



DEPARTMENT OF TRADE AND INDUSTRY CALABARZON

ACCOMPLISHMENT
REPORT

2022-2023



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MESSAGE FROM THE REGIONAL DIRECTOR

This 2022-2023 Accomplishment Report is our pride, as this presents how we have unitedly pursued our mandate for businesses and for consumers for the past two years. The DTI 4-A Regional Office, together with our Provincial Offices of Cavite, Laguna, Batangas, Rizal and Quezon (CALABARZON), rolled into motion the programs, projects, and activities that were meant to define our priorities as an Agency and to lend support to the DTI Philippines in achieving a global position for the country's export sector, develop micro, small, and medium enterprises (MSMEs), and create a harmonized investment facilitation to identify priority investments towards Bagong Pilipinas (New Philippines). We want to make the CALABARZON region a dynamic economic contributor as well as a viable place to live in.

I thank our clients and partners for joining us in our endeavors and helping us reach beyond our course. Moreover, I give my heartfelt salute to our DTI Teams who never let limitations daunt us. There will always be better ways, better collaborations, and better strategies as we push for wider consciousness of our capabilities. Thus, we enjoin everyone to think more progressively so that we have more synergy as we conquer our future.

As you read on, I hope you will remember how we have been and want you to still be with us, your DTI 4-A family, as we carve a lot of hope for our joint efforts to bear fruits!

Maraming salamat po! Mabuhay tayong lahat!


MARISSA C. ARGENTE



MESSAGE FROM THE ASSISTANT REGIONAL DIRECTOR

Milestones are accomplishments, which are worth celebrating!

Coming up with this compilation of the DTI 4-A's remarkable accomplishments for 2022 – 2023 is an honor for all of us, since these were the years of recovery from the COVID19 pandemic that affected the entire trade and industry activities of the country. Despite the many hurdles, this report is a testament of our strong commitment to our MSMEs, consumers, industries, and stakeholders to develop a more inclusive and prosperous Philippines. We are deeply grateful for your continued belief in our vision and for always fueling our desire to deliver only the best programs and services.

With pride and joy, I warmly congratulate the entire DTI 4-A Regional and Provincial Offices and all the individuals behind this publication as I look forward to seeing more initiatives like these in the future.

Mabuhay!


REVELYN A. CORTEZ

DTI MANDATE

The Department of Trade and Industry (DTI) serves as the primary coordinative, promotive, facilitative, and regulatory arm of government for the country's trade, industry, and investment activities. It acts as catalyst for intensified private sector activity to accelerate and sustain economic growth through a comprehensive industrial growth strategy, a progressive and socially responsible liberalization and deregulation program, and policies designed for the expansion and diversification of both domestic and foreign trade.

DTI Philippines aims to achieve a global position for the country's export sector, develop micro, small, and medium enterprises (MSMEs), and create a harmonized investment facilitation to identify priority investments. This aligns with the Philippine Development Plan (PDP) 2023-2028, based on the Marcos administration's vision towards Bagong Pilipinas (New Philippines). A country where Filipinos can thrive in a secure and comfortable environment, with equal opportunities to participate in a globally competitive economy.

To achieve these goals by the target year, the Department has established 10 key priorities as part of its strategic agenda:

- Upgrade, upskill, and upsize Micro, Small, Medium Enterprises
- Promote and support regional development through the utilization of various trade agreements
- Reconfigure Philippine export sectors into industry clusters
- Improve ease of doing business
- Create an enabling environment to attract foreign direct investments and expand exports
- Foster industries geared to the domestic markets through technology and innovation
- Ensure availability of accessible and affordable food for every Filipino
- Enable jobs-skills matching and skills upgrading to transition to a higher level of services
- Protect and empower consumers
- Transform the Department into an agile organization through faster response mechanisms and digitalization

These we accomplish through 5 major programs:

- Export and Investment Development Program
- Industry Development Program
- SME Development Program
- Consumer Protection Program
- Consumer Education and Advocacy Program



VALUES, MISSION, & VISION

Anchored on the Values of **Passion, Integrity, Creativity, Competence, Synergy**, and **Love of Country**, and our Mission as the **main economic catalyst in enabling innovative, competitive, job-generating, inclusive business, and empowering consumers**. These we do in order to achieve our Vision 2028 of **“A higher level of competitiveness for the Philippines and 2nd in ASEAN in FDI by 2028.”**



ONE DTI QUALITY MANAGEMENT SYSTEM **QUALITY POLICY**

QP-00 Rev 03-1

We, the Department of Trade and Industry, are committed to being the catalyst for trade, industry development, investments, employment generation, and consumer empowerment, driving sustainable economic growth and shared prosperity for all Filipinos.

We aspire to establish the Philippines as a globally competitive and preferred trading partner and investment destination through diversified industries, innovation-driven MSMEs, empowered consumers, and high-quality job opportunities.

Upholding our core values of Passion, Integrity, Competence, Creativity, Synergy, and Love of Country, we commit to statutory and regulatory compliance and the continual improvement of our Quality Management System to meet client needs and expectations.

A stylized black ink signature of Ma. Cristina A. Roque, consisting of several fluid, overlapping loops.

SECRETARY MA. CRISTINA A. ROQUE

01 OCTOBER 2024



bit.ly/OneDTIQMS

PERFORMANCE GOVERNANCE SYSTEM

#	STRATEGIC MEASURES	2022	2023
1	MSMEs assisted in the priority industries	21,756	30,219
2	No. of recognized consumer organizations	2	1
3	No. of Agreements/ MOAs/MOUs forged with private organizations/ entities	2	1
4	No. of new and upgraded Bagwis awardees	106	92
	a. New	93	81
	b. Upgraded	13	11
	c. Maintained (Baseline)	482	566
5	No. of investors assisted in the priority industries	45	55
6	No. of exporters assisted in the priority industries	76	77
7	Number of Negosyo Centers established and maintained	131	135
	Established	1	4
	Maintained	130	131
8	Percentage of businesses registered within 15 days applied through Negosyo Centers	100%	100%
	Total number of NC clients who obtained business license or permit within 15 days	18,022	25,441
	Total number of business license or permit applied thru NCs	18,022	25,441

#	STRATEGIC MEASURES	2022	2023
9	Percentage of BMBE Certificates issued within the prescribed time	100%	100%
	BMBE Certificates issued within prescribed time	4,474	5,135
	BMBE certification application received	4,474	5,135
10	Number of LGUs submitting list of business permits issued annually	142	142
11	Number of clients assisted (a+b)	160,149	144,403
	a. No. of MSMEs assisted	38,513	46,973
	b. Potential Entrepreneurs assisted (Level 0 - would be or potential entrepreneurs)	121,636	97,430
	Number of registrations facilitated	96,211	89,208
	BN Certificates Issued	91,737	84,073
	BMBE CA issued	4,474	5,135
12	Percentage of registered MSMEs assisted by the DTI	93%	89%
	No. of registered MSMEs assisted	35,924	41,893
	No. of MSMEs assisted (equal to 11.a)	38,513	46,973
13	Number of selected Mentees	102	101
	% of mentees who graduated	98%	100%
	Total number of mentees who graduated	100	101
	Total mentees enrolled	102	101

#	STRATEGIC MEASURES	2022	2023
14	Percentage of Operational SSFs	94%	94%
	a. No. of operational SSF	100	82
	b. No. of SSF established	106	87
15	Number of prototypes developed	339	406
	FabLabs	99	161
	OTOP Next Gen	184	185
	Other ProDev Activities	56	60
16	Number of IP applications filed	88	128
17	Number of MSMEs doing e-commerce	17,519	18,300
18	Percentage of applications for permits/accreditation /licenses/authorities (renewal) processed within the prescribed time	100%	99.9%
	No. of permits/ accreditation/ licenses/authorities issued within prescribed time	2,683	2,873
	Total applications received	2,683	2,876
19	Percentage of firms complying w/ SRP of all basic necessities and prime commodities	100%	100%
	No. of firms compliant with SRP	4,161	11,538
	Total firms monitored	4,161	11,538

#	STRATEGIC MEASURES	2022	2023
20	Percentage of consumer complaints resolved through mediation and arbitration within the prescribed time	94%	96%
	No. of mediation complaints resolved within 10 working days	2,643	3,141
	No of arbitration complaints resolved within 20 working days	28	21
	Total no. of consumer complaints received for mediation	2,751	3,184
	Total no. of consumer complaint received for adjudication after notice of failure of mediation	89	97
21	Percentage of violating firms penalized complying with the penalty within the prescribed time as contained in the final and executory decision	100%	100%
	No. of violating firms penalized complying with the penalty within prescribed time as contained in the decision	5	4
	No. of firms penalized	5	4
22	Percentage compliance to Fair Trade Laws by monitored firms	99.9%	99.9%
	No. of firms penalized	7	10
	Total firms monitored (FTLs)	5,942	20,070
23	% of employees capacitated	98%	100%
	Number of employees trained	110	108
	Number of employees	112	108

#	STRATEGIC MEASURES	2022	2023
24	PRIME HR higher than the current level	Maintained	Maintained
25	Paperless system developed and maintained	1	1
	Document Tracking System adopted and maintained (Integrated DTS)	1	1
26	Obligations BUR (Obligations/Allotments)	97%	94%
	Disbursement BUR (Disbursements/Obligations)	96%	99%
	Allotments for MOOE & CO	226.333	113.106
	Obligations for MOOE & CO	220.067	106.731
	Disbursements for MOOE & CO	210.605	105.247





SME DEVELOPMENT



91,737

BN Certificates Issued

2022

84,073

BN Certificates Issued

2023

4,474

BMBE Certificate of Authority Issued

2022

5,135

BMBE Certificate of Authority Issued

2023

BUSINESS NAME REGISTRATION

The DTI 4-A has now implemented 100% Online Business Name Registration (BNR) for New and Renewal applications since August 1, 2023. DTI Tellers assist clients on how to register online using the BNR system in the BN kiosk.

BARANGAY MICRO BUSINESS ENTERPRISE (BMBE)

Moreover, the development of BMBE-ONLINE is one of the DTI's key initiatives for digitalizing MSME-related services in accordance with the Ease of Doing Business Law, which calls for the streamlining and automation of government processes. A micro-enterprise that has registered as a BMBE can avail itself of government incentives that include exemption from payment of income tax for income arising from the operation of the enterprise; exemption from the coverage of the minimum wage law; special credit windows from government financing institutions that will serve the financing needs of BMBEs; business assistance from other government institutions; and technology and marketing assistance.



NEGOSYO CENTER

The Negosyo Center (NC) Program, managed by the DTI under the Republic Act No. 10644 otherwise known as the “Go Negosyo Act,” is responsible for promoting ease of doing business and facilitating access to services for the Micro, Small, and Medium Enterprises (MSMEs). These NCs are targeted to be established in all provinces, cities, and municipalities nationwide.



135

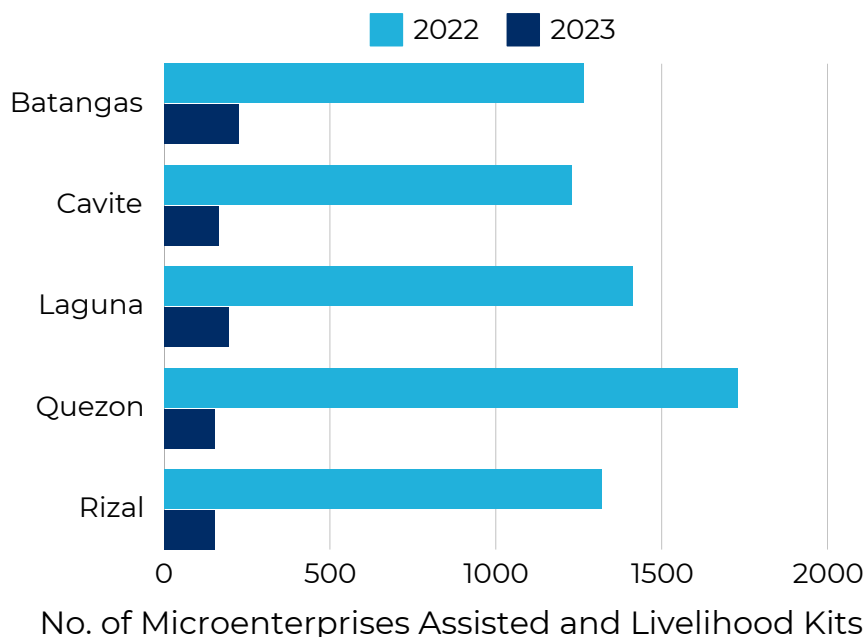
**Negosyo Centers
established as of
Dec. 2023**

Indicators	2022		2023	
	Targets	Acco	Targets	Acco
MSMEs Assisted	21,179.00	29,371	40,100	43,564
Clients Assisted	152,450.00	160,152	117,900	144,403
No. of BN Registration	78,288	91,233	68,058	83,918
No. of Registered BMBE	3,444	4,474	2,996	5,136
Web Training Sessions Conducted	224	241	241	184
No. of Advisory Services	41,187	21,102	21,102	39,876
No. of Business Information & Advocacy Services	4,176	69,928	69,928	64,528



The Pangkabuhayan sa Pagbangon at Ginhawa (PPG) Program provides business assistance to microenterprises affected by fire incidents and other calamities, including armed conflicts. The program is a post-disaster response mechanism to address the need for continued economic activities in the affected areas.

The PPG Program seeks to facilitate the restart of economic activities and create entrepreneurship opportunities for prioritized beneficiaries identified by the national government.



Business Cliniquing
Conducted

197

2022

887

2023



Entrepreneurship
Seminars/Activities
Conducted

197

2022

38

2023

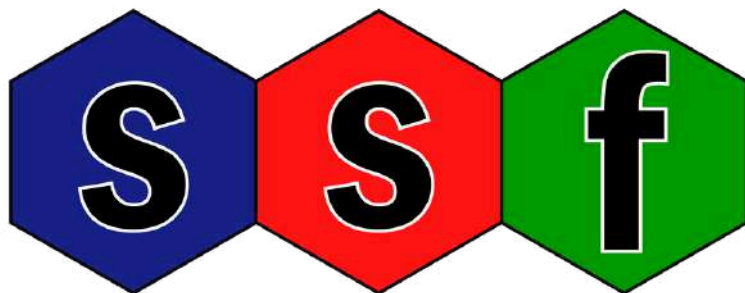


Indicator	2022	2023
No. of Batches Conducted	2	2
No. of Selected Mentees	102	101
No. of Graduated Mentees	100	101
No. of promotional materials prepared	52	57
No. of promotional materials posted/shared	57	76
No. of stories prepared	23	29
No. of stories published	44	61



The KMME-MME Online is designed to integrate the Money and Market Encounter (MME) into the regular KMME program. This will be achieved through the presentation of the Business Improvement Plan (BIP) to an expanded panel of evaluators composed of representatives from banks, online market platforms, and other business support organizations.

The major objective of this New Normal program for KMME is to provide an avenue for business mentorship of the waitlisted MSMEs across the regions and enhance their resiliency through a crisis.

20222023**92%****93%****Operational SSFs****2,307****1,446****MSMEs Assisted****1,311****536****Other Users****794****928****Jobs Generated****91****158****Prototypes Developed
in FabLabs****77****SSFs as of Dec. 2023****Shared Service Facilities***"Shared Success for Filipino MSMEs"*

MSMEs are considered growth engines of the Philippine economy. However, the performance of MSMEs is constrained by various factors such as limited financial capacity, poor market information, and lack of access to innovative techniques and advanced technology. This hinders them from realizing their full potential, breaking into bigger domestic or international markets, and growing in a highly competitive environment. The SSF Project is meant to improve MSME competitiveness by providing them with machinery, equipment, tools, systems, accessories, and other auxiliary items, skills, and knowledge under a shared system.

A total of 169 SSFs have been established in the CALABARZON Region since 2013. Four of these are Fabrication Laboratories, which are small-scale workshops offering digital fabrication, generally equipped with an array of flexible computer-controlled tools that cover several different length scales and various materials, intending to make "almost anything."

**SSF-RTWG
MEETINGS**

2022 | 2023



SSF Regional Technical Working Group

The DTI 4-A SSF-RTWG is composed of Regional Director Marissa C. Argente as Chairperson, Provincial Director Leila M. Cabrerros of DTI Batangas as Vice Chairperson, and two members from the private sector, Mr. Eduardo R. Nicolas II, Philippine Chamber of Commerce and Industry Chapter President for South Luzon, and Mr. Victor S. Marasigan, Sr. Vice President of Masspower Philippines Electronics, Inc. It approves SSF proposals identified by the provincial offices and deliberates on other SSF concerns such as the approval of the transfer of ownership, extension of the Usufruct Agreement, transfer of the SSF to another cooperator, and other SSF-related concerns. Last 2022, it approved 18 SSFs for donation and 15 successful SSFs were turned over in 2023. This brings to a total of 71 SSFs donated in the region since the inception of the program with a total disbursement amount of Php 99.090 million.



Market Access and Promotion



One of the opportunities in the OTOP program is market access. Recognizing the critical role of exposure in driving business growth, the DTI 4-A facilitates the participation of MSMEs in various trade fairs at national, regional, provincial, and municipal levels.

