



2017

ANNUAL REPORT



DEPARTMENT OF TRADE AND INDUSTRY
REGION IV-A CALABARZON



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MESSAGE TO STAKEHOLDERS



It is a great honor to present to you the 2017 DTI Region IV-A Annual Report. This is the year of change, excellence, and moving forward for CALABARZON. We took big steps to give our MSMEs the assistance to enter the international market, to empower our consumers through technology, and to achieve excellence in governance to give our clients the services that they deserve.

We are proud to be the first agency in CALABARZON to be awarded in the Enhanced Program to Institutionalize Meritocracy and Excellence in Human Resource Management (E-PRIME-HRM) and to be certified with ISO 9001:2015 version on Quality Management System.

CALABARZON has dominated the 5th Annual Regional Competitiveness Summit for receiving a total of twenty-three (23) out of seventy-five (75) or 31% of the awards given to competitive local government units in the CALABARZON region.

Moreover, the DTI IV-A spearheaded the Outbound Trade and Business Mission in Canada and the USA with MSMEs from Laguna and Quezon. This paved the way for the MSMEs to observe and participate in the international market.

We are also recognized by the Canadian Executive Service Organization (CESO) for our best practices in establishing Building Entrepreneurs through Advisory and Mentoring Services (BEAMS), which resulted to the accreditation of 55 local volunteer mentors in all provinces of CALABARZON.

We plan to continue establishing a productive partnership with the private sector, national government agencies, non-government organizations, LGUs, and the academe to strengthen and enhance the services that we deliver to our clients.

These milestones will not be possible without the commendable effort, hard work, and passion of all staff, employees, and officers of DTI-IV-A Regional and Provincial Offices.

As we continue to uphold our core values, we also stand together to deliver the Serbisyonng Higit Pa sa Inaasahan.

Mabuhay tayong lahat!


MARILOU Q. TOLEDO
Regional Director

MESSAGE TO STAKEHOLDERS

After a challenging but fulfilling 2017, DTI 4-A adhered to its commitment to champion business and consumers. With the support of our partners from various national government agencies, local government units, non-government organizations, academe, and private sector, we were able to successfully promote competitive value-added products through various projects and programs in DTI that benefit micro, small, and medium enterprises as well as consumers.

During the course of year 2017, DTI 4-A Regional and Provincial officers and staff strived to pursue the organization's mission and vision in achieving global competitiveness as we foster professionalism, integrity, and competence among ourselves in DTI. I would like to applaud the DTI 4-A Team for a job well done in spite of the challenges faced in implementing our special projects on top of all our regular programs for consumer protection, MSME development, and industry development.

We were fortunate to have dedicated workforce who delivered the best services to our stakeholders. May we continue the best practices we learned this year and continue to improve our skills to aid in increasing investments, competitiveness, and resilience of our industries, improve production networks, enhance productivity, and ensure safe and quality goods and services to the consumers.

Indeed, we were able to achieve numerous milestones presented in this annual report. We would like to present these proofs that here in DTI, we do SERBISYONG HIGIT PA SA INAASAHAN.

May God continue to bless and guide us in 2018!



MARCELINA S. ALCANTARA
Assistant Regional Director



Vision

A more inclusive and prosperous Philippines with employment and income opportunities for all

Mission

DTI is the main economic catalyst that enables innovative, competitive, job generating, inclusive business, and empowers consumers

Values

Passion, Integrity, Creativity, Competence, Synergy, Love of Country

Mandate

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

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

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

These should be accomplished by the following major final outputs (MFOs):

- MFO 1: Trade and Industry Policy Formulation Services;
- MFO 2: Trade and Investment Promotion Services;
- MFO 3: Technical Advisory Services;
- MFO 4: Consumer Protection Services;
- MFO 5: Business Regulation Services.

Performance Governance System

1,792

1,685
106%

MSMES ASSISTED IN PRIORITY INDUSTRIES

DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES



241

229
105%

BAGWIS AWARD RECIPIENTS

16
INVESTORS
ASSISTED
15 107%

28
EXPORTERS
ASSISTED

72

NEGOSYO CENTERS
ESTABLISHED AND
MAINTAINED

37 ESTABLISHED
35 MAINTAINED

71

101%

6,831



NC CLIENTS OBTAINED BUSINESS
LICENSE OR PERMIT WITHIN 15
DAYS

7,590



BUSINESS LICENSE OR
PERMIT APPLIED THRU
NCS

100%

BMBE CERTIFICATES ISSUED
WITHIN THE PRESCRIBED TIME

2,126 APPLICATIONS
RECEIVED

19,134



Clients Assisted

17,251 MSME CLIENTS

1,883 OTHER CLIENTS

80

LGUS SUBMITTING LIST
OF BUSINESS PERMITS
ISSUED ANNUALLY



REGISTERED MSMES
ASSISTED BY DTI

16,745

120

MENTEES
GRADUATED

213
PROTOTYPES
DEVELOPED

166 OTOP
NEXT GEN
47 PRODEV
ACTIVITIES

467
FIRMS
MONITORED

139

OPERATIONAL SHARED
SERVICE FACILITIES

152

ESTABLISHED SHARED
SERVICE FACILITIES

7 IP APPLICATIONS FILED



53 MSMEs DOING
E-COMMERCE

3,408

PERMITS/ACCREDITATION/
LICENSES/AUTHORITIES ISSUED
WITHIN PRESCRIBED TIME

92%

CONSUMER COMPLAINTS
RESOLVED THROUGH
MEDIATION AND
ARBITRATION WITHIN THE
PRESCRIBED TIME

948

MEDIATION COMPLAINTS RESOLVED
WITHIN 10 WORKING DAYS

5

ARBITRATION COMPLAINTS RESOLVED
WITHIN 20 WORKING DAYS

1,021

CONSUMER COMPLAINTS RECEIVED
FOR MEDIATION

18

CONSUMER COMPLAINT RECEIVED
FOR ADJUDICATION AFTER NOTICE OF
FAILURE OF MEDIATION

98% OF EMPLOYEES

CAPACITATED

LEVEL

2

PRIME HR

P203,488,960
MILLION

TOTAL APPROPRIATIONS

P184,253,171

DISBURSED 99%

P186,651,154

OBLIGATED 92%

SME DEVELOPMENT DIVISION



BUSINESS NAME REGISTRATION

Business Name (BN) Registration is one of the principal front-line services of DTI to maintain a nationwide registry of business names mainly on Sole Proprietorship. The law governing the registration of business name is Republic Act (RA) No. 3883, as amended by RA No. 41476 and RA No. 863, otherwise known as the Business Name Law.

84,522 **99.3%**

Business Name Registered
within 15 Minutes

Regional Office	11,072	95.6%
Batangas	14,698	100%
Cavite	26,251	99.9%
Laguna	8,806	99.1%
Quezon	7,026	100%
Rizal	16,669	100%

85,147

Total Approved Business
Name Registrations

P6,392,795

Total Collections and Deposit
for BN Related Transactions

99.74%

Customer Satisfaction
Feedback Rating



72
OPERATIONAL
NEGOSYO CENTERS
REGIONWIDE

NEGOSYO CENTER

The Negosyo Center (NC) is a one-stop-shop for services to cater to the needs of entrepreneurs in processing requirements necessary to establish a business and to access information essential for entrepreneurs' growth. The establishment of NC is a provision in the Go Negosyo Act (RA 10644; enacted on 15 July 2015) where the DTI has been given the key responsibility and challenge of establishing NCs in all provinces, cities, and municipalities.

Negosyo Centers' Services

Business Registration Assistance, which facilitates all registration applications of MSMEs, the Philippine Business Registry (PBR), and Barangay Micro Business Enterprise (BMBE)

Business Advisory Services, which provides advisory services tailored to the MSME needs that include product development, trade promotion, financing facilitation, investment promotion, and SME counselling

Business Information and Advocacy, which provides information on market, suppliers, buyers, government assistance programs, etc. and conducts training and seminars



Business Registration Services

85,147 Business name registration facilitated
2,126 BMBE registration facilitated

Product Development Services Highlights

95 product catalogues/profiles prepared
26 product clinics facilitated
08 packaging and label designs developed
35 other product development-related services rendered



ACCESS TO MARKET SERVICE HIGHLIGHTS
152 MSMEs SELLING THROUGH ONLINE PLATFORMS
616 A2M RELATED SERVICES RENDERED

4 investment fora/conferences/business-matching activities
4 investment collateral/project briefs prepared
INVESTMENT PROMOTION HIGHLIGHTS

ACCESS TO FINANCE HIGHLIGHTS

169 loan applications endorsed to partner financial institutions/government financial institution

Php 27.706 million loan amount granted/approved

149 other A2F related services rendered

TRAINING & SEMINAR HIGHLIGHTS

1,456 skills/entrepreneurial/managerial training conducted
12,215 participants served

