

DTI Region IV-A

2016 2021

Milestones





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From the Regional Director

The years 2016 to 2021 can be described as the best and the worst times of the CALABARZON Region. The past six years saw the upswing direction of the economy. Unfortunately, it was put to an abrupt halt at the start of 2020 when the wrath of the Taal Volcano engulfed the provinces of Batangas, Cavite, and Laguna with pyroclastic debris destroying houses, buildings, agricultural lands, lakes, and other tributaries. The biggest disaster was followed with the declaration of a lockdown in Luzon due to the COVID-19 pandemic in March 2020. Amid all these challenges, we have prevailed because of our resiliency coupled with innovation and competitive moves.

This 2016-2021 DTI 4-A Milestones is a glimpse of our engagements with our stakeholders: micro, small, and medium enterprises; consumers; investors; regional line agencies; local government units; business groups; industry associations; international organizations; and civil societies. I hope that as you open each page of this report, you could see yourself as part of this journey in enabling businesses to be globally competitive and empowering consumers.


The success of this milestone is attributed to the men and women of the DTI as a whole—from our Secretary, Undersecretaries, Assistant Secretaries, Bureau Directors, and most especially, to the Officers and Staff of the DTI 4-A family. Every single activity, big or small, was executed and powered by the core values of the DTI—Passion, Integrity, Competence, Creativity, Synergy, and Love of Country.

As a public servant, this is my culminating episode. I shall be graduating from the DTI service effective March 31, 2022, “Summa Cum Laude,” according to Secretary Ramon M. Lopez during the March 2, 2022 Stakeholders’ Dialogue in San Pablo City, Laguna.

In closing, may I share with you my inspiring statement when I bagged the DTI SPRINTS Huwarang DTI 2015 Executive of the Year Award given in 2016: “I am honored to live the DTI Core Values exemplifying Serbisyon Higit Pa Sa Inaasahan.”

All praises to God Almighty and sincerest thanks to all who have been with me in my government and private life.

Mabuhay po tayong lahat!



MARILOU Q. TOLEDO
Regional Director





From the Assistant Regional Director

We, at the Department of Trade and Industry Region 4-A, have decided to share with you the many programs and projects that we have put our hearts in for the period of 2016 to 2021. Yes, we had high targets to pursue and a larger number of clients to reach and serve, and if it were not for the good hearts of our employees and our directors, our hands and feet could have moved slowly and heavily. Instead, we embraced our mandate of serving both businesses and consumers wholeheartedly. We also looked after each one in the DTI 4-A family for support and comfort, making our daily grind feel more like a blessing than a heavy load as “Serbisyonig Higít pa sa Inaasahan” is a way of life for us.

The short narratives, photos and infographics in this milestone report cannot name and show everyone who had shared their time and effort to create a memorable event or interaction, and we cannot also show all our clients whom we have served. We have selected to share some moments that we hold as important, so that we can recount the ways we have come together to make the needed impact in the lives of those whom we have helped. We also thank our families who have unconditionally supported us and who have served as our refuge after each hard day’s work.

I have very significant milestones in this five-year period. I led a provincial division, a provincial office, and the regional office. When His hand intervenes, all the doubts in my core are eased, and I offer even the little things with much gratefulness. The opportunities and the challenges that come my way are meant to help me learn and understand who I really am as a public servant and as a person.

May you enjoy each page that we have put together in celebration of our colorful and dynamic work in the DTI 4-A. We will continue to flex our mandate as long as we are called and are needed.

Maraming salamat po sa inyong lahat!

Marissa C. Argente
MARISSA C. ARGENTE
Assistant Regional Director

DTI Mandate

The DTI is responsible for realizing the country's goal of globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation.

Pursuant to the Philippine Development Plan (PDP) 2017-2022, we shall endeavor to reduce inequality and poverty by expanding economic opportunities in industry and services, and by increasing the access particularly of micro, small and medium enterprises (MSMEs), cooperatives and overseas Filipinos (OFs) to these opportunities. To attain these sector outcomes by 2022, we need to:

1. Increase local and foreign direct investments
2. Increase competitiveness, innovativeness and resilience of industries and services
3. Improve access to finance, to production networks, and to markets
4. Enhance productivity, efficiency, and resilience
5. Ensure consumer access to safe and quality goods and services

These we accomplish through six major programs:

1. Exports and Investment Development Program
2. Industry Development Program
3. SME Development Program
4. Consumer Protection Program
5. Consumer Education and Advocacy Program
6. Good Governance Program

We commit to effect good governance by delivering public service that is predictable, participatory, accountable, efficient, transparent, and honest.

Values, Vision & Mission

Anchored on the Values of Passion, Integrity, Creativity, Competence, Synergy, and Love of Country, and our Mission as the government's main economic catalyst in Enabling innovative, competitive, job-generating, inclusive business, and Empowering consumers. These we do in order to achieve our Vision 2022 of "A more inclusive and prosperous Philippines with employment and income opportunities for all."



ONE DTI QUALITY MANAGEMENT SYSTEM

QUALITY POLICY

QP-00 Rev. 01

**WE, THE DEPARTMENT OF TRADE AND INDUSTRY,
COMMIT TO DEVELOP A MORE INCLUSIVE AND PROSPEROUS
PHILIPPINES.**

**WE SHALL ENDEAVOR TO PROMOTE GLOBALLY
COMPETITIVE, INNOVATIVE AND INCLUSIVE BUSINESSES,
AND FOSTER INFORMED AND EMPOWERED CONSUMERS.**

**WE EMBRACE THE AGENCY'S CORE VALUES OF PASSION,
INTEGRITY, COMPETENCE, CREATIVITY, SYNERGY, AND LOVE
OF COUNTRY AND COMMIT TO COMPLY WITH THE
APPROPRIATE STATUTORY AND REGULATORY
REQUIREMENTS.**

**WE SHALL STRIVE FOR THE CONTINUAL IMPROVEMENT OF
OUR QUALITY MANAGEMENT SYSTEM TO MEET THE
EXPECTATIONS OF OUR CLIENTS.**


RAMON M. LOPEZ
26 JUNE 2019



MSME DEVELOPMENT

NEGOSYO CENTER

The establishment of the Negosyo Center is a provision of the Go Negosyo Act (RA 10644; enacted on July 15, 2014) where the DTI has been given the key responsibility of establishing Negosyo Centers in all provinces, cities, and municipalities.

The Negosyo Center is a one-stop shop for services that cater to the needs of entrepreneurs in processing requirements necessary to establish a business and in accessing information and interventions essential for entrepreneurial growth. As of 2021, the DTI 4-A maintains and operates 130 Negosyo Centers nationwide.



2016-2021 Negosyo Center CALABARZON Quick Stats

Number of Negosyo Centers established & maintained		
2016	2017	2018
35	72	108
2019	2020	2021
108	108	130
Total: 130		

No. of Client Assisted by NCs		
2016	2017	2018
74,866	19,134	112,239
2019	2020	2021
140,975	144,455	152,443
Total: 437,873		

Maintained (2014 - 2020)		
2016	2017	2018
12	35	72
2019	2020	2021
108	108	108
Total: 108		

No. of MSMEs Assisted by NCs		
2016	2017	2018
16,561	17,251	60,040
2019	2020	2021
111,548	30,374	28,826
Total: 171,108		

No. of BN Registration		
2016	2017	2018
67,491	85,147	99,389
2019	2020	2021
11,169	97,551	88,110
Total: 196,830		

No. of BMBE Registration		
2016	2017	2018
602	2,126	2,679
2019	2020	2021
4,147	3,658	4,365
Total: 12,440		

Web Training Sessions Conducted	
2020	2021
224	292
Total: 516	

No. of Advisory Services	
2020	2021
31,506	35,628
Total: 67,134	

No. of Business Information and Advocacy Services	
2020	2021
17,274	20,028
Total: 37,302	

Established			
2016	2017	2018	2021
23	37	36	22
Total: 130			

No. of Skills, Entrepreneurial, Management Training Sessions			
2016	2017	2018	2019
331	1,456	539	924

Business Name Registration

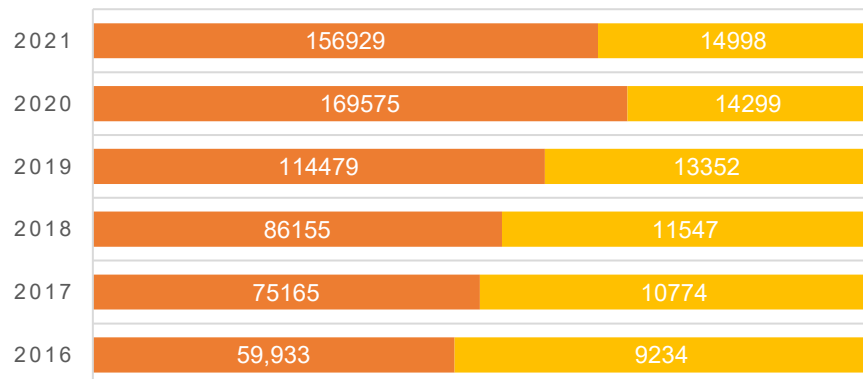
From 2016-2021, business name registration in the CALABARZON region totaled to 736,440. This composed primarily of 662,236 (90%) new registrations and 74,204 (10%) registration renewals. The registration methods used were DTI teller with 256,317 (35%) and online registration with 480,123 (65%).

Among the five provinces, Cavite garnered the highest registrants with 231,515 (31%). It was followed by Laguna with 163,025 (22%) and Rizal with 156,881 (21%). Batangas with 121,289 (17%) and Quezon with 63,730 (9%) were in the fourth and fifth place.



CALABARZON

■ New ■ Renewal



Newly Registered **662,236**

Renewed Registration **74,204**

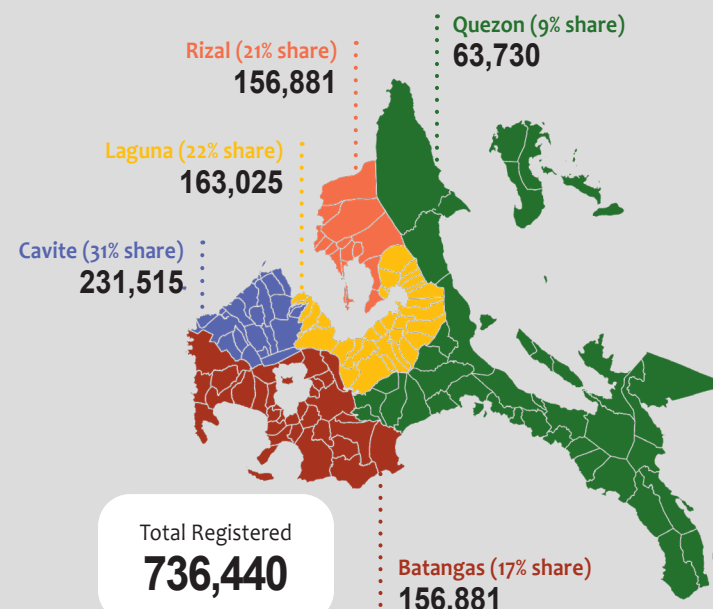
REGISTRATION METHOD



256,317
DTI Teller (35%)



480,123
Online (65%)



Barangay Micro Business Enterprise (BMBE) Registration

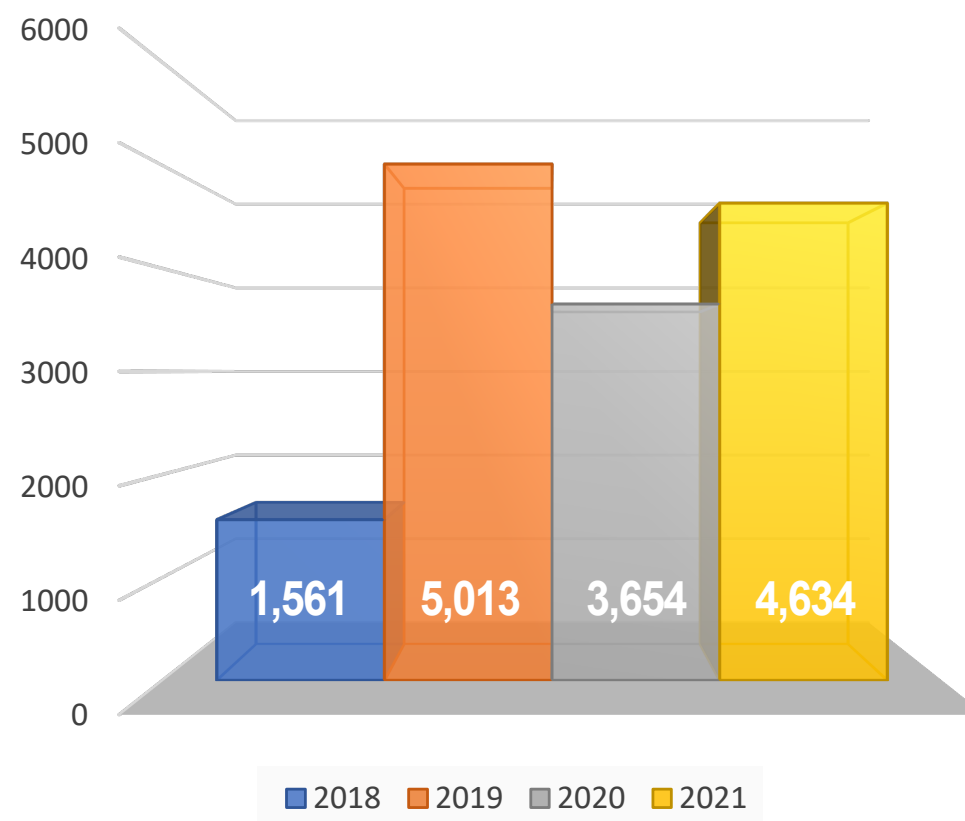
Improving Productivity, Efficiency, and Resiliency

From 1,561 registrations in 2018 to 4,634 in 2021, the BMBE Law allows micro businesses to avail benefits of tax exemption arising from their business operations, exemption from the coverage of the minimum wage law, and priority to a special credit window set up specifically for the financial requirements of BMBEs. Negosyo Centers facilitate the registration cost free to micro enterprises.

Total BMBE
Registration

14,862

BMBE REGISTRATION 2018-2021




Negosyo, Konsyumer, Atbp. (NKAtbp) 2016

The DTI 4-A hosted the Tagaytay City leg of the Negosyo, Konsyumer, Atbp. on 23-24 November 2016, showcasing DTI services, programs, and projects dedicated to consumers and businesses. DTI Bureaus and Attached Agencies were part of the activities to ensure easy access for the stakeholders, academe, MSMEs, potential entrepreneurs, consumer groups, investors, and beneficiaries.

NKAtbp was designed to provide a comprehensive set of assistance and public service to DTI clients in the regions in terms of entrepreneurship training, session on product standards, livelihood seminars, consumer awareness sessions, Diskwento Caravans, and Negosyo Center services made available under one roof.







TRABAHO NEGOSYO KABUHAYAN

The Trabaho, Negosyo, at Kabuhayan (TNK) was an initiative between the DTI and the Department of Labor and Employment (DOLE). In line with the Philippine Development Plan (PDP) 2017-2022, this partnership envisioned to reduce inequality by accelerating human capital development through the TNK initiative. Since its conception in 2017, TNK had been successfully conducted in the local setting, in cooperation with the Public Employment Service Offices (PESOs) and other government agencies.



TNK provided employment opportunities and entrepreneurial options for the general public, including returning OFWs, K-12 graduates, Persons with Disabilities, and Senior Citizens. Other TNK features were lectures/seminars/facilitation services conducted by the DOLE, DTI, TESDA, and other participating agencies. From all the regional and provincial events through the years, the following had been its accomplishment:

Skills Training (PESO-LGU)		Health & Wellness Services extended to the general public (massage, haircut manicure, pedicure) (TESDA-LGU)	
2017	162	2017	162
2018	29	2018	29
DTI Entrepreneurial Training		DTI Sales Generated from Mini Trade Fair & Diskwento Caravan	
2017	182	2017	PHP 151,688
2018	180	2018	PHP 46,688.7
2019	600		
DTI MSMEs assisted (exhibitors, vendors)			
2017	31	2018	25
		2019	64
DTI Negosyo Center Service Desk, Business Advocacy & Information, IEC dissemination			
2017	870	2018	209
		2019	218
Participating Employers (DOLE-PESO)			
2017	104	2018	70
		2019	214
Job Applicants (DOLE-PESO)			
2017	2,045	2018	1,259
		2019	5,885
Hired on the Spot (DOLE-PESO)			
2017	324	2018	392
		2019	1,887



2019-2021

Youth Entrepreneurship Program in CALABARZON

The Youth Entrepreneurship Program or YEP is a focused program to address the young demographics of the country to become productive individuals through entrepreneurship. It helps young Filipinos develop their entrepreneurial skills by offering them a comprehensive package of interventions. It targets to help aspiring and existing youth Filipino entrepreneurs aged 18-30 years.

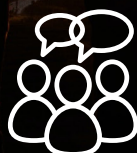
The Republic Act No. 10679, otherwise known as the Youth Entrepreneurship Act, mandates the Micro, Small, and Medium Enterprise Development Council (MSMEDC) through the DTI to implement a national program to promote youth entrepreneurship development.

Since its launch on 28 September 2019 during the 5th CALABARZON Regional MSME Development Council Conference held in Sta. Cruz, Laguna, the DTI 4-A has already accomplished the following:



Youth Assisted

2020	2021
1,159	6,828



Local Cooperators Engaged

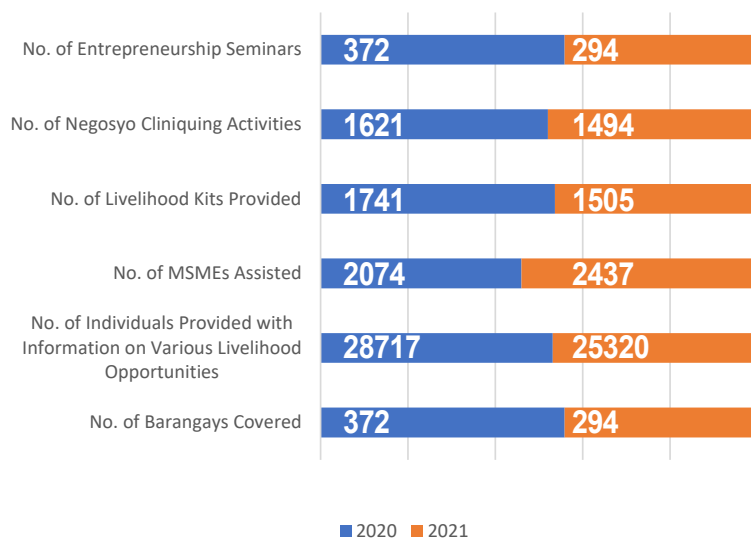
2020	2021
12	76



14 Youth Entrepreneurs Joined Youth Organizations, especially youth entrepreneurship organizations and/or chambers
2021

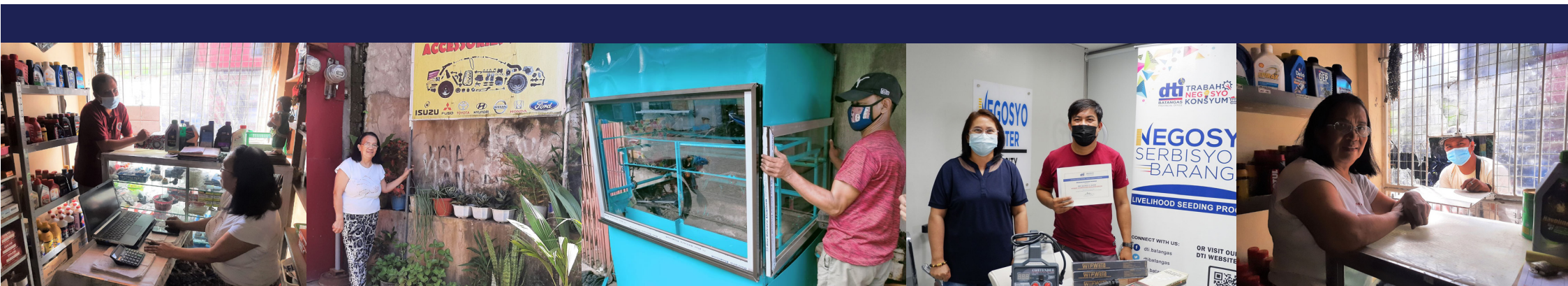
Negosyo Serbisyo sa Barangay

Livelihood Seeding Program



Recognizing the need for MSME development to be more inclusive, Negosyo Serbisyo sa Barangay was crafted as a program that will reach out to farmers, fisherfolks, agripreneurs, indigenous peoples, and micro enterprises in less covered local government units (LGUs) 4th to 6th Class Municipalities to promote greater linkage and capacitate more entrepreneurs to scale up.

With the inclusion of a Livelihood Seeding Program (LSP) component funded in 2020, the LSP-NSB is now a livelihood and entrepreneurial initiative attached to the Negosyo Center Program whereby the beneficiaries include sole proprietors, cooperatives, or sectoral associations that are located in identified barangays, including those in Local Communist Armed Conflict (LCAC) affected areas and vulnerable communities such as the Indigenous Peoples (IPs), refugees, or stateless persons also known as Persons of Concern (POCs). Priority assistance, however, shall be given to MSMEs affected by natural and human-induced calamities including health disasters arising from epidemics and pandemics.



“

Sobrang nakatulong po ang mga Livelihood Kits na ibinigay ng libre ng DTI, gayundin ang mga pagsasanay na aming dinaluhan bago matanggap ang mga livelihood kits. Doon ko nalaman na dapat ang isang negosyante ay maging malikhain at bukas ang kaisipan sa mga bagong paraan ng paghahanap-buhay.

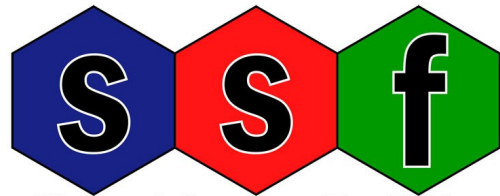
– Elsie Dalina



Livelihood Seeding Program – Negosyo Serbisyo sa Barangay

“In the middle of every difficulty lies an opportunity,” these words uplifted Ms. Elsie Noceto Dalina during the onslaught of the COVID-19 pandemic. Elsie is a modest housewife in Majayjay, Laguna who owns a small sari-sari store. As her small business was severely affected by the pandemic, she began to look for government programs to assist her in sustaining her store. Through the Negosyo Center Majayjay, she discovered and registered in the DTI’s LSP-NSB Program.

As a beneficiary of the program, Elsie was able to borrow additional capital through the P3-CARES Program and was interviewed by DTI-Regional Operations Group Undersecretary Blesila A. Lantayona on 28 July 2021 on DZRH’s Negosyo ATBP. Program. For the past months, she demonstrated resiliency and resourcefulness. The Elsie Dalina Sari-Sari Store is currently growing and adding new products. Through the assistance of the program, she was also able to open another business, Elsie’s Kitchenette, which offers affordable and high-quality products.



Shared Service Facilities
"Shared Success for Filipino MSMEs"

Shared Service Facilities (SSF) Project

The SSF Project improves MSME competitiveness by providing machinery, equipment, tools, systems, accessories and other auxiliary items, skills and knowledge under a shared system. The facilities help the target beneficiaries increase their production capacities and improve product quality, resulting in increased markets, increased sales, and job generation. SSF is a public-private partnership initiative being implemented through cooperators who can house the machinery and equipment and make these accessible to MSMEs. As of December 2021, 163 SSFs amounting to PhP 233.7M were already established in Region IV-A, providing the facilities for key industry clusters such as processed food, coconut, bamboo, coffee, among others.

MSME QUOTE: "Since its installation in 2013, the SSF remains to assist the Sampaloc ARB Multipurpose Cooperative in effectively producing instant salabat and turmeric powder. From 45 kilos per day, the cooperative can process ginger and turmeric to almost 100 kilos per day. We are thankful that these equipment were provided to us, as they optimize the market opportunities and continue to provide local employment to the farmers and their families." - Dr. Florie Gapido, Chairperson Sampaloc Agrarian Reform Beneficiaries MPC



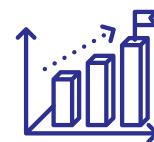
Fabrication Laboratories

FabLabs, a type of SSF, are small-scale workshops offering digital fabrication. They are generally equipped with an array of flexible computer-controlled tools that cover several different length scales and various materials with the aim to make “almost anything,” including technology-enabled products generally perceived as limited to mass production.

They become platforms for co-creation and academe-industry-government collaboration, enabling MSMEs to develop new products, add value to existing ones, and generate new streams of income.

These facilities have likewise enabled the development of low-cost solutions to community challenges and needs. FabLabs are stationed in state universities, non-government organizations (NGOs), and local government units (LGUs) across the country.





MSMEs
Assited



Other Clients
Assited



Employment
Generated

2013	598	216	337
2014	711	60	152
2015	290	14	234
2016	143	8	72
2017	11,020	224	1,240
2018	1,136	149	893
2019	2,219	561	1,039
2020	2,583	1,786	1,240
2021	2,563	3,805	616
TOTAL	21,254	6,823	5,823

One Town, One Product (OTOP) Philippines

The One Town, One Product (OTOP) PHILIPPINES is a priority stimulus program for MSMEs as government's customized intervention to drive inclusive local economic growth. The program enables localities and communities to determine, develop, support, and promote products or services that are rooted in its local culture, community resource, creativity, connection, and competitive advantage. As their own 'pride-of-place,' these are offerings where they can be the best at or best renowned for. It endeavors to capacitate 'OTOPreneurs' to innovate and produce market-ready products and services.

OTOP Next Generation is DTI's program to LEVEL UP these products and services. Building from the gains of OTOPI first generation, this initiative aims to offer a package of public-private assistance in order for MSMEs with minimum viable products to come up with new or better offerings with significant improvement and innovation in the areas of quality, product development, design, packaging, standards compliance, marketability, production capability, brand development, among others.

“

Natulongan ako ng programang One Town, One Product Next Generation ng DTI to improve our products. Dati, ang packaging namin ay hindi sobrang attractive. Simple design lang ang labeling namin. Pero noong nakasama ako sa OTOPI Next Gen program ay malaking tulong ang naibigay sa akin pagdating sa pagkaging ng aking products to become more attractive sa customers.

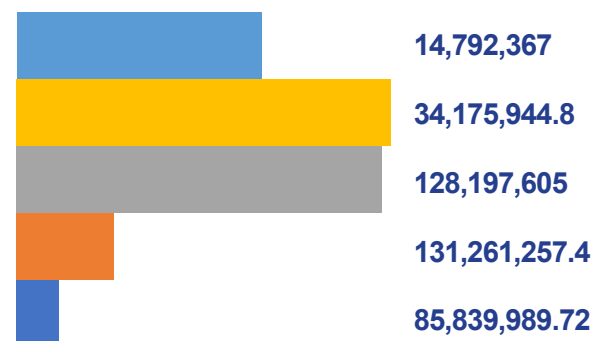
Virginia “Jeannie” Regalado Andrada
Owner of Justgolowcarb in Rizal





	MSMEs Assisted	Products Developed	Brands Developed	Trade Fairs
2017	335	100	0	0
2018	227	186	0	1
2019	697	160	0	1
2020	757	179	0	1
2021	570	203	36	1
TOTAL	2,586	828	36	4

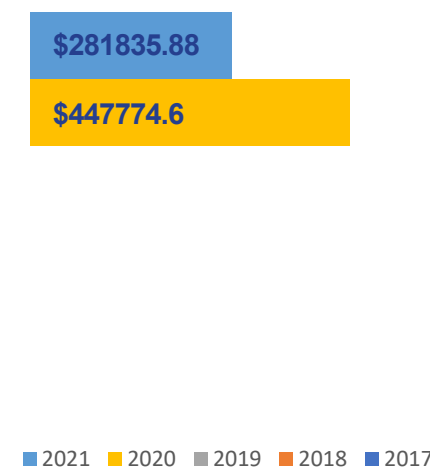
Sales Generated



■ 2021 ■ 2020 ■ 2019 ■ 2018 ■ 2017

394,267,164	\$729,610.48
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Export Sales Generated



■ 2021 ■ 2020 ■ 2019 ■ 2018 ■ 2017



OTOP Philippines Hub



OTOP Philippines Hub or OTO.PH is a retail store or spaces where products from One Town, One Product offerings can be found. Catering to the general mainstream market of both local buyers and tourists, these one-stop shops offer a general outlet for quality OTOP merchandise before they level up to the premium market catered to by Go Lokal and other high-end market platforms.

As a one-stop shop, the OTOP Philippines Hub can be a redesigned pasalubong center showcasing mostly OTOP products including OTOP from other regions. The hub can be found mostly in airports, terminals, pasalubong centers, tourist spots, Negosyo Centers, public markets, and other consumer-frequented locations including malls. As another flagship market access program by the DTI, this serves as a marketing vehicle and incubation platform to promote and champion OTOP products.

Since 2019, the DTI 4-A has already established OTOP hubs in the provinces of Cavite, Rizal, and Quezon. Launched on 8 March 2019, the OTOP Hub in Tagaytay City, Cavite was the first OTOP Hub established in the CALABARZON region. It is operated by D'Banquet Bakeshop and Restaurant, offering the best and high quality goods from 73 MSMEs in CALABARZON.

In 2021, two OTOP hubs were established in Quezon located in Lucena and Tiaong. The OTOP Hub Lucena was launched on 1 March 2021 and is operated by Amstature Food/La Reina Elena with 36 CALABARZON MSME exhibitors showcasing their products. The OTOP Hub Tiaong was launched on 23 December 2021 and is operated by Quezon's Best Pasalubong and Restaurant.

OTOP Hub Antipolo City, Rizal was launched on 24 November 2021 and is operated by the Samahan ng mga Rizalenyos sa Sektor ng Agrikultura at Pagkain (SARAP). The hub has 48 MSME exhibitors.