Some of the significant trade fairs participated by MSMEs are the National Trade Fair, National Arts and Crafts Fair, Annual Meeting of the Asia Pacific Parliamentary Forum, OTOP Bazaar at the House of Representatives, KALAKAL Calabarzon, and ProPak Asia. These platforms serve as invaluable avenues for businesses to showcase their products, forge strategic partnerships, and expand their market exposure.



Launching of OTOP Hubs

The DTI 4-A launched eight OTOP hubs in the following areas in 2022 and 2023:

1. Bacoor City, Cavite
2. San Pablo City, Laguna
3. Luisiana, Laguna
4. University of the Philippines Los Banos
5. Enchanted Kingdom in Sta. Rosa City, Laguna
6. Lipa City, Batangas
7. Batangas City, Batangas
8. Dolores, Quezon

These OTOP Hubs serve as platforms for showcasing and promoting locally made products, fostering economic growth, and preserving cultural heritage.



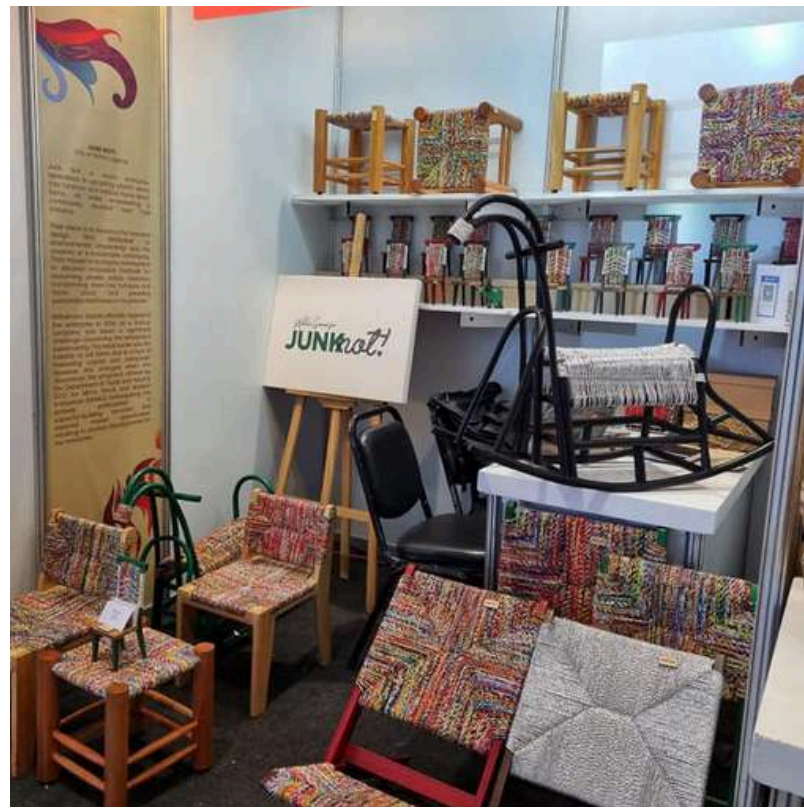
The One Town, One Product (OTOP) Next Gen program provides comprehensive assistance to MSMEs in skills and opportunities needed to expand their presence and reach new markets.

The DTI 4-A, through the OTOP Next Gen program, is able to extend support and assistance such as product and brand development, market access through participating in national, regional, provincial, and municipal trade fairs, Skills training and capacity building, opportunity for products to be displayed at OTOP Hubs, and other various market access opportunities, which are crucial for sustainable growth and economic advancement across the region, empowering businesses to reach new heights of success.

Indicator	2022	2023
MSMEs Assisted	527	1,045
Products Developed	184	185
Brands Developed	32	44
Sales Generated in Php Millions	158.62	190.5
Export Sales (USD) in Thousands	407	337
OTOP Hub Sales (Php) in Millions	17.86	23.1

Conduct of Product & Brands Development Design Sessions

The OTOP Next Gen program is designed to empower MSMEs by facilitating their product and brand development. It is a crucial part of the program where selected MSMEs undergo through phases aimed at refining their offerings, enhancing their branding strategies, and cultivating a distinct market identity before officially launching it to the market.





Go Lokal! is a market access platform for MSMEs introduced by the DTI in collaboration with select retail partners for brand management and market acceleration. It aims to help the country's MSMEs enter the mainstream market via the free services offered by the DTI such as merchandise development assistance to produce commercially viable products for the market and market access to stores/spaces provided by Retail Partners such as mall and retail operators, including the Go Lokal! Concept Store at the DTI Office located in Makati City.

The DTI 4-A facilitated the certification of eight local entrepreneurs in 2022 and 9 entrepreneurs in 2023. These MSMEs are now provided with access to different retail partners and operators in the country.

77

**MSME partners
as of 2023**



MARKET DEVELOPMENT ACTIVITIES

Bagsakan

The DTI 4-A is continually supporting the DTI-Bureau of Domestic Trade Promotion (BDTP) on its mandate to promote and expand the market presence of MSMEs from all over the country. Since the 2nd quarter of 2020 and through the lockdowns and travel restrictions, the agency had been assisting MSMEs, local farmers, fruit growers, and cooperatives to sell their fresh produce and food products through the Bagsakan Special Project.

The DTI 4-A participated in 21 Bagsakan activities in 2022 and 10 Bagsakan activities in 2023 conducted by the DTI-BDTP, which were located in different venues within the country, but mostly in the National Capital Region and CALABARZON Region. These marketing venues were Greenhills Shopping Center, La Bella Tagaytay, Filinvest Lifemalls (Festival Mall Alabang), For a Mall Tagaytay, Main Square Bacoor, Eastwood City Mall, Glorietta 2, Ayala Fairview Terraces, Venice Grand Canal Mall, Uptown Mall, Carmelray Industrial Corp., and Southwoods Mall.



Total Sales Generated



2022

PHP 3 Million



2023

PHP 532K



53

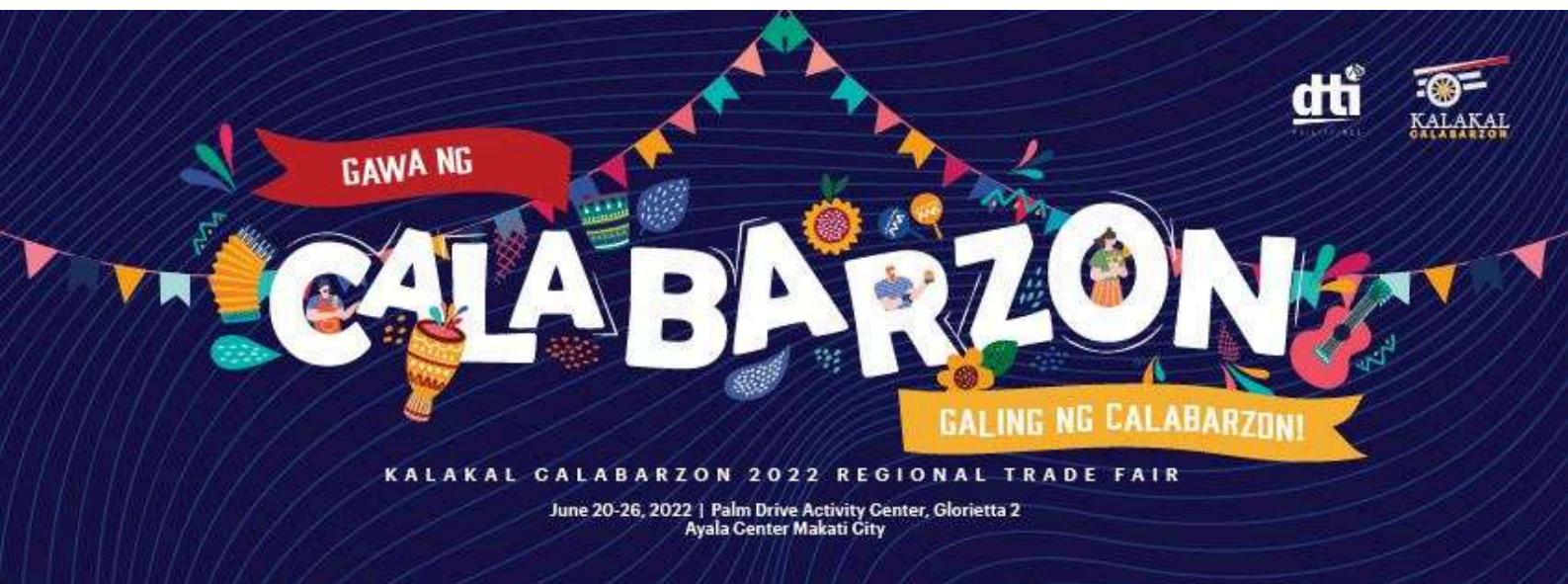
**No. of MSMEs assisted/
participated**

2022

31

**No. of MSMEs assisted/
participated**

2023



5.3 Million

Sales Generated
(PhP)



63 MSMEs
assisted



90.13%

Client Satisfaction
Rate

The DTI 4-A organized the 9th Kalakal CALABARZON, highlighting its official tagline, “*Gawa ng CALABARZON, Galing ng CALABARZON!*” at the Palm Drive Activity Center, Glorietta 2, Ayala Center, Makati City on June 20-26, 2022. This was in cooperation with its Provincial Offices of Cavite, Laguna, Batangas, Rizal, and Quezon. The fair is considered an appropriate venue for the CALABARZON MSMEs to promote their products through showcasing and order-taking activities.

The regional trade fair recognized the outstanding exhibitors on the Closing Program with Awarding. The Most Innovative Awards for the Food Category were awarded to Project Beans Trading (Cavite) for their coffee in a brew bag as 1st place, to Pio’s Gourmet *Tuyo* (Rizal) for their smoked *tinapa* as 2nd place, and to Rambelle’s Food Products (Batangas) and Franchezka Enterprises (Cavite) for their passion fruit curd with a tie rating for the 3rd place.

Meanwhile, the Most Innovative Awards for Non-Food Category were awarded to Em-Ar Handicrafts Trading (Quezon) for their Catriona Hat as 1st place, to Olvin Scrapwood Furniture and Antique (Quezon) for their table centerpiece, Luckygemsbiz General Merchandise (Cavite) for their napkin holder, and Paciencia Flores Handicrafts (Rizal) for their dog bed, all in 2nd place, and to Art Meets Craft (Rizal) for their DIY coloring figurine as 3rd place.

Lastly, for the Top Seller Awards, the Mira’s Turmeric Products (Batangas) gained the spot for the Food Category and the Luckygemsbiz General Merchandise (Cavite) received the awards for Non-Food Category.





Gawa at Galing ng CALABARZON

A PHILIPPINE INDEPENDENCE DAY 2023 REGIONAL TRADE FAIR

JUNE 9 - 13, 2023

PALM DRIVE ACTIVITY CENTER GLORIETTA 2, AYALA CENTER, MAKATI CITY

The DTI 4-A, in cooperation with its Provincial Offices of Cavite, Laguna, Batangas, Rizal, and Quezon, conducted the 10th Kalakal CALABARZON 2023 at the Palm Drive Activity Center, Glorietta 2, Ayala Center, Makati City on June 9-13, 2023. The official tagline was “Gawa at Galing ng CALABARZON!” with the theme, “Kalakalan ng produktong CALABARZON sa araw ng Kalayaan,” as the activity happened on the same day of the country’s celebration of 125th Independence Day.

As part of the annual activity, the Kalakal 2023 acknowledged the top-performing exhibitors with plaques and certificates. The 1st place for the Most Innovative Product Awards for the Food Category was received by Philia Variety Store (Rizal) for their Coco Nectar Cacao Nibs, followed in 2nd place by Rutchil Food Products (Quezon) for their *Lambanog* Dark Chocolate 55% Dark, and the Table Batirol (Cavite) gained the 3rd spot for their Cacao Husk Tea.

On the other hand, for the Most Innovative Product for the Non-Food Category, Caddat Leather Crafts (Quezon) won the 1st place for their Vegan Leather Crafts, followed by *Likhang Maragondon* (Cavite) for the 2nd place for their Altala, and on the 3rd spot, Creativly Studio (Rizal) achieved the award for their Doodle Clock.



7.1 Million

Sales Generated
(PhP)



**54 MSMEs
assisted**



98.21%

Client Satisfaction
Rate





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 conducting studies, training/seminars, market development, product development, and consultancy.

C.Y. 2022

59 Million

Investment Generated

166 Million

Sales Generated

7,085

Jobs Generated

95

ARCs Assisted

21

MSMEs Developed

147

MSMEs Assisted

11,066

ARBs Assisted

93

Training Sessions and
Seminars

209

Market Development
Activities

15

Product Development
Activities

52

Consultancy and
Profiling

For 2022, the DTI 4-A together with the CARP Program Management Office (CARP-PMO) and Commission on Audit (COA) Auditor conducted a project visit to the long-standing Common Service Facilities (CSFs) in the region awarded to CARP beneficiaries from 1991-1998. The objective of the said project visit was for those CSFs to be removed from the DTI's book of accounts. Below are the pictures of each visit in the provinces.

Another activity was the conduct of CARP DTI 4-A Staff Development Training on Microsoft Access Database on 5-7 December 2022 at the Loreland Farm Resort in Antipolo City, Rizal. Having skills in database creation, the staff can help their Agrarian Reform Beneficiary Organizations (ARBOs) to have a simple database for their operation and the generation of reports to make their tasks easier, especially for the elder/senior beneficiaries who manage their organization.



By the early months of 2023, the performance indicators were grouped into pillars different from the indicators of 2022. The first pillar is the Market Development and Marketing Services, which are composed of Business Matching and Local Product Promotion, Trade Fairs Facilitated, Enterprise Promotions and Product Development, and Business Trainings and Seminars Conducted for Marketing related activities. The second pillar is the Strategic Partnership and Consultancy Services composed of Agency Partnership Agreements, Business training and Seminars Conducted (Production, Organization & Management, and Financing Training), Profiling and Project Monitoring/Validation Conducted, and Strategic Business Consultancy. For 2023, the DTI 4-A conducted a Project Visit together with CARP-PMO in the provinces of Laguna and Rizal to monitor and validate the accomplishments of the provinces to assess the actual impact of CARP assistances and implementation to its beneficiaries.

Program Outcome

105

ARCs Served

432

Marketing & Technical
Advisory Services

3,236

Farmer-beneficiaries &
Small Land Owners Trained

183

Market Development and
Marketing Services

131

Strategic Partnership and
Consultancy Services

178

Business Matching &
Local Product Promotion

6

Agency Partnership
Agreements

164

MSMEs Assisted

35

Trade Fairs Facilitated

80

Business Training Sessions &
Seminars Conducted

11,467

Farmer-beneficiaries &
Small Land Owners Assisted

67

Enterprise Promotions &
Product Development

2,619

Farmer-beneficiaries and
Small Land Owners Trained

44 Million

Investments Generated
(Php)

21

Business Training Sessions
& Seminars Conducted

34

Profiling & Project Monitoring/
Validation Conducted

134 Million

Sales Generated (Php)

617

Farmer-beneficiaries & Small
Land Owners Trained

11

Strategic Business
Consultancy

914

Employment Generated

Youth Entrepreneurship Program


 The logo for the Youth Entrepreneurship Program (YEP) features the word "yep!" in a white, lowercase, cursive font on a teal background.

YOUTH ENTREPRENEURSHIP PROGRAM

The Youth Entrepreneurship Program (YEP), mandated by the Republic Act No. 10679, otherwise known as the Youth Entrepreneurship Act, is a focused program to address the young demographics of the country to become productive individuals through entrepreneurship. It aims to help young Filipinos develop their entrepreneurial skills by offering them a comprehensive package of interventions.

In 2022, one youth organization was established, and 27 youths joined business organizations. In 2023, the Regional Operations Group headed by Undersecretary Blesila A. Lantayona released a revised YEP implementation guidelines where Regional and Provincial Offices were directed to implement the program by conducting a capacity building titled, "YEP, You Can Be Your Own Boss (BYOB)!" The said activity is an enhanced curriculum of YEP to standardize its content and implementation. However, Provincial Offices were free to continue their own activities under YEP subject to availability of their funds.

2022

2,384

No. of Youths Assisted

124

No. of Local
Cooperators Engaged

2023

4,036

No. of Unique
Aspiring/ Existing
Young Entrepreneurs

5

No. of Local
Cooperators Engaged





INDUSTRY DEVELOPMENT

INDUSTRY CLUSTER ENHANCEMENT (ICE) PROGRAM

The program aims to develop more globally integrated, highly sustainable, and productive priority industry clusters where MSMEs are heavily involved. Using the industry cluster approach, the DTI builds alliances with relevant agencies and institutions to develop competitive and innovative MSMEs, implement programs for productivity and efficiency, and create conducive business enabling environment.

1,018



PHP 3.96 M



COFFEE

Coffee Industry Cluster- DTI 4-A continues its effort to strengthen the coffee industry by providing services at the Regional and Provincial Level. Support services include conduct of trainings, market promotion activities, product development, business consultancies, and localization of national roadmap.

69



PHP 29.45 M



Philippine Coffee Industry Roadmap Localization Workshops conducted in the 1st Semester of 2023 by the Regional Office 4-A, Cavite and Quezon Provinces. Stakeholders from the public and private sector attended the activity. 2022 initiatives were revisited and 2023-2025 industry targets and Work Plan were set during these workshops.



7



103



PHP 1.12 M



CACAO

The Cacao Industry plays a significant role in the economy of the CALABARZON Region, as it provides employment opportunities for thousands of people, including farmers, processors, traders, and other support services; creating jobs and income opportunities for the local communities. DTI provides support to the industry in terms of market development, investment promotion, capacity building and policy advocacy.

In May 2023, the DTI 4-A conducted the localization of the Philippine Cacao Industry Roadmap. Together with the private and public sector, previous year's industry performance was evaluated, and regional targets, strategies, and plans were set. The roadmap will serve as a thorough guide for various stakeholders in implementing projects and activities that would strengthen the industry.

The Philippine Cacao Industry Roadmap Localization Workshop garnered the active participation of diverse stakeholders within the cacao industry, including representatives from both the government and private sectors. A notable number of participants from the provinces of Cavite, Laguna, Batangas, Rizal, and Quezon attended the online event.



The DTI 4-A Regional and Provincial Offices celebrated the World Chocolate Day on July 7, 2023 through appreciation and tasting activities, where local chocolates were served to DTI employees and clients.



PhP 2.21 M



103



PhP 14.92 M



7



81



658



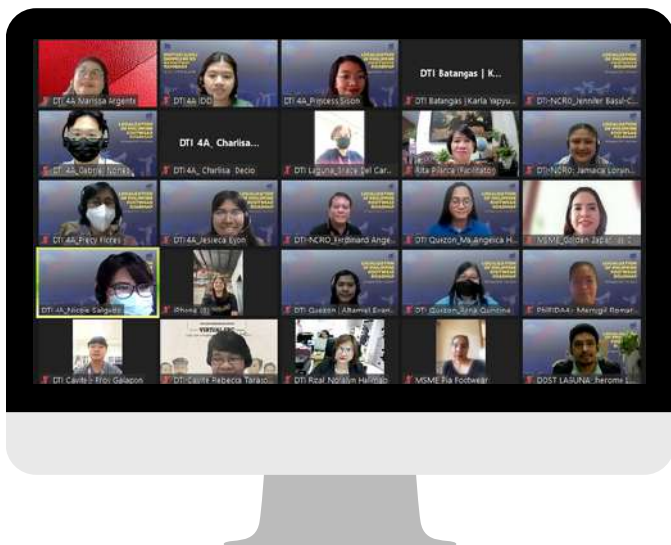
BAMBOO (LAMP SHADE) PROCESSING INVESTMENT GUIDE

The Bamboo (Lampshade) Processing Investment Guide serves as a response to the surging demand for sustainable products, aligning with the growing global interest in eco-friendly alternatives. Identified as a crucial necessity during the CALABARZON Bamboo Industry Cluster Action Planning Workshop in September 2021, the Industry Development Division (IDD) initiated the draft of the 2022 Bamboo Investment Guide. This comprehensive guide is tailored to cater to potential investors and MSMEs seeking opportunities in bamboo production within the region. To enrich the guide's content and provide firsthand insights, interviews were conducted with key players in the industry, including the San Damiano Bamboo Producers Cooperative in Rizal and Kawayang Maragondon in Cavite. Central to the guide's objectives is the promotion of bamboo processing, particularly in the creation of handicrafts and decorative items like Bamboo Lampshades. Through detailed information and cost analysis presented in brochure format, the guide empowers prospective investors with essential knowledge about Bamboo (Lampshade) Processing, facilitating informed decision-making and fostering sustainable growth within the bamboo industry.



Localization of Footwear Industry Roadmap

As a way to further develop the Footwear Industry, the DTI 4-A conducted a National Footwear Industry Roadmap Localization and Action Planning Workshop on August 8, 2023, via Zoom video conference to harmonize strategies for the industry in CALABARZON. Fifty-one (51) participants from government agencies, local government units, and the private sector attended the workshop. A comprehensive action plan for 2023-2025 was formulated through the help and contribution of valuable insights from the participants, particularly the private stake holders. Further, a Footwear Regional Technical Working Group (RTWG) was also formed to strengthen collaboration and partnership of both private and public sectors and provide direction for the industry.



WEARABLES & HOMESTYLE

The Wearables and Homestyle is one of the six Priority National Industry Clusters of the DTI, encompassing the two major sectors of Wearables and Homestyle. The subsectors of Fashion & Accessories and Apparel & Footwear are under the Wearables, while the subsectors of Housewares & Home Decors and Furniture & Furnishings are under the Homestyle Sector.

The Footwear Subsector is one of the thriving industries in the CALABARZON region, playing a significant role in job creation and economic advancement. The DTI 4-A has been actively helping and assisting footwear MSMEs to be competitive at the local and global scale.

W&H Indicator	2022	2023
Jobs Generated	475	414
Investments	PhP 1.4 Million	PhP 1.4 Million
Exports	PhP 48,400.00	PhP 25,260.00
Domestic Sales	PhP 21 Million	PhP 20.3 Million
No. of MSMEs Created	233	187
No. of MSMEs Assisted	464	404
Amount of Loans Facilitated	PhP 2.8 Million	PhP 1.4 Million
No. of Training Sessions Conducted	47	33
No. of Beneficiaries Trained	302	276



PROCESSED FRUITS & NUTS

To assist players in the industry, the DTI 4-A, in coordination with DTI Region 10 (as National Industry Cluster Coordinator), facilitated the involvement of MSMEs in various activities. Five PFN MSMEs (Piñana Gourmet Food Products, Purelife Food Processing, Rambelle Food Products, Patricia's Food Products Manufacturing, and Jai Jai Banana Chips) were endorsed and assisted in attending the Food Connect 2022 program to help MSMEs in preparing the needed requirements for their FDA Registration.

Four MSMEs (David's Faith Fruit Wine Manufacturing, De Neubrandz Corporation, Franchezka Enterprises, and Sol's Italian Food) were endorsed to join the International Food Exhibition (IFEX) Philippines 2022, which is DTI-Center for International Trade Expositions and Missions' banner food event for Asian and Philippine food champions. Sol's Italian Food from Laguna won the Katha Award for Best Product Design for Beverages.

In March 2022, the DTI 4A also conducted a Localization of the PFN Industry Roadmap via Zoom to develop an Action Plan for the next two years to help the industry focus on specific programs, projects, and strategies that will help it thrive. 56 participants from regional line agencies, LGUs, and the private sector attended the localization to give their insights and expertise in the crafting of the plan.

PFN Indicator	2022	2023
Jobs Generated	413	324
Investments (PhP in Millions)	2.15	2.555
Exports (USD in Millions)	-	0.38
No. of Exporters Assisted	-	4
Domestic Sales (PhP in Millions)	31.676	32.661
No. of MSMEs Assisted	176	189
No. of Training Sessions Conducted	32	30
No. of Beneficiaries Trained	220	248



2022 Awardee
Beverage Category

Sol's Italian Food
Rafael Coconut Cream Liqueur



PHILIPPINES
IFEX

HIGH VALUE COCO PRODUCTS

With the CALABARZON Region having the biggest area planted/harvested for coconut (482,933 hectares or 13%), the DTI 4-A, particularly Laguna and Quezon Provinces, is enrolled in the HVCP Industry Cluster, which includes coco coir, virgin coconut oil, and coco sugar.

2022 onwards showed a growth in the coconut industry, with some products being in demand in the export market for their health benefits. Another opportunity that pushed the industry was the launch of the Coconut Farmers and Industry Development Plan (CFIDP) to assist coconut farmers and farm workers by implementing various programs and services from farm management to processing and development to marketing.

With the DTI 4-A as one of the Implementing Agencies (IAs) tasked to implement the Research, Marketing, and Market Promotion sub-component, all five provinces were able to provide support by enabling agency collaboration and project facilitation.

HVCP Indicator	2022	2023
Jobs Generated	111	263
Investments (PhP in Millions)	0.603	0.818
Domestic Sales (PhP in Millions)	5.288	18.553
No. of MSMEs Assisted	32	42
No. of Training Sessions Conducted	5	8
No. of Beneficiaries Trained	71	93
No. of SSFs Maintained	5	5



COCONUT FARMERS AND INDUSTRY DEVELOPMENT PROGRAM (CFIDP)

The Coconut Farmers and Industry Development Plan (CFIDP) was created through RA 11524 to implement various programs and benefits for the coconut farmers and farm workers using the Coco Levy Fund. It was formally launched by the Department of Agriculture (DA) through the Philippine Coconut Authority (PCA) on June 24, 2022 at the Quezon Convention Hall, Lucena City. As one of the partner agencies of the program, the DTI was tasked to implement the Research, Marketing, and Market Promotion Component under the Support Services Sub-program. The DTI 4-A conducted the CALABARZON CFIDP Strategic Planning Workshop on June 7, 2023 at the Hotel Marciano, Calamba City, Laguna. 96 participants representing the coconut industry from both government and private sectors took part in the workshop. At the end of the activity, the government agencies presented and improved their CFIDP preliminary action plans for the period spanning from 2023 to 2026, incorporating valuable insights provided by stakeholders from the private sector.

CFIDP Year-End Assessment & Planning Cum Site Visit

The DTI 4-A, in collaboration with DTI Quezon, conducted a two-day activity, which consisted of the DTI CALABARZON CFIDP Year-End Assessment and Planning on November 21, 2023, at Nawawalang Paraiso Hotel and Resort, Tayabas, Quezon. On November 22, 2023, site visits to coconut MSMEs/CFOs, including Quezon Federation and Union of Cooperatives in Pagbilao, Quezon, OTOP Hub, and Pasciolco Agri Ventures in Tiaong, Quezon and Pasciolco Agri Ventures Coco Sugar Facility in San Juan, Batangas were done. The activities aimed to assess the 2023 accomplishments versus targets, assess the status of fund utilization, discuss catch-up plans for the remaining targets, come up with CFIDP Target Outputs for 2024-2026, present and validate the 2024 CFIDP Work and Financial Plan, and share experiences, issues, and concerns to better assist CFIDP beneficiaries.



ROADS LEVERAGING LINKAGES OF INDUSTRY AND TRADE (ROLL-IT)

Province	No. of Projects	Approved Budget (PhP in Millions)		
		2018-2022	2023	2024
Cavite	1	260.9	-	-
Laguna	2	539.8	171.2	10
Batangas	1	35	-	-
Quezon	12	498.9	604	120
TOTAL	16	1.3 B	775.2 M	130 M

The ROLL-IT Program is a working arrangement between the DTI and the Department of Public Works and Highways to jointly undertake the planning, supervision, implementation, monitoring, and evaluation of industry-developing infrastructure projects in various industries and priority economic and manufacturing zones in the country. Overall, the CALABARZON Region has a total of 16 approved projects amounting to PhP 2.3 Billion. Two of these projects are located in Bacoor, Cavite and Calamba City, Laguna and were completed and near completion whereas 13 Projects are still on-going with a total approved budget of PhP 130 million for 2024.



GPS Map Cam

Magallanes, Calabarzon, Philippines
 Unnamed Road, Magallanes, Cavite, Philippine

Lat 14.142461°

Long 120.773176°

02/05/23 01:47 PM GMT +08:00



Google

CITIES AND MUNICIPALITIES COMPETITIVE INDEX

The Cities and Municipalities Competitive Index (CMCI) stands as a flagship program spearheaded by the DTI-Bureau of Industry Planning and Innovation (BIPI) assessing the competitiveness of Local Government Units (LGUs) and Provinces annually. This comprehensive initiative relies on meticulously gathered and processed data to determine the rankings of participating entities, showcasing their strengths and areas for improvement. At the heart of CMCI lies the holistic evaluation of LGUs and Provinces across five fundamental Competitive Pillars: Economic Dynamism; Government Efficiency; Infrastructure; Resiliency; and Innovation. These pillars serve as the cornerstone for identifying the most competitive entities nationwide, offering a comprehensive view of their capabilities and potential for growth.

Since its inception in 2013, the CALABARZON Region has been an active participant in the CMCI, consistently demonstrating a commitment to excellence. Remarkably, the region has garnered an impressive 20% of the total awards conferred over the years, a testament to its dedication to fostering competitiveness and innovation. Notably, all provinces within the region have consistently occupied the top quartile, cementing their status as among the Most Competitive Provinces nationwide.

2022



22 Awards



2 Special Awards

Overall Most Competitive

Top 1 Taytay, Rizal

Top 3 Cainta & Antipolo, Rizal

Most Competitive Province

Top 1 Rizal

Top 2 Cavite

2023



21 Awards



5 Special Awards

Overall Most Competitive

Top 1 Cainta, Rizal

Top 2 Taytay, Rizal

Top 3 Antipolo, Rizal

Most Competitive Province

Top 1 Rizal

Top 3 Laguna



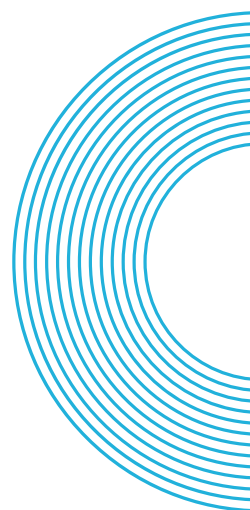


CONSUMER PROTECTION

MONITORING & ENFORCEMENT OF FAIR-TRADE LAWS

The DTI carries out routine market monitoring and enforcement actions to safeguard consumers from fraudulent practices and to ensure their health and safety amidst the products and services regulated by the department. In ensuring the achievement of these goals for consumers in the CALABARZON, the DTI 4-A heightens market visibility by regular monitoring and enforcement activities of the existing Fair Trade Laws. These include the priority FTLs on product standards, price and supply monitoring, price tag, labelling, and non-priority FTLs on private emission testing centers accreditation, truck rebuilding and repair shop accreditation.

	<u>2022</u>	<u>2023</u>
Price Act (RA 7581) No. of Actual Firms Monitored	7,217	16,620
Price Tag Law (RA 7394, Art. 81-83, DAO 9, S:02) No. of Actual Firms Monitored	3,203	8,279
Labelling (Art. 77, RA 7394) No. of Actual Firms Monitored	2,029	6,078
Standards Law (RA 4109/DAO 2:2007, S.07) No. of Actual Firms Monitored	488	580



PS/ICC**2022****2023****Number of
Released
Certificates****19****41****Total
Collected
Fees****P 78,054****P 73,700****Seminar
Conducted****11****7****Number of Factory
& Products Audit
Conducted****2****4**

2018-2020



2021-present

**PRODUCT CERTIFICATION
SCHEME**

Standardization and certification aim to safeguard consumers' health and safety risks and ensure the consistency of products in the market., covering both domestically produced and imported items. The DTI 4-A ensures that consumers can access products of high quality and safety that meet the prescribed Philippine National Standards (PNS).

Philippine Standards (PS)

Under the Philippine Standard (PS) Certification Scheme (DAO 04:2008), a manufacturer obtains a license to use the Philippine Standard (PS) Quality and Safety Marks for its capability to consistently manufacture products in accordance with a specific Philippine National Standard (PNS) or an internationally accepted foreign standard.

**Import Commodity
Clearance (ICC)**

Under the Import Commodity Clearance (ICC) certification scheme (DAO 05:2008), ICCs are issued to importers of mandated product for certification whose shipments have been found confirming to the requirements of the relevant Philippine National Standards or acceptable international or foreign standards.



ACCREDITATION OF TRUCK REBUILDING CENTERS

In line with the DTI mandate to protect consumers, a policy in accrediting truck rebuilding centers was established under the Department Administrative Order No. 08 of 2003, also known as "Guidelines for the Mandatory Accreditation of Rebuilding Centers." This is to assure the public that all rebuilt trucks are safe and roadworthy and meet the standards on exhaust emission and to develop technical and management expertise in truck rebuilding to pave the way for rebuilding programs covering other types of vehicles.

The DTI oversees the validation process ensuring that rebuilders possess the capability to fully restore a truck unit, as outlined in DAO 08:2003, to its original design capacity and efficiency. This involves utilizing either directly imported or locally acquired used components/parts, all adhering strictly to the prescribed PNS. Additionally, the DTI evaluates the proficiency of the personnel involved in the rebuilding procedures to ensure compliance with established standards.



	2022	2023
Number of Processed Accreditation	12	5
Total Collected Fees	447,900.00	171,500.00
Total Endorsement Letters Processed to LTO for Vehicle Registration	100	32
No. of Vehicles Endorsed for LTO Registration	211	109





ACCREDITATION OF SERVICE AND REPAIR ENTERPRISES

The Presidential Decree No. 1572 (PD1572) mandates accreditation for enterprises and technical personnel engaged in various repair and service sectors, aiming to protect the public from unethical and incompetent practices. This law also safeguards reputable service providers from practices that may tarnish their reputation. Trained personnel from the DTI 4-A Consumer Protection Division assesses these establishments, with annual renewal and on-site inspections ensuring compliance and categorization based on capacity and resources.

	2022	2023
	1,403	1,435
	P 608,032.50	P 701,961.50



ACCREDITATION OF PRIVATE EMISSION TESTING CENTERS

Private Emission Testing Centers (PETC) assess vehicle emissions to comply with the Republic Act 8749, also known as the Philippine Clean Air Act, aiming to safeguard air quality and human health from pollution. The DTI, along with the Department of Transportation and the Department of Environment and Natural Resources, are tasked with enhancing and regulating emission testing services to ensure reliability and adherence to standards. Vehicle owners must have their vehicles tested and certified for emissions compliance before renewing registration at the Land Transportation Office.

	2022	2023
Number of Processed Accreditation	27	71
Total Collected Fees	1,491,470.00	970,504.00
PETCs Inspected	134	120



PRICE MONITORING/E-PRESYO

The Republic Act No. 7581, also known as the Price Act, safeguards consumers by maintaining stable prices of essential goods, particularly during emergencies and disasters. The implementing rules direct the DTI to regularly monitor prices and supply of basic necessities and prime commodities (BNPCs). Through on-site inspections and data analysis, the DTI 4-A ensures compliance with suggested retail prices (SRP) and takes action against price hikes beyond 10%. During declared disasters, price controls may be implemented with DTI 4-A conducting intensified monitoring to uphold price stability and supply sufficiency. Additionally, seasonal products are also closely monitored to ensure price stability and availability.

	2022	2023
Number of Price Monitoring Reports submitted within the prescribed time	419	502
No. of monitoring visits conducted	11,401	20,234
No of LOI issued	66	75
% compliance	100%	100%



DISKWENTO CARAVAN

The Republic Act No. 7581, also known as the Price Act, safeguards consumers by maintaining stable prices of essential goods, particularly during emergencies and disasters. The implementing rules direct the DTI to regularly monitor prices and supply of basic necessities and prime commodities (BNPCs). Through on-site inspections and data analysis, the DTI 4-A ensures compliance with suggested retail prices (SRP) and takes action against price hikes beyond 10%. During declared disasters, price controls may be implemented with DTI 4-A conducting intensified monitoring to uphold price stability and supply sufficiency. Additionally, seasonal products are also closely monitored to ensure price stability and availability.

	<u>2022</u>	<u>2023</u>
Number of Diskwento Caravans Conducted	59	20
Number of Consumers Benefited	14,615.00	29,542
Sales Generated (Php)	14,612,928.75	17,616,962.25



SALES PROMOTION

Sales promotion is a strategic marketing approach aimed at increasing product or service sales by offering consumers additional privileges. The DTI 4-A implemented a policy reform allowing quick approval and implementation of sales promotions. Its goals are to safeguard consumer interests, promote their general welfare, establish standards of business conduct, and ensure sales promotion campaigns are conducted with honesty, transparency, and fairness.

2022

1,409
Processed
Applications

P 555,525
Total Collected
Fees

2023

1,608
Processed
Applications

P 662,872
Total Collected
Fees



BAGWIS AWARDS

The Bagwis Program endeavors to uphold the highest standards of business ethics and promote a fair and transparent marketplace through voluntary compliance and excellent service. By recognizing establishments that prioritize consumer rights and responsible business practices, the DTI fosters mutual benefit for both consumers and businesses. Furthermore, the program encourages the establishment of Consumer Welfare Desks (CWDs) to provide consumer information and expedite the resolution of complaints, ultimately enhancing both consumer satisfaction and a company's reputation.

2022



2023





CONSUMER ADVOCACY INITIATIVES

The DTI guarantees effective regulation of businesses and protection of consumers. It is imperative to streamline the dissemination of business and consumer-related laws. This can be achieved through targeted projects and programs aimed at enhancing accessibility and understanding of legal frameworks. By implementing such initiatives, both businesses and consumers can navigate the regulatory landscape with clarity and confidence.

Every year, the DTI 4-A conducts special project/s for consumer advocacy pursuant to the Presidential Proclamation No. 1098, series of 1997 declaring the month of October of every year as the Consumer Welfare Month. In 2022, the theme is "Sustainable Consumerism in The Digital Age," the DTI 4-Ac conducted vlogging contest in partnership with its eight Consumer Organizations.



CONSUMER COMPLAINTS

To uphold DTI's jurisdiction, all consumer complaints are diligently being resolved in full adherence to prevailing laws and regulations. DTI approach will also prioritize risk identification and mitigation, while actively seeking opportunities for enhancement

Consumer Complaints	2022	2023
Number of Consumer Complaints received	2981	4045
Percentage of consumer complaints resolved through mediation and arbitration within the prescribed time	94.05%	96.37%
Consumer Complaints resolution rate	97.62%	99.41%

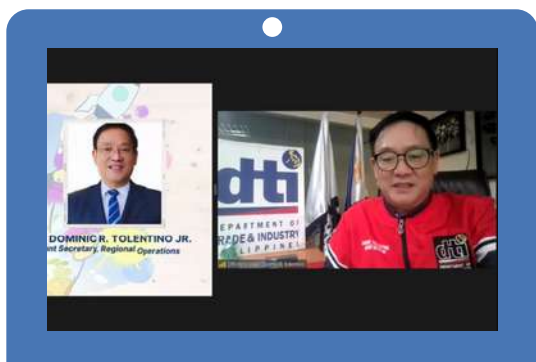


PROJECT INITIATIVES OF PROVINCIAL OFFICES

DTI CAVITE



504
Potential MSMEs
Assisted



Cavite Entrepreneurship Students' Conference 2023

Since 2007, the DTI Cavite, in collaboration with the Office of the Provincial Cooperatives Development Officer (OPCDO) or previously known as PCLEDO, has been organizing the annual Cavite Entrepreneurship Students' Conference to inspire and engage young individuals in entrepreneurial pursuits and offer a platform to acquire fresh knowledge, skills, and the confidence necessary for success in both business and personal spheres. The Cavite Entrepreneurship Students' Conference 2023 with the theme, "CESS: Harnessing Creativity of our Future Entrepreneurs," offered aspiring student entrepreneurs a platform to explore various sub-sectors within the creative industry. It provided opportunities for them to leverage their potential and creativity, generating income while actively engaging in the utilization of intellectual property.

Cavite MSME Business Conference

The DTI Cavite, in collaboration with the Cavite Small and Medium Development Council (CASMEDC) and the Office of the Provincial Governor through the Provincial Cooperative, Livelihood and Entrepreneurial Development Office (PCLEDO), started convening the annual MSME Business Conference in 2006. This annual gathering of MSMEs in the province served as a great venue to give updates and resolve some of their concerns, mainly anchored on the latest issues for the business sector to address. In 2023, the 18th Cavite MSMEs Business Conference's theme was "#FoodSecure.Ph: Government, Private Partners, and Cavite MSMEs on the Road to Food Security".

201 participants attended; 102 of which were existing MSMEs from different industries while the other 99 guests were from the Local Government of Bacoor and other government agencies.



Kadiwa ng Pasko sa Bacoor 2022

The Bacoor City Livelihood Office conducted the first Kadiwa trade fair in the province entitled, "Kadiwa ng Pasko sa Bacoor," to showcase the hardwork of the MSMEs from and outside the city. In total, 18 MSMEs participated.

Kadiwa ng Pangulo 2023

Kadiwa is a market linkage facilitation program aimed to make agri-products and other basic commodities accessible and affordable to the poor; moreover, it sought to establish an additional market for farmers and fisherfolks to directly sell their products and increase their income.

The City Government of Bacoor envisioned a city that provides a competitive market to all its residents as a source of their everyday necessities and an opportunity for residents who wish to start their business and earn a living. Thus, on May 18, 2023, a permanent Kadiwa Market in Zapote, Bacoor, Cavite opened and was joined by local farmers and fisherfolks, mainly from the said municipality. Six local farmers from Region 4-A were invited by the Department of Agriculture. The total sales generated reached roughly PhP 90,000.00.



Local and Cacao Fest: Gawang Kabite, Sarap ng Kakaw at Kape Trade Fair

One of DTI Cavite's programs to support MSMEs in the province was through a trade fair with various partner agencies to support them in marketing and promoting their products. On September 15-28, 2022, the Local and Cacao Fest: Gawang Kabite, Sarap ng Kakaw at Kape Trade Fair was conducted at West Plaza, Acienda Designer Outlet, Silang, Cavite. The activity mounted the first coffee and cacao festival of DTI Cavite showcasing the locally manufactured coffee and cacao products in the province.

15
exhibitors



PhP 219K
sales



Cavitienda Trade Fair

One of DTI Cavite's programs to support MSMEs in the province was through a trade fair with various partner agencies to support them in marketing and promoting their products. On October 27-29, 2023, the Cavitienda Trade Fair was conducted at West Plaza, Acienda Designer Outlet, Silang, Cavite. The fair presented a celebration of the rich heritage, craftsmanship, and innovation of the province.

20
exhibitors



PHP 232K
sales



Business Matching to OTOP Hubs & other Pasalubong Centers

The DTI Cavite, together with the Food Processors Association of Cavite Inc., conducted a business matching activity in the OTOP hubs in the Province of Tarlac on December 1, 2023. The activity aimed to introduce Cavite's best products to other OTOP hub cooperators and potential distributors and help broaden homegrown products' market reach.

Nine members of the Food Processors Association of Cavite were accompanied. They visited the DTI Tarlac Provincial Office, Komunidad Tarlac Arts & Crafts Specialties Store, Tarlac Pasalubong Center in Magic Star Mall, Magic Star Grocery, DTI Tarlac Provincial Trade Fair 2023 at SM City Tarlac, and the OTOP HUB located at the Citymall SCTEX Conception Tarlac.



Success Stories Feature/ Media Exposure

In 2022-2023, the DTI Cavite and Cavite MSMEs made it to various media channels to promote the programs and services of the Agency and the products and services proudly made in the province. On September 15, 2023, Pro Pinoy (hosted by Cong. Butch Pichay and Ms. Joana Luna) featured Cavite MSMEs for their 1st Anniversary. PD Revelyn Cortez made a live appearance in this segment with the hashtag #propinoydticavitepower to show DTI's support for the meaningful advocacy of the program. DTI-Cavite also made an appearance in various segments of "Caviteños: Alam N'yo Ba?," a DILG program that aims to provide relevant information to fellow Caviteños. During its first episode on January 19, 2023, entitled "Your BOSS: Negosyong Legal Kaagapay ang Lokal," PD Cortez discussed the Business One-Stop Shop (BOSS) and business permit application.



System Integration of BPLS and BNRS

In line with the streamlining effort of the government to utilize digital system in providing their services to the public, the Business Name Registration Division (BNRD) has initiated a partnership for system integration with other National Government Agencies (NGAs) and LGUs to ensure that BN Registration of sole proprietorship begins with DTI, instead of directly securing Business Permit from NGAs/LGUs, and to further streamline the policies and requirements of other agencies by automatic verification of BN Registration with the DTI and not mandating the submission of the BN Registration Certificate.

On November 10, 2023, the LGU of Carmona was the first LGU in Cavite who heeded the call of DTI with a ceremonial signing of the Memorandum of Agreement, which took place at the AVR Conference Room, Penthouse, Industry & Investments Building, 385 Sen. Gil J. Puyat Ave., Makati City. Present in the said event were DTI Secretary Alfredo E. Pascual, Undersecretary Cristina A. Roque, BNRD Chief Phillip Jason P. Roque, LGU Carmona Negosyo Center Manager Antonio Agulto, Negosyo Center Carmona Business Counselor Nestor Cabañog, and other representatives from other LGUs.



Support to Other Organizations

Inter-agency collaboration is one of the agency's thrusts to strengthen the relationship with partner agencies and/or organizations. Different activities like delivery of the message of support, the conduct of training and seminars, business consultancy, business pitching, fun run participation, product evaluation/judging, and other similar activities were being implemented to answer other agencies' requests for support.

Major Activities/ Highlights:

- August 17, 2022 – Seminar on Pricing and Costing at the Bureau of Jail Management and Penology (BJMP) Dasmariñas Female Dorm
- August 31, 2022 – Seminar on Entrepreneurial Mindset/Business Name Registration at the Enhanced Partnership Against Hunger and Poverty (EPAHP) Lending Program in Tagaytay City
- December 4, 2022 – Business Expense Savings Training (BEST) game for TIKME Food Producers Association Members
- December 13, 2022 – Techno Forum at the National Coffee Research, Development and Extension Center (NCRDEC)
- January 23, 2023 – Seminar on Entrepreneurial Mindset at the Manila Bay Corp.
- March 6, 2023 – Product Judging at the BJMP Calabarzon Livelihood Fair
- March 28, 2023 – YEP Seminar on Entrepreneurial Mindset in Bacoar
- March 29-April 2, 2023 – Trade Fair Participation at the International Institute of Rural Reconstruction Eco Tourism
- March 30, 2023 – Seminar on Entrepreneurial Mindset at the Persons with Disability Affairs Office (PDAO) in Carmona
- April 20, 2023 – Kaong Dialogue/ Strategic Planning at the Cavite State University
- May 3, 2023 – First Regional Technology Pitch Fest of the Southern Tagalog Agriculture, Aquatic, and Resources Research Development and Extension Consortium (STAARRDEC)
- May 15, 2023 – OTOP Dasmariñas Product Judging in Dasmariñas
- May 26, 2023 – Capability Building for Future Entrepreneurs at the City College of Tagaytay
- June 8, 2023 – Coffee Trends and Roles of Community Organization at NCRDEC
- July 7, 2023 – Discussion on RA 9994 Seniors Citizen's Act at the Provincial Social Welfare Development Office (PSWDO)
- Jul 26, 2023 – Introduction of the Entrefarm game at the KSK Foundation in Lumil, Silang
- August 22, 2023 – Seminar on World's Opportunity at the TESDA Woo Stride Training & Assessment Center
- September 5, 2023 – Seminar on Start-up Community and Locale Enhancement under the Department of Information and Communications Technology (DICT)'s program in General Trias
- October 6, 2023 – Support to the Provincial Cooperative Development Center's Fun Run Coop Month
- October 17, 2023 – Seminar on Pricing and Costing at BJMP Imus Male Dorm
- October 25, 2023 – Support to the Department of Health (DOH)'s Pre-Retirement Seminar
- Support to the Overseas Workers Welfare Administration (OWWA)'s Training on Business Plan Preparation
- December 22, 2023 – Support to the Office of the Provincial Social Welfare and Development (OPSWD)'s Gift Giving to Rebel Returnees

Localization of CMCI

The DTI Cavite and the Office of the Provincial Governor, through the Provincial Planning and Development Office (OPPDO), recognize the value of CMCI as a tool to measure the performance of local government units in terms of the CMCI pillars. To further boost the morale of the LGUs in the province, a localized post-evaluation and provincial awards and recognition was conducted since 2021 by the Provincial Competitive Council of Cavite. The 2nd Provincial Post-Evaluation and Recognition was conducted on December 14, 2022 and the 3rd Provincial Post-Evaluation and Recognition on November 10, 2023, both at The Bayleaf Hotel, City of General Trias, Cavite.





Since its successful launching in 2021 through the funding of the Bureau of Small and Medium Enterprise Development (BSMED), e-SIGAW (e-Share Information, Gain Awareness) served as a platform for the DTI Cavite to empower MSMEs and consumers by sharing timely and relevant information for the development of businesses and protection of consumers. In 2022, the DTI Cavite was tasked with a more extensive implementation of the e-SIGAW project with a focus on website development to provide organized and retrievable information for its clients. Called the e-SIGAW Website, the project's goal was to create a website that features the following services and contents: e-ANGAT MSMEs, e-BIDA ang LOKAL, e-KONEK NEGOSYO, e-TRAIN to LEARN, and e-CONSUMER CORNER.

Major Activities:

- 2022 to present – continuous creation and publication of contents through the website.
- February 9, 2023 – soft launching of e-SIGAW website via Zoom
- May 16, 2023 – Collaborated with De La Salle University – Dasmariñas (DLSU-D) for the creation of campaign materials for the launch of eSIGAW Website
- June 23, 2023 – grand launching of e-SIGAW website via Zoom
- October 3, 2023 – addition of featured chatbot, Trade and Industry Assistant (TIA), in e-SIGAW website



The e-C.R.E.A.t.E Consumer Awareness Project was originally launched in 2020 and became an annual project of the DTI Cavite. The project was the turning point for the DTI Cavite to finally transform the mortar and pestle strategies into something that will embrace the changes brought by digitalization. Through this project, multimedia/digital platforms were capitalized to continuously raise consumer awareness, in terms of their rights and responsibilities, and to digitally promote the interest and general welfare of the consumers. Below is the list of activities:

- October 3, 2022 – Official Kick-off of the Consumer Welfare Month Showcasing various webinars on RA 7394, Bagwis Program, and No Shortchanging Act
- October 11, 2022 – Webinar on Deceptive, Unfair, and Unconscionable Sales Act and Practices
- October 12, 2022 – Webinar on Consumer Guide for Ceramic Tiles and Vape Products
- October 18, 2022 – Webinar on Price Act, Service Shop Accreditation, and Tobacco Regulation
- October 25, 2022 – Webinar on Cyber Crime Protection and NTC Jurisdiction
- October 25, 2022 – Webinar on Consumer Complaint Handling
- October 2022 – Regular uploading/posting of e-collaterals and e-sigaw videos
- October 2, 2023 – CWD Kickoff (online video presentation/e-collateral)
- October 3, 2023 – Webinars on Vape Law and LPG Act
- October 5, 2023 – Webinar on Cyber Crime and LTO OR/CR Issuance
- October 12, 2023 – Virtual Tour to the Bureau of Philippine Standard Testing Laboratory
- Whole October – Regular uploading/posting of e-collaterals and e-sigaw videos.



DTI Cavite QMS Team Leader assisted other DTI Offices by facilitating QMS related seminars and audits, such as:

- o April 22, 2022 & June 9, 2023 – updating of DTI NCR's Planning tools (Orientation & Workshop)
- o July 7, 2023 – conduct of mock audit at the DTI Regional Operations Group

Quality System Monitoring and Review Team (QSMaRT)

The Quality System Monitoring and Review Team (QSMaRT) was an initiative of DTI Cavite where a team was designated to monitor and validate the effective implementation of the Quality Management System (QMS) in the Province.

Since its creation in 2020, with its impact and contribution in the organization, DTI Cavite's QSMaRT is continuously doing QMS evaluation at the Provincial Office (PO) level, the only PO in the Region with a local team of QMS evaluators regularly checking whether the QMS at the PO level is effectively being implemented.

Consumer Welfare Month (CWM) and National Standards Week (NSW) Celebrations

The Consumer Welfare Month and the National Standards Week, which aim to strengthen consumer awareness of the importance and relevance of existing fair-trade laws, are celebrated every October. During this month, the DTI Cavite ensures that various consumer advocacy activities are lined up, which include seminar/webinars, on-site monitoring/visits, and info drives, among others.

- o October 13-14, 2022 – Conduct of on-site monitoring and information dissemination
- o October 3, 2022 – Official Kick-off of the Consumer Welfare Month Showcasing various webinars on RA 7394, Bagwis Program, and No Shortchanging Act
- o October 11, 2022 – Webinar on Deceptive, Unfair, and Unconscionable Sales Act and Practices
- o October 12, 2022 – Webinar on Consumer Guider for Ceramic Tiles and Vape Products
- o October 18, 2022 – Webinar on Price Act, Service Shop Accreditation, and Tobacco Regulation
- o October 25, 2022 – Webinar on Cyber Crime Protection and NTC Jurisdiction and Consumer Complaint Handling
- o October 2022 – Regular uploading/posting of e-collaterals and e-sigaw videos
- o October 10, 2023 – Conduct of Product Standards Seminar focusing on Tiles and Sanitary wares and conduct of on-site monitoring and information dissemination
- o October 11, 2023 – Conduct of Product Standards Seminar focusing on Steel Bars and Conduct of on-site monitoring and information dissemination
- o October 2, 2023 – CWD Kickoff (Online Video Presentation/e-Collateral)
- o October 3, 2023 – Webinars on Vape Law and LPG Act
- o October 5, 2023 – Webinar on Cyber Crime and LTO OR/CR Issuance
- o October 12, 2023 – Virtual Tour to the Bureau of Philippine Standard Testing Laboratory
- o October 2023 – Regular uploading/posting of e-collaterals and e-sigaw videos



Vape Law

The Republic Act No. 11900 or the “Vape Law” aims to regulate the importation, manufacture, sale, distribution, and use of vaporized nicotine, vaporized non-nicotine, and novel tobacco products. Since its enactment last July 2022, DTI Cavite conducted several information drives to inform the consumers regarding the implementation of the said law.

- March 17, 2023 – Orientation on R.A. 11900 or the Vaporized Nicotine and Non-Nicotine Products Regulation Act, and DTI Department Administrative Order (DAO) No. 22-16, s. 2022 in Imus City, Cavite
- March 23, 2023 – Exploratory meeting cum orientation with the United Cavite Vaper Council to plan the organization's request for the conduct of seminar about the implementing rules and regulations on vape products, particularly R.A. 11900.
- April 20, 2023 – Provincewide virtual conference for the implementation of R.A. 11900 or the “Vaporized Nicotine and Non-Nicotine Products Regulation Act” dubbed as “Be Informed, Be Aware, Be Prepared – Cavite Vape Industry Readiness on the Implementation of R.A. 11900”
- October 3, 2023 – Webinar on R.A.11900 or the “Vaporized Nicotine and Non-Nicotine Products Regulation Act”



Philippine Lemon Law

The Republic Act No. 10642 or the Philippine Lemon Law was enacted to protect consumers on the sale of brand-new motor vehicle against businesses which are unfair, deceptive, and unfavorable to the interest of the consumer. On March 9, 2023, the DTI 4-A and DTI Cavite held a Discussion of the Lemon Law in the Philippine Automotive Market at Nissan Ph CE Summit 2023 with Nissan customer experience service representatives.

Monitoring of Micro-Rice Retailers on Compliance to EO39 & Distribution of Cash Assistance

In accordance with the Executive Order No. 39 or the Imposition of Mandated Price Ceilings on Rice, DTI Cavite mobilized its monitoring team from September 2023 to November 2023 for the profiling and validation of retailers to ensure that price caps for regular and well-milled rice were being implemented in wet markets, supermarkets, and sundry stores. Moreover, in partnership with the Department of Social Welfare and Development (DSWD), DTI Cavite spearheaded the distribution of PhP 15,000 cash assistance relief subsidy provided by the government to micro-rice retailers who have been greatly affected by the imposition of price caps on regular and well-milled rice.

That year, a total of **1,043** micro-retailers were monitored, with **927** micro-rice retailers who received cash assistance relief subsidy totaling to PhP **13,905,000.00** from the Sustainable Livelihood Program - Economic Relief Subsidy (SLP-ERS).



Geo Mapping Activity

Geo Mapping Activity was DTI's initiative to aid in gathering data requirements of the Department of Agriculture (DA) relative to its Farm-to-Market Road Development Program (FMRDP). In line with this, the DTI Cavite conducted monitoring activity to provide a list of major and private markets, including wet markets and supermarkets with photos of each market and its specific geographical coordinates.

For the year 2022 and 2023, the DTI Cavite conducted two separate provincewide market mapping and data collection. As a result, 235 markets were profiled and mapped, which was composed of 117 supermarkets, 48 public markets, 48 private markets, 10 cold storages, nine (9) slaughterhouse/poultry dressing area, two (2) trading post/food terminal, and one (1) bagsakan/warehouse.



Digitalization of Consumer Protection Division (CPD) Services



The DTI-Cavite's CPD continuously explores the capability of information technology to improve their operations at the Provincial level by utilizing available resources, particularly its core technical team and the online systems at hand, to improve, innovate, and digitalize the implementation of its processes. Currently, they have established digital databases of CPD processes capable of retrieving necessary data and information faster.

In 2022-2023, the established digitalized databases totaled to eight utilized for the following processes: Consumer Complaints Handling, Sales Promo Permit Issuance, Accreditation of Service and Repair Enterprises, Consumer Advocacy, Price and Supply Monitoring, Fair Trade Law (FTL) Monitoring & Enforcement, Bagwis Program, and Diskwento Caravan.

DTI LAGUNA



The Boosting Innovation and Technology Start-Ups or #BITS was a pioneer digitalization program of DTI Laguna, which was first implemented in 2021 to supplement the MSME Development Plan 2017-2022 strategic goals, specifically to have assisted MSMEs in terms of improving access to finance, market, technology, and innovation. The success of the pilot run of this pioneer project served as a benchmark to re-implement and replicate the #BITS Program in 2022; and this time, in partnership with the DTI Bureau of Small and Medium Enterprise Development (BSMED) together with our digitalization partners—City Governments of Santa Rosa, Biñan, and San Pedro; StartUp Village (SUV), and National University Laguna (NU Laguna).

The #BITS Program comprised program launch, module proper, training break/coaching sessions, business concepts pitching, and graduation where the mentees were expected to complete the module sessions, present their business pitches, and digitize their businesses.



The DTI Laguna, in partnership with the Provincial Government of Laguna, Enchanted Kingdom, and Laguna Chamber of Commerce and Industry being agents for inclusive business development, conducted the 2023 MSME Summit for Laguna entrepreneurs to apprise and serve as a venue for entrepreneurs and partners to collaborate and provide opportunities for wider access to finance, technology, and market. With the theme, “Hugpungan ng Kalinangan Para sa Kaunlaran ng Kalakalan,” the summit took place on August 11, 2023 at the Enchanting Events Place, Enchanted Kingdom, Santa Rosa City, Laguna. Approximately 350 stakeholders, entrepreneurs, and partners participated in the said event.



LAGUNA MSME SUMMIT

"HUGPUNGAN NG KALINANGAN PARA SA KAUNLARAN NG KALAKALAN"



Friday, 11
August 2023



08:00 AM -
05:00 PM



Enchanting Events Place,
Enchanted Kingdom,
Sta. Rosa City, Laguna



The DTI Laguna, in partnership with the Provincial Government of Laguna, local government units, and private sectors, conducted the “Likhang Laguna” to showcase the rich cultural heritage of the province in 2023. This initiative is a response to the mandate of the Department to strengthen and develop a more vibrant Philippine creative industry composing of, but not limiting to, creative firms, artists, artisans, creators, creative workers, indigenous cultural communities, creative content providers, and other stakeholders. With the theme, “Cultural Threads: A Tapestry of Laguna's Fashion, Food, and Crafts,” a fashion show/exhibit complemented each run of trade fair to experience the rich heritage and craftsmanship of Laguna's priority industries. There were two runs in the National Capital Region and one run within Laguna with cumulative sales of Php1,831,935 from the 54 unique participating MSME exhibitors.



Tara, Pasyal Na At Eastwood City

Date: May 26 to 31, 2023

Venue: Eastwood Mall, Quezon City

No. of Exhibitors: **21**

Sales Generated by Participating Exhibitors: **Php472,330.00**



Likhang Laguna Trade Fair

Date: June 27 to July 2, 2023

Venue: Venice Grand Canal Mall, McKinley Hill, Taguig City

No. of Exhibitors: **43**

Sales Generated by Participating Exhibitors: **Php1,259,737.00**



Likhang Laguna Featuring Youth Entrepreneurs

Date: September 8-10, 2023

Venue: Robinson's Galleria South, San Pedro City, Laguna

No. of Exhibitors: **10**

Sales Generated by Participating Exhibitors: **Php99,868.00**



Likhang Laguna Goes to Europe

The DTI Laguna and the Provincial Government of Laguna journeyed to Paris, France, and Milan, Italy last 28 September to 7 October 2023 to showcase the best creative pieces of Laguna from the intricately embroidered barongs and kimonos of Lumban to the handcrafted footwear of Liliw and the exquisite collection of artisanal bags of Biñan City. The Laguna Trade Mission to Europe, represented by Provincial Director Christian Ted Tungohan, Laguna Governor Ramil Hernandez, and Laguna 2nd District Representative Ruth Hernandez, aimed to bring the Likhang Laguna products to the European market and widen the perspective of participating Laguna designers of the current trends in the global fashion scene.

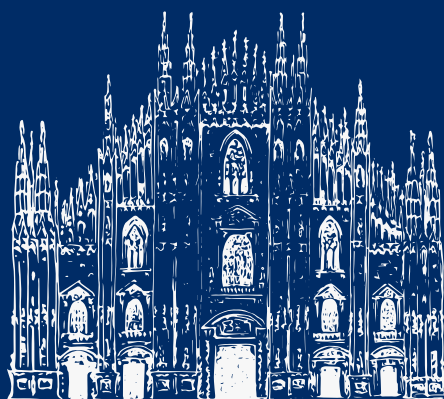
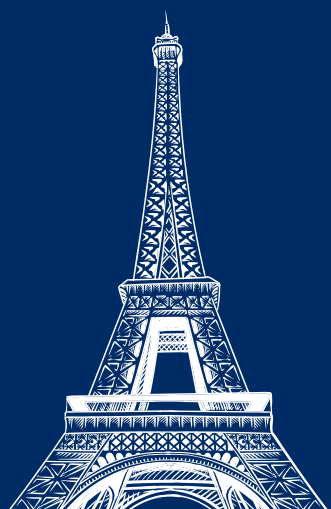


Total Sales Generated (Combined Sales on the Spot, Booked Orders, and Under Negotiation in Php): **PhP 286,292,803.00**

Paris, France: **PhP 7,817,000.00**

Milan, Italy: **PhP 225,600.00**

Cologne, Germany: **PhP 278,250,203.00**





Major Activities (Fiesta Kucha)

- Tapestry of Fashion and Crafts: A Spectacular Fashion Show Experience – 11 December 2023
- Creative Painting Contest: Brushstrokes and the Power of Colors, in partnership with Banahaw Artists Association Inc as judges – December 12, 2023
- Creative Photography Contest: Captured Moments Through Lenses in partnership with LAGISTA (Laguna's Group of Litratista) as judges – 13 December 2023
- Creative Carving Exhibition: Crafting Traditions and Artistry featuring the craftsmanship and creativity of Paeteños – 13 December 2023
- Creative Talk: Protecting Your Content Online by Learning Digital Literacy and Cybersecurity provided by Smart Communications Inc – 14 December 2023

Highlights (Fiesta Kucha)

- **27** business consultancy and business matching activities conducted with product design and consultant and representatives from the DTI Export Marketing Bureau.
- **112** food artisans, visual artists, creative workers, and content providers and 236 potential players from the creative industries assisted
- **PhP 750,475.00** sales generated

The DTI Laguna conducted *Fiesta Kucha: A Cultural Celebration of Likhang Laguna* on 11 to 14 December 2023 at the Activity Park, Solenad 3, Ayala Malls Solenad, Santa Rosa City, Laguna as a platform to showcase a cultural and creative landscape of the province. This was in collaboration with the Provincial Government of Laguna, the City Government of Santa Rosa, and Ayala Malls Solenad that aimed to promote local culture and arts, encourage collaboration and networking, support emerging artists and creatives, and foster creative entrepreneurship, competitiveness, and innovation.

In conjunction with this, DTI Laguna participated in the National Fiesta Kucha (dubbed as Fiesta Haraya) at the One Ayala Mall, Makati City on 12 December 2024.

Major Activities/Highlights (Fiesta Haraya)

- Creative Workshop – simultaneous with the cultural performances, creatives from Lumban and Paete, Laguna, showcased their skills in embroidery and wood/fruit carving. Lumban embroiderers demonstrated the art of manual embroidery while the wood and fruit carvers successfully created religious, floral, animal, and other mock-up designs.
- Creative Fashion Show – three sets of locally designed clothes and/wear were worn and modeled by each Ginoo and Binibini from Laguna. The first set included casual wear designs made by Lumban designers (i.e. Jessie Baduel and Ronnie Aben) matched with Liliw footwear (i.e. Ai-She Footwear and Jhaz Footwear); and accessories by Leny Handicrafts.
- Creative / Cultural Performances – Banda Kawayan Paete presented a musical performance with bamboo instruments. They played folk tunes, march tunes, and Christmas tunes. Meanwhile, JNJ Circle of Arts presented traditional folk dances.
- Total No. of Attendees: **120**



Laguna OTOP Hybrid Expo 2022: A Showcase of OTOP Pride and Laguna's Best

The DTI-Laguna, through the OTOP Next Gen Program and in partnership with SM Megamall, implemented the LAGUNA OTOP HYBRID EXPO 2022 at the Mega Fashion Hall of SM Megamall on 8 to 12 June 2022. This trade exposition was the first of its kind in Laguna where, aside from the physical trade fair, an OTOP Laguna website created in partnership with Topyugo Digital Incorporated was also launched during the opening program of the expo. This became the online platform of the event. The Laguna OTOP Hybrid Expo 2022 showcased the best of the best products in Laguna, highlighting the legacy and heritage products, such as embroidery, taka or paper-mâché, native delicacies, and innovative products, to help OTOPreneurs and other MSMEs in reaching wider market both physically and virtually.

The Laguna Liberica coffee was launched on 12 June 2022 where Mr. Michael Harris Conlin, owner of Henry & Sons and semifinalist of the World Barista Championship, conducted a coffee cupping activity to share the new innovations from the Liberica coffee trees in Laguna. Other activities conducted and facilitated aside from the trade fair proper were the provision of business consultancies and mentoring on franchising and financial planning offered by Negosyo Center Business Counsellors and the Association of Filipino Franchisers, Inc.

50 exhibitors assisted
PhP 1.6M sales generated
30 MSMEs assisted in content creation



KALAKAL LAGUNA

The DTI-Laguna, actively and continuously exploring opportunities to help MSMEs bounce back from the pandemic, has been assisting MSMEs through marketing activities, such as trade fairs, expositions, and business matching, in partnership with other government agencies and private sectors. This is to provide MSMEs opportunities to showcase and sell their products directly to the consumers. Tagged as Kalakal Laguna, the DTI-Laguna initiated this marketing activity to help MSMEs build brand awareness, generate new leads, and market match and meet with partners, which usually run for three to four days on a weekend, depending on the availability of the designated area. In 2022, there were six Kalakal Laguna runs in five cities nationwide with cumulative sales of **PhP 1,921,540.20** generated by **37** unique participating.



The Kadiwa ng Pangulo (KNP) was a project of President Ferdinand R. Marcos, Jr., which aimed to provide quality and affordable food products and other basic necessities and prime commodities (BNPCs) to every Filipino family. In partnership with the Department of Agriculture (DA) Regional Field Office No. 4 CALABARZON and in collaboration with the Provincial Government of Laguna through the Field Agriculture Extension Services - Office of the Provincial Agriculturist Laguna, DTI Laguna participated in the KNP Nationwide Rollout on 17 July 2023 at the Time Plaza, Provincial Capitol Compound, Santa Cruz, Laguna.

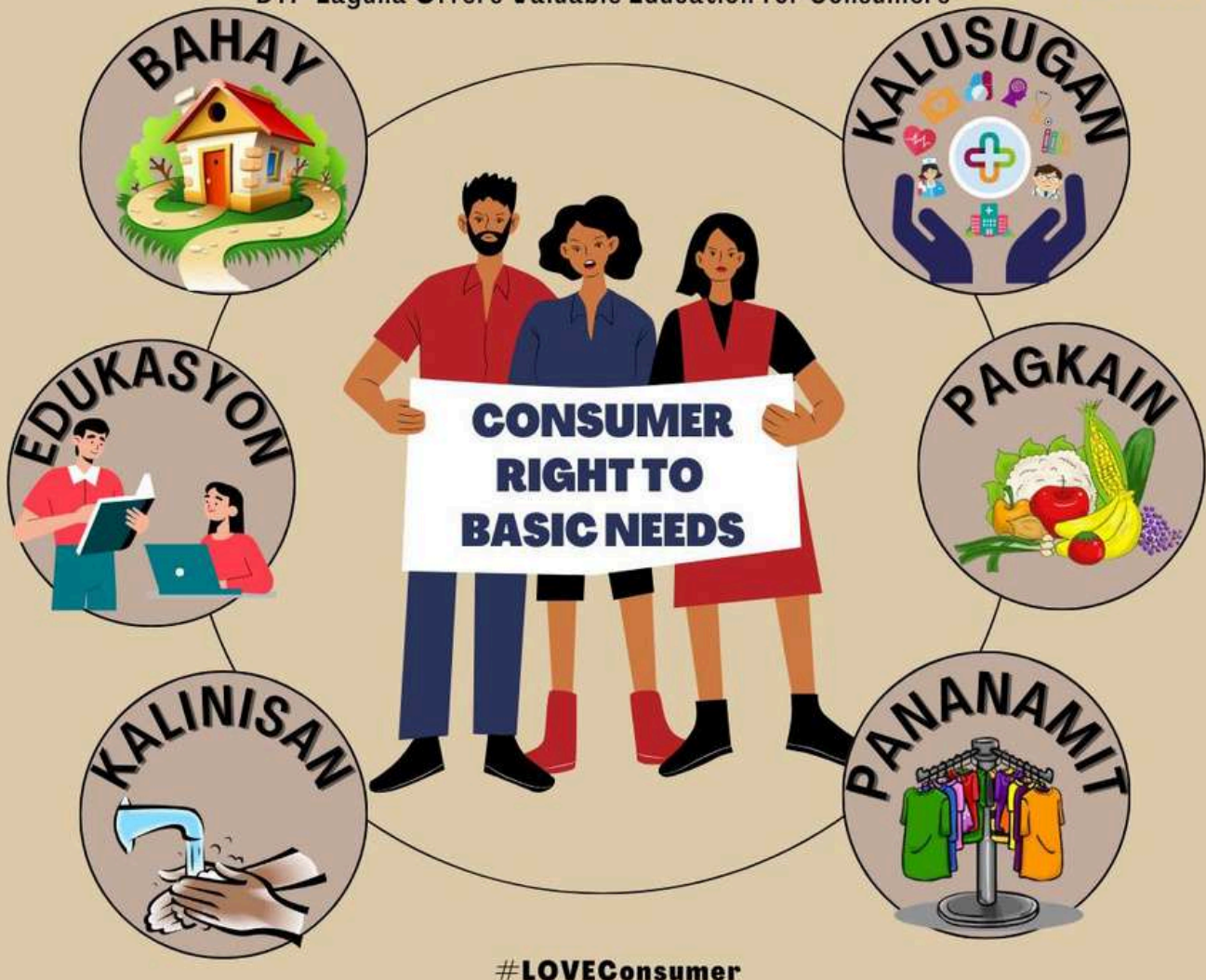
More than 20 Laguna homegrown MSMEs, farmers, and other businesses engaged in agricultural products and BNPCs participated in the selling and showcase of products. Among the products sold were rice, eggs, fresh meat, fruits, vegetables, locally processed food products, and wearables. More than PhP 145,000.00 sales were generated in the activity.



Bilang Isang Consumer dapat mong Malaman at Maunawaan ang
Karapatan sa mga Pangunahing Pangangailangan



DTI- Laguna Offers Valuable Education for Consumers



#LOVEConsumer

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

LOVE Consumers

On 28 February 2023, DTI-Laguna launched the “LOVE Consumers,” which translates to *DTI-Laguna Offers Valuable Education for Consumers*. This form of consumer education and advocacy used social media cards and other “quad media” to promote consumer rights and other consumer-related information. With the hashtag #LOVEConsumers, the first release focused on Consumer Rights and Responsibilities.

Major Activities:

- For 2023, DTI-Laguna, through its Consumer Protection Division, released and shared at least 61 social media cards.
- On average, each social media card reached nearly 1,000 users and generated nearly 1,000 impressions.
- Aside from the basic consumer rights, such quad media posts also discussed other fair-trade laws and DTI’s jurisdiction on handling consumer complaints, as provided by the Republic Act No. 7394 otherwise known as the Consumer Act of the Philippines.



DTI-Laguna, in collaboration with Felta Multimedia Inc., Southeast Asian Regional Center for Graduate Study and Research in Agriculture, and National University – Laguna, organized and conducted the 1st Laguna Robot LEGOlympics in 2022 to harness the knowledge of students in the area of robotics, technological design, innovation, and creativity. One of its visions was to inculcate innovative thinking for technological advancements in the youth of today which was necessary for the Philippines to be able to surpass the rapid change caused by digitization and techno-evolution. The activity was composed of competition for the most outstanding robotic design that is responsive to the current theme of the World Robotics Olympiad and the winner represented the Laguna province to the Philippine Robotics Olympiad. 70 students and coaches participated with the theme “Farmers’ Friend.” The First Place went to the Alpha Angelicum Academy of Biñan City, Laguna (Elementary and Junior High School Category) and National University – Laguna (Senior High School - Open Category).

Promoting Consumerism Through Tanghalang Pangmimili and Songwriting, Music Video, and Short Film Competitions

To safeguard consumer interests, the DTI continuously improves its programs and projects to be in trend so that its clients continue to be educated and become wise consumers. Every October, in celebration of the Consumer Welfare Month, DTI Laguna holds competitions focused on consumerism such as Songwriting and Music Video Competition, Shortfilm Competition, and stage play dubbed as “Tanghalang Pangmamimili.” The said competitions are participated in by highschool students from different schools in the province of Laguna and is a creative form for consumer education and information that would appeal to the masses, particularly the youth. For the Songwriting and Music Video Competition, there were 16 entries in 2022 and 12 entries in 2023. The Short Film Competition had 11 entries. The awarding of winners took place at the City Auditorium of Santa Rosa, Santa Rosa City, Laguna, on 24 October 2023.



DTI BATANGAS

MSME Assembly 2023

The DTI-Batangas conducted the MSME Assembly 2023 last 15 November at the JET Hotel, Lipa City. The activity was aimed to gather the prime MSMEs assisted by DTI-Batangas through its different programs and projects and to assemble and formalize the Batangas MSME Organization. The assembly was also graced by the renowned motivation speaker that served as a resource person for the MSMEs, Mr. Paulo M. Tibig, the #EntrepChamp.



Negosyo Center Business Counselors' Training on Effective Public Speaking

The DTI-Batangas initiated a Negosyo Center Business Counselors' (NCBCs) Training on Effective Public Speaking last 11 October 2023 at the Zillion Builders Pavilion, Lipa City. The activity was participated in by all the NCBCs and some Provincial Office employees. It was facilitated by a renowned public speaker, Mr. Paulo M. Tibig. Its aim was to continuously capacitate the NCBCs in terms of communication skills, which will contribute to the delivery of service.

Business Name Registration Caravan in Tingloy, Batangas

In 2023, the DTI-Batangas crossed the seas to conduct Business Name Registration Caravan in the Municipality of Tingloy, Batangas – an island municipality and the only municipality outside of mainland Batangas. To help the business owners in the municipality secure their Business Name Registration with ease and convenience, the DTI-Batangas and the Tingloy LGU partnered to grace the activity. During this one-day program, it was attended by 266 business name registrants.



BMBE Caravan 2023

The DTI-Batangas conducted a series of BMBE Caravans from July 24 to August 1, 2023 in various areas in the New Public Market, Barangay 22, Batangas City. This was in response to the request of Batangas City Public Market that aimed to assist the public market vendors in availing the minimum wage exemption. Additionally, the DTI-Batangas continuously advocates helping the beneficiaries of the said caravan, them being one of the major players in trade and industry in one of the Province's Cities.



Launching of SSF for Embroidery in Taal, Batangas

On 12 April 2023, the DTI-Batangas joined LGU-Taal for the launching of the Shared Service Facility (SSF) for Embroidery at the Taal Convention Center in Taal, Batangas. The project was established with the goal of rejuvenating "Burdang Taal" by providing access to new technology in the form of a computerized embroidery machine to Taal's famed "Burdaderos" and provide livelihood for Taaleneos.



Cacao Industry Cluster Action Planning Workshop

Under the ICE Program, the DTI-Batangas conducted the Cacao Industry Cluster Action Planning Workshop in partnership with the Office of the Provincial Agriculturist last 5 August 2023. The Action Planning was attended by the Batangas Cacao Growers Association (BCGA). Its aim was to further empower one of the province's priority industries — cacao — and to give an overview of the directions to take for the succeeding years, considering the advances in technology, change in market perspectives, and developed economy.



PFN Industry Cluster Localization Roadmap Workshop

The DTI-Batangas conducted the Processed Fruits and Nuts Industry Cluster Localization Roadmap Workshop last 23 November 2023 at the DTI-Batangas Office Training Room in Lipa City. The workshop was facilitated by STIDS Mark Ian T. Recio and TIDS Bernadette Arenas, PFN Provincial Focal Person. Its primary objective was to align existing and arising expectations in the industry, bridge the gaps, pinpoint challenges, and recommend solutions and strategize on empowering the industry in the province.



Value Chain Analysis Training

During the onboard of the CFIDP Program, the DTI-Batangas conducted a three-day Value Chain Analysis Training to bridge the gaps, provide clarity, and enhance existing knowledge and familiarity of the program beneficiaries on one of the major business aspects that needs to be tackled. Through Mr. Dennis Orlina, a renowned consultant and resource speaker, the participants were able to complete the training on September 16-18, 2023 at the Jet Hotel, Lipa City.



COCOLAKAL Batangas Provincial Trade Fair

The DTI-Batangas held the COCOLAKAL Provincial Trade Fair at SM City Lipa, which ran from 15-19 October 2023. The trade fair highlighted the locally manufactured products of CFIDP Program beneficiaries, who were the coconut farmers in the province together with pre-selected graduates of the Batangas' OTOP Program. The five-day COCOLAKAL gained total sales of more than Php 500,000.00.



Kadiwa ng Pangulo

The DTI-Batangas participated in the Kadiwa ng Pangulo Program at the Malvar Shrine, Sto. Tomas, Batangas on 2 March 2023. The program, initiated by the Department of Agriculture (DA) and in partnership with its LGU, was a one-day selling activity involving agricultural products, Batangas home-grown products, and basic and prime commodities. President Bongbong Marcos, Jr. and DTI Secretary Alfredo E. Pascual showed their support to all the sellers through acknowledging them in the program and strolling in each stall. Moreover, the DTI-Batangas once again participated in the conduct of Kadiwa ng Pangulo at the Batangas Provincial Capitol held on 17 July 2024, endorsing and assisting sellers of locally produced products and sellers of diskwento items, which helped the consumers receive discounted products.



PROJECT GEN S: Generation Sustainable

In celebration of the Consumer Welfare Month 2023 (CWM), the DTI-Batangas,, in partnership with the Provincial Government of Batangas through the PG-Environment and Natural Resources Office (PG-ENRO) and Jollibee Foods Corporation, launched the PROJECT GEN S: GENERATION SUSTAINABLE in the participating branches of Jollibee Foods Corporation in the province of Batangas and conducted the ceremonial Memorandum of Understanding (MOU) signing particular to the event.



Infomercial Contest

On 16 November 2023, the DTI-Batangas concluded the extended celebration of the Consumer Welfare Month through the judging and awarding ceremonies of the first-ever DTI Batangas Infomercial Contest with the theme, "Gen S: Generation Sustainable." The event was held at the Bulwagang Batangan, Capitol Site, Batangas City, Batangas in partnership with the Provincial Government of Batangas and the Asian Vision, Inc. The contest aimed to raise consumer awareness and showcase and recognize the talent of the youth sector in producing creative infomercial pieces. The First Asia Institute of Technology and Humanities (FAITH) Colleges was hailed as the Champion and received the Special Award for Best in Video Editing. It was followed by the University of Batangas - Lipa Campus as First Runner-Up and Lyceum of the Philippines University-Batangas as Second Runner-up.



Anti-Red Tape Authority (ARTA) Audit



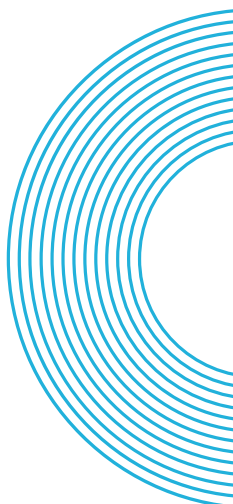
The Office on the Anti-Red Tape Authority conducted checking, monitoring, inspection, and evaluation of the DTI-Batangas' Ease of Doing Business process last July 26, 2023, participated by all the employees, especially the frontline service providers.

In preparation for the said audit, the DTI-Batangas made sure that all signages, information boards, Citizen's Charter, and other posters were up to date and in compliance with the ARTA requirements. In addition, the DTI-Batangas conducted a pre-internal audit to validate the staff's conformance to ARTA requirements.



#KonsyumerAlaEh

The DTI-Batangas Provincial Office initiated the launch of “#KonsyumerAlaEh” via its official Facebook page to promote consumerism in the province of Batangas. Through the tag line, “#KonsyumerAlaEh,” which was derived from a local famous form of expression in Batangas, the Office delivers various advocacy campaigns to intensify the consumer education program and raise the level of awareness and understanding of consumers in the province of Batangas. The DTI-Batangas continues to deliver its campaigns and other activities related to consumerism through this tagline via its official Facebook page.



DTI RIZAL

In 2019, the DTI-Rizal was inspired by the KMME-MME program that they designed a local mentoring program called Collaborative Harnessing and Mentoring Program for Rizal MSMEs or CHAMPS. For the years 2022 and 2023, DTI-Rizal had assisted 64 startup Rizal-based MSMEs who learned the fundamentals of business, such as entrepreneurial mindset, marketing, operations management, accounting and financial management, business resiliency, and costing and pricing.



Series of Trainings Related on IP for Entrepreneurs (STRIPE) Program

The STRIPE Program, initiated by the DTI-Rizal in July 2023, aimed to address the confusion between brand name and business name among entrepreneurs. The program consisted of seven learning sessions designed to assist potential and existing MSMEs in understanding Intellectual Property (IP) rights and processes. That year, 324 MSMEs participated in the program.

In addition, the program provided a platform for Rizal LGUs to enhance their understanding of registering geographical trademarks for potential inclusion in the Cities and Municipalities Competitiveness Index (CMCI), which is aimed to empower entrepreneurs and LGUs with knowledge and tools to protect their intellectual property and foster innovation and economic growth in the region.



KMME-MME Evaluation, Assessment, & Planning Meeting

In a significant milestone, the DTI-Rizal successfully concluded its flagship KMME-MME Program with an Evaluation, Assessment, and Planning Meeting cum Provincial Graduation. This event aimed to gather feedback from program beneficiaries, assess the program's impact, and plan for future improvements. The highlight of the event was the recognition of outstanding entrepreneurs who completed the 10-module KMME-MME Program. 40 entrepreneurs were honored with “Taas Noo Rizaleny” posters and Certificates of Recognition.



LSP-NSB in Rizal

In a bid to support sari-sari store owners, the province of Rizal distributed 158 livelihood kits to sari-sari store owners across 88 barangays of the province in 2022. Each of the kit, valued at PHP 10,000.00, served to enhance and expand the businesses of the beneficiaries. Ultimately, the initiative aimed to empower small-scale entrepreneurs who play a crucial role in providing essential goods within local communities.



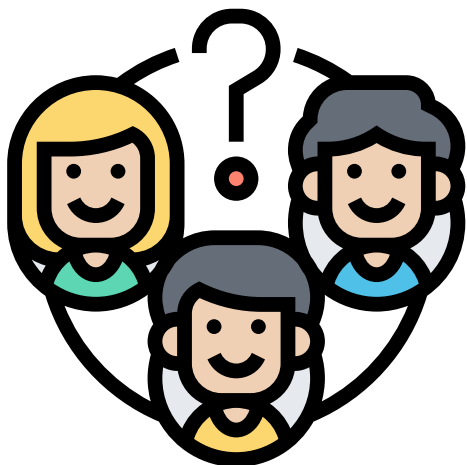


FIESTA KUCHA

In line with the Republic Act No. 11904, an act providing for the development and promotion of the Philippine Creative Industries and appropriating funds, DTI-Rizal had selected the municipalities of Angono, Rodriguez, Tanay, and Cainta to conduct FIESTAKUCHA; dubbed as CHAMPIONING CREATIVE (Creative Related Efforts and Assistance Transforming into Viable Enterprises).

Below is the list of FIESTAKUCHA events in the province of Rizal in 2023:

- Tanay Art Exhibit, Nov. 10
- Launching of FIESTAKUCHA CHAMPIONING CREATIVE Rizal, Nov. 19
- Bonsai Workshop Part 1, Nov. 27
- Art Workshop, Nov. 27
- Creative Summit, Dec. 6
- Creative Art Exhibit, Dec. 11-17
- Creative Conference, Dec. 12
- Kakaibang Tala Parol Making Contest, Dec. 15
- Bonsai Workshop Part 2, Dec. 16
- DATA Collab Theater Play, Dec. 17



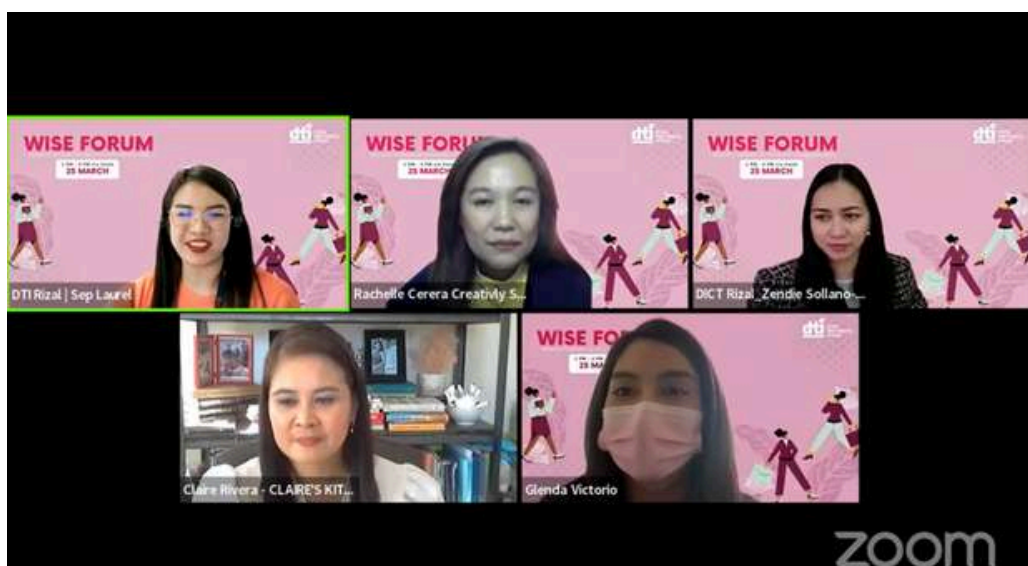
Itanong Mo, Konsyumer!

“Itanong Mo Konsyumer!” is a DTI-Rizal initiative where CPD resource speakers engage with MSMEs about consumer matters and concerns focusing on their needs and experiences. It’s a free-flowing question and answer session that empowers MSMEs with valuable information and advice on consumer protection. In 2022, 47 MSMEs were assisted by the program.

WISE Forum

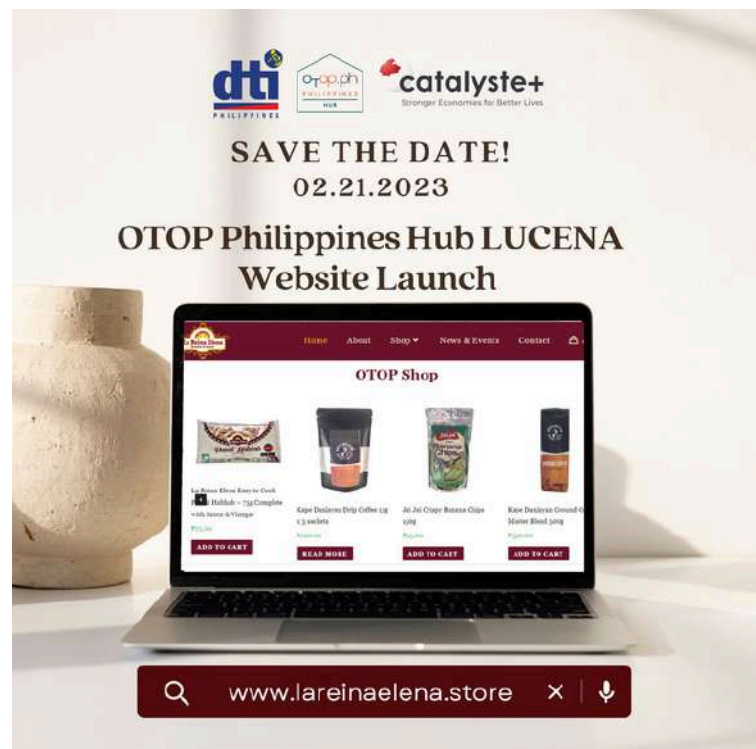
Every Women’s Month, the DTI-Rizal, through its Women’s Initiatives for Successful Entrepreneurs (WISE) Forum, has been championing women empowerment and economic independence. In 2022, the forum focused on inspiring women to start their own businesses, providing valuable insights from successful entrepreneurs.

On the other hand, the 2023 WISE Forum took a digital approach, leveraging technology to reach a wider audience. This online event delved into financial literacy, digital marketing, and business strategies, empowering women with the knowledge and tools needed to succeed.



DTI QUEZON

On 21 February 2023, the DTI-Quezon, in partnership with Catalyste+ (formerly known as the Canadian Executive Service Organization (CESO), successfully launched the 1st OTOP Philippines Hub (OPH) website in the Quezon Province, which is managed and operated by Ms. Eleonor Canlas of Amstature Foods located at Km. 133 Diversion Road, Silangan, Mayao Lucena City.



2022 Quezon Business Conference

The DTI-Quezon, in collaboration with the Provincial Government of Quezon Province and the Provincial MSMED Council, successfully held the 2022 Quezon Business Conference with the theme, "Rising Towards a Better, Sustainable, Resilient, and Inclusive Recovery," on 10 November 2022 at the Quezon Convention Center, Lucena City. With the nature and extent of the impact of the COVID-19 pandemic, the whole-day event aimed to strengthen the resilience of Quezon MSMEs' business operations. There were side activities that included a Quezon Product Exhibit and Selling and Information Desks of various government agencies, private companies, and banking institutions that were happening simultaneously with the program.





YEP & BEYOND (Building and Encouraging Youth Entrepreneurship through E-cOmmerce, iNnovation, & Development)

In 2021, the DTI-Quezon launched YEP & BEYOND (Building and Encouraging Youth Entrepreneurship through E-cOmmerce, iNnovation, and Development) aimed to equip young entrepreneurs with skills for creating and developing new business ventures and maintaining competitiveness, especially during challenging times. It included training in e-commerce, innovation, and business development to enhance their entrepreneurial capacities. Since 2022 to 2023, there were a total of **1,391 participants**.

YEP Program	Date
YEP & BEYOND: E-commerce Essentials: How to Start a Successful Online Business	30 March 2022
YEP & BEYOND: Innovation & Transformation in The Normal: Taking the First Step	24 June 2022
YEP & BEYOND Business Opportunities: Post-Pandemic	26 September 2022
Marketing Essentials: LinkedIn, Email, & POS Marketing	14 April 2023
Digital Customer Service: Everything to Know in 2023	14 July 2023
Design Thinking and Technopreneurship	6 October 2023



The goal of E-PALABUS is to educate and assist passengers in becoming savvy consumers through video clips shown on each trip of bus. Participating Bus companies are Jac Liner and Lucban Genesis Transport Multipurpose Cooperative on its routes originating from Lucena City. E-PALABUS content includes videos about Fair-Trade Laws from the DTI Consumer Care and infomercial videos from the winners of the 2023 Infomercial Video Making Contest.



Panimulang Pangkabuhayan Para Sa Kabataan–Business Improvement and Development Assessment (3PK-Bida) Youth Project

The **Panimulang Pangkabuhayan Para sa Kabataan–Business Improvement and Development Assessment (3PK-BIDA) Youth Project** is a joint initiative between the Office of Representative Atty. Mike Tan of the 4th District of Quezon, the DTI-Quezon, and the LGUs in District 4, aimed at empowering young entrepreneurs in the Philippines. The project's primary objective is to provide young individuals, especially those from underprivileged backgrounds, with the resources and training necessary to become self-sufficient and successful entrepreneurs.



BusinEss INnovation & Solutions thru Product Development, Integrated/ Intensive Registration, Expansion and Digitalization (BE INSPIRED) Program

The DTI-Quezon has conceptualized the BusinEss INnovation & Solutions through Product Development, Integrated/ Intensive Registration, Expansion and Digitalization (BE INSPIRED) Program for OTOP and Non-OTOP MSMEs in Quezon. The program aimed to provide custom-fit assistance for OTOP-assisted MSMEs in the previous years and the newly assisted MSMEs to level up their products and services. Under the Product Development Assistance, the DTI-Quezon collaborated with the Design Center of the Philippines (DCP) for the creation of new packaging and label design for eight selected beneficiaries of the program. Final outputs were showcased at the Niyugyugan Festival last 9 to 19 August 2023 at the Provincial Capitol Compound in Lucena City for market testing and promotion.



Launching of the IP Helpdesk & the Conduct of Basic Orientation on Intellectual Property

In partnership with the Intellectual Property Office of the Philippines (IPOPHL), the DTI-Quezon officially launched the Intellectual Property (IP) Help Desk in Quezon last 4 July 2023 at the DTI-Quezon Conference Room A, Ilayang Dupay, Lucena City. Its aim was to assist business owners and the creative industry in the province by providing consultancy support on IP application, protection, and enforcement. As part of the said event, the DTI-Quezon conducted a Basic Orientation on Intellectual Property and One-on-One Consultation. 16 MSMEs and the LGU participated in the orientation. One participant from the LGU of General Luna had a one-on-one consultation while two MSME participants filed for their IP application (Greatlab Pharmaceutical Inc. and AG's Fruit Smoothies).



KALAKAL Quezon & Other Product Showcases

KALAKAL QUEZON is a Provincial Trade Fair organized and facilitated by the DTI-Quezon, in cooperation with its partner agencies and private organizations, aimed to showcase products of Quezon MSMEs who were beneficiaries of various programs like OTOP, KMME, SSF, CARP, and Industry Cluster Enhancement (ICE) Program.

Major Activities:

- Coffee and Chocolate Break: A Trade Fair featuring Quezon's Coffee and Cacao at SM City Lucena, February 12 to 18, 2022
- Kalakal Quezon: Cacao Fuzion 2022 at SM City Lucena, May 24-30, 2022
- Quezon Day 2022: Quezon Products Showcase at the Provincial Government Center, Lucena City, August 17 to 21, 2022
- Kalakal Quezon Featuring Coconut 2022 at the Pacific Mall Lucena, August 17-23, 2022
- Kalakal Quezon Featuring Bamboo at SM City Lucena, September 20-26, 2022
- Kalakal Quezon Joins Citymall Tatak Pinoy Buwan ng Wika Trade Fair 2022 at CityMall Tiaong, August 3 to September 29, 2022
- Kalakal Quezon Christmas Fair 2022 at SM City Lucena, November 29 to December 5, 2022
- Kalakal Quezon: The Best of Quezon Products at Pacific Mall Lucena, December 13-19, 2022
- Paskong Quezonian: Bida Ang Pagmamahalan at the Provincial Capitol Compound Lucena City, November 25, 2022 to January 8, 2023
- Quezon Products Showcase at MPBL at the Provincial Capitol Compound Lucena City, March 11, 2023
- Kalakal Quezon goes to CMCI Provincial Forum and Awarding Ceremony at the Queen Margaret Hotel, Lucena City, March 24, 2023
- Sunday Market at SM City Lucena, March 26, 2023
- Kalakal Quezon featuring Womenpreneur Market at SM City Lucena, March 15 to 30, 2023
- Kalakal Quezon Joins MPBL at the Provincial Capitol Compound Lucena City, April 1, 2023
- Sunday Market at SM City Lucena, April 2, 9, 16, and 23, 2023
- Kalakal Quezon Joins MPBL at the Provincial Capitol Compound Lucena City, May 13, 2023
- Sunday Market at SM City Lucena, May 7, 14, 21, and 28, 2023
- Friday Market at the Provincial Capitol Compound Lucena City, May 22 and 26, 2023
- Kalakal Quezon Funtastic Summit with CoCanut at SM City Lucena, May 25 to 31, 2023
- Kalakal Quezon Joins MPBL at the Provincial Capitol Compound Lucena City, June 3 and 17, 2023
- Niyogyugan Festival 2023 Trade Fair (Ready to Eat Foods) at the Provincial Capitol Compound Lucena City, August 9-19, 2023
- CFIDP Kalakal Quezon: Featuring Niyogyugan Trade Fair at the Provincial Capitol Compound Lucena City, August 9-19, 2023
- CFIDP Kalakal Quezon Christmas Fair 2023 at SM City Lucena, November 24-30, 2023





Quezon Ubi Project

The Quezon Ubi Project involved profiling ninety-three (93) Ubi farmers in San Andres and San Francisco, Quezon. As part of the initiative, a market matching was conducted between the Quezon Federation and Union of Cooperatives (QFUC), acting as a consolidator, and Ube buyers/Manila-based exporters. This collaboration led to successful transactions, generating Php 216,370.00 in sales.



RESEARCH COCOLLABORATION: Empowering the Coconut Industry in the Micro, Small, and Medium Enterprise (MSME) Sector Through Research and Development

The Research Coco-laboration initiative addressed the need to develop coconut-based products through research and innovation. The DTI – Quezon collaborated with the University of Sto. Tomas-Department of Food Technology (UST-DFT), the Philippine Coconut Authority IV (PCA IV), and eleven coconut farmer organizations.

The program started with an exploratory meeting with Prof. Essence Jeanne L. Del Castillo, Chair of the UST-DFT, on 29 December 2021 and concluded in August 2023. It consisted of five phases: Phase I: Research Proposal, Phase II: Research Implementation, Phase III: Research Defense, Phase IV: Technology Transfer, and Phase V: Monitoring and Evaluation.

The beneficiaries of the program included nine cooperatives / associations from Quezon and two from Batangas.



CMCI Coaching Session and Validation of the LGUs

The DTI-Quezon, the Office of the Provincial Planning and Development Coordinator (OPPDC), and Southern Luzon State University (SLSU) organized a coaching session and validation for LGUs as part of the CMCI program. This annual ranking, developed by the National Competitiveness Council with support from the Regional Competitiveness Committees (RCCs) and USAID, aims to improve LGU performance in areas like Economic Dynamism, Government Efficiency, Infrastructure, Resiliency, and Innovation.



Provincial CMCI Forum and Awarding Ceremony

The Provincial Government of Quezon, in partnership with the DTI-Quezon and the Provincial Competitiveness Committee (PCC), held the Provincial CMCI Forum and Awarding Ceremony at Queen Margarette Hotel, Domoit, Lucena City. The event aimed to prepare for the 2023 CMCI Cycle and recognize the province's top-performing LGUs in the 2022 CMCI Cycle. It was also part of the implementation of the Provincial Competitiveness Action Plan 2022-2025, crafted by PCC members. A total of 29 awards/recognitions were given to Quezon's LGUs.



Infomercial Video Making Contest

As part of the Consumer Welfare Month celebration, the "2023 Infomercial Video Making Contest," with the theme "GenS: Generation Sustainable," was successfully conducted on 10 November 2023 by the DTI Quezon-Consumer Protection Division in collaboration with Asian Vision at the St. Jude Cooperative Hotel and Event Center, Brgy. Isabang, Tayabas City.





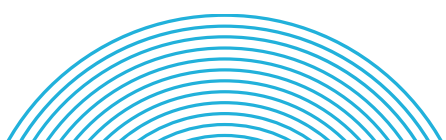
Digitalization of Sentrong Pamilihan Ng Produktong Agrikultura Sa Quezon Foundation, Inc.

The Project is part of the DTI's 3 – Year Food Logistics Agenda to revolutionize the Philippines' food distribution system from farm to fork and the use of information and communications technology (ICT) to digitalize and improve logistics performance. The program focuses on the major food terminals in the country, one of which is the Sentrong Pamilihan Ng Produktong Agrikultura Ng Quezon Foundation, Inc. (SPPAQFI) in Sariaya, Quezon. The DTI wants to onboard the SPPAQFI into digitalization and link them with institutional buyers.



Buy Local Advocacy Program (BLAP) Campaign

The DTI Quezon held the "2023 Info Campaign on the Buy Local Advocacy of DTI," a buy-in campaign garnering support from the remaining LGUs for the proposed partnership on the adoption of the agency's Buy Local Advocacy Program (BLAP). A total of 14 LGUs adopted the Buy Local Ordinance/Executive Order (EO). In 2022, the LGUs of Lopez, Macalelon, General Luna, Unisan, Pitogo, and General Nakar issued the ordinance, while in 2023, the LGUs of Mulanay, Sampaloc, Calauag, Padre Burgos, Gumaca, Sariaya, Dolores, and the Provincial Government of Quezon followed suit. Additionally, 41 LGUs participated in the buy-in campaign for the Buy Local Ordinance/EO.



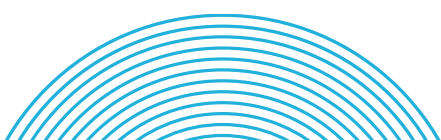
ComPassion Project

On 19 September 2023, DTI Quezon PD Julieta L. Tadosa, in collaboration with the Lucena Development Multi-Purpose Cooperative, spearheaded the successful DTI Quezon ComPASSION Project: FEEDING PROGRAM entitled, "KALUSUGAN NG KABATAAN, SUSI SA MAGANDANG KINABUKASAN," at Lucena North 1 Elementary School in Brgy 1, Lucena City. The initiative aimed to safeguard the well-being of students by providing not only nourishing meals but also healthy snacks and a bottle of alcohol, ensuring their holistic health. The one-day program addressed immediate hunger, gave students the energy to focus and participate in daily activities, raised awareness about the importance of nutrition, and demonstrated the community's care and support for the students' well-being.



Brigada Eskwela

The DTI Quezon provided its donation of school supplies and other materials during the week-long Brigada Eskwela 2022 with the theme Brigada Eskwela: Tugon sa Hamon ng Ligtas na Balik-Aral, in Lucena City and Tayabas City, Quezon Province.



Adopt-A-Municipality Initiative Program

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 28 July 2021, the DTI 4-A agreed to lead the AAM assistance to the Municipality of Dolores, Quezon. As the lead agency, the DTI 4-A, in cooperation with DTI Quezon, assisted the Municipality in their tourism-anchored program supporting the Municipality's promotion as the Faith and Wellness Capital of the Philippines.

- February 20 and 28, 2022 – Conduct of Livelihood Seeding Program Negosyo Serbisyo sa Barangay (LSP-NSB) in Barangay Manggahan and Barangay Maligaya, Dolores, Quezon
- March 8 and 9, 2022 – Follow through meeting and feedback on the Ocular visitation and profiling of Samahan ng Mananahi ng Barangay Sta. Lucia, Dolores to identify their needed assistance and possible market intervention for the organization
- March 16, 2022 – Virtual meeting with the Local Government Unit of Dolores for the OTOP Hub establishment in Dolores, Quezon
- April 6, 2022 – Seminar on Entrepreneurial, Innovation Mind-setting, and Franchising at the Venue 501, Brgy. Bulakin II, Dolores, Quezon attended by 20 MSMEs and 25 guests





ADMINISTRATIVE AND FINANCE MANAGEMENT

Regional Bids and Awards Committee (RBAC)



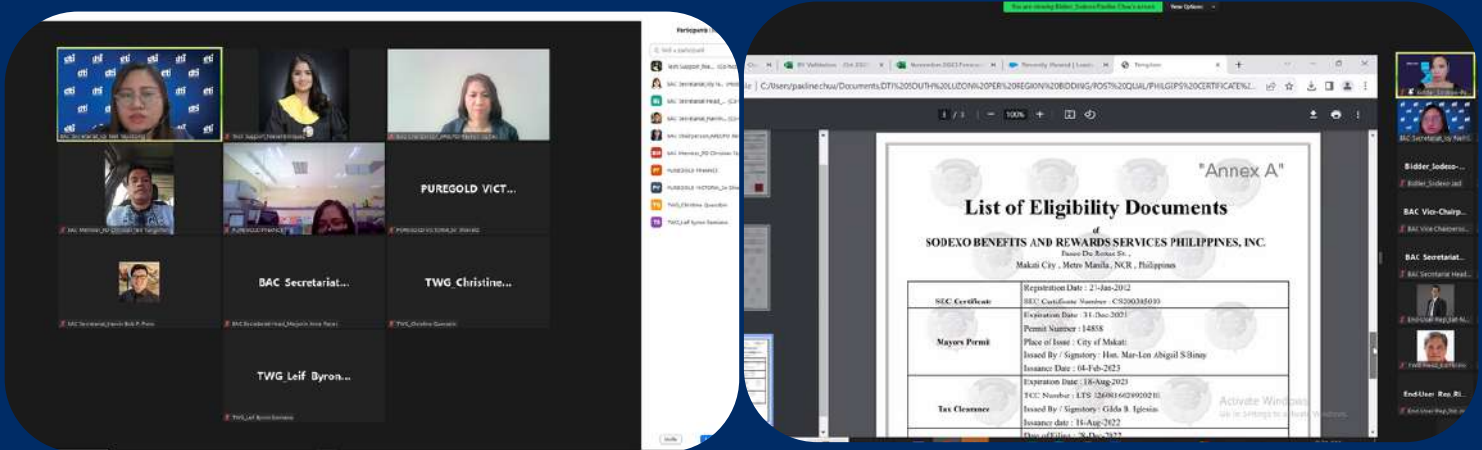
The DTI 4-A Regional Bids and Awards Committee (RBAC) had successfully conducted public biddings in 2022 for the following:

1. Project: Supply and Delivery of Sari-Sari Store Livelihood Kits for LSP-NSB of DTI Rizal Provincial Office (1 Lot) (ITB No. 8687295)
Winning Bidder: Puregold Price Club, Inc.
Contract Amount: Php 1,499,775.00
2. Supply and Delivery of Gift Certificates/ Vouchers/ Checks/Cards for DTI-PPG of DTI Batangas Provincial Office (1 Lot) (ITB No. 8894699)
Winning Bidder: Sodexo Benefits and Rewards Services Philippines, Inc.
Contract Amount: Php 12,280,000.00
3. Supply and Delivery of Gift Certificates/ Vouchers/ Checks/Cards for LSP-NSB of DTI Batangas Provincial Office (1 Lot) (ITB No. 8684923)
Winning Bidder: Puregold Price Club, Inc.
Contract Amount: Php 1,364,999.96
4. Supply and Delivery of Sari-Sari Store Livelihood Kits for DTI-PPG of DTI Rizal Provincial Office (1 Lot) (ITB No. 8895144)
Winning Bidder: Puregold Price Club, Inc.
Contract Amount: Php 7,351,181.10
5. Supply and Delivery of Grocery Items for Various Livelihood Kits for DTI-PPG of DTI Laguna Provincial Office (1 Lot) (ITB No. 9187965)
Winning Bidder: Puregold Price Club, Inc.
Contract Amount: Php 8,305,144.75
6. Supply and Delivery of Grocery Items for Various Livelihood Kits for LSP-NSB of DTI Laguna Provincial Office (1 Lot) (ITB No. 9201552)
Winning Bidder: Puregold Price Club, Inc.
Contract Amount: Php 1,364,999.96
7. Supply, Delivery, Installation, and Commissioning of Shared Service Facility for Multi-Commodity Processing of DTI Quezon Provincial Office (1 Lot) (ITB No. 9206799)
Winning Bidder: Universal Commercial Corporation
Contract Amount: Php 2,725,932.00
8. Supply, Delivery, Installation, and Commissioning of Shared Service Facility for Embroidery of DTI Batangas Provincial Office (1 Lot) (ITB No. 9203275)
Winning Bidder: Unix Industrial Corporation
Contract Amount: Php 1,187,200.00

The DTI 4-A espouses to the principles of transparency, competitiveness, and accountability set forth in the 2016 Revised Implementing Rules and Regulations of Republic Act No. 9184.

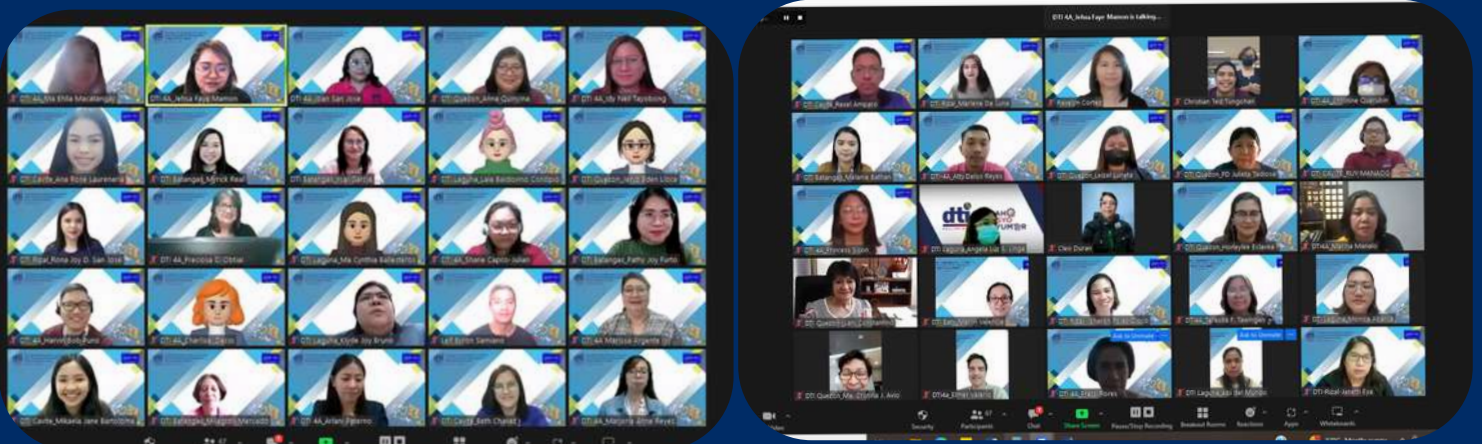
Supply and Delivery of Gift Certificates and Livelihood Kits for the PPG Program

The DTI 4-A Regional Bids and Awards Committee (RBAC) had successfully conducted public biddings for the implementation of the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) Program for F.Y. 2023. The winning bidders were Sodexo Benefits and Rewards Services Philippines, Inc. and Puregold Price Club Inc. for the supply and delivery of gift certificates and livelihood kits, respectively. The Regional Bids and Awards Committee (RBAC) continues to streamline its procurement processes in 2024 by holding Briefing Sessions on Public Bidding and Alternative Methods of Procurement.



Training on the Republic Act No. 9184 and its 2016 Revised Implementing Rules and Regulations (IRR)

On August 14-18, 2023, the DTI 4-A, in coordination with the Government Procurement Policy Board-Technical Support Office, conducted training on the Republic Act No. 9184 and its 2016 Revised Implementing Rules and Regulations (IRR) administered by the GPPB-accredited resource persons to strengthen the implementation of RA 9184 and provide updates on its Revised Implementing Rules and Regulations. The training was a response to Section 16 of the Revised IRR of R.A. 9184 requiring agency heads to send procurement personnel to procurement training or capacity development programs within six months upon designation and to produce competent BAC Members, BAC Secretariat, Procurement Technical Working Groups, Project Managers / Supervisors / Implementers, Supply Officers, Procurement Officers, Administrative Officers, Budget Officers, and Accounting Officers imbued with the required body of knowledge, sets of skills, and right attitudes and behaviors for public procurement.



Integrated Human Resource Information System (IHRIS) Orientation

In preparation for the compliance to the requirements of the PRIME-HRM (Program to Institutionalize Meritocracy and Excellence in the Human Resource Management) Maturity Level III accreditation, the DTI-Human Resource and Administrative Service crafted the Integrated Human Resource Information System (IHRIS), in close coordination with DTI Region 11. The IHRIS is an online system that stores HR-related data to cater all HR services efficiently within the agency. To ensure synchronized implementation of the system, the DTI 4-A Human Resource section, together with the IT staff of the Regional Office, conducted a face-to-face orientation to all DTI 4-A Provincial Offices within the month of September 2023. The orientation included a walkthrough of the system and enrollment of all permanent and contractual employees to the biometrics as part of the IHRIS.



Human Resource Merit Promotion & Selection Board Interview

Initiated last March 2020, the DTI 4-A HR Section continuously migrated the Human Resource Merit Promotion and Selection Board meetings and interviews via Zoom. Headed by DTI Quezon PD Julieta L. Tadosa as the HRMPSB Chairperson and OIC-ARD Revelyn A. Cortez as the Vice Chairperson, the board is able to effectively select the best applicants for vacant positions with the use of a virtual platform in 2022 and 2023.



Learning and Development: ISO Awareness Seminar

As part of the on-boarding process of newly-hired/appointed and promoted employees, the International Organization for Standardization (ISO) Awareness Seminar was conducted by the Administrative and Financial Management Division in coordination with the Consumer Protection Division on June 27, 2022 to ensure that everyone has a general understanding of the requirements of the ISO 9001:2015 and its application to our day-to-day processes within the organization.



Training on Safe Spaces Act – RA 11313 for Driver, Utilities, and Messengers

In compliance with RA No. 11313, one of the responsibilities of a government agency such as DTI is to prevent, deter, or punish the performance of acts of gender-based sexual harassment in the workplace. Hence, to ensure that everyone in the organization is fully aware of RA No. 11313 by information dissemination, the DTI 4-A conducted the first batch of the in-house training with the drivers, utilities and messengers as the initial participants.



AFMD Conference

The AFMD Conference is annually conducted for the AFMD and Administrative and Finance Management Unit (AFMU) Staff in the DTI 4-A Regional and Provincial Offices to keep themselves informed with up-to-date issuances, regulations, and policies from relevant agencies. This conference's goal is to continually improve the quality of services provided by the administrative support, avoid audit suspensions and disallowances, infractions in civil service and government procurement rules, regulations and policies, and disseminate credible information to its internal clients.



Health and Wellness

The DTI 4-A annually gives priority for the Health and Wellness Program for it serves as an avenue for the employees to take a pause from their work routine and assess themselves how well they are in terms of their physical, emotional, and even mental health being. The male employees had competed for indoor sports activities such as table tennis and darts tournament for the year 2022 and 2023. Meanwhile, the female employees opted for simple work-out programs and jogging.



Top 10% Performers

The Top 10% Performers of the DTI 4-A Regional and Provincial Offices for F.Y. 2021 and 2022, based on the dashboard and 360-degrees Behavioral Assessment, were given recognition during the Virtual Regional General Assembly conducted last November 2022 and November 2023, respectively. The awardees were highlighted in the virtual stage, alongside their certificates and plaques as their tokens.



Organizational Culture

Spearheaded by the AFMD, the DTI 4-A sets for an annual activity to strengthen the organizational culture through visiting local museums such as Casa Segunda, Lipa City, Batangas in 2022 and Eskinita Art Gallery, Tanauan City, Batangas in 2023. Organizational culture plays a key role in the organization in as much as it influences the Agency's behavior as a set, as well as the output and capacity to innovate.



Year-End Assessment

The DTI 4-A Regional Office employees join the annual Year-End Assessment as a way to continuously develop camaraderie and improve sense of belongingness and commitment, while having the chance to review and assess the progress of achieving annual targets.





OFFICE OF THE REGIONAL DIRECTOR

The DTI 4-A Regional Office and DTI Batangas participated in a Business Process Management (BPM) Workshop on 08-09 August 2023 in Batangas City, Batangas. The event was conducted by the Anti-Red Tape Authority (ARTA) - Southern Luzon in line with the spirit of bureaucratic efficiency, which is one of the 8-point socioeconomic agenda of President Ferdinand R. Marcos and pursuant to the Section 5 of R.A. 11032. This mandates all Offices and Agencies, which provide government services, to regularly undertake cost compliance analysis, time and motion studies, undergo evaluation and improvement of their transaction systems and procedures, and reengineer the same, if deemed necessary, to reduce bureaucratic red tape and processing time.



In line with the constitutional mandate upholding the right to freedom of information and implementation of full public disclosure of all its transactions involving public interest, the DTI 4-A is committed to release information to the public involving public interest, subject to limitations as provided by the Constitution, applicable laws, rules, regulations and procedures such as Republic Act (RA) No. 10173, otherwise known as the "Data Privacy Act," and the List of Exceptions approved by the Office of the President, among others.

2022

12

Number of FOI requests received and processed

2023

20

Number of FOI requests received and processed



Pending Cases Handled by Adjudication

The DTI 4-A's Adjudication Office arbitrates and resolves consumer complaints for violation of R.A. 7394 or the Consumer Act of the Philippines pursuant to Article 159 thereof and adjudicates formal charges for violation of Trade and Industry/Fair Trade Laws pursuant to Sections 2 and 18 of Executive Order No. 913 or "Strengthening the Rule-Making and Adjudicatory Powers of the Minister of Trade and Industry in Order to Further Protect Consumers" issued on 7 October 1983. In exercising this function, the DTI 4-A promotes fairness and compliance with the rules of procedure in dealing with party-litigants and in the decision-making process.

2022

50 - Active Status
38 - For Clarificatory Hearing
12 - Resolved/Dismissed

2023

26 - Active Status
14 - For Clarificatory Hearing
7 - Archived/Execution/Appealed
44 - Resolved/Dismissed

ISO 9001: 2015 Certification

The DTI 4-A has successfully maintained its ISO 9001:2015 certification, demonstrating its dedication to providing quality and relevant programs and services. This certification verifies that the agency has a quality management system in place, ensuring that its products and services are consistent and of high quality. To uphold this standard, the system undergoes continual internal reevaluation, promoting a process of continual improvement.

On 19 October 2022, the Certification International Philippines, Inc. (CIPI) assessed DTI 4-A and confirmed that it operates a management system that complies with ISO 9001:2015 standards for its trade and industry programs and services. All Provincial Offices and Regional Divisions of the agency have successfully adhered to the requirements outlined in ISO 9001:2015.

The most recent third-party audit of DTI 4-A, conducted as part of the One DTI Quality Management System, took place virtually on 26 October 2023. This audit assessed the performance of the management system to ensure compliance with certification requirements. The scope of the audit covered various services, including price and supply monitoring, handling consumer complaints, business counseling, conducting training sessions, accrediting service repair enterprises, issuing BMBE certificates, monitoring and enforcing Fair Trade Laws (FTLs), and providing administrative support for operations.



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