon City from November 28 to 30, 2023.

The activity, dubbed “OTOP is in the House” was organized by the House of Representatives and the DTI Regional Operations Group and its OTOP Program Management Office to celebrate the signing of RA 11960 or the “Act Institutionalizing the OTOP Philippines Program” on August 25, 2023 by the President.

Woodcrafts, paintings, barong and filipiniana dresses, fashion accessories, assorted sweets and delicacies, and processed fish products were among the products showcased by the Central Luzon OTOPreneurs during the event.

The opening ceremony was graced by legislators including Rep. Mario Vittorio Mariño, Rep. Stella Luz Quimbo, Rep. Bryan Revilla, Rep. Lani Mercado-Revilla, and DTI Officials, Asec. Leonila Baluyut and Asec. Dominic Tolentino.

A total sales of P1.5 million was generated by the 15 Central Luzon MSMEs during the 3-day bazaar, the highest sales among all participating regions in the country. In total, the DTI-assisted MSMEs who participated in the bazaar generate total sales of P3,007,192.00.

House officials expressed their gratitude for the event and hoped that there will be succeeding bazaars that will exhibit quality local products from the different regions.

Regional MSMED Council Reports 2023 Accomplishments, Bares Plans for 2024

By: **Carla S. Cunanan-Pangan**



Members of the Regional MSME Development Council of Region 3 presented their 2023 accomplishments and 2024 plans on MSME Development during the RMSMEDC Planning and Evaluation Workshop conducted on December 7, 2023, at the Orchid Gardens Resort Complex, City of San Fernando, Pampanga.

Heads and representatives from the Provincial MSMED councils, government agencies, and financial institutions reported their respective programs and projects for MSMEs focusing on improving business climate, access to finance, management and labor capacities, access to technology and innovation; and market access. The aforementioned topics are the key pillars for MSME assistance under the MSMED Plan 2017-2022.

In her message, Regional MSMED Council Chair and OIC-Regional Director Brigida T. Pili shared the pillars and indicators of the proposed MSMED Plan 2023-2028 which includes the following: MSME Client Established and Improved, Financial Prospects Increased, Management and Labor Capacities Upscaled, Technology and Innovation Accelerated, Local Market Expansion Maximized, and Foreign Markets Penetrated.

She said that the proposed programs and projects of the RMSMED Council for 2024 should be anchored on these pillars to effectively make an impact on MSMEs.

Some of the presented proposed strategies and priority programs of the council for the succeeding year included capacity-building activities, market promotion through trade fairs and business matching activities, local and international benchmarking/study missions, business summits, and conferences.

A learning session on Sustainability for Shockproof MSMEs was also conducted during the Regional MSMED Council activity. During the session, the resource speaker, Mark Timothy Pagaduan of Blue Compass Training and Consultancy, presented a sustainable business model that utilizes waste materials for processing into sellable products. The business model also involves the inclusion of marginalized communities who can produce the products or supply the raw waste materials. Mr. Pagaduan also emphasized the need for governments, development agencies, and MSME enablers such as the RMSMED Council to fundamentally reimagine their support to MSMEs at the firm, sector, and ecosystem level to assist them towards their sustainability.

DTI Bulacan Embraces 2023 PQA Regionalization Program

By: Maria Cristina V. Valenzuela

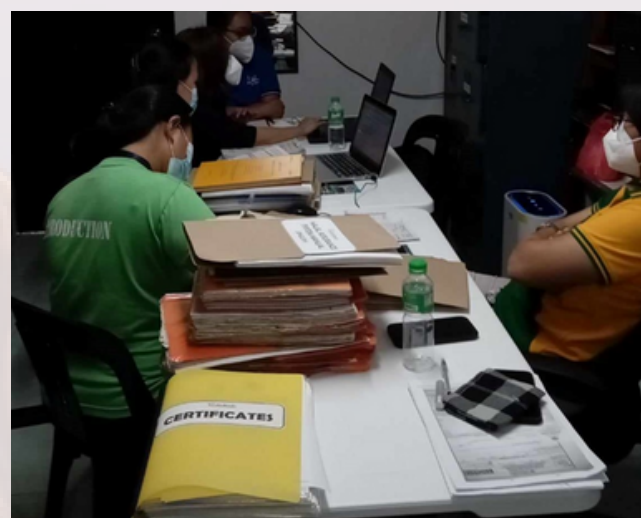
The Philippine Quality Award (PQA) Program is a national recognition that honors qualified public and private institutions for performance excellence which was institutionalized through RA 9013, also known as the Philippine Quality Award Act.

In 2023, DTI Bulacan Provincial Office supported the PQA Regionalization Program to provide better opportunities to committed and deserving organizations to obtain Levels 1 and 2 Recognitions and encourage them to aim for higher levels of organizational performance and promote continuous improvement, innovation, and sustainability.

In 2023, Jedidiah Food Industry One Person Corporation (JFI OPC), a turmeric tea-making business in Pulilan, Bulacan took the challenge to vie for the award and underwent a rigorous evaluation process to assess the leadership, strategic planning, customer and market focus, measurement and analysis, workforce engagement, operations, and results of JFI OPC performance.

On December 22, 2023, the PQA Facebook Page expressed warm congratulations to all the recipients of the 2023 Levels 1 & 2 PQA Regionalization Program, with JFI OPC as one of the four Level 1 awardees from Region 3. This PQA Award signified JFI OPC's commitment to quality, efficiency, and overall excellence to ensure customer satisfaction and competitiveness for sustainable business.

With the success of this initial move for PQA Regionalization, DTI Bulacan Provincial Office aims to encourage more institutions to strive for quality, take the challenge, and have the honor to become PQA recipients in the future, who are benchmarks and models of excellence.



Onsite visit and assessment at JFI
OPC in Pulilan, Bulacan

Empowering Innovation: DOST-BuISU BARAS TBI LinangIN Incubation Program Demo Day

By: Lota M. Yasa



On December 13, 2023, Bulacan State University hosted a gathering of innovative minds during the DOST-BuISU BARAS TBI LinangIN Incubation Program Demo Day. The event showcased the culmination of efforts from emerging startups, each driven by a passion to make a positive impact in their respective fields.

The Linangin Incubation Program, a collaborative effort involving DOST-BuISU BARAS TBI, SULONG Central Luzon, and Reactor, is on a mission to propel emerging startups to success. At its core, the program aims to provide aspiring entrepreneurs with the necessary support and resources to transform their innovative ideas into thriving and sustainable businesses.

The Demo Day featured five dynamic groups, each presenting their groundbreaking ideas. Surewater aims to provide a reliable source of clean drinking water, Open Soars seeks to bridge the gap between local service providers and businesses or individuals in need of their services.

TronixLabPH aspires to offer a fault-tolerant trainer board, Team Troyer aims to guide Malolos commuters, and OneLoyal envisions a consolidated portal for participating stores offering discounts and promos.

These startups presented their ideas to an esteemed panel, including OIC-ARD Edna Dizon, Engr. Gina Siron-Tumang, Engr. Calvin Karl Garganta, and Mr. Rowell Castro.

The Linangin Incubation Program, at the heart of this initiative, empowers entrepreneurs by fostering innovation and collaboration. Throughout the program, participants received comprehensive support, personalized mentorship, and practical training sessions to equip them with the knowledge and tools needed for success. The Demo Day highlighted the dedication of these aspiring entrepreneurs, reflecting the program's impact in propelling startups toward success.