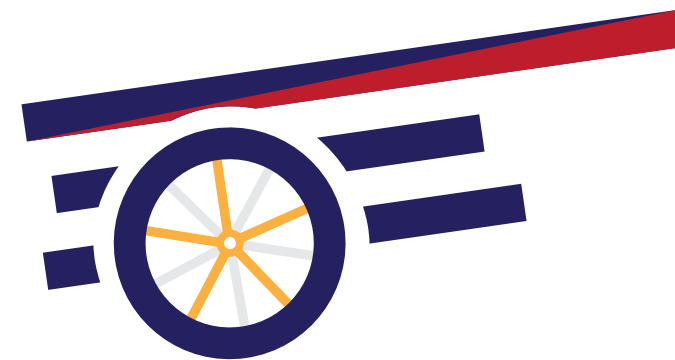
Sales Generated



■ 2021 ■ 2020 ■ 2019 ■ 2018 ■ 2017

24,757,156.6





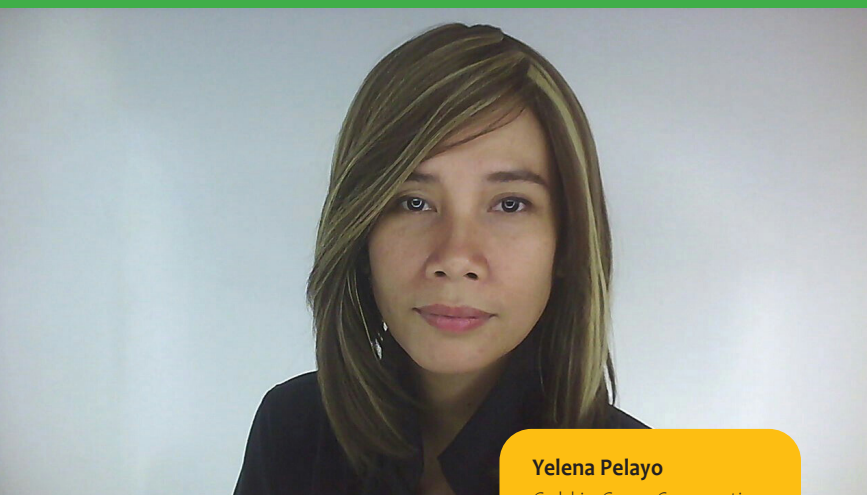
Kalakal CALABARZON

KALAKAL CALABARZON: A Regional Trade Fair has been an annual event organized by the DTI 4-A in cooperation with its Provincial Offices (Cavite, Laguna, Batangas, Rizal, and Quezon) since 2014. The fair is considered as an appropriate venue for the CALABARZON MSMEs to promote their product through showcasing and order-taking activities. The DTI 4-A executed its series of trade fairs physically and opted for virtual or online platforms in 2020 and 2021 as the pandemic hit the globe.

The annual trade fair always focuses on showcasing and highlighting the products of the participating MSMEs who are beneficiaries of the One Town, One Product Next Gen and various DTI product development programs interventions such as the Comprehensive Agrarian Reform Program (CARP), Shared Service Facilities (SSF), and Kapatid Mentor ME (KMME).

In 2020, the CALABARZON region had to face the challenges brought by the Taal Volcano eruption and the COVID-19 pandemic. However, the tenacious efforts of the DTI 4-A helped the local entrepreneurs in reviving and sustaining their livelihood and assisted them in embracing the new normal by marketing their products and services through entering the e-commerce world.

One of the success stories of KALAKAL is its assistance to Gold in Grass Corporation, owned and operated by Ms. Yelena Pelayo and her family, on its online or virtual selling via Lazada Philippines. The corporation is engaged in the production of essential oils and generated a total sale of PhP 1.2 million pesos in just five months. Hence, the corporation became more motivated in selling via different online selling platforms through the assistance of the DTI 4-A. Its continuous operation supported its purpose of providing rural employment opportunities.



Yelena Pelayo
Gold in Grass Corporation



Virginia Dimayuga
Edna & Rebecca's

The DTI 4-A also launched its KALAKAL CALABARZON online via the PLDT Virtual Expo powered by PLDT KaAsenso. The regional fair generated a total sale of PhP 447,510 in the span of five days; PhP 198,000 of the sales generated came from Edna and Rebecca's Banana Chips and Coated Peanut, owned and operated by Ms. Virginia Dimayuga and her family. The buyer came from Region III and according to Ms. Dimayuga, the buyer is still providing sales for the company. She expressed her gratitude to the DTI 4-A who has always been a great assistance in providing a physical and a virtual venue for her business, a big chunk of sales, and a new market and customer base. The company was also awarded as Top Seller in the regional trade fair in 2016 and 2017.








“

We will always look forward to KALAKAL CALABARZON! Lagi namin susuportahan ang mga proyekto ng DTI 4-A dahil bukod sa marketing assistance para sa aming kooperatiba ay nasusuportahan nito ang bawat empleyado/miyembro pati na rin ang kanilang pamilya! Salamat DTI 4-A sa walang sawang pagtulong!

Ms. Agnes Madlansacay
Café Amadeo Development Cooperative

Below is the table presentation of the regional trade fair's accomplishments in terms of the number of MSMEs assisted and sales generated from 2016 to 2021.

	 Number of Exhibitors	 Total Sales Generated (PHP)	 Cash Sales (PHP)	 Booked Orders (PHP)	 Under Negotiation Sales (PHP)
2016	144	5,120,345	2,703,545	1,638,800	778,000
2017	122	36,656,219	5,188,014	5,750,935	25,717,270
2018	82	10,657,555	5,445,690	4,773,090	438,775
2019	170	24,478,927	8,341,611	15,519,696	617,620
2020	127	1,925,736	1,925,736	--	--
2021	56	57,460	57,460	--	--

The DTI 4-A would supposedly continue the same assistance in 2020. Unfortunately, due to different health and safety protocols brought by the pandemic, the region opted for virtual platforms. The virtual trade fair might not provide high sales on the dates of the campaign, but the MSME-exhibitors' online store remained to sell actively. These online platforms provided their business further reach as the platforms were accessible within the whole country, resulting to new market reach.



Go Lokal! Project



Introduced by the DTI in collaboration with select retail partners, Go Lokal! is a market access platform provided to the Philippines' MSMEs for market incubation and brand testing. It is an excellent marketing avenue provided for free by the DTI and its retail partners. The project offers products of quality, unique design, and compelling narratives. It aims to inspire our entrepreneurs to level up and meet global standards and is likewise a vehicle to discover emerging suppliers and new products with high market potential.

In 2020, the CALABARZON region faced the challenges brought by the Taal Volcano eruption and abruptly followed by the COVID-19 pandemic. However, the DTI marketing assistance continues by conducting virtual or online trade fairs through tapping on the country's well-known online selling platforms. Moreover, the Go Lokal! project headed by the DTI-Bureau of Domestic Trade Promotion continues to run its physical

stores at the DTI Head Office in Makati City, Ayala Malls Glorietta 2, Festival Mall in Abalang, and Ayala Center Cebu while having online stores in Shopee and Lazada. The project's latest activity, which started in 2021, is the #flexPHridays, which encourages all DTI employees to wear local products every Friday and take selfies or groupie photos flexing these products. These photos will be posted on social media with the use of the hashtag #flexPHridays.

Go Lokal! is not just about going local. It is about being multi-local - the appreciation of the Philippines' traditions, patterns, colors, and style that may be local to us but exotic to others.



		
	 MSMEs Assisted	 Sales Generated
2019	43	3,581,000
2020	50	1,015,235
2021	58	2,467,554



“

Coconut is not just a tree of life but also a source of life for the coconut farmers.

Isa sa layunin ng aming negosyo ay matulungan ang mga coconut farmers sa aming lugar. When the pandemic struck, our business was deeply affected, and it caused fear in our farmers. However, with the help of DTI 4-A and the Go Lokal program, we were able to overcome this challenge. Maraming salamat sa DTI 4-A at Go Lokal sa patuloy na paghanap ng paraan para makatulong hindi lamang sa aming mga negosyo kundi sa mga trabahador namin at pamilya nila na umaasa rito.”

Mr. Francisco Rubio
Greenlife Founder/President



Outbound Business Missions

- MSME Outbound Trade and Business Mission to Canada and New York, USA (2017)
- Expanding the US Market of CALABARZON Products on the East Coast (2018)
- CALABARZON Philippines Outbound Business Mission to Canada (2018)
- MSME Outbound Trade and Business Mission through Participation in SIAL 2018 in France and Strengthening Business Partnerships and Industry Exposure in Belgium and Germany (2018)
- OTOP.PH MSME Outbound Trade and Business Mission: Strengthening Business Partnerships and Industry Exposure Through Participation at ANUGA (2019)





Outbound Business Missions MSME Outbound Trade and Business Mission to Canada and New York, USA

November 12 to December 2, 2017

The Micro, Small, and Medium Enterprises (MSME) Outbound Trade and Business Mission was aimed to help the CALABARZON MSMEs explore new market opportunities and to earn prominence in the global market. The Mission was headed by DTI 4-A Regional Director Marilou Q. Toledo. The Department of Science and Technology 4-A and the Local Government of Alabat, Quezon served as support institutions to gain more insights in leading MSMEs to reach these markets with this outbound trade and business mission.

The Mission covered Toronto and Ottawa in Canada and New York City, New York in the United States. It was participated by three MSMEs – Amstature Foods, Escaba Food Products, Inc., and TerraVida Natural Ventures. The Philippine Coconut Research and Development Foundation, Inc. also joined the Mission.





Outbound Business Missions

Expanding the US Market of CALABARZON Products on the East Coast

August 11-12, 2018

The DTI 4-A envisioned bigger opportunities for a new market for the CALABARZON MSMEs through the business-to-business meetings and participation in trade fairs. Hence, Expanding the US Market of CALABARZON Products to the East Coast was envisioned as one of the agency's 2018 Breakthrough Goals.

Headed by former DTI 4-A Assistant Regional Director Marcelina S. Alcantara and former DTI Rizal Provincial Director Mercedes A. Parreno, this activity gave opportunities for CALABARZON MSMEs to: participate in the Fiesta in America held on 11-12 August 2018 at the Meadowlands Expo Center in Secaucus, New Jersey; meet potential buyers; build up business tie-ups; and establish networks during the B2B meetings. This activity also strengthened the Philippine brand in the international market, specifically on the East Coast.

Among the 20 invited MSMEs from the CALABARZON provinces and other regions, 13 MSMEs confirmed their participation. They generated cash sales of USD 19,640.00 plus booked sales of USD 1,000.00. The MSMEs also participated in the exploratory talks and market tie-ups with US contributors—Mr. Jan Cabangon and Ms. Noraida Cabangon of United Food of Asia, LTD, Mr. Carlos Gutierrez of JWIC Global Consultants, and Ms. Rita Calubayan of CEE Enterprises. The delegation also had a chance to do market scanning and merchandise visits at Wholefoods Market, Traders Joe, Walmart, Shop Rite, and some Filipino stores.





Outbound Business Missions

CALABARZON Philippines

Outbound Business

Mission in Canada 2018

August 22-29, 2018

The Outbound Business Mission (OBM) in Canada was held on 22-29 August 2018. It had many scheduled activities organized by the Philippine Trade and Investment Center-Toronto headed by Senior Trade Commissioner Maria Roseni Alvero in partnership with the DTI 4-A, DOST 4-A, DTI-Foreign Trade Service Corps (FTSC), and LGU of Alabat Quezon. Some of the highlights of the Mission were the launching of the Philippine Pavilion and MSME participation at the 5th Coconut Festival and Superfoods Expo, which was held at the David Pecaut Square, Toronto, Ontario, Canada. This event, organized by its co-founder Mr. Julian Baricuatro, was also an excellent venue for market testing, direct sales promotion, and the meet-up of overseas Filipinos and foreign buyers.

The Philippine Pavilion showcased coconut, makapuno, superfood, and non-food products from Region 4-A and Region 8. The activity was participated by eight MSMEs on 24 August 2018: Alano Lees Food Manufacturing; Alabat Kaanib Farms; Delfa's Food Products, Inc.; Olivias Coffee Seed Corporation; Pasciolco International, Inc.; Eva Marie Arts & Crafts; Lolo Bobby's Handicraft; and Rowilda's Loomweaving. The activity generated total sales of CAD 6,542 or about PhP 261,680 on top of the PhP 220,000 under negotiations for delivery.





Outbound Business Missions MSME Outbound Trade and Business Mission through Participation in SIAL 2018 in France and Strengthening Business Partnerships and Industry Exposure in Belgium and Germany

August 11-12, 2018

The DTI 4-A undertook another endeavor of bringing the CALABARZON products to the world. In its effort to capacitate MSMEs, the MSME Outbound Trade and Business Mission and Industry Exposure in Belgium and Germany was organized. The participation of the CALABARZON MSMEs provided another highlight in the quest for innovative and trendy products, open new market opportunities for the non-food products, and MSME exposure to business-to-business meetings, store checks, and workshops.





PARIS, FRANCE

1. Fair Participation at the SIAL 2018 held on 21-25 October 2018 at the Paris Nord Villepinte, Paris, France

- ALAFOP Booth – 94 inquiries and projected potential sales of USD 4,841,500.00
- Edna and Rebecca's Banana Chips and Coated Peanuts – PhP 500,000.00

2. Business Matching

- Ai-She Footwear – PhP 530,000 worth of sales

3. Market Intelligence

- Visited Monoprix Grocery and Auchan Supermarket for coconut-based products.

BERLIN, GERMANY

1. University of Leipzig Visit

- 99% of German companies are SMEs based on 4B Euro revenue and workers ranging from 15-500 workers

2. Market Intelligence

- Visited Kadewe and Karstadt, Vinh-Loi Asien Supermarkt, ALDI, Erdkorn Biomarkt, and Kathe Wohlfahrt.

BRUSSELS, BELGIUM

1. Visited Mike and Beck Chocolate Shop, a bean-to-bar concept shop
2. Visited Sweet Brussels for Chocoholics Tour
3. Visited Carrefour and DIY for market Intelligence on coconut products
4. Exit Meeting with Commercial Counsellor Benedic Uy





Outbound Business Missions OTOP.PH MSME Outbound Trade and Business Mission: Strengthening Business Partnerships and Industry Exposure through Participation at ANUGA 2019

August 22-29, 2018

OTOP Philippines engaged in a challenging endeavor of bringing OTOP MSMEs and their products to the world. It capacitated the OTOPre-neurs, especially the first-time participants in the international marketing arena. The participation of OTOP Philippines, in collaboration with the Center for International Trade Expositions and Mission (CITEM), at the Allgemeine Nahrungs-und Genussmittel-Ausstellung, known as ANUGA, paved the way in solidifying the strengths of local MSMEs. The event provided another milestone for the OTOPrepreneurs in search of market expansion through exports and has provided a venue for product development. Furthermore, the OTOPrepreneurs benefitted through exposure to business-to-business meetings, store checks, and workshops.





1. Fair Participation – ANUGA 2019:





- CALABARZON OTO.PH Booths had 64 inquiries and projected potential sales of USD 3,734,895.

2. Market Intelligence

- The participants observed how their products will fare in the mainstream market. In Germany, an entity needs a consolidator that would handle one's products in the area. Most of the products sold in a Filipino store come from the Netherlands. Direct importation of Filipino products by an Oriental store is impossible in Germany.
- Institutional and capacity-building for OTO.PH MSMEs provided a value chain of knowledge on the vast markets of the EU and a preparatory guide for more participation in this market. Certification is a vital need if a business is into organic. Packaging plays an essential role in marketing the product based on the needs of intended customers.

3. Merchant and Store Visits in Lidl Supermarkets and Philippine Shop Asian Foods

e-Commerce (MSME Digitalization/ Innovation)

	 MSMEs Assisted	 Capacity Development Activities Conducted	 No. of MSMEs Enrolled in e-Commerce Platform	 No. of Clients Provided with Information on e-Commerce
2019	230	3	0	102
2020	4,489	80	1,168	24,751
2021	12,742	108	2,955	38,175
TOTAL	17,461	191	4,123	63,028



e-Commerce is a digital and online platform to easily connect buyers and sellers such as e-payment, digital marketing, logistics, application, and others resources to avoid business disruptions due to COVID-19 and other crises. This also reduces MSME's expenses and provide better access in the market without being limited by store hours.

One of the highlights of DTI 4-A's e-Commerce program was the launching of CTRL+BIZ Reboot Now! Regional Zoomshows program on 16-18 August 2021. The online conference, in partnership with DTI-Ecommerce, was aimed to provide MSMEs and potential entrepreneurs necessary information about starting their business online and understanding the benefits of e-Commerce for their business.

The webinar series brought in the e-Commerce players from different digital platforms, digital payment, logistics, and the government, providing a masterclass on topics related on e-Commerce and digital transformation to help entrepreneurs learn more about the advantages of going digital.

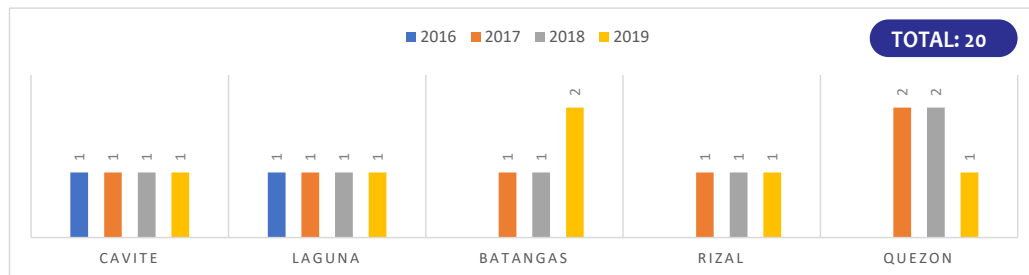


Kapatid Mentor ME Program

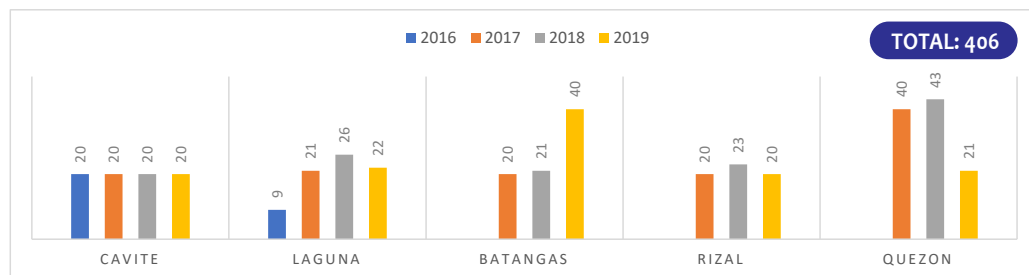
Kapatid Mentor ME (KMME) Program sets out to produce confident entrepreneurs with the right business mindset to sustain and scale up their enterprises. Being implemented since 2016, the program aims to 1) help the micro and small enterprises develop a good business sense by capacitating them through the fundamentals of entrepreneurship and 2) assist the MSMEs in scaling up and sustaining their operations by equipping them with the needed skill sets in the course of theoretical and conceptual lectures as well as mentoring and coaching sessions.



Number of Runs (2016-2019)



Number of KMME Graduates (2016-2019)



Promo Activities (2019)

	TV interviews/ guestings	Radio interviews/ guestings	KMME stories prepared	KMME stories published	% of Mentee Graduates (from previous years) Surveyed
Cavite	0	0	5	5	100%
Laguna	2	1	2	2	90%
Batangas	9	4	0	2	100%
Rizal	9	9	15	10	90%
Quezon	3	1	1	2	100%
TOTAL	23	15	23	21	97%



“

The Kapatid Mentor Me Program is like a sun for Tonyo's Sisig kasi it gives us light and heat. It boosted us to go on for success ng business and gave us light to guide us kung paano talaga papatakbuhan ang business to the right path. Simula no'ng narinig ko 'yung stories ng ibang mga MSMES, knowing 'yung mga pinagdaanan talaga nila, nainspire po ako kasi nakakarelate kami ng husband ko na mapapaisip rin kami na pinagdaanan din pala nila 'yung pinagdadaanan namin.”

- Tonyo's Sisig

Promo Activities (2020-2021)

	2020	2021	Total
Number of batches conducted	2	2	4
Number of selected mentees	89	104	193
Number of graduated mentees	109%	103%	106%
KMME PROMO ACTIVITIES			
Number of TV interviews/guestings	21	82	103
Number of Radio interviews/guestings	11	31	42
Number of KMME Stories prepared	14	29	43
Number of KMME Stories published	31	52	83

Money and Market Encounter 2019

The Money and Market Encounter (MME) is a supplementary program of the Kapatid Mentor ME program that focuses on the mentee graduates of the previous batches where they converge in the region's key city. A full-day session on 16 August 2019 was held at Tagaytay Country Hotel. The DTI 4-A and the Philippine Center for Entrepreneurship gathered partner financial institutions and market platforms to present their products and services for the participants to explore.



Digital Talks: Driving MSMEs to Digital Transformation

The panel consisted of Shopee Philippines, Cashalo, Mentor Me Program, and ROC.ph. They discussed shipments, selling platforms, building a website, and supporting the agri-industry.

MONEY FORUM - Getting Financial Help from the Banks and Micro Financing Institutions (MFIs): Financing the Micro and Small Entrepreneurship (MSEs)

The panel consisted of the bank and micro-finance institutions such as the Development Bank of the Philippines, Small Business Corporation, Card SME Bank, Banko Mabuhay-Tanza, and Inter Asia Development Bank. Here, they discussed:

- the available lending windows with low-interest rates for MSEs;
- empowering money lending institutions to create easy access to loans and financing for micro-entrepreneurs with less or no available collaterals;
- calamity loans for our MSEs with low-interest rates;
- the impact of the high inflation rate on the lending interest rate or cost of money of banks/MFIs;
- techniques /strategies for MSMEs to cope with the increase in the cost of goods and services without affecting their bottom line or still be able to improve it;
- and financial advice to help the small entrepreneurs get better value for savings/earnings.

MARKET FORUM: Penetrating the Brick-and-Mortar Platform for Sustainable Marketing

The panel consisted of SM Supermarket and the DTI. Here, they discussed:

- ways for MSMEs to showcase and sell their products inside SM;
- possibility of the MSMEs to be represented by an association representing a province ;
- the local and national malls answer to the MSMEs problem on consignment and long payment terms;
- marketing programs of malls that can help MSEs who already placed their product or services in their malls;
- aside from social media, what other platforms can the government offer to MSMEs with regard to market linkages;
- possibility to create a ceiling price for the graduates of KMME in putting their products in the malls.





Mentor Me on Wheels 2019

Mentor ME on Wheels (MMOW) is a free one-on-one nationwide mentorship program pioneered by the Philippine Center for Entrepreneurship “Go Negosyo” in partnership with the Office of the Presidential Adviser for Entrepreneurship and the DTI. It is designed to provide access to capacity building for the underserved and unserved MSMEs through on-site free one-on-one nationwide mentorship encounters across the country conducted by esteemed network of Go Negosyo Mentors.

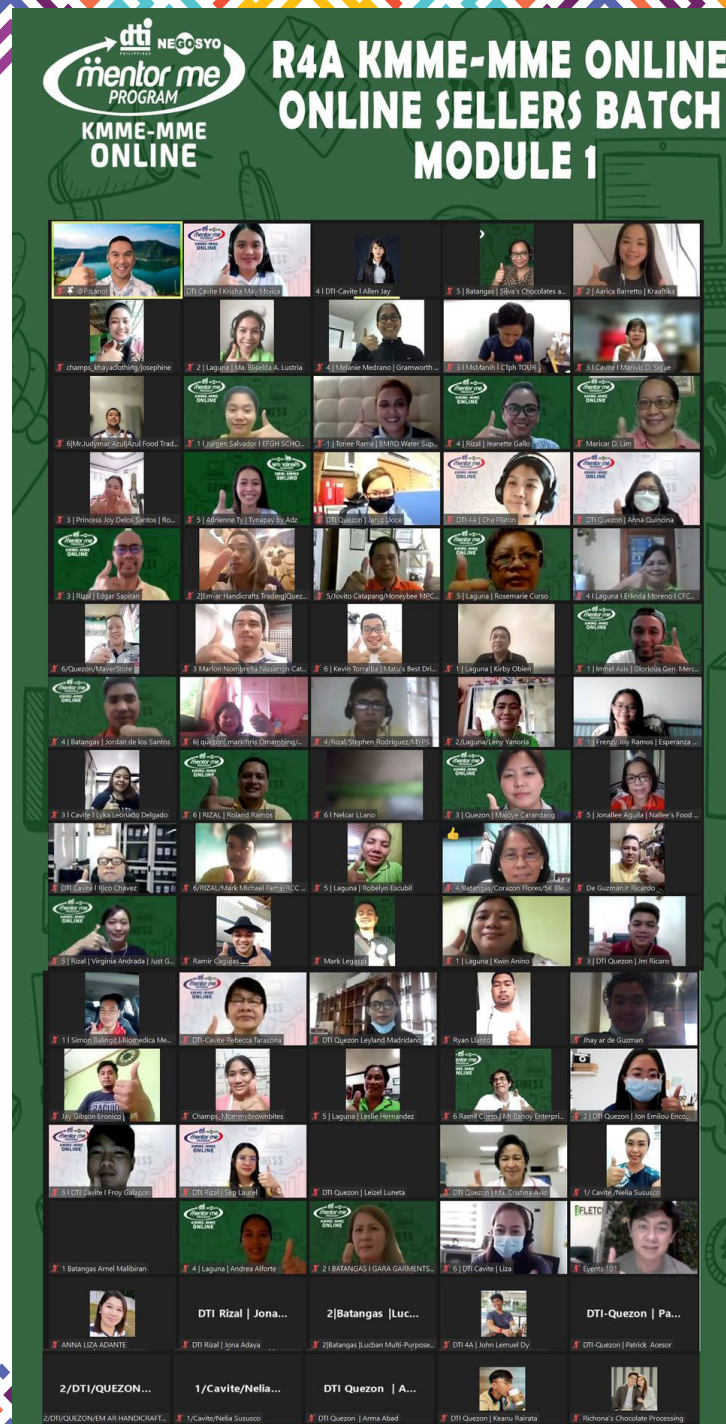
On 16 August 2019, the DTI 4-A in partnership with PCE Go-Negosyo conducted MMOW at the CityMall, Imus, Cavite. 76 mentors shared their expertise throughout the session and served 536 aspiring and existing entrepreneurs.



Kapatid Mentor ME Program

Kapatid Mentor ME (KMME) Program sets out to produce confident entrepreneurs with the right business mindset to sustain and scale up their enterprises. Being implemented since 2016, the program aims to

- 1) help the micro and small enterprises develop a good business sense by capacitating them through the fundamentals of entrepreneurship and
- 2) assist the MSMEs in scaling up and sustaining their operations by equipping them with the needed skill sets in the course of theoretical and conceptual lectures as well as mentoring and coaching sessions.

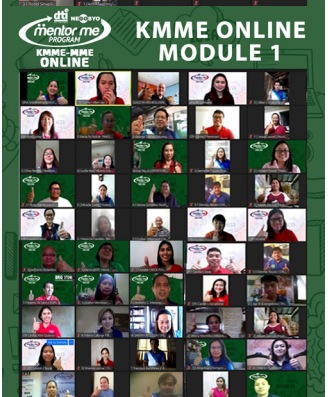
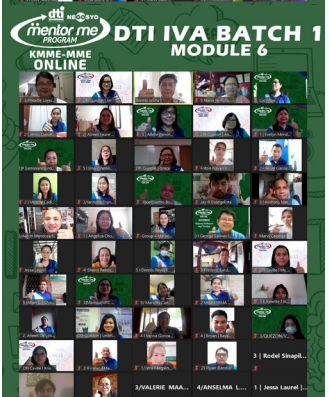




	Number of Batches Conducted	Number of Selected Mentees	Number of Graduated Mentees
2020	2	89	109%
2021	2	104	103%
TOTAL	4	193	106%

KMME Promo Activities

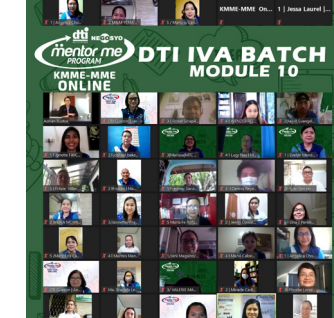
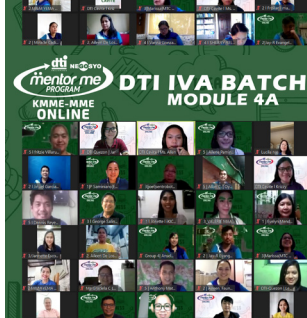
	TV interviews/guestings	Radio interviews/guestings	KMME stories prepared	KMME stories published
2020	21	11	14	31
2021	82	31	29	52
TOTAL	103	42	43	83



“

I remember when I was still starting my business, I experienced many struggles. The baker I hired quit and left me after 3 days. I was the only one working in the bakeshop. I was kneading 1 sack of flour that time, since I did not have a machine yet. That was the point in my life that I decided to learn everything about baking. I do not want to break my sister's trust; she gave me a starting capital to establish this. When there is a problem, I do not withdraw, instead I always find a solution. I am very thankful to DTI for a lifetime experience that I will never forget. I have learned a lot on how to manage my business very well. I have learned everything that a business needs.

Ms. Leanida T. Monzon of Maestra Panaderia
KMME Graduate Mentee 2021, DTI Cavite





The Pangkabuhayan sa Pagbangon at Ginawa (PPG) Program is a Livelihood Seeding and Entrepreneurship Development Program for Microentrepreneurs and Potential Entrepreneurs with priority in areas that experienced the onslaught of typhoons, earthquakes, floods, volcanic eruptions, and other manmade disasters such as fire incidents and local armed conflicts that affect families, individuals, and businesses.

As Taal Eruption occurred in the afternoon of 12 January 2020, the Province of Batangas was greatly affected; most of its municipalities were devastated by ashes and earthquakes. The eruption forced people to leave their houses, belongings, properties, and businesses. Business owners experienced the drastic effect of the disaster. Due to this unprecedented circumstance, the DTI 4-A, through its PPG Program, lent a helping hand to the affected MSMEs. It provided livelihood kits to qualified beneficiaries, and one of them was Mr. Jarta Jadjuli of Talisay, Batangas, owner of Jadjuli Store.

Challenged and devastated by the eruption, Jarta and his family were worried about the status of their house, business, and inventories. As they evacuated to Rosario, Batangas, they were unaware of what was going on in Talisay. Instead, they were thinking about how they would be able to survive after the eruption because their business was their only source of income to sustain their family needs. Spending their days and nights in the evacuation center and thinking of what could happen next, they received a phone call from the DTI informing them that they were qualified and chosen to be a beneficiary of the PPG program. They were grateful for the privilege for it provided them an opportunity for them to start again and thrive.

Upon going back to Talisay, Jarta used the amount received to buy additional inventories and replaced those damaged by the ashes and earthquakes. As of this time, the business is operating and thriving as it faces another challenge brought by the pandemic. However, Jarta's family remains optimistic.

Number of Beneficiaries Provided with Livelihood Kits

	as of December 2020	for the month of January 2021	for the month of February 2021	Total to Date
TYPE OF CALAMITY				
Flood	42	15	0	57
Earthquake	0	0	0	0
Volcanic Eruption	1,311	0	0	1,311
Fire	61	0	0	61
NTF-ELCAC/KIA-WIA	9	0	14	23
Health Disaster (COVID-19)	280	190	154	624
BP2	0	0	0	0
Man-made/Others	29	0	14	29
	1,732	205	168	2,105
MODE OF ASSISTANCE				
Training	1,674	200	168	2,042
Actual Goods	1,137	205	125	1,467
Gift Pass	595	0	43	638
Voucher	0	0	0	0
Debit Card	0	0	0	0
	3,406	405	336	4,147
TYPE OF KIT PROVIDED				
Sari Sari Store	985	166	124	1,275
Food Processing	200	1	0	201
Bigasan	68	8	8	84
Carinderia	101	25	25	151
ManiPedi	2	0	0	2
Beauty Parlor	47	1	5	53
Others	329	4	6	339
	1,732	205	168	2,105



Comprehensive Agrarian Reform Program

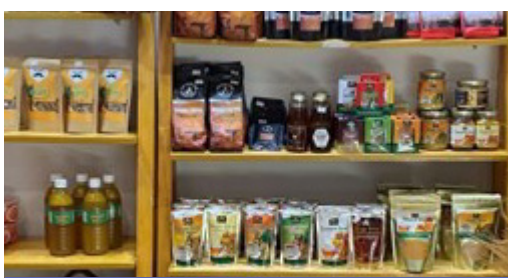
The DTI through its Comprehensive Agrarian Reform Program (CARP) provides a comprehensive package of support services to the Agrarian Reform Beneficiaries (ARBs) in the areas of entrepreneurship and enterprise development. Support services include the conduct of studies, training/seminar, market development, product development, and consultancy. The program aims to prepare the farmers to undertake other livelihood activities with an ultimate goal of improving their family income towards countryside development.