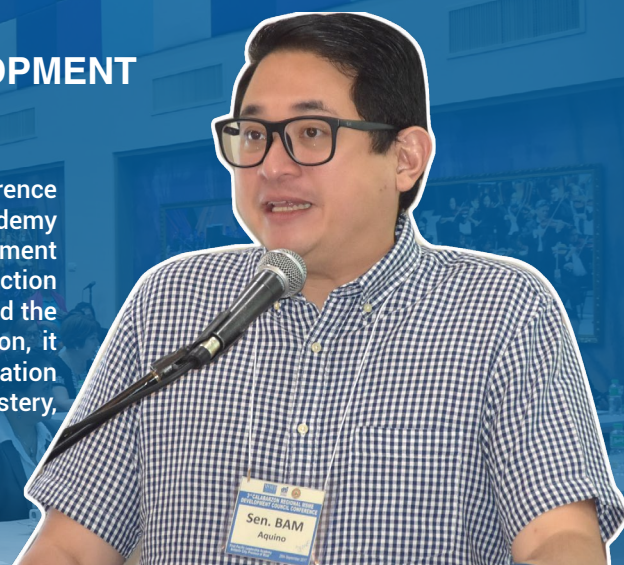
MSME DATABASE UPDATING

7,945 MSME profiles / directories success stories prepared
7,469 information materials disseminated



3RD CALABARZON REGIONAL MSME DEVELOPMENT COUNCIL CONFERENCE

The 3RD CALABARZON Regional MSME Development Council Conference conducted on 28 September 2017 at the First Pacific Leadership Academy in Antipolo City, Rizal took off from the 2017 ASEAN MSME Development Summit held last 14 July 2017 at the PICC where the Manila Call to Action was presented with recommendations for the ASEAN member-states and the Philippines. Localized in the context of the CALABARZON Call to Action, it focused on entrepreneurship as a driver of economic growth and job creation with reference to the interventions anchored in the 7Ms—Mindset, Mastery, Mentoring, Markets, Money, Machines, and Models of Business.



2 CARAVANS ORGANIZED
+CARAVANS PARTICIPATED

31 EXHIBITORS IN KABUHAYAN FAIR
MSMEs ASSISTED
Php151,688.00 SALES GENERATED

TRABAHO NEGOSYO KABUHAYAN

TNK is a localized employment and entrepreneurial caravan conducted in cooperation with the Department of Labor and Employment (DOLE) to foster:

- convergence of the different livelihood and entrepreneurship programs of government
- adoption of the 2017-2022 Livelihood Agenda, which envisions the transition of informal workers and informal economic units to the formal economy
- subscription to a localized approach in employment generation
- deferring to Local Governments, which know best the challenges in their respective areas.



162 TRAINED IN LIVELIHOOD SKILLS

182 TRAINED IN ENTERPRISE DEVELOPMENT

DEPARTMENT OF TRADE & INDUSTRY PHILIPPINES



225

TESDA SERVICES (Manicure, Massage, Haircut)

2 Livelihood Awards
53 Applicants Empowered thru Employment Coaching
104 Participating Employers
2,045 Job Applicants
324 Hired on the Spot



PROJECT KAPATID MENTOR ME

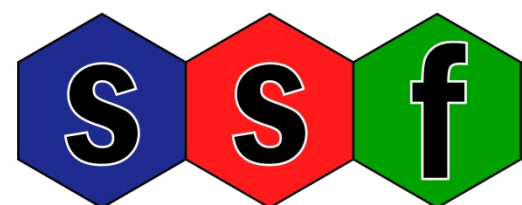


The Project KAPATID is Go Negosyo's initiative in partnership with the DTI and the Philippine Center for Entrepreneurship (PCE) to strengthen the mentorship program for the micro and small enterprises (MSEs) and to link them to the value chain of medium and large corporations through inclusive business models.

The project also helps MSEs to develop a good business sense by capacitating them through fundamentals of entrepreneurship and to assist MSEs scale up and sustain their enterprises by equipping them with the needed skill sets by way of theoretical /conceptual discussions (lectures) and mentoring /coaching sessions.

924 participating MSMEs
1,545 participating entrepreneurs
120 graduates produced





Shared Service Facilities
"Shared Success for Filipino MSMEs"

As a flagship program for attaining inclusive growth and assistance to the micro, small, and medium enterprises (MSMEs), the Shared Service Facilities (SSF) Program was successfully launched and implemented in CALABARZON since 2013.

With a total of 152 established SSFs, DTI 4-A has provided MSMEs in the priority industry clusters the access to better technology and more sophisticated equipment aimed to increase their competitiveness and consequently contribute to the national economy.

152

Shared Service
Facilities Established

139

Operational Shared
Service Facilities

1,351

JOBS Generated

14,915

MSMEs Assisted

2017 ACTIVITIES



Shared Service Facilities Cooperators Summit

November 30, 2017
Hotel La Corona de Lipa, Lipa City, Batangas



Seminar on Business Operations Management

October 25, 2017
The Bayleaf Hotel, City of General Trias, Cavite



Training on Bag Making and Designing

December 26-30, 2017
St. Francis 7, Brgy. San Antonio,
Biñan City, Laguna



SSF Industry Cluster General Assembly

September 6-7, 2017
DTI-Quezon, Lucena City



Rizal Shared Service Facility Convention: "Enhancing MSMEs Productivity thru SSF"

(A Showcase of Available Services)
November 27, 2017
The Atrium, Robinsons Place Antipolo, Rizal



SSF Monitoring and Property Tagging

May - December 2017



SMALL AND MEDIUM ENTERPRISES (SMEs) ROVING ACADEMY



SMERA is a management training program for would-be entrepreneurs, SME owners, and managers of micro and small to medium-sized businesses. This initiative is meant to provide continuous learning program for entrepreneurs to help them better set up and step up their operations and improve their competitiveness, thereby facilitating easier access to domestic and international markets.

210

SMERA TRAINING
RUNS CONDUCTED



12,306

PARTICIPANTS



"The series of training conducted in 2017 was on primarily skills training and business opportunity seminars. Aside from the continuous support to enable business in the region, some SMERA topics were also geared towards empowering consumers through the conduct of consumer advocacies and effective customer relations. Other topics included technology application and productivity improvement, marketing and promotion, as well as some greening initiatives."



SMERA TRAINING RUNS PER PROVINCE

📍 Cavite	62 Runs
📍 Laguna	46 Runs
📍 Rizal	41 Runs
📍 Batangas	31 Runs
📍 Quezon	30 Runs



Brand Equity Development Program

BrEDP is an initiative of the DTI under the Access to Market Action Plan for the Micro, Small, and Medium Enterprise Development Plan 2017-2022 to develop innovative and globally-competitive brands that can penetrate the local and international markets. The general objective of BrEDP is to increase brand awareness and identity of at least one MSME brand in each province per year over the six-year implementation plan.



97 MSMEs assisted on Brand Equity Development and Market Leadership Seminar



17 MSMEs assisted on One-on-One Consultation on Packaging and Labelling (Vitalstrats Creative Solutions)



77 MSMEs assisted on "Juana Make a Mark:" A Seminar on Trademark Registration (in partnership with IPOPHL)



97 MSMEs assisted on Packaging and Labelling Development with Promotional Video Shoot



The One Town, One Product Next Generation (ONG) is a priority program of the Philippine government to stimulate inclusive economic growth. The program was designed to help the MSMEs in levelling up products categorized as food, home decor, fashion, and agri-based goods. Through the ONG, the quality, design, marketability, and even brand development were revisited to improve and enhance each of CALABARZON OTOPreneur's products.

2017 MAJOR ACTIVITIES

- Screening, Assessment, and Triage (SAT) Sessions
- Brand Equity Development and Market Leadership Seminar
- Training Needs Analysis Workshop
- Product Development
- KALAKAL CALABARZON Regional Trade Fair (Special Setting Showcase)



88 MSMEs ASSISTED

41 FOOD MSMEs 47 NON-FOOD MSMEs

170 PRODUCTS DEVELOPED



2 NATIONAL
1 REGIONAL
TRADE FAIRS



The core assistance provided by ONG was the product development, which ran from August to October 2017. Eighty-eight (88) MSMEs were enrolled under this phase, 41 of which were non-food MSMEs and 47 were food MSMEs. Product development was implemented through the service of the region-based designers, the Association of R4A Designers, Inc. The team is composed of non-food and food designers who assessed the products of the 88 OTOPreneurs prior to the conduct of the intervention.

For the number of prototypes developed, each non-food MSME was provided with three product designs. On the other hand, one packaging and labelling design was provided to each food MSME. This resulted to 123 non-food prototypes and 47 food packages and labels. All in all, DTI 4-A produced 170 prototypes.

SALES GENERATED

KALAKAL CALABARZON

₱ 2,522,207

NATIONAL ARTS AND CRAFTS FAIR

₱ 2,233,744

NATIONAL TRADE FAIR

₱ 1,404,741



The Building Entrepreneurs through Advisory and Mentoring Services is a local business advisory program rooted in the "Bayanihan" spirit of the Filipinos. Lodged in the Negosyo Centers, the BEAMS is equipped with a pool of volunteer mentors (VMs) with various expertise who are tapped to assist SSF cooperators with their concerns to reach their full potential. VMs are also called upon as resource speakers for the SME Roving Academy, KAPATID Mentor Me, and other Negosyo Center-related business operations and development training sessions.




