

# What's Up @ dti PHILIPPINES

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## DTI celebrates 40<sup>th</sup> Anniversary



*Department of Trade and Industry Secretary Ramon M. Lopez leads the celebration of the Department's 40<sup>th</sup> anniversary during the virtual flag ceremony on Monday, 26 July 2021. In his message, he extended his deepest gratitude and appreciation toward DTI officials and staff, whom he considers as partners in providing 'Serbisyon Higit Pa Sa Inaasahan'.*

The Department of Trade and Industry (DTI) celebrates its 40<sup>th</sup> anniversary during the virtual flag raising ceremony held on Monday, 26 July 2021. **DTI Secretary Ramon M. Lopez** led the simple yet meaningful ceremony, together with the Executive Committee Members, officials, and other members of the DTI family from across the country and the world.

With the theme "*DTI Forty-Fired Up!*" Secretary Lopez recognized the DTI Family for their commitment and fervent passion to serve despite the challenges amidst the COVID-19 crisis. "*Kasama ng passion ang sincerity, excitement, energy. Diyan nagsisimula ang lahat. Diyan din nagsisimula ang continuous innovation na nakikita natin sa mga kawani ng DTI. Passion brings out the best in all of us,*" he said.

Attended by 1, 000 participants, it was the second time that the Department celebrates its anniversary via Zoom since the pandemic started in 2020. Even so, the DTI is one and together in warmly celebrating this milestone year despite the crisis.

Sec. Lopez also enumerated the major accomplishments of the Department in the recent years, which included the projects and services that assisted micro, small, and medium enterprises (MSMEs) through the Livelihood Seeding Program-*Negosyo Serbisyo sa Barangay, Pangkabuhayan sa Pagbangon at Ginhawa, Go Lokal!*, One Town One Product Hubs, *Kapatid* Mentor ME program, and other digitalization initiatives; responded to the COVID-19 pandemic in support of the Inter-Agency Task For; supported the domestic manufacturing industry; provided consumer access to low-cost food products; increased investment record level; implemented and supported economic reforms, mainstreamed Philippine products abroad; pushed for national competitiveness; among many others.

As he ends, Sec. Lopez shared his vision and outlook for the next 40 years: 1) Government's vital role in strengthening MSMEs; 2) Push for future, work-ready, and globally competitive

workers for Philippine industries, including Information Technology and Business Process Management; 3) Create Philippines as global hub for artificial intelligence services; 4) Support blossoming creative industries; 5) Promote Inclusive Innovation Industrial Strategy (i³S); 6) Push competitiveness and ease of doing business; 7) Digitalization of government services: Business Name Registration System Next Gen and Central Business Portal; and lastly, 8) Ensure quality for consumer protection.

*“I am really proud to be working and serving together with the DTI people in empowering the Filipinos in enabling the trade and business sector. And of course, we aim for the Philippine recovery this year, 2021-2022, as part of the rebuild efforts. Right now, our challenge is to leave more legacies for the Filipinos and the generations to come. We plant a seed today to create a more inclusive growth and shared prosperity para po sa ating mga kababayan,”* he said.

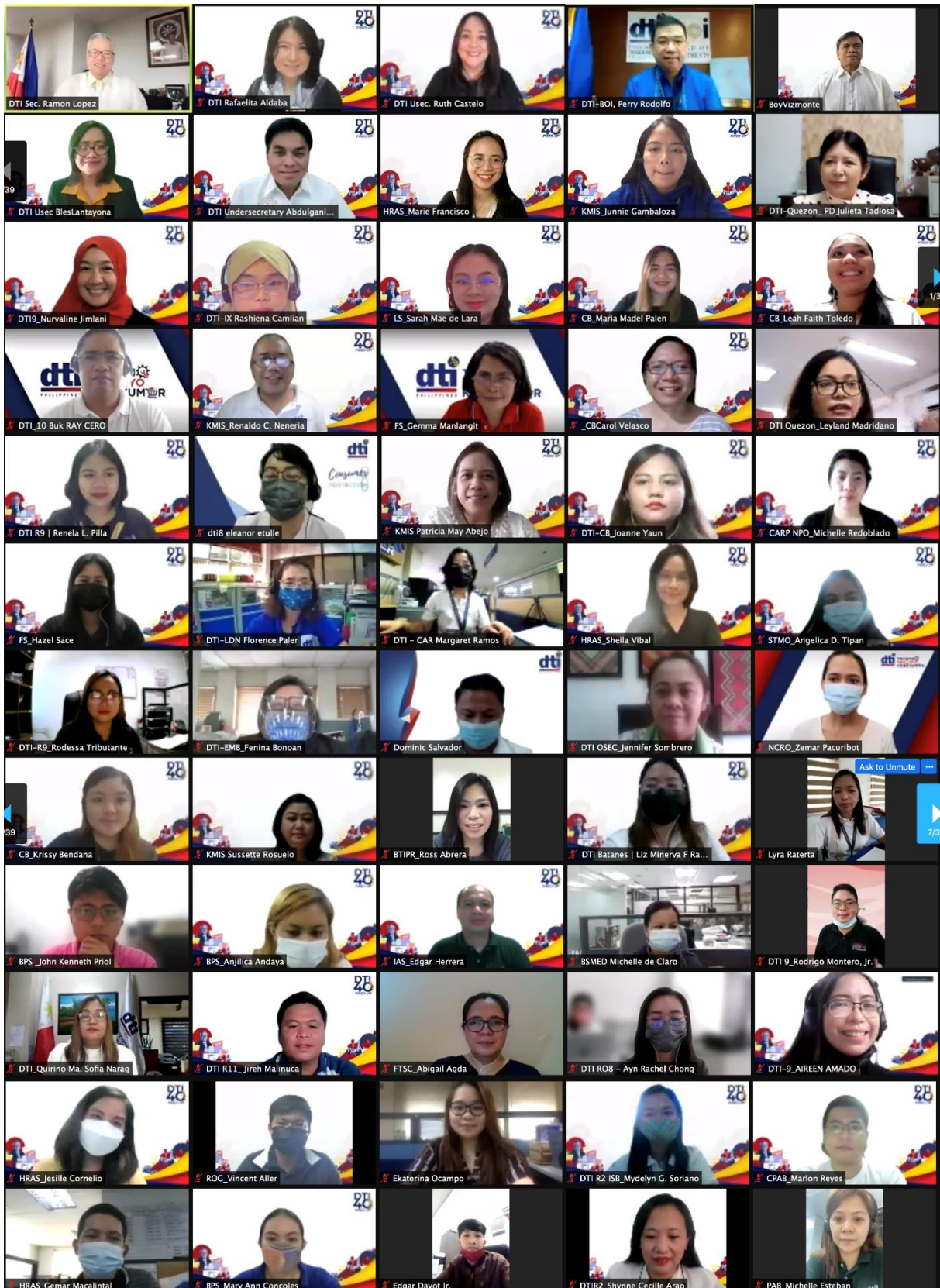
A presentation of the DTI History through an audio-visual presentation (AVP) was also made, showcasing the milestones and legacies of DTI in the past 40 years, under the leadership of the 15 DTI Secretaries. The AVP was produced by the Knowledge Management and Information Service (KMIS) in collaboration with the Human Resource and Administrative Service (HRAS) and the Planning and Management Service (PMS).