Performance Indicator

	2016	2017	2018	2019	2020	2021
Investments Generated	25,080,555	22,278,299	25,533,418	70,216,523	45,983,894	61,846,981
Sales Generated	110288458.38	133393498.61	122305799.27	174,951,021	116,041,491	137,243,810
Jobs Generated	2,403	3,582	4,417	9,292	4,771	5,517

	2016	2017	2018	2019	2020	2021
ARCs Assisted	29	44	77	91	70	64
MSMEs Developed	6	23	80	35	10	19
MSMEs Assisted	85	101	126	146	99	118
ARBs Assisted	7,836	6,721	10,529	11,481	8,567	9,659
Training Sessions and Seminars	95	116	179	176	68	99
Market Development Activities	483	495	362	815	209	278
Product Development Activities	34	31	43	72	24	26
Consultancy & Profiling	3	6	126	123	12	29





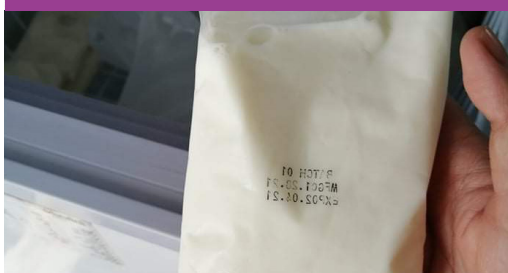
CAVITE



LAGUNA



BATANGAS



RIZAL



QUEZON



“

Last 14 November 2020 around 8:00 pm, pag-check ko sa paligid, nakita ko na sobrang liwanag sa harapan ng Cooperative namin. Nag-uumpisa na palang masunog ang harap ng Coop naming dahil sa electrical wiring na nahampas ng bagyo. ‘Yung wiring parang nabalatan sa pagkakahampas ng hangin ng bagyong Ulysses. Buti na lang talaga at nagamit namin ‘yung CARP training tungkol sa mga gagawin in case of emergencies, ‘yong mga hakbang na dapat gawin. Kaya we used our fire extinguisher agad para maapula ang apoy at masalba ang mga equipment naming and other assets.”

- Chairwoman Carmen Valdellon of Gumihan-Lamao Farmers’ Development Cooperative in Barangay San Antonio, Kalayaan, Laguna after experiencing an unfortunate fire incident during the typhoon Ulysses

To assist MSMEs/ARBs on access to finance, productivity development, product development, and market development, the following are structured strategies being implemented:

- **Access to Finance.** To assist and help the MSMEs/ARBs in analyzing specific business aspects like business plan preparation/ project proposal to focus on and assistance for additional capitalization
- **Productivity Development.** To transition to digital platforms and develop new product/ projects
- **Product Development.** To conduct product development activities to enhance ARC products to respond to market requirements and increase its market share
- **Market Development.** To implement marketing activities through the conduct of market matching and trade fair participation



2018 Pack! Pinas: A Packaging Roadshow for MSMEs

On 29-30 May 2018, DTI 4-A hosted the Pack! Pinas at the San Lazaro Leisure Park in Carmo-
na, Cavite—the final stop of the three major packaging roadshows covering Luzon, Visayas,
and Mindanao. With the aim of bringing packaging experts and suppliers closer to MSMEs
throughout the Philippines, visitors during the two-day event in Cavite were treated to:
business matching sessions; seminars on packaging, branding, and design; and workshops
and interactive training sessions. Discussions featured latest market trends and emerging
opportunities in product enhancement as well as packaging solutions.

Pack! Pinas was the broader approach to reach hundreds of MSMEs in the different regions of
the country.





Homegrown brands Acceleration Franchise Formation Inception (HAAFI) Bootcamp

In partnership with the Association of Filipino Franchisers, Inc. (AFFI), DTI 4-A explored the possibility of giving extensive training for KMME Mentee-Graduates (MGs) who were interested in the idea of franchising their enterprise. It is an excellent opportunity for MSMEs to guide them in the expansion of their businesses through franchising.

The Homegrown brands' Acceleration Franchise Formation Inception (HAAFI) Bootcamp was held on 10-13 July 2019 at the Hotel Marciano, Calamba City, Laguna. This bootcamp

aimed to 1) have an in-depth understanding of franchising and emerging trends and 2) to provide an actual Franchise Module to aid the participants in leveling up and growing their businesses through franchising.

The first-ever HAAFI Bootcamp was attended by 147 participants. The three-day bootcamp covered the basic disciplines needed in understanding the process of franchise development. It was divided into three groups: a. Franchise Formation; b. Acceleration; and c. Inception. Each area helped the participants

to fully equip themselves with the knowledge needed in the franchise development program.

After the bootcamp, the DTI 4-A and AFFI conducted a realization check and visited the HAAFI bootcampers in every province in the CALABARZON region to determine the readiness of the MSMEs in pursuing the franchising industry and the business needs of the MSMEs for them to be included in the future seminar/ training that will help them improve their enterprise.

Adopt-a-Municipality Initiative Program (Dolores, Quezon)

Adopt-a-Municipality Initiative Program (AAM) is a project initiated by the National Economic and Development Authority (NEDA) to provide technical assistance to municipalities with poverty incidence greater than 19.7%. During the meeting held on the 28 July 2021, the DTI 4-A agreed to lead the AAM assistance to the Municipality of Dolores, Quezon. As the lead agency, DTI 4-A will assist the Municipality in their tourism-anchored program supporting the Municipality's promotion as the Faith and Wellness Capital of the Philippines.

DTI 4-A sought the assistance of Thailand Commercial Attaché, Mr. Enrico Mariano, to come up with a progressive plan that supports the Municipality's aim. After the site visit conducted on 14-15 December 2021, he proposed the Project Friday Fruit Market with power juices as the main products. This will be located at the 2nd storey of the Municipality's public market, in front of Our Lady of Sorrows National Shrine, to be designed as an instagrammable place that will attract visitors from different places. This is inspired by RJ Ledesma's Mercato Centrale. DTI Laguna Provincial Director Clarke Nebrao volunteered to help coordinate with a resource person to train local entrepreneurs about processing fruit and vegetable juices.

DTI 4-A will also provide future assistance through its existing programs—OTOP NextGen, LSP-NSP, PPG, SSF, and CARP.





July 28, 2021

AAM Coordination Meeting for Dolores and General Nakar

October 18, 2021

Notarization of the signed MOA between DTI 4-A and Municipality of Dolores, Quezon

October 26, 2021

Coordination meeting between DTI 4-A and Mayor Orlan Calayag. CA Enrico Mariano presented his project proposal about herbal gardening and processing.

December 14-15, 2021

Dolores, Quezon site visit together with nine DTI representatives headed by RD Marilou Q. Toledo, five LGU representatives headed by Mayor Orlan A. Calayag, and CA Enrico Mariano

December 27, 2021

Skills training on vegetable and fruit juice processing held at Lukong Valley Farm, Dolores, Quezon with Chef Mylene Dolonius as resource person courtesy of DTI Laguna

CHECK Project

In 2021, DTI 4-A proposed and implemented the Compliance to Health of Enterprises in CALABARZON, the Key (CHECK) Project, to monitor MSMEs' compliance to the health protocols.

Under the CHECK Project, the monitoring team covered 122 out of the 142 cities/municipalities in the CALABARZON region.

A total of 6,707 local establishments were monitored and post-audited for their compliance to mandatory health standards to prevent and control COVID-19 infection.

Provinces	No. of Cities/ Municipalities	No. of Cities/ Municipalities Covered	Percentage
Batangas	34	28	82%
Cavite	23	23	100%
Laguna	30	30	100%
Quezon	41	29	71
Rizal	14	12	86
Rizal	14	12	86

A total of 6,707 local establishments were monitored and post-audited for their compliance to mandatory health standards to prevent and control COVID-19 infection.

The compliance report was submitted/endorsed to the concerned LGUs to monitor non-compliant establishments further.

Provinces	No. of Business Establishments Monitored	No. of Compliant Establishments	No. of Non-Compliant Establishments	% of Compliant Establishments to Monitored Establishments
Batangas	1,223	786	437	64%
Cavite	947	717	230	76%
Laguna	1,571	1,326	245	84%
Quezon	1,565	820	745	52%
Rizal	1,401	409	992	29%
Rizal	6,707	4,058	2,649	61%

INDUSTRY DEVELOPMENT

A. DTI-Regional Operations Group Priority Industry Clusters



Coffee Industry Cluster

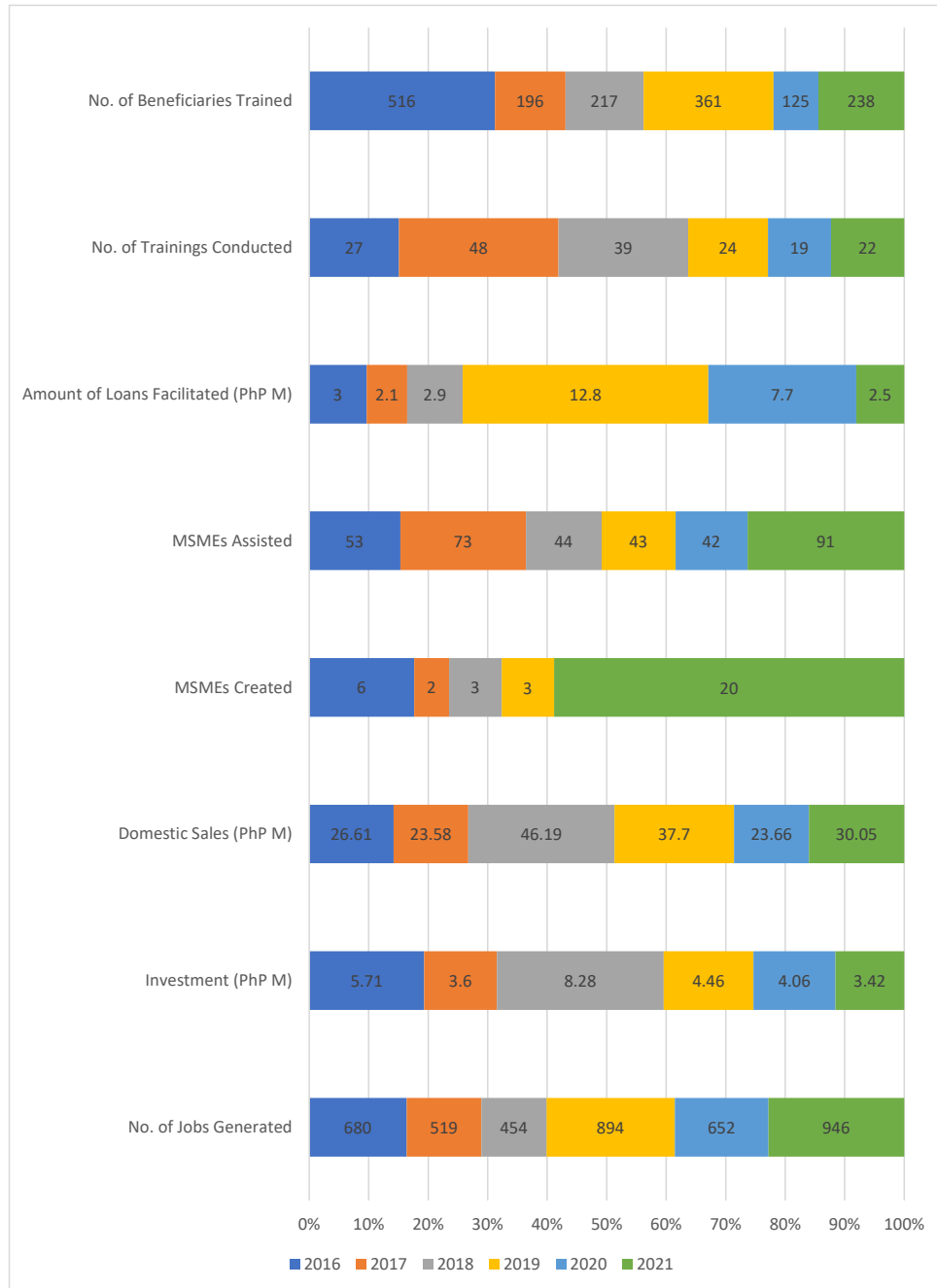
The DTI has adopted the industry clustering approach as a major strategy for poverty alleviation and inclusive growth. Using this approach, DTI aims to build more alliances with relevant agencies and institutions to develop competitive and innovative SMEs, implement programs for productivity and efficiency, and create conducive business enabling environment.

Coffee is among the priority industry clusters that DTI 4-A would like to revive given its high potential to accelerate the region's economic growth. In 2016, the DTI 4-A spearheaded the creation of the Coffee Regional Technical Working Group and the localization of the Philippine Coffee Roadmap. These were followed by the conduct of regular meetings, planning workshops, and capacity development activities as part of industry strengthening and institutional development strategy.

Subsequently, the DTI Provincial Offices have formed their own Technical Working Groups to provide a venue to monitor action plans, discuss issues and concerns, and come up with mutually agreed plans and solutions. Apart from this, MSME Development Programs were in constant support to all coffee MSMEs in the Region in different areas of business operation, such as in market development, skills upgrading, product improvement, and technology advancement and innovation.



Coffee IC Bottomline Accomplishment (2016-2021)



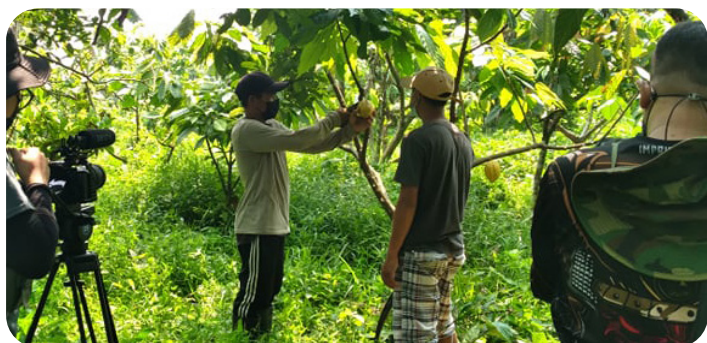
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Kagaya ng iba pang magsasaka, di biro ang hirap na aming nararanasan sa pagkakape: yung tipong mauulan, maaarawan, masusugatan ka. Nakakapagod; kapalit ng konting halaga na di rin namin alam kung kumita ba talaga. Basta may pera at may maibili kami ng pangangailangan ng pamilya parang ayos na? Kung minsan mapapaisip ka na lang... ayos nga lang ba? Hanggang dito na lang ba kami? Ganyan kami hanggang sa mabuo ang aming Samahan at unti-unti kaming natulungan ng iba't ibang sangay ng pamahalaan. Kabilang dito ang DTI, kung saan napagkalooban kami ng mga makinarya at kagamitan sa pamamagitan ng kanilang SSF Program. Ilan dito ay ang huller, roaster, pulper, at espresso machine. Sa pamamagitan ng mga makinaryang ito, mas napabilis ang pagpoproseso ng aming mga kape at dahil na rin sa kalidad nito, sa ngayon ay dumadami na ang nagiging buyers (local and international). Yung roaster, malaki din ang naitulong sa amin upang makamit namin ang tamang timpla ng kapeng aming binebenta. Ika nga, hindi sunog kundi masarap. Ganun din ang espresso machine kung saan ginagamit namin upang mapatikim sa mga kliyente ang lasa ng kapeng binebenta namin. Bukod pa dito, madami-dami ding trabaho na na-generate ang SSF. Mula sa mga kababaihan, senior citizens, at iba pang pamilyang nadagdagan ang kita at nagkaroon ng hanapbuhay sa paglilinis ng kape, paghahakot, patingi tinging pagtitinda sa barangay, mga indibidwal na nagsisimulang magbenta online, at higit sa lahat unti-unti umaangat ang kita ng kasamahang coffee farmers. Ganun din ang pagkakaroon ng ilang farmers na sa tulong ng project ay nakakapagsimula sila magbenta mula sa kanilang finished product kumbaga; yun bang tipong farm to cup. Dahil dito lubos-lubos ang aking pasasalamat. Ako, kasama ng aking nga ka-myembro ng Samahan, ay umaasang magtuloy-tuloy ang aming pag-unlad at nang mas madami kaming matulungan lalo na sa panahong ito na may pandemya. Nawa ay hindi magsawa ang ahensya sa pagsuporta sa amin. Gayun din, magpatuloy pa ang programa ng DTI na SSF upang mas madami pang organisasyong matulungan gaya namin.”

Mr. Arnold Malbataan

President, Samahang Magkakape ng Lipa





Cacao Industry Cluster

The Cacao Industry is one of the priority sectors identified under the Industry Cluster Enhancement Program of DTI 4-A. The goal of the program is to develop a competitive industry with strong forward and backward linkages characterized by deep participation, particularly by small and medium enterprises, in the regional and national production networks and local or global value chains.

Essential to improving the competitiveness of local industries is understanding the status and performance of the priority industry clusters and develop interventions to address the constraints identified. Thus, DTI 4-A formulated the Regional Cacao Roadmap and organized the Cacao Regional Technical

Working Group in 2016 to oversee industry development. Subsequently, conduct of regular meetings, action planning workshops, and capacity development sessions were facilitated to monitor action plans, address issues and concerns, and upgrade the skills of key stakeholders.

At the provincial level, MSME development programs, such as organizational strengthening, conduct of trade fairs, packaging improvement, product development, trademark registration, and entrepreneurial and skills trainings were provided to cacao MSMEs. With the New Normal strategies following the Covid 19 pandemic in 2020, these activities were conducted either face to face, virtually, or hybrid of the two methods.

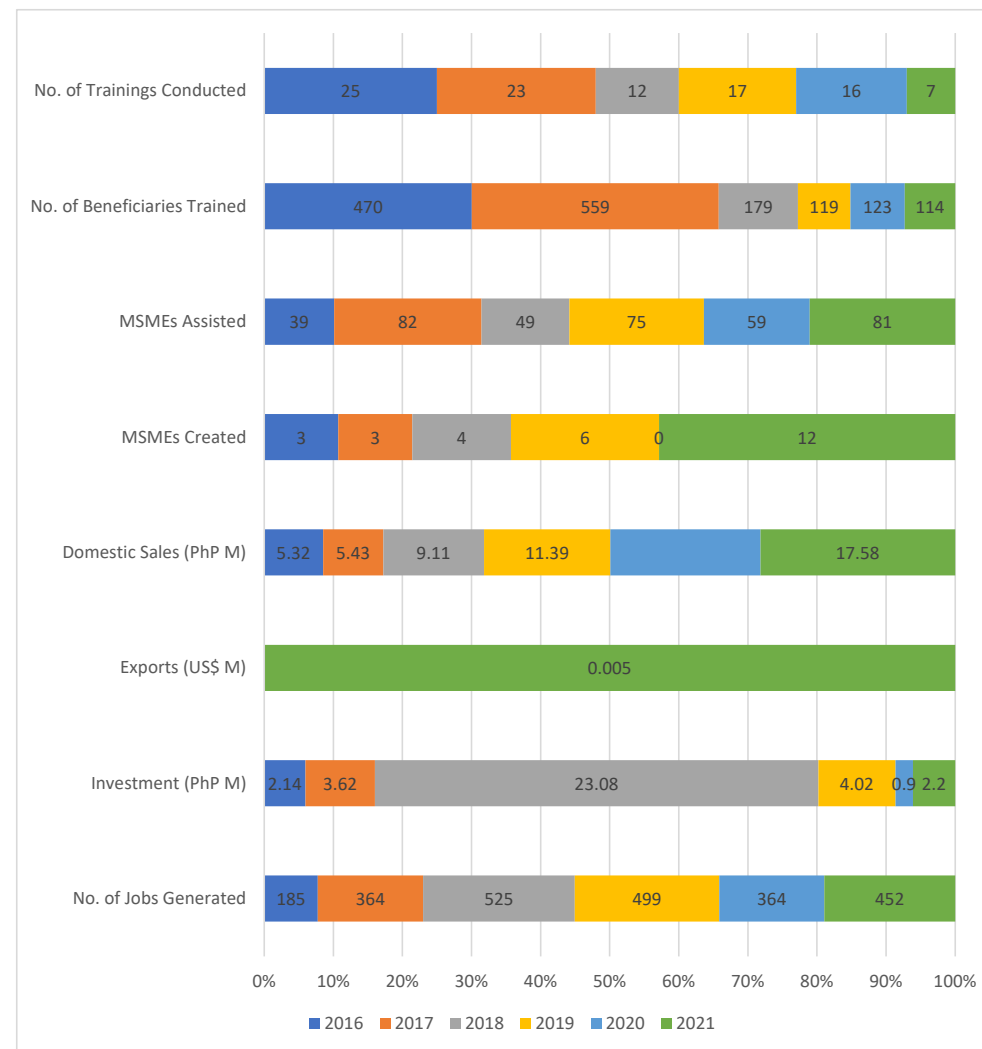
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Ang DTI 4-A ay malaki ang tulong sa SICAP Cooperative sa pagsulong ng kaunlaran sa pagproseso, pagsasanay, at pangangalakal ng cacao dito sa Quezon. Kabilang sa naipahatid sa aming tulong ay ang OTOP at packaging and labeling assistance. Sila rin ay nagbibigay ng mga kagamitan upang mapabilis at mapataas ang kalidad ng aming mga products mula sa cacao. At dahil dito ay siguradong may market ang aming mga chocolate products mula sa aming matatanim na cacao.”

Mr. Florencio Flores

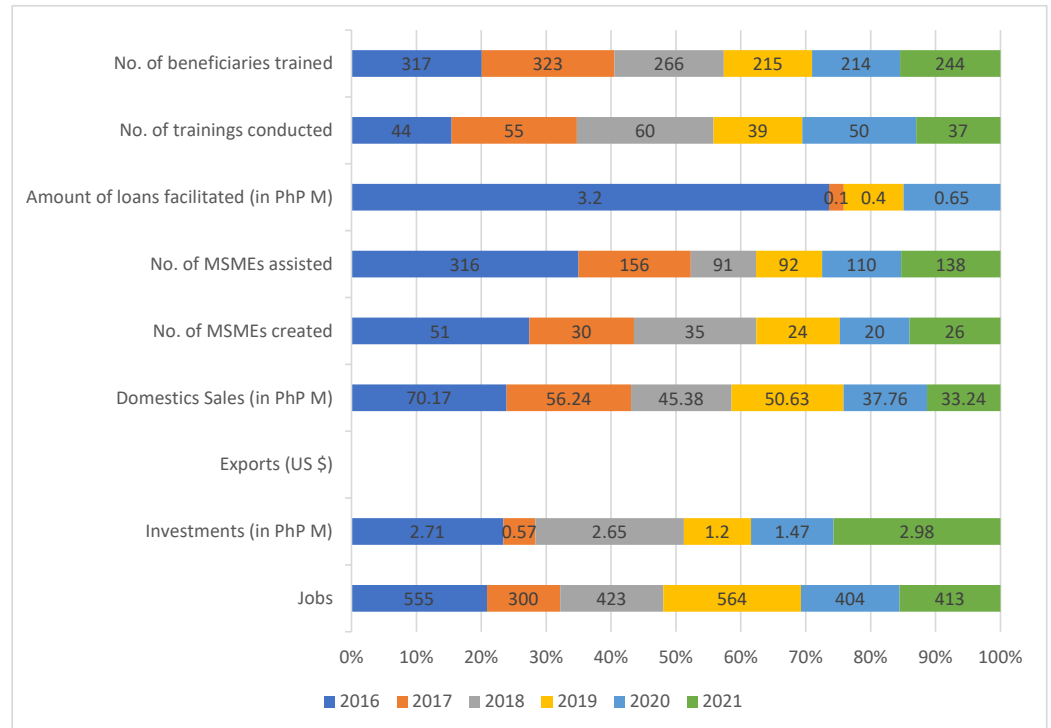
Chairman, Samahan sa Industry ng Cacao na Pangkabuhayan (SICAP) Cooperative

Cacao IC Bottomline Accomplishment (2016-2021)





Processed Fruits & Nuts Bottomline Accomplishments for 2016-2021:



Processed Fruits & Nuts

Despite the ongoing COVID-19 pandemic, DTI 4-A has continued its efforts to help the Processed Fruits and Nuts Industry Cluster (PFN IC) through the implementation of various projects and activities, most of which were done through Zoom to avoid face-to-face gatherings.

At the Regional level, two (2) MSMEs from the PFN IC (Nutshell Corporation and Manell's Food Products) were endorsed and assisted in attending the Food Connect program, which aims to help the MSMEs in pre-

paring the needed documentary requirements for their Food and Drug Administration's License to Operate and Certificate of Product Registration. This program was done by DTI Region 10 in coordination with the Philippine Trade Training Center from 29 June to 27 August 2021. The Provincial Offices, on the other hand, continually provide assistance through the MSME Development Programs.



“

“We would like to extend our warm appreciation to DTI for always lending a helping hand to our growing business. We started our small business in the midst of the pandemic where every step was not easy. It was DTI’s involvement that helped us develop our packaging and branding. Having a new look for our product gave us the edge to compete and opened opportunities for our business. It increased our sales as we managed to capture target markets with the help of digitalized marketing, strategies, training, as and the learnings from other participants through sharing during class.

Again, we thank you for all the assistance and training that DTI provided to us. You are truly a blessing to all MSME.

Jesffer Abrigo

Nutshell Corporation, Quezon

“

“One of the most challenging parts of being into Food Manufacturing is to secure the regulatory requirements. I was fortunate to join the Food Connect, which is a big help with all the free consultations on how to prepare all the documentation and applications needed for FDA LTO and CPR that will help us move towards our goal to provide safe food for everyone.

It might take a while to get the LTO and CPR, but knowing that I have the support of DTI, I will keep moving until I reach my ultimate goal.”

Marinell George

Manell’s Food Products, Cavite



Wearables and Homestyle Industry Cluster

With its wide array of scope, product, market, and opportunity, it is not surprising to know that Wearables and Homestyle (W&H) is one of the industry clusters being prioritized by the DTI. It comprises the twin sectors of Wearables and Homestyle and their respective subsectors, namely: apparel, footwear, and fashion accessories (for Wearables); housewares & holiday décor and furniture & furnishings (for Homestyle).

Through the years, numerous trainings, seminars, product development, meetings, and trade fairs – whether physical or virtual – have been conducted and facilitated by the DTI 4-A and its Provincial Offices. Furthermore, in cooperation and collaboration with other relevant agencies and private partners, notable activities like Product Development and Skills Enhancement Training, Training on Design Conceptualization and Latest Trends, Buntal Weaving Training, Tindahanang Rizaleny, KALAKAL Trade Fair, and promotion of W&H MSMEs in DTI 4-A's ICE Facebook page, among others, have materialized despite facing hurdles—COVID-19 pandemic being the most challenging one. Albeit, all of the learnings from these activities contributed to the increase and/or recovery in domestic sales and exports, market competitiveness, and business growth of the W&H MSMEs. The fact that their businesses are still existing and thriving until today is already an indicator of the cluster's achievement.





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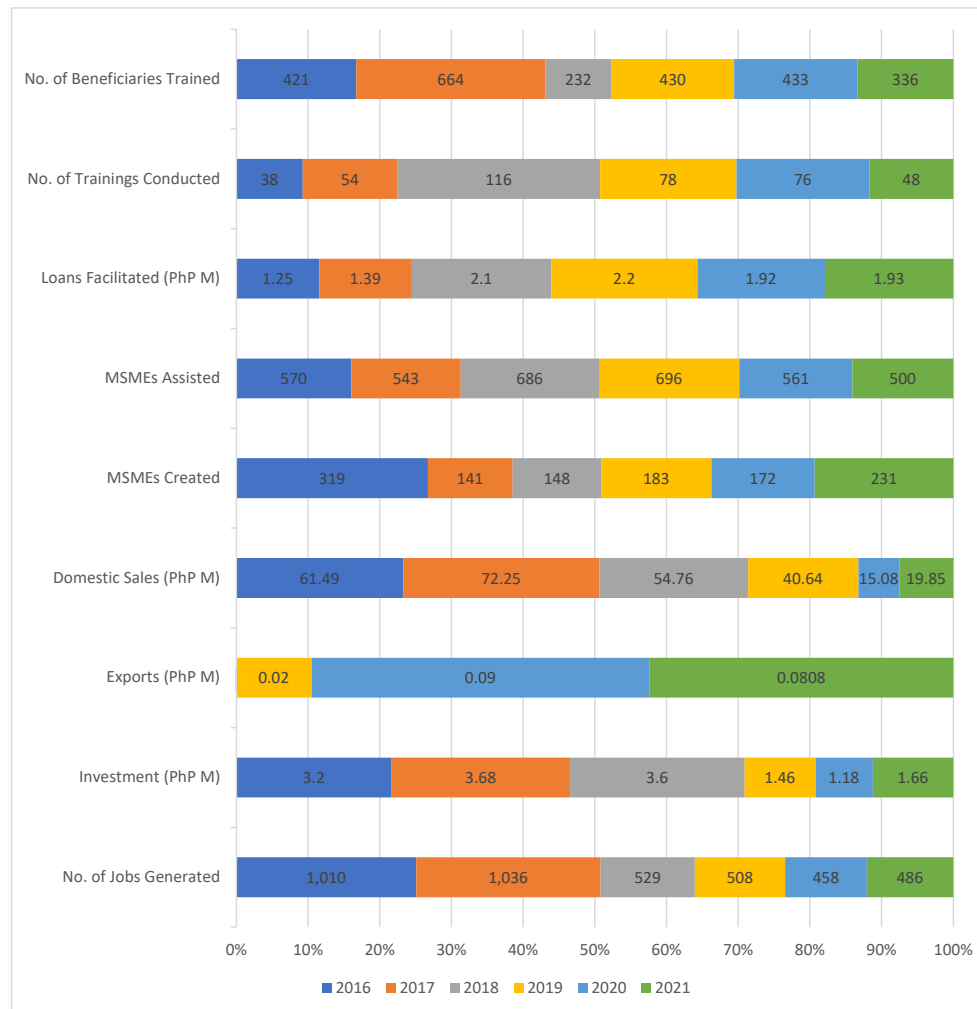
“Ako po ay graduate ng KMME Program. Sa tulong ng DTI, napalago ko ang negosyo dahil isinasama kami sa mga trade fairs at marami ring training na ibinibigay sa amin. Bukod pa diyan, natulungan ako sa financial na aspeto nitong pandemic. Talagang malaki ang tulong sa amin ng government especially ng DTI-Rizal. Kailan man ay hindi kami pinabayaan. Thank you so much sa inyong support sa aming mga small entrepreneurs.”

Ms. Virginia Alonsabi

Owner of Ma. Kime Shoes and Slippers



W&H IC Bottomline Accomplishment (2016-2021)



Coco Coir/ Coconut Industry Cluster

With many coconut farmers and workers, not only in the CALABARZON Region, directly and indirectly dependent on the coconut industry, the DTI 4-A has provided support by enabling agency collaboration and project facilitation. Started as the Coco Coir Industry Cluster, the DTI National Industry Cluster Coordinator (NICC) extended its scope in 2021 by including other high-value coconut products like virgin coconut oil (VCO) and coco sugar.