CENTRAL LUZON-THRIVE and GERMANY'S HASSO PLATTNER INSTITUTE BECHMARKING MISSION

By: Alex Roy F. Dela Cruz



In support of technological advancement and innovation of MSMEs to achieve sustainable development, the THRIVE Central Luzon team (composed of DTI, DOST, and Bulacan State University), the Design Center of the Philippines headed by Chief Carla Mae Leonor, and Hasso Plattner Institute of Germany led by Professor Ulrich Weinberg gathered together last November 14, 2023 for a benchmarking mission to some of the successful MSMEs in Bulacan that practices innovation and Design-thinking and recipient of the Regional Inclusive Innovation Center Assistance

The MSMEs pre-identified by the group are the following:

1. BulSU E-library and Innovation Center – Guinhawa, City of Malolos, Bulacan
2. Bauertek Corporation – Kabilang Bakod, Guiguinto, Bulacan
3. TLM Yema Buko Pie and Pasalubong Center – Tikay, City of Malolos, Bulacan

The CL THRIVE team composed of RIIC Advisor, Marella Castro, Zedrick Farin of BulSU, Alex Roy Dela Cruz of DTI-Bulacan, and Michael Mariano of DOST visited each MSME and interviewed them regarding the impact of innovation and assistance provided by the RIIC. The assistances for each MSME were narrated in detail while the team assessed what could be done to further enhance the enterprise's competitiveness and sustainable development.

During the visit, the Bulacan State University represented by its Innovation Center manager, Maria Jenina Tongol was able to showcase its innovation-driven facilities

that cater to students and small-scale businesses who lack access to modern equipment and machinery, relevant industry information, and competitive packaging or product aesthetics.

Bauertek Corporation, a toll manufacturing company led by Richard Nixon Gomez boasts of its top-of-the-line machineries used for producing food supplements and pharmaceutical products. He emphasized the corporation's drive to develop its local sources and farm-produced raw materials to support sustainable development.

The third company visited by the team, TLM Buko Pie and Pasalubong Center owned by Ms. Nora Magaling talked about her story of success by following the lead of government agencies such as DTI and DOST, on innovation programs, mentoring, packaging, and labeling improvement and business consultancy. Ms. Magaling showed the team the end result of innovative thinking through her wide range of flavored Buko pies which thrived and captured the market even in the time of the pandemic.

The team was able to document the innovative and design-thinking process of each local enterprise and will be a valuable input in making comparable analyses relative to MSMEs based in Germany through Professor Ulrich Weinberg of Hasso Plattner Institute.

The benchmarking mission and sharing of principles both from the government and business side served as a meaningful dialogue to assess the needs of these industries in terms of innovation and technology as well as their best practices which other players can emulate.



"Na'ng Nanangnang Nang 'Nang - Unveiling Pampanga's Creative Potential"

By: Jospeh D. Pineda

On November 23, 2023, Alviz Farm in Pampanga hosted a groundbreaking event, "Na'ng Nanangnang Nang 'Nang - Brunch with the Creatives," marking the launch of the Philippine Creative Industries Development Act (PCIDA), also known as RA 11904, in the province.

The event drew a diverse crowd, including creative minds, media, business enthusiasts, and SMEs, creating an atmosphere buzzing with anticipation. The venue became a canvas for the vibrant expression of Pampanga's creative spirit.

The day unfolded with a guitarist's soothing tunes as participants engaged in hands-on activities – artisans molding clay, painters capturing portraits, and a skilled cook preparing ube haleya and barquillos and an actual lechon with crisped skin, adding tangible flavors to the experience.

Fashion took center stage as attendees were adorned with the creations of a talented capampangan cloth designer, embracing Pampanga's cultural heritage with his works known as "Pidayit". The main objective was to draft a roadmap for the PCIDA, with attendees actively shaping the future through a thoughtful questionnaire.



The festivities concluded with a sumptuous lunch showcasing Capampangan cuisine and performances by Arti Sta. Rita, leaving attendees excited about Pampanga's creative future.

As participants left Alviz Farm, echoes of laughter, melodies, and scents of creativity lingered. Na'ng Nanangnang Nang 'Nang celebrated Pampanga's creative potential and promised a future where innovation and imagination intertwine seamlessly.

Igniting Creativity: CIRCA 2023

By: Joseph D. Pineda

The Creative Industries of Region 3 Community Assembly (CIRCA 2023) took center stage on December 1, 2023, at Holy Angel University in Angeles City. This regional event gathered participants from the 7 provinces of Region 3, featuring speakers from the 9 creative domains who shared valuable insights and inspiration in a TED Talk-style.

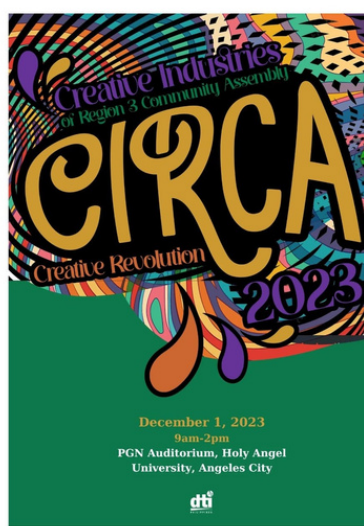
The following are the topics discussed with the domain where they belong – (Topic 1) PeliKulang-Kulang: Gumagalaw na mga Larawan mula sa Pinagtagpi-tagpiing Kaalaman” on Audiovisual Media Domain, (Topic 2) “The Transformative Power of Video Games” on Digital Interactive Media Domain, (Topic 3) “Embracing the Artist Within: Unveiling the Power of Creativity in the Business World” on Creative Services Domain, (Topic 4) “The Reflection of the Times thru Fashion” on Design Domain, (Topic 5) “Indie Pambata: Malayo sa Sentro, Kuwentong Malaya” on Publishing and Printed Media Domain, (Topic 6) “Echoes of Originality: Exploring Spoken Word Poetry” on Performing Arts Domain, (Topic 7) “Art: Affect and Agency” on Visual Arts Domain, (Topic 8) “Sta. Ana: The Hidden Culinary & Heritage Gem of Pampanga” on Traditional Cultural Expressions Domain, and (Topic 9) Museum: The Next Door Learning Hub” on Cultural Sites Domain.

The assembly kicked off the Fiestakucha event of Region 3, bringing together students, MSMEs, and creative personalities eager to explore the diverse realms of creativity. The event was marked by a series of engaging activities and performances that left a lasting impact on the attendees.

Speakers from various creative fields took the stage to share their perspectives on topics that resonated with the audience. The simplicity of the discussions made it accessible for everyone, regardless of their background or expertise. The goal was to inspire and ignite creativity in the hearts of those present.

In between the insightful talks, the audience was treated to a showcase of artistic expressions. Spoken word poetry, song and dance performances, and even a quick seated yoga session provided a refreshing break from the cerebral discussions. These performances seamlessly blended with the event's atmosphere, adding a dynamic touch to the assembly.

Outside the main hall, a creative exhibit featured products from invited creative personalities. This exhibit not only showcased the diverse talents within the region but also provided a platform for creative minds to connect and collaborate. From unique artworks to innovative



products, the exhibit highlighted the vibrant creativity present in Region 3.