Moreover, members of the DTI family who are also celebrating their 40 years or more of service were given recognition. The following were given the Ruby Award:

- **Secretary Ramon M. Lopez** (Joined Presidential Management Staff in 1981 and then the Ministry of Trade in 1982)
- **Dir. Marievic M. Bonoan, Director IV, BDTP**
- **AD Rosario T. Liwanag, Assistant Director, BDTP**
- **OIC-RD Rodrigo M. Aguilar, OIC Regional Director, DTI-Region 5**
- **PD Edna S. Tejada, Provincial Director, OIC Assistant RD, DTI-Region 5**
- **Mr. Carmelo S. Nicolas, CTIDS, BIS**
- **Ms. Rafaelita C. Castro, CTIDS, EMB**
- **Ms. Zenaida F. Pre, CTIDS, RGMS**
- **Ms. Rosario M. De Leon, STIDS, FTEB**
- **Ms. Rosemarie M. Eguia, Administrative Assistant III, BTIPR**
- **Ms. Marciana D. Paden, Administrative Assistant III, FS**
- **Mr. Freddie P. Ogato, Administrative Aide VI, HRAS**



The DTI Forty-Fired Up mural was also put up as a commemorative wall featuring the men and women of the Department with the respective serving Secretaries through the years and their legacy programs. The mural may be viewed at the DTI Main Building Lobby.



*Some of the DTI staff and employees pose for a Zoomfie to commemorate the celebration of the 40<sup>th</sup> Anniversary along with DTI Executive Committee: (1<sup>st</sup>-2<sup>nd</sup> row l-r) Secretary Ramon M. Lopez, Competitiveness and Innovation Group Undersecretary Rafaelita M. Aldaba, Consumer Protection Group Undersecretary Ruth B. Castelo, Industry Development and Trade Policy Group Ceferino S. Rodolfo, Chief of Staff and Management Services Group Undersecretary Ireneo V. Vizmonte, Regional Operations Group Undersecretary Blesila A. Lantayona, Trade Promotions Group Undersecretary Abdulgani M. Macatoman.*

The lineup of activities organized by the HRAS for the week-long anniversary celebrations includes:

<b>Date</b>	<b>Activities</b>
<b>26 July</b>	<p>Special Flag Raising Ceremony</p> <p>DTI 40<sup>th</sup> Anniversary: Forty Fired Up Years of <i>Serbisyong Higit Pa sa Inaasahan</i> AVP</p> <p>Thanksgiving Mass</p> <p><i>Pinggang Pangkalusugan kay Juan at Juana: The Healthy Food Plate Model for Filipino Adults</i></p>
<b>27 July</b>	<p>Life begins at 4T: Trivia, Tales, Trends, Talk of the Town Online Game</p> <p>Webinar: Fuel Up! Manage Yourself to Manage Others (Wellness Program for Leaders)</p> <p>Government Frontline Services: National Bureau of Investigation (NBI) Clearance Application</p>
<b>28 July</b>	<p><i>Dugong Alay para sa Bayan: DTI Bloodletting Drive</i></p> <p>Government Frontline Services: Philippine Statistics Authority (PSA) National ID Application</p>
<b>29 July</b>	<p><i>Dugong Alay para sa Bayan: DTI Bloodletting Drive</i></p> <p>Government Frontline Services: Land Transportation Office (LTO) Student Driver's Permit, Renewal of Driver's License, Renewal of Car Registration</p>
<b>30 July</b>	<p>Level Up, Motivation! Webinar on building a growth mindset in the #newnormal.</p> <p>Life begins at 4T: Trivia, Tales, Trends, Talk of the Town Online Game</p>