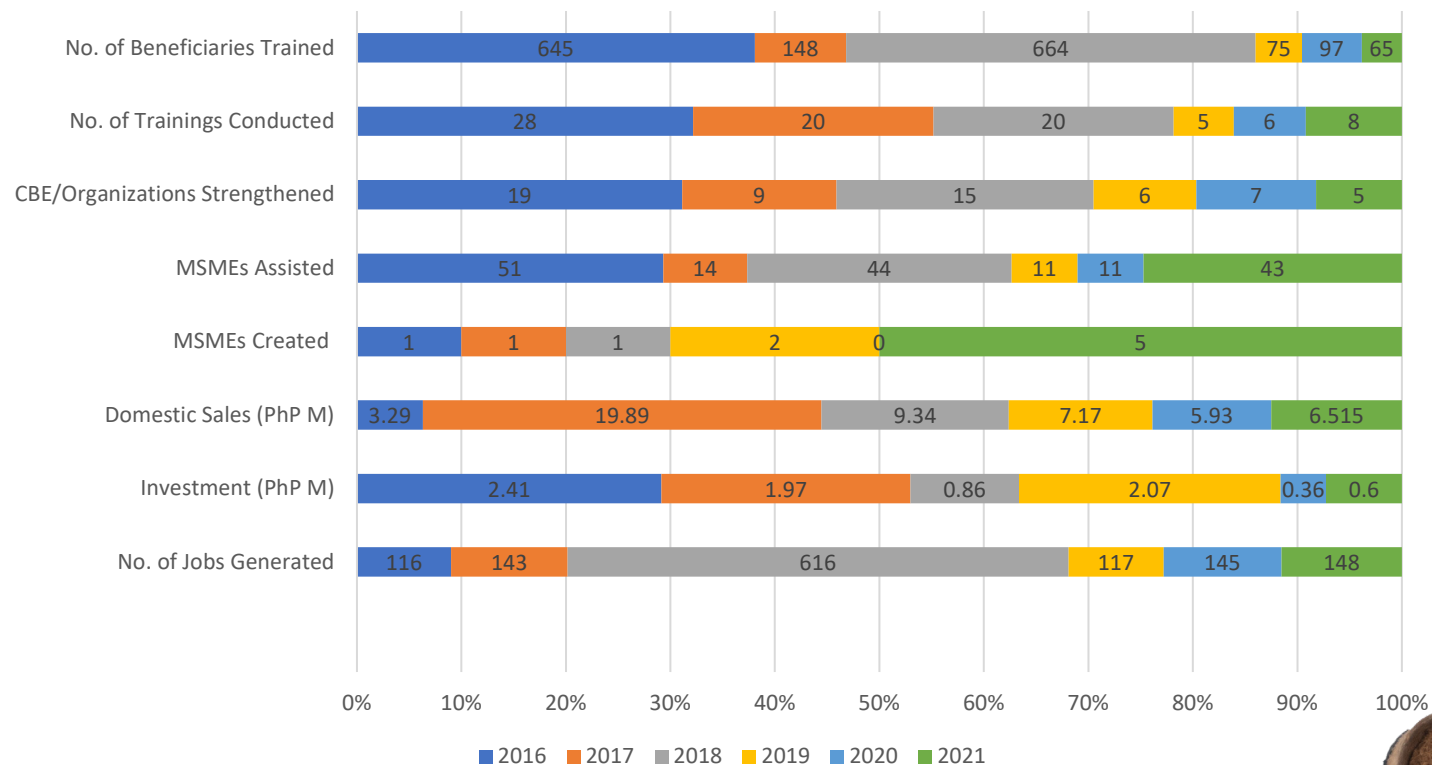
Although the industry is faced with a lot of challenges, the DTI 4-A and its Provincial Offices in Laguna and Quezon remained keen in finding ways to improve, innovate, and market coconut products. In 2020, DTI-Quezon's collaboration with the Lucena Cooperative Development Council (LCDC) resulted in the promotion of disinfection mats made from coco coir geonet as part of precautionary measures against COVID-19. Coco Coir MSMEs were also supported and provided with machine operation and skills trainings to create products such as coco poles, pots, mats, handicrafts, and coir-based slippers and sandals.

Moreover, the DTI Trade Fairs would not be complete without coconut and coco coir products. On 06 December 2021, DTI 4-A hosted the Focus Group Discussion for HVCP- Luzon Cluster to craft and implement a comprehensive national industry strategy and build up the capacity of industry players and enablers. Several participants from the academe, private, and public sectors from Regions 1, 2, and 4A attended the workshop with Dr. Antonio P. Abamo and his team from Visayas State University.

With these interventions, the coconut MSMEs were able to continue their operation, generate sales, and create jobs for their community; thus, DTI's aim to continuously innovate products and widen the market for the coconut industry is just right around the corner.



Coco Coir/Coconut IC Bottomline Accomplishment (2016-2021)



“

Napakalaki po talaga ng naitulong sa amin ng DTI. Kasi dati po kami ay empleyado lang ng Southern Luzon Coconut Oil Mill, sister company ng Minola, kung saan nag-ge-geonet na po ang mga tao noon. Noong 2007, nag-close na po ito kaya nawalan ng trabaho ang mga tao.

Noong 2014, nagbuo po kami ng samahan, ito po ang SMAGNET, kung saan ipinagpatuloy po namin ang paggawa ng geonet sa Mulanay. Sinimulan lang po namin gamit ang kahoy. Lumapit kami sa DTI para sa Shared Service Facility (SSF). Tamang-tama dahil pinahiram nila kami ng mga equipment na gawa sa bakal. Maraming pamilya ang nakinabang dahil dito. Aside from the equipment, marami rin pong mga online trainings kung saan natuto kami ng business resiliency, at health protocols para magtuloy-tuloy ang aming trabaho. Salamat po sa DTI.”

Ms. Ma. Lota Ruby

President of Samahan ng Manggagawa ng Geonet (SMAGNET)

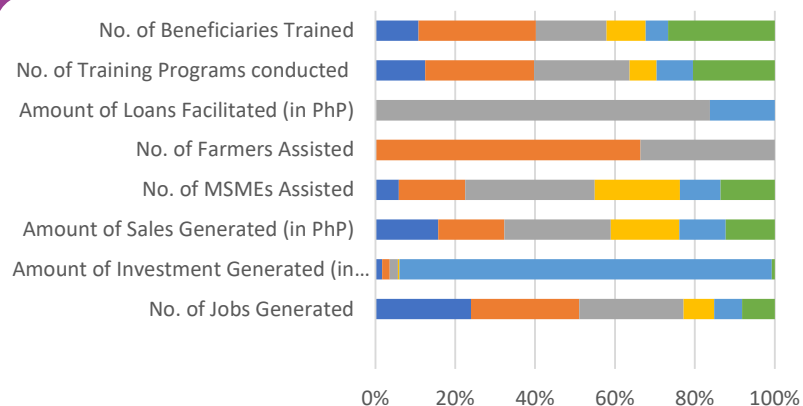


Bamboo Industry Cluster

The Bamboo Industry is one of the national priority clusters which is continuously developed and promoted by the DTI to become a globally-competitive and innovative industry that contributes significantly to the country's inclusive growth and employment generation.

From 2016-2021, DTI 4-A has implemented various programs, projects, and activities that assisted bamboo stakeholders in the region. One of which were the Action Planning Workshops in 2017 and 2021 to update and localized the Bamboo Industry Roadmap at the regional level. In 2020, nine (9) bamboo MSMEs were assisted in improving their bamboo products through the Bamboo Product Development Project with the help of the Design Center of the Philippines.

Furthermore, in the past years, capability building activities, trainings, trade fairs and market development, and promotion activities were done by the Provincial Offices to enhance the skills and productivity of bamboo MSMEs and to explore broader market.



	No. of Jobs Generated	Amount of Investment Generated (in PhP)	Amount of Sales Generated (in PhP)	No. of MSMEs Assisted	No. of Farmers Assisted	Amount of Loans Facilitated (in PhP)	No. of Training Programs conducted	No. of Beneficiaries Trained
2016	147	2,782,859	5,704,142	34	0	0	11	146
2017	166	2,995,000	6,025,000	96	75	0	24	398
2018	160	3,395,000	9,681,000	187	38	980,000	21	240
2019	47	564,000	6,230,000	123	0	0	6	132
2020	43	150,550,000	4,216,505	59	0	190,000	8	77
2021	50	1,118,000	4,439,253	78	0	0	18	361

“

Maraming salamat po sa DTI at Design Center na tumulong sa amin noong panahon ng pandemic. Malaking tulong po sa amin at aming manggagawa yung binigay nyo product development at mga machine equipment, tools at materyales. Napabilis po ang aming paggawa at nagkaroon ng mga order at may mga inquiry local at export

Mrs. Lourdes Rafon

Louniel ArtsHandicrafts, Rizal



“

Una po, nag papasalamat kami sa DTI at sa Design Center na naging bahagi kami ng programa para sa product development. Ito po ay malaki ang naitulong sa amin upang magkaroon ng bagong produkto upang mas dumami ang mga produkto namin na ipagbebenta.

Mr. Gerald Eguia

San Damiano Bamboo Producers Cooperative, Rizal



“

Ang aming samahan ng San Quintin Multi-sectoral Organization ay lubos na nagpapasalamat sa DTI-Quezon, sa pamamagitan nina Maam Grace Ledesma, Ma'am Edel Villadiego at sa DCP sa pagbibigay sa amin ng pagkakataon na maka-attend sa mga training na kailangan namin para mapaunlad ang aming kasanayan sa paggawa ng aming bamboo handicraft, mas mapaganda pa ang aming produkto. Ito po ay aming pahahalagahan para makapagbigay pa ng kabuhayan dito sa amin sa barangay.”

Mr. Alex Porfura

San Quintin Multi-Sectoral Organization, Quezon



INDUSTRY DEVELOPMENT

B. Business Enabling

Business Processing and Licensing System (BPLS)
Business One Stop Shop (BOSS)

BPLS BOSS Monitoring and Validation

As a way of supporting initiatives that promotes ease of doing business in the CALABARZON Region, DTI 4-A regularly participates in the Annual Business One Stop Shop (BOSS) Monitoring and Validation activity as a member of the CALABARZON Business Processing and Licensing System (BPLS) Regional Coordinating Committee (RCCom).

By virtue of DILG-DTI-DICT Joint Memorandum Circular No.1 series of 2010 which have been revised recently to promote automation/computerization of the BPLS, the DTI 4-A joined the Department of Interior and Local Government (DILG 4-A), together with the Department of Information and Communications Technology (DICT Luzon Cluster 2), Bureau of Fire Protection (BFP 4-A), and Batangas State University (BatSU), in monitoring the Local Government Units' (LGUs) compliance to the BOSS-recommended procedures.

In addition, RCCom provided feedback, coaching, and mentoring sessions to monitored LGUs to enhance its respective BPLS and ensure compliance to the Ease of Doing Business and Efficient Government Service Delivery Act of 2018.



INDUSTRY DEVELOPMENT

C. Investment-related

Investment Promotion Group (IPG)

CALABARZON Region, the Industrial Hub of the country, remains to be the overall top investment destination in the Philippines with a total approved domestic and foreign investments of PhP 1.52 trillion from 2016 until third quarter of 2021. Amidst the struggles brought by the Taal Volcano eruption and COVID-19 pandemic, the region managed to secure investments, contributing to the regional economic growth.

In 2016, the Region revamped its Investment Promotion Group (IPG) by virtue of RDC Resolution No. IV-A-67-201. IPG serves as the institutional mechanism, not only to attract investments prioritizing Automotive, Electronics, IT-BPM, Metals and Petrochemicals Industries, but to promote cultural exchange amongst its local governments.

IPG Technical Working Group (TWG), the overall in charge of planning and implementing IPG projects and activities, is headed by DTI 4-A Regional Director Marilou Q. Toledo. Under her leadership, IPG TWG produced promotional collaterals and facilitated several capacity building activities for the local investment staff and officers in the region.

To encourage the Local Government Units (LGUs) and the Regional Line Agencies (RLAs) to work closely together and integrate its respective initiatives in encouraging more investments to be located in CALABARZON, IPG TWG rolled out IPG Capacitate, Harmonize, Accelerate, Motivate and Propel (CHAMP) Webinar Series in 2021. Online platforms were utilized for this program to make it more adaptive to the New Normal. A total of four (4) IPG CHAMP Webinars were facilitated this year and additional webinars will be implemented in the years to come.

As a strategy to bounce back stronger from the unforeseen circumstances due to Taal Volcano eruption and the pandemic, IPG efforts will be geared towards investments recovery and retention.



Batangas Port Forum

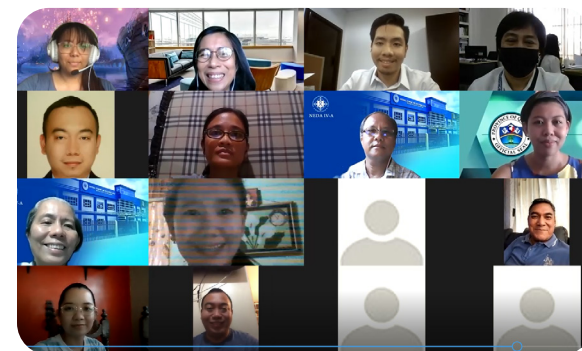
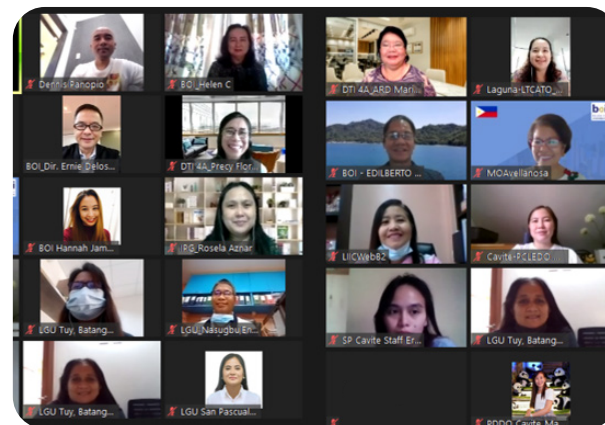


Investment Promotion Training



Inbound Mission





Cities and Municipalities Competitiveness Index (CMCI)

The CALABARZON Region is recognized as the home of the most competitive provinces and local government units (LGUs) in the country through the Cities and Municipalities Competitiveness Index (CMCI), an annual ranking of Philippine cities and municipalities developed by the National Competitiveness Council through the Regional Competitiveness Committees (RCCs) with the assistance of the United States Agency for International Development (USAID).

In the last five years, all 142 LGUs in the region have been active participants in the CMCI, giving topnotch performance in the CMCI current Pillars (Economic Dynamism, Government Efficiency, Infrastructure, and Resiliency) and have already been preparing for the newly added pillar (Innovation).

The Region has taken the lion's share in terms of awards received during Regional Competitive Summits with a total of 135 awards under its belt since its participation to the CMCI in 2013, with the Province of Rizal being the consistent title holder of the Most Competitive Province since 2016.

More than the awards, the Region aims to translate its competitiveness into viability and openness for local and international investment opportunities for a more prosperous CALABARZON in the years to come.



INDUSTRY DEVELOPMENT

D. Innovation



Regional Inclusive Innovation Center (RIIC)

Committed to stir innovation-driven opportunities for MSMEs and Start Ups in the CALABARZON Region, the DTI 4-A, in partnership with the Department of Science and Technology (DOST) 4-A, Batangas State University (BatStateU) as lead academe partner, and U.S. Agency for International Development (USAID) Philippines as the region's dynamic supporter for its programs and initiatives, has successfully launched its Regional Inclusive Innovation Center (RIIC) called Linking Innovation Networks for Competitiveness for CALABARZON or LINC CALABARZON on 19 October 2021.

Initiated on the last quarter of 2020 and launched (online) at the last quarter of 2021, the LINC CALABARZON aims to incorporate innovation in driving inclusive economic growth and establish a strong network of innovation catalysts to harness the region's innovation potential. In the future, the program aspires to be the hub for innovation-based inclusive economic breakthroughs that will translate to more employment and diverse opportunities for the people of the region.

INDUSTRY DEVELOPMENT

E. Special Project



GREAT Women Project 2

The Gender Responsive Economic Actions for the Transformation of Women (GREAT Women) Project 2, otherwise known as Supporting Women's Economic Empowerment (WEE) in the Philippines, is a project funded by the Government of Canada that seeks to improve the economic empowerment of women micro entrepreneurs (WMEs) and their workers. The Philippine Commission on Women (PCW) serves as the lead executing agency for this project with the DTI as one of its implementing partners. The Project utilized the Industry Cluster approach of DTI to further focus on the operation of upstream and downstream economic activities leading to a more inclusive growth of businesses.

Believed to have high potentials due to strong marketability and significant contribution to job creation, income generation, and regional economic growth, the Coffee and Homestyle and Wearables were the sectors identified as priority industry clusters of Region 4-A for the GWP2. With an approved budget of more than PHP 1.7M, significant projects have been implemented by DTI 4-A from 2019-2021. Among them are the conduct of capacity development activities, participation to trade fairs and business matching sessions, assistance on packaging and labeling, registration of trademarks, support to e-commerce, assistance on technology, product photography, and digital brochure. The WME-beneficiaries and their products, along with the summary of interventions, were showcased in a coffee table book dubbed as "Herpreneurs" which was released by DTI 4-A in 2021. Through these efforts and initiatives, the GWP2 helped in bridging the value chain gap and in facilitating women's transformation towards empowered entrepreneurship.





"I am really grateful for being one of the beneficiaries of GWP2. It was a fruitful and enjoyable experience for me, especially the trainings provided for us. Camaraderie was developed among us participants that paved the way for us to do collaborative projects. All the interventions we received inspired me to continue our production with even better quality products while continuously providing jobs to more workers and being a legacy on handmade papermaking as we have been in the business for almost three decades. I am looking forward to the next GREAT Women Project."

Ms. Lita Exconde

Owner of Papel de Lipa Handmade Paper Products Manufacturing



"Thank you, GREAT Women Project for your untiring support to us Women Entrepreneurs. Your support goes a long way and it really empowers us into pushing ourselves to become the best version of being an entrepreneur. God Bless your organization."

Ms. Arsenia Gonzales

Owner of Shebrews Coffee Enterprise



"We are grateful to GREAT Women Project 2 for empowering local women entrepreneurs. The topics tackled in every seminar were made to cater to the needs of local entrepreneurs, especially for micro enterprises like ours. We had a wonderful chance to be connected with esteemed and well-known designers who helped us by giving insights and design ideas for our brand. It is truly empowering and inspiring at the same time."

Ms. Jeanine Y. Marasigan

Owner of Magindara Handcrafted Fashion Accessories

CESO Building Entrepreneurs through Advisory and Mentoring Services (BEAMS)

The Canadian Executive Service Organization (CESO), one of Canada's leading volunteer-based development organization, in partnership with DTI 4-A, has been assisting MSMEs overcome challenges and prosper as businesses. 55 CESO Volunteer Advisers, experts in their own right, have been deployed for various assignments. Since 2015, CESO has completed numerous assignments with DTI 4-A; one of which is the Building Entrepreneurs through Advisory and Mentoring Services (BEAMS), which is a local business advisory program rooted in the "bayanihan" spirit of Filipinos. Lodged in the Negosyo Centers, the BEAMS is equipped with a pool of volunteer mentors with various expertise who are tapped to assist SSFs to reach their full potential. Moreover, they are called upon as resource speakers for KMME and other NC business operations and development trainings.



“

In behalf of PRICMPC, I would like to express our sincere gratitude to DTI for always making a way to help our cooperative. In 2021, through the collaboration of DTI and CESO, PRICMPC was able to launch its own website and learn about digitalized marketing techniques and strategies. Because of this, people were able to know more about the cooperative's activities, products, and services. In turn, it paved the way to increase sales and membership. PRICMPC will be forever grateful to DTI for always believing in our cooperative.

Ms. Cristina Generoso
Pinagdanlayan Rural Improvement Club MPC



Roads Leveraging Linkages of Industry & Trade (Roll-It) Program

TOTAL BUDGET ALLOCATION		
2017 2,045	2018 1,259	2019 5,885

The DTI and the Department of Public Works and Highways (DPWH) signed a Memorandum of Agreement on 29 November 2016 which created a Convergence Program on road connectivity for industry and trade development. Dubbed as Roads Leveraging Linkages of Industry and Trade (ROLL-IT), the program aims to facilitate the efficient and coordinated efforts between the two (2) Departments to identify, prioritize, and implement road access infrastructure leading to various industries and economic zones in a technically-correct and politically-participative process.

From 2018 to 2020, Region 4-A has been allocated with a total of PhP 869.2M for the construction and

rehabilitation of identified industry roads; majority of which are for multi-year funding. Among these projects are: construction of link road connecting Aguinaldo Highway and Governor's Drive in Dasmariñas City, Cavite in support of IT BPM Industry; widening and rehabilitation of Pulo-Diezmo Road connecting Brgys. Pulo and Diezmo in support to LISP-1 in the City of Cabuyao, Laguna; construction and improvement of access roads leading to Honeybee Industry in Brgys. Malabanan and Paligawan, Balet, Batangas; and various concreting in select barangays in Alabat, Atimonan, Guinayangan, Gumaca, Lopez and Tagkawayan, in the 4th District of Quezon in support of agri-based industries.



“

Nang dahil sa ROLL IT Program ng DTI at DPWH, mas dumami ang mga sasakyang dumadaan sa aming lugar kaya mas nakikilala ang aming processing center at produkto. Higit ring nakilala ang aming kooperatiba at nadagdagan ang nagpa-myembro at gusto pang maging myembro. Mabilis at madalas na rin na nakadadalo ng mga pagpupulong at gawain ang mga opisyal at myembro ng koop. Ang proyekto ng iba't ibang ahensya ng gobyerno ay mas mabilis na ring nakakarating sa amin.

Ms. Leonida Mendoza
Production Supervisor, Agos
ng Pag-asa Multi-Purpose
Cooperative



Ginger & Turmeric Industry Cluster (GTIC)

As a result of the COVID-19 pandemic and its negative effect on businesses, the DTI 4-A looked for new and emerging industry clusters with the potential to grow in the domestic and international markets with their possible health benefits. As part of the new 7-year partnership between DTI 4-A and CESO, MSMEs who are into ginger and turmeric products were identified for assistance under the Accelerating Women's Empowerment (AWE) Program.

DTI 4-A conducted the Action Planning for the Ginger and Turmeric Industry Cluster (GTIC) last 27 May 2021 with Ms. Rita Pilarca as Resource Person. CESO then stepped in and conducted follow up sessions with the GTIC Ad Hoc Steering Body from October to December to finalize and get a jump start on the Action Plan with the following MSMEs spearheading the action:

- **PRIC MPC (Quezon)**
- **Sampaloc ARB MPC (Rizal)**
- **Makiling Organics (Laguna)**
- **John and Ging Agri and Aqua Ventures (Quezon)**
- **Manell's Food Products (Cavite)**
- **Delfa's Food Products (Cavite)**
- **Pasciolco AgriVentures (Quezon)**
- **Mira's Turmeric Products (Batangas)**
- **Amazing Foods Corp. (Laguna)**
- **NBDM Farm and Food Processing (Quezon)**
- **Wellness Options (Quezon)**
- **Brics Ventures (Laguna)**
- **EF Pirote Food Products Manufacturing (Rizal)**

The first activity conducted by the group was a Training on the Spray Drying Process to prolong the shelf life of ginger/turmeric and a benchmarking activity to the SSF CALABARZON Food Solution Hub to see the spray dry machine in action last 20 and 22 November, respectively. Both activities aimed to educate the GTIC MSMEs in the benefits of using the spray dryer and possibly incorporate it in their production process for food improvement.



CONSUMER PROTECTION

A. Consumer Advocacies & Special Projects

Advancing consumer rights & responsibilities

Empowering Filipino consumers is probably the best way to ensure and sustain protection of their rights and, in another fashion, create consciousness and initiatives to build the culture that will develop responsible consumers. With the complex and distinct needs and expectations of each consumer despite limited capability of the government to respond to those

requirements, consumer empowerment is a must. Hence, DTI 4-A charted a continuing consumer awareness program in the region on consumer rights and responsibilities provided under the relevant Philippine Laws as well as relevant external references. This advocates to develop Filipino consumers to become responsible consumers by way of

manifesting critical awareness when buying goods or availing of services, ready to take action rather than remain passive consumers, exhibit social concern thru responsible consumption, and act in solidarity with fellow Filipino consumers on matters pertaining to consumer rights and welfare.

Consumer Organizations

In 29 December 2021, DTI 4-A formalized the partnership with the Better Pililla Women's Multipurpose Cooperative (BPWMPC), accredited as a regional consumer organization, in promoting ethical business practices. This was a unique and pioneering approach to tap a small multi-purpose cooperative in an advocacy to promote consumer interests focused on sustaining production and supply of quality products and adopting the concept of sustainable production model. This approach was a far cry from the conventional DTI-PCCI partnership model previously initiated where members have highly diverse individual interests.

Aside from that, previous province-initiated effort accredited five (5) consumer organizations in 2018 as part of CPD's consumer organization network development strategy:

- Rizal Fed of Consumer Coops (Rizal)
- Quezon Fed and Union of Coops (Quezon)
- Bantay Bayan Foundation, Inc. (Laguna)
- Imus Mtero Credit Multi-Purpose Coop. (Cavite)
- Sangkap Multi-Purpose Coop (Batangas)





Diskwento Caravan

Diskwento Caravan is a DTI public service in partnership with big manufacturers and/or distributors which aims to offer goods to the public at a lesser cost.

Before the emergence of COVID-19 pandemic, life has already been rough for most Filipinos and became harder during its existence. However difficult the situation is for the general public, there will always be those institutions that would think of ways to help diminish the hardships of the people.

Thus, DTI and partner firms continually work hand in hand in serving the people through forming events, such as Diskwento Caravan, to help alleviate the burden of the public.

Below are the results which indicate the success of the program conducted from 2016 to 2021. These proves that, amidst calamities and disasters, DTI 4-A constantly delivers and serves the public without hesitation.





DTI-4A 2016-2021 DISKWENTO CARAVAN ACCOMPLISHMENT

	Number of Diskwento Caravans Conducted	Number of consumers benefited	Number of household benefitted	Amount of sales generated (PhP M)
2016	9	10771		3.612
2017	8	7,592		4.565
2018	18	11,133		7.548
2019	40	15,301		8.455
2020	19		6,455	3.919
2021	117		25,840	28.499

Bagwis Awards

The Bagwis Program aims to promote and foster the highest level of business ethics and advocate a fair and honest marketplace through voluntary self-regulation and service excellence. Through this, the DTI continues giving due recognition to establishments that uphold the rights of consumers and practice responsible business in which both sectors benefit from and promotes a sustainable Consumer Welfare Desk (CWD) or a DTI-recognized customer service counter to provide information to consumers and serve as a mechanism for prompt resolution of consumer complaints.

In 2020, it was a big challenge for DTI 4-A to surpass the previous years' accomplishment of having the most number of Gold Bagwis awards in 2018 and 2019 considering the risks during the height of the COVID-19 pandemic wherein it was difficult to conduct assessments on Bagwis applicants. However, DTI 4-A proved that hard work pays off. For three (3) consecutive years, the Region has the most number of Gold Bagwis awards and strives to sustain its success.



2017 BAGWIS AWARDEES

Province	Gold	Silver	Bronze	Total
BATANGAS	3	6	-	9
CAVITE	10	-	1	11
LAGUNA	9	12	4	25
QUEZON	2	1	-	3
RIZAL	25	-	-	25
TOTAL	49	19	5	73

2018 BAGWIS AWARDEES

Province	Gold	Silver	Bronze	Total
BATANGAS	10	-	-	10
CAVITE	41	1	1	43
LAGUNA	41	22	21	84
QUEZON	3	2	2	7
RIZAL	15	-	-	15
TOTAL	112	25	24	161

2019 BAGWIS AWARDEES

Province	Gold	Silver	Bronze	Total
BATANGAS	29	-	-	29
CAVITE	26	5	-	31
LAGUNA	43	8	24	75
QUEZON	6	2	9	17
RIZAL	11	-	-	11
TOTAL	115	15	33	163



2020 BAGWIS AWARDEES

Province	Gold	Silver	Bronze	Total
BATANGAS	6	-	-	6
CAVITE	5	-	-	5
LAGUNA	9	11	1	21
QUEZON	3	-	5	8
RIZAL	25	-	-	25
TOTAL	48	11	6	65

2021 BAGWIS AWARDEES

Province	Gold	Silver	Bronze	Total
BATANGAS	9	-	1	10
CAVITE	9	2	-	11
LAGUNA	61	8	18	87
QUEZON	-	-	9	9
RIZAL	44	-	-	44
TOTAL	123	10	28	161



Regional Tanghalang Pangmamimili

The Regional Tanghalang Pangmamimili was conceptualized and implemented to engage high school students under the consumer advocacy program of DTI 4-A. The stage-play actors/actresses, internalizing what it takes to be empowered consumers, evolved as consumer advocates as they went back to their respective homes and communities. In 2018, the Consumer Policy and Advocacy Bureau (CPAB) adopted Tanghalan as a 'national project'; thereby, providing budget subsidy for regional/provincial project roll-out resulting to more consumer warriors from the youth sector.

However, the Regional Tanghalang Pangmamimili was dropped after 11 years due to the COVID-19 pandemic.



Music Video Competition

(Serenading Planet Earth 2020)

The Serenading Planet Earth 2020, or SPE for brevity, was DTI's 2020 year-end activity amid the worsening dual global crisis – Climate and Pandemic Crisis. SPE was a song-writing and music video competition in support to the National Consumer Protection Program and Sustainable Development Goal 2030. The event aimed to engage the young generation in promoting responsible consumption and/or sustainable production using music as a medium. It also sought to set the stage for sustained leadership and involvement of the young generation from different fields of disciplines, beginning with awareness on the importance of sustainable solutions.

19 bands joined the event, drawing 12,400 Facebook likes despite limited resources to promote the activity. The Consumer Protection Team of the DTI 4-A expected to capitalize on these 12k followers as future consumer warriors in the CALABARZON Region through sustained collaboration series in the coming years. The Team envisioned to grow this number to at least 100k strong consumer advocates, focused on promoting Sustainable Solutions in five years or less.

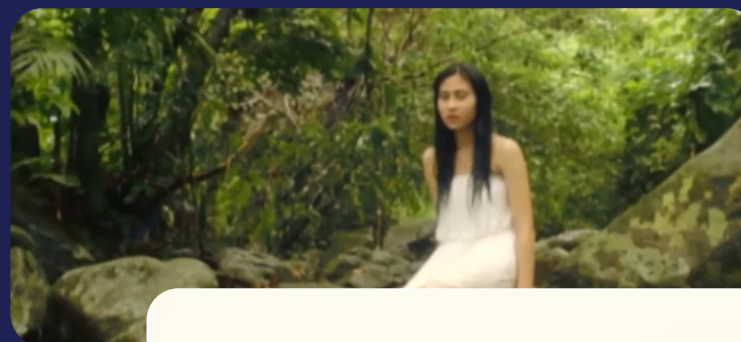
The Dec 21 SPE event was highlighted with special lectures from DTI Undersecretary Ruth Castelo, DTI 4-A CPD Chief Felizardo Cupit, the Associate Dean of UPLB College of Human Ecology and the Associate Dean of Jindal Global Law School on the narratives behind Serenading Planet Earth, Linear Economy, Circular Economy, and Climate Change, insights on how to help achieve SDG 2030 particularly Goal No. 12 amid

the pandemic, and the content of SDG 2030.