The inclusivity of the event was evident in its appeal to students, MSMEs, and established creative figures. The organizers aimed to create an environment where everyone could find inspiration, regardless of their level of experience or background in the creative industries.

CIRCA 2023 at Holy Angel University served as a catalyst for the celebration of creativity in Region 3. By bringing together speakers, performers, and exhibitors, the event created a rich tapestry of artistic expression. The assembly not only celebrated the present creative endeavors but also planted the seeds for future collaborations and innovations within the region's creative community.

DTI BULACAN, MSMES CRAFT PHILIPPINE JEWELRY ROADMAP

By: Alex Roy Dela Cruz

On November 29, 2023, former DTI Assistant Secretary Carissa Cruz Evangelista and her team visited the Philippine Jewelry Center (PJC) in Pandayan, City of Meycauayan, also well-known as the jewelry capital of Bulacan. The PJC is a prominent institution in jewelry industry, managed by the Meycauayan Jewelry Industry Association, Inc. or MJIA. The visit was intended to interview jewelers and assess the current status of the jewelry industry as part of their commitment to develop a comprehensive Philippine Jewelry Roadmap that will serve as the basis for program implementation for the growth and development of the jewelry industry. In support, the DTI-Bulacan Provincial Office, represented by STIDS Alex Roy Dela Cruz joined the team during the visit.

Big Players such as the owners of Golden Hills Jewelry, Bijou Jewellery, Kit Silver Jewelry, P. Zuñiga Jewelry, Maricar's Jewelry, Ricel's Jewelry, and other officers of the jewelry association led by MJIA's Chairperson Cecilia Ramos and President Peter Zuñiga willingly shared their thoughts and ideas during the interview. That includes pertinent data on their production and narration of their wide experiences as key players in the industry.

The team also visited the production site of Golden Hills Jewellery owned by Antonio "Boy" Atienza located at Saluyosoy, City of Meycauayan, Bulacan. Mr. Atienza toured the team on each section of the production facility. He explained the modern jewelry making process using computer-aided designs and new technologies and showed the astonishing world-class outputs.



A follow-through virtual meeting was arranged with Ms. Evangelista's team and DTI-Bulacan on December 11, 2023, to determine government interventions in the industry. It was attended by OIC-ARD Edna Dizon, STIDS Lota Yasa, and STIDS Alex Roy Dela Cruz. The summary of DTI assistance to the jewelry industry, the Action Plan for the jewelry sector, the concerns of the jewelry center, and the essential needs of the industry were among the topics discussed during the meeting.

The inputs during this meeting and the previous interview with the industry players will form part of a holistic roadmap that scrutinizes the whole supply and value chain of the jewelry industry from the mining of gold and silver, sourcing of precious stones, distribution of raw materials, down to the channels of distribution and end market to come up with efficient policies and programs leaning towards the advancement of the industry to be at par with the existing global standards.





Engr. Lucky Areniego of LGU – Cabangan
presenting their Investment Profile



Director Maria Rosario Dominguez reviewing the
Investment Profile of Zambales

Capacitating the Investment Promotion Officers of Zambales

By: Cynthia V. Jaravata

On November 8 - 9, 2023, a Capacity Building Training on Attracting Foreign Direct Investment (CBT) was conducted for the Investment and Planning Officers of Zambales and Olongapo City. The training was facilitated by the Domestic Investment Promotion Services of the Board of Investments led by Director Maria Rosario Dominguez. At the end of the training, the municipalities have initially drafted their Investment Profiles and Business Offers.

The above training was followed up with a seminar workshop on the Investment Promotion Plan Preparation on November 30 – December 1, 2023, for the same participants. Through the abled facilitation of the Department of Interior and Local Government – Zambales led by Provincial Director Martin Moral, the participants were briefed on the functions, responsibilities, and importance of the Local Economic Development and Investment Promotion Officers (LEDIPO). A series of workshops were conducted to come up with the Investment Promotion Plan.

To wrap up the year, the same group went on a Benchmarking Mission to Bataan on December 12, 2023, to visit the Public-Private Partnership and Investment Center, the Freeport Area of Bataan, and the Tourism Center.

These activities were made possible through the sponsorship of Congresswoman Doris Maniquiz and the Central Luzon Growth Corridor Foundation, Inc.



The Bataan Benchmarking Mission Delegation at the PPP-IC with Department Head Khary Alonto

DTI Nueva Ecija's Partner Agency ALO-NE celebrates 10th Year Anniversary

By: Honeylen Marie Fernando



The DTI Nueva Ecija's assisted BPLO group under the Association of Licensing Officers – Nueva Ecija (ALO-NE) held its 10th Anniversary on December 12, 2023 at the Mayor's Hall, Talavera, Nueva Ecija. Organized in 2013, the ALO-NE has been an active partner of DTI in all of its Ease of Doing Business-related programs like streamlining and competitiveness index. Provincial Director Richard Simangan, acknowledged the contribution of LGUs through the support of the BPLOs for its projects including the CMCI, Digitalization, and compliance with the directives of the Department

The full-pack activity included the yearend assessment on conducted trainings and learning visits to stakeholders, the activity served as a venue for 2024 prospective activities like (a) CMCI Provincial Orientation, (b) Local Study Mission to SGLG & CMCI Awardee, (c) Capacity Building, Supervisory Development Track, CSC, (d) Annual Assembly – ALO-NE / NAPBLO and CLAB Convention.

The day activity was highlighted with the ALO-NE's 10th General Assembly. The members conducted a review of by-laws, terms of officers, and held election of new sets of officers as follows:

- President – Rosemarie Reyes, Talavera
- Vice Pres – Christopher Pabalan, San Jose City
- Secretary – Harvie Reyes, Zaragoza
- Treasurer – Clarinette Delos Reyes, Science City of Muñoz
- Auditor – Alexander Ongoco, Guimba
- Board of Directors – District 1 – Santo Domingo
- Board of Directors – District 2 – Lupao
- Board of Directors – District 3 – Cabanatuan City
- Board of Directors – District 4 – San Isidro

Also, the ALO-NE members held the Christmas Party and reunion with the former/retired BPLO designates. Everyone present was given token as an expression of thanks for the 2023 accomplishments. The BPLOs were grateful to the DTI-NE and requested to continue organizing activities that will strengthen partnership with the LGUs and be updated with new policies and procedures necessary to carry out the Department's projects and programs.



Toyota San Fernando Pampanga, Inc. wins 2nd Place in the 2023 Central Luzon Outstanding Gold Bagwis Awardee

By: Patrick E. Mendoza

The search for Central Luzon Outstanding Gold Bagwis Awardee kicked off with the opening activity of the Consumer Welfare Month celebration. A total of 11 establishments from the provinces of Region 3 were awarded. DTI Pampanga's entry Toyota San Fernando Pampanga, Inc. bagged the second place overall in compliance with the five (5) factors of the Bagwis Award Program of DTI while Puregold Café Fernandino received a certificate of participation.

The Bagwis Award covers the establishments under the categories of Supermarket/Grocery, Specialty Store, Convenience Store, Department Store, Hardware Store, Appliance Center, and Service and Repair Shops. DTI conducts assessment and validation of applicants before awarding a Bagwis seal. The award exemplifies DEKALIDAD na PRODUKTO, SERBISYO at MAAASAHANG CUSTOMER SERVICE being provided/rendered to valued customers. These establishments are compliant with the Fair Trade Laws such as ICC and PS Marks, Consumer Act, Price Act, Sales Promotion Guidelines, Senior Citizens and PWD, and the No Shortchanging Act.