BEAMS IN NUMBERS

55 MENTORS
50 MENTEES



Canadian Executive Service Organization

In partnership with DTI 4-A, the Canadian Executive Service Organization, one of Canada's leading volunteer-based development organization, has been assisting MSMEs to overcome challenges and to prosper as businesses. CESO Volunteer Advisers, who are experts in their own right, have been deployed for various assignments. Since 2015, CESO has completed 20 collaborative assignments with DTI 4-A.

-  **Training on Rapid Business Diagnostics with VA Yves Carmel**
July 10-21, 2017
-  **Orientation on Branding with VA Ira Teich**
August 9, 2017
-  **Training on How to Access the Canadian Market with VA John Conolly**
October 23 to November 3, 2017



TRADE FAIRS PARTICIPATED/ORGANIZED

MAMARAKA sa Nasugbu 2017
April 3-9, 2017
Nasugbu, Batangas

Summerific Trade Fair
April 21-May 1, 2017
Antipolo City, Rizal

Pistahang Rizaleño, a SARAP Trade Fair
June 7-11, 2017
Antipolo City, Rizal

KALAKAL CALABARZON Trade Fair
October 13-18, 2017
Alabang, Muntinlupa City

Ang Saya ng Ma-SARAP na Pasko Trade Fair
November 29-December 9
Antipolo City, Rizal

PLANNING AND TRAINING SESSIONS

DAR-DTI CARP-DOST Synchronized Workshop
March 8-9, Tayabas City, Quezon

DAR-DTI CARP-DOST First Semester Assessment
August 2-3, Batangas City, Batangas

Trainer Training on Food Safety Management
CARP-Staff: August 14-18, Makati City

PROJECT VISITS

Project Visit in Cavite ARCs
April 25-26, 2017

DTI CARP Region 7 Learning Visit to Laguna
October 17-20, 2017



Comprehensive Agrarian Reform Program (CARP)

The DTI-CARP CALABARZON provides support services to Agrarian Reform Communities (ARCs) and their farmer-beneficiaries in the form of studies, training/seminar, market development, product development, and consultancy. The program prepares the farmers to undertake other livelihood activities with an ultimate goal of improving their family income towards countryside development.

₱ 22,278,299.00
Investments Generated

₱ 133,393,499.00
Sales Generated



3,582
Jobs Generated



44 Agrarian Reform Communities Assisted
6,721 Beneficiaries Assisted



23 MSMEs Developed
101 MSMEs Assisted



116 Trainings Sessions and Seminars
69 Studies Conducted



564 Market Development Activities

31 Product Development Activities

Bottom-up Budgeting

BuB is a government program subscribing to a people-centric budget preparation to fund projects, guided by the development needs and aspirations at the grassroots level. It does not only aim for proper allocation of resources but is also geared towards poverty reduction and promotion of inclusive growth. The program enabled poor communities a sufficient leeway to communicate their needs and requirements and underscored an approach complemented by the expanded engagement of civil society organizations (CSOs) and people's groups in the budget process. The respective local poverty reduction action plans (LPRAPs) are henceforth formulated with strong participation of these groups.

BUB PROJECTS LODGED UNDER DTI



Local Regional Economic Development (LRED)

YamanPinoy (YP)/ Negosyo Center Services

Establishment of Negosyo Centers

Shared Service Facilities (SSF) and Support to SSF

One-Town-One-Product (OTOP) Store Express

Industry Clustering Development Program

Price Mapping and Monitoring

Promotion of Green Growth

Rural Microenterprise Promotion Program



2017 ACCOMPLISHMENTS

While the program has already wrapped up in end-2017, there still remains the continuous monitoring of projects to ensure all of the funded 2014-2016 projects have been completed and fully liquidated by end-2018.

In the course of continuously implementing the 2014-2016 projects, DTI 4-A has fully utilized the 2014 project fund, completed and liquidated all the 30 projects. While the region has 100% utilization of the 2015 project fund, there remain 6 of the 76 projects up for completion. As for 2016 projects, the region registered 38 completed, 30 ongoing, but 3 projects were not implemented as fund validity lapsed in end-2017 due to long- pending completion of 2015 projects of concerned LGUs, resulting to a 94% fund use.

Promotion of Green Economic Development

The ProGED Project is a joint undertaking of the DTI and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to enhance the competitiveness of MSMEs by helping them adopt climate-smart and environmental-friendly strategies using the value-chain approach.



“The main objective of the project is for MSMEs, as well as government institutions relevant to economic development, to increasingly implement environmental-friendly, climate-smart, and inclusive strategies and measures. The program conducts climate-smart related awareness campaigns for MSMEs and local authorities by providing information about suitable technologies and green financial products.”

ProGED IN 2017

In 2017, DTI 4-A generated a total of 445 MSMEs, LGUs, and other stakeholders that participated in the 13 greening sensitization/learning events conducted in the five provinces. There were also two matchmaking events between service providers and/or green technology suppliers and MSMEs conducted in the provinces of Laguna and Quezon.



The ProGED program has ended in 2016, paving the way for the Acceleration of Green Economic Development (AccGED.PH) project, which was conceptualized for implementation starting 2017 to sustain the GED initiatives in the country.

The overwhelming influences of green economic development and successful collaboration have called for continuity of sustainable initiatives and support sustainability measures for more MSMEs to go green and improve their operations in terms of reducing the overall environmental impact of an enterprise and by making more environmentally-friendly decisions with energy-efficiency measures that conserve the earth's resources.



Supporting Women's Economic Empowerment in the Philippines

Great Women Project 2

The supporting Women's Economic Empowerment Project or GREAT Women Project 2 aims to assist women entrepreneurs enhance the competitiveness and sustainability of their enterprises and improve the enabling environment for women's economic empowerment.

515 Activities Conducted **6,699** WMEs Assisted **3,454** WMEs Enrolled **₱ 10,256,498** Sales Generated

GREAT stands for Gender Responsive Economic Actions for the Transition to a Sustainable and Inclusive Growth. It is a bilateral partnership between the Philippine Commission on Women with the Government of Canada to support women's economic empowerment for six years.

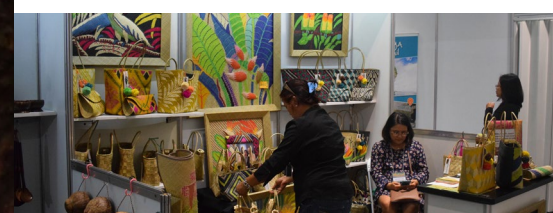
The GWP2 converges the efforts of various government agencies such as Department of Trade and Industry, Department of Agriculture, Department of Science and Technology and Department of Education in partnership with private partners such as ECHO Asia, SEDP and Bayan Academy to support a gender-responsive economic empowerment program.



MANILA FAME
94 WMEs Assisted **₱16,670,131** Sales Generated



GREAT WOMEN
124 WMEs Assisted **₱1,069,202** Sales Generated



KALAKAL CALABARZON
83 WMEs Assisted
₱4,884,206 Sales Generated

NATIONAL TRADE FAIR
42 WMEs Assisted **₱976,207** Sales Generated

SIKAT PINOY NATIONAL ARTS AND CRAFTS FAIR
18 WMEs Assisted **₱521,823** Sales Generated



Bahandi Eastern Visayas Trade Fair
55 WMEs Assisted **₱2,788,390** Sales Generated





INDUSTRY DEVELOPMENT DIVISION

IDD

CACAO INDUSTRY

It is projected that by 2020, there is an additional one million tons of cacao needed to meet the global demand and additional 30,000 tons for the local demand. The trend towards wellness and a healthy lifestyle is seen as another opportunity for cocoa, as it is being positioned and marketed as a health food given its natural contents and health benefits.

Given these market opportunities, the DTI 4-A has exerted its efforts to facilitate translating these opportunities into profitable reality that would lead to regional economic impact and inclusive growth. In 2022, the Region envisions to achieve the target of 2,000 MT fermented beans with development directions of increasing productivity level, expanding production areas, moving up the value chain, strengthening market presence through branding, leveling-up quality standards, and focusing on fine-flavored cacao. As part of the industry strengthening and institutional development, councils and technical working groups were created in the provinces of CALABARZON. Subsequently, regular meetings were conducted at the Regional and Provincial level.

207 JOBS
GENERATED
3 MSMEs CREATED
MSMEs ASSISTED **49**

P1.05 MILLION
TOTAL INVESTMENTS
P2.13 MILLION
DOMESTIC SALES

11 Trainings
Conducted
210
BENEFICIARIES
TRAINED



2017 ACTIVITY HIGHLIGHTS

**Participation to Cacao
Link Luzon**
November 15-17, 2017
P89,600 Sales Generated

**Training on Introduction to
Chocolate Making**
December 12-13, 2017
Calamba City, Laguna



Consistent with the thrusts of the Philippine Development Plan 2017-2022, DTI has adopted the industry clustering approach as a major strategy for poverty alleviation and inclusive growth.

Using the industry cluster approach, DTI aims to build more alliances with relevant agencies and institutions to develop competitive and innovative SMEs, implement programs for productivity and efficiency, and create conducive business-enabling environment. The clustering process necessitates the operation of upstream (raw material suppliers and production inputs) and downstream (logistics, value adding, packaging, and marketing) economic activities to support the whole value-chain.

Coffee is among the priority industry clusters that DTI 4-A is targeting to develop in the next five years given its high potential to accelerate the region's economic growth. As part of industry strengthening, DTI 4-A facilitated the conduct of Technical Working Group Meetings, both in the Regional and Provincial levels.

519 JOBS
GENERATED
P2.10-M LOANS FACILITATED
MSMEs ASSISTED **73**

P3.60 MILLION
TOTAL INVESTMENTS
P38.58 MILLION
DOMESTIC SALES

49 Trainings
Conducted
210
BENEFICIARIES
TRAINED



Luzon and Coffee Cluster Assembly
September 12-13, 2017

The activity was participated by a total of 111 coffee stakeholders from the six regions in Luzon—Regions CAR, 1, 2, 3, 4-A, and 4-B. The objective of the forum was to establish an institutional mechanism for the localization and implementation of the Philippine Coffee Roadmap. Other highlights of the activity included presentation of coffee market trends and coffee quality standards and election of island representatives to the Philippine Coffee Council.

Seminar-Workshop on Coffee Quality Standards with Introduction to Coffee Grading and Cupping
December 20-21, 2017

The activity conducted in partnership with the Cavite State University aimed to promote value addition and push for the best quality of coffee in the region. The training was facilitated by Mr. Jeffrey Pasikan, a certified R Grader from DTI-Kalinga, and assisted by a resident barista of CavSU, Mr. Ronald P. Peña. Eighteen (18) participants from CALABARZON composed of farmer-processors participated in the activity.



COCO COIR INDUSTRY

The Philippine Coco Coir Industry is one of DTI's top priority industries that contributes significantly to the country's inclusive growth. Thus, its stakeholders continuously exert their efforts to further develop and strengthen the industry.

As monitored by the DTI 4-A, the Coco Coir Industry in CALABARZON has accomplished its target performance for the year 2017.

143 JOBS
GENERATED

P1.97 MILLION
TOTAL INVESTMENTS

P19.885 MILLION
DOMESTIC SALES

9 CBE ESTABLISHED
9 ORGANIZATIONS STRENGTHENED

14 MSMEs
ASSISTED

MSMEs **01**
CREATED

148
BENEFICIARIES
TRAINED

20 Trainings
Conducted



DTI 4-A organized a Coco Coir Regional Convergence Workshop on 31 January 2017 at the Queen Margaret Hotel Downtown, Lucena City, Quezon where the Coco Coir Regional Technical Working Group was created. Regional line agencies, coco coir processors, SSF beneficiaries, and other stakeholders participated in the election of the RTWG Chairperson, Vice Chairperson, and members. They also participated in drafting the action plan for the coco coir industry. Other concerns such as proper bioengineering applications, usage, installation, and maintenance of geonets and available domestic market such as DPWH, NIA, and DENR were also discussed during the workshop.

Issues and concerns raised during the convergence workshop were considered in drafting the coco coir sectoral plan. Said issues/concerns and recommendations together with the targets of concerned agencies were used as inputs to complete the sectoral plan.



On 6 December 2017, members of the RTWG met to approve and update/monitor the sectoral plan. Representatives from Cocos Nucifera Pacific Corporation, Pilipinas Eco-Fiber Corporation, Philippine Coconut Authority, Department of Trade and Industry, Department of Public Works and Highways, National Irrigation Administration, Department of Labor and Employment, Department of Science and Technology, Department of Agriculture, Small Business Corporation, OPA-Quezon, IMOR Arc Womens & Farmers Multi-purpose Cooperative, Peace and Equity Foundation, Peter Paul Philippines Corporation, Tropical Coir Corporation, and Coco Husk Innovations, Inc. attended the RTWG Meeting.

PROCESSED FRUITS & NUTS INDUSTRY

The Processed Fruits and Nuts Industry is one of the priority sectors identified under the Industry Cluster Program of DTI 4-A. The goal of the program is to develop a competitive industry with strong forward and backward linkages, characterized by deep participation, particularly by the small and medium enterprises, in the regional and national production networks and local or global value chains. The focused sub-sectors under the PF & N Industry Cluster are banana, pineapple, mango, calamansi, dragon fruit, cashew nuts, pili nuts, and peanuts.

For the year 2017, regional development efforts for the cluster were focused on the technical and legal compliance of the MSMEs such as the Good Manufacturing Practices (GMP), FDA-License to Operate, and Hazard Analysis Critical Control Point (HACCP) Certifications.

345 JOBS
GENERATED

55 MSMEs CREATED
126 MSMEs ASSISTED

P0.25-M
LOANS FACILITATED

49 Trainings
Conducted

P0.55 MILLION
TOTAL INVESTMENTS

P30.70 MILLION
DOMESTIC SALES

210
BENEFICIARIES
TRAINED

BAMBOO INDUSTRY

166 JOBS
GENERATED

P2.995 MILLION
TOTAL INVESTMENTS

P6.025 MILLION
DOMESTIC SALES

398
BENEFICIARIES
TRAINED

24 Trainings
Conducted

96 MSMEs
ASSISTED

FARMERS 75
ASSISTED



2017 ACTIVITY HIGHLIGHTS

Market-Matching on Bamboo for Construction Industry
June 30, 2017

Regional Bamboo Industry Roadmapping Workshop
September 14-15, 2017

DTI 4-A has identified the Bamboo Industry as one of the dominant sectors to be developed and supported in the region.

By 2022, the CALABARZON Region aims to be the center of the bamboo industry in the Philippines supplying quality, innovative, and globally competitive bamboo products that are produced in an environment friendly manner, driven by dynamic and productive stakeholders, and providing sustainable benefits to farmers, processors, traders, and the local community thus, contributing to a progressive and inclusive economy.

AUTOMOTIVE INDUSTRY

DTI 4-A gathered lead automotive industry associations such as: the Federation of Automotive Industries of the Philippines (FAIP), Chamber of Automotive Manufacturers of the Philippines (CAMPI), Philippine Parts Maker Association (PPMA), and Motorcycle Parts Producers and Exporters Association (MCPPEA); major automotive players in the region such as Toyota, Mitsubishi, and Honda; local small, medium, and large auto parts enterprises; and other related industries and selected enablers for the 1st Regional "Kapihan" for Automotive Industry on 28 September in Cabuyao City, Laguna.

The 1st "Kapihan" paved way to start touching base with the industry players and collaborate for possible linkage between the local SMEs and large firms.



ROLL IT

ROADS LEVERAGING LINKAGES OF
INDUSTRY AND TRADE

The Roads Leveraging Linkages of Industry and Trade (ROLL-IT) is a DTI-DPWH Convergence Program on road connectivity for industry and trade development. Patterned after the Tourism Road Infrastructure Program (TRIP), the program aims to facilitate the efficient and more coordinated efforts among the two Departments to identify, prioritize, and implement road access infrastructure leading to various industries and economic zones in a technically-correct and politically-participative process. It also aims to get inputs and support from the business and civil society as well as local government units.

2018 ROLL-IT APPROVED PROJECTS FOR REGION 4-A

P150-M

6 KM

Opening and construction of the link road including bridge connecting Aguinaldo Highway and Governor's Drive in Dasmariñas City, Cavite in support of the IT BPM Industry

P139.870-M

5.59 KM

Widening and rehabilitation of Pulo-Diezmo road with construction, widening, and rehabilitation of bridge connecting Brgy. Pulo and Brgy. Diezmo (National Road to SLEX) in support of LISP-1, Cabuyao, Laguna

P35-M

1.4 KM

Concreting of various rural access roads connecting the national road in Alabat, Quezon to support the coconut processing and other agri-based industries

P30-M

1.2 KM

Concreting of various prioritized access road in Atimonan, Quezon to support handicrafts, foods, coconut processing, and other agri-based industries

P35-M

1.4 KM

Concreting of various roads in Guinayangan, Quezon to support coconut processing, coffee, and other agri-based industries

P30-M

1.2 KM

Concreting of various prioritized access road in Gumaca, Quezon to support coconut processing, coffee, and other agri-based industries

P30-M

1.2 KM

Concreting of various prioritized access roads in Lopez, Quezon to support agri-based industries

P30,000

1.2 KM

Concreting of various prioritized access road in Atimonan, Quezon to support handicrafts, foods, coconut processing, and other agri-based industries

Business Permits and Licensing System

High cost of doing business and too many processes in applying for business permits in the Philippines are some of the constraints to the competitiveness of the country. In response to this issue, President Duterte mandated to fast tract the implementation of Nationwide Streamlining of Business Permits and Licensing Systems (BPLS) Program through the DILG-DTI-DICT Joint Memorandum Circular (JMC) No. 1 series of 2016, amending the JMC no.1 series of 2010.



The CALABARZON BPLS Regional Coordinating Committee (RCCOM) composed of the Department of Interior and Local Government, Department of Trade and Industry, Department of Information and Communications Technology, Bureau of Fire Protection, and Batangas State University collaborated in conducting the BPLS Joint Validation and Monitoring of the Business One-Stop Shop on the randomly selected 17 local government units in CALABARZON. This activity validates the LGU's processes, orients them regarding JMC 2016, and coaches them on how to streamline their issuance of Business Permit. The team also conducted an Orientation on the (JMC) No. 1 series of 2016 for all LGUs in CALABARZON last June 2 at the Development Academy of the Philippines in Tagaytay City, Cavite and June 9 at the NDN Grand Hotel in Sto. Tomas, Batangas through the initiative of DILG 4-A.



As counter validation, the DTI 4-A conducted the 2017 BPLS Customer Experience Survey last January to February 10, 2017 and the 2017 Business Permit Licensing System Field Monitoring and Evaluation by interviewing clients about their experience in applying for New and Renewal of Business Permits. DTI 4-A commissioned the Batangas State University as partner academe to conduct the survey.

Through the continuous strategic coordination of the RCCOM, the willingness of the LGUs to be streamlined, and the full implementation of the E-BPLS designed by DICT, the team believes to have more streamlined LGUs in the future that will improve the Ease of Doing Business Ranking of the Philippines in Global Standards.



Cities and Municipalities Competitiveness Index

The National Competitiveness Council believes that city and municipality competitiveness is a key building block for National Competitiveness. Thus, an annual ranking of Cities and Municipalities all over the country was done by the NCC through the 17 Regional Competitiveness Committees (RCCs) with the assistance of the United States Agency for International Development (USAID).

Through the continuous promotion of the NCC on this project, the Mayors realized that the higher the competitive ranking is, the easier it would be for them to generate investments and create jobs. This year, a total of 1,487 LGUs participated in the ranking nationwide. 142 LGUs were from the CALABARZON Region, with 18 cities and 124 municipalities. Cities and municipalities were ranked based on the sum of scores on the four main pillars: Economic Dynamism, Government Efficiency, Infrastructure, and Resiliency.

On August 16, 2017, CALABARZON had reaped the fruits of its labor by receiving most of the awards given during the 5th Annual Regional Competitiveness Summit held at the Philippine International Convention Center, Pasay City. A total of twenty-three (23) out of seventy-five (75) or 31% of the awards were given to competitive LGUs in the CALABARZON region.

ECONOMIC DYNAMISM

Component Cities

- 1 General Trias City, Cavite

First to Second Class Municipalities

- 1 Cainta, Rizal
- 2 Taytay, Rizal
- 3 Sto. Tomas, Batangas

GOVERNMENT EFFICIENCY

Component Cities

- 1 Antipolo City, Rizal

First to Second Class Municipalities

- 1 Cainta, Rizal
- 3 Taytay, Rizal

Third to Sixth Class Municipalities

- 1 Cardona, Rizal
- 3 Baras, Rizal

INFRASTRUCTURE

Component Cities

- 1 Antipolo City, Rizal

First to Second Class Municipalities

- 1 Taytay, Rizal
- 2 Cainta, Rizal
- 3 Angono, Rizal

RESILIENCY

Component Cities

- 1 General Trias City, Cavite

First to Second Class Municipalities

- 1 Cainta, Rizal
- 2 Carmona, Cavite

MOST IMPROVED LGU

Third to Sixth Class Municipalities

- 3 Rizal, Laguna

OVERALL MOST COMPETITIVE

Component Cities

- 1 Antipolo City, Rizal

Provinces

- 1 Rizal
- 2 Cavite

First to Second Class Municipalities

- 1 Cainta, Rizal
- 2 Taytay, Rizal
- 3 Angono, Rizal

5th Annual Regional Competitiveness Summit

Cities & Municipalities Competitiveness Index

CONSUMER PROTECTION DIVISION

CPD

Monitoring and Enforcement of Fair Trade Laws

4,711

Establishments Monitored

99.98%

Compliance Rate

As stipulated in the Consumer Act of the Philippines (RA 7394), DTI's mandate is to protect the interest of the consumer, promote his/her general welfare, and establish standards of conduct for business and industry, which covers: protection against hazardous to health and safety; and, protection against deceptive, unfair, and unconscionable sales acts and practices.

These are religiously being guarded and maintained by DTI through monitoring and enforcement of applicable Fair Trade Laws (FTLs) like price act, price tag, labeling, standards, service and repair shops, contractors, truck rebuilding, and PETCs.

In CALABARZON, routine monitoring of these FTLs is being conducted monthly by the Provincial Offices' Consumer Protection Division personnel to maintain fair business practices among establishments/firms. The Regional Office and DTI- Fair Trade Enforcement Bureau (FTEB) operate the enforcement activities.

Other FTL enforcement activities done in CALABARZON were facilitated by the DTI-FTEB. Violations of establishments against applicable trade laws found were heard and adjudicated by the said bureau.



245

Accredited Private
Emission Testing
Center

Private Emission Testing Center

The Republic Act No. 8749, also known as the Philippine Clean Air Act, was enacted into law in 1999. It aims to maintain the quality of air and protect the public from the hazards of air pollution, and therefore, the DTI was mandated to develop and implement standards and procedures on the licensing of qualified private service centers and their technicians.



Philippine Standard Mark (PS Mark)

73 MANUFACTURING FIRMS ASSESSED AND ENDORSED TO BPS

04 NEW APPLICATIONS AND APPROVED FOR PS LICENSE

The Bureau of Philippine Standards (BPS) and DTI 4-A operate and implement the product certification schemes to ensure quality and safety of products produced locally and those imported into the country. These schemes were covered under the Department Administrative Order No. 04 of 2008 (PS Mark) and Department Administrative Order No. 05 of 2008 for imported.

DTI 4-A's pool of auditors conducts factory and product assessments to all manufacturers of products covered under mandatory certification to verify their compliances to applicable Philippine National Standards.

PRODUCT CERTIFICATION SCHEME



Import Commodity Clearance (ICC)

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

A pool of Bureau of Philippine Standards (BPS) qualified DTI 4-A Product Inspectors conduct on site verifications of imported products whether on vessel or in warehouses declared by the product importers. Proper inventory, product markings, documents validation, and product sampling subject for testing are being administered at these premises. Only those who successfully passed such requirements shall be issued with the applicable ICC certificates and stickers.

The highlight of 2017 Importation in Region 4-A was the bulk shipments of cement where thousands of metric tons of cement or in millions in terms of cement bags were inspected and inventoried.

225 ICC APPLICATIONS PROCESSED

139 ICC ISSUED

9,288 t
CEMENT INSPECTED AND INVENTORIED

Truck Rebuilding Center Accreditation Program

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 to:

Assure the public that all rebuilt trucks are safe and roadworthy and have met the standards on exhaust emission;
Develop technical and management expertise in truck rebuilding to pave way for rebuilding programs covering other types of vehicles.

DTI validates if the rebuilder's processes of restoring a whole truck unit covered under the DAO 08:2003 to its design capacity and efficiency using directly imported or locally acquired used components/parts are properly in line with the set Philippine National Standards (PNS), including the competencies of the personnel engaged in rebuilding.



ACCREDITATION OF SERVICES AND REPAIR SHOPS



1,039
SERVICE AND REPAIR SHOPS ACCREDITATION PROCESSED

The Presidential Decree No. 1572 provides adequate protection to safeguard the interest of the public against unethical, unfair, and incompetent practice of service and repair enterprises. The government, particularly DTI, is concerned with protecting reliable and competent service and repair enterprises against such malpractices which undermine their good name and established reputation.

With this PD 1572, DTI is the lead agency on the accreditation of these service and repair shops. All enterprises and technical personnel employed therein engaged in the service and repair of motor vehicles, heavy equipment, engines and engineering works; electronics, electrical, air-conditioning and refrigeration; office equipment; medical and dental equipment; and other consumer industrial electro-mechanical, chemical and gaseous equipment, machinery appliances or devices, shall apply for accreditation with the DTI within ninety (90) days from the promulgation of this Decree and shall apply for renewal on or before the 31st day of January of every year thereafter.

PRICE MONITORING

DTI developed a web-based price monitoring system known as "e-Presyo."

Price monitors post price data collected nationwide in the DTI portal, giving the public an easy access to updated price information on basic necessities, prime commodities, and seasonal items such as noche buena products and school supplies.

In 2017, DTI 4-A Provincial Offices regularly monitor prices of basic necessities, prime commodities, and seasonal items in CALABARZON. E-presyo is a big help not only to price monitors but more importantly to consumers, making it one of DTI's huge breakthrough.

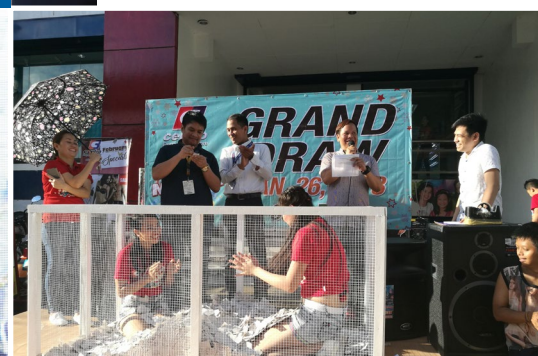


For the past years, Diskwento Caravan has since been a public service conducted by DTI in partnership with big manufacturers and/or distributors. It aims to sell goods to the public at discounted prices. Diskwento Caravan serves as an act of goodwill on the part of most distributors, serving consumers more than gaining profit.



DISKWENTO CARAVAN

DTI 4-A vows to continue organizing Diskwento Caravans for as long as there are firms who are willing to help and there are people who need aid.



1,966 Promo Applications Processed

SALES PROMOTION

Due to stiff competition, businesses need to come up with effective strategies to level up in their game. More and more firms recognize sales promotion as one of the highly effective methods to boost the sales of their products and/or services with the promise of additional privileges.

The DTI 4-A Consumer Protection Division also initiated a very significant policy reform that put to rest the longest debate on the merits and/or legalities of imposing a 30-day waiting period before any sales promotion activities can commence. The said policy reform was upheld by the DTI Top Management that allows implementation of sales promotion the next day from approval by DTI.

8 DISKWENTO CARAVANS CONDUCTED

7,592 CONSUMERS BENEFITED

4.565-M SALES GENERATED





BAGWIS PROGRAM



BAGWIS AWARDS IN NUMBERS

In 2017, DTI 4-A effectively promoted Bagwis to a wider margin, which resulted to a better outcome—exceeding the target by about 52%. The 2017 performance was also 50%+ higher than the previous year.



WHAT IS BAGWIS AWARDS PROGRAM?

The Bagwis Program promotes and fosters the highest level of business ethics and advocates a fair and honest marketplace through voluntary self-regulation and service excellence. It encourages the setting up of a sustainable Consumer Welfare Desk (CWD) or a DTI-recognized customer service counter that will provide information to consumers and serve as a mechanism for prompt resolution of consumer complaints.

THREE LEVELS OF BAGWIS AWARDS



Achievement of Silver Requirements + some elements aligned to ISO 9001



Achievement of Bronze Requirements + Social Responsibility



Compliance with Fair Trade Laws + Consumer Welfare Desk



TANGHALANG PANGMAMIMILI

To heighten consumer awareness and vigilance for quality and safe products among our youths, DTI 4-A conducted the Regional Tanghalang Pangmamimili at the University of the Philippines Los Banos, Laguna on November 17, 2017.

The Tanghalang Pangmamimili is a nationwide role-playing competition being participated by high school level students, both public and private, who will act out scenarios around the theme, "Consumer Rights in the Digital Age."

2017 WINNERS

Maryhill College
Champion

Tagumpay National High School
1st Runner-Up

Lodlod National High School
2nd Runner-Up

Dizon Memorial National High School
3rd Runner-Up

Congressional National High School
4th Runner-Up

INFOMERCIAL COMPETITION

As early as 2016, the Consumer Protection Division of the DTI 4-A Regional Office introduced a menu of special projects, including the Animated Infomercial Competition to optimize the engagement of partners at minimum cost and to maximize engagement of consumers in addressing their rights and assuming responsibilities.

2017 WINNERS

Lyceum of the Philippines University
Batangas
Champion

National College of Science and Technology
Cavite
1st Runner-Up

Laguna State Polytechnic University
2nd Runner-Up

University of Rizal System - Binangonan
3rd Runner-Up

St. Anne College of the Pacific
4th Runner-Up

POST-DISASTER NEEDS ASSESSMENT

The earthquake swarm that happened in the country in April 2017 badly hit the city of Batangas and municipalities of Mabini, Tingloy, Agoncillo, Bauan, Taal, and San Luis, resulting damages to properties, agriculture, government buildings, infrastructures, and business establishments. Thus, the Office of Civil Defense Region 4-A created the Post-Disaster Needs Assessment (PDNA) Team composed of different government agencies in CALABARZON to conduct PDNA in the affected areas.

DTI 4-A, as a member of the PDNA Team and as lead agency for the Productive Sector, conducted a Field Validation and Assessment of the Extent of Damages and Losses in the industry, trade, and service sectors in the said towns between May 2 to June 23, 2017.

A series of actual field validation and assessment was conducted together with the representatives of the local government units. Around 400 respondents/business establishments were interviewed.

Field validation and post-assessment were not only intended to estimate the damages and losses but also to assess the human recovery needs, to establish a recovery and reconstruction framework, to know the financial requirements of programs and projects, to determine the possible fund sources, and to recommend policies that will help achieve the overall post-disaster recovery, reconstruction, and risk management.

The assessed damages and losses, recovery and rehabilitation plan, and project profiles on the industry, trade, and service (ITS) sectors for the affected areas were submitted to the Office of Civil Defense (OCD) and presented to the Regional Disaster Risk Reduction and Management Council Region 4-A (RDRRMC 4-A) for review and validation purposes before it will be presented to the NDRRMC for further validation and approval.



The Proclamation Number 1098 of 1997 declared the month of October of each year as the Consumer Welfare Month (CWM). It is a month-long awareness drive that gives national attention to the eight basic rights of consumers and five consumer responsibilities. CWM highlights the government's supreme mandate to respect and protect consumers at all times. For this year, the theme was "Consumer's Rights in the Digital Age."

DTI 4-A, through the Consumer Protection and Advocacy Bureau, steered the 2017 Consumer Fun Run. Held last October 1 at the University of the Philippines Los Baños Campus, the fun run was a simultaneous event done in Luzon, Visayas, Mindanao, and the Metro Manila to kick off the celebration of the CWM. It was co-organized with the UPLB Department of Human Kinetics and the Maquiling Campus Runners Group.

The 2017 Consumer Fun Run provided an avenue to advocate consumer rights and responsibilities while promoting health and wellness at the same time. The categories were 3K, 5K, and 10K, participated by 226 runners composed of consumers, DTI employees, students, and other government agencies.



OFFICE OF THE REGIONAL DIRECTOR

GENDER AND DEVELOPMENT

The Republic Act 9710, the Magna Carta for Women, aims to eliminate discrimination against women, especially those in the marginalized sector. The General Appropriations Act (GAA) requires government agencies to allot 5% of their total budget for the formulation and implementation of their respective GAD plans.



Orientation on the New Harmonized GAD Guidelines, which was facilitated by Ms. May P. Cruz, Senior Trade and Industry Specialist from the Resource Generation and Management Service



Women's Month Celebration – GAD awareness by distributing promotional shirts promoting women's month (March)



Planning and Assessment Sessions

Careful integrated planning and assessment are vital to the successful implementation of any program. Through these activities, strategies and schemes are identified to address problems encountered in the achievement of the program's goals and targets. Furthermore, pertinent directions, guidelines, issues, and concerns are discussed and resolved.

10 EXECUTIVE MEETINGS CONDUCTED

1 REGIONAL MANAGEMENT COMMITTEE MEETING CONDUCTED



ASEAN/European Union-General System of Preferences Multistakeholder Briefing



To mobilize, support, integrate, and harmonize public-private efforts towards taking full advantage of trade opportunities under the Philippines' trade agreements, the Department of Trade and Industry Region 4-A, in partnership with the European Union- Trade Related Technical Assistance (EU-TRTA) Project 3, conducted the ASEAN/European Union-General System of Preferences Multistakeholder Briefing on 18 January 2017 at the Crowne Plaza Galleria Hotel, Ortigas, Quezon City.

The activity aimed to increase awareness and promote proper understanding of the ASEAN Economic Community and the Philippine-Europe strategy among stakeholders. The briefing, which highlighted MSMEs featured in the 2016 Paris SIAL International Food exhibition, was participated by CALABARZON micro, small, and medium enterprises, local media from the region, and the DTI beat reporters.



“CALABARZON has the biggest population in the country and is the number one contributor in manufacturing and number two contributor in agriculture to the Gross Domestic Product. The region has so much resources and human resources. We only need to look at these opportunities and push ourselves to work harder.”



Media Training for DTI Key Officials and Stakeholders

The Department of Trade and Industry Region 4-A, in partnership with the European Union- Trade Related Technical Assistance (EU-TRTA) Project 3, conducted the Media Training for DTI's regional, assistant regional, and provincial directors, information and planning officers, as well as selected private sector stakeholders.

The objectives of the training were to review communication process vis a vis audit of current practice, to enable designated spokespersons to convey messages of the organization to the public effectively, and to equip key officials and stakeholders with the framework to sustain communications in the region including strengthened good practices in the region and increased collaboration with DTI-Knowledge Management and Information Service, DTI-Public Relations Unit, and stakeholders.



MSME OUTBOUND TRADE AND BUSINESS MISSION IN CANADA AND THE USA



DTI 4-A recognizes the MSMEs' ability to expand their market reach through value-added product development and exploring groundbreaking opportunities in the international arena. In conjunction with the Canadian Executive Service Organization's (CESO) invitation to their 50th Anniversary to DTI 4-A Regional Director Marilou Q. Toledo as guest speaker, DTI 4-A organized the MSME Outbound Trade and Business Mission in Canada and the USA last November 14 – December 2, 2017.

The MSME Outbound Trade and Business Mission (OTBM) aimed to help MSMEs in the CALABARZON region in exploring new market opportunities to earn prominence in the international market. DTI 4-A together with the Department of Science and Technology, Philippine Coconut Research and Development Foundation, Inc., and the Local Government of Alabat, Quezon served as support agencies for the MSMEs to strengthen their business tie-ups and linkages towards business opportunities through B2B meetings, store visits, information sessions, business forum and mini exhibit, and meetings with fair organizers and with CESO, Philippine Chamber of Commerce – Toronto, and Philippine Trade and Investment Center – Toronto and New York.



MSME OUTBOUND TRADE AND BUSINESS MISSION IN CANADA AND THE USA

Part of the mission was the presentation and food tasting of products namely:



Amstature Foods, Quezon
Baked Noodles



Escaba Food Products, Inc., Laguna
Bottled Nata De Coco and Makapuno Balls



Blue Macay Food Manufacturing, Laguna
Sauces



TerraVida Natural Ventures
Turmeric powder



Municipality of Alabat, Quezon
Sweetener



DOST and the Philippine Coconut Research
and Development, Inc.
Makapuno flakes, makapuno lotion and bar
soap, and makapuno powder



Oryspa Spa Solutions, Inc., Laguna
Meditation balm and hot chili oil



Sophie's Gourmet, Laguna
Bottled Bangus/other fishes



Junk Not! Handicraft, Laguna
Upcycled products (napkins rings)



Jacobina, Cavite
Biscuits



Pasciolco, Quezon
Vinegar and other spices

The mission covered the areas of Toronto and Ottawa in Canada and New York City, New York in the United States. Enterprises were selected based on their exhibited capabilities and potentials to expand operations beyond the domestic market and have undergone the branding and brand development seminar.

MEDIA APPRECIATION LUNCHEON

The media plays a significant role in getting the message across to a wider audience and creating and shaping the public opinion. As the organization works closely with the media on a daily basis, it is important to build rapport and maintain good relationships with different media outlets to get the best and most appropriate coverage for the stakeholders and clients.



DTI 4-A conducted a Media Appreciation Luncheon to its five provinces (Cavite, Laguna, Batangas, Rizal, and Quezon) as a way of showing gratitude to our partner media outlets for their support in disseminating information to the public about DTI 4-A's mission, programs, projects, activities, announcements, and the upcoming events for next year.



DTI PROVINCIAL OFFICES' BEST PRACTICES

DTI CAVITE

MSMEs CONFERENCE

This gathering of dynamic entrepreneurs serves as a venue to discuss and learn about timely issues concerning enterprise development and build and strengthen their network, creating a more solid foundation for the local community.

The project is a collaboration of DTI Cavite and the Provincial Cooperative, Livelihood and Entrepreneurial Development Office (PCLEDO) in partnership with the Cavite Small and Medium Enterprise Development Council (CaSMEDC). Last December 6, 2017, DTI Cavite conducted the 14th MSME Conference in Tagaytay City, Cavite.



OUTREACH ACTIVITIES

Moreover, DTI Cavite holds an annual outreach activity with patient support organizations like the Cancer Warriors Foundation and the Cavite Center for Mental Health and residential institutions like the Mango House Children's Home, Angels of Hope Foundation, Little Angels Home, San Ricardo Pampuri Center, and San Jose Balay Alima Foundation, Inc. in Cavite. There are also Free Haircut Projects in schools and during Diskwento Caravans. Joining DTI Cavite's outreach activities are the thriving MSME clients who want to share their blessings to the underprivileged.



DTI BATANGAS

DTI Batangas consolidated videos of its accomplishments, success stories, and experiences on various implemented projects such as the Shared Service Facility (SSF), OTOP Next Generation, and Go Negosyo.

During the latter part of December 2017, Go Negosyo TV Commercial was aired on various slots in ABS-CBN, informing clients about the availability of Negosyo Centers in 15 Local Government Units in the Province of Batangas. Through this platform, DTI Batangas was able to widen its range of networks and promote its services to clients of different industries.



DTI PROVINCIAL OFFICES' BEST PRACTICES

DTI LAGUNA

Developing entrepreneurs while capacitating business counselors through consultancy by experienced DTI staff at the Negosyo Centers

Considered as one of the best practices of DTI-Laguna, every Negosyo Center has Business Counselors guided by experienced DTI staff who not only provide consultation to MSMEs regarding financial assistance, market promotion, or applicable training sessions for their businesses but also extend and share their knowledge and expertise in the field through a small group discussion or sometimes a one-on-one-consultancy.



DTI RIZAL

e4Tuesdays is a localized version of PLDT SME Nation's "Online Thursdays." "Engagement and Empowerment of Entrepreneurs through E-commerce" or e4Tuesdays encourages Rizal MSMEs to go digital to further improve their businesses.

Every Tuesday, each Negosyo Center in Rizal offers services that could help MSMEs maintain a good online presence in marketing their products through several digital platforms. For those who don't have an email account, Business Counselors are willing to help the MSMEs to create one and encourage them to go online to promote their products and services. Moreover, Business Counselors introduce different website builders like ePLDT Web Builder to help expand their markets.



DTI QUEZON

For the past 25 years, DTI Quezon has been the first and the only DTI Provincial Office conducting the On-the-Spot Poster Making Contest for grade school and high school levels. This activity is held annually through the collaborative effort among DTI-Quezon, McDonalds Lucena-Quezon Avenue Branch, and the private and public schools in the province of Quezon to help students to be aware of their consumer rights and responsibilities at an early age.

The contest is open to all elementary students and high school students from the public and private schools in Lucena City and nearby municipalities. Only one entry per school is allowed to join the contest, and the artwork must be rendered in pastel crayons in 10" X 15" (vertical) illustration board.



ADMINISTRATIVE & FINANCIAL MANAGEMENT DIVISION

AFMD

ISO 9001:2015 QUALITY MANAGEMENT SYSTEM

DTI 4-A through the assistance of its core of internal ISO Technical Support Team steered the certification of DTI 4-A for ISO 9001:2015 (Quality Management System).

A major requirement of the latest QMS standards is the integration of risk and opportunity analysis in planning the implementation of both organization mandate and individual processes. The Region finally achieved formal recognition from the ISO certifying body, Socotech Certification International, last March 23, 2017 after passing the re-certification audit and reports requirements in February 24-26.

"DTI 4-A was one of the DTI Offices that first successfully migrated to the recently "Risk-Based Thinking" series of the ISO 9001 standards. By getting certification ahead of other DTI units and clients, the personnel feel secured in the delivery of DTI services and the pool of auditors who conduct QMS audit in companies applying for product licenses under the Philippine Standardization Program."



Journey and Certification to ISO 9001:2015 "Risk-Based Thinking"

The process of internalizing the requirements of the Risk-Based Management system may not happen overnight but in the long run, both the government and the clients stand to gain from a new platform that ensures continuous effort to improve the services with the confidence of achieving a higher success rate.

THE QMS JOURNEY

**Full implementation of
ISO 9001:2015**

April 2017

ISO 9001:2015 Training, Lecture/Write-Shop Series, Final Documentation, Conduct of 1st IQA

May to December 2016

**3rd Party Audit Re-Certification by
Socotech Certificate International**

January 24-26, 2017

Orientation of IQA Members
November 2-3, 2017

Internal Quality Audit
November 9-13, 2017

**Preparations/Completion of Minor
Corrective Actions Based on Audit
Findings**
February 2017

**Issuance of ISO 9001:2015
Certificate**
March 23, 2017



E-PRIME HRM

The Enhanced Program to Institutionalize Meritocracy and Excellence in Human Resource Management is a program initiated by the Civil Service Commission that empowers government agencies by developing the human resource management competencies, systems, and practices toward HR excellence.

Covers Four (4) core HR Systems

**1 Recruitment, Selection,
and Placement**



ASSESS

Based on the initial assessment made by the CSC, there were some lens in DTI 4-A's four core HR systems that need to be addressed. Although the organization has been practicing such, the actual evidence requirements are the most important to sustain the commission's policy, "Tell me, and show me." This year's target is to attain Maturity Level II accreditation under the E-PRIME HRM.

**2 Learning and
Development**



ASSIST

Ms. Mirella R. Zagala and Ms. Sarah Jane A. Rico, who were the Assist Officers from the Civil Service Commission Region 4, monitored the progress of the program occasionally from May to September, providing technical assistance and development interventions to strengthen establishment and execution.

**3 Performance
Management**

**4 Rewards and
Recognition**



FINAL ASSESSMENT

On October 23-26, 2017, the Civil Service Commission IV (CSC RO IV) conducted a final onsite assessment at the DTI 4-A under the E-PRIME HRM represented by Director II Nancy B. Asilo, Ms. Marivic S. Munar, and Ms. Narizza D. Cruz.

AWARD

The DTI 4-A was recognized as 100% compliant to the enhanced Maturity Level II indicators of the four core HR systems on November 17, 2017. DTI 4-A is also a Bronze Awardee for E-PRIME HRM Maturity Level II Accreditation.

Nonetheless, the biggest reward of E-PRIME HRM Maturity Level II Accreditation is a more motivated workforce and satisfied clients as a result of improved HR systems and procedures.



LEARNING AND DEVELOPMENT









To produce quality people, it should start from employing the right people and enhancing their competencies through Learning and Development intervention, which will help employees align their performance to the goals and objectives of the agency.



2017 was a busy year for the Human Resource Development Section and the Human Resource Development Committee (HRDC), which was created to specifically address the training needs of all DTI 4-A employees—from training needs assessment to the conduct and facilitation of in-house training sessions and workshops. All regular employees were given training assignments based on their competencies and analysis of intervention needed to perform better on their jobs. In addition, tapping the services of our internal Learning Service Providers worked to our advantage in terms of savings on professional fees.



2017 L&D ACTIVITIES

-  Reconstitution of Human Resource Development Committee
-  Establishment of L&D objectives, processes/system, policies, and guidelines
-  Provision of training assignments/opportunities to all DTI regular/contractual employees
-  Creation of database for a more structured L&D system, which includes:
 - Trainings attended by all employees (including the dates, number of hours, and budgetary requirements/utilization)
 - Internal and External Service Providers and their expertise
-  Implementation of Training Effectiveness Survey Form (TESF) and Evaluation of Learning Service Providers
-  Meeting Maturity Level II of E-PRIME HRM requirements

SPRints

System on Performance Rewards and Incentives

DTI's System on Performance Rewards and Incentives (SPRInts) is the annual recognition program for the top performing officials and employees whose outstanding achievements and exemplary demonstration of the DTI values transformed the organization into the "Agency of Choice," consistently delivering, "Serbisong higit pa sa inaasahan."

MYTHICAL FIVE



CHRISTIAN TED O. TUNGOHAN
Trade and Industry
Development Specialist
DTI - Laguna



HARVIN BOB P. PUNO
Administrative Officer III
Regional Office



PRECIOSA C. OBTIAL
Administrative Aide VI
Regional Office



REVELYN A. CORTEZ
Chief Trade and Industry
Development Specialist
DTI - Cavite



ANA MARIE V. QUINCINA
Trade and Industry
Development Specialist
DTI - Quezon

This year's DTI 4-A Mythical 5, both from the technical and non-technical positions, were determined based on the overall ranking of employees' final individual performance rating



"Panghawakan nila na nagtatrabaho sila sa government para sa public, para sa Filipino people."

HARVIN BOB P. PUNO
Semi-finalist for SPRInts Award
Huwarang DTI 2016 Employee
of the Year.



GENERAL ASSEMBLY

General Assembly is the most awaited event of the year where new members of DTI family are introduced and employees from the Regional and Provincial Offices are gathered to solidify good working relationships through development training sessions, Fellowship Night, and team building activities.



PERSONALITY DEVELOPMENT

This year, the Organizing Committee invited resource speakers from Ever Bilena Cosmetics to talk about personality development, providing training to employees to prepare themselves to look professional despite of the busy schedule and challenging work and to improve self-confidence in engaging with clients.



PHOTOSHOOT

We never miss the opportunity to capture the precious moments of a complete DTI family.



FITNESS PROGRAM

On the second day, employees did a Zumba dance for almost an hour to burn calories and fats while having fun.



INDOOR GAMES

All employees participated in the indoor games where groups were required to complete a given task within a minute, which was inspired by the TV program "Minute to Win It." The activity strengthened the relationship of the employees to work as a team with proper coordination, strategy, and determination to achieve a common goal.



FELLOWSHIP NIGHT

We brought back the music, fashion, and moves of the 80's with this year's theme, "Back to the 80's." Employees were dressed-up in their 80's attire. Mr. Hubert D. Par of the Regional Office and Ms. Leyland Madridano of DTI Quezon were awarded Best in Attire. Moreover, employees and newly hired personnel showcased their dancing and singing skills through several performances.

The main event of the night was inspired by the popular TV series "Your Face Sounds Familiar." After weeks of preparation and rehearsals, we witnessed the transformation of our colleagues as they impersonated their chosen celebrity. Mr. Emmanuel L. Obial of DTI Batangas, who impersonated Pepe Smith, grabbed the top prize.

Lastly, we ended the night by giving recognition to Service Awardees who rendered Serbisyonig Higit pa sa Inaasahan for at least ten years.

Christmas Decoration Competition



Unleashing Creativity from Trash

In the spirit of the Yuletide season, DTI 4-A developed an innovative competition participated by the Regional Office Divisions in dressing up the working stations with Christmas ornaments all made from recyclable materials. The Christmas trees were built with stacks of plastic bottles, cups, and tin cans and decorated with shredded paper as garlands and a star made from old magazines and bottle caps. The symbolic nativity scene and traditional parol were designed by old boxes and posters, used plastic cups, and empty tissue rolls. Other decorations were made of cut-outs of colored and wrapping papers to have a festive look.

The representatives from the Union Bank of the Philippines and the National Police Commission were invited as judges. The team of Industry Development Division (IDD) and Great Women 2 Project won the first place.

The competition unleashed the creativity of the employees while promoting environmental awareness and building stronger ties in this season of love and giving. Next year is definitely an exciting and most awaited competition where innovation of designs, advocacies, and stronger relationships will be created.

Organizational Culture Activities

Organizational Culture represents the collective values, beliefs, and principles of organizational members. The chance of enhancing such values was given to employees through the conduct of annual O-Cult activities, subject to funds availability and approval of the Head Office. Engaging employees to interventions that improve their sense of belongingness and value increases probability of making significant contributions to the organization. Moreover, its main purpose is to institutionalize the agency's core values—Passion, Integrity, Creativity, Competence, Synergy, and Love of Country.



REGIONAL OFFICE

On December 7-8, 2017, the DTI 4-A Regional Office visited two Metro Manila attractions: Art in Island in Quezon City to unleash their creativity; and Venice Grand Canal Mall in Taguig City to experience and appreciate the Philippines' version of Italy's Grand Canal. This two-day activity was marked as O-cult and team building fused into one. This short "recharge" helped keep employees motivated to perform at their best as individuals and as team players (synergy) while delivering maximum client satisfaction.



DTI LAGUNA

This year, DTI Laguna went to Vonwelt Nature Farm at Barangay Sabang, Magdalena, Laguna on September 15, 2017. The Provincial Office continues to believe that all employees deserve good activity programs like Leading and Innovating Milestone on their O-Cult and Team Building Activity. Furthermore, the purposes of the activity were to bring out the best in each employee, ensure self-awareness, build self-confidence, improve time management, and enhance competitiveness of all employees.

DTI Batangas conducted their O-Cult at the Las Casas Filipinas De Acuzar, Bagac, Bataan on December 4, 2017 to expose the staff on the cultural heritage while establishing positive team culture, beliefs, values, norms and live by one of the DTI's core values— love of country.



DTI BATANGAS



DTI RIZAL

DTI Rizal spent their two-day O-cult cum Team Building Activity in Baguio City on August 17-18, 2017. Through this, employees were able to visit the classic scenic spots of the "Summer Capital of the Philippines." This also paved way to continually sustain values and deliver stronger commitment or passion to public service.

DTI Cavite conducted their O-cult at the pride destinations of their own province. On February 13, 2017, they visited a retreat house in Tagaytay City for spiritual development and continued their team building activity in Alfonso. This did not only enhance interpersonal relationships but also played a significant role in the delivery of individual and group performances.



DTI CAVITE



DTI QUEZON

DTI Quezon went to the Sikat Pinoy National Trade Fair and made a walk-through experience of "destination attractions" in the metro such as Upside Down Museum, Okada Fountain Show, and Ayala Triangle Gardens on December 7, 2017. All these contributed to strengthen the bonds and boost the motivation of employees for them to feel more valued and re-energized.

DTI REGION IV-A CALABARZON MANCOM MANAGEMENT COMMITTEE



OFFICE OF THE REGIONAL DIRECTOR

Front Row (L-R): RD Marilou Q. Toledo, Edgardo B. Ferino, ARD Marcelina S. Alcantara, Mia Angeline V. Cortez, Glaiza C. Muzares



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2017

DTI REGION IV-A ANNUAL REPORT

Produced by the Department of Trade and Industry Region IV-A CALABARZON

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