The second segment of the event was the Awarding Ceremonies for winners of the song writing and music video competition. Prominent personalities composed the Selection Board, namely: Buwi Menesis of the multi-awarded Parokya ni Edgar; Lorenz Edward Sarrondo, Music Director of UP Manila Choral; Rainier Pagkaliwagan with past and present affiliation with the Ateneo Chorale and International Choral Group of UCP. Known international and local personalities also expressed support to SPE such as Gringo Honasan, Sustainable Department of Asian Development Bank, Wildlife Foundation (US), etc.

The success of SPE 2020 opened a vast opportunity to pursue continuing collaboration with the youth from various fields of discipline, including the out-of-school youths, in crafting creative projects consistent with the DTI 4-A's CPD Team's mission to establish a solid team that will be part of a global network working to help in sustaining healthy existence of our planet from generations after generations. This mission is also consistent to DTI's mandate to serve and ensure consumers right to a healthy environment and right to safety and to promote all five consumer responsibilities that calls for critical awareness, action, social concern, environmental awareness, and solidarity.

SPE Video Music Competition Winning Entries:



2021 Online Consumer Survey & Online Consumer Quiz Bee

“A shift towards responsible consumption lifestyle and non-destructive business models to respond to the climate challenges”

This project was conducted in November (Online Consumer Survey) and in December 2021 (Online Quiz Bee) to assess the level of awareness of Filipino consumers, including the awareness on basic rights and responsibilities amid current realities such as digital marketplace as part of the new normal and the growing threats of climate change to humanity, and the readiness of consumers to support community projects related to develop a safe and healthy environment for everyone.

The invitation to join the online survey and quiz bee generated popular responses from the majority of the young population. Highlights of the findings were the following:

1. **Majority of the respondents came from age bracket 18 and below;**
2. **About 60% of the participants were female;**
3. **Consumers were generally aware or engaged in online buying;**
4. **Majority of online consumers felt that they are not adequately protected from online scammers or from unconscionable business practices;**
5. **Majority of the consumers are not aware on global programs or projects associated with protecting the environment;**
6. **Majority of the participants expressed willingness to support any collaboration projects to help save the environment.**

The encouraging results of the project provided DTI with a clear blue print for the future directions of the advocacy programs, especially one that would address the huge challenge of ensuring a safe and healthy environment.

This activity was a continuation of the theme adopted in 2020 Serenading Planet Earth—Sustainable Consumption.



Consumer Awareness Index Benchmarking Survey

The Consumer Awareness Index Survey was conducted by drawing sample respondents from the participating schools of both the Short Film Competition and the Regional Tanghalang Pangmamimili to determine the impact of these projects on the level of awareness of the youth participants. Results showed 91-95% awareness index from the top five (5) participating schools. This proved the high relevance of these projects in creating awareness among the youth and as well as successfully building consumer warriors who can influence their peers both in the academic communities and in their respective households.

Highest Consumer Awareness Index by Type of Event



Short Film Competition

Short Film Competition, a pioneering work of DTI 4-A, is an innovative way of engaging students in the tertiary level. By internalizing their rights and responsibilities as consumers, students were able to effectively interpret what they learned as they execute various roles in the short films that their respective schools produced for the Provincial and Regional Film Competition.

In its launching in 2018, video files themed “Making Digital Market Places Fairer” of the top five (5) out of nine (9) provincial entries were reproduced for distribution to the Negosyo Centers (NCs) of DTI for clients’ viewing while they wait for their transactions to be completed.

At a glance, below is the summary of the 2018 Short Film Project:

Awards	Film Title	Name of School Organization/ School	Address
Best Film	"Angulo"	De La Salle University	Dasmariñas Cavite
1st Runner -Up	"Guni-Guni"	Lyceum of the Philippines University	Batangas
2nd Runner-Up	"Tadhana"	University of Rizal System	Rizal
Consolation Prizes 1	"Add to cart"	Lyceum of the Philippines University	Laguna
Consolation Prizes 2	"As you order"	Laguna University	Laguna



Consumer Fun Run

Following the successful simultaneous National Fun Run 2017, the Consumer Protection Group (CPG) of DTI through the Consumer Protection and Advocacy Bureau (CPAB) hosted again the 2018 implementation with adequate budget provisions to the Regional/Provincial Offices that would ensure bigger representation at the CPG-led run held in the Mall of Asia Complex. The event jumpstarted in the early dawn of 1 October, which was attended by DTI friends and families and by representatives from the different support Bureaus and adjacent DTI Provincial/Regional offices. CPG Undersecretary and several Directors of DTI attended the event.

As a gesture of support and solidarity, the DTI 4-A sent groups from the Regional and all its Provincial Offices. Running with fun while building consciousness about consumer rights and responsibilities among a big crowd of runners are indeed doable. Runners, therefore, are potential consumer warriors.



CONSUMER PROTECTION

B. Business Accreditation and Licensing

Product Certification Scheme

To protect consumers against hazards to health and safety as well as to assure the public of the consistency of standardized products in the market, one of our duties is to provide for the standardization and certification of products, both locally manufactured and imported, giving the consumers access to quality and safe products conforming to the relevant Philippine National Standards (PNS)."

Accomplishments under the Philippine Standard (PS) Quality and/or Safety Certification Mark Licensing Scheme:

2016 Accomplishment

	TARGET AUDITS	ASSESSED	AUDIT BACKLOG	% COMPLETION	FOR REGIONAL ENFORCEMENT	NEW APPLICATIONS PROCESSED	APPROVED LICENSES	FEES GENERATED (PHP)
■ Cavite	16	15	1	93.75%	0	1	18	342,075.00
■ Laguna	24	17	3	70.83%	4	3	12	233,390.00
■ Batangas	15	13	1	86.67%	1	2	9	216,200.00
■ Rizal	16	12	1	75.00%	3	0	12	322,132.00
■ Quezon	5	4	1	80.00%	0	0	4	78,200.00
■ Total	76	61	7	80.26%	8	6	55	1,191,997.00



2017 Accomplishment

	TARGET AUDITS	ASSESSED	AUDIT BACKLOG	% COMPLETION	FOR REGIONAL INSPECTION	NEW APPLICATIONS PROCESSED	FEES GENERATED (PHP)
■ Cavite	28	22	3	78.57%	0	1	236,175.00
■ Laguna	33	27	0	81.82%	3	3	95,500.00
■ Batangas	12	10	1	83.33%	1	0	134,625.00
■ Rizal	14	11	1	78.57%	1	0	170,273.00
■ Quezon	3	3	0	100.00%	0	0	0
■ Total	90	73	5	81.11%	5	4	636,573.00



2018 Accomplishment

	TARGET NO. OF FACTORY ASSESSMENT	NO. OF FACTORY ASSESSMENT ACTUALLY CONDUCTED	NEW APPLICATIONS PROCESSED	FEES GENERATED (PHP)
■ Cavite	22	24	1	223,510.00
■ Laguna	31	28	5	117,310.00
■ Batangas	15	12	4	81,300.00
■ Rizal	24	11	2	123,000.00
■ Quezon	7	6	1	13,750.00
■ Total	99	81	13	558,870.00



2019 Accomplishment

	Target No. of Factory Assessment	No. of Factory Assessment Actually Conducted	Audit Backlog	% Completion	New PS Applications Processed	FEES GENERATED (PHP)
■ Cavite	10	8		80%	1	187,100.00
■ Laguna	10	9		90%	0	261,150.00
■ Batangas	9	8		89%	1	195,500.00
■ Rizal	10	8		80%	2	377,700.00
■ Quezon	3	3		100%	0	43,800.00
■ Total	42	36		86%	4	1,065,250.00



2020 Accomplishment

- 12 Requested Audits Under R4A PCIMS account
- 79 PCIMS related notices issued.
- 49 PCIMS related inquiries received and acted upon.



2021 Accomplishment

- 15 Audit Schedules set and coordinated with the BPS.
- 2 Seminars conducted on ISO 9001:2015 awareness to PS clients.
- 14 jointly conducted physical and virtual QMS & Products audit with the BPS.
- 57 PCIMS related inquiries received and acted upon.

2016	NUMBER OF ICC APPLICATIONS PROCESSED	NUMBER OF ICC ISSUED	Address
1ST SEMESTER	85	34	Dasmariñas Cavite
2ND SEMESTER	73	33	Batangas
TOTAL	158	67	Rizal
2017	NUMBER OF ICC APPLICATIONS PROCESSED	NUMBER OF ICC ISSUED	Address
1ST SEMESTER	129	80	Dasmariñas Cavite
2ND SEMESTER	96	59	Batangas
TOTAL	225	139	Rizal
2018	NUMBER OF ICC APPLICATIONS PROCESSED	NUMBER OF ICC ISSUED	Address
1ST SEMESTER	88	22	Dasmariñas Cavite
2ND SEMESTER	76	27	Batangas
TOTAL	164	49	Rizal

2019 Accomplishment

- 7 - ICC issued
- 3 - Conditional Release issued
- 11 - certificates of exemption
- 6 - certificates of exemption processed under PCIMS

2020 Accomplishment

- 9 - ICC related inquiries received and acted upon
- 7 - Certificates of Exclusion issued under DTI 4A PCIMS account

2021 Accomplishment

- 6 - Certificates of Exemption Issued
- 2 - Conditional releases issued
- 5 - ICC related inquiries received and acted upon

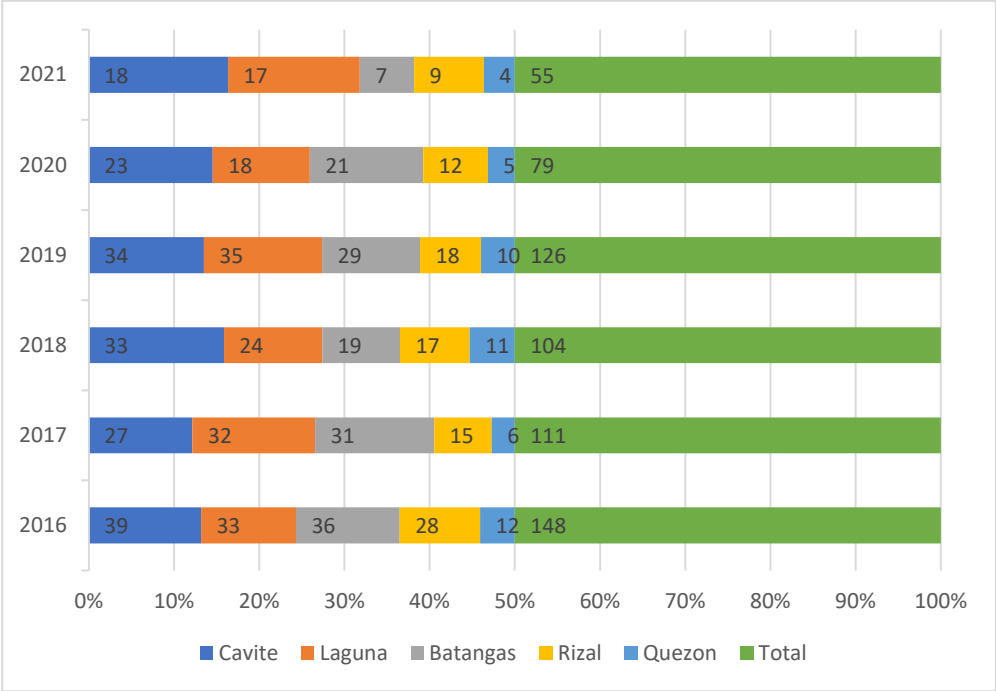


Private Emission Testing Center

Private Emission Testing Centers (PETC) are facilities that determine the level of motor vehicle emissions in conformity to the standards set by the Republic Act 8749, otherwise known as the Philippine Clean Air Act, which aims to maintain the quality of air and protect human life from the dangers of air pollution. The DTI, with the Department of Transportation (DOTr) and the Department of Environment and Natural Resources (DENR), are mandated to promote, develop and professionalize the emission testing business to assure customers of reliable, ethical and competent services consistent with set standards under the said Act. Herein, motor vehicles are required to have their vehicles tested and certified for emissions compliance prior to vehicle registration renewal at the Land Transportation Office.

Pursuant to the Department Administrative Order 3:2002 and the DTI-DOTC JAO No 01 Series of 2001, below are the accomplishments of DTI 4-A for 2016-2021:

NO. OF PETC APPLICATIONS PROCESSED/APPROVED



As of 29 December 2021, there are 193 accredited Private Emission Testing Centers in CALABARZON: 53 in Cavite, 44 in Laguna, 50 in Batangas, 29 in Rizal, and 17 in Quezon.

However, due to the Covid-19 Pandemic, DTI 4-A was not able to conduct physical inspections of the PETCs. Thus, temporary or provisional certifications were provided to PETC applicants found compliant after due verification and evaluation to the documentary requirements set by DTI DAO 3:2002. On-site inspections shall be done once the environmental condition permits or any guidelines for physical inspection was released by DTI HO.



2017



2018



2019



2021

Truck Rebuilding Center Accreditation

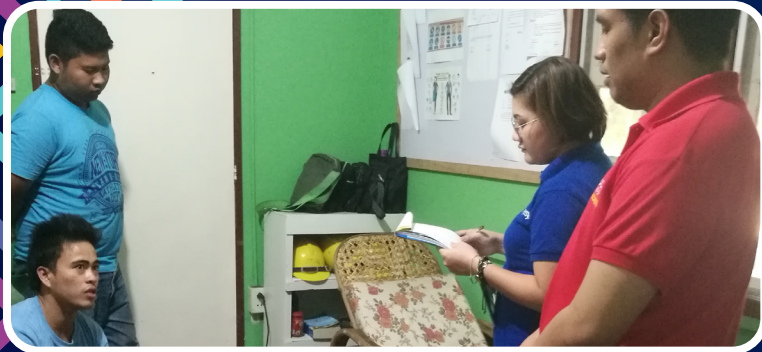
To assure the public that all rebuilt trucks are safe and roadworthy, and meet the standards of proper rebuilding and exhaust emission, the DTI processes accreditation of all truck rebuilding centers”.

Processed Applications

Year	New Application	Renewal Applications	Total Fees Generated
Batangas	2	3	Php 172,500.00
Cavite	3	5	Php 240,600.00
Laguna	3	5	Php 277,350.00
Quezon	2	5	Php 243,580.00
Rizal	1	0	--
Rizal	1	10	Php 170,750.00
TOTAL			Php 1,104,780.00

Processed Vehicle Registration Endorsements to LTO

Year	Endorsements Processed
2018	99
2019	144
2020	82
2021	127



Accreditation of Service and Repair Shops

The Presidential Decree No. 1572 (PD1572) requires all enterprises and technical personnel employed therein engaged in the service and repair of motor vehicles, heavy equipment, engines and engineering works; electronics, electrical, air conditioning and refrigeration; office equipment; medical and dental equipment; and other consumer industrial electro-mechanical, chemical, and gaseous equipment, machinery appliances or devices to apply for accreditation with the DTI. This law is centered in providing adequate protection to safeguard the interest of the public against unethical and incompetent practice of service and repair enterprises. In addition, the law is concerned in protecting reliable and competent service and repair enterprises against such malpractices, which undermine their good name and established reputation.

Trained technical Consumer Protection Division personnel are engaged in the assessment of these repair and service shops. In order to maintain compliance, each accredited center is required to renew its accreditation annually and will be subjected to on-site inspection. Each center is graded/rated and categorized as 1-star to 5-star depending on the capability/capacity, infrastructure, human resources, capitalization, etc.

2016	NEW	RENEWAL	TOTAL
Batangas	62	217	279
Cavite	51	278	329
Laguna	34	235	269
Quezon	86	22	108
Rizal	87	345	432

Sales Promotion

Sales Promotion is a strategic method of marketing undertaken to boost sales of the product or service by encouraging consumers to avail the products/services with additional privileges.

The DTI 4-A initiated a very significant policy reform that allows implementation of sales promotion the day after receiving approval from the DTI.

During the 1st quarter of 2020, the IATF developed health protocols which halted firms from conducting Sales Promotions and resulted to a drop in the number of applications of more than half of total applications of the previous year in the DTI 4-A Regional Office. Due to this, DTI 4-A strongly encouraged online facilitation of Sales Promo applications to prevent the risk of COVID-19 transmission, with limited exposure.

SALES PROMO APPLICATIONS PROCESSED

2016
468

2017
414

2018
391

2019
505

2020
230

2021
255



Price and Supply Monitoring

The Republic Act No. 7581 also referred to as the Price Act, provides protection to consumers by stabilizing the prices of basic necessities and prime commodities and ensuring its availability at reasonable prices at all times, especially during emergency, calamities, and similar occurrences. To fulfil the mandate of the Act, the Implementing Rules and Regulations of the Price Act, DTI-DA-DOH-DENR JAO No. 01:1993 directs the implementing agencies, including the DTI to conduct regular monitoring of basic necessities and prime commodities (BNPC).

The DTI 4-A conducts BNPC price and supply monitoring visits in supermarkets, wet markets, and grocery stores in the region wherein data on prices and supply were collected through actual inspection of price tags, price verification scanner, point of sale terminals, including surveys conducted through e-mail or phone interviews. Afterwards, collected data are being analyzed using historical price trend charts and comparative data analysis. In case of unusual incidents or occurrence during the monitoring activity, Letter of Inquiry (LOI) is issued to establishments observed with prices above the latest Suggested Retail Price (SRP) or price increase by more than 10% from the immediately preceding month requiring the subject firms' formal explanation or justification.



Whenever an area is declared a disaster area or under a state of calamity/emergency, prices of basic necessities in that area shall be automatically be frozen at their prevailing prices or placed under automatic price control for 60 days. If the prevailing price of any basic necessity is excessive or unreasonable, price ceiling may be imposed by the President upon the recommendation of the implementing agency. During these times, the DTI 4-A conducts daily and weekly monitoring visits of establishments to check the sufficiency of supply of BNPCs and compliance to the set price freeze. Below are the Presidential Proclamations in 2020-2021:

- Proclamation No. 906 (Taal Eruption) – 21 February 2020
- Proclamation No. 929 (COVID-19 Pandemic) – 16 March 2020
- Proclamation No. 1051 (Typhoons Ulysses and Rolly) – 18 November 2020
- Proclamation No.1143 (African Swine Fever) – 10 May 2021

Moreover, DTI 4-A conducts weekly and monthly price and supply monitoring on seasonal products, such as school supplies within a period of two (2) months before the opening of classes and Noche Buena products from October to December, to ensure stability of prices and availability of supply.

For 2016-2021, the DTI 4-A was able to accomplish the following:

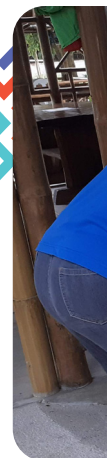
Monitoring Visits

PROVINCE	2016	2017	2018	2019	2020	2021	TOTAL
Batangas	1,612	1,284	973	362	429	2,950	7,610
Cavite	2,392	3,382	3,313	409	1,496	2,388	13,380
Laguna	3,393	1,237	1,159	257	2,247	1,461	9,754
Quezon	437	1,945	1,432	346	466	1,015	5,641
Rizal	832	786	945	330	919	1,230	5,042
TOTAL	8,666	8,634	7,822	1,704	5,557	9,044	41,427

Bayanihan Heal as One Act

Being put under a state of emergency following the COVID-19 pandemic in 2020, the Philippine government had enacted laws and regulations to stimulate economic activity in the country. The Republic Act No. 11519 (Bayanihan to Recover as One Act) was one of said laws which contains measures to speed up the recovery of the economy and encourage new and additional investment. Under the said Act, the DTI has been one of the national government agencies tasked to provide social amelioration program.

In 2020, DTI enrolled eight (8) social amelioration programs/projects; five of which were under the operation of the Consumer Protection Division (CPD): Price Monitoring to Ensure Adherence to Automatic Price Levels of Basic Necessities, Campaign on Anti-Hoarding/Anti Profiteering, Diskwento Caravan, Enforcement of MC 20-12 (Concessions on Residential and Commercial Rents for MSMEs), and Post-Audit Monitoring of Establishments in compliance to the minimum health and safety protocol in Barbershops and Salons, Dine-In Food establishments, and Ecozones/Manufacturing and Other Industries.



From 28 March to 31 December 2020, the DTI 4-A conducted 3,422 monitoring activities which showed 100% compliance to the automatic price levels of basic necessities and price commodities during the pandemic. Consequently, the anti-hoarding and anti-profiteering campaign aimed to enforce measures to protect the consumers from any possible disruptions on supply and distribution of medical supplies, food and other essentials goods and services and to discourage overpricing during the health crisis resulted to a total of 19 joint operations with Philippine National Police/Criminal Investigation and Detection Group and National Bureau of Investigation: 10 operations in Laguna, two (2) in Rizal, and seven (7) in Quezon. During those operations, 35 persons were arrested: 15 from Laguna, two (2) in Rizal, and 18 in Quezon.

Moreover, 12 Diskwento Caravans were conducted by DTI 4-A in partnership with the Department of Agriculture (DA) and the Local Government Units (LGU) in the region to provide basic necessities to consumers at a discounted price: seven (7) by DTI-Cavite, one (1) by DTI-Laguna, and four (4) by DTI-Quezon. Aside from that, 30 caravans were conducted, 28 of which were conducted in DTI-Cavite and the remaining two (2) were conducted

2020 Bayanihan Report

ACCOMPLISHMENT REPORT OF THE CONSUMER PROTECTION DIVISION

ENFORCEMENT OF MC 20-12 (CONCESSIONS ON RESIDENTIAL AND COMMERCIAL RENTS FOR MSMEs)



POST-AUDIT MONITORING OF ESTABLISHMENTS IN COMPLIANCE TO MINIMUM HEALTH & SAFETY PROTOCOLS



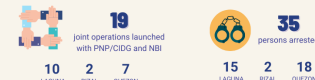
2020 Bayanihan Report

ACCOMPLISHMENT REPORT OF THE CONSUMER PROTECTION DIVISION

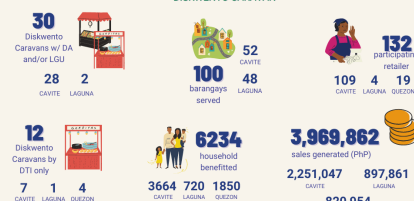
PRICE MONITORING TO ENSURE ADHERENCE TO AUTOMATIC PRICE LEVELS OF BASIC NECESSITIES



CAMPAIGN ON ANTI-HOARDING/ANTI-PROFITEERING



DISKWENTO CARAVAN



BAYANIHAN ACCOMPLISHMENT REPORT Monitoring on Minimum Health Protocol Standards for year

MONITORING IN COMPLIANCE OF MC 20-39 (BARBERSHOPS AND SALONS)





by DTI-Laguna, in their respective LGUs covered. During these caravans, 132 manufacturers served a total of 6,234 households from 100 barangays resulting to PhP 3,969,862.00 in sales.

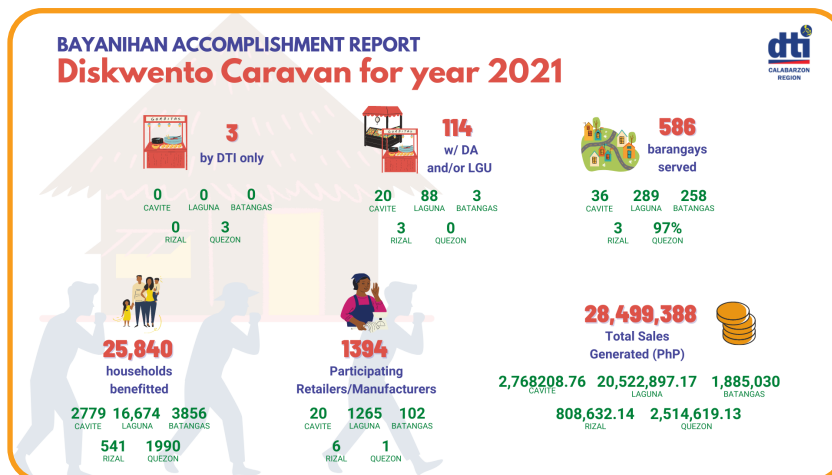
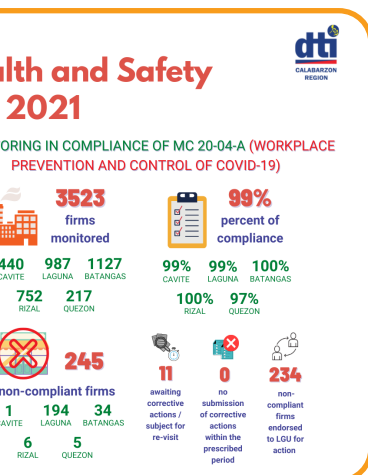
As businesses had been greatly affected by the Covid-19 pandemic, Memorandum Circular No. 20-12, series of 2020, on 4 April granted concessions on residential and commercial rents of MSMEs. However, DTI 4-A received several complaints on both residential (40) and commercial (28) type of rental, mostly from Laguna. Among the 68 complaints, 53 were resolved thru DTI 4-A mediation within 10 days.

In addition, DTI 4-A conducted post-audit monitoring on 842 barbershops and salons, 1,573 dine-in food establishments, and 2,939 other industries to inspect whether the establishments comply to minimum health protocols.

As the Philippines continued under the state of emergency in 2021, the program continued throughout the year sustaining six of the previous social amelioration programs/projects with the enforcement of MC 20-12 removed.

In 2021, there were 3,212 price monitoring activities conducted on 9,044 establishments with 100% compliance to the suggested retail price; 109 other monitoring activities conducted to 915 establishments resulting to a total of 17 Letter of Inquiry issued to several firms and 15 establishments found non-compliant to the set list of price freeze; 3,523 workplaces and 786 barbershops/salons monitored resulting to 99% compliance to minimum health and safety protocol. All non-compliant firms have been endorsed to their respective Local Government Unit for appropriate action.

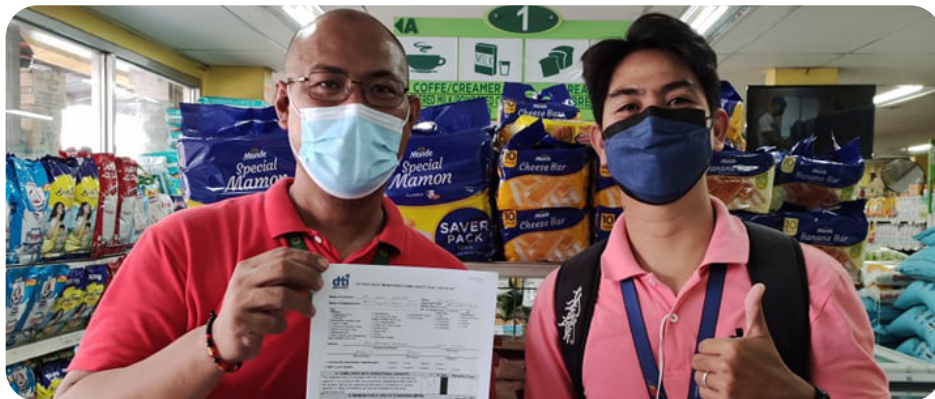
Subsequently, DTI 4-A registered a major increase in the Diskwento Caravan accomplishment compared to the previous year. Sales generated were over PhP 28 million through the 117 caravans conducted, 114 of which were conducted in partnership with the Local Government Units. From the 586 barangays, 25,840 households benefitted from the discounted basic necessities that were provided by the 1,394 participating retailers/manufacturers.



Safety Seal Certification

The Safety Seal Certification is a voluntary certification scheme issued by the Department of Interior and Local Government (DILG), Department of Health (DOH), Department of Tourism (DOT), and Department of Labor and Employment (DOLE) and DTI that assures the consumers and the public of the establishments' compliance with the minimum public health standards set by the government. The program encourages the adoption of the StaySafe.ph digital contact tracing application that facilitates the contact tracing initiative of the government to contain the spread of COVID-19 so that the economy may be safely reopened with DTI as the issuing authority for supermarkets, groceries, convenience stores, membership shopping clubs, construction supply/hardware stores, logistics service providers, barbershops and salons, and service and repair shops.

Pursuant to the DOH-DILG-DOLE-DOT-DTI Joint Memorandum Circular (JMC) No. 21-01 Series of 2021 "Implementing Guidelines of the Safety Seal Certification Program," a business establishment is eligible to apply for a Safety Seal given that it is duly registered, adopting the Staysafe.ph, and compliant to the minimum health protocol set by the government. Safety Seal granted to establishment is to be conspicuously displayed to indicate compliance. In the region, Safety Seal certificates were granted to 685 establishments, comprised of 302 supermarkets/groceries/shopping clubs, 149 convenience stores, 95 barbershops and salons, 77 construction supply stores, and 62 logistics service providers/repair shops. On top of these, DTI 4-A has conducted several orientation seminars on safety seal implementation guidelines/application procedures, including the Joint DTI-DILG Safety Seal Online Orientation for Motor Central Group of Companies held on 23 June 2021 which was attended by representatives from Motor Central's 60+ branches in CALABARZON and MIMAROPA Regions.



Monitoring and Enforcement

Monitoring & Enforcement of Fair Trade Laws

“To protect consumers against unscrupulous businesses, and ensuring their health & safety, the DTI conducts regular and on the spot market monitoring and enforcement of products and services under its jurisdiction”.



PROVINCE	2016	2017
Firms Monitored	11	
Products Sealed/ Confiscated	174 (Fire Extinguishers)	863 (Fire Extinguishers and other Electrical Products)
Products Sealed	1,252 (Fire Extinguishers)	1,074 (Fire Extinguishers and Pneumatic Tiles)
Firms Issued Notice of Violations	7	13
Estimated Value	428,000	5,108,000
Steel Bar Firms Monitored	192	316

Dti 4-A Taal Quick Response 2020 Accomplishment: Regional Special BNPE Price & Supply Monitoring

Cities/Municipalities Monitored	Date Conducted	No. of Firms Monitored
Tanauan, Sto. Tomas, Batangas City, Batangas	14 January	66
Cuenca, Alitagtag, Batangas City, Mataas na Kahoy, Batangas	16 January	
Balayan, Calaca	17 January	
Bauan, Batangas	22 January	
Ibaan, San Jose	24 January	
Silang, Cavite	06 February	3
San Luis, Batangas	10 February	4
Taal, Batangas	14 February	3
Lemery, Batangas	26 February	4
Calaca, Batangas	03 March	3
Gen. Trias, Cavite	06 March	3
TOTAL		86

Dti 4-A Covid-19 Quick Response 2020 Accomplishment: Regional Price & Supply Monitoring of BNPC & Medical Supplies

276

firms monitored

CALABARZON Covering 51 cities/municipalities



Regional Enforcement & COVID-19 Quick Response



DTI 4-A Taal Quick Response Team



KMME Online Kamustahan

Intended to provide continuous assistance to MSMEs, the DTI Cavite organized the Kapatid Mentor ME Online Kumustahan: Business Productivity on 23 December 2021 at The Green Olive Cafe and Restaurant, Pasong Langka, Silang, Cavite. The hybrid activity (online and face-to-face) served as a venue for the KMME alumni from 2016 to the present to share their experiences and accomplishments after their stint at KMME. To make the gathering worthwhile for the participants, a webinar on Business Productivity was also conducted with EntreChamp Paulo Tibig.