As awardees, they conduct regular and different outreach programs such as brigada eskwela, blood donation, tree-planting activities, donation to disaster-stricken communities, and even provide scholarships. There are also companies that offer apprenticeships and possible employment. Environment-friendly practices are also being employed in their operation such as the use of inverter appliances and equipment, solar panels, eco-friendly paper bags, recycling practices, etc.

These companies also embody quality management. They have structured operation, complaints handling, and service procedures evidenced by manuals and other printed processes. A mechanism for feedback from their customers is also established to further improve their products and services



Puregold Café Fernandino receiving their certificate of participation



DTI-3 Consumer Protection Division Associates visiting Puregold Café Fernandino

DTI Tarlac concludes 2023 Consumer Welfare Month Celebration

By: Grace Lugtu

The Department of Trade and Industry (DTI) Tarlac Provincial Office wrapped up the observance of the Consumer Welfare Month (CWM) Celebration with a closing program on October 27, 2023, held at SM City Tarlac.

The celebration concluded with an on-the-spot poster-making contest participated by 33 high school students. While they expressed their thoughts on consumerism through art, Money Matters Seminar was conducted simultaneously, with topics on Philippine Currencies, Digital Payments, Cyber Hygiene, and Paleng-QR PH discussed by Bangko Sentral ng Pilipinas, Lecture and online transactions by Globe Telecoms.

OIC PD Florencia Balilo shared her thoughts on the CWM Celebration, stating, "We are delighted to conclude the Consumer Welfare Month Celebration with a diverse range of engaging events and activities highlighting the significance of consumer protection and empowerment focusing on sustainability."

Consumer Welfare Month is observed every October under Presidential Proclamation No. 1098, s. 1997.

With the theme Gen S: Generation Sustainable, the entire month was packed with activities such as In-store Diskwento Caravan, Consumerism Seminars, Quiz Bee, and Spoken Poetry Contest.

"We are grateful to the academe and our stakeholders for supporting the CWM Celebration," Balilo said.

Following the poster-making contest and seminar were Bagwis Excellence Awarding, recognition of Tarlac Consumers Council Inc., and awarding of Quiz Bee, Spoken Poetry, and Poster Making Contest winners.

DTI is committed to protecting consumers, ensuring they are empowered to make informed choices.



RDC-3 establishes TWG for Inflation and Market Outlook

By: DTI-3 RO CPD

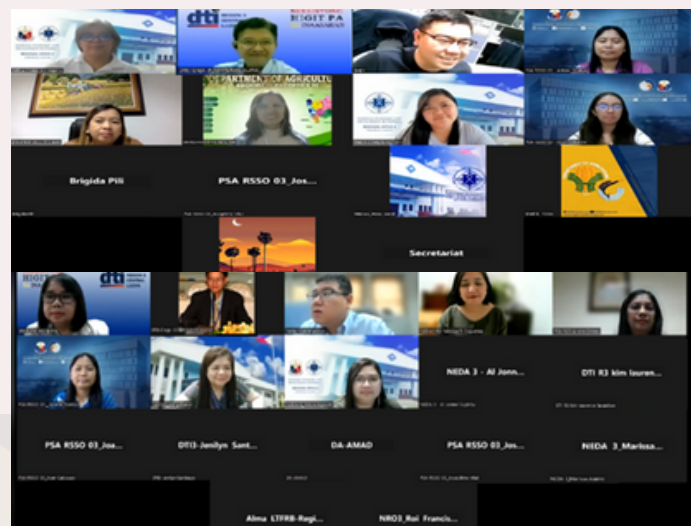
In response to the escalating concern over inflation rates in Central Luzon, the Regional Development Council III (RDC III) initiated the establishment of the Regional Technical Working Group - Inflation and Market Outlook (TWG-IMO). This strategic move, catalyzed by RDC III Resolution No. 03-39-2023, aims to address the pressing need for comprehensive analysis and proactive measures to manage inflation within the region.

Composed of key stakeholders from various government agencies in Region 3, the TWG-IMO is chaired by the Department of Trade and Industry (DTI), with the National Economic and Development Authority (NEDA) serving as the Vice Chairperson. Member agencies include the Philippine Statistics Authority (PSA), Department of Agriculture (DA), Bureau of Fisheries and Aquatic Resources (BFAR), Department of Energy (DOE), and Land Transportation Franchising and Regulatory Board (LTFRB). This collaborative effort underscores the multi-sectoral approach essential for addressing the economic challenges in Region 3.

The TWG-IMO held its first meeting on 05 September 2023, marking the start of a concerted effort to address inflation in Region 3. Subsequent meetings have facilitated in-depth discussions on emerging inflation trends, dissecting factors contributing to price fluctuations across various sectors. These deliberations have served as a platform for member agencies to share insights, identify common challenges, and propose collaborative interventions to alleviate inflationary pressures.

The TWG-IMO has identified a number of action points to mitigate inflation in the Region. By leveraging the expertise and resources of participating agencies, the TWG-IMO endeavors to implement targeted interventions that address the root causes of inflation and foster economic resilience in Central Luzon.

As of December 31, 2023, the TWG-IMO has convened three (3) meetings, laying the groundwork for a comprehensive framework to navigate the intricacies of inflation management in Central Luzon. Looking ahead, the group remains committed to its mandate, continuously monitoring inflation dynamics and formulating innovative solutions to safeguard the region's economic stability.



Members of the Regional Technical Working Group - Inflation and Market convenes online to resolve inflation woes in the region.

DTI Tarlac holds Diskwento Caravan in Anao, Tarlac

By: Grace Lugtu



The Department of Trade and Industry (DTI) – Tarlac Provincial Office and the Negosyo Center Anao, together with the Local Government Unit of Anao, conducted a one-day onsite Diskwento Caravan on November 23, 2023, at the Anao Municipal Covered Court.

OIC Provincial Director Florencia Balilo said the activity aims to increase consumers' access to basic necessities, prime commodities, and other consumer products at discounted prices.

"We have invited distributors and retailers of basic necessities and prime commodities as well as other consumer goods to make these products available to the Anaoños at discounted prices," Balilo said.

The activity started with a ceremonial ribbon cutting led by Mayor Gian Pierre de Dios and Trade-Industry Development Specialist Wessa Dizon.

A total of eight major retailers of grocery items and appliances along with local MSMEs and associations from Anao participated in the Diskwento Caravan, benefitting 1,480 consumers.



2nd ZAMBALES PASKUHAN FAIR AT HARBOR POINT AYALA MALL

By: Cynthia V. Jaravata



The Zambales Paskuhan Fair conducted on December 1- 9, 2023 at Harbor Point Ayala Mall, Subic Bay Freeport Zone generated P510,298. Thirty new and existing MSMEs exhibited wooden arts and crafts, beaded slippers, crafted and accented stones, crocheted bouquets, tumbler keepers, swimming apparel mango-shaped beauty soap, resinated table tops, etc. while the food sector introduced new products such as cheesecakes, sweetened coco-shaves, malunggay vinegar, empanada, camote yema, brownie-caramel delights etc., most of them beaming with their new brands and labels courtesy of the OTOP NG Program.

The opening program which was held on December 4, 2023, was led by DTI – Zambales PD Enrique D. Tacbad and was graced by Mr. Ruben de Guzman, President of the Metro Olongapo Chamber of Commerce, Inc., Mr. James T. Lee, Chairman of the MSMEDC – Olongapo, Mr. Benjamin Farin, Jr., Chairman of the MSMEDC – Zambales, DOST – ZambalesPD Bernardita Montevirgen, Juan Carlo Cabral of the Harbor Point Ayala Mall, the Young Entrepreneurs Club of Columban College and Mr. Edwin Reyes, representative of Congressman Jefferson Khonghun of the 1st District of Zambales.





HAND-PAINTED CANVAS BAG DESIGN CONTEST AT DTI-BULACAN OTOPAMASKO PRE-HOLIDAY FAIR

By: Lota M. Yasa

The Department of Trade and Industry in Bulacan (DTI-Bulacan) hosted an exciting and creative event that showcased the artistic talents of the youth in the province. The Hand-Painted Canvas Bag Design Contest, held during the OTOpamasko Pre-holiday Fair featuring Obrang Bulakenyo on November 15, 2023, at SM City Bulacan, provided a platform for nineteen talented young participants to express their artistry and creativity.

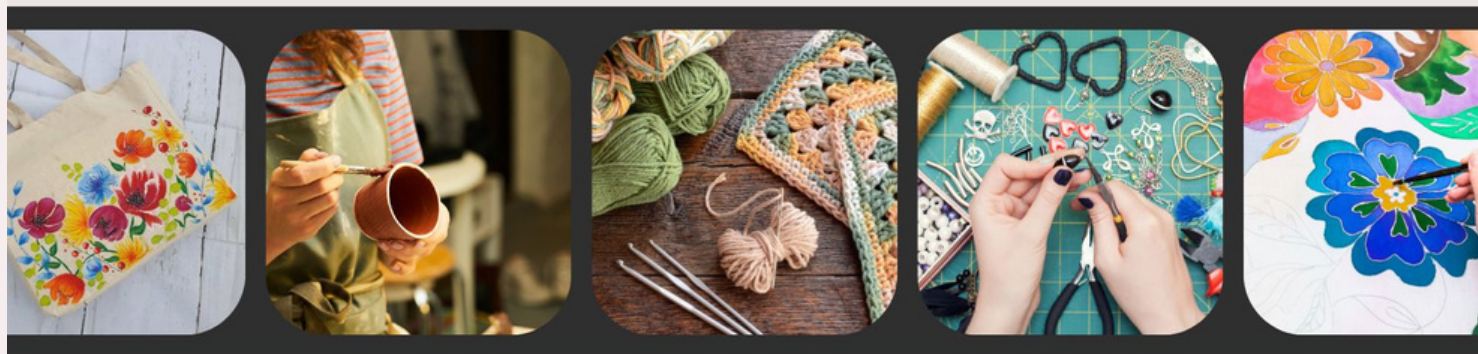
The contest challenged participants to create unique designs on canvas bags that reflected the essence of the Province of Bulacan. The judging criteria included adherence to the theme, presentation, originality, and a special category for public votes. This not only highlighted the technical skills of the participants but also emphasized the importance of engaging the community in appreciating and supporting local art.

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Obrang Bulakenyo

@ O T O P A M A S K O P R E - H O L I D A Y F A I R



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All the captivating canvas bag designs were put on display from November 15 to November 18, 2023, allowing the public to admire the creativity of the young artists and participate in the voting process. Visitors and buyers at the OTOPamasko exhibit were allowed to cast their votes for their favorite designs, fostering a sense of community involvement and appreciation for local talent.

The much-anticipated awarding ceremony took place on November 19, 2023, recognizing the outstanding talents that emerged from the contest. The results were a testament to the diversity and creativity of the youth in Bulacan.

The first-place winner, representing Virginia Ramirez-Cruz National High School, demonstrated exceptional creativity and skill in capturing the spirit of Bulacan on a canvas bag.



The second and third-place winners from Dampol 2nd National High School and Aguinaldo J. Santos National High School, respectively, also showcased their unique perspectives and artistic flair.

The Hand-Painted Canvas Bag Design Contest not only celebrated the creative talents of the youth but also promoted community engagement and appreciation for local art. By integrating public voting into the judging process, the event fostered a sense of community involvement, making it a memorable and inclusive experience for both participants and the public. Congratulations to the winners and all the participants for contributing to the vibrant artistic landscape of Bulacan.



“SAMBALARAN” TRADE FAIR, A PRESENTATION OF PRODUCTS FROM COMMUNITY PARTNERS

By: Flora M. Cruz



Dir. Edna D. Dizon, DTI 3 OIC-Assistant Regional Director and Concurrent Provincial Director of DTI Bulacan, was invited as a guest speaker on November 29, 2023 at the SAMBALARAN (Sama Na Sa Pambayang Kaunlaran) Trade Fair of the Extension Service Office of the Bulacan State University (BuSU) Main Campus. Dir. Dizon congratulated BuSU for their project to establish collaboration with DTI in assisting budding entrepreneurs with the hope of helping start-ups. Director Dizon also enumerated various DTI partnerships with BuSU for sustainable projects. She also encouraged the students and faculty to reach out to Negosyo Centers for services in

building entrepreneurs while they are young and engaging them in the community.

According to the BuSU officials, “Sambalaran” is a presentation of products from the community partner of the extension service. The objectives of the activity were to promote products and inspire the community to foster excellence through showcase of products and services. This is part of the challenge to the BuSU Extension Service Office to impart knowledge that will improve the students’ entrepreneurial skills and come up with products to be proud of. Thus, the activity was conceptualized to raise awareness and create opportunities within the community.



DTI BULACAN UNLEASHES CREATIVITY AND TRADITION AT OBRANG BULAKENYO SHOWCASE

By: Lota M. Yasa

In a vibrant celebration of local talent and cultural heritage, the DTI Bulacan brought Obrang Bulakenyo to life during the OTOPamasko Pre-holiday Fair at SM City Baliwag from November 15 to 19, 2023. This initiative aimed to harness the immense potential of Bulacan as a thriving hub for creative industries while preserving and promoting the diverse traditions and cultural identity of the province.

The festivities kicked off with a burst of youthful creativity during the Hand-Painted Canvas Bag Design Contest on Day 1. Nineteen talented young participants expressed their artistry, illustrating the essence of the Province of Bulacan through unique and visually stunning designs. The canvas bag design contest set the stage for a week of artistic exploration and cultural appreciation.

Day 2 focused on the pottery industry of Calumpit, where both the young and the young at heart had the opportunity to transform humble clay pots into works of art. This hands-on experience not only showcased the craftsmanship of the community but also elevated a simple product into a piece of home decor, bridging tradition with modern aesthetics. Days 3 and 4 were dedicated to crafts demonstrations that further emphasized the rich traditions and skills present in Bulacan. Day 3 featured a captivating demonstration of crocheting, a timeless craft that has been passed



down through generations. Day 4 delved into the intricate art of bead crafts making, highlighting the meticulous workmanship that goes into creating these beautiful pieces.

The Obrang Bulakenyo showcase served as a creative platform to promote and preserve the diverse traditions, heritage, and cultural identity of Bulacan. By encouraging artists and participants to showcase their talents, DTI Bulacan aims to engage the community in a creative dialogue that not only highlights the beauty of Bulacan but also fosters a sense of pride in its rich traditions.

The OTOPamasko Pre-holiday Fair at SM City Baliwag was more than just an event; it was a celebration of Bulacan's unique identity and creative spirit. Through Obrang Bulakenyo, DTI Bulacan successfully brought together the community in a collective celebration of artistry and tradition. As the province continues to evolve as a hub for creative industries, events like these play a crucial role in preserving and promoting the cultural heritage that makes Bulacan truly special.

Honing the youth for success

By: Jayson Tenerife



Department of Trade and Industry – Zambales conducted the Youth Entrepreneurship Program – You Can Be Your Own Boss (YEP! YCBYOB) seminar last September 12-15, 2023 at the DTI Zambales Provincial Satellite Office, Iba, Zambales.

There were 15 participants from various municipalities of Zambales selected in the coordination of DTI Zambales with the Provincial Government of Zambales and the Micro-Small and Medium Enterprise Development Council (MSMEDC).

The goal of the said course was to equip participants with life and business skills so that young people may launch their own small businesses. The young participants had the opportunity to pitch their company proposals at the workshop's conclusion. The young people who took part used a separate Youth Learner's Manual that contained worksheets and handouts, eighteen (18) essential themes on entrepreneurship and life skills were covered in the workshop's four (4) sessions.

According to DTI Zambales Provincial Director Enrique D. Tacbad, the program will give them clear insights into which factors they need to improve on their business and will make them more relevant to every possible hindrance in their business. He added that the program strives to empower the youth to become entrepreneurs through entrepreneurial mindset, networking, and market matching.



On the first day, participants tackled some factors that will benefit them in improving their business ideas like critical thinking and problem-solving, and business model canvass.

Mr. Gilbert D. Villanueva, Senior Trade and Industry Development Specialist of DTI Zambales explained to the participants that they must know how to evaluate their businesses if it is going to be marketable or not. He also added that the participants must also know what are their goals and vision not only for them but also for their business and the community that would benefit from them.

On the following day, participants were enlightened on some important ideas they should have known if they were certain about having a business like the rights and responsibilities of employers and employees, teamwork and collaboration, and how to operate a business.

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Ms. Rachel Ann Encarnacion, the owner of Sonia's Sweets, influenced the participants to give their full effort in establishing a business like what she did. Sonia's Sweets is one of the recognized MSMEs assisted by DTI in the province of Zambales that is having continuous improvement over time.



On the third day, participants experienced how to manage a business through the Business Expense Savings Training (B.E.S.T) game. In this game, they are given a certain amount of money that will serve as their capital for the business. The participants in the simulation exercises took on a variety of responsibilities that equipped them, including those involving record-keeping, cash flow monitoring, cost-

cutting initiatives, and price negotiations. They were also driven to acquire the managerial abilities required for the expansion of their company.

On the last day of YEP! YCBYOB, every participant was given a certain time to discuss their business pitch with the panelists, and then the panelists gave their score for the participants at the end of each discussion. In the last part of the program, a graduation ceremony was held at the DTI Provincial Satellite Office in Iba, Zambales where the Top 3 Best Business Pitch Presentations received a cash prize from Cong. Doris Maniquiz of the 2nd district of Zambales which would help the youth start their business idea. The rest of the presenters received consolation prizes.

After the workshop, the participants are expected to perform some of the learnings they gained such as how to identify business and business opportunities, develop critical thinking and problem-solving skills, explain the basic flow of operating a business, realize the importance of record-keeping and how to manage finances for business, and especially how money comes in and out of the business.

DTI ZAMBALES CONDUCTS THE YEP-BE YOUR OWN BOSS IN OLONGAPO CITY

By: Cathlyn Oledan

The Department of Trade and Industry Zambales Provincial Office rolled out the Young Entrepreneurship Program – Be Your Own Boss (YEPBYOB) Seminar to 14 young entrepreneurs of Olongapo City on October 10, 2023.

The program engages young entrepreneurs in a four-day capacity-building workshop in which they can learn about business, customers, marketing, and finance.

PD Enrique D. Tacbad explained what the Young Entrepreneurship Program is all about and acknowledged the cooperation of Columban College through Dean Eric Matriano and Ms. Joan Arlanza.

The 14 selected participants are to present their business ideas using the given pitch deck template at Columban College Hotel, Barreto, Olongapo City on October 13, 2023. The top three best business presentations will be given start-up raw materials and their product will be displayed at the Yuletide Trade Fair at Waltermart Subic.





NGCP, DTI CUPED Public - Private Partnership Project Benefits 40 Micro-Entrepreneurs of Zambales

By: Gilbert D. Villanueva

The National Grid Corporation of the Philippines (NGCP), together with the Department of Trade and Industry (DTI) partnered to implement the Community Upskilling and Enterprise Development (CUPED) Project in Botolan, Zambales. On its 2nd year, CUPED Project has proven to be successful in providing assistance to chosen micro-enterprises through the provision of additional capital in the form of livelihood packages and entrepreneurship trainings.

A total of Forty (40) micro-enterprises in Botolan, Zambales including fifteen (15) Sari-Sari Store owners, fifteen (15) Bigasan owners, and ten (10) Carinderia owners received their Livelihood Packages at the People's Plaza, Botolan, Zambales on December 13, 2023.

With teary eyes and big smiles, Ms. Gerlie Aguilar, beneficiary, shared, "In my 10-years of experience running my eatery (Carinderia) business, this is by far the best gift I have received in my entire life. For that, I am very thankful to NGCP, DTI and our Mayor Jun Omar Ebdane, for the opportunity!"

Before the awarding, DTI Zambales STIDS Gilbert D. Villanueva Conducted Enterprise Development Seminar with additional topic on Government Financing Facilitation by Small Business Corporation (SBC) Marketing Officer Erson G. Salamat. Beneficiaries were also given a Briefer/Orientation on Securing Business Permits by Botolan BPL Officer Majalia D. Dial.

Ms. Beng Carolino of NGCP Botolan Substation said that the CUPED Project is a commitment of the NGCP to give back and support the development of local communities. The Municipality of Botolan, in the Province of Zambales, is fortunate to be selected as one of the 12 cities/municipalities nationwide.

Present during the awarding were NGCP Botolan Substation Ms. Beng Carolino and Engr. Julius Rex, Botolan Mayor Hon. Jun Omar C. Ebdane and BPLO Majalia Dial, DTI Zambales Provincial Director Enrique D. Tacbad, STIDS Gilbert D. Villanueva, Negosyo Center Botolan Business Counselor Jayson M. Tenerife and SBC Officer Erson G. Salamat.



DTI Concurrent Provincial Director Edna Dizon and DOST-Bulacan PD Angelita Parungao with SSF cooperators from BBMPC and PGB



Mr. Pilipino A. Ramos, during his discussion of Financial Management for Sustainable Improvement.

DTI-Bulacan Strengthens SSF Project

By: Alex Roy F. Dela Cruz

Gearing up for 2024 and eyeing a fresh start as the economy continues to open up and opportunities are created through digitalization, innovation, and alignment of government support in developing the creative industries throughout the country, DTI-Bulacan headed by its Concurrent Provincial Director Edna D. Dizon and Division Chief Maria Cristina Valenzuela conducted the provincial SSF summit for the existing SSF Cooperators in Bulacan. The event which took place on November 10, 2023, at the Function Hall of Shakey's Malolos, Tikay, City of Malolos, Bulacan was anchored on promoting Green Economic Development and sustainability of SSF operations. Fifty-two individuals from government and non-government organizations comprised of Twenty-Two cooperatives and industry associations gathered together to represent their respective SSF facilities. Department of Science and Technology – Bulacan represented by Provincial Director Angie Parungao also graced the occasion to show the agency's support to the SSF projects of DTI.

The activity started with the preliminaries followed by the recognition of guests and participants, led by DTI Bulacan Division Chief, Maria Cristina Valenzuela. Director Edna Dizon, in her opening remarks,

expressed her gratitude to the participants for gracing the event. She explained the rationale of the activity and reminded the cooperators of their obligations to keep the SSF machinery safe and operational for the benefit of MSMEs and industry clusters present in their respective communities.

Mr. Pilipino A. Ramos, a financial analyst, professor, and Certified Public Accountant facilitated the learning part of the activity by discussing financial management and its relevant contribution to sustainable business operations. The discussion includes the interpretation of financial statements as a gauge for measuring the achievement of goals and objectives.

He also highlighted the importance of budgeting, saving, and investment in achieving financial goals and financial sustainability.

Resource speakers from MERALCO also showed their advocacy in promoting clean and renewable energy by discussing the benefits of using solar panels as an alternative source of electricity.

SSF cooperators who excel in the field of innovation, creativeness, and successful business operations were given due recognition and a certificate of appreciation. Sta. Maria Dairy, a Division of Catmon MPC, and Bagong Barrio MPC received the awards. The activity concluded with a photo opportunity.

DTI Tarlac trains Dueg Folks on Bamboo Novelty Items Making

By: Grace Lugtu

The Department of Trade and Industry (DTI) Tarlac Provincial Office, through the Negosyo Center (NC) San Clemente, and in cooperation with the Local Government Unit (LGU) of San Clemente, conducted a skills training on bamboo novelty items making on November 14, 2023.

It was participated by 20 members of the Dueg Resettlement Entrepreneurs and Marketing Association (DREAM), a group currently being formed by the LGU.

DTI OIC Provincial Director Florencia Balilo said this aligns with the proposed Dueg Artisanal Craft Village, a bamboo development project of the Tarlac Bamboo Industry Development Council.

“We would like to prepare the community for the envisioned Dueg Artisanal Craft Village which would provide a venue to showcase the traditional skills, crafts, and tribal practices of the indigenous people of Dueg,” she said.

The resource speaker, Mr. Carlo Dizon, a designer, taught the techniques of making bamboo keychains and refrigerator magnets covering every step from bamboo cutting and skin scraping to sizing, sanding, designing, painting, and coating.



DTI PAMPANGA HOLDS ANNUAL SSF SUMMIT FOR COOPERATORS AND MSMES

By: Ricamari S. Juangco



The Department of Trade and Industry (DTI) Pampanga successfully organized the first face-to-face Shared Service Facility (SSF) Provincial Cooperators' Summit and Annual Year-End General Assembly on December 12, 2023. The event, held at Lola Ima Restaurant in Bulaon, City of San Fernando, Pampanga, aimed to reconnect SSF cooperators and Micro, Small, and Medium Enterprises (MSMEs) after the long hiatus caused by the pandemic.

More than 100 SSF cooperators and MSMEs from Pampanga eagerly participated in the day-long summit. The event provided a platform for stakeholders to build new networks, learn from informative sessions, and celebrate the accomplishments of the SSF project.

The summit began with an opening speech from DTI Pampanga Provincial Director Elenita R. Ordonio. In her address, she expressed gratitude for the presence of cooperators, MSMEs, partners, and stakeholders, emphasizing the significance of them coming together after four years of virtual interactions. PD Ordonio commended the 65 SSF cooperators in Pampanga for their dedication and invited them to continue utilizing the equipment and machinery provided to them.

To kickstart the event, a learning session on "Innovative and Strategic Action Planning on How to Effectively Manage Green Products for Sustainability" was conducted in the morning. The session was facilitated by Mr. Mark Timothy Pagaduan, CEO of ReZtyle and an accredited mentor of DTI and Go Negosyo. Attendees gained valuable insights into transitioning to eco-friendly business practices, managing green products, and implementing sustainable practices within their businesses.



Shared Service Facilities

"Shared Success for Filipino MSMEs"

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Mr. Pagaduan shared his first-hand experiences in managing a company with a circular business model, highlighting ReZtyle's sustainable solutions for textile waste. He also extended an invitation to SSF cooperators in the garment industry to collaborate on an upcoming project.

Another enlightening learning session during the program focused on financing. Representatives from GCash and Radiowealth Financing Corporation (RFC) discussed their respective financial products and services.

Apart from the learning session, the event also included a ceremonial turnover and donation for two eligible SSF cooperators namely: Adoracion Nocturna Filipina (ANF) Turno No. 68 Consumers Cooperative and Dolorians Producers Cooperative. OIC-RD Brigida T. Pili commended the two cooperators for meeting the qualification requirements to be eligible for turnover and donation of SSF equipment and machinery.



DTI-Pampanga Director Elenita Ordonio welcoming the participants to the SSF Summit



ReZtyle CEO Mr. Mark Timothy Pagaduan sharing his business experiences to the SSF Summit attendees.

The SSF Provincial Cooperators' Summit and Annual Year-End General Assembly not only served as an opportunity for collaboration but also marked a crucial milestone for SSF cooperators and MSMEs in Pampanga.

By promoting networking, knowledge sharing, and recognition of achievements, the event reinforced the importance of the SSF project in driving the growth and development of local businesses through improved productivity.

As the first face-to-face provincial SSF summit after the pandemic, this gathering laid the foundation for a stronger and more resilient MSME sector in Pampanga. Moving forward, DTI Pampanga is committed to continuing its support for SSF cooperators and MSMEs, ensuring their long-term success in the ever-evolving business landscape.



DTI-3 Regional Director Brigida T. Pili addressing the attendees of the SSF Summit.



Community Connect: A DTI Tarlac Family Outreach Initiative

By: Paolo D. Manese

The holiday season is about giving. On December 15, 2023, the Department of Trade and Industry – Tarlac Provincial Office held an Outreach Activity with the theme "Community Connect: DTI Tarlac Family Outreach Initiative" at Sitio Dueg, Brgy. Maasin, San Clemente, Tarlac. The hearts of the DTI Tarlac Associates were filled with joy as the activity became an opportunity for them to share their blessings.

The DTI Tarlac Associates started their day with a 40-minute travel from the Tarlac Provincial Office to the Tarlac Police Provincial Office at Malacampa, Camiling, Tarlac where the police shuttles to be used for the travel to Sitio Dueg were parked. The estimated travel time from Camiling, Tarlac to Sitio Dueg, San Clemente is about 30-40 minutes. The trip was not easy as the road going up was very rough and dusty. But upon seeing the place's natural beauty, feeling the location's cool breeze, and of course the welcoming smiles of the residents, it was all worth it.

OIC – Provincial Director Florencia Balilo kickstarted the activity through an opening remark. "Sana po ay mabigyan namin kayo ng saya sa aming mga munting regalang dala." she said.

The activity was fun-filled indeed, thanks to TIDS Fatima David and TIDS Wessa Dizon as they facilitated the games and art activities for the kids from Sitio Dueg, respectively.

Aside from the activities, the kids also received new sets of slippers, bag of groceries, and pre-loved clothes from the associates.

Mother Teresa of Calcutta once said, "It is not how much we give, but how much love we put into giving." Seeing the smiles of the residents from Sitio Dueg, will make you realize that a simple act of kindness can bring genuine happiness to people. Hoping that one day, when their lives become better, they will be able to reciprocate that openhandedness they once experienced.



Sanib Puso: Empowering Communities Through Collaboration and Outreach at Barangay Binuangan, Bagac, Bataan

By: Francis La Torre



In a heartwarming display of unity and shared purpose, the Department of Trade and Industry (DTI) Bataan, in partnership with BAHWAI (Bataan Home Workers Association, Inc.) and JIL Bagac (Jesus is Lord Church Bagac), organized the Sanib Puso community outreach program. This collaborative effort aims to provide support and assistance to the local community, fostering a sense of togetherness and empowerment.

President of BAHWAI expressed, "Malaking impact ito sa amin, both sa side sa community at sa aming mga MSME, mga maliliit na negosyante" The initiative not only allows them to share the blessings they've received but also serves as an inspiration for the community to explore livelihood opportunities. Small entrepreneurs, according to the president, can play a crucial role in uplifting the community by venturing into their businesses.

Trade Industry Development Specialist Lei, highlighted the collaborative nature of the project, stating, "This is a joint community project of DTI, JIL, and BAHWAI." The purpose is to give back to the communities, channeling the blessings received throughout the year from partners back into the community. The project includes skills development training, such as plant propagation and dishwashing liquid production, with the ultimate goal of improving households and nurturing entrepreneurs within the Barangay Binuangan community in Bagac, Bataan.

The event commenced with a warm welcome
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extended to the volunteers by the community, followed by a prayer led by the JIL Bagac Pastor.

The day's activities began with a seminar on plant propagation facilitated by a BAHWAI member, showcasing the potential for sustainable agriculture within the community. This was followed by a hands-on session on dishwashing liquid making, providing practical skills that can be utilized for both personal and entrepreneurial purposes.

A hearty lunch was served, fostering camaraderie among the volunteers and community members. The event continued with engaging games, promoting interaction and enjoyment. As a culmination of the day, the community was presented with grocery packages, clothes, and other thoughtful gifts, symbolizing the spirit of generosity and community support.

Sanib Puso is not just a one-time event but a commitment to ongoing collaboration and outreach. Through projects like these, the Department of Trade and Industry, JIL Bagac, and BAHWAI are sowing the seeds of positive change, empowering communities, and inspiring a collective journey towards a brighter future.





DTI Zambales conducts Unstructured Teambuilding cum Year-End Assessment

By: Diana Airese E. Amen

Department of Trade and Industry Zambales Provincial Office conducted an Unstructured Teambuilding cum Year-End Assessment last December 22, 2023 at Magalawa Island, Palauig, Zambales.

It was attended by the permanent and job order (with skeletal associates in DTI offices) associates of DTI Zambales.

The activity aims to strengthen interpersonal relationships within the team through engaging, and fun activities, creating a supportive and inclusive team environment. It is also to promote a positive team culture by recognizing and celebrating accomplishments throughout the year.

DTI Zambales Provincial Director Enrique D. Tacbad, expressed his gratitude to everyone for participating in the activity, thanking them for a very fruitful year. He encouraged all to embody the department's quote: "Doing our best despite the limitations."

The participants' communication skills, bond, and creativity are further developed through interactive games such as garter relay, cup hands, team drawing, and caterpillar balloon relay.

After the activity, DC Evangeline S. Bulda, Chief of the Consumer Protection Division, expressed her utmost appreciation to all associates for their active participation. DC Bulda also said "may this activity re-charge each one and continue to work harmoniously, thus uniting with the mission and vision of the DTI-Zambales."





Know your Consumer Rights

In this age and time, when consumerism has engulfed everyone's daily routine, knowing one's basic consumer rights is essential. Equipped with this information will ensure protection against deceptive, unfair, and fraudulent business practices as well as assurance that consumer rights are being valued.

The Department of Trade and Industry (DTI), through Policy No. 22-01, Series of 2022, provides the eight (8) basic consumer rights and legal bases, to ensure consumers that they are properly guided on laws to invoke about their rights.

The following are the Eight (8) Basic Consumer Rights:

1. THE RIGHT TO BASIC NEEDS

To have access to basic, essential goods and services such as adequate food, clothing, shelter, health care, education, public utilities, water, and sanitation

2. THE RIGHT TO SAFETY

To be protected against products, production processes, and services that are hazardous to the health of life

3. THE RIGHT TO INFORMATION

To be given the facts needed to make an informed choice, and to be protected against dishonest or misleading advertising and labelling

4. THE RIGHT TO CHOOSE

To be able to select from a range of products and services, offered at competitive prices with an assurance of satisfactory quality

5. THE RIGHT TO REPRESENTATION

To have consumer interests represented in the making and execution of government policy and in the development of products and services

6. THE RIGHT TO REDRESS

To receive a fair settlement of just claims, including compensation for misrepresentation, shoddy goods, or unsatisfactory services

7. THE RIGHT TO CONSUMER EDUCATION

To acquire the knowledge and skills needed to make informed, confident choices about goods and services, while being aware of basic consumer rights and responsibilities and how to act on them

8. THE RIGHT TO A HEALTHY ENVIRONMENT

To live and work in an environment that is non-threatening to the well-being of present and future generations

As provided for under the above-stated policy, these Eight (8) Basic Consumer Rights should be referred to or invoked in all matters related to consumer protection, including but not limited to settlements, decisions, resolutions in mediation, or adjudication of consumer complaints.

HR Page

Human Resource
Management Unit



Birthdays

January

Pacita Bandilla P.
Judelyn L. Peneyra
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Honeylen Marie P. Fernando
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John Paul C. Espino
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Khaycee Yvonne O. Ampania
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Roberto S. Lopez Sr.
Frenn Nazren P. Pascual
Jerricka Kristiah C. Rico

February

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Raquel R. Malig
Jhoy Alouh Pangilinan
Kenneth John P. Guillen
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Jennica Joy T. Catolico
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Clau Meril S. Blanco

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John N. Ortiz
Cathlyn D. Oledan
Adrian E. Malanio
Glenn E. Diano
Kesia DV. Pili
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Angelie D. Pabalate

March

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John Alvin G. Agapito
Ma. Cristina B. Evangelista
Dexter D. Baluyut
Celia M. Calaquian
Ma. Providencia P. Dizon
Patrizia Anika D. Aldana
Luelah Lae D. Lumba
Alyssa S. Eugenio

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Henry F. Valdeconza
Alex V. Marcelo

Congratulations! - newly hired and promoted associates

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Chief Trade-Industry Development Specialist
DTI-Zambales

Atty. Jenine Andrea D. Dizon

Attorney III

Patrizia Anika D. Aldana

Human Resource Management Officer III

Celia M. Calaquian

Administrative Aide VI
DTI-3 Regional Office

Jersey G. Leano

Trade-Industry Development Specialist
DTI-Bataan

Luelah Lae D. Lumba

Secretary
DTI-3 Regional Office

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Trade-Industry Development Analyst
DTI-Pampanga



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