“

Our company mission is to provide opportunities to those people who lost their jobs due to the pandemic, for we were once in their shoes. But with God's wisdom and DTI's helping hand, our dream of creating more jobs and helping people rise up again by starting their own businesses is now within our reach.”

Dingras Food House is firm in our statement in giving the people our “100% Labor of Love.”

Jay Gibson Eronico
KMME-MME Graduate



4th Cavite MSMEs (Micro, Small and Medium Enterprises) BUSINESS CONFERENCE

Theme:
**Human Resource Management. A Tool for Productivity
and Efficiency of MSMEs**

DATE:
December 6, 2017
(Wednesday) | 8:00 AM to 5:00 PM

VENUE:
DEVELOPMENT ACADEMY OF THE PHILIPPINES

Annual MSME Business Conference

The Micro, Small, and Medium Enterprises Business Conference is an annual gathering of dynamic entrepreneurs and stakeholders. This serves as a venue to discuss and learn about timely issues concerning enterprise development and build and strengthen networks, creating a more solid foundation for local businesses in the province.

The project is a collaboration of DTI Cavite and the Provincial Cooperative, Livelihood, and Entrepreneurial Development Office (PCLEDO) in partnership with the Cavite Small and Medium Enterprise Development Council (CaSMEDC). As of 2021, eight conferences have already been conducted for Cavite MSMEs.



Opening Ceremony of ASEM SMEs Eco-Innovation Center



Greening with Ecowise

The Eco-Innovation Program is a partnership between the Environmental Consulting Group of Ecowise Solution-Korea and the DTI Cavite to encourage Cavite MSMEs to avail free consultation on the areas of energy-saving, water use, manufacturing cost reduction, and environmental management and compliance. The program aims to give the MSMEs the opportunity to save costs and develop new markets, thus creating more jobs and helping preserve the environment.

The program started in 2013 with 13 MSMEs benefitting from the consultancy services on green management. These MSMEs included Amira's Buco Tart Haus, Caffmaco, Farmtec Foods, Inc., Gen. Trias Dairy Raisers

Cooperative, Se Jung Apparel Inc., Mother Bonifacia Rodriguez Foundation, Janlen International, Thea Garments, King's Rubber International, Balayong Summit, Inc., AM Rieta Chemical Trading and Manufacturing, Hocheng Philippines Corp., and Saffron Philippines, Inc. These MSMEs received consultancy in solid waste management, waste disposals such as manufacturing soap out of coconut oil waste, software for energy-saving, and eco waste management.

At present, as more and more businesses shift to sustainability, the DTI Cavite continues to provide learning activities on greening through its webinars conducted by Negosyo Centers.

Localization of CMCI Awarding

The DTI Cavite and the Provincial Planning and Development Office (PPDO) recognize the value of CMCI as a tool to measure the performance of local government units in terms of the following Pillars: Economic Dynamism; Government Efficiency; Infrastructure; and Resiliency.

To recognize the efforts of cities and municipalities and further improve not only their ranking but also the province, the DTI Cavite conducted its first Provincial Competitiveness Awards on 22 December 2021 at D'Banquet Restaurant, Tagaytay City, Cavite.



“

In behalf of the constituents of Trece Martires City, I would like to thank the DTI Provincial Office and the PPDO for the award as the “Most Improved” City in this 1st Provincial Competitiveness Awards. Under my term, the flagship projects which are the columbarium, and road infrastructures have contributed to the City’s dynamism, efficiency, and resiliency. Again, I would like to thank the DTI for this recognition. Be blessed, be a blessing.

Mayor Gemma B. Lubigan





Bagwis Seal for MSMEs

Inspired by the DTI's goal of developing globally competitive and innovative industry sectors, the DTI Cavite has embarked on a new initiative promoting the inclusion of MSMEs in the implementation of consumer welfare programs. An improvement to the previous awards dominated by big corporations, including department stores and supermarkets, the initiative encourages MSMEs to also take part in DTI's drive to effectively address consumer-related concerns.

On 18 November 2021, DTI Cavite awarded 'Silver Bagwis' Seal to two Cavite homegrown enterprises—Delfa's Food Products, Inc., who was recognized in September, and Amira's Buco Tart Haus, who was recognized in October. The award serves as recognition to both establishments for upholding the rights of consumers while practicing responsible business.



“

In Amira's Buco Tart Haus we always believe that the strength of our achievement is rooted in our passion to serve safe and delicious products. We thank our partner-DTI for recognizing this mission. Our Silver Bagwis Award is a testament of our commitment to excellence.

Ms. Virginia Malipol
Owner, Amira's Buco Tart Haus



“

Being a Bagwis Awardee makes us uphold excellent customer service to consumer at all times. More than that it gives great image to Delfas as a role model company that every consumer can rely on and be trustworthy provider for their needs.”

Ms. Isabel N. Punzalan
Owner, Delfa's Food Products

Provincial Offices: Project Initiatives and Accomplishments

E-C.R.E.A.t.E

Amid the COVID-19 pandemic, the DTI Cavite remains steadfast in empowering consumers through the delivery of various activities related to consumerism. In celebration of Consumer Welfare Month (CWM) in October 2020, the DTI Cavite lined up several advocacy activities aiming to promote consumer awareness through various social media and digital platforms through its E-C.R.E.A.t.E (Caravan to Reach, Educate, & Advocate to Enhance) Consumer Awareness Program. Among the activities conducted were the digital CWM kick-off, webinars, and info blasts through the use of different digital media collaterals.



"The webinar was so amazing. I gained knowledge that can be used and applied in everyday life as a consumer."

- Mr. Junior Danilo Carpio, Participant



"I learned a lot from these webinars. The topics were great!"

- Ms. Abigail H. Maranan, Participant



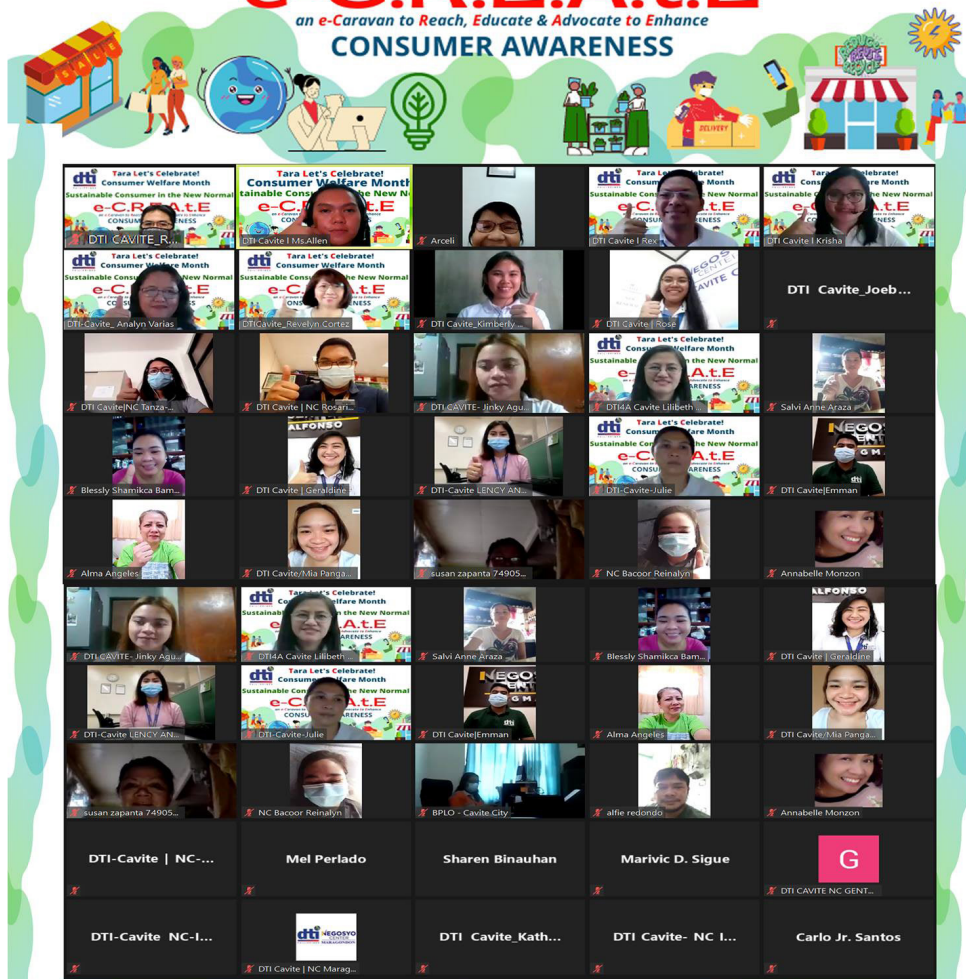
"Thank you very much DTI for this webinar. I learned a lot!"

- Ms. Marjorie Louis A. Veranga, Participant



Tara Let's Celebrate! Consumer Welfare Month Sustainable Consumer in the New Normal

e-C.R.E.A.t.E an e-Caravan to Reach, Educate & Advocate to Enhance CONSUMER AWARENESS



**CONSUMER WELFARE MONTH KICK-OFF
10.01.2020**

#SUSTAINABLECONSUMERINTHENEWNORMAL

#IAMDTIPH #DTICAVITE #eCREAtECONSUMERAWARNES



E-SIGAW

With the pandemic still raging in the country, the DTI Cavite came up with a breakthrough project called E-SIGAW (E-Share Information, Gain Awareness), which was launched on 29 December 2021 through digital and social media platforms such as YouTube, Facebook, and Instagram. The E-SIGAW is a spin-off of the E-C.R.E.A.t.E previously launched in 2020 to reach not only the consumers but also the MSMEs. E-SIGAW aims to: create a digital avenue where information about DTI services to both MSMEs and consumers are effectively shared; provide a digital marketing pathway that features locally produced products of selected Cavite MSMEs; and create a digitalized documentary of MSMEs success stories and/or product promotions used for marketing purposes.

For the E-SIGAW Project, the DTI Cavite chose five major programs from the Business Development Division such as Business Name Registration, BMBE, LSP-NSB, OTOP Next Gen, and Pondo Para sa Pagbabago at Pag-Asenso (P3). Success stories of MSMEs like Mayumi Organics, Bee Healthy Lemon, Tubo Ko, Shepherds Deli, and Ben and Lyn were also featured per program.

DTI Cavite's Consumer Welfare Division, on the other hand, focuses on the processes of Sales Promotion Application, Bagwis Accreditation, Consumer Complaint Handling, No Return, No Exchange Policy, and the importance of Product Standards and ICC Mark to: raise the level of awareness of consumers with regard to their rights and responsibilities; protect them against online fraud and unconscionable sales acts and practices; orient firms selling products under DTI's mandatory certification regarding the required licenses (PS/ICC license) and markings (PS/ICC mark); and familiarize them with the requirements in the conduct of sales promo activities and Bagwis Awards.

Spoken Word Poetry Contest

The DTI Cavite organized a Spoken Word Poetry Contest during the celebration of the Consumer Welfare Month in 2018.

The first-ever Spoken Word Poetry Contest in DTI Cavite and Region 4-A was held on 10 October 2018 at the Event Center Robinsons' Place, General Trias, Cavite. High school students from the province participated. They drafted their pieces and delivered them orally with proper intonation and voice inflection to the audience. The project was a success considering that Spoken Word Poetry was becoming popular, especially to millennials and zoomers. With this, information on consumerism was effectively disseminated to a broader audience.





Boosting Innovation and Technology Start-up

In partnership with the City Government of Santa Rosa and City Government of San Pedro, DTI Laguna implemented #BITS (Boosting Innovation and Technology Start-up: A Project on MSME Digitalization) in October 2021 to support the uprising creative industries in Laguna. This initiative was also in collaboration with M League eSports PH (an eSports tournament that connects gamers, shoutcasters, game developers, and game creators), StartUp Village (an incubator/accelerator that enables start-ups to bring their unique ideas and business concepts to reality), and the National University Laguna (a private non-sectarian coeducational university that leverages professional expertise, creativity, and an innovative spirit

to support and ensure an exceptional educational experience). A total of 19 #BITS mentees graduated and successfully finished the seven-module series with coaching and pitching on 16 November 2021.

As a continuation of the #BITS Program, DTI Laguna, in partnership with NU Laguna being the official business incubation zone of DTI Laguna start-up businesses, implemented #BITS 2.0 tagged as BIZ (Business Incubation Zone) one week later (22 November 2021) to further provide the #BITS mentees with in-depth training on business management with digital strategies. A total of 14 mentees completed #BITS 2.0 and graduated on 10 December 2021.

For #BITS, the nineteen mentee-graduates cumulatively gathered an approximately ten million pesos (Php 10,000,000.00) worth of investments from angel investors and financial institutions after the business pitching that occurred last 15 November 2021 via an online conferencing platform. For #BITS 2.0, only 14 out of 18 mentees were able to deliver their pitches on the scheduled date. Since pitching is the major requirement for #BITS 2.0 completion, only 14 #BITS 2.0 mentees were confirmed as graduates of the #BITS 2.0 Program of DTI Laguna and were given Microsoft Licenses courtesy of NU Laguna.

MSME Digitalization Innovation

As the ongoing digital transformation is geared toward improving productivity performance through innovation and cost reduction in business processes, the DTI Laguna continues to transform business opportunities and pushes forth to intensify Laguna MSMEs. With a number of training sessions and business consultancies on digitalization and innovation, the DTI Laguna capacitates MSMEs by linking them to start-ups and other stakeholders who provide the much-needed digital solutions and technology. One of which is the StartUp Village through the Project MATCH and Techie Thursdays initiatives. Project MATCH is a marketplace and resource platform that provides access to finance and access to learning resources where both MSMEs and start-ups can gain knowledge and guidance through learning materials/resources and mentorship that is needed to drive the matching process. On the other hand, Techie Thursdays are educational webinar series on digitalization. DTI Laguna and StartUp Village launched these initiatives on 16 September 2021 and conducted the Project MATCH exclusively to KMME mentee-graduates on 21 October 2021.

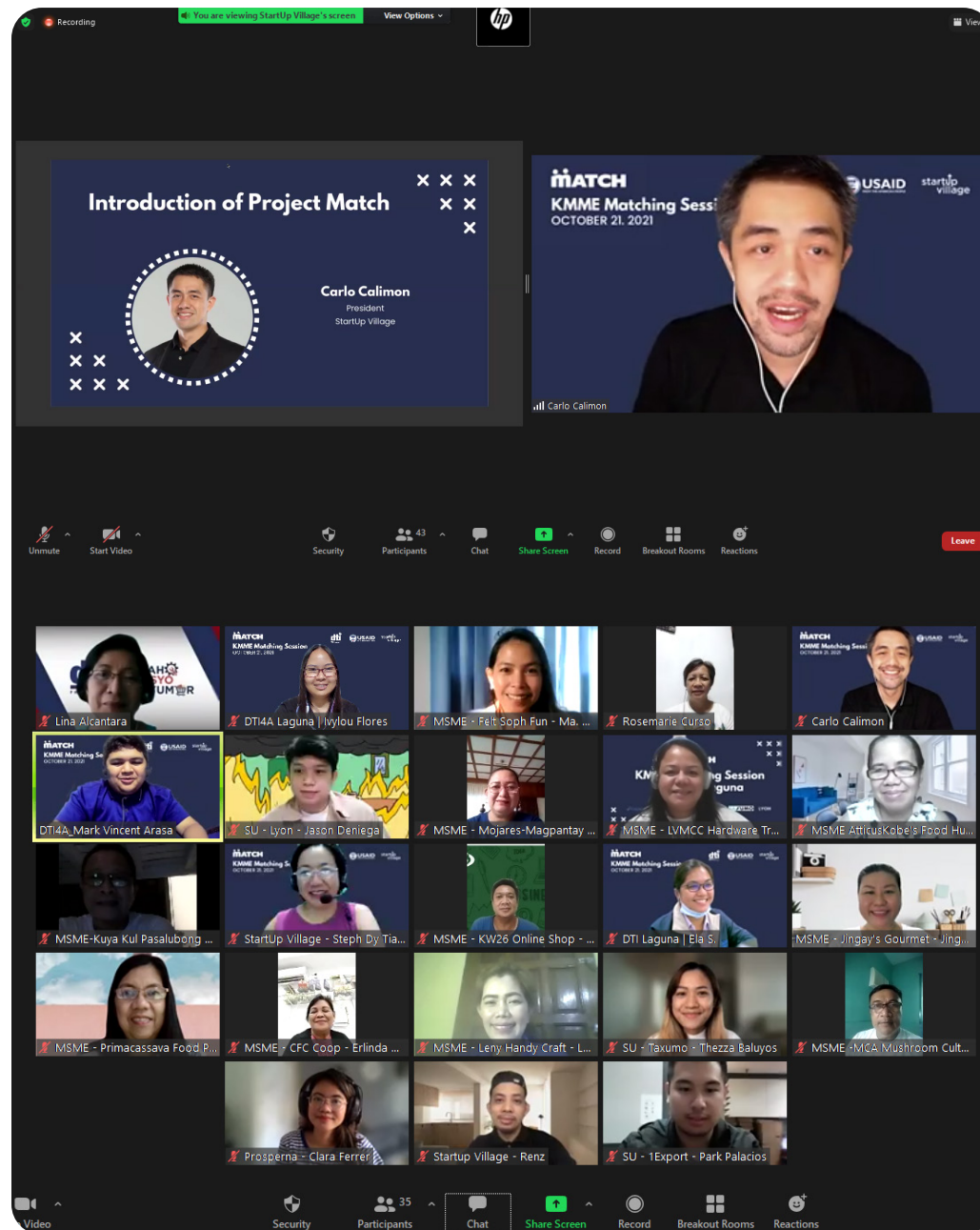
Through these initiatives, the DTI Laguna was able to provide approximately 400 MSMEs including 25 Laguna KMME mentee-graduates with business information on digitalization and access to finance and was able to link them with potential start-up/e-Commerce partners that may help them with business/digital solutions.



“

I am thankful to DTI for this digitalization and innovation programs because I was able to maximize new resources and use e-commerce to market my products. Kahit matanda na ako, p'wede pa rin pala akong matuto. Ngayon, nag-online na ako kaya pwede na makita 'yung mga products ni Fairywinx (online). Dati kasi wala akong focus, pero ngayon alam ko na ang gagawin ko.”

Ms. Maria Concepcion Fandiño
Fairywinx Enterprises (Alaminos, Laguna)





BURDA

(Building, Upscaling, and Reviving the Diverse Artisan Culture of Embroidery in Laguna)

The DTI Laguna, in collaboration with the Local Government Unit of Lumban, Laguna, Technical Education and Skills Development Authority Region 4-A, and DOST Region 4-A, trailblazes the #BURDA (Building, Upscaling, and Reviving the Diverse Artisan Culture of Embroidery in Laguna) training program to preserve the culture revolving around the embroidery industry in Lumban, Laguna and to acknowledge the authentic patterns and distinct embroidery styles of the area. This is a 40-hour face-to-face hands-on workshop to upskill traditional Lumban embroiders who will establish the Cultural Masters of Embroidery as a continuous effort to pass on the craft to future generations. In July 2021, the DTI Laguna's #BURDA kicked off its implementation scheme by assisting Lumban embroiders in the application of their Geographical

Indication with the Intellectual Property Office of the Philippines to give the municipality of Lumban the reputation that the embroidered products that they produce have unique characteristics and to position it as the cradle of embroidery within the province and later on, across the globe.

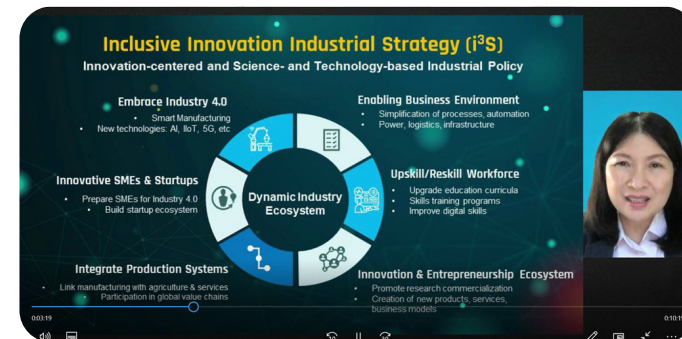
As part of the collaborative effort to support the value chain of the embroidery industry, the DTI Laguna, together with TESDA CALABARZON, IPOPHL, and LGU Lumban, led the ceremonial planting activity of Red Spanish Pineapple variety in Lumban, Laguna on 23 July 2021. This variety of pineapple produces the piña fiber, which is the raw material used in making barong Tagalog. These seedlings were mainly sourced out and

donated by the Provincial Government of Aklan. In September 2021, a total of 18 traditional Lumban embroiders were endorsed to TESDA CALABARZON for the Community-Based Trainers Methodology Course. In addition, this #BURDA initiative paved way to reach out and partner with the Designer's Circle of the Philippines-Laguna Chapter in promoting local designers in Laguna that offer contemporary designs and pieces that showcase creativity, passion, and art motivation in fashion. Marketing events such as trade fairs and exhibits as avenues for market research on recent fashion trends to create a stylish environment and get feedback from critics were also conducted in line with the #BURDA initiative.



Laguna Business Summit

On 26 November 2021, the very first Laguna Business Summit was held at the National University-Laguna, Calamba City, Laguna with the theme, “Technovation to Economic Recovery.” The summit was participated by 150 Laguna LGU planning officers, Local Economic Development and Investment Promotion Office (LEDIPO) officers, and Laguna SME Development Council members. The Laguna Business Summit aimed to reinforce partnership among DTI Laguna, Provincial Government of Laguna (PGL), PGL-LEDIPO, academe, and other program partners to develop the competitiveness of the province through strategic matching and planning amongst stakeholders for improvement of services rendered.



Laguna SSF 4.0 APP

One of the breakthroughs of the DTI Laguna when it comes to digital transformation is the creation of the Laguna SSF 4.0 App – a digital platform application for e-Marketing and Menu of Services & Facility Tour of the Shared Service Facilities (SSF) of DTI Laguna. It is an application that boasts special features like chat box, dropdown list of SSFs operating within Laguna, video tour of facilities, and geographical information system for MSMEs' accessibility on SSF locations.

The Laguna SSF 4.0 app is a product of partnership between the DTI Laguna and the Laguna State Polytechnic University (LSPU)-Siniloan. Initially, the app was developed by the students of LSPU Siniloan as part of their capstone subject. This mobile and web application is developed particularly to aid SSFs in assisting potential clients and disseminating information about their technical capabilities and product or service offers.

The Laguna SSF 4.0 App was launched on 5 October 2021 the same day the Memorandum of Understanding (MOU) between DTI Laguna and LSPU was signed. It garnered praises and wows from DTI-Regional Operations

Group (ROG) Assistant Secretary Asteria Caberte and DTI Region 4-A Director Marilou Toledo who graced the special event. They believe that this mobile application is significant for SSF beneficiaries and other MSMEs during this era where businesses go digital.

As the DTI Laguna leads this digital transformation for SSF program beneficiaries, RD Toledo and Asec. Caberte expressed their intentions to bring it on a regional and national scales. Given its advanced features, they visualized how this mobile application could eradicate the traffic on business matching, marketing, and trading nationwide. Asec. Caberte considered this as a breakthrough for DTI Laguna, being the first to develop a mobile and web application under the SSF program.

On 31 December 2021, the Laguna SSF 4.0 App v.1 was made available on Google Playstore. The DTI Laguna commits to improve the application further for the benefit of Laguna MSMEs, specifically for the 29 SSF cooperators of DTI Laguna, making it available for all devices.





KALAKAL Community Market/ KALAKAL Laguna

The DTI Laguna, in partnership with local government units and private sectors, initiated the KALAKAL Community Market (tagged as KALAKAL Laguna if outside) to provide MSMEs a designated place where they may sell their products directly to the consumers. This is a way of boosting their marketing reach and sales on top of helping them cope with the challenges of the COVID-19 pandemic. The DTI Laguna hopes to support and address the basic necessities in the supply chain in the province and encourage buyers and institutional linkages to support MSMEs through this initiative. The first run of the KALAKAL Community Market in Calamba City was held at the City Garden Hall, Calamba City, on 27-30 May 2021 whereas that in Santa Rosa City was held at the Vista Mall City of Santa Rosa on 17-20 June 2021.

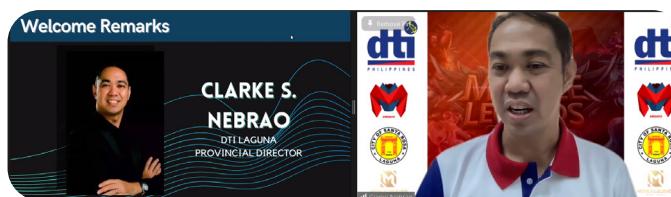
With the unexpected results of the first runs of KALAKAL Community Market, the DTI Laguna was able to co-organize another five runs of the KALAKAL Community Market at the Vista Mall in the City of Santa Rosa. More so, this led to one run of KALAKAL Laguna at the Newport Mall, Pasay City and two runs at Uptown Mall, Taguig City due to continuous initiative promotion and collaboration with partners. A total of 77 unique MSME-exhibitors participated in this initiative all throughout with a total of Php 2,239,927.00 sales generated.

I am very thankful to DTI Laguna for inviting me to the KALAKAL Community Market. Through this, I was able to showcase my handcrafted accessories to the local market. Naging regular exhibitor na nga kami rito sa Vista Mall dahil sali kami ng sali sa KALAKAL Community Market. Nagkaroon kami ng sales kahit pandemic.”–

Ms. Leny Yanoria
Leny Handy Crafts
(Los Baños, Laguna)

MLeague Directors Cup (Mobile Legends Tournament)

In April 2021, the DTI Laguna partnered with M League eSports PH in identifying areas of intervention in the creative industry as one of developing industries geared toward innovation and start-ups. This intervention is intended for entrepreneurs including but not limited to game developers, designers, testers, streamers, shout casters, and competitive players. On 11 June 2021, the DTI Laguna and M League launched the MLeague Directors Cup (Mobile Legends Tournament) in partnership with the City Government of Santa Rosa and the City Government of San Pedro as the opening salvo to this initiative. This was organized to be an avenue for invitation, advertisement, and promotion where potential MSMEs engaged in creative industries from Laguna (including gamers from the City of Santa Rosa and the City of San Pedro) participated. On 20 September 2021, an awarding ceremony to the winners of the MLeague Directors Cup was conducted in conjunction with the ceremonial signing of the Memorandum of Agreement between DTI Laguna and M League eSports PH to formally stamp the partnership. A total of 129 game developers, shout casters, and competitive players all over Laguna joined in the MLeague Directors Cup (Mobile Legends Tournament). Among these players, 46 of them were able to secure their business name certificates in DTI. Moreover, five MSMEs were officially endorsed to DTI 4-A for the free comprehensive basic training in game development for programming and arts hosted by the Game Developers Association of the Philippines.

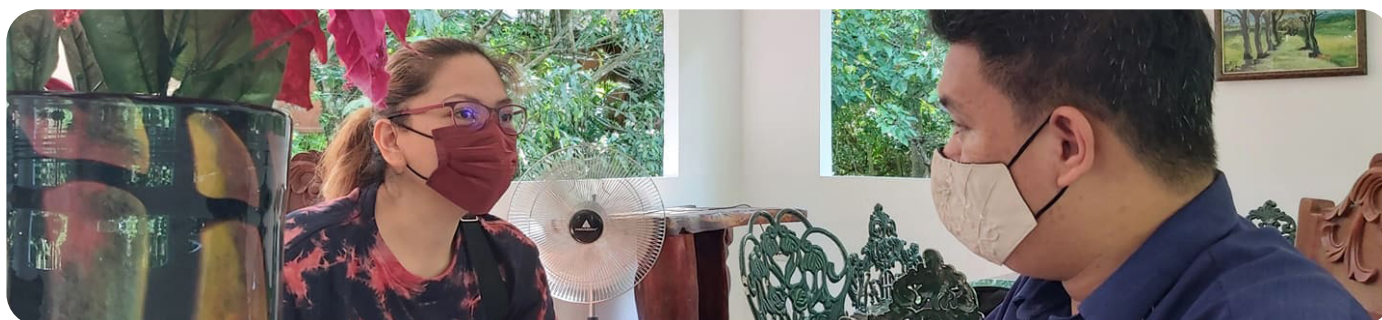
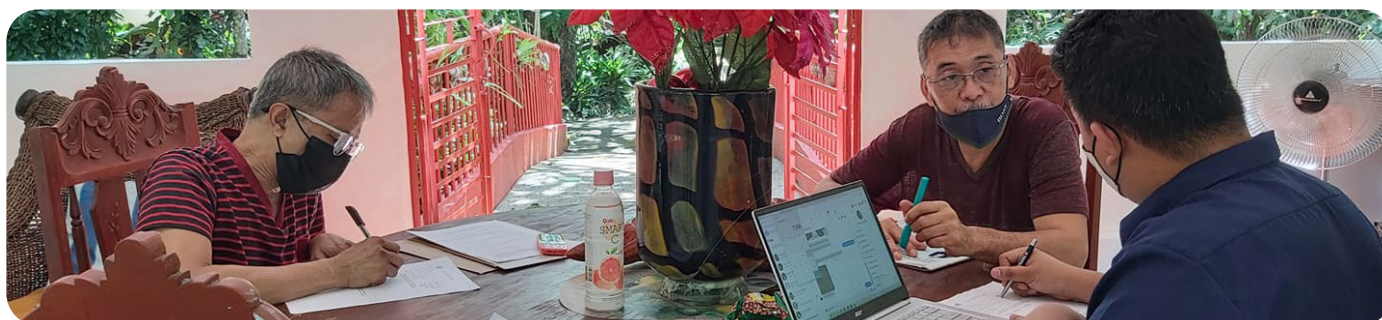


Mass BN Registration in Partnership with PGL and PESO

The DTI Laguna encourages Business Name Registration to ensure consumer protection. It is also the first requirement needed to secure by business owners before they operate their businesses. By legitimizing one's business through registration, it becomes eligible to avail of loans, subsidies, and tax breaks from the DTI and other government agencies.

The DTI Laguna through the various Negosyo Centers in Laguna conducted a Mass Business Name Registration for the livelihood beneficiaries of the Province. Aside from Business Name Registration, registration for Barangay Micro Business Enterprise and creation of E-Commerce Platform will also be catered as well to efficiently inform and equip the registrants on how to be digitally prepared. This activity enables the agency to widen the reach of its business name registration services and to promote the ease of doing business to the beneficiaries, as provided by law. In relation to the foregoing, a total of approximately 821 business names were registered under this activity.





Paete Artisans and their BN Registration

To further flourish the artisans in the thriving municipality of Paete, Laguna, they were encouraged and assisted in registering their business names. This would further pave the way in providing more assistance in terms of marketing, branding, packaging and labeling, and other MSME development-related concepts. This shall solidify the aim of the DTI Laguna to further preserve and to hone the heritage industries of the cities and municipalities of Laguna and bring the foregoing to a bigger and more competitive market.



Geographical Indications (GI) Road for Heritage Industries

The DTI Laguna, in its aim to bring the best of its homegrown products in the international scene, collaborated with Blink Creative Studio to implement the geo-mapping for the MSMEs in the marketing of the MSMEs of the province.

Prior to this, an Origin-Based Branding Seminar, in cooperation with the Intellectual Property Office of the Philippines or IPOPHL, was held last October 2021 to inform the concerned stakeholders on the plans and strategies for the GI Road for Heritage Industries, specifically for embroidery or burda, footwear or tsinelas, coffee, and carving.



Laguna Cacao Heritage

To trail-blaze and solidify the contributions of MSMEs in the Cacao Industry of the province, the DTI Laguna has worked hand-in-hand with Auro Chocolate, a Filipino bean-to-bar chocolate producer, to establish the Laguna Cacao Heritage.

With this in mind, a series of collaborative efforts and exploratory meetings have become fruitful in identifying several municipalities with several cacao varieties—forestario and trinitario. Through the help of Auro Chocolate, this project aims to revitalize the cacao industry, to pioneer the industry's heritage, and to identify possible interventions to the foregoing industry.



Selebrasyon: A Competition of Filipiniana Gowns

The DTI Laguna unleashed the spectacular competition of Filipiniana Gowns inspired by the culture, tradition, and festivities of the Philippines. On 11 December 2021, "SELEBRASYON" was held at the Liwasang Don Manuel Soriano (Town Plaza), Pagsanjan, Laguna. It was participated by a wide range of designers who imbibed their talent and artistry in gown-making to perpetuate the Filipino culture.



Bagwis Laya

As DTI Laguna continues to uphold the Bayanihan spirit during this difficult time of the COVID-19 pandemic, the Agency launched their own version of a community pantry dubbed as “Bagwis Laya” (Bagwis is warrior angel modeled after the Archangel Michael with superhuman strength, and Laya means freedom, liberty, and independence) in Brgy. San Antonio, Kalayaan, Laguna on 19 June 2021. The goal was to promote economic and general welfare to communities and to help potential and existing clients, including former rebel communities, become self-reliant and sustainable despite the pandemic through the employee volunteerism activity that involves community service initiatives such as feeding programs, entrepreneurship seminar, and turnover of livelihood starter packages.

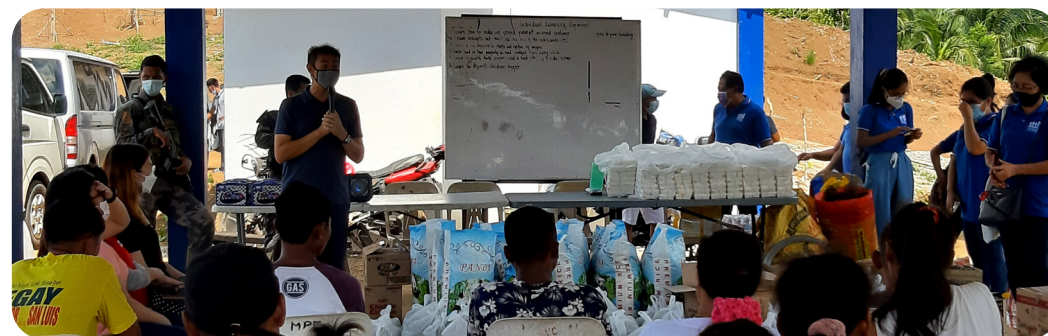
As a result of this activity, 12 beneficiaries were given livelihood starter packages and a population of 168 adult individuals in approximately 70 households were given business information and advocacy on how to start a business.

“

Unang-una, lubos kaming nagagalak dahil hindi po namin inakala at lubos na akalain na ganito po ang mangyayari. Sobrang tuwa po kaming lahat. Maraming-maraming salamat po sa DTI at sa lahat ng nandito ngayon kung saan binigyan niyo ng isang magandang araw at isang magandang halimbawa kung paano kami makakapagsimula. Umasa po kayo na hindi po namin sasayangin at hindi namin babalewalain ang bagay na iyan at bagkus ay papaunladin namin at ipapamahagi namin sa aming mga kamag-anak na ganito ang tulong ng ahensiya ng gobyerno at ang dapat nating gawin ay magkaisa.

- A rebel returnee

(name and photo not disclosed due to Data Privacy Act)
delivered an appreciation message during the Bagwis Laya



Consumer Corners

The DTI, which is one of the consumer champions, implements measures to provide information and education to facilitate sound choice and the proper exercise of rights by the consumer. One of these is the Consumer Corner, which is an important complement to market conduct as consumer's attitude and purchasing behavior can act as first line of defense against unfair practice and uncompetitive behavior of some businesses as empowered consumers are more demanding of safe,

reliable, and quality goods and services. This Consumer Corner provides consumers with ready access to information to develop the ability of consumers to decide and choose intelligently before purchasing any product and service. Through this, consumers will become more alert, well-informed, and vigilant against corrupt practices in the marketplace and take suitable action when faced with threats against their rights.

A total of 27 consumer corners were established in the cities of San Pedro, Biñan, Santa Rosa, Cabuyao, and Calamba and municipalities of Santa Cruz, Famy, Victoria, and Los Baños. In addition, the business establishments provided a television set for the free-airing of DTI infomercials in the area more visible to consumers.



Songwriting and Music Video Competition

The DTI Laguna, as part of the celebration of the Consumer Welfare Month, spearheaded the Songwriting and Music Video Competition on Consumerism with Junior and Senior High School students as participants. This activity inculcated the importance of awareness of the youth regarding consumerism.

Among the six participating schools, only one emerged as the champion, namely: Change by Kapayapaan Integrated School, which tackled the importance of consumerism and presented it in an artistic

way – through music. Other notable awardees were won by the following: Ngayong Pandemya by Santa Maria Integrated School (1st runner up and Best TikTok), Tara Na by Nicolas L. Galvez Memorial Integrated National High School (2nd runner up and People's Choice), and Karapatan Natin by Siniloan Integrated National Highschool (Best Song Lyrics).

Through this activity, information dissemination has been more creative and interactive through the participation of the youth and the public.



dti
CALABARZON
REGION

THE DEPARTMENT OF TRADE AND INDUSTRY –
LAGUNA PROVINCIAL OFFICE
CONGRATULATES THE WINNERS OF THE

**SONGWRITING AND MUSIC VIDEO
COMPETITION ON CONSUMERISM**

- **CHAMPION: CHANGE** (Kapayapaan Integrated School)
- **1ST RUNNER-UP: NGAYONG PANDEMYA** (Sta. Maria Integrated School)
- **2ND RUNNER-UP: TARA NA** (Nicolas L. Galvez Memorial Integrated National High School)

SPECIAL AWARDS

- **Best Song Lyrics: KARAPATAN NATIN** (Siniloan Integrated National Highschool)
- **Best Music Video: CHANGE** (Kapayapaan Integrated School)
- **Best TikTok: NGAYONG PANDEMYA** (Sta. Maria Integrated School)
- **People's Choice Award: CHANGE** (Kapayapaan Integrated School)

DTI.LagunaProvince @dti_laguna @dtilaguna DTI Laguna R04A.Laguna@dti.gov.ph



Free Airing of Infomercials

The DTI Laguna collaborated with several local cable service providers for the airing of infomercials of the agency. The infomercials shown within the province of Laguna are tackling the programs and services of the DTI, which shall further empower the public with regard to consumer welfare and advocacy.



Usufruct Signing of the New DTI Office (Project Ruby)

On 27 September 2021, the DTI Laguna entered into an Usufruct Agreement with the City Government of San Pablo for the use of a 6,500 square meter land in which the DTI Laguna Provincial Office will be established.

The agreement, which signifies the strong commitment of both parties to continue to serve and help MSMEs, was formally signed by Honorable San Pablo City Mayor Loreto S. Amante and DTI 4-A Regional Director Marilou Q. Toledo. The ceremonial signing was witnessed by DTI Laguna Provincial Director Clarke S. Nebrao and Local Economic Development and Investment Promotion Officer Elmer A. Belen. This milestone was coined “Project Ruby,” as it coincides with the 40th Anniversary of the Department. It also marks the Department’s “forty-fired” years of aiming to realize the country’s goal of a globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation.



Negosyo Center Coachings

DTI Batangas, through its Negosyo Centers around the province, conducts online coaching activities to contribute to the inclusive growth and employment generation by empowering and developing MSMEs. The business counsellors in each Negosyo Center come up with interesting and relevant topics suited for the chosen MSMEs that would undergo the said coaching sessions. DTI Batangas also taps experts from the business field to act as mentors of the selected business owners as they navigate through their business journey.



“

DTI has been a great partner in improving our entrepreneurial skills and business acumen by providing us useful information through webinars or online classes. The coaches are well-versed with the topics that they are discussing and present them in a way that we can easily understand.

Marianne Guerra

Bossbabe Nail and Lash Boutique





PPG Taal Volcano Edition

To provide first-aid business reliefs to Taal eruption victims, the DTI Batangas, through its Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program, awarded livelihood kits to a number of affected MSMEs. Entrepreneurs engaged in barbershops or salons, rice retailing, carinderias, and sari-sari stores were given Php 10,000 worth of Sodexo gift certificates. The livelihood kits were provided to Taal Volcano eruption-stricken municipalities in the province, which allowed business owners to bounce back and sustain their businesses amid the disastrous effects of this sudden catastrophe.

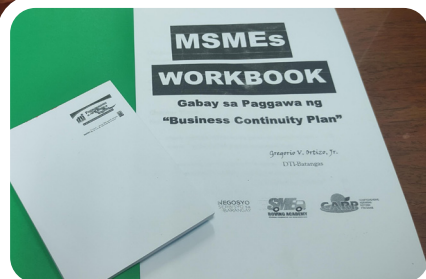


“

Malaking bagay iyang idinagdag sa aking hanapbuhay.
Maraming salamat sa DTI.”

Purification Marasigan

PPG beneficiary from Alitagtag, Batangas



MSMEs Workbook: Gabay sa Paggawa ng Business Continuity Plan

The back-to-back destruction brought about by the eruption of the Taal Volcano and the onset of the COVID-19 pandemic have beaten down the livelihood of a lot of Batangueños. For months, business operations of small local businesses were hampered, affecting both the micro and macrolevel of the economy. One of the pertinent reasons why businesses were hindered to push through in the course of calamities is the failure to come up with a sturdy business continuity plan. To address this gap, Mr. Gregorio V. Ortizo, Jr. of DTI Batangas wrote the “MSMEs Workbook: Gabay sa Paggawa ng Business Continuity Plan” in vernacular (Tagalog). The workbooks are being distributed along with the livelihood kits awarded to PPG and LSP-NSB beneficiaries. This workbook tackled the importance of having a continuity plan to ensure sustainability and resiliency of businesses.

What's Brewing, Batangas Vlogs?

As the times gradually intertwine with technology, the DTI Batangas thought of ways to empower and assist MSMEs and consumers. “What’s Brewing, Batangas?” is a series of vlogs tackling a wide array of topics about business operations and consumer behavior and information. Some activities in the Provincial Office are also being featured in these vlogs, giving way to the realization of DTI’s mission, which is to promote globally competitive and inclusive businesses and foster informed and empowered consumers.

“Dahil po sa inyo, nabihisan at na-promote ang aking produkto. Thank you, DTI!”

Rose Ann Pitogo
Liberi Cafe





Online Word Search and Puzzle Contest

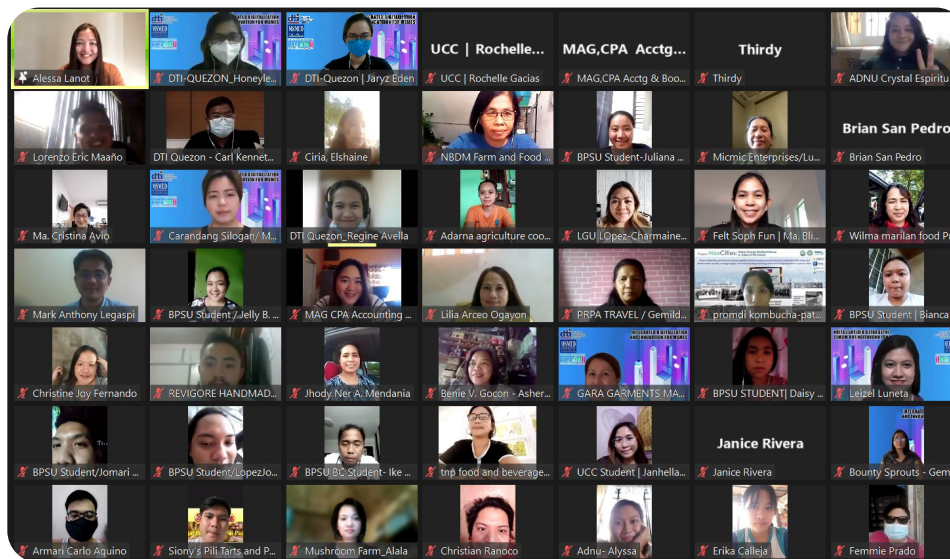
The DTI Batangas has lined up various activities focused on promoting consumerism and raising the level of consumer awareness in the province. However, in view of the current pandemic, the Agency thought of another way to celebrate the Consumer Welfare Month by conducting an online contest that would involve the youth sector, which is the Online Puzzle and Word Search Contest. The agency believes that this would provide a safer vehicle for consumer advocacy and would pave the way for the development of more walking consumer advocates in the province.

Tanghalang Pangmamimili

For more than 20 years, Tanghalang Pangmamimili continuously heightens the level of consumerism in Batangas. It is worth noting that the enthusiasm of the young generation has not withered over time in terms of their eagerness to learn and impart the values of being a vigilant consumer. “Dulaan” was conceptualized to tap the tertiary level of students in Batangas whom DTI finds to be a very potent group for consumer advocacy. Their idealism and dedication for a cause make them worthy ambassadors of the consumer welfare and protection program of the DTI. This endeavor has been a huge part in the celebration of the Consumer Welfare Month every year.

Integrated Digitalization & Innovation for MSMEs (Webinar Series)

As the DTI Quezon continues to provide added services to the MSMEs by keeping up with the latest technology and trends, the Agency is spearheading the implementation of the Integrated Digitalization and Innovation for MSMEs under the Kapatid Mentor ME (KMME), Shared Service Facilities (SSF), One Town, Own Product Next Gen (ONG), and Industry Cluster Enhancement (ICE), which includes coffee, cacao, bamboo, wearables and home styles (W&H), coconut, coco coir, and Comprehensive Agrarian Reform Program (CARP). Putting up promotional collaterals in photography, audio, and video are part of DTI Quezon's Integrated Digitalization and Innovation for MSMEs initiatives to showcase the products. Other DTI Quezon's digitalization efforts include strengthening the MSMEs social media platforms and development of website.



WEBINAR SERIES

Effectively Sell Online with Great Product Photography

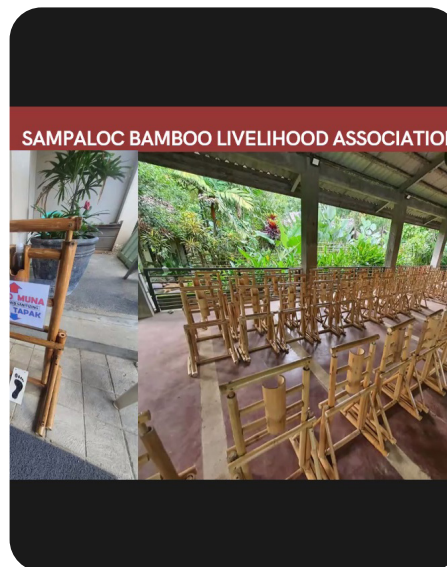
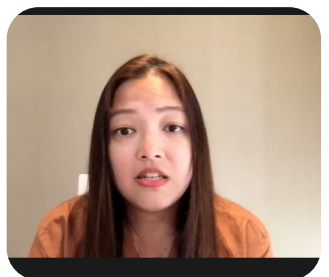
On 26 October 2021, the DTI Quezon conducted the first webinar in the Integrated Digitalization and Innovation for MSMEs webinar series with the title, “Effectively Sell Online with Great Product Photography,” via Zoom and Facebook Live. Mr. Joseph F. Galian, Photography Educator of the Federation of the Philippine Photographers Foundation, Inc. (FPPF) and the Miriam College, was invited to lecture on this topic. The topics were about creativity, appropriate equipment and apps, competent photography, critical lighting and colors, compose for layout flexibility, basic lighting, and photo enhancement. There were 356 attendees via Zoom and 77 participants via FB live streaming, with the FB recording generating over 500 views.

Creative Content Marketing

The DTI Quezon conducted the Integrated Digitalization and Innovation for MSMEs: Creative Content Marketing on 4 November 2021. Ms. Alesandra Marie L. Lanot, the Artist and Designer of Life After Breakfast PH and the Creative Consultant for the DTI Go Lokal special collections, Design Center of the Philippines (DCP), and the Philippine Center for Entrepreneurship (PCE)-Go Negosyo, was the resource speaker. Ms. Lanot discussed the basic communication model, audience segmentation, content distribution, content promotion, content ideation and creation, content design, and creative collaboration. The webinar drew in 222 Zoom registrants and 86 Facebook live stream participants, with over 600 views on Facebook recording.

Provincial Offices: Project Initiatives and Accomplishments

DTI Quezon



“

Pandemic hit us so much and talagang struggle is real para sa aming negosyo, but despite of that, ang DTI ay 'di tumigil ang communication sa amin. Nag-offer sila ng maraming webinars for us to cope with the situation. Through their assistance sa digitalization, unti-unti kaming sumasabay sa trends ngayon kung papaano makakapag-sell ng aming products at kung saan kami possible ma-connect to our future customers and suppliers. We are so grateful na we will soon have our own website through their e-commerce program. Paano nga ba kami susuko sa pagnenegosyo kung ang DTI Office namin dito sa Quezon Province ay hindi sumusuko sa amin. Thank you always from the bottom of our heart.”

Ms. Glazel A. Capa
Owner, Capa's Seafood Cracklings
Tiaong, Quezon

Product Innovation and Creativity

The DTI Quezon held the Integrated Digitalization and Innovation for MSMEs: Product Innovation and Creativity on 11 November 2021. The resource speaker was Mr. Rey Luciano P. Soliven, the Founder and Design Principal of Soliven Product Design Services (SPDS). He discussed market/client requirements, product idea generation/doodling, market research, design development, product development/fabrication, and market launch/presentation. The webinar gathered 255 Zoom registrants and 76 Facebook live stream participants, with more than 500 views on the Facebook recording.

Building Value and Brand

On 17 November 2021, the last session for the DTI Quezon's Integrated Digitalization and Innovation for MSMEs: Building Value and Brand was conducted. The resource speaker was Ms. Sherill R. Quintana, President of Oryspa Spa Solutions, Inc., the recipient of the ASEAN Business Award for Healthcare, and the first Filipina to receive the 32nd Asia-Pacific Women Entrepreneur Award from the Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI) in Istanbul, Turkey. She is the current President of the Philippine Franchise Association (PFA) where she also serves on the MSME & Homegrown Franchises Board of Directors. Her topics included branding, brand identity, value of branding, value of brand identity, building blocks of brand identity, and common elements of brand identity. The webinar gathered 264 Zoom participants and 105 Facebook live stream participants, with over 600 views on the Facebook recording.





2021 Annual SSF Year-End Assessment

The DTI Quezon's (SSF) Program conducted its Annual Year-End Assessment via Zoom on 22 December 2021 as part of its tradition of gathering all SSF Cooperators in the Quezon Province to assess their overall performance and accomplishments throughout the year and recognize the performers of the program.

SSF Accomplishments were presented through Audio-Visual Presentation. The AVP consisted of accomplished sales, MSME and other client assistance, jobs generated, and activities from January to December. The Top 10 Performing SSFs were also commended and recognized through the following criteria: active participation in DTI events (30%) such as trainings, webinars, and trade shows; consistent report submission (20%); and greening practices (10%).

The awardees were: Candelaria Coconut and Other Products Manufacturer's Association, Inc. (CACOPMAI), Gat-Uban Weavers Association, Inc., Gumaca Coco Coir Consumers Cooperative (GCCCC), Health and Management for Innovative Services Foundation, Inc., KOOPNAMAN Multi-Purpose Cooperative, Pinagdanlayan Multi-Purpose Cooperative (PMPC), Pinagdanlayan Rural Improvement Club Multi-Purpose Cooperative (PRIC MPC), Samahan ng Manggagawa ng Geonot (SMAGNET), Sta Lucia Agrarian Reform Community MPC, and Yakap at Halik Multi-Purpose Cooperative-QII.

Launching of the 1st Rural Impact Sourcing Technical Training in Quezon Province

On 20 September 2018, the Department of Information and Communications Technology-Luzon Cluster 2 in partnership with the Local Government Unit of Mauban and DTI Quezon launched the first E-Commerce/Digital Marketing training in the Quezon Province namely the Rural Impact Sourcing Technical Training at Niyogyugan Festival Hall, Mauban, Quezon to create significant ICT-jobs to qualified Maubanan scholars and to help Mauban MSMEs boost their products/services sales and be known in the digital world market.



Mentorship for the Advancement of Entrepreneurial Abilities (MANA)

The Mentorship for the Advancement of Entrepreneurial Abilities (MANA) Program was conceptualized by the ALONA Partylist Congresswoman Anna Marie V. Suarez based from the Kapatid Mentor ME Program of the DTI. DTI ROG Usec. Blesila A. Lantayona talked about the program to Congresswoman Suarez, and upon knowing the importance and benefits of the program, Congresswoman Suarez immediately requested DTI 4-A to implement the program in her district. She adopted the program and conducted four simultaneous lecture series in the four districts of Quezon, with 80 mentees who were members of cooperatives.

Twenty-nine organizations presented their business plan together with their products. There were six from the 29 groups with better products, and they underwent the product development program of DTI Quezon. Mr. Nicolai Njord Chua was commissioned to provide the label and possible packaging.





KaWaYaN (Kaalamang Kabuhayan Para sa Wastong Yaman Natin) ACADEMY

In 2020, the bamboo development program of the DTI kicked off with a Bamboo Planting Activity held on 21 February 2020 in Tayabas City, Quezon in collaboration with the Chamber of Furniture Industries of the Philippines. It was participated by some of the officers and members of the CFIP. In support of the bamboo MSMEs whose businesses were affected by the pandemic, a Product Development Project was conducted in collaboration with the Design Center of the Philippines from July to November 2020. DCP's design directions focused on products for home work and home school product designs for three bamboo MSMEs of Quezon. The bamboo prototypes were launched last 30 November-3 December 2020 during the four-day staging of KALAKAL Quezon at the Atrium of the Pacific Mall.

The DTI Quezon played an active role as a member of the Provincial Bamboo Technical Working Group, joining several activities in 2020. The activities included Bamboo Planting on 18 September 2020 in Brgy. Marao, Padre Burgos, Quezon in celebration of the World Bamboo Day. It was participated by members of the TWG with the Presidential Adviser for Southern Luzon gracing the occasion. It was followed by the launching of KaWaYaN (Kaalamang Kabuhayan Para sa Wastong Yaman Natin) Academy, a collaborative project with the Armed Forces of the Philippines Southern Luzon Command and other concerned government agencies last 17 November 2020 and the KaWaYaN Academy Trainers' Training from 17 November to 11 December 2020 with 25 participants who were mostly displaced workers affected by the pandemic.

The Quezon Bamboo Industry Cluster was able to generate an investment of Php 150,000,000.00 (lot allotted for the development of the Lucban Agri-tourism Park), a 1500 % increase from its target of Php 100,000.00. Sales generated was Php 336,805.00, and 25 jobs were generated from four training sessions and activities conducted. A total of 17 bamboo MSMEs were assisted.

Quezon Coffee Festival

Market Promotion for SSF Products: A Dovetailing Project to SM City Annual Coffee Festival Platform

SM City Lucena held its first Quezon Coffee Festival dated 17-21 September 2019 at the Atrium, SM City Lucena, Ibabang Dupay, Lucena City. This was conducted in partnership with the Provincial Government of Quezon and the DTI Quezon. Selected SSF Cooperators under the Coffee and Processed Food Industries were given the opportunity to promote its products in a larger market. Below is the list of the participating Cooperators, their products, and total cash sales:

Seminars related to coffee were conducted, which included the following: How to Start a Coffee Shop Business by Bote Central, Inc. and Reviving Coffee Farming-Brewing for Quezon Agri-Tourism by the Office of the Provincial Agriculturist. Business to Business Matching was participated by some of the invited MSMEs like St. Jude Multi-Purpose Cooperative, Ouan's Farm, Señoritas, WL Montevalto Enterprises, Dwelling Bliss, and Bote Central, Inc. for identification of possible suppliers of coffee and other products. There were also Coffee Talks, coffee painting, Spoken Words, and acoustic entertainment.

An award for the Festival's Top Seller for Registered MSME was provided during the Closing Program. The award was given to John Renz and Kent Food Products with a total sales of Php 66,695.00. Pinagdanlayan Multi-Purpose Cooperative was also recognized for being the Top Seller under the Coffee Industry Category. The event inspired MSMEs, especially the Quezonians, through the warm welcome they received from the clients.

SSF Cooperators	Products	Cash Sales (Php)
1. Pinagdanlayan MPC	Kape Danlayan	26, 110.00
2. Pinagdanlayan Rural Improvement Club MPC	Classic Peanut Brittle/ Ginger-Flavored Brittle	6, 671.00
3. SANGKAP	Cassava Chips	18, 460.00
4. QUEPEA	Various Food Products	30, 167.00
5. Lingkod Banahaw MPC	Furniture	34, 480.00
6. KARAKA Association of Quezon	Furniture	
7. New Gumaca Woodcraft	Furniture	
Total Cash Sales		Php 115,888.00

“

Isang napakagandang pagkakataon para sa amin, WL Montevalto Enterprises, ang makasali sa Quezon Coffee Festival 2019. Nagkaroon kami ng oportunidad na maipakilala ang aming produkto na nagresulta ng mga bagong kostumer na hanggang ngayon ay patuloy na tumatangkilik ng aming produkto. Maraming salamat po.

Wilfredo L. Montevalto
W.L. Montevalto Ent.
(Sariaya, Quezon)





1st Quezon Cacao-Chocolate Festival at SM City Lucena

The DTI Quezon conducted the first Quezon Cacao-Chocolate Festival at the SM City Lucena, Quezon on 12-16 February 2020. 23 MSME exhibitors participated in the activity—three MSMEs are from Batangas, two from Cavite, and three from Laguna.

More than a hundred guests, visitors, participants, and shoppers graced the opening event. 80 cacao farmers and small landowners attended the seminar on Sustainable Cacao Production while 70 MSMEs and potential processors attended the seminar on Cacao Wine and Chocolate Processing as part of the event. Quezon Wood and Bamboo Manufacturers' Association catered the furniture display. The furniture were also made available for use of guests and organizers.

GMA 7's Unang Hirit featured the event in their live show. There was a demonstration of the traditional way of roasting cacao, cooking of spicy chami with tsokolate, performances from Pagbilao Dancers and SOLCOM Band, giving away of sample products, and provision of cacao seedlings, beans, and nibs from the Samahan ng Industriya ng Cacao para sa Pangkabuhayan.



“

Ang 1st Chocolate Festival sa Quezon ay malaking tulong sa SICAP COOP upang mapataas ang kamalayan ng ating mga mamimili na meron na palang production ng chocolate dito sa ating probinsya na p'we-deng sumabay sa mga foreign brands. Salamat sa DTI sa paglulunsad ng mga ganitong initiatives upang makatulong sa mga bagong industries tulad ng cacao.”

Florencio Flores
President, SICAP Quezon
Agriculture Cooperative
Pagbilao, Quezon



Makapuno Agribusiness Investment Program

In preparation for the Alabat Farmers' Forum, the Makapuno Technical Working Group held its meeting on 8 October 2019 in Alabat, Quezon.

The Philippine Makapuno Industry and Agribusiness Investment Promotion Program was presented to Alabat farmers by the Makapuno TWG on 23 October 2019. This date also marked the launching of the Corporate Social Responsibility Project (Adopt-A-Makapuno Tree) of the Philippine Chamber of Commerce-Toronto.

The Memorandum of Agreement (MOA) Signing for the launching of the CSR Project of was witnessed by Quezon Governor Danilo Suarez, DA Representative Mr. Rolly Cuasay, Philippine Coconut Authority Regional Manager Atty. Andrew Ian Edrada, DTI 4-A ARD Marissa Argente, DOST OIC-RD Emelita Bagsit, DOST Quezon Director Ma. Esperanza Jawili, and DTI Quezon PD Julieta Tadiosa. Representatives from the Land Bank of the Philippines, Philippine Coconut Research and Development Foundation, and Alabat Mayor Fernando Mesa signed the MOA.



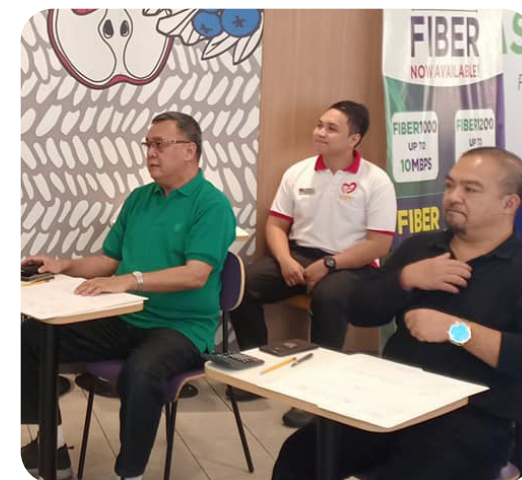
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Mayroon na akong 60 makapuno trees on their fruiting stage, and the remaining majority were already observed to have inflorescence coming out, indicating that fruits are on their way. Maganda ang buhay ko dito sa Makapuno farming. Naging way of life ko na ang araw araw ko ritong pama-malagi at hindi ako naiinip lalo na nitong nag-pandemic.

Joel Arandella
Makapuno Farmer

Animated Infomercial Contest

Engaging the partnership of TV media has proved to be effective in reaching more audience in advertising in the long term. This is because quality audio visual content has a better advantage in connecting emotionally and rationally to the audience. The Animated Infomercial Making Contest for students is a pilot project of DTI Quezon's Consumer Protection Division that started in 2017. This is in partnership with "MyCatv/Asian Vision," the leading cable service provider in Lucena City. They offered to provide support as part of their Corporate Social Responsibility. This activity is part of the CPD's Information and Education Campaign using digital media. Since then, the DTI Quezon CPD has been conducting the animated infomercial contest to help consumers be more aware of their rights and responsibilities as well as to be informed on the different laws and policies related to consumer protection and awareness.



On-the-Spot Poster Making Contest

On-the-Spot Poster Making Contest is an annual event being conducted by DTI Quezon's Consumer Protection Division for almost 20 years to promote consumer awareness to high school students through art work. This activity is sponsored by CPD personnel and McDonald's Quezon Avenue in Lucena City, which provides the venue and the snacks for the participants. With the theme "Sustainable Consumption: Understanding Consumer's Choices in a Shared Environment," it was held last 24 October 2019 at McDonald's Quezon Avenue and participated by eight high schools in Lucena City.



Jingle Making Contest

The Jingle Making Contest is a pilot project of DTI Quezon in partnership with Metro Gaisano Lucena. This is part of the Information and Education Campaign of the Consumer Protection Division where consumers are informed of their rights and responsibilities in a distinctive way through short and catchy tunes. It was conducted in 2019 and 2021. The contest was attended by senior high school and college students in the Quezon Province.

LPCC Bantay Online Price Monitoring

City Price Coordinating Council conducts seminar and Bantay-I Presyo Launching in support to celebrate the Consumer Welfare Month in Tayabas City

Tayabas City joins and supports the celebration of the Consumer Welfare Month, which is celebrated every month of October. During the City Price Coordinating Council convening session, which was held on 20 October 2021 at the Balilo Event Center. Consumer welfare-related activities were conducted such as the following:

1. Consumer Advocacy Seminar on Price Tag Law facilitated by Mr. Ruel Y. Gabiola, Trade and Industry Development Specialist of DTI Quezon Consumer Protection Division;
2. Launching of Bantay-i Presyo, a Facebook page portal connected to the City Information and Community Relations Office (CICRO) and the City Economic Development and Investment Promotion Office (CEDIPO) to post price list issuances from DTI, DA, DOH, and other agencies with jurisdiction to specific basic necessities and prime commodities.

Seeing the need for consumer-related information advocacies such as product standards to increase awareness, it was agreed that a webinar would be conducted for Tayabasin business and consumer sectors for pipeline.



“

Matagumpay po ang regular at aktibong price monitoring dito sa aming lungsod sa tulong ng paggabay ng DTI Quezon. Dahil dito, panalo po ang mamamayang Tayabasin sapagkat sa pamamagitan nito, mas nasiguro ang pagkakaroon ng patas at tamang presyuhan ng mga pangunahing bilihin. Pinoprotektahan po nito ang limitadong household budget ng lahat ng pamilyang Tayabasin, na lalo pang lumiit bundod ng paghina ng ekonomiya dahil sa pandemya.

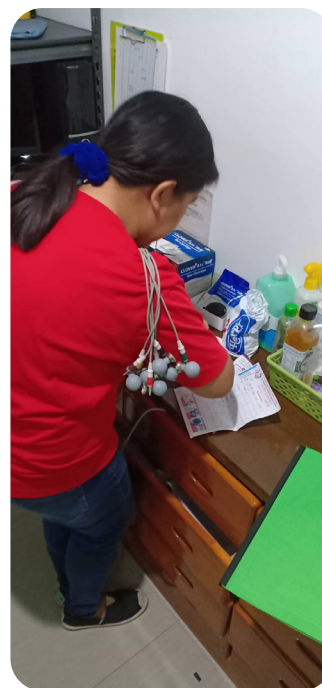
Ernida Agpi Reynoso
Mayor of Tayabas, Quezon



Organizational Culture Activity: Medical Mission

Lucena Diabetes and Health Care Center, Rosario Village Subd., Lucena City, Quezon

Organizational culture activity brings tremendous benefits. Regular health checkups not only ensure the workforce is fit and efficient, but it also connects them with the management in a better way. It is part of DTI Quezon's mandate to assure that the staff and the communities that they constantly assist are healthy and in good shape; thus, the birth of Medical Mission for six consecutive years (2016-2019) emerged with the help and support of Dr. Maria Lourdes R. Gonzales as part of the Agency's Organizational Culture Activity. It was conducted at the Lucena Diabetes and Health Care Center. The health checklist included blood pressure, fasting blood sugar (FBS), cholesterol, triglyceride, uric acid blood, and electromyogram and electrocardiogram tests.



Brigada Eskwela

Brigada Eskwela is a yearly program of the Department of Education (DepEd) where all of the schools in the Philippines are simultaneously cleaning the surroundings, inside and outside of the classrooms, painting the walls, and any other matters regarding the beautification and cleanliness of the school. It is a program that mobilizes thousands of parents, alumni, civic groups, local businesses, teachers, students, NGAs, and other individuals who unite for the sake of the learners and the school. The Brigada Eskwela is the National Schools Maintenance Week, which aims to bring together all education stakeholders to participate and contribute their time, effort, and resources to prepare public school facilities for the opening of the school year.

The DTI Quezon has been offering assistance to different schools since 2014, and this activity somehow became part of the Agency's social responsibility program. On 31 May 2018, the DTI Quezon participated in the Brigada Eskwela of Tayabas West Central School I, Tayabas East Central School III, and Dalahican Elementary School. On 24 May 2019, the DTI Quezon showed their support to three selected schools—Dalahican Elementary School, Domoit Elementary School, and Lucena East VII Elementary School-Annex.



Rizal Trade Fairs

In collaboration with the DTI Rizal, two strong industry associations, the Rizal Exporters and Manufacturers Association, Inc. (REMAI) and the Samahan ng mga Rizalenyos sa sektor ng Agrikultura at Pagkain (SARAP), institutionalized the mounting of various marketing events in the Province of Rizal and in the nearby cities. These marketing activity series served as promotion and market exposure of products and services of entrepreneurs and showcased houseware & holiday décor, bags and leather products, fashion complements, wearables, furnishing, furniture, health & wellness products, and fresh & processed food towards making them ready and competitive in the market.



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DTI has been an integral partner of SARAP in the conduct of trade fairs. They provide us guidance—from conceptualization, identification of feasible areas, to negotiation with Property Managers until the actual trade activities. Pandemic has hit us all badly. Only during the dark times you will know who you are walking with. DTI Rizal was unstoppable even during the height of this challenging time. They are constantly checking on us and asking how DTI can provide assistance. Seminars on the shifting market landscape and how we can adapt and prosper are being conducted regularly. Virtual marketing opportunities were also helpful in sustaining our business.

Ms. Charo Ola
SARAP President and Owner of Manganyaman Gourmet Place



“

We thank the DTI for this marketing support through the conduct and facilitation of trade fairs. Their innovation gives REMAI members and MSMEs hope to sustain our operations. Thank you, DTI!

Mr. Dante Caoile
President of REMAI and
Owner of Scents and Memories

Reverse Trade Fairs

The successful conduct of the 2019 Rizal MSME Summit Cum Reverse Trade Fair (Business Matching) last 30 October 2019 at the University of Rizal System, Morong, Rizal opened a door of opportunities for one of its participating MSMEs—Daen Enterprises. The Reverse Trade Fair helped the MSMEs to have: 1) access to information and services that would help them improve and innovate their products and 2) access to market by matching them to potential institutional buyers that would help them expand their market in the country. It was participated by 198 MSMEs and graced by DTI 4-A Regional Director Marilou Toledo and Rizal Governor Rebecca Ynares.

Eleven companies—Bulawan Floating Restaurant, MMIT Medical Instruments, Citymall, Echosi Foundation, Inc., Gaisano Capital Binangonan, Loreland Farm Resort, Marisons Home Cuisine, Inc., Pandayan Bookshop Inc., Sanford Corporation, SM Supermarket Masinag, and Sta. Lucia Supermarket—participated to the business matching where a total of 114 potential orders and possible future transactions were made.



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Ms. Bebie Borja Lapinig
Daen Enterprises

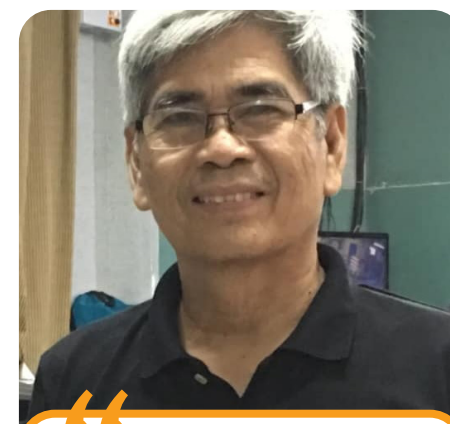




Market Matching

The DTI Rizal initiated the link between Rizal-based bamboo processors and buyers. The Market Matching intended to offer solutions to the SSF Cooperators of engineered bamboo and market ready products. This became a good venue to increase the buyers' awareness of Rizal bamboo products and even more importantly, to establish market linkage for these products. In February 2020, DTI Rizal together with the Officers of the Cardona Multipurpose Cooperative met

with Mr. Paul Cristobal of The Bamboo Company. A market matching with The Bamboo Company and Cardona Multipurpose Cooperative was conducted. After the meeting and store visit, Cardona MPC was able to deliver the initial orders of The Bamboo Company such as table organizers, chopping boards, and customized handicrafts. Because of the pandemic, The Bamboo Company also ordered bamboo face shields.



66

We are grateful for this marketing opportunity as this provides the cooperative and the SSF on engineered bamboo production a vehicle for bamboo products to establish new markets and strengthen the existing markets.”

Ms. Bebie Borja Lapinig
Daen Enterprises

Collaborative Harnessing and Mentoring Program for MSMEs in Rizal (CHAMPS)

In an effort to support MSMEs during the COVID-19 crisis, the DTI Rizal pioneered certain measures to help MSMEs. With the “Ayudang Kaalaman,” micro entrepreneurs affected by limited mobility to market and suppliers were given localized remote mentoring program. These were 30 MSMEs who were not yet qualified to join KMME and OTOP programs but had great potential to scale up its operation. In 2020, CHAMPS or Collaborative Harnessing and Mentoring Program for MSMEs in Rizal is a big push to assist entrepreneurs to be ready and compliant with government registrations such as FDA License to Operate and BIR, provide marketing exposure, and product development. This mentoring assists MSMEs from three industries – Food, Creatives, and Services.

With CHAMPS, micro entrepreneurs were given new types of knowledge related to supply disruption, business continuity planning, massive change in cash flow, digital marketing, ecommerce, digital payment systems, and web-based logistics. Three Tracks for Food, Creatives, and Services are developed for more identified interventions fitted to a specific industry. For these specialized interventions, local and national mentors are tapped for the comprehensive training and mentoring sessions.

In 2021, DTI Rizal implemented its CHAMPS Season 2 with participants from the Tourism Sector as well as MSMEs engaged in the Trading and Service Industries. For the past two years of the implementation of this mentoring program, DTI Rizal was able to identify MSMEs ready for high level assistance such as KMME, OTOP, and HAFFI.



“My business before CHAMPS was a struggle. I’m like a kinder student trying to learn everything. During CHAMPS, it was always an exciting learning day. I have learned and earned a lot. After the sessions, I can say that my business is levelling up. I was able to apply different strategies and tips I got from our expert mentors.

Ms Cheryll Arellano
Mommy Brownbites Cakes and Pastries

“

CHAMPS has been a pleasant surprise—a learning opportunity and a chance to connect with DTI. It has proven to be above and beyond all my expectations. The speakers have been amazing. They motivate you, and they inspire you.

Mr. Lee O'Bryan
Poklee Food Products



“

Sobrang dami ng learning dito sa CHAMPS na kung kukunin mo as short courses sa iba ay 'di libre. Pero dito sa DTI, binigay nila ang CHAMPS ng walang bayad. Para sa maliit na negosyanteng tulad ko, wala akong pera para pambayad sa ganitong kaalaman kaya napakalaking tulong nito sa akin at sa business ko.

Ms. Jocelyn Marte
Vermar's Ice Cream Manufacturing



DTI Region 4-A: 2016-2021 Milestones



Systematic Harmonized Accomplished Report Preparation (SHARP)

SHARP stands for Systematic Harmonized Accomplished Report Preparation. The system design was conceptualized by DTI Rizal's Business Development Division and developed by Business Counselor Genebee C. Nofuente. This innovation is designed for effective reporting, analytics, and information delivery framework. The SHARP innovation encompasses the ability for end-users in DTI Rizal to efficiently consume integrated data in an efficient manner, drive proactive decision making, and develop a competitive advantage. This system is focused on innovative reporting and analytics for timely processing to enhance the ability to make more informed and evidence-based decisions.

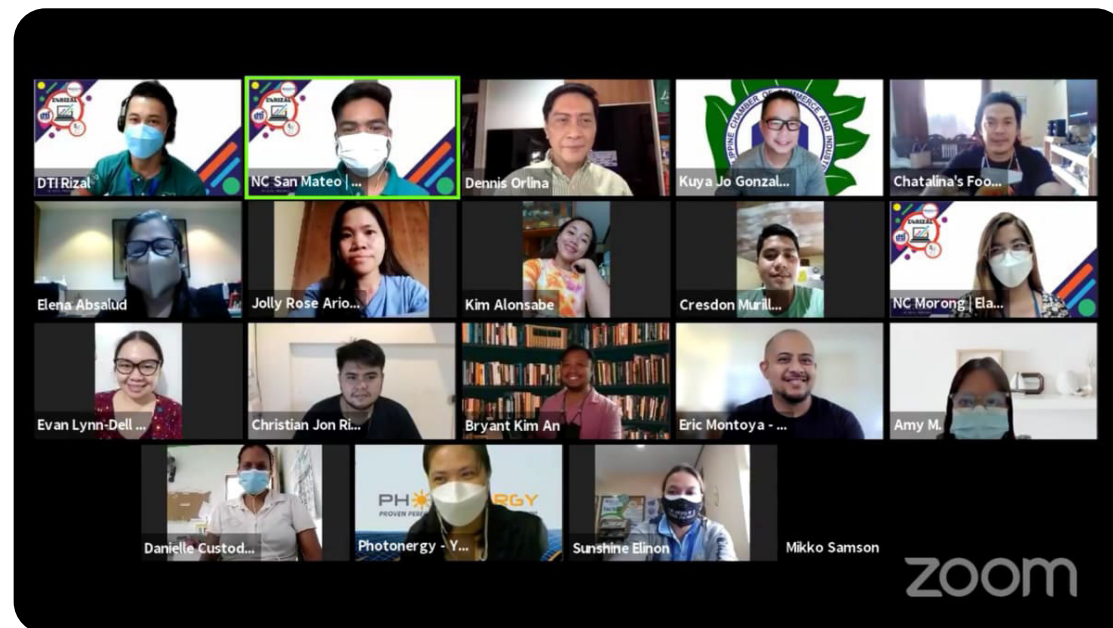
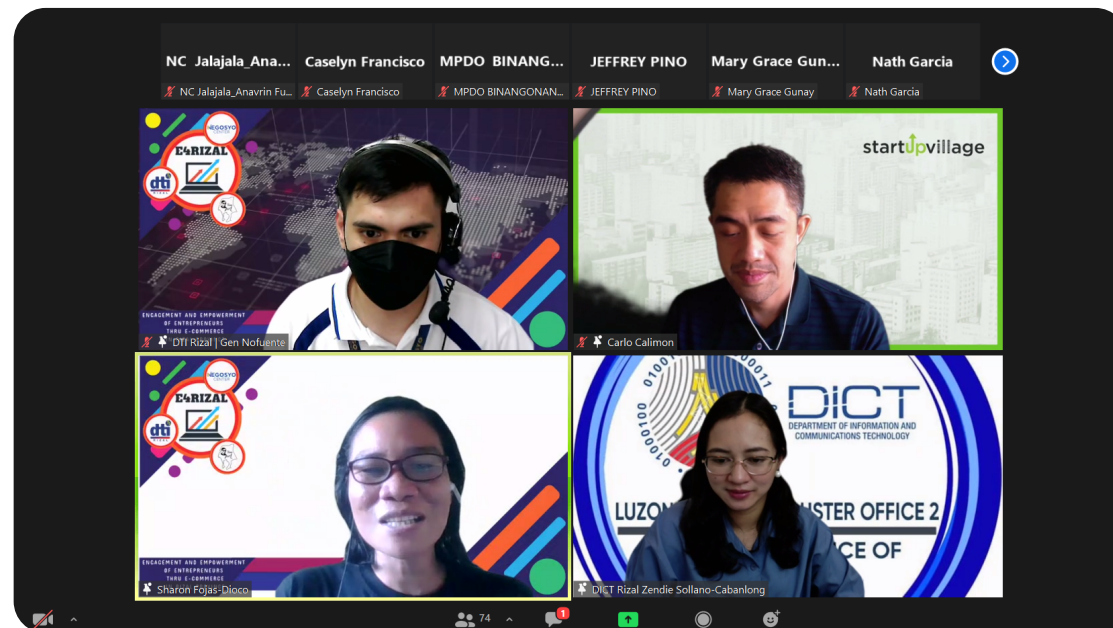
With this innovation, DTI Rizal is reaping positive results such as targeted delivery of data and reporting as well as analytics capabilities, increased productivity, employee satisfaction, and improved analyses. TIDA Kristin Aprille Del Rosario applauded the system and recognized that SHARP made report generation faster and accessible. According to her, the system helped in monitoring and individual dashboard preparation. For Business Counselor Jaymie Benito of Negosyo Center Cainta, SHARP is a great tool in inputting the daily accomplishments and monthly report preparation.

Engagement and Empowerment of Entrepreneurs with E-Commerce in Rizal Province (E4Rizal)

The DTI Rizal in partnership with business organizations, industry associations, academe, and local government proposed the E4Rizal (Engagement & Empowerment of Entrepreneurs with E-commerce) Project to support the promotion of the widespread adoption of e-commerce in the Province and help MSMEs to recover and adapt to the new normal.

With the possible funding assistance from the DTI MSME Development Council Fund (MSMEDC), the affected entrepreneurs were supported with programs focusing on Enterprise Development and Competitiveness and Technology as effective approach to economic convalescing. For this intervention, the DTI Rizal implemented three-pronged strategies namely: development of training for business capacity of MSMEs; development of localized AVPs promoting Rizal MSMEs; and development of generic inventory system.

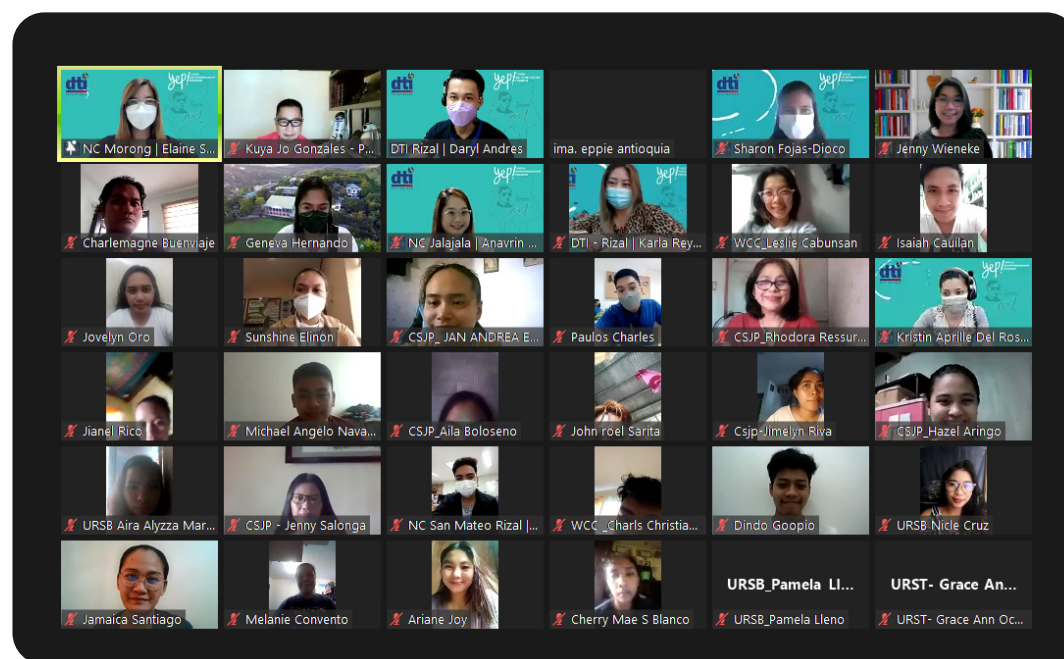
For the webinars, Rizal MSMEs were able to participate on various topics focusing on Digital Marketing, Creative Photography for Social Media Advertising, Cashless Payments, Content Management and Visual Communication, Competitive Selling Techniques, e-Commerce, Legal Concerns, and Ultimate Customer Service. Likewise, part of this intervention was the localized AVPs for advocacy where selected MSMEs and their products are featured. AVPS and informercials for advocacy were promoted to Negosyo Centers' social media accounts. The last component primarily focused on the development of inventory system and were used by MSMEs. In partnership with the local system developer, a generic management system was developed and used for tracking inventory levels, orders, sales, and deliveries and are now being used by Rizal MSMEs.



Building Initiatives with DTI in Assisting Budding Entrepreneurs to Succeed (BIDABES)

The DTI Rizal conducted the virtual launching of the Youth Entrepreneurship Program (YEP): Building Initiatives with DTI in Assisting Budding Entrepreneurs to Succeed (BIDABES) through 7Ms in the province of Rizal via Zoom and Facebook Live on 15 October 2021.

The YEP: BIDABES program held the theme, “Youth + Entrepreneurship = Success Forum: “Turning Job Seekers to Job Creators.” The BIDABES program aims to bring school-to-work initiatives together with the government and businesses to integrate workplace experience with school-based education in developing entrepreneurs. The virtual launching was attended by more than 800 participants composed of youth entrepreneurs, partner enablers, and students from different schools and universities nationwide.





“

The marketing initiatives of our cashew products are fully dependent on local trade fairs and bazaars. I am thankful that with the LEAP Project, our company is now scaling up its marketability to institutional buyers and exporters. DTI never fails to help small business owners to develop and improve their products.

Ms. Divina Gracia Mallano
Pidiong's House of Cashew

Levelling Up of Enterprise Assistance Pathway (LEAP) towards Global Competitiveness

With the DTI in the forefront of enterprise promotion and development, the DTI Rizal has designed a package of assistance in 2020 dubbed Levelling Up of Enterprise Assistance Pathway (LEAP) under the One Town One, Product Program (OTOP). The LEAP for MSMEs was aimed to improve the marketing of Rizal food products and to build strong preference among consumers and institutional buyers for purchasing food products manufactured and processed in the Rizal Province, recognizing their quality, benefits, and packaging.

Five selected MSMEs were the pilot beneficiaries for various highly specialized interventions. For the food sector, a package of assistance in acquiring Certificate of Product Registration, which included shelf life and microbial and nutritive analyses, were provided. This intervention was in collaboration with the Department of Science and Technology-CALABARZON. These selected MSMEs were also assisted by the Intellectual Property Office of the Philippines with their Intellectual Property Registration.



“

This intervention gave my company fresher designs for our ladies' shoes and slippers. Our company is challenged by the inputs given by the student-designers, and I am grateful for the assistance given by DTI, UPCFA, and ISSI.

Ms. Virginia Alonsabe
Maria Kim Collection

Product Development with UP College of Fine Arts and Institute for Small Scale Industries

In 2018, the University of the Philippines through its College of Fine Arts (UPCFA) and the Institute for Small Scale Industries (ISSI) and the DTI Rizal entered into an Agreement aiming to provide academic learning opportunities to the students and to assist in the marketing and product development programs for the identified MSMEs. UP Chancellor Michael Tan and Provincial Director Mercedes Parreño collaborated to assist existing manufacturing companies and develop marketing and product development plans. Together with the ISSI, a program was conceptualized to complement the resources of the academe to equip these students to develop MSMEs' marketing and product development needs.

To maximize the benefits of the students' academic output, UPCFA along with the assistance of ISSI and DTI Rizal collaborated in conducting extension and consultancy services on marketing, product design and development, branding, business matching and access to market, capability building on marketing, operations, human resource, finance, and other programs that promote and strengthen MSMEs. Since 2018, Rizal MSMEs with products ranging from bags and wearables, furniture and furnishing, housewares and holiday décor to educational toys were assisted by these student-designers.



Tindahang Rizalenyó

The DTI Rizal, in partnership with the Rizal START UPS and the Samah-an ng mga Rizaleño sa Sektor ng Agrikultura at Pagkain (SARAP), Inc., launched the Project INSPIRE or the Integrated Nurturing Services to Promote and Improve Rizaleños E-Commerce last 30 July 2020 in time for the celebration of the MSME Month. This E-Commerce Platform is for MSMEs to support the promotion of the widespread adoption of e-commerce in the province.

As of December 2021, there are 41 merchants featuring 377 quality products such as holiday and houseware décor, wearables, furniture and furnishing, natural and organic products, and fresh and processed food products from 13 Municipalities and 1 City of Rizal.



Tindahang Rizalenyó gives us an additional marketing platform other than our existing social media. It helps us reach out to new markets and maintain our existing buyers.

Ms. Miriam Rodriguez
MYPs Hydroponic
Garden Enterprises

ISO 9001:2015 Certification

The DTI 4-A maintains its ISO 9001:2015 certification, reaffirming its commitment to provide quality and relevant programs and services despite the pandemic. The standard verifies an organization's quality management system and assures that its products and services are consistent and high-quality. As a result, the system must be constantly reevaluated internally, which encourages a continual improvement process.

On 23 March 2017, the Certification International Philippines, Inc. (CIPi) assessed and confirmed that DTI 4-A operates a management system conforming to ISO 9001:2015 for the provision of trade and industry programs and services. All Provincial Offices and Regional Divisions of the agency have maintained the standardization clauses under the ISO 9001:2008 since 2011 up to 2016 and has transitioned to ISO 9001:2015 in 2017.

The latest third-party audit in DTI 4-A under One DTI Quality Management System was conducted virtually last 28-29 October 2021 to assess the performance of the Management System against requirements for certification. The scope of services audited includes provision of consumer advocacy, trade and industry information, business counselling; conduct of trade fairs; conduct of training; registration of business name; issuance of sales promo permit; accreditation of service repair enterprises; issuance of BMBE registration; monitoring and enforcement of FTL; monitoring of basic necessities and prime commodities' price; resolution of consumer complaints; and administrative support to the operation.





Gender & Development in the New Normal Webinar

The DTI 4-A, in collaboration with the DTI Resource Generation and Management Service (RGMS), conducted a Webinar on Gender and Development in the New Normal on 29 March 2021 thru Zoom Video Conference.

The webinar drew a total of 154 participants composed of 16 representatives from DTI-Cavite, 20 from DTI-Laguna, 13 from DTI-Batangas, 16 from DTI-Rizal, 38 from DTI-Quezon, and 49 personnel from the Regional Office. It was also attended by two (2) members of the DTI RGMS' resource team led by the Supervising Trade and Industry Development Specialist May Cruz, current Head of the Resource Monitoring and Evaluation Division of RGMS and the DTI GAD National Focal person/Secretariat, wherein she presented the overview of the Gender and Development and gave updates on the policies in ensuring gender-responsive interventions under the new normal, arising issues and concerns, DTI GAD Plan and Budget, and the DTI GAD Agenda.

This initiative was DTI 4-A's support to the Philippine Commission on Women (PCW)'s call to celebrate the National Women's Month with its theme "We Make Change Work for Women." Subsequently, the campaign was titled "Juana Laban sa Pandemya: Kaya!" which was different from the previous years for it was set in the COVID-19 pandemic backdrop which posed both challenges and opportunities for women.

Moreover, to strengthen the implementation of the Magna Carta of Women, DTI 4-A used this occasion to create and facilitate platforms to discuss the pandemic's exacerbated gender issues as well as the gaps, challenges, and its commitment to pursue gender and development. The webinar served as a call to action for the agency to ensure that women's needs are responded to and integrated in the COVID-19 response and recovery programs. Also, the Gender Equality and Women's Empowerment Plan: 2019-2025 was presented to better understand the formulation of GAD Plans and Budget.

Towards the end, a video presentation of DTI 4-A's 2021 National Women's Month Celebration Activities and Initiatives was shown which included DTI's GREAT Women Project 2 providing tools and equipment to the region's priority industries. The awarding was done at the Regional Office and in Cavite for the beneficiaries belonging to the coffee industry. Also, the DTI Provincial Offices conducted activities in celebration of Women's Month with tokens distributed to the staff.

Other Notable Regional Accomplishments



PRIME-HRM

The Program to Institutionalize Meritocracy and Excellence in Human Resource Management (PRIME-HRM) is a program initiated by the Civil Service Commission that empowers government agencies by developing the human resource management's competencies, systems, and practices toward HR excellence. DTI 4-A has always aligned its core practices in accordance to this system.

In 2017, DTI 4-A successfully achieved Maturity Level II by being 100% compliant to indicators and standards of the four core HR Systems on 17 November and was even hailed a Bronze Awardee for E-PRIME HRM Level II Accreditation. Since then, the office strives to maintain this level and eventually advance to the higher one by doing the ideal practices and procedures in human resource management. Bounded to PRIME-HRM which covers four (4) core HR Systems, namely: Recruitment, Selection, and Placement (RSP), Learning and Development (L&D), Performance Management, and Rewards and Recognition, DTI 4-A was able to manage its people through an effective sourcing and hiring process of efficient manpower, assessments of their needs, organizing and conducting trainings, seminars, and webinars they can attend for added competency, and recognition for their effort and skills which they have shared with the organization while achieving their targets. At this point, the team of DTI 4-A is motivated and is continuously working on reaching Maturity Level III within the next few years.

SPRInts

For years, the organization has been continuously recognizing and honing talents and character from its wide-array of promising employees through the DTI's System on Performance Rewards and Incentives, better known as SPRInts. Since 2016, DTI 4-A was able to send nominees for the annual search for top performing officials in public service. Indeed, no one can deny the fact that the DTI 4-A employees have earned their rightful spot in this awarding system; worthy of hearing the loudest cheers from their colleagues.

Headed by RD Marilou Q. Toledo who won "Executive of the Year" in 2016, stellar employees from the Regional and Provincial Offices of DTI 4-A gained well-deserved recognition from the agency. One of them is the multiple-time awardee Ms. Anna V. Quincina of DTI Quezon, who bagged "Employee of the Year" last 2016 and was one of the "Mythical Five" for two consecutive years (2017 and 2018). Joining her in this feat is Mr. Harvin Bob P. Puno of the Regional Office, a two-consecutive year "Mythical Five" awardee for 2017 to 2018 and was recognized as a Semi-Finalist for SPRInts Award Huwarang DTI 2016 Employee of the Year. Mr. Christian Ted O. Tungohan also made sure to represent DTI Laguna Provincial Office by being part of the "Mythical Five" for three consecutive years, 2016-2018, and both Regional SPRInts Representative and Luzon Island Group Semi-Finalist for two consecutive years, 2017-2018. Another exemplary and tenured employee of the Regional Office, Ms. Preciosa A. Obtil, had her hard work paid-off when she earned her place in the "Mythical Five" consistently for 2017 and 2018. Former Chief Trade-Industry Development Specialist of the Business Development Division and now Provincial Director, Ms. Revelyn A. Cortez from DTI Cavite Provincial Office, along with Mr. Jay A. Acar from the Regional Office had separately landed a spot being part of the "Mythical Five" in the year 2017 and 2018, respectively. Getting several tasks done is one thing; but getting it done with flair, exceeding everyone's expectations and target measures, while exhibiting the "Serbisyonig Higit Pa sa Inaasahan" mantra in the everyday public service is one that shouldn't go unrecognized and unappreciated, but celebrated. Truly an inspiration to the Filipino workers